



Carnivals, Ambassadors, and More: Tools to Increase Engagement

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Overview of Session

- Comp Plan 101
- Role of Electeds
- Challenges to Overcome
- Strategy
- Engagement Programs
- Results & Information
- Web Resources
- Lessons Learned & Next Steps

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Comp Plan 101

- What is it and why is it important?
- Benefits of Comp Plan
- Continuity of goals and policies; apolitical
- Requires cooperation

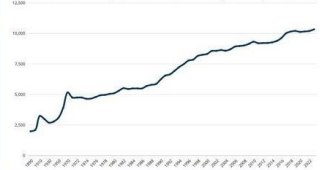
What is a comprehensive plan?

The Comprehensive Plan is the road map to the community's vision for the future, guiding how Snohomish will grow, look, and operate over the next 20 years.

Growth is inevitable. Snohomish has done an excellent job over the decades of retaining our small-town identity by planning ahead for growth, so that it is managed according to the community's vision.

Through the Comprehensive Plan, the City will continue to plan for growth so that those characteristics that make Snohomish special will be maintained into the future.

Snohomish Population Growth, 1890-present



Snohomish has grown steadily since incorporation in 1890

Role of Electeds

- Staff and Electeds Authority
- Role in the Comp Plan
- How to Support Staff



Challenges to Overcome



Small city, small staff,
middling resources



City Council and Planning
Commission may not
always agree



Community fear of
growth, the unknown



Defining the "Snohomish
character"



Understanding actual
capacity and locations for
growth potential



Mixed use zones without
development trends

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Strategy



- Provide options
- Ask specific questions
- Hands-on activities
- Meet people where they're at
- Use civic groups and active residents
- Diverse representation
- Partnerships
- Transparency
- Data-driven decisions
- Throw a party, not an open house

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Engagement Programs

- Civic Ambassadors
- Partnerships and Outreach
- Online tools: social media, Missing Middle Monday, GIS Storymap, interactive surveys
- Subareas Design Workshops
- Kids Design Snohomish
- Tabling at Senior Center, Farmers Market, community events
- Our Future Snohomish Carnival

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**Civic
Ambassadors**



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- Ten community members
- Using individual networks to spread the City's reach and answer questions
- Diverse demographic, geographic, and interest representation
- City provides some suggestions but otherwise left to own devices
- Monthly reporting
- Periodic check-in meetings
- Monthly stipend



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Two photographs are shown. The left one shows a woman in a grey shirt and a woman in a white shirt standing at a table with a water feature. The right one shows a woman in a purple shirt and a child in a green hoodie standing at a table with a green canopy. In the background, other people and tents are visible on a grassy area.

"To have individual members of the community involved is a great benefit to not only the City, but all of its residents."
- Bill Webster, Civic Ambassador

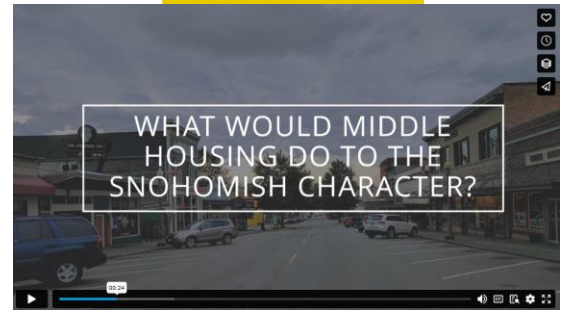
"In talking to people, they all appreciate the importance of the City getting resident input for planning purposes."
- Jan Lengenfelder, Civic Ambassador

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Online Engagement

Missing Middle Monday

- Series of videos answering questions about housing and growth
 - What is it and why are we talking about it?
 - Why does Snohomish have to grow, and by how much?
 - Congestion and capacity review for development
 - What about property taxes?
 - How is affordable and low-income housing financed and built?
 - What would middle housing do to the Snohomish character?
 - Visual tour of middle housing types
- Posted every Monday for 7 weeks
- Ended each video with plug to take a survey



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Online Engagement

Social media posts

- Facebook, NextDoor
- Shared Missing Middle Monday videos, celebrated Affordable Housing week with quick facts
- Advertised upcoming events
- Regular reminders to take survey



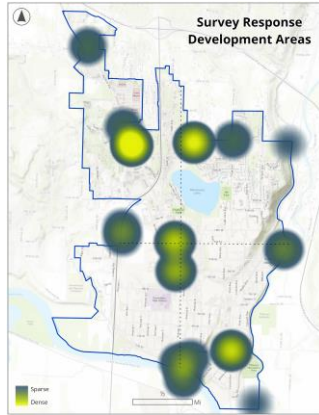
If your household earns:	\$38,800 (30% AMI)	\$64,700 (50% AMI)	\$95,300 (80% AMI)	\$134,600 (100% AMI)	\$181,520 (120% AMI)
Then you can afford:					
Monthly rent:	\$970	\$1,617	\$2,382	\$3,365	\$4,038
Or home sale price:	\$116,400 - \$156,873	\$194,100 - \$251,823	\$285,900 - \$367,527	\$493,800 - \$504,355	\$484,560 - \$603,762
	Home Health & Personal Care Aide \$38,150	Bus & Transit Driver \$65,190	Paramedic \$94,290	Judge \$133,400	HR Manager \$159,830

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Online Engagement

Surveys

- Balancing Act interactive surveys
- General and specific (parks, high schoolers, middle housing)



You have a housing plan!

4 housing units

Required Planned Growth Targets by 2044	Housing Type Allocation
Housing units (by 2044): 1,546 housing units <ul style="list-style-type: none"> Affordable to households earning 0-30% AMI: 146 housing units Affordable to households earning 30-50% AMI: 0 housing units Affordable to households earning 50-80% AMI: 99 housing units Affordable to households earning 80-100% AMI: 183 housing units Affordable to households earning 100-120% AMI: 290 housing units Affordable to households earning 120%+ AMI: 828 housing units Total 1,546 housing units	<ul style="list-style-type: none"> Duplexes and Triplexes: 280 housing units Townhomes: 80 housing units Multi-Family - small-medium sized complexes: 270 housing units Multi-Family - larger sized complexes: 640 housing units Detached Single-Family: 280 housing units Mixed Use (commercial and residential together) and Live-Work units: 0 housing units Total 1,550 housing units

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Online Engagement

GIS Storymap

- Background information, growth targets, growth alternatives, demographics maps, what does it all mean?
- Embedded links, opportunities to comment

Planning Period	Growth Targets			
	Population	Capacity	Employment	Capacity
2025	14,180	-	5,420	-
2035	12,289	12,139	6,291	6,338
2044	12,878	16,624	7,666	7,667

Growth Alternatives

Snohomish is growing and changing. This has been true since the city was founded, and will continue to be true. City decision-makers are tasked with managing growth effectively and thoughtfully so that the small-town identity is maintained over time. A good way to ensure growth is properly managed is to consider different growth alternatives.

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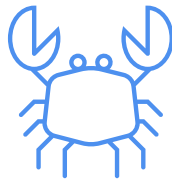
UW LCY – Project 1

Climate Group & CRAB

- Retrofitted Environmental Protection Element into Climate & Environment Element (based on HB 1181)
- Partnership with **University of Washington Livable City Year**; team of Masters of Urban Planning students
- Climate & Resilience Advisory Group – CRAB
- Students developed menu of policies, CRAB reviewed and recommended policies to Planning Commission
- One student helped draft the Element and finish the project



