

2024 Comprehensive Plan *Update*



Snohomish County

Planning for a resilient, vibrant, and inclusive future

2024 Comprehensive Plan *Update* Communications Preferences Survey

June 21 – July 31, 2021

Summary

INTRO

In light of public health recommendations advising against in-person gatherings because of COVID-19, the 2024 Comprehensive Plan Update project team conducted a survey aimed at those who live, work, and play in Snohomish County to gather input about the public's interest in various planning topics and their communications preferences. The results will inform engagement efforts over the course of the update process.

RECAP

361 Responses

>150

Open ended
comments

Increased project awareness

+ 162

Email addresses
acquired



2024 Update Project Background

The Comprehensive Plan (the "Plan") is a document that guides Snohomish County decisions on a wide range of topics and services over a 20-year time period. As the Plan acts as the blueprints for development in the county, it will impact neighborhoods, businesses, traffic, the environment, and you. The Plan is also meant to reflect the vision and priorities of Snohomish County communities and residents, while meeting requirements of state and federal law.

Between now and June 2024, the Plan will go through an update (the "2024 Comprehensive Plan Update," or "2024 Update"). When adopted, the Plan will be in effect from 2024 to 2044.

An important part of this process is public participation. Please visit our website at bit.ly/SnoCo2024 to learn more about the project and public engagement opportunities.



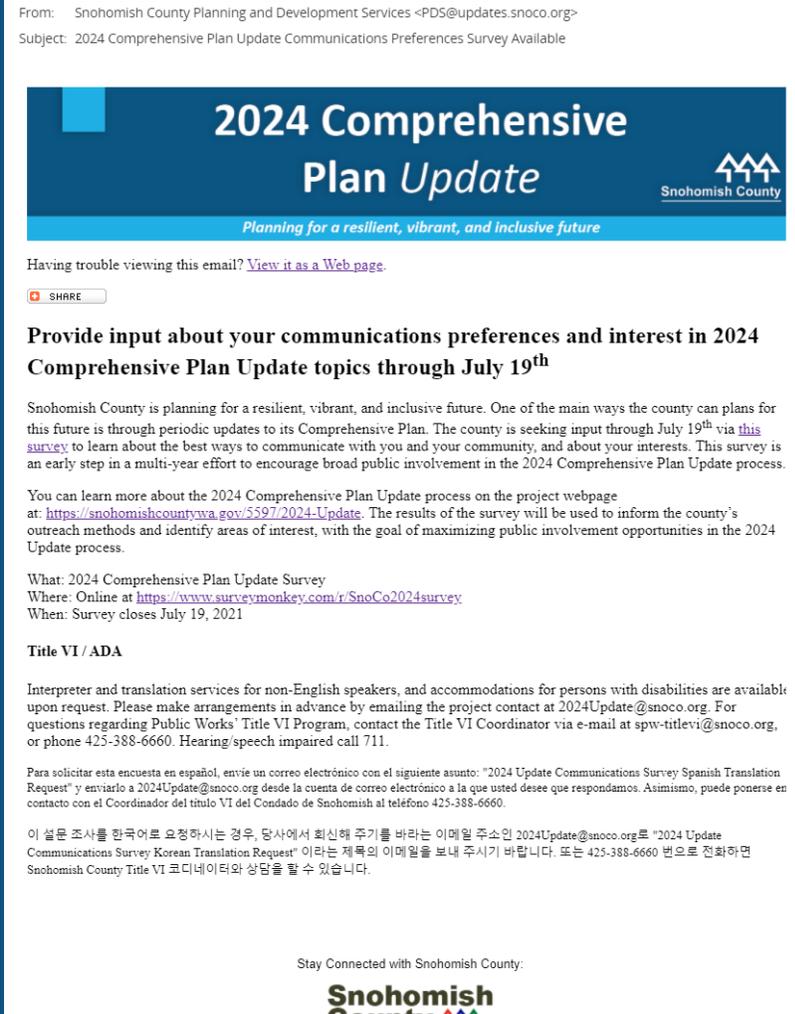
Survey Goals

- Goals
 - Introduce and amplify project awareness of the 2024 Comprehensive Plan Update, project branding, and schedule
 - Provide a high-level description of a Comprehensive Plan
 - Begin public conversations and gauge interest on topics the Update will touch
 - Gather public preferences on who best to communicate about the 2024 Comprehensive Plan Update



2024 Comprehensive Plan Update

Promotional Efforts



- Targeted emails to key parties from the communication plan and other interested groups
- Press releases to local media
- Postings to SnoCo website news and PDS main page
- Internal county communications (SnoCo Connects, PDS staff newsletter)
- Provided copy to promote on Snohomish County social media properties (Facebook, Twitter, NextDoor)
- Noted ability for Title VI/ADA, translation services in Spanish and Korean, instructions on how to request translation services

GovDelivery email campaign

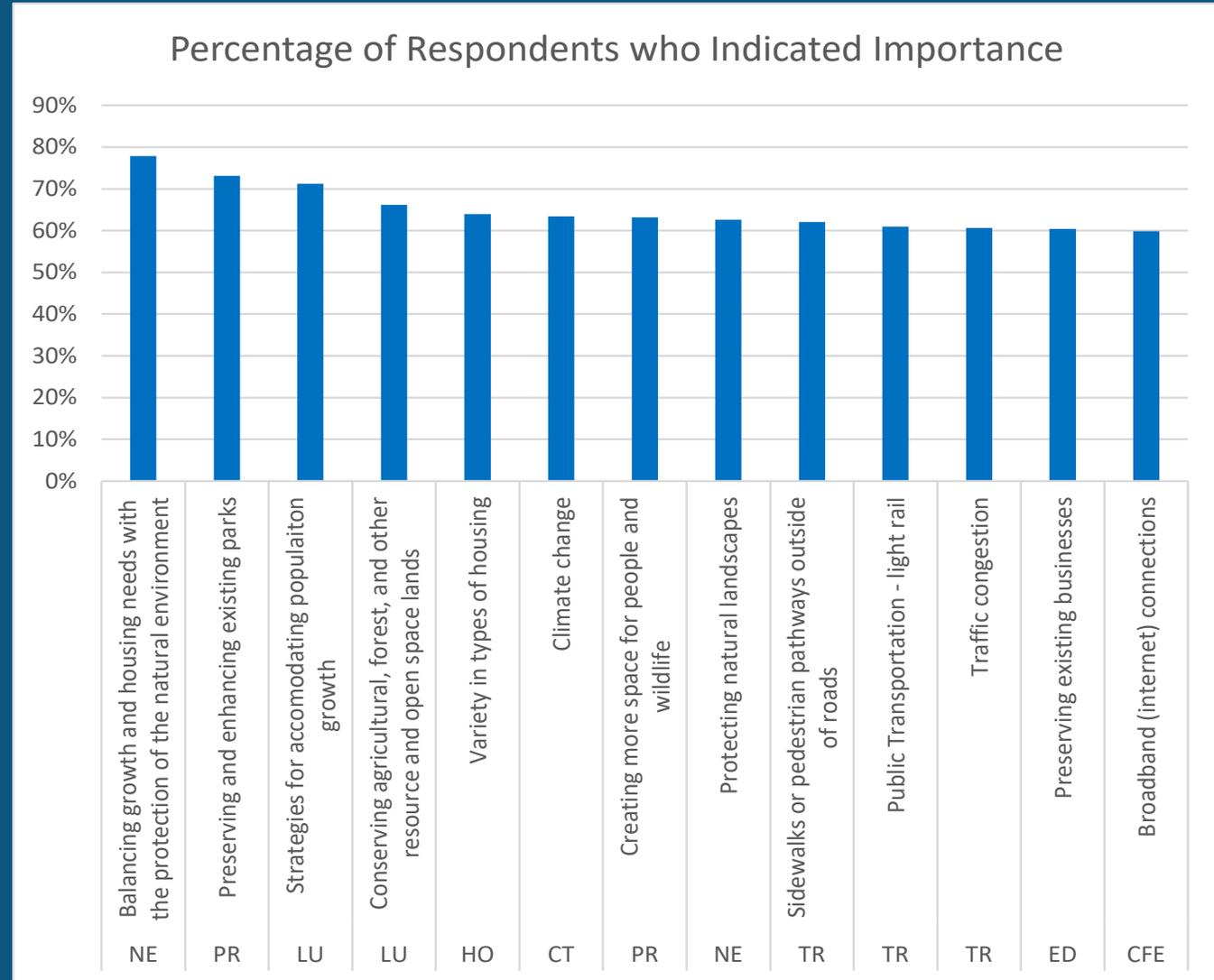
What We Asked – Topical Interests

- Asked participants to select all topics that interested them related to the individual Comprehensive Plan elements including:
 - Land Use
 - Housing
 - Transportation
 - Parks and Recreation
 - Capital Facilities
 - Utilities
 - Natural Environment
 - Economic Development
 - Countywide topics such as social justice, climate change, and City annexations
- Results will help guide the type of information and presentations to the public in the future.
- A summary of results is provided on the next slide.



What We Learned – Topical Interests

- The priority ranking of the most interesting elements to the participants based on number of individual responses:
 - Land Use (LU)
 - Transportation (TR)
 - Housing (HO)
 - Natural Environment (NE)
 - Parks and Recreation (PR)
 - Countywide Topics (CT)
 - Capital Facilities and Utilities (CFE)
 - Economic Development (ED)
- Over 60 percent of the respondents indicated that the topics displayed in the graph to the right were of importance.
- Need to conduct follow-up outreach to determine why these topics were deemed important.



What We Asked – Communication Preferences

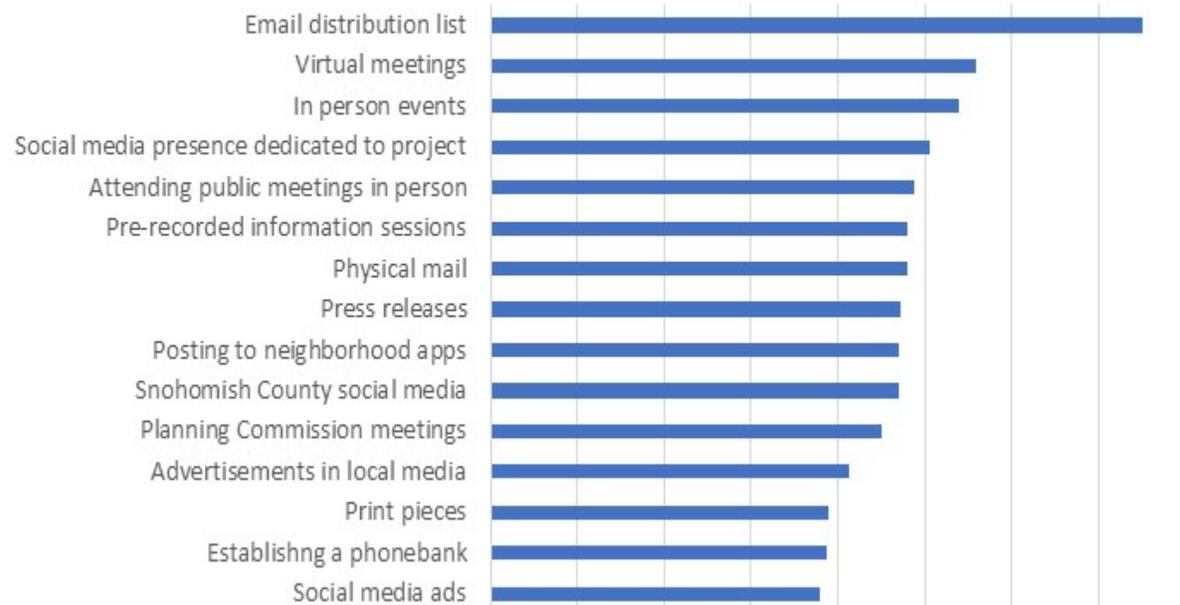
- Asked participants to indicate the most helpful communication tools the county could use on a scale of not at all useful to very useful. The suggested options were items such as:
 - Email distributions
 - Press releases
 - Social Media
 - Public Meetings
- Asked about the most useful news sources on the same scale. The suggested options were items such as:
 - News aggregator
 - Specific social media outlets
 - Text message
 - Print newspaper
- Results will help determine how the county communicates with the public.
- A summary of results is provided on the next slide.



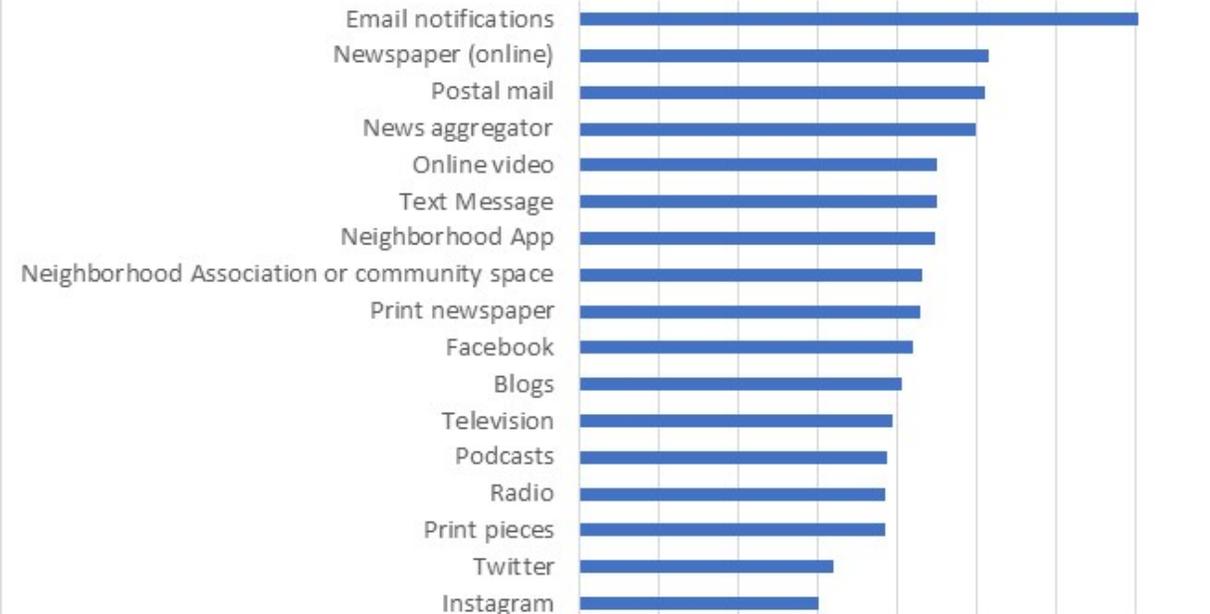
What We Learned – Communication Preferences

- The graph to the left provides the weighted averages of the most useful communication tools that the 2024 Update team could utilize to reach the public. The graph to the right includes the weighted averages of the news sources that are most useful to the respondents.

Communication Tools for County to Utilize



News Sources of Respondents



What We Learned – Communication Preferences

- Highlights from open-ended comments:
 - Improve website design by clearly indicating a point of contact for contact for questions and/or concerns.
 - Targeted meetings with key stakeholders, YouTube Videos, and texts with links to information are effective tools.
 - Complement virtual meetings with in-person events to reach hard to reach communities (e.g., faith leaders, disability rights organizations).
 - Consider offering government to government consultations with Tribal leaders in addition to emailing natural resources staff directly.
 - Moderate comments and actively communicate with community on social media. Without moderation of spammers and trolling information of vital importance can quickly become a joke and public entities may lose credibility.
- What we've implemented thus far because of the survey results:
 - Making a concerted effort to increase our email distribution list to include a growing key party list and distribute our produced materials to these key parties via email as well as on our project website. We've also continuously updated the project website and posted on social media as new information is available, and meetings are planned. Virtual meetings will continue to be a focus, because unfortunately in person meetings are not yet considered completely safe due to Covid.



What We Asked – Demographics

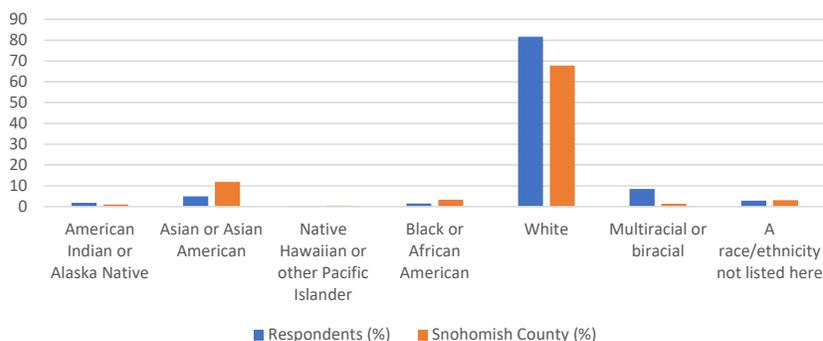
- Asked participants to provide information about their relationship to the county (live, work, and/or play), age, gender, race, household income, zip code, and languages spoken at home.
- The goal of public participation for the 2024 Update is to reach the diverse and equitable population of Snohomish County, especially communities that have been historically underserved, to ensure that the resulting Comprehensive Plan is beneficial to the entire county. Demographic questions were asked of participants to better understand who the survey reached and to make goals for the next public outreach efforts.
- A summary of results is provided on the next slide.



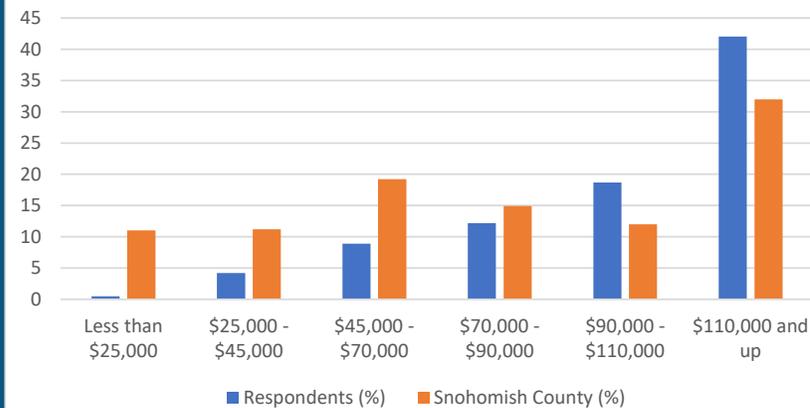
What We Learned – Demographics

- Respondents ran the gambit from elected officials and business owners in Snohomish County, to residents or park users. 80 percent of the respondents shop or do business in Snohomish, 76 percent use the parks, and 54 percent live in unincorporated Snohomish County.
- Of the respondents who chose to answer demographic questions:
 - There were 42 different zip codes represented across Snohomish County (as well as King County).
 - When compared to Snohomish County on whole, the average respondents represented a population that is older, more female, whiter, more likely to speak English at home, and with a higher household income than the average Snohomish County resident.

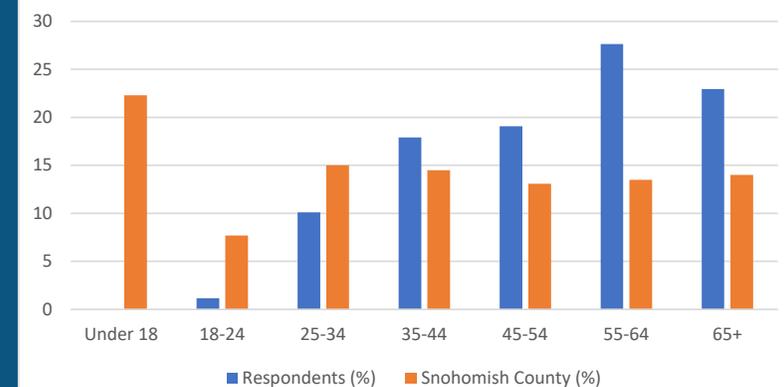
Race/Ethnicity



Household Income



Age



Next Steps

- While the topical responses help the County begin to understand the hot button items for the public, we do not know how the public feels about each topic. We need to conduct follow-up outreach to determine why the topics highlighted earlier in this report were deemed important.
- Communication preferences:
 - The County has made a concerted effort to increase our email distribution list to include a growing key party list and distribute our produced materials to these key parties via email as well as on our constantly updated project website.
 - Virtual meetings will also continue to be a focus, although unfortunately in person meetings are not yet considered safe because of Covid-19
 - We have begun to distribute more information via social media including surveys, story maps, meeting announcements, and videos.
- We need to re-double efforts to engage with a more diverse population that more closely resembles the rest of Snohomish County. It is essential to meaningfully engage with a diversity of people and communities so that the resulting plan will be more equitable and serve all of the county.

