

**CITY OF BONNEY LAKE AND CITY OF SUMNER  
HOUSING ACTION PLAN  
PUBLIC PARTICIPATION PLAN**



**May 2020**



## Project Background

The Washington State Department of Commerce (Commerce) received \$4.6 million in the 2019 Legislative Session to provide grant funds to local governments to address housing affordability.

The Cities of Bonney Lake and Sumner were awarded a grant to develop a joint Housing Action Plan (HAP). As required by the State legislation, the project is intended to “encourage construction of additional affordable and market rate housing in a greater variety of housing types and at prices that are accessible to a greater variety of incomes, including strategies aimed at the for-profit single-family home market.”

The Commerce deadline for adoption of the HAP is June 30, 2021. The project team has developed a plan to have the HAP to the Bonney Lake and Sumner City Councils for adoption by May 31, 2021.

The HAP process itself will not result in any comprehensive plan policy or regulation changes. However, the project elements will outline information, recommendations, and possible actions that both cities can consider taking in the future. The Housing Action Plan will be a helpful tool as both Cities embark on updating their respective comprehensive plans prior to June 2024. The elements and objectives of a HAP are directly linked to planning requirements for housing in the [Growth Management Act \(GMA\)](#).

## Public Involvement Goals

**Goal 1:** Engage diverse stakeholders in both Cities and consider their priorities and perspectives during the development of the Plan.

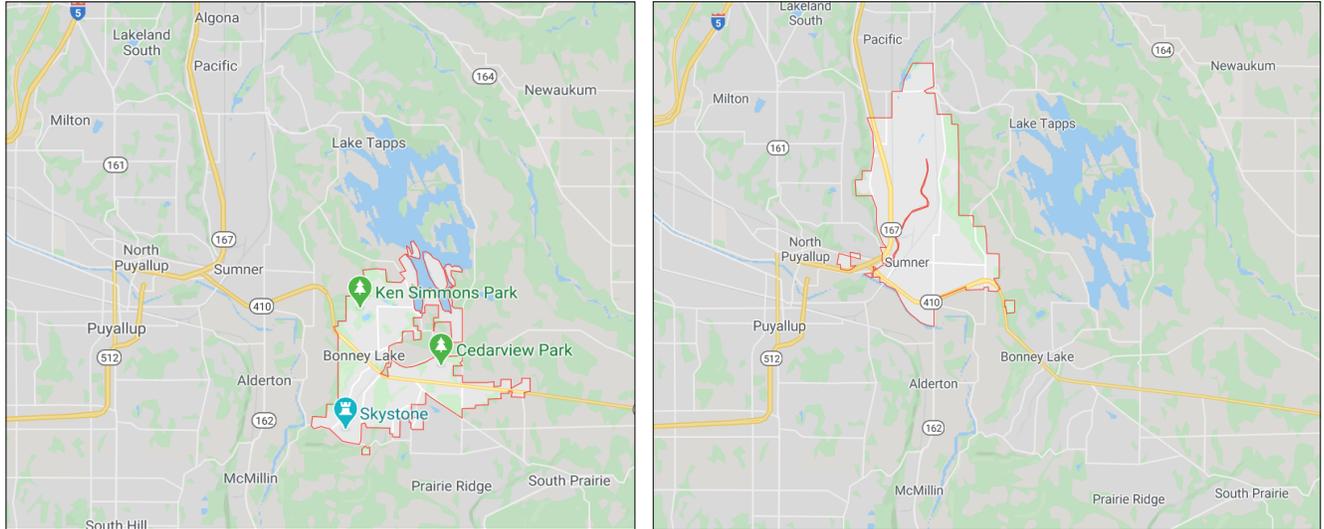
**Goal 2:** Build public support of the Plan before the draft Plan is presented at the public meetings.

## COVID-19 Considerations

The COVID-19 public health crisis poses a challenge to the practice of public participation. It also provides a unique opportunity to develop innovative public participation techniques, strengthen online engagement practices, and increase digital engagement between the Cities and their residents. The project team needs to be nimble as they navigate COVID-19, any restrictions to community gathering, and disruptions to City Council processes. To accommodate this, the team will build additional time into the schedule.

## Community Profile

Bonney Lake and Sumner sit in northern Pierce County with the cities of Puyallup to the west and Auburn to the north. In 2018, the median household income in Pierce County was \$69,278, higher than the median household income in Sumner, but lower than Bonney Lake. The median home price in Pierce County rose to \$369,998 in 2019, notably higher than the median home price in both Bonney Lake and Sumner.



### Bonney Lake

Bonney Lake's largest employment base is in the retail and food service sectors, accounting for 50% of the jobs in the city. Professional services (doctors, lawyers, financial institutions, architects, etc.) account for 30% of the employment base in Bonney Lake. The average wages paid to individuals employed in Bonney Lake is lower than the average wage in Pierce County and Washington state.

The median household income in Bonney Lake was \$91,368 in 2018, with 6.9% of Bonney Lake households living below the Federal Poverty Line.

The average home value and rent in Bonney Lake is higher than Sumner at \$310,500 and \$1,541 per month, respectively.

The median age in Bonney Lake was 34 in 2016; 26.5% of the population is under the age of 18 and 9.8% of the population is over 65.

Most Bonney Lake residents, 92.6%, speak only English, while 7.4% speak other languages. The most predominate non-English language spoken in Bonney Lake is Spanish, spoken by 4.42% of the population. The table on the next page shows the racial and ethnic breakdown of Bonney Lake residents.

Race and Ethnicity	Percentage of total population
White alone	86.8%
Black of African American alone	1.1%
American Indian and Alaska Native alone	1.1%
Asian alone	2.5%
Native Hawaiian and Other Pacific Islander alone	0.7%
Two or More Races	6.4%
Hispanic or Latino	7.6%
White alone, not Hispanic or Latino	80.9%

## Sumner

The City of Sumner is home to a mix of commerce, industry, and agriculture with a variety of types and densities of housing. Sumner has a strong employment base with a higher concentration of manufacturing jobs per capita than Pierce County overall.

Sumner's population density is greatest in the City Center, a Puget Sound Regional Council (PSRC)-designated urban service area/urban growth area of about 3.1 square miles. In 2017, Sumner's population was just over 10,000, an increase of almost 19 percent since 2000.

In 2016, the median age in Sumner was 36.4, with 24.9% of the population below the age of 18 and 15.2% above the age of 65.

The median household income in Sumner declined from \$60,068 in 2016 to \$56,991 in 2017, with 13% of the population below the poverty line. In Sumner, the average home value is \$265,974 and the average monthly rent is \$1,047.

Most Sumner residents, 91.76%, speak only English. Spanish is spoken at home by 5.83% of residents. The table shows the racial and ethnic breakdown of Sumner residents.

Race and Ethnicity	Percent of total population
White alone	84.4%
Black of African American alone	1.4%
American Indian and Alaska Native alone	1.5%
Asian alone	1.0%
Native Hawaiian and Other Pacific Islander alone	0.4%
Two or More Races	67.7%
Hispanic or Latino	8.6%
White alone, not Hispanic or Latino	80.0%

## Risks and Opportunities

Risk	Opportunity
The residents of both cities may have concerns about additional affordable housing in their communities, especially if this includes other housing types in existing single-family zoned areas.	The project team will discuss the range of housing needs in each city and address public aversion to affordable housing and different housing types head on, working with community members to understand the values and vision they have for the community.
Some residents have general concerns about density.	The Cities will listen to community member concerns and communicate about the benefits of focused density in the city limits.
Some residents may be concerned about how increased density can increase risk for the spread of disease, like COVID-19.	The Cities will listen to community member concerns and share any plans to ensure public safety with increased density.
Some residents are concerned that gentrification will make their community less affordable for the current residents.	The Cities will listen to community member concerns and communicate about measures they will take to try to ensure increased costs are centralized in city centers and to support affordable options throughout the area.
COVID-19 may continuously disrupt the project schedule and prevent the team from using traditional community engagement techniques.	The project team will use alternative engagement methods, including social media, to reach community members. These new methods will also enrich future projects, adding diversity to the engagement tools in each City's toolbox.
The City of Bonney Lake does not have a strong history of public participation.	The City of Bonney Lake will meet people where they are and identify those topics that most engage their residents using this project to foster a stronger sense of civic involvement and community identity to begin a pattern of increased involvement in the community.

## Key Audiences

- Community organizations and nonprofits
- Developers, including those who provide senior housing, workforce housing, market rate housing, and subsidized housing
- Elected officials
- Employers and potential employers
- Residents, including homeowners and renters
- Senior housing administrators
- Support services providers

## Key Messages

Messaging will emphasize that the Housing Action Plan process is an opportunity for us to make sure there is a range of housing types to meet the needs of all Bonney Lake and Sumner residents.

- A Housing Action Plan will outline how to meet Sumner and Bonney Lake's diverse housing needs.
- We want to hear from the community and learn what we need to do to make housing work for everyone.
  - It's your community and you deserve a voice!
- Our region needs more housing and we want to make sure that everyone has a place to live in their community.
  - We need diverse housing options to meet the community's diverse housing needs.
  - People need different housing at different times in their life.
  - Our community needs housing options for young people just starting out, growing families, and older folks looking to downsize.
  - More housing types means more options for everyone.

Residents of Bonney Lake and Sumner may initially have concerns about the introduction of affordable housing in their communities. Communication with the public will emphasize that we are looking at a range of housing types, and that affordable housing supports a healthy and active community. Further, project communication will include that affordable housing is about providing housing for people in all income groups.

## Public Involvement Approach

### Public Involvement Schedule

COVID-19 will likely pose unexpected scheduling challenges, which will require flexibility and continued adjustments. The following are the high-level assumptions as the project moves forward:

- The project is to be completed no later than June 30, 2021.
- Each project element must account for the time to move through each project step.
- As of the writing of this plan in May 2020, COVID-19 social distancing requirements do not allow in-person meetings. The project team is scheduling in-person meetings later in the summer in case in-person meetings are permitted then. If in-person meetings are still not permitted, the Cities will move forward with virtual meetings or otherwise adjust the stakeholder process to meet conditions.
- The schedule is designed to work around the Cities' budget processes. The project team's goal is to ensure important meetings and hearings do not fall during this time. The schedule is designed as much as possible to have key project milestones occur before and after the holiday season so stakeholders and citizens can participate.

Task/Milestone	Dates	Tactics
Housing Needs Assessment data collection	6/5/2020-8/6/2020	<ul style="list-style-type: none"> <li>• Flyers</li> <li>• Website updates and email alerts through Bang the Table</li> <li>• Workshop-style community meetings</li> <li>• Stakeholder meeting</li> </ul>
Preliminary Draft Housing Action Plan development	8/3/2020-12/18/2020	<ul style="list-style-type: none"> <li>• Stakeholder meetings</li> <li>• Flyers</li> <li>• Community input through Bang the Table</li> <li>• Workshop style community meetings</li> <li>• High school leadership program engagement</li> <li>• Social media engagement</li> <li>• Fairs and festivals (depending on social distancing requirements)</li> </ul>
Final Draft Housing Action Plan preparation	11/3/2020-3/5/2021	<ul style="list-style-type: none"> <li>• Stakeholder meetings</li> <li>• Community input through Bang the Table</li> <li>• High school leadership program engagement</li> <li>• Social media engagement</li> <li>• Fairs and festivals (depending on social distancing requirements)</li> </ul>

Task/Milestone	Dates	Tactics
		<ul style="list-style-type: none"><li>• Flyers</li></ul>
Public hearing process	3/1/2021-6/1/2021	<ul style="list-style-type: none"><li>• Public meetings</li><li>• High school leadership program engagement</li><li>• Social media engagement</li><li>• Flyers</li></ul>

## Public Involvement Tactics

Tool	Purpose	Description	Audiences	Additional Considerations
Informational flyers	<ul style="list-style-type: none"> <li>• Provide community members with information in their established gathering places</li> <li>• Reach community members that are not actively seeking information about City actions.</li> </ul>	<p>Distribute flyers to share information and ask for community input and perspectives on housing in Bonney Lake and Sumner. Flyers may include information about the purpose of a Housing Action Plan and details on the public meeting.</p> <p>Flyer will generally encourage public meeting participation, enhance understanding of HAP process, and encourage thoughts on housing in the communities at hand.</p> <p>Flyer will encourage community members to engage via social media or Bang the Table.</p>	<ul style="list-style-type: none"> <li>• General public</li> <li>• Spanish-speaking community</li> <li>• Community members who do not typically engage in City affairs</li> </ul>	<p>Develop Spanish-language flyers to post at the laundromat and the Mexican market.</p> <p>Identify other places to post flyers to reach specific audiences, including foodbanks, libraries, coffee shops, and schools. Need to assess this list in an ongoing way based on changing stay at home conditions</p> <p>Cities must identify key gathering places and locations to post information, including food banks and churches.</p>
Toolkit for stakeholders and other community leaders to share information and gather input	<ul style="list-style-type: none"> <li>• Provide a toolkit of resources for stakeholders to use to have conversations about housing values beyond the formal engagement</li> </ul>	<p>Develop a toolkit that asks community members to consider their values around housing and reflect on housing in Bonney Lake and Sumner.</p>	<ul style="list-style-type: none"> <li>• Developers</li> <li>• Homeowners associations</li> <li>• Rental communities</li> <li>• Employers and potential employers</li> <li>• Non-profit</li> </ul>	<p>This can be connected to the folks who are part of the stakeholder advisory committee but can also include a wider group of community leaders and stakeholders.</p>

Tool	Purpose	Description	Audiences	Additional Considerations
	<p>process and face-to-face interactions with City staff.</p> <ul style="list-style-type: none"> <li>• Increase the understanding of housing issues among community members.</li> </ul>		<p>groups</p> <ul style="list-style-type: none"> <li>• Senior housing administrators</li> </ul>	
Stakeholder meetings	<ul style="list-style-type: none"> <li>• Get input and advice from vested community members.</li> <li>• Improve buy-in with key stakeholders.</li> <li>• Engage community members who have an established understanding of their community.</li> </ul>	<p>Convene a stakeholder committee to help the Cities gather information from a wide range of community groups and members. The Cities might want to invite the public to observe.</p> <p>The stakeholder committee will convene three or four times. The first meeting agenda may include:</p> <ul style="list-style-type: none"> <li>• Presentation on the housing needs assessment</li> <li>• Explanation of housing action plans</li> <li>• GAP analysis explanation</li> </ul>	<ul style="list-style-type: none"> <li>• Builders and contractors active in the area</li> <li>• Major employers</li> <li>• Active community groups</li> </ul>	<p>To ensure the content is available for all community members, the team will consider providing interpretation at the meetings and using headsets. This is not in the consultant budget and would need to be paid for externally from the consultant budget.</p> <p>The Cities will leverage existing relationships for membership. The committee work and relationships will help set the stage for upcoming comp plan amendments and other public engagement.</p>
High school leadership	<ul style="list-style-type: none"> <li>• Get young people involved</li> </ul>	Contact the administrator or teacher in charge of the	<ul style="list-style-type: none"> <li>• School-aged population</li> </ul>	This will require a clear commitment of time from City staff to implement.

Tool	Purpose	Description	Audiences	Additional Considerations
programs engagement	<p>in the project.</p> <ul style="list-style-type: none"> <li>Hear from community members who would otherwise be less likely to get involved in City affairs.</li> <li>Make use of an established group within the community.</li> </ul>	<p>leadership programs at Bonney Lake and Sumner High Schools and work to engage students. This might start with a conversation about their ideas for how to effectively engage the communities to which the students belong, including young people.</p> <p>Students may also support activities such as door-to-door information gathering with questions like, "how would you like to see housing develop in your community" or ask students to reflect on housing in their communities from a student perspective.</p> <p>Students could present their findings to their respective city councils.</p>	<ul style="list-style-type: none"> <li>Parents of school-aged children</li> <li>Broader community via door-to-door activities</li> </ul>	
Workshop-style presentations with existing groups	<ul style="list-style-type: none"> <li>Leverage established community groups and take pressure off the public to attend more meetings as</li> </ul>	<p>Attend established community group meetings and give a brief presentation on the purpose of the project and then engage the group in conversation through questions.</p>	<ul style="list-style-type: none"> <li>Active community groups</li> </ul>	<p>The Cities will determine the specific groups for outreach. This will be coordinated with the toolkits to ensure all community segments of the population are engaged.</p>

Tool	Purpose	Description	Audiences	Additional Considerations
	<p>social distancing relaxes.</p> <ul style="list-style-type: none"> <li>Gather information from the public in an informal face-to-face setting.</li> </ul>	<p>Presenters will work with group members to learn more about perspectives on housing in the area.</p>		
Social media	<ul style="list-style-type: none"> <li>Quickly get information out through established channels.</li> <li>Social media is not impacted by social distancing measures, unlike in-person outreach tools.</li> </ul>	<p>Use social media channels to quickly reach residents.</p> <p>Consider creating a hashtag or connecting to an existing hashtag, like #housingforall.</p> <p>Social media is an opportunity to conduct public engagement in the age of social distancing.</p>	<ul style="list-style-type: none"> <li>General public</li> <li>Younger population via Twitter</li> <li>Older population via Facebook</li> </ul>	<p>Sumner is already active on social media and can use existing channels to communicate with the public.</p> <p>Bonney Lake uses Facebook minimally but has the opportunity develop their social media accounts throughout this project.</p>
Email updates	<ul style="list-style-type: none"> <li>Quickly get information out through established channels.</li> <li>Email is not impacted by social distancing measures, unlike in-person</li> </ul>	<p>Send emails to community members enrolled in existing City email lists.</p>	<ul style="list-style-type: none"> <li></li> </ul>	<p>Sumner has an E-news program with about 1500 people on the mailing list</p>

Tool	Purpose	Description	Audiences	Additional Considerations
Tabling	<p>outreach tools.</p> <ul style="list-style-type: none"> <li>Reach community members in a casual setting.</li> <li>Reach community members who may not typically seek out information about City affairs.</li> </ul>	<p>Set up information booths at local events such as Bonney Lake’s Kids Club and Tunes @ Tapps with project literature.</p> <p>Set up information booths at local businesses, like coffee shops and grocery stores.</p>	<ul style="list-style-type: none"> <li>Community members who do not typically engage in City affairs</li> </ul>	<p>The availability of this tactic is heavily dependent on the COVID-19 situation.</p> <p>Cities will determine specific events and locations.</p>
Bang the Table	<ul style="list-style-type: none"> <li>Bang the Table can be used to gather meaningful input from the community.</li> </ul>	<p>Use Bang the Table to conduct public engagement.</p> <p>This includes posting draft plans for review, hosting discussion boards for comments, and sharing news about in person engagement opportunities.</p>	<ul style="list-style-type: none"> <li>Active, digitally engaged community members</li> </ul>	<p>PRR will work with the City of Sumner to get everything on the Bang the Table platform, and then we can link over from the Bonney Lake website to the Sumner website so there is just one hub for everything.</p>
Public meeting/hearing	<ul style="list-style-type: none"> <li>Gather community buy-in on the draft HAP</li> <li>Directly engage with community members who feel invested in this process.</li> <li>Answer</li> </ul>	<p>Conduct a public meeting to present the draft Housing Action Plan to the public and gauge public sentiment, collect comments, and answer questions.</p>	<ul style="list-style-type: none"> <li>Active community members and community groups</li> <li>Community members activated by outreach earlier in the project</li> </ul>	<p>Stay at home conditions may affect the public meetings.</p> <p>Suggest one public meeting per city.</p>

Tool	Purpose	Description	Audiences	Additional Considerations
	questions and accept feedback in real time.			

## Key Stakeholders

### Business

- Bonney Lake Chamber Collective
- Puyallup-Sumner Chamber of Commerce
- South Sound Chambers of Commerce Legislative Coalition
- Sumner Downtown Promotions Association
- Tacoma-Pierce County Chamber of Commerce

### Legislative

- State legislature
  - Legislative District 25
    - Senator Hans Zeiger
    - Representative Kelly Chambers
    - Representative Chris Gildon
  - Legislative District 31
    - Senator Phil Fortunado
    - Representative Drew Stokesbary
    - Representative Morgan Irwin
- Pierce County Council
  - Pierce County District 1
    - Councilmember Dave Morell
  - Pierce County district 2
    - Councilmember Pam Roach

### Tribal

- Andrew Strobel, Puyallup Tribe of Indians

### Agency partners

- Pierce County, Community Services Programs
- Pierce County Housing Authority
- Pierce County, Human Services
- Pierce County, Planning and Public Works, Director Dennis Hanberg
- Pierce Transit
- Puget Sound Regional Council
- Sound Transit
- Sumner-Bonney Lake School District
- Tacoma-Pierce County Health Department

### Community organizations

- Bonney Lake Food Bank
- Calvary Community Church
- Communities for Families Coalition (CFF)

- Exodus Housing
- HOAs
- Metropolitan Development Center
- Multicultural Self-Sufficiency Movement
- Shared Housing Services
- St. Andrews Catholic Church
- Sumner Community Food Bank
- Tacoma/Pierce Affordable Housing Consortium
- YMCA

Stakeholders for Advisory Committee

Sector / Area of Interest	Organization	Representative
Developer / builder	Dobler	David Dearth
Affordable housing advocate	Tiny Homes	Todd McKellips
Community services	Sumner-Bonney Lake School District	Marilee Hill-Anderson
Community services	Exodus Housing	Executive Director, Tonya Tunnell-Thornhill
Community services	Sumner Food bank	Executive Director, Tiffany Rhyner
Community services	Bonney Lake Food bank	Executive Director, Stacey Crnich
Real estate / Rotary Club	Commercial Broker/Planning Commission	Sam Suznevich
City of Sumner / Real estate	Apartment Owner/Planning Commission	Andy Elfers
City of Bonney Lake	Planning Commission	Debbie Strous-Boyd
Business	Whispering Hills	Jeff Kreel
Business	Chamber of Commerce	To be determined
Seniors	Sumner Senior Center	Jenny Simoneaux
Seniors	Adult Family Homes	Seth Wagner
Faith community / Latinx community	Calvary/United Methodist/St. Andrews/First Covenant	Pastor Pam, United Methodist
Faith community	New Hope Community Church	Joseph Keith

**Sources**

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<https://datausa.io/profile/geo/sumner-wa>

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