



City Council Special Study Session

AGENDA

November 13, 2017

6:30 pm – 10:00 pm

Call to Order

Estimate time

Public Comment

6:30 pm

Note: *This is an opportunity for the public to address the Council. Three-minutes limit per person or five-minutes if representing the official position of a recognized community organization. If you would like to show a video or PowerPoint, it must be submitted or emailed by 5 pm, the end of the business day, to the City Clerk, Melonie Anderson at manderson@sammamish.us. Please be aware that Council meetings are videotaped and available to the public.*

Topics

- **Presentation & Discussion: Communications** **7:00 pm**
- **Discussion: Introduction of Stormwater Code Amendments** **7:30 pm**

Adjournment

8:30 pm

City Council meetings are wheelchair accessible. American Sign Language (ASL) interpretation is available upon request. Please phone (425) 295-0500 at least 48 hours in advance. Assisted Listening Devices are also available upon request.



Memorandum

Date: November 13, 2017

To: City Council

From: Jessi Bon, Deputy City Manager

Re: Draft Communications Strategy

Purpose

We are pleased to present the draft Communications Strategy (Strategy) to the City Council for consideration and comment. We will incorporate your feedback and input from tonight's meeting into the development of the final Strategy, scheduled for adoption at the Council Meeting on November 21, 2017.

Attachments

- 1. Executive Summary PowerPoint**
High-level overview of the Communications Strategy.
- 2. Communications Strategy**
Detailed report including observations, recommendations and implementation.
- 3. Communications Strategy - Appendix**
Detailed excerpts from interviews and an analysis of peer jurisdictions and best practices.

Background

The City's communications approach, resource levels and outcome patterns have never been reviewed by an outside consultant. Given the brisk evolution of communication tools and tactics, the City Council set aside funding in the 2017-18 City Council Department budget for the engagement of a strategic communications consultant.

In March 2017, the City Council approved the project scope of work and directed staff to proceed with consultant evaluation and selection. After reviewing proposals and conducting interviews, staff selected Cocker Fennessy as the most qualified to complete this work.

Following contract approval, Cocker Fennessy set out to gain a thorough understanding of the City's communications program by:

- Reviewing City communications materials - from the newsletter to social media accounts;
- Interviewing the City Council, City staff, peer jurisdictions and community members; and
- Comparing the City's communications program to best practices and those of peer jurisdictions.

During this process, two check-in meetings were held with the Communications Committee to review preliminary findings and discuss next steps. Complete findings from Cocker Fennessy's in-depth review and their recommendations for program improvement may be found in the attachments described above.

City of Sammamish Communications Strategy

Executive Summary

NOVEMBER 13, 2017 | COCKER FENNESSY



Today

1. Review

Findings

Recommendations

Resources

2. Discuss & Clarify

Reactions

Questions

Suggestions

3. Agree to Next Steps

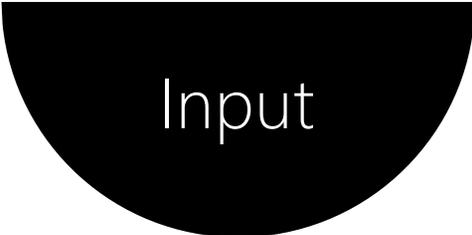
Revise/finalize for
Council presentation

2017 Communications Strategy

Goal

Evaluation & Recommendations

- Observations on effectiveness of current capabilities and practices
- List of prioritized recommendations for improvement
- Proposed implementation strategy (short and long term)


 Input

Perspectives & Activities

City

Council (7)

City staff (25)

- City management
- Communications
- Finance and IT
- Parks and Recreation
- Emergency Services
- Community Development
- Maintenance
- Public Works/Parks Project Mgmt.

Residents

Public opinion research

Virtual Town Hall data

Supplementary interviews with community members (3)

Peers

Redmond

Issaquah

Shoreline

Edmonds

Mercer Island

Materials

City-developed materials

Coverage

Website

Branding

Survey research

Findings:
Current goals,
objectives &
outcomes

Strong desire to improve:

- **Audience focus** [content, voice, timing, tools, etc.]
- **Transparency/trust**
- **Proactive approach**
- **Broader outreach**

1. City is communicating key messages.
2. Residents are positive about public information and engagement, but there's room for improvement.
3. Public desire for electronic communications and more timely information.
4. City want to improve transparency/trust.
5. There's a desire to get ahead of controversial issues.
6. It's important to reach broader segments of population.
7. City leaders and staff have questions about the appropriate look, feel and tone of communications.
8. Don't send more info! Send better/targeted info.

Findings:
**Current Organization/
Model**

Lean

Decentralized

Many voices. Different songs and keys. No sheet music.

9. Lean: Communications Manager position and PT/outside social media.
10. \$250,000 budget. 1.0 FTE + consultant.
11. Communications Manager reports to City Manager's office. Council advises through ad hoc committee.
12. Questions raised about Council and staff roles.
13. Communications is a shared staff responsibility.
14. Former Communications Manager relied on "wisdom of the factory floor."
15. Decentralized model relies on staff being proactive, knowledgeable, confident.
16. Many different staff communicate, with different voices, styles, levels of content. Website has 30+ contributors.
17. Staff limited by file sharing/organization of info/resources; lack of stylebook/brand guidelines, lack of training.
18. Social media program.



Findings:
Current
Tools/Techniques

**Print newsletter:
major focus**

Staff need guidance

**Website: Knowledge
and content bedrock**

19. Variety of tools/activities.
20. Print newsletter: 12x year, reaches every household, distinctive look/feel. Common practice.
21. Desire for more time-sensitive communications, better branding, something digital/shareable.
22. Virtual town hall: interest in email alerts, enews and social media over hardcopy newsletter.
23. Residents want to be reached where they are, using a variety of tools.
24. Strong interest in new/evolving tools, but guidance needed.
25. Staff and Council want better ways to engage with/listen to community to strengthen relationships and inform decisions.
26. Website is critical. Redesign helped, but work to do.
27. Simple also works: sandwich boards and banners.
28. New tools may present challenges re: compliance/records.

Recommendations:
OBJECTIVES

- 1. Work smarter, not harder**
- 2. Enhance City of Sammamish brand**
- 3. Take proactive approach**
- 4. Build communications capacity, but stay lean**



Recommendations:
OVERARCHING

HIGH PRIORITY

1. Reframe communications function
2. ID key audiences, focus tools
3. Address essentials first
4. Celebrate success

LOWER PRIORITY

5. Invest in an issue-focused campaign

Key Audiences

- Those who **use** City services and **engage** with City
- Those who **benefit from** City services, but **may not be directly engaged**
- Those **affected by** or who **make decisions** that impact the City

Recommendations: STRUCTURE

HIGH PRIORITY

6. ID and empower communications “team” across departments
7. Increase central communications staffing to 1.5 or 2.0 FTEs
8. Map activities/develop how to fact sheets

MEDIUM PRIORITY

9. Share communications assets/resources with team

Empowering the Team

- ID Leaders
- Hire more in-house staff
- Host Team Discussions
- “how-to’ to create standards
- Train/coach
- Develop Systems/Tools (editorial calendar)

Recommendations: TOOLS/TECHNIQUES part 1

HIGH PRIORITY

10. Develop annual communications work plan
11. Develop high level editorial calendar
12. Focus attention/resources on website
 - a) Make site more user friendly
 - b) Improve search engine
 - c) Test usability
13. Organize digital assets
14. Restructure GovDelivery/email alerts
15. Develop social media guidelines/public records
16. Integrate/be strategic about social media



City of Issaquah: Social Media Use Policy
<http://issaquahwa.gov/index.aspx?nid=1304>

Recommendations:
TOOLS/TECHNIQUES
part 2

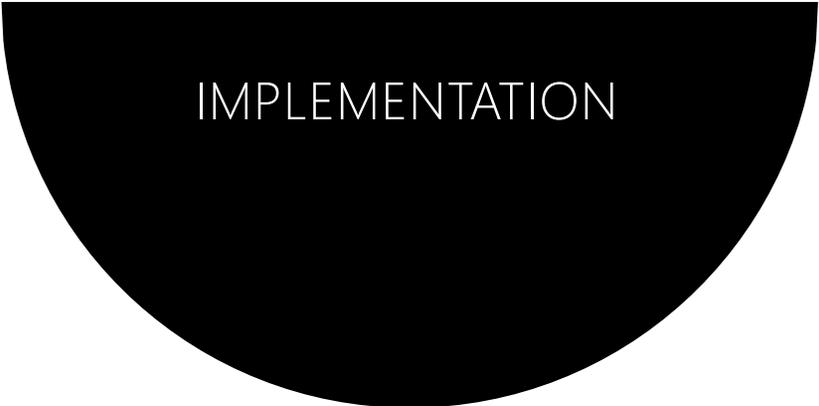
MEDIUM PRIORITY

17. Develop style guide to build brand consistency/identity
18. Reduce frequency of print newsletter
19. Develop monthly or weekly **e-newsletter**
20. Improve citizen/customer engagement tracking
21. Develop communications dashboard

Recommendations:
TOOLS/TECHNIQUES
part 3

LOWER PRIORITY

22. Adopt more visual approach
23. Translate materials
24. Explore new ways to engage public/consider innovative pilots



IMPLEMENTATION

Implementation is categorized as follows:

- **Priority:** Identified priority level based on feedback heard through interviews and consultant experience (low, medium and high priority).
- **Timeline:** Estimate of how long completion will take once work starts on the recommendation (short, mid and long term).
- **Cost:** Estimate of cost to implement the recommendation. Cost estimates are for discussion purposes only and will depend on many factors, such as scope of the projects, staff time, consulting time, new staff positions, etc.

