



# Public Participation Plan

**2023-2024 Engagement Strategy  
Lake Stevens Comprehensive Plan Update**

Prepared by SBN Planning LLC

**SBN**Planning  
Interdisciplinary solutions for social, built, and natural environments



## Vision

The plan aims to foster a transparent, inclusive, and collaborative approach that allows community members to provide input and feedback, ensuring their concerns and aspirations are considered in developing the updated comprehensive plan.

## Goals

- Provide meaningful opportunities for external stakeholders to engage and develop ownership in the Lake Stevens comprehensive plan update.
- Develop a shared understanding and common language on the current mandates and constraints Lake Stevens must use while planning.
- Communicate the specific issues facing Lake Stevens, its region, and how the City can address them.
- Remain flexible and adaptable to address the particular needs and characteristics of the community as they arise throughout the process.
- Create opportunities for engagement with external stakeholders through Key Partner communication and the broader Lake Stevens community.



# Audiences

## Internal Stakeholders

The consultant team and city staff currently engage the Planning Commission and stakeholders within the city of Lake Stevens to develop a schedule of regular working sessions. All communication with internal stakeholders will occur within the same timeline as external audiences. Additional reports currently being drafted will directly inform engagement material's next steps.

## External Stakeholders

The target audience of this strategy is external stakeholders. SBN Planning will support external events when relevant, share findings and collaborate with city of Lake Stevens staff, and communicate data analysis from the comprehensive plan update to inform public participation materials throughout the process. The engagement strategy contains tactics separated by audiences, with a two-prong approach for external community engagement: Key Partners and Citywide Audiences.

### Key Partners

The Key Partners audience comprises community members already active in addressing neighborhood and/or citywide concerns and is integral to the comprehensive plan update process.

- Lake Stevens Community Advisory Council
- Lake Stevens Youth Advisory Council
- Chamber of Commerce
- Master Builders
- Alliance for Affordable Housing
- State Agencies
- Special Purpose Districts
- External service organizations were previously active in the comprehensive plan updates.

### Citywide Audience

The broader community of Lake Stevens has gone through significant changes since the previous comprehensive plan update. This process is an opportunity for relationship-building with community members who still need to be connected with Lake Stevens governing or planning goals. Any tactics associated with this audience must be accessible with low-barrier participation.



# Strategy Overview

## Early Communications

- **Webpage:** A dedicated central hub for the comprehensive plan update information hosted on the city of Lake Stevens website. Includes project updates, meeting schedules, documents, and a feedback mechanism.
- **Social media presence:** Leverage popular social media platforms of the city and community partners to reach a wider audience. Regularly post updates, survey links, and relevant information on internal and Key Partner's Facebook, Twitter, and Instagram.

## Public Meetings and Workshops

Audience: Citywide and relevant Internal Stakeholders

A virtual option will be offered for all meetings where possible. When in-person meetings are required, materials will be available for download on the comprehensive plan website. Any venues for public meetings and workshops will be ADA-compliant and easily accessible for individuals with disabilities, and necessary accommodations will be provided. Public engagement activities will be evaluated midway and adjusted based on community feedback and participation levels.

### Kickoff Event

An initial public meeting will be held to introduce the comprehensive plan update process, its goals, and the importance of community involvement. As an in-person event, this is an opportunity for community members to see how previous engagement events during the Housing Action Plan and Climate Sustainability Plan integrate into larger planning goals.

This kick-off meeting will introduce each comprehensive plan element and describe its function at individual stations by topic. The team will provide visual and interactive materials, such as boards describing current conditions, clear overlay maps to help visualize different land use scenarios and sensory experiences where possible. On-site planners and other professionals will be available to answer community questions, particularly around the Industrial Area and Housing stations.

- **Note:** The last comprehensive plan update included a greater visioning effort due to the required significant changes. Due to this plan's fewer required changes, this kick-off meeting will replace that event.
- Internal Stakeholders will be invited alongside the citywide audience.



## StoryMap

Launched at the same time as the kickoff event, a story map will be published on the Lake Stevens comprehensive plan update webpage. The StoryMap will be a visual journey from the current conditions and issues facing Lake Stevens, an introduction to areas that have been identified for consideration of rezoning, and identification of areas and associated proposals which require more analysis based on the map amendments identified in previous deliverables. The map will end on an interactive mapping tool where users can zoom in on these study areas and see different proposals or possibilities in these areas, based on previous work from the city, other consultants, and Comprehensive Plan work.

## Topic-specific Webinars

Based on findings or data gaps in the update process, two to four webinars will focus on specific aspects of the comprehensive plan. Relevant experts will present information on the planning update and what it means for Lake Stevens. Community members will share their ideas, concerns, and suggestions. This strategy is ideal for remote facilitation.

- Note: If needed, topics can be combined by themes such as land use and environment. Survey results and Key Partner feedback will inform the choice of topics and workshop materials.

### Housing

- Present the current housing conditions, building constraints, and population needs in Lake Stevens.
- Integrate high-level findings from the Housing Action Plan and what they could look like in practice.
- End with question and answer to prime the conversation for Open House activities.

### Industrial Area

- High-level presentation of current conditions of industrial utilization, zones, and market analysis.
- Introduction to the Economic Development element of the comprehensive plan with clear, straightforward visuals of what is possible with proposed Industrial Area zoning changes.
- End with question and answer to prime the conversation for Open House activities.

### Transportation and Capital Projects

- Transpo Group will present their findings and recommendations for the Transportation Master Plan.
- SBN and City staff will discuss how these updates integrate with broader land use and housing goals and policies.
- End with question and answer to prime the conversation for Open House activities.

### Environment

- The current conditions and environmental issues facing Lake Stevens and contextualizing future thoughts and policies.
- A high-level presentation of the Climate Sustainability Plan and how it will be integrated into the comprehensive plan update and future city endeavors.
- End with question and answer to prime the conversation for Open House activities.



## Open House

This event differs from the kick-off meeting by displaying conclusions from the update process and how Lake Stevens will utilize the updated policies and parameters of new legislation in practice. While the data displayed on the new boards will be mostly finalized for the final comprehensive plan, additional feedback will be collected. If it isn't feasible to integrate the input for this current update, it will be added to the final engagement report's ending recommendations and suggestions section.

- Note: This strategy occurs later in the process after consultants and Lake Stevens staff have identified subjects requiring community feedback and updated data is ready to be shared.
- Ideally, the Open House will have a display in partnership with the Lake Stevens Youth Advisory Council developed through the Key Partner meetings based on their interest areas.

## Targeted External Partner Engagement

Audience: Key Partners and relevant Internal Stakeholders

The consultant team will collaborate with Lake Stevens staff to connect with Key Partners for targeted engagement conversations on comprehensive plan updates topics. Meeting community members where they are and respecting their established meeting schedules is vital to our outreach strategy. Key Partners will also be asked to give feedback on topics for deeper citywide engagement and promote the Community Survey throughout their established community networks.

Relevant city staff working closely with Key Partner groups will be looped into discussions to continue relationship-building across departments and the community.

### **Kickoff Meeting**

Initial meeting with each identified Key Partner group to present the timeline and request for specific asks at different stages of the comprehensive plan update process. If the Key Partner group is interested in participating in the process, consultants will schedule and assist in material creation for meetings.

### **Mid-process update meeting**

Give updated information on the update process and request feedback on previous engagement events.

### **Findings Meeting**

Final meeting with Key Partners to share the completed findings, request feedback for the next comprehensive plan update, and document in final deliverables.

## Community Survey

A digital community survey is being drafted for community-wide accessibility. This survey will utilize the last comprehensive plan update's survey questions to track changes in community opinions over time. In addition to previous survey questions, new questions on contemporary topics will be added based on findings from concurrent consulting projects.

The community survey will be hosted on the comprehensive plan update webpage and promoted through Key Partner networks and public postings. The survey will be translated into up to three additional languages based on evaluating language accessibility needs with Key Partners and City staff.



## Evaluation and Final Reporting

### **Final Report**

Summary of the public engagement process, highlight of key findings, community input, and how it influenced the updated comprehensive plan. This report will be shared with the community stakeholders and hosted on the comprehensive plan update webpage.

### **Key Partner Findings Meetings**

An important step to close the loop with Key Partner engagement, meetings will include a report on updated elements, the final comprehensive plan, and an opportunity for feedback on engagement tactics and suggestions for plan updates. The final report will include these recommendations in a section for future planning initiatives.

### **Takeaways Infographics**

Final infographics for ease of understanding high-level takeaways of plan elements posted on the comprehensive plan update webpage and distributed to our Key Partners and Internal Stakeholders. Visual, colorful, and a balance between comprehensive plan updates and community engagement impact, with pull quotes and future next steps.

## Tactic Timeline

### **Q3 2023**

- Key Partner Kick-Off Meetings
- Community Survey Opens
- Outreach materials for in-person events completed
- Comprehensive plan update webpage published

### **Q4 2023**

- Kick-off meeting for Citywide audience
- StoryMap launch
- Community Survey closes
- Topic-specific webinars identified and scheduled

### **Q1 2024**

- Key Partner mid-process update meetings
- Community Survey results published
- Topic-specific webinars/workshops completed

### **Q2 2024**

- Open House event to share findings and a draft of the comprehensive plan update.
- Key Partner findings meetings
- Final Report of the engagement process and results published alongside comprehensive plan update documents.