- Project 2: Economic Development Team**
- Project 3: First Street Master Plan**

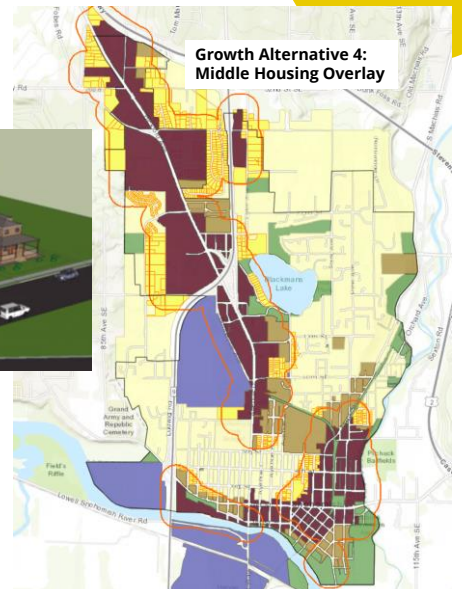


WWU UEPP & Planning

Project 1: Growth Alternative Project – Middle Housing

- Analysis of a growth alternative involving middle housing in an overlay district
- Partnership with **Western Washington University Urban Planning**

- Establish overlay with special development standards
- Add middle housing architectural design standards
- Develop middle housing models for community engagement



Project 2: Form-Based Code Policy Analysis

- Internship to analyze existing hybrid form-based code for gaps and barriers
- Partnership with **Western Washington University Urban & Environmental Planning Policy**

Subareas Design Workshops



Series of meetings with owners and residents of subareas



Land Use and market analysis information shared with attendees



Attendees discuss opportunities and concerns



Small group sessions to brainstorm design concepts then present to larger group



Workshops to inform zoning decisions



Positive, productive meeting for everyone who attended



HELP DESIGN YOUR FUTURE NEIGHBORHOOD
Thursday, January 18th at 6pm
 Snohomish Fire District Training Facility, 1525 Ave D
 And remote via Zoom

The City of Snohomish invites you to a design workshop to discuss the future of the North Lake subarea!

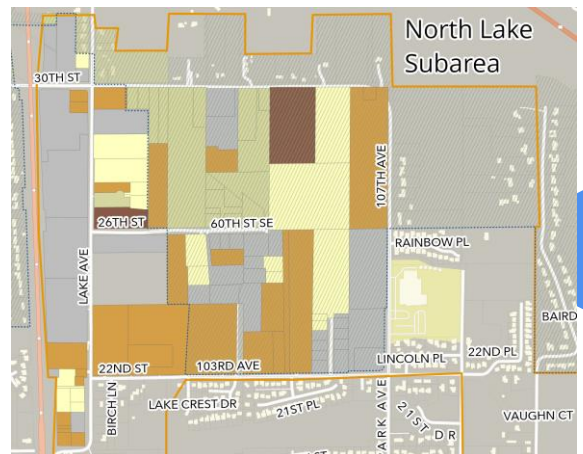
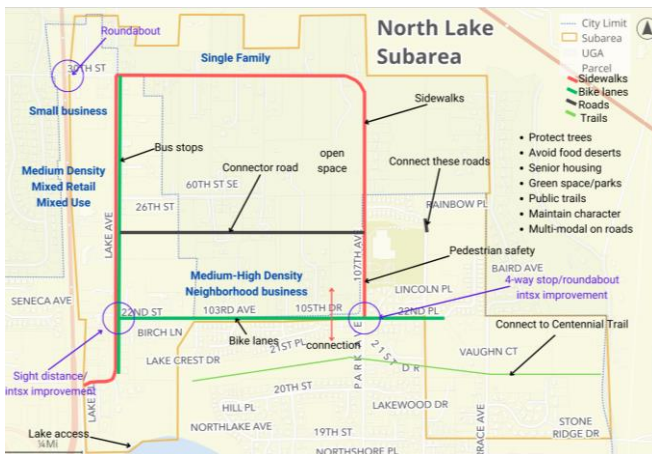
- What kind of buildings and land uses should be allowed?
- Where should the roads go?
- What kind of zoning should be implemented?



Join us for an evening of discussion and ideas. The City is not pursuing annexation at this time, but it is likely that annexation will occur within the next 5-10 years. Planning for the future of this area is a good idea before it begins to grow and develop.

RSVP by scanning the QR code
 Zoom meeting link will be sent via email

Rezone Alternative



Kids Design Snohomish

Classroom lessons

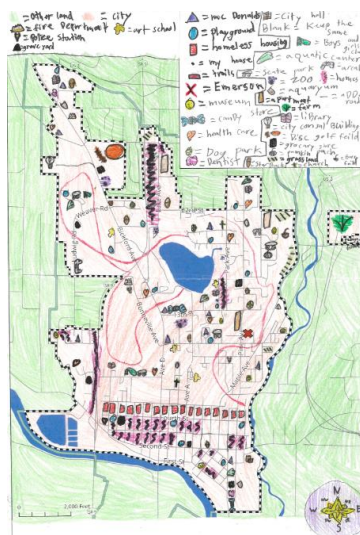
- Coordinated with teachers and principals
- 4th, 5th, 6th grade
- 1-hr sessions, 3 days
- City planning and operations, planning for growth, mapping basics
- Flyer sent home to parents; link to [Sn...](#)
- Map Your Future hundreds of maps submitted!



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Map Your Future Snohomish

Themes: parks and trails, historic preservation, activities and entertainment, housing



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Kids Design Snohomish

Junior Planners

Ten students selected to present to City Council

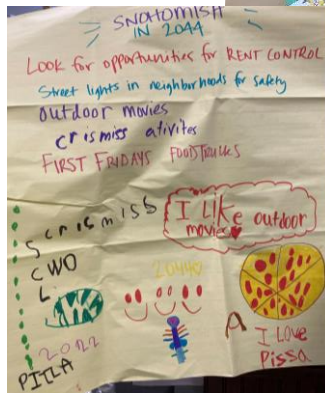


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Input From Future Adults

How old will you be in 20 years?

- Tabling at events with building blocks
- GMA Coloring book (English and Spanish)
- Ask questions
- Everything is important!
- Parents get involved with a new perspective



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Other Tabling & Presentations



- Senior Center
- Food Bank
- Farmers Market
- Garbage & Recycling Event
- Earth Day, Groundfrog Day, Zombie Walk
- Kiwanis Club
- Chamber of Commerce
- Use Civic Ambassadors to staff tables
- Partner with Boys & Girls Club

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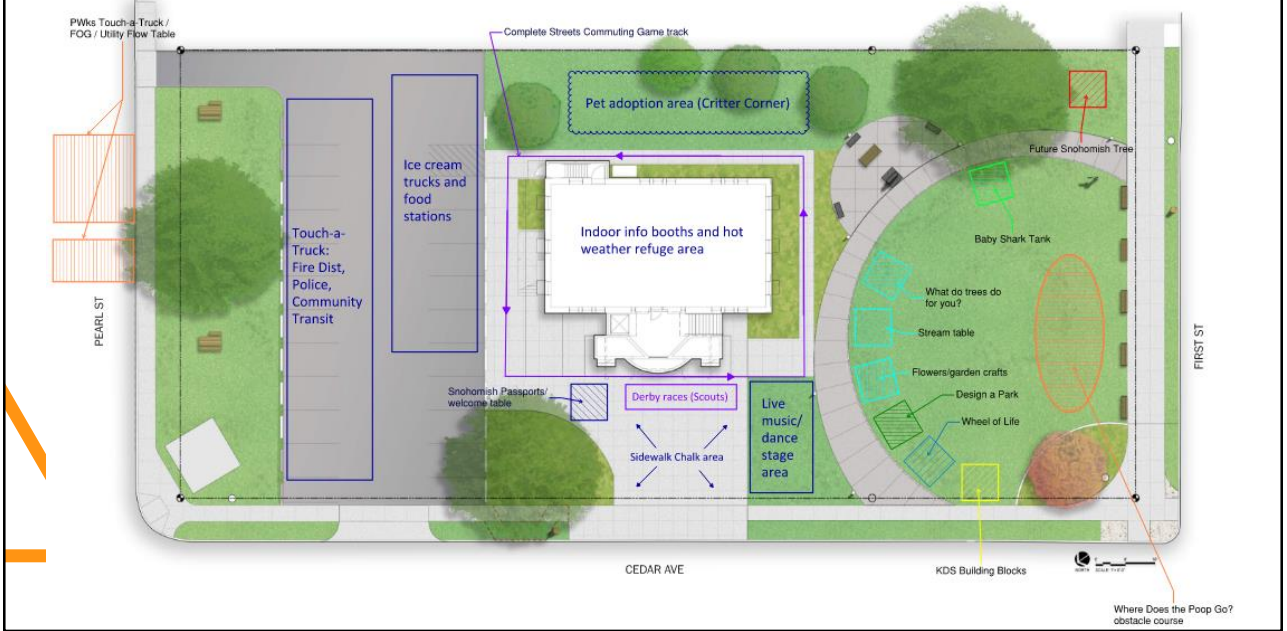
Our Future Snohomish Carnival



- Saturday event at Carnegie
- Family activities & games oriented around Comprehensive Plan Elements
- Informational handouts and comment board at each station
- Staff available to answer questions
- Partnerships with local agencies, organizations, and volunteers
- Live music and prizes – incentives to visit each station
- Touch-a-Truck (FD, PD, DEM, Community Transit, Public Works)
- Truck naming contest
- Indoor open house also offered
- **Over 150 attendees**













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OUR FUTURE SNOHOMISH CARNIVAL & OPEN HOUSE CONCEPTUAL SITE LAYOUT



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Activity Stations

Land Use	Housing	Parks	Climate	Climate	Economic Development
 Building Blocks	 Wheel of Housing	 Design a Park	 Stream Table	 What do Trees do for You?	 Shark Tank for Kids
Strategic	Utilities/CFP	Transportation	Transportation	Utilities/CFP	
 Future Snohomish Tree	 Where Does the Poop Go?	 Derby Races	 Complete Streets Commuting Game	 Utility Flow Table	 Passport Table

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Our Future Snohomish Carnival



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Partnerships



WHAT DID YOU LIKE MOST ABOUT VOLUNTEERING AT THE CARNIVAL?

"Being a part of the larger 'good' for the city. It gets the city and community together to talk about important issues in a fun setting."

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Cost and Reach

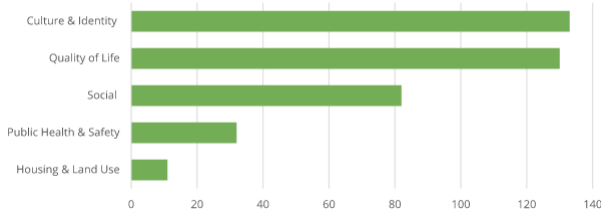


Program	Cost	Reach
Civic Ambassadors	\$2,400	Unknown
Social media	\$0	14,685
Kids Design Snohomish	\$100	515
Our Future Snohomish Carnival	\$519	≈150
Tabling	\$80	324
Surveys	\$5,800	7,807

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Engagement Report

Snohomish in 2044 - major themes



[www.snohomishwa.gov/DocumentCenter/View/89677/
Public-Engagement-Report](http://www.snohomishwa.gov/DocumentCenter/View/89677/Public-Engagement-Report)



PUBLIC ENGAGEMENT REPORT



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Report Appendix

125	Don't tear down historic buildings and replace with new - improve on existing	Groundfrog
126	More trees	Groundfrog
127	Walk to more stuff but keep parking	Groundfrog
128	More community gardens	Groundfrog
129	Walking community on First Street with off-site parking	Groundfrog
130	More chickens	Groundfrog
131	Finish the Centennial Trail south of City Limits	Groundfrog
132	Walkability	Groundfrog
133	YMCA	Earth Day
134	A forest - less CO2 and more animal habitat	Earth Day
135	Food forest	Earth Day
136	Bookstore	Earth Day
137	Privacy with trees and shrubs or open space	Earth Day
138	Place for animals	Earth Day
139	Schools, restaurants and grocery stores grouped by houses	Earth Day
140	Parks in walking distance of homes	Earth Day

[www.snohomishwa.gov/DocumentCenter/View/
8968/Engagement-Report-Appendix](http://www.snohomishwa.gov/DocumentCenter/View/8968/Engagement-Report-Appendix)

257	Town park in middle of town	Farmers Mkt
258	Year-round Farmers Market	Farmers Mkt
259	Drive in theater	Farmers Mkt
260	Covered and lit basketball courts	Farmers Mkt
261	Please more parks and trails ASAP (glad for the Interurban Trail plan)	OFS Carnival
262	More affordable housing	OFS Carnival
263	More trees for cooling & climate	OFS Carnival
264	Make town/row houses with little to no parking legal	OFS Carnival
265	Need boutique hotel/parking across from city on county land	OFS Carnival
266	Love historic buildings/present Council	OFS Carnival
267	Partner with Everett to make biking safe on the river road	OFS Carnival
268	More row housing	OFS Carnival
269	No parking minimum	OFS Carnival
270	Would love to see incorporation of the UGA into the city to help with more space to include low income subsidized housing	OFS Carnival
271	Interested in housing prices going down. How do you make it when prices increase but income does not? Many don't even qualify for income restricted apartments	OFS Carnival
272	It would be nice to have a tun lane at Bickford/Sinclair intersection to limit the amount of car accidents and make turning out at high traffic times easier.	OFS Carnival
273	More affordable housing for middle income, and for poor/retired & poor	OFS Carnival
274	More diversity	OFS Carnival
275	Better streets	OFS Carnival
276	Steady increased tax revenue	OFS Carnival
277	Trees	OFS Carnival
278	Doing great - I love Snohomish!	OFS Carnival

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Timeline

Timeline	Element/Task	Status	Notes
2022-23	Public engagement Technical analyses	Complete	Engagement Report complete
2024	Climate & Environment	Complete	Based on UW LCY and CRAB policy review
	Utilities	Complete	Based on Water and Sewer Comp Plans
	Parks	Complete	Based on PROS Plan
	Housing	Complete	Based on LCA, RDI, HAGA, MM Analysis
	Economic Development	In review	In review with Planning Commission
	Capital Facilities	In review	In review with Planning Commission
	Land Use	In process	Pending completion of rezone analysis
	Transportation	In process	Pending Transportation Master Plan
Q3	Strategic	In process	Pending Council goal adoption
Q4	Final Reviews, adoption	On schedule	

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Online Content

- Comprehensive Plan webpage: www.snohomishwa.gov/184/Comprehensive-Plan
- Middle Housing webpage: www.snohomishwa.gov/775/Middle-Housing
- Public Participation Plan: www.snohomishwa.gov/DocumentCenter/View/8969/Snohomish-Public-Participation-Plan
- Public Engagement Report: www.snohomishwa.gov/DocumentCenter/View/8967/Public-Engagement-Report
- Engagement Report Appendix: www.snohomishwa.gov/DocumentCenter/View/8968/Engagement-Report-Appendix



Draft Elements for Review

- [Parks Element](#)
- [Climate & Environment Element](#)
- [Utilities Element](#)
- [Housing Element](#)
- [Economic Development Element](#)
- [Capital Facilities Element](#)
- [Land Use Element](#)
- [Transportation Element](#)
- [Strategic Element](#)

[Access the Comprehensive Plan](#)

SUBMIT
A
COMMENT

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Lessons Learned

How we're building upon what worked

More UW LCY Projects

FIRST STREET MASTER PLAN

City of Snohomish



Presentation to the City Council and Snohomish Community
May 21, 2024

www.snohomishwa.gov/832/First-Street-Master-Plan

MASTER PLAN

- Riverfront Trail
- Multi-Modal Route
- Pedestrian Route
- Bike Route
- Parking
- Bus Stop
- Site Area



The Master Plan presents the key amenities surrounding First Street as well as the circulation routes best fit for biking, walking, or using other modes of mobility, including access points for bus stops and parking.

Imagining Snohomish as a 15-Minute City

Improved Pedestrian and bicyclist accessibility in Snohomish via an **interconnected Centennial and Riverfront Trail, and 1st Street** will make parking areas outside of but near the First Street District more appealing and increase their utilization.

Distance from Avenue A & 1st St

- 0.25 Mile
- 0.5 Mile
- 0.75 Mile
- 1 Mile

Average Walk Time from Avenue A & 1st St

- 5 Minutes
- 10 Minutes
- 15 Minutes



Transportation Workshop

We want to hear from you!

The Transportation Master Plan is an element of the City's Comprehensive Plan and guides the City's transportation investment and projects to plan for the pedestrians, vehicles, bicycles, and other modes of transportation of today and tomorrow. This event is your opportunity to give input and feedback!

PLEASE JOIN US!

- Tuesday, April 30, 2024
- 4:00 - 7:00 PM
- Snohomish Carnegie Building (105 Cedar Ave) Upper Level
- info@snohomishwa.gov
- For more information, please go to: www.snohomishwa.gov/TransportationMasterPlan

TRANSPORTATION MASTER PLAN COMMUNITY WORKSHOP and OPEN HOUSE




www.snohomishwa.gov/822/Transportation-Master-Plan

Revamping the Snohomish Quarterly



www.snohomishwa.gov/621/Snohomish-Quarterly

STREETS

WHAT IS A COMPLETE STREET?

A Complete Street is designed for everyone and every transportation mode. It can be as simple as a sidewalk, or as complex as a transit lane, or both. It can be as simple as a sidewalk, or as complex as a transit lane, or both. It can be as simple as a sidewalk, or as complex as a transit lane, or both.

Active Snohomish	Transportation	Risk Levels	Active Snohomish	Safe, Usable, and Accessible	Public	Green Spaces
Active Snohomish	Transportation	Risk Levels	Active Snohomish	Safe, Usable, and Accessible	Public	Green Spaces

WHY DESIGN COMPLETE STREETS?

- Safety:** Streets for everyone are designed and constructed to meet the needs of all users.
- Health:** Streets for everyone are designed and constructed to meet the needs of all users.
- Quality of Life:** Streets for everyone are designed and constructed to meet the needs of all users.
- Equity:** Streets for everyone are designed and constructed to meet the needs of all users.
- Environment:** Streets for everyone are designed and constructed to meet the needs of all users.

PLANNING

Navigating the Future: Snohomish Embraces Multimodal Level of Service

How do Snohomish leaders get around the city? It may seem like a simple question, but the answer is not as straightforward as it seems. It's not just cars and roads. There are multiple transportation modes including pedestrians, bicycles, wheelchairs, and public transit. The answer is not as straightforward as it seems. It's not just cars and roads. There are multiple transportation modes including pedestrians, bicycles, wheelchairs, and public transit.

How is Snohomish planning for Multimodal Transportation?

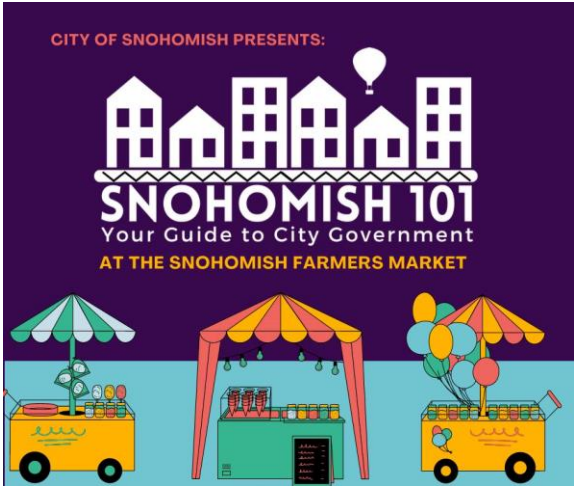
The City of Snohomish is embracing a multimodal level of service. The City of Snohomish is embracing a multimodal level of service. The City of Snohomish is embracing a multimodal level of service.

Arts of Snohomish GALLERY

www.artsof.com

SNOHOMISH QUARTERLY 10 | 10/17/2024

Reimagining Snohomish 101



www.snohomishwa.gov/824/Snohomish-101

Thank you

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