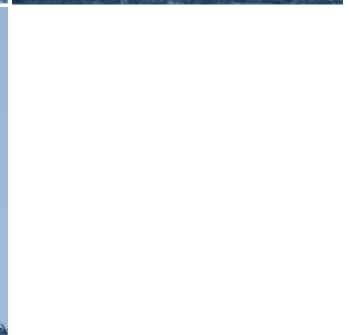
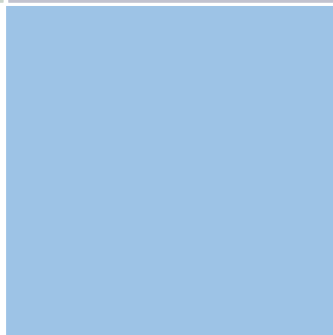
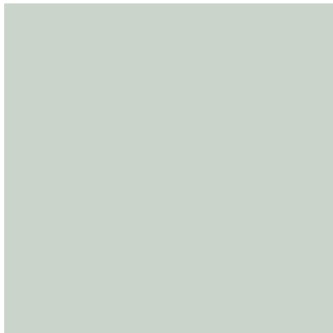


Sultan Comprehensive Plan Update Public Engagement Plan



June 23, 2023

Key Personnel



HAL HART
Community Development Director

CYD DONK
Associate Planner

MARK BOND
Assistant Planner/Code Enforcement

MELODY DAZEY
Economic Development Manager

framework

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LESLEY BAIN
Engagement/Design Lead

TYLER QUINN-SMITH
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BOBO CAI, AICP
Planner/Urban Designer

HOPE FREIJE
Urban Designer

SARAH LUKINS
Planner/Urban Designer



ANNIE SIEGER
Economic Development &
Capital Facilities Planning



Overview

The City of Sultan is starting a major update to the Comprehensive Plan, which will be adopted at the end of 2024. This Comprehensive Plan will create a framework to shape how Sultan grows and changes over the next 20 years. The Comprehensive Plan influences the whole community and, as such, should reflect the voices of the community equitably and intentionally. The success of the Comprehensive Plan is contingent upon the community engagement process in two key and related ways. For example, the final adopted Comprehensive Plan ("Plan") must represent the needs and desires of the community, and the process itself must build community trust and investment in the final product.

The Washington State Growth Management Act (GMA) mandates public participation in the planning process. The GMA requires local governments to create and broadly disseminate a Public Participation Program ("Program"). This Program describes how the City of Sultan will meet the requirements for early and continuous public participation during the review. The outline below is a proposal for how and where to connect with

a broad spectrum of the Sultan community to learn about their aspirations and visions for the city's future. Activities focus on both breadth and depth - the initial phase focuses on breadth: bringing as many people into the planning process as possible. Subsequent phases focus on depth through more tailored outreach activities based on the topics and communities they engage.

The insights gleaned from these engagement strategies will ground the project team's planning, policy, and associated recommendations to the city's updated Comprehensive Plan and the development regulations necessary for implementation.

Cover Photos Courtesy of Sky Valley Chamber with additional thanks to Chris Hendrickson, Brandon Lashby, Doug Wilson, Bill Praegner and Judy Hopson



Measuring Engagement Success

The population of the City of Sultan is estimated at 5,208 (U.S. Census Bureau, 2017-2021 ACS). The engagement goals are to make equitable contact with 15% of the residents and business population through tabling at community events, pop-up activities, focus group discussions, and virtual presentations. **Equitable contact** means contact with a diverse selection of the community representing a variety of racial and ethnic groups, socio-economic groups, ages, and abilities.

Goals for Public Participation

- » Achieve broad participation and input in the engagement process by using a wide variety of engagement methods and languages
- » Provide the information and resources to inform the public about comprehensive planning and its importance to the future of the city
- » Reduce barriers to community engagement by reaching the community where they already are
- » Ensure that the Comprehensive Plan reflects public input and the desires of the community
- » Reach a broader swath of the public by utilizing existing community assets and leadership
- » Build community capacity by identifying and utilizing new community leaders

Important Stakeholder Groups

The community engagement strategies we have chosen prioritize feedback from important stakeholder groups. These groups are specifically identified either because they represent a community whose feedback and input has historically been underrepresented or because the group has a disproportional stake in a particular plan element or planning outcome. For example, commercial landowners along US-2 have significant financial investment as well as relevant experience to guide certain planning outcomes that impact the corridor.

Key stakeholder groups include:

- » Sultan's business community (particularly regarding the Economic Development Plan Element)
- » Downtown property owners
- » Commercial property owners along US-2
- » Residents of neighborhoods off Sultan Basin Road
- » Black, Indigenous, and Other Communities of Color
- » Kids
- » Seniors
- » Low-income residents
- » Developers
- » Tulalip and Skykomish Tribes
- » Bikers, Hikers, and other outdoors enthusiasts

Integration of Input Gathered

- » Maps & graphics
- » Identifying patterns across the input to incorporate into plan elements via goals, policies, and/or actions



Plan Phases Overview

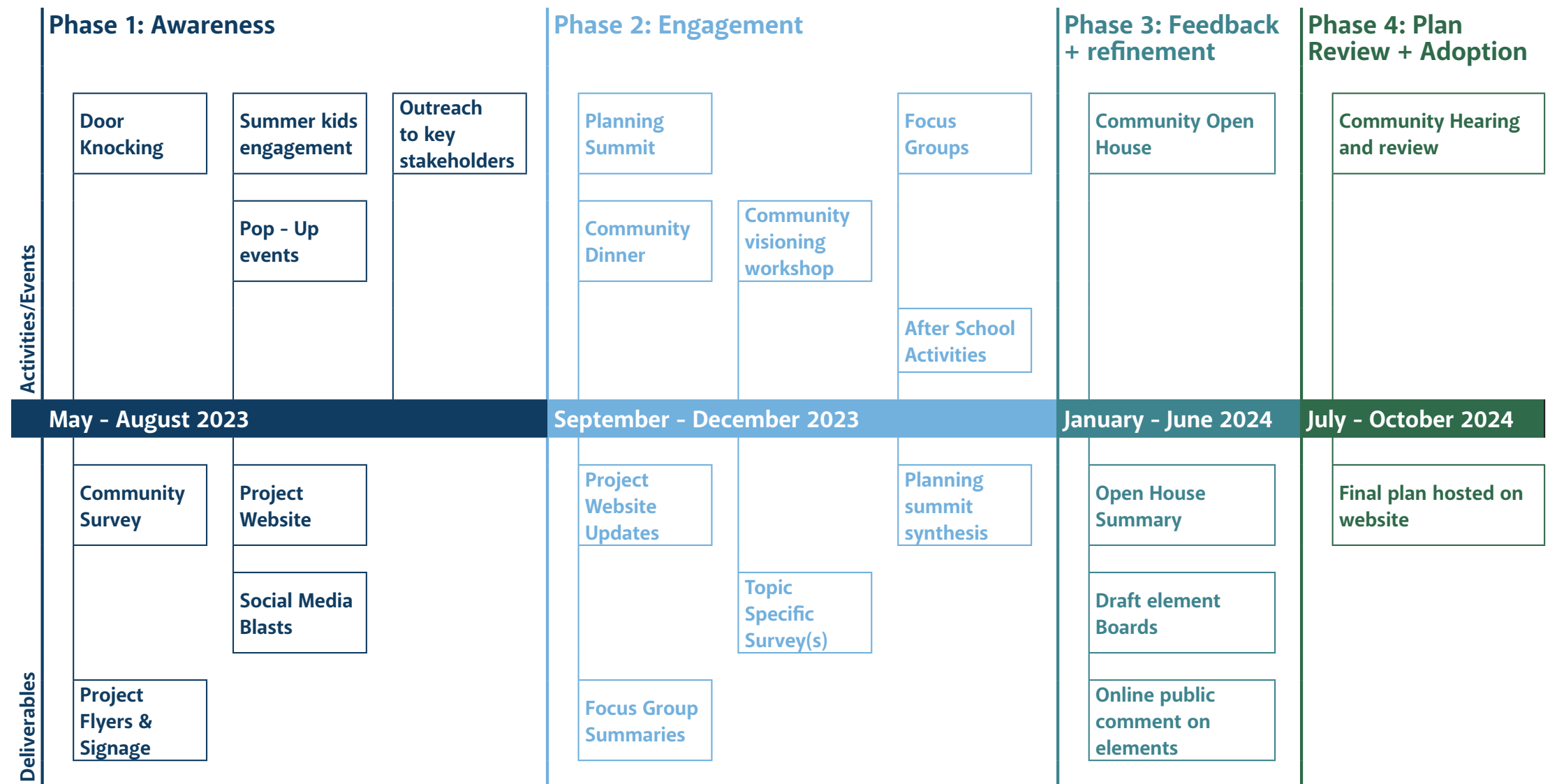
The engagement plan has four key phases. In **Phase 1**, the project team will work to create awareness and excitement around the comprehensive plan update including identifying community leaders and organizations who can efficiently get out the word to community members. Activities will focus on reaching a broad audience rather than depth of engagement. Key activities include Pop-up events around town and targeted outreach to key stakeholder groups.

The purpose of **Phase 2** is to involve community members contacted in Phase 1 to provide input on the vision that will guide the plan and on specific Comprehensive Plan elements. Key activities include a community visioning workshop

In **Phase 3**, the project team will bring forward a draft plan for community feedback primarily through a community open house.

Finally, the plan will be adopted in **Phase 4**.

Key Activities & Deliverables



Ongoing Monitoring of Engagement Events + Activities





Outreach Phases

Phase I: Building Awareness + Getting People Involved

Comprehensive planning is complex, and the ramifications for city residents can be hard to understand at the level of individuals or households. Phase I of engagement will focus on community awareness of the comprehensive planning process by using engagement tactics designed to reach the greatest number of residents and stakeholders in the Sultan Community. The more of the population we reach in this initial phase, the more people we can engage in subsequent efforts focusing more specifically on shaping the vision and elements within the Comprehensive Plan.

Phase I includes creating and disseminating educational materials about comprehensive planning generally, including background information on the components and implications of the final document and an initial low-effort data-gathering exercise to understand community priorities. The project and engagement opportunities will be promoted through a variety of media, including city social media accounts, signage in public places, press releases, newsletters, and similar venues.

Objective:

Inform Sultan residents about the Comprehensive Planning process and get them excited about engaging further in subsequent phases. Recruit community leaders to disseminate information and host events and materials.

Audience:

- » Sultan residents
- » City staff and elected officials
- » Tulalip and Skykomish Tribal Nations

- » Business community
- » Organized groups and community leaders

Goals:

- » Educate the community on the comprehensive planning purpose and process
- » Gather preliminary data to guide future phases
- » Gather contact information
- » Identify potential community leaders, ambassadors, and volunteers to help broaden the reach of engagement activities. These includes identifying leadership for HOAs along Sultan Basin Road to ensure that new residents are included in the planning process.
- » Identify key community hubs and organizations to host comprehensive planning activities and materials and ensure that these organizations are geographically diverse and serve a large swath of residents.

Actions:

All strategies should engage and motivate community members to get involved in later phases of the process. These outreach strategies are intended to be fun and approachable to get community members in the door. To this end we are focusing on several key constituencies including kids, because when we engage kids, we can also passively engage caregivers.

Activities are sited to meet the community where it is – at home or work through door knocking (focusing on new residents along Sultan Basin Road and businesses within the commercial core), at community events and farmers markets and other community hubs.

- » Pop-up Engagement Activities at key community hubs identified earlier in Phase I
 - o Mind map: Visitors can pin or stick labels on a 24x36 map to (1) Indicate favorite places they cherish and (2) Identify and locate future city features they would like to see come to Sultan. This will also be offered digitally for public feedback.
 - o Park geocaching: find all the geocaches around the community and respond to questions about the facilities. If you hit them all, you win x!
 - o 15-minutes to where? Interactive signage activity that allows residents to write their desired destinations within a 15-minute walk. The sign can move to different neighborhoods including off Sultan Basin Road.
- » Attendance at city and community events, including:
 - o Farmers market (host a table with a survey, information, interest form/volunteer sign-up)
 - o Sultan Shindig (July 7-9)
 - o Community Luncheon at the VOA
- » Attendance and tabling at community hubs including:
 - o Tabling and info binders at the Sultan Library
 - o Tabling at Red Apple Market
- » Engagement at summer school and club activities for kids and adolescents
 - o The road is lava! Identifying gaps in Sultan's pedestrian infrastructure: kids are asked to go from point A to point B only on sidewalks and trails, or they can draw paths

with chalk between existing facilities if there is no pedestrian connection.

- **PlaceIt!** Type activity based on the work of James Rojas - collect objects found at the park (like twigs, rocks, flowers) or that the Boys and Girls Club have on hand, like pipe cleaners, action figures, etc., and have them arrange on an abstract base map of Sultan focusing on things like connectivity and amenities they would like to see in their community organized spatially.
- **Budgeting exercise:** give kids monopoly money to put towards potential community investments like housing, expanding access to park and recreation opportunities, supporting local businesses, etc.
- » Utilizing City social media accounts and requesting shares from organizations around the community to increase visibility.
- » Outreach to organizations with email lists and newsletters
- » Promotional signage in public places, including bulletin boards at churches, businesses, organizations, and institutions like the Sultan Foodbank
- » Tribal Outreach
 - Reach out to the Skykomish and Tulalip tribes to inform them of the planning process and to pass on the events calendar.
 - Recruit members to focus groups.
 - Outreach to Skykomish Valley Indian Education (SVIE) Chapter in Sultan Public Schools
- » Door knocking focusing on key areas, including along Sultan Basin Road and in the business community.

Deliverables:

- » Style guide with project logo and tag lines
- » Easy to understand, accessible description of the project that can be used by volunteers and staff at pop-up events, tabling, and community door knocking.
- » [Website](#) hosting:
 - Community education information
 - Comprehensive Planning 101 (Requirements flowing from the GMA)
 - Background documents and information
 - Community profile + Trends (mySidewalk) including public health metrics and community livability indices.
 - Feedback and input as it comes in as well as materials from the engagement effort
 - Contact information and volunteer interest.
 - Email sign-up
 - Volunteer interest form
 - Community Survey
- » Pop-up event materials including maps, contact forms, timelines, and other activity specific supplies.
- » Project flyers with QR codes to the [website](#)
- » Project survey for preliminary community input (hosted on the website)



Phase II: Engagement Activities + Input

Phase II includes the primary engagement activities and community input opportunities before developing the draft plan update. This includes starting to focus on element-specific feedback.

Objective:

Meet and Greet: Interact and generate conversations, invite all local residents to engage and share their big ideas. Framework will lead the process with city input, guidance, and approval.

Audience:

- » Key stakeholder groups, including kids, business owners, historically underrepresented groups, and new residents.
- » General public

Goals:

- » Incorporate initial data collection from Phase I to focus on Phase II engagement activities.
- » Start crafting the community vision and goals.
- » Gather input to shape specific plan elements from relevant stakeholder groups and the greater public.

Actions:

- » Focus Groups/Interviews with key stakeholder groups
- » Community visioning workshop
- » Planning Summit
 - Kickoff event
 - Housing event looking at potential future housing and new missing middle

typologies allowed by HB 1220 and 1110

- Transportation/Mobility Event focusing on connectivity issues and opportunities.
 - Parks and Recreation Event focusing on parks, trails, etc.
 - Other topical events/presentations based on community feedback in Phase I
 - Live Polling using Slido
 - Moderated Q&A
- » Community Dinner: A citywide event to strengthen project awareness and build community. This could occur downtown, on Sultan Basin Road, or in the park. Pot-luck style and/or supported by local restaurants.
 - » Attendance at City and community events, including:
 - Return of the Salmon (September 23)
 - Fall Fest (Startup Roots on October 21)
 - Sultan Harvest (Volunteers of America on November 23)
 - » Engagement at after-school events for kids
 - Homecoming Bon Fire
 - Sky Valley Chamber event with kids (October)
 - » Online Town Halls
 - » Planning Board Meetings + Workshops
 - » City Council Meetings

Deliverables

- » Planning summit summary document
- » Community visioning workshop summary document
- » Updates to the project [website](#), including photos and summary documents.

Engagement Tools

- » **Konveio**: Interactive document engagement tool for annotating and commenting on draft material.
- » **MySidewalk**: Data, storytelling, and visualization platform.
- » **Slido**: Live polling software for online and in-person presentations.

Phase III: Feedback + Refinement

Prior to Phase III, the project team will develop a draft of the Comprehensive Plan that reflects and incorporates community input. Then, in stage 3, the draft plan is returned to the community and city leaders for feedback.

Objective:

To increase community buy-in and trust in the comprehensive planning process by demonstrating how public input has resulted in the draft plan and to provide an opportunity for final suggestions and feedback for incorporation into the final draft plan that will then be reviewed and adopted in Phase IV.

Audiences:

- » The General Public
- » City Council
- » Planning Board
- » Skykomish and Tulalip Tribes

Goals:

- » Engage a diverse set of stakeholders to get plan specific feedback.
- » Incorporate community input from Stage 2 into draft Plan.

Actions:

- » Planning Board meetings + workshops
- » City Council meetings
 - Presentations and Konveio boards for feedback
- » Community Open House
 - Boards with Draft elements for feedback
 - City staff, consultants, and community ambassadors lead break-out groups to solicit feedback on specific elements.

Deliverables

- » [Website](#) hosting draft on Konveio for public comment on specific content
- » Flyers for community open house





Phase IV: Plan Review + Adoption

Once the required agencies and participating tribes have reviewed the draft plan, feedback will be incorporated into the final plan. The final iteration will be presented to the public for review. This same plan iteration will then be adopted by the City Council for inclusion in the Snohomish County and State of Washington overall planning efforts.

Objective:

To ensure that the public is included every step of the way from initiating the planning process through to adoption. To demonstrate the ways that the final plan reflects community input.

Audiences:

- » General Public
- » Planning and City Council
- » Puget Sound Regional Council
- » Snohomish County

Goals:

Adopt the new Comprehensive Plan with significant community support and low opposition.

Actions:

In order to adopt the Comprehensive Plan during this final stage, the City will host the following:

- » Public Hearings with Planning Board and City Council
- » Puget Sound Regional Council (PSRC) Plan Certification
- » Snohomish County Plan Review (and potential certification)
- » State Environmental Policy Action (SEPA) Review, Noticing, and Public Comment

Deliverables:

- » Final Draft of Comprehensive Plan hosted on [website](#).
- » Plan adoption timeline and important dates including opportunities to submit SEPA comment.
- » Adopted Comprehensive Plan

Community Leaders

This community engagement plan is an opportunity to identify community leaders, provide new leadership opportunities and build community capacity. This will allow us to:

- » Reach a broader swath of the public by identifying leaders who already have strong relationships with different stakeholder groups
- » Identify talented and skilled people in the community who can provide guidance on a range of topics. Some of these people may later serve on or support the City of Sultan in other ways.
- » Increase buy-in and investment in the planning process and outcomes.

Key Strategies:

Utilize existing leadership

First, we want to make the most of Sultan's already tight knit community and strong community connections. To do this, we will identify and mobilize existing community leadership with a particular focus on community members with strong ties to key stakeholder groups.

Key asks:

- » Share information either through online methods like social media and newsletters
- » Nominate people within their community to join focus groups and volunteer at community workshops
- » Partner on a community event
- » If they have institutional space, host flyers and other comprehensive planning materials

Build new leadership

Second, we want to identify new community leaders that haven't been engaged in past planning efforts but that have strong community ties and/or strong subject matter expertise to provide valuable input. We also want to identify kids to join community engagement events and take on leadership.

Key asks:

- » Join a focus group informing specific plan elements
- » Become a community ambassador to get out the word about the comprehensive plan and potentially support workshops and other community engagement activities

Project Branding

Colors

C: 4 M: 32 Y: 87 K: 0
f2b33d

C: 11 M: 58 Y: 48 K: 0
dd8478

C: 52 M: 18 Y: 1 K: 0
74b0dd

C: 76 M: 35 Y: 39 K: 5
41838e

C: 80 M: 38 Y: 78 K: 25
346b4b

C: 99 M: 79 Y: 37 K: 26
153d61

Fonts

Chapter Title
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Section Title
Akagi Pro Bold | 18 pt

Body Text
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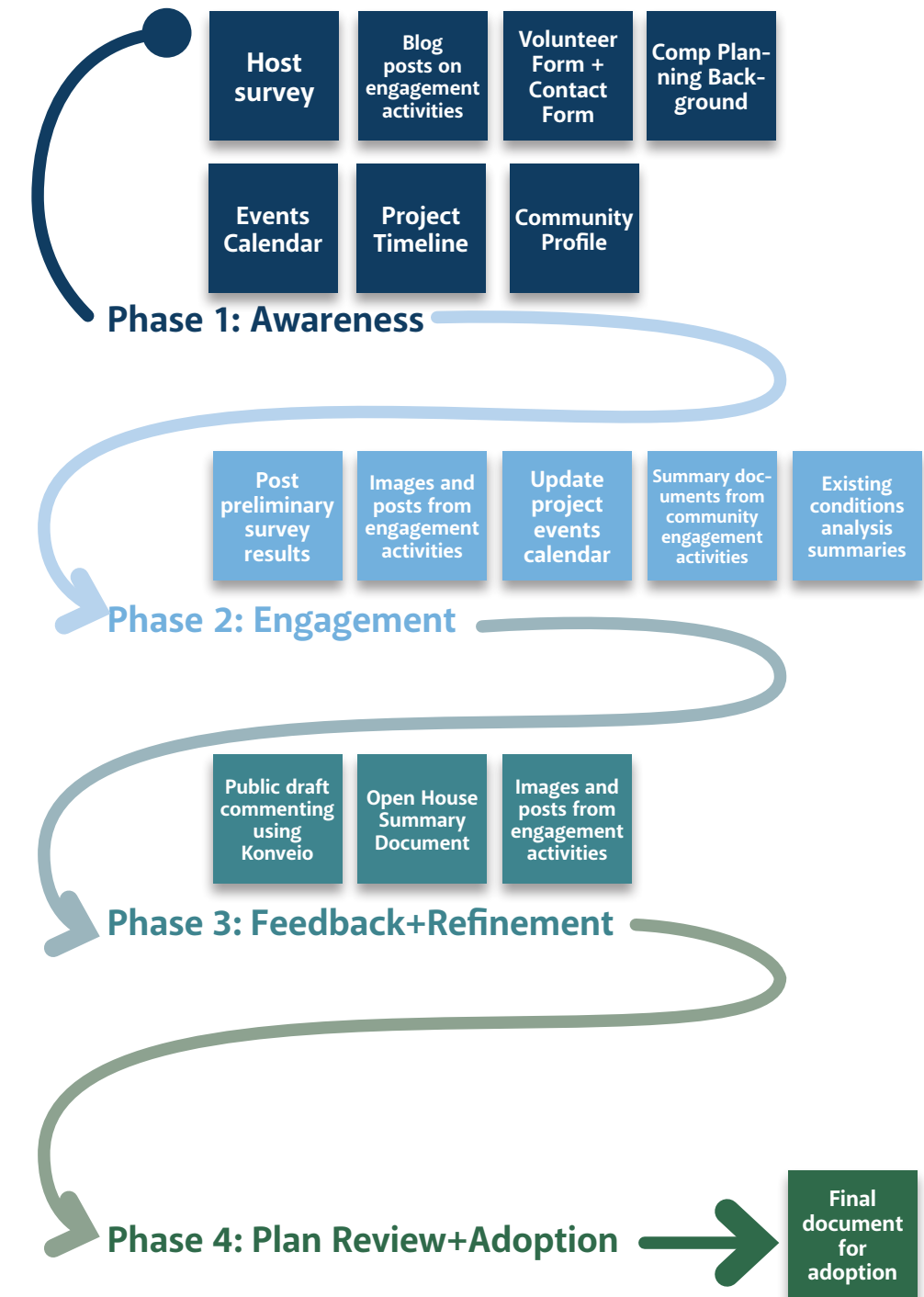
Captions and Figure Names
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Logo



Website plan and timeline

The comprehensive plan website will be the central hub for all plan materials and background information on the planning process and act as a portal for requesting community feedback. This will include the community survey developed for Phase I and more targeted surveys and plan documents where community members can post comments. It will also be a repository for engagement photos and other process documents.



Appendix A: Sample Community Survey Questions

- » Goals: Build awareness, initial data gathering, establish an initial understanding of respondents' needs, desires, opportunities, and challenges
- » Audience: Sultan residents, business owners, employees, visitors, and more
- » Distribution: Hosted on the [website](#), shared at tabling events

Online Survey Platform: Survey123 ([example here](#)), Maptionnaire ([example here](#)), or Survey Monkey ([example here](#))

Survey landing page: Sultan 2044 Logo + welcome statement

Survey Introduction

1. What best describes your relationship to Sultan?
 - a. I live in Sultan
 - b. I have a business in Sultan
 - c. I work in Sultan
 - d. I go to school in Sultan
 - e. I am a visitor of Sultan
 - f. Other: [open response]
2. How long have you lived in Sultan?
 - a. Less than a year
 - b. 1-2 years
 - c. 3-5 years
 - d. 6-10 years
 - e. 11-15 years
 - f. 15-25 years
 - g. 26-50 years
 - h. More than 50 years
 - i. I do not live in Sultan
3. How old are you?
 - a. 17 or younger
 - b. 18 to 24
 - c. 25 to 34
 - d. 35 to 49
 - e. 50 to 64
 - f. 65 and over
4. What is your gender?
 - a. Female
 - b. Male
 - c. Non-binary
 - d. I prefer not to answer
 - e. I prefer to self-identify: [open response]

5. How do you identify by race or ethnicity?
 - a. Asian
 - b. Black or African American
 - c. Native American
 - d. Pacific Islander
 - e. Caucasian or White
 - f. I prefer not to answer
 - g. I prefer to self-identify: [open response]
6. What is your household income?
 - a. Less than \$10,000
 - b. \$10,000 to \$24,999
 - c. \$25,000 to \$49,999
 - d. \$50,000 to \$74,999
 - e. \$75,000 to \$99,999
 - f. \$100,000 to \$149,999
 - g. \$150,000 or more
 - h. I prefer not to answer
7. Where are you on the map?
 - a. [pin-it exercise on citywide map: Home, Work, School]

Comprehensive Plan Overview

1. What do you love about Sultan? (select all that apply)
 - a. Access to parks and natural areas
 - b. Downtown amenities and attractions
 - c. Cost of living
 - d. Social support systems
 - e. Sense of community
 - f. Small town feel
 - g. Transportation and walkability
 - h. Restaurants and attractions
 - i. [open response]
2. Rank the topics that the Sultan Comprehensive Plan should prioritize:
 - a. Parks and recreation opportunities
 - b. Housing choice and affordability
 - c. Economic development and job opportunities
 - d. Climate change mitigation and resilience
 - e. Mobility choices and safety
 - f. Other: [open response]
3. How would you like to stay informed about this project?
 - a. Website updates
 - b. Social media
 - c. Newsletters
 - d. Local news media (TV or radio)
 - e. Other: [open response]

4. Please provide your email if you would like to receive project updates. This address will only be used for this purpose and kept separate from your survey responses.
 - a. Email Address: [optional]

Mobility

1. How do you typically get around Sultan?
 - a. Walking
 - b. Biking
 - c. Driving Alone
 - d. Carpooling
 - e. Public Transit
2. How do you *want* to get around Sultan?
 - a. Walking
 - b. Biking
 - c. Driving Alone
 - d. Carpooling
 - e. Public Transport
 - f. Other: [open response]

Attractions + Destinations

1. What are your destinations in Sultan?
 - a. [pin-it exercise on citywide map: play/relax/recreate, entertainment, shopping, community events]
2. What destinations need to be added in Sultan?
 - a. Restaurants and Cafes
 - b. Destinations for Kids
 - c. Retail Shops
 - d. Gathering Places
 - e. Recreation Areas
 - f. Social Services
 - g. Other: [open response]

Appendix B: Sample Project Flyers



Appendix C: Activities list

Phase	High level activity	Specific Activity	Tent. Date	Key Audience
1	Door knocking	Neighborhoods on Sultan Basin Road	June/July	New residents/target communities
		Business District	June/July	Business owners and downtown property owners
		Senior Citizen Neighborhoods	June/July	Sultan senior residents
	Tabling at community events	Farmers Market	June 24; July 1,8,15,22,29	All of Sultan
		Sultan Shindig	July 7-9	All of Sultan
		Senior Luncheon	TBD	Sultan senior residents
	Community Pop up	15 minute city wayfinding exercise	Ongoing	Sultan Basin Road, Downtown, library, school, foodbank, etc.
		Placeit! activity with kids	July/August	Kids
		Budgeting activity for kids	July/August	Kids
		Community park geocaching	Ongoing	Kids, outdoor recreationalists, Boys and Girls Club
2	Stakeholder Interviews + Focus Groups	Business Owners Focus Group	July-Aug	Business owners
		Kids Focus Group	July-Aug	Kids (teenagers)
		Downtown Property Owners Focus Group	July-Aug	Downtown property owners
		Developers Focus Group	July-Aug	Developers (local and those with interest in Sultan)

Affiliated Organization	Location	Relevant Comp plan element
City of Sultan	Sultan Basin Road	General education
Sky Valley Chamber	Downtown Sultan	General education
VOA	Cherry Hill and Galway Bay	General education
Sky Valley Chamber	Farmer's market	General education
Sky Valley Chamber	Farmer's market	General education
Sky Valley Chamber	VOA	General education
Library, VOA	Sultan Basin Road, Downtown, farmers market	Several
Sultan Education Foundation/Sky Valley Arts Council or Sultan Boys and Girls Club	Boys and Girls Club	
Sultan Education Foundation/Sky Valley Arts Council or Sultan Boys and Girls Club	TBD	
City of Sultan or Community Organization focused on parks/rec	Sultan parks and open space	Parks/open space, transportation
Sky Valley Chamber	TBD	Economic Development
Sultan School District	TBD	Several
Sky Valley Chamber	TBD	Economic Development, Land Use
City of Sultan	TBD	Land Use, Housing, Economic Development

Phase	High level activity	Specific Activity	Tent. Date	Key Audience
2	Stakeholder Interviews + Focus Groups	New Resident Focus Group	July-Aug	Sultan Basin Road Residents
	Community Trails + Connectivity Exploration	The Road is Lava!	Sept-Oct	All of Sultan, focus on kids
		Community Trail Network Exploration	Sept-Oct	All of Sultan
	Tabling at community events	Return of the Salmon	Sept 23	All of Sultan
		High School Football games	Fridays in the fall	All of Sultan
		Sultan Harvest	Nov 23	All of Sultan
		Fall Fest	Oct 21	All of Sultan
	Community dinner	Community Dinner	Aug-Sept	All of Sultan
	Planning Summit	Planning Summit	September	All of Sultan
	Community visioning workshop	Community Visioning + Scoping Workshop	Sept-Nov	All of Sultan
3	Draft Plan Open House	Draft Plan Open House	July 2024	All of Sultan

Affiliated Organization	Location	Relevant Comp plan element
City of Sultan or Community Organization	TBD	Land Use, Economic Development, Transportation
Sky Valley Chamber or Community Organization focused on trails/rec	Community wide	Trails/ transportation
Sky Valley Chamber or Community Organization focused on trails/rec	Community wide	Parks, Recreation, and Open Space; Transportation
Sky Valley Chamber	Osprey Park	Natural Environment + Climate Change
Sultan HS	Osprey Park	Natural Environment + Climate Change
Volunteers of America	Sultan High School	TBD
Startup Roots	Startup Roots	TBD
TBD	TBD	Several
City of Sultan	City Hall/Online	Several
City of Sultan	City Hall	Several
City of Sultan	City Hall / Downtown	Several