See page 16 of the draft Communications Strategy for the implementation strategy.

IMPLEMENTATION: High Priority

Caveats

- Costs are additional costs to City
- Cost estimates are for discussion only, not fully scoped or guaranteed

\$ = Under \$10,000

\$\$ = \$10,000 - \$100,000

\$\$\$ = Over \$100,000

Short Term = 0-1 years

Mid Term = 1-3 years

Long Term = 3+ years

HIGH PRIORITY RECOMMENDATIONS	COST ESTIMATE	TIMELINE - COMPLETION
Overarching Recommendations		
Reframe the communications function	\$	Mid
Identify key audiences and focus	\$	Short
Address communications essentials first	\$	Short
Celebrate successes	\$	Short
Structural Recommendations		
Empower communications across departments	\$	Short
Increase central communications staffing	\$\$-\$\$\$	Short
Map routine activities/ 'how to' fact sheets	\$	Short

IMPLEMENTATION: High Priority

Caveats

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\$ = Under \$10,000

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\$\$\$ = Over \$100,000

Short Term = 0-1 years

Mid Term = 1-3 years

Long Term = 3+ years

HIGH PRIORITY RECOMMENDATIONS	COST ESTIMATE	TIMELINE - COMPLETION
Tools/techniques Recommendations		
Develop an annual communications work plan	\$	Short
Develop high level editorial calendar	\$	Short
Update the website	\$\$\$	Mid
Organize and enhance digital assets	\$\$	Mid
Restructure GovDelivery or database	\$	Short
Develop social media guidelines	\$	Short
Integrate/be strategic about social media	\$-\$\$	Long

IMPLEMENTATION: Medium Priority

Caveats

- *Costs are additional costs to City*
- *Cost estimates are for discussion only, not fully scoped or guaranteed*

\$ = Under \$10,000

\$\$ = \$10,000 - \$100,000

\$\$\$ = Over \$100,000

Short Term = 0-1 years

Mid Term = 1-3 years

Long Term = 3+ years

MEDIUM PRIORITY RECOMMENDATIONS	COST ESTIMATE	TIMELINE - COMPLETION
Structural Recommendations		
Share communications assets and resources	\$-\$\$	Mid
Tools/techniques Recommendations		
Develop style guide to support brand identity	\$\$	Short
Reduce frequency of print newsletter	(\$\$)	Short
Develop monthly or weekly e-newsletter	\$	Short
Improve citizen/customer engagement tracking	\$-\$\$	Mid
Develop communications dashboard	\$	Short

IMPLEMENTATION: Lower Priority

Caveats

- *Costs are additional costs to City*
- *Cost estimates are for discussion only, not fully scoped or guaranteed*

\$ = Under \$10,000

\$\$ = \$10,000 - \$100,000

\$\$\$ = Over \$100,000

Short Term = 0-1 years

Mid Term = 1-3 years

Long Term = 3+ years

LOWER PRIORITY RECOMMENDATIONS	COST ESTIMATE	TIMELINE - COMPLETION
Overarching Recommendations		
Invest in an issue-focused comm. campaign	\$\$ - \$\$\$	Long
Tools/techniques Recommendations		
Adopt more visual approach	\$-\$\$\$	Mid
Translate materials	\$\$	Short
Explore new ways to engage the public (pilots)	\$\$-\$\$\$	Long

City of Sammamish Communications Strategy

November 2017

COCKER FENNESSY

City of Sammamish Communications Strategy

CITY COUNCIL DRAFT
NOVEMBER 13, 2017

Cocker
Fennessy

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Purpose

The City of Sammamish (City) retained Cocker Fennessy, a strategic communications and research consulting firm, to evaluate the City’s existing communications practices and develop a report that includes observations of the effectiveness of current capabilities and practices, a prioritized list of recommendations for changes, and a proposed implementation strategy including short- and long-term recommendations.

The overall goal of this effort is to give the City advice so that it can foster clear, reliable and proactive communications with the public.

Process

To evaluate existing communications, Cocker Fennessy conducted an extensive review of existing City materials, documents and plans and talked to people representing a variety of perspectives.

Perspectives	Activities
City	<ul style="list-style-type: none"> • Interviewed all members of the Sammamish City Council (7) • Interviewed City staff (25) representing: <ul style="list-style-type: none"> • City Management • Communications • Finance and Information Technology • Parks and Recreation • Emergency Services • Community Development • Maintenance • Public Works/Parks Project Management
Community/public	<ul style="list-style-type: none"> • Reviewed public opinion research • Analyzed Virtual Town Hall data, including open-ended comments • Conducted supplementary interviews with community members (3)
Materials/documents Reviewed	<ul style="list-style-type: none"> • City-developed materials • Traditional news and social media coverage • Website content and analytics • City branding across web and print materials
Peer jurisdictions/best practices	<ul style="list-style-type: none"> • Gathered current and best practice information • Interviewed communications staff of peer jurisdictions (5)

Findings from these activities are reported in detail in the appendix of this report.

Current Situation

COMMUNITY

Sammamish is a young, growing community. The City was incorporated in 1999 and is evolving from its rural roots into a community with a diverse mix of people, activities and concerns. In 2016, the City annexed the Klahanie neighborhood, instantly growing the City's population by more than 20%. Additional population growth continues to occur through new residents moving to Sammamish.

The community values its strong quality of life and family-oriented culture. Demographically, the City has a high concentration of people between the ages of 35 and 55 and a significant number of children, typical of a family community. The City is also becoming increasingly more ethnically and racially diverse. Notably, the proportion of the population that identifies as Asian has grown from 9% in 2000 to over 22% in 2015. Sammamish residents are also heavily employed in the region's technology sector and enjoy some of the highest median household incomes in King County, with 75% of households earning more than \$100,000 annually. (Sammamish Economic Profile, May 2017)

Sammamish residents and City government are experiencing a great deal of change. Several mixed-use projects are currently under construction, with more planned. And new commercial developments, like Town Center, are bringing new amenities while changing the look and feel of the community. With change comes construction and roadwork. As a result, some residents who were attracted to the City for its beautiful tree canopy and spectacular natural areas are feeling frustrated that trees are being removed and traffic is growing.

LOCAL NEWS

Sources of Sammamish news and information are also evolving. City government and residents are feeling the loss of the recently shuttered Sammamish Review newspaper, which once provided 53% of the population with local news and information. A tech-savvy Sammamish population is plugged into ever-changing social media platforms, which are changing the tone and speed at which news and information spreads within the community.

Resident expectations for communications is changing as new residents to Sammamish bring with them expectations of a higher level of service. City government is looking for new approaches and tools to meet demand for communication in this shifting, dynamic landscape.

CITY GOVERNMENT

Expectations of City government have also grown over time. The City is transitioning from "startup" mode to a more established organization. As it matures, staff and constituents are asking for more frequent and clear communications as well as a more consistent approach. For a City that prides itself on lean operations, there's a question about whether communications expectations can be met using the current operations model.

The evolution of Sammamish is also bringing about an increase in strategic planning efforts. These efforts have demonstrated communications gaps as staff struggle to reach a broad swath of

residents, gather input and disseminate information as projects move from planning into construction phases.

CITY COMMUNICATIONS

The City hired its first Communications Manager in 2003. Today, that position is joined by a part-time contractor who assists the Communications Manager in handling all aspects of the City's social media accounts. The overall budget for communications, which primarily funds these staff positions and a monthly newsletter, is estimated to be roughly \$250,000 per year.

The Communications Manager reports to the City Manager's Office. The City Council advises on communications through an ad hoc Communications Committee comprised of three council members.

Communications is a shared responsibility of staff throughout Sammamish City government. The effort is largely de-centralized with individual departments taking the lead on most of their communications efforts. The Communications Manager is an important resource, but has a limited role in shaping the overall effort.

OPPORTUNITY

A good communications strategy is essential for any municipality. Local government has a responsibility to let residents, businesses and stakeholders know about news, policies, processes, celebrations, challenges, changes in leadership, etc. A good communications strategy will also aid in relationship building and restoring trust between residents and government.

The City of Sammamish is at a critical juncture in its evolution. It is facing challenges as it strives to preserve a family-friendly culture and natural environment while accommodating change and growth. At the same time, it must adapt to an ever-shifting communications landscape. While public opinion data shows public satisfaction with Sammamish City government, concerns about the effectiveness of public outreach, transparency and the tone of debate and discourse are creating friction that could undermine public trust.

Effective communications are critical to managing these challenges.

Findings

Findings are observations based on information and opinions shared with the consulting team over the course of this project. More detailed information is provided in the report appendix.

CURRENT GOALS, OBJECTIVES AND OUTCOMES

1. The goal of the current City of Sammamish communications program is to consistently relay accurate and timely information about the City. While key messages change depending on project or subject area, overall, themes focus on:
 - Being family-friendly
 - Safeguarding the environment
 - Managing growth
 - Celebrating diversity and community involvement
 - Listening to residents and being committed to public involvement
 - Being fiscally responsible by following a contract city model
2. NRC's National Citizen Survey study (2016) shows that Sammamish residents are positive about public information services and community engagement. A strong majority of respondents with opinions about City communications are positive (76%), ranking Sammamish #1 when compared to peers. The data are less rosy when one includes "don't know" in the analysis. When all responses are included, only 52% have a positive impression and a significant minority (32%) don't know, showing opportunity for improvement.
3. Participants in the City's Virtual Town Hall on City Communications (2017) reported that they rely on the Sammamish City newsletter but prefer email alerts and an emailed newsletter above receiving a print publication. Town Hall participants also reported that most (54%) only sometimes get information about City government in a timely manner. Questions have been raised about whether this accurately reflects public opinion or actual news consumption.
4. The City Council and City Manager want to improve transparency and trust between the community and City government. They want people to understand both what services the City provides as well as using citizen input to shape City initiatives. Citizens need succinct, timely information in user-friendly formats.
5. Staff and the Council would like the communications program to get ahead of controversial issues. There's frustration that residents turn to social media for information and rumors rather than to City Hall for accurate information.
6. Staff and the Council want to reach broader segments of the Sammamish population. This will require different communications approaches and tools, as residents have varying degrees of interest in City government.
7. Staff and the Council raised questions about the most appropriate look, feel and tone of City communications. What is the brand (e.g., nature-oriented, modern/tech-oriented, traditional/family-oriented)? Should there be a unified brand or should it change with

different materials, departments or levels of importance? Does the current logo support the City's brand?

8. Improving communications shouldn't result in sending more information, but should be more topical and focused on emerging issues. People are overwhelmed and may receive information, but don't necessarily read it. The focus of attention should be on better engaging and educating people, not increasing the volume of material communicated.

CURRENT ORGANIZATION/DECENTRALIZED COMMUNICATIONS MODEL

9. The City's current communications structure (staffing and resources) is lean. There is one Communications Manager position (currently vacant) and a part-time, outside consultant providing social media support. There are no staff identified as "public information officers." And there are no departmental staff identified as "communications staff." The only person at City Hall with communications in their job title is the Communications Manager.
10. The overall communications budget is roughly \$250,000 a year. The budget primarily funds the 1.0 FTE, a part time/contract specialist and a monthly newsletter that is mailed to all residents.
11. The Communications Manager reports to the City Manager's Office. The City Council advises on communications through an ad hoc communications committee comprised of three council members. The Committee advises the full Council and is staffed by the City Manager's office and Communications Manager.
12. The Council and staff have raised questions about the Council's role in communications. What is their role vs. staff? Who should staff take direction from? Who should announce news? Who should announce policy changes?
13. Communications is a shared responsibility of staff throughout City government. The effort is largely de-centralized with individual departments taking the lead on most of their communications efforts. The Communications Manager is an important resource, but has a limited role in shaping the overall effort. As the City has grown, so have communications expectations.
14. The former Communications Manager (the position is currently vacant) was a skilled and seasoned communicator. His leadership style relied on "the wisdom of the factory floor" rather than top-down directives. Some found this empowering. Others are seeking more structure and support.
15. The decentralized communications model relies on all departmental staff to be proactive. They need to decide what communications approach will work best for their project/needs and seek out the individual(s) who can best help them (the Communications Manager, the social media consultant, or an outside consultant), even if they don't have previous communications experience to help inform these decisions. Staff don't always know which path to take or feel confident in their approach.

16. Many different staff and departments communicate on behalf of the City. Without some structure, editorial effort or standard procedures, there can be inconsistency in language, tone, level of content, etc. For example, pages within the City website are highly inconsistent. This isn't surprising since many individuals (~30) have the ability to update web content. These different tones of voice don't enhance the Sammamish brand, but instead create the potential for miscommunication. The former Communications Manager spent some of his time fixing/addressing this, but could not keep up with the volume of information in so many areas. This resulted in large portions of the site being out of date or difficult to access.
17. Staff are also limited in their roles as communicators due to the following:
- Problems with internal file sharing/organization of information and resources (e.g., photos, templates, documents, logo files, etc.)
 - No official stylebook or brand guidelines. As a result, the City logo has been “enhanced” by some departments/individuals and abandoned by others.
 - Lack of training.
18. Social media is currently being managed by a part-time, off-site consultant. The consultant does not have regular, structured communications with City staff and takes her own initiative to stay informed and develop content. As a result, she is sometimes sharing old/repurposed information. She frequently is “scooped” by others (including City Council). She has no desk at the City.

CURRENT COMMUNICATIONS TOOLS AND TECHNIQUES

19. Key communications activities of the City include:
- Print newsletter (21,000 mailed each month)
 - Budget-in-Brief
 - Recreational guides
 - City website
 - Email alerts
 - News releases
 - Op-eds
 - Special mailings
 - Channel 21
 - Social media
 - AM emergency radio
 - Virtual Town Hall
 - Public meetings
 - Council office hours
 - Farmers market booth
 - Open houses
 - Community round tables
 - Community surveys and focus groups
 - Daily interactions with residents and businesses via phone, email, letters and personal interaction
20. The City's print newsletter reaches every household in Sammamish, once a month. It has a distinctive look/feel and is reminiscent of an old-west newspaper. As local news reporting decreases, it is an increasingly important source of information about City news. Mailed newsletters are a common practice in smaller jurisdictions.
21. Some staff and the Council want to reach residents in a more time-sensitive manner and have questions about the value of a monthly print newsletter. Other concerns about the

newsletter are the look/feel (inconsistent branding), expense, and lack of complementary digital/mobile/shareable product.

22. When asked to pick their top three methods of communication, participants in the communications Virtual Town Hall stated a preference to receive electronic and digital communications over the hardcopy newsletter.
- 69% selected email alerts
 - 43% selected an e-newsletter (which does not yet exist)
 - 38% selected social media
 - Only 25% selected the hardcopy newsletter as one of their top three choices
23. Residents want/need to be reached where they are, requiring the use of a variety of communications tools. Some will only pay attention to social media. Others need to see posters and sandwich boards. And some will turn to print material in their mailbox. Major issues need to be communicated across a spectrum of media.
24. Communications tools and channels are evolving and many want tools/techniques that reach the community's increasingly diverse population. Social media (including Facebook Live), NextDoor, video, virtual town hall, telephone town halls and translated materials are just a few of the resources that people mentioned being interested in/curious about using for projects. But these resources are new territory for City staff. They aren't sure when or how to use them, or who to ask for advice.
25. The City is seeking new and better ways to engage with and listen to the community. There's a recognition that traditional approaches don't work for or appeal to busy people or recent immigrants. Also, information gathering should build better credibility and trust between residents and City staff and provide elected officials with better information to make decisions.
26. The City website is a critically important tool. The recent redesign made it look better and improved the ability for staff to update content. However, there are still critical flaws:
- The search function isn't working well.
 - Navigation is difficult to understand. City staff and council members can't find information they know is on the site.
 - Analytics code hasn't been added to pages because fixing content has been the highest priority.
 - The City has a single Webmaster that is aware of these problems and trying to fix things by herself, but this is unrealistic given the limited resources, so she performs triage.

Having a functional, well-maintained website is essential. It's as important as having a bricks and mortar building in which to convene. City hall is an easy-to-access, inviting space where people are greeted by friendly staff and can get resources they need. The website should be as accessible, inviting and functional.

27. Some highly successful outreach efforts have involved very simple techniques: sandwich boards and banners. Clear visual reminders at key locations in the community can effectively reach a lot of people.
28. New communications tools and practices may present challenges when it comes to retaining public records. Staff and elected officials need to understand requirements and have practical tools so that they can comply.

Recommendations

We have focused recommendations on actions that will achieve the following key objectives:

- A. **Working smarter, not harder.** Sammamish staff and consultants work diligently to communicate with the public about City issues and initiatives. Adding more work to everyone's plate isn't likely to create positive change. And adding staff without changing strategy is unlikely to realize significant improvements. We suggest change in strategy – deliberately choosing activities and tactics that will deliver a different outcome.
- B. **Enhancing the City of Sammamish brand** by improving relationships with people who use City services; educating and engaging more residents with information about services and providing input to the City; and establishing a common voice, tone and understanding of outreach and communications.
- C. **Taking a proactive approach.** There's always going to be a mix of proactive and reactive work for City communicators. But open communications, early engagement, good communication planning and activities help minimize surprises and potential misunderstandings. When surprises do happen, they can be addressed promptly. To be proactive, the City needs to empower citizens and frontline employees with good information, offer multiple communications channels, listen and engage people early, and measure and improve continuously.
- D. **Building the communications capacity of the City, while retaining a lean model.** City of Sammamish elected officials, staff and ambassadors should be able to answer basic questions about the City and its major initiatives. The City should speak with a clear, consistent voice. The City needs to continually improve its input techniques and listening skills so it can have effective conversations. These skills don't require massive investments. They require refocusing attention.

Recommendations are broken out into three key areas:

- Overarching recommendations
- Structural/staffing recommendations
- Tools/techniques

Within each of these areas we've identified high, medium and lower priority recommendations. This evaluation is based on each recommendation's potential impact on one or more of the strategic objectives and resource requirements.

We have indicated estimated resource requirements for recommendations that involve significant financial investments. These estimates look at additional costs to the City (such as outside services and consultants) and are for discussion purposes. They are not guaranteed.

Many of these recommendations are inter-related and complementary.

OVERARCHING RECOMMENDATIONS

High Priority

1. Reframe the communications function.

Communications is a basic City service, as is permitting, public safety, customer service and budgeting. This responsibility cuts across all departments and job titles.

Currently, communications is not discussed, described or approached in a powerful, empowering way. The City's frontline staff (e.g., receptionists, Parks & Recreation staff, planners and street crews) are already communications ambassadors, interacting with the public and shaping the City of Sammamish brand. How they engage with the public profoundly influences how residents feel about the City.

All staff need direction, tools and training to be effective ambassadors. To do this, the Council must set the vision and expectations, and delegate responsibilities to the City Manager, who is responsible for hiring and empowering professional communications staff to take the lead in developing and implementing a results-oriented communications and community engagement work plan. City staff should also understand that communications with the public is an integral part of their jobs.

2. Identify key audiences and focus on the communications tools that best reach these groups.

During interviews, staff talked about aligning tools with different generational or professional groups (and asked for help doing this). This is an important consideration, but we also urge the City to think about the following audience identification framework:

- People who use City services and engage with the City;
- People who may not be directly engaged with or are unaware of City services; and
- Those directly affected by or who make decisions that impact the City.

Adopting this three-pronged audience systematically encourages the City to think about expanding its outreach on a regular basis.

3. Address communications essentials first.

Elected officials and staff can't do their job if there isn't a common understanding around roles and functions. This needs to be addressed and clarified and may require a policy on communications roles/responsibilities. A protocol focused on staff and elected official roles could be a first step.

In addition, elected leaders, staff and residents must have access to an accurate, effective knowledge base. Improving the website should be the top priority. This means fixing bugs, improving consistency in language/tone, improving searchability and making sure the site stays current. This is essential to internal and external communications.

4. Celebrate successes.

Recognizing victories inspires innovation, productivity and performance. Staff are already doing great work, and it's important to take the time to acknowledge this. Tell staff when they've written something well. Find out what drew a new resident to an event or meeting. Recognize successful efforts to engage residents in shaping decisions. Appreciation pays off—it helps you learn, build a stronger team and invites shared ownership of work. It also sends a message to all staff communications with and respect for residents is important.

Lower Priority

5. Invest in an issue-focused communications campaign.

Focus resources and attention on an area of concern such as traffic or growth. Convene key staff and the Council to build and launch the pilot project. Use current and new communications tools to drive attention to this issue area, and supplement internal resources with external expertise. Use lessons learned to inform other City work. This recommendation offers a great deal of potential, but is tagged as lower priority due to the level of effort and resources required. [Resource estimate: Will vary dramatically depending on scope, possibly \$50,000-\$90,000.]

STRUCTURE

High Priority

6. Identify and empower the communications “team” across departments.

- Identify core communicators/departmental leaders
- Have inter-departmental communications discussions (quarterly, to start). Share plans, goals, best practices, challenges and problem-solve. All departments should be represented.
- Include learning moments in communications meetings. Spend 15-minutes addressing a communications competency and sharing some best practices and resources.
- Invest in training/coaching to help staff deal with high priority or challenging issues. [Resource estimate: \$3,000-\$6,000]
- Create systems/tools that help people be more effective listeners and communicators. Creating a general editorial calendar would be a great start. Other potential tools could be adapted from best practices identified later in this report (e.g., Issaquah public engagement toolkit, Redmond Council one-pagers, etc.)

7. Increase central communications staffing to 1.5 or 2.0 in-house FTEs.

Additional staff resources are needed to have a proactive, effective communications program. The City needs to enhance its technical expertise, content management and coordination with departments. Several basic communications functions (making sure the website is up to date, the tone of voice is consistent, fonts/visuals are available, distribution lists are developed/accurate) require more resources and shouldn't be assigned to a manager/director.

While resources could be expanded through contracting, we recommend adding City staff. This shows that improving communications is a priority to the City. It also makes

communications resources more transparent and convenient to City staff and the public. A permanent part- or full-time public information officer in house with strong communications and outreach skills (including social media, databases and graphic design) could greatly enhance the communications capacity of the City. [Resource estimate: \$50,000-\$80,000]

In addition to the in-house communications staff, the City should consider the use of consultants for assistance with short-term and project-specific improvements. This extra assistance may be necessary during the implementation of the recommendations in this Strategy. Once the backlog is cleared and the desired level of service is achieved, the in-house staff should be able to effectively maintain the program.

8. **Map the most common, routine communications activities and develop “how to” fact sheets.** Look across departments at common communications activities and focus on the top 3-4 most frequent activities or areas of highest risk/reward (e.g., what to do if there’s an emergency, how to update a webpage, how to write a press release, etc.)

Medium Priority

9. **Share communications assets and resources with communications team.** Improvements to file sharing, file naming practices and the ongoing consolidation and digitization of documents is needed so staff can access important communications assets.

TOOLS/TECHNIQUES

High Priority

10. **Develop an annual communications work plan.**
Be explicit about strategic goals, target audiences, key messages, how the plan will be executed and how progress will be measured. The plan could also include a milestones calendar (by quarter) outlining key events/activities (this would help inform the development of an editorial calendar).
11. **Develop a high level editorial calendar that is available to and useful to the cross-departmental communications team.**
Shape the structure via the interdepartmental team, but don’t overcomplicate. The calendar should give staff a monthly or weekly snapshot of the top communications issues and messages, how these will be carried through different communications tools, and who is responsible for these activities.
12. **Update the Website to make it more user friendly for the public and staff.**
There will need to be focused attention/resources on continually improving the website.¹ Some of the major website update recommendations include:

¹ Many of our recommendations focus on website, digital communications and social media. While we think there needs to be focused attention in these areas, this is not meant to suggest that these activities should supplant other communications activities. Writing talking points, developing press releases, producing print materials, making signs and building relationships with key audiences are all important parts of a robust City communications program.

- a. **Add features that make the site more user-centric.** For instance, adding the ability to subscribe to the event calendar, share events and/or add meetings/events to one's personal calendar. [Resource estimate: Roughly \$100,000 for technical support from the content management system company and consulting costs for implementation. The true resource requirement will vary widely depending on extent of features desired.]
 - b. **Improve the search engine tool.** [Resource estimate: \$1,000-4,000 per year]
 - c. **Test/improve website usability.** Check for responsiveness, ADA compliance, focus of content (audience) and other usability topics. [Resource estimate: \$25,000-30,000]
- 13. Organize and enhance digital assets.**
Invest in a file management system to sort and organize digital media, including nearly two decades' worth of photo files currently housed on shared file drives. [Resource estimate: \$10,000, assumes hiring an intern and purchase of file management software.]
- Develop a shot list that supports the editorial calendar and hire a talented photographer to capture images that have a consistent style and can be owned, free and clear, by the City. [Resource estimate: \$1,000-2,000]
- 14. Restructure GovDelivery/email alert system so people can focus on specific issues/areas of concern.**
Simplify and clarify the topics one can subscribe to. Also clarify the roles and responsibilities for content development and posting.
- 15. Develop social media guidelines that establish framework and address compliance/public records issues.**
Guidelines and protocols are needed to establish what is/isn't official City social media communications as well as addressing issues related to image use, tone and voice.
- 16. Integrate and be strategic about social media.**
Social media is a powerful, important communications tool. The City has been careful in its approach to social media, working in this space, but not taking big steps (time or money). It's time to take the next step. Set goals (e.g., grow followers/engagement) and a plan for reaching these goals. Recommendations around staffing and editorial calendar are closely connected to this recommendation.

Medium Priority

Brand

- 17. Develop a style guide to build consistency in the brand identity.**
Refresh the Sammamish brand. The City needs professionally developed assets and standards. Outside branding expertise is needed to develop a style guide that explicitly states the City's value proposition/differentiators, preferred tone/voice in key communications materials, logo usage, iconography, brand colors, fonts and typography, signage specifications, media formatting and photography and graphic styles. [Note: The City Council

recently authorized funding to support a grant application for branding work. Resource estimate: \$20,000-90,000, dependent on the scope of the project.]

Newsletters

18. **Reduce frequency of print newsletter mailing (4-6 times a year).** [Resource note: We recommend spending \$40,000-50,000/year on the print newsletter and using the savings to fund costs associated with the e-newsletter and the staff position. Resource estimate: Savings of \$50,000-60,000]
19. **Develop a monthly (or weekly) e-newsletter with short articles/news items.**
An e-newsletter would be a more dynamic and engaging way to reach residents with news about the City and community. This is a common practice in cities. It wouldn't replace the print newsletter, but it would be more timely, shareable and interactive. [Resource estimate: \$2,500 plus an allocation of staff time, if using a standard email marketing distribution system. May be able to use GovDelivery.]

Measurement

20. **Improve citizen/customer engagement tracking.**
Strive to capture more accurate measures of citizen/customer engagement. At a minimum, fix analytics on website and track citizen inquiries at City Hall front desk/phone, etc. Consider other opportunities, such as follow up, "customer service" surveys, better tracking and aggregating comments at meetings, etc.
21. **Develop a communication "dashboard" to track progress/issues on a monthly basis.**
A communications dashboard should track metrics that are tied to the City's communications plan. Indicators would likely include: highlights of important media coverage; key website analytics (traffic, time, bounce rate); social media impressions, likes, shares; phone/front desk inquiries, current public engagement efforts/stats. The summary can also include qualitative information capturing key successes and challenges (hits and misses) that month. Information from the dashboard should be used to evaluate whether tools and practices are working and inform mid-course corrections.

Lower Priority

22. **Adopt a more visual approach to communications.**
Pictures, graphics and design are becoming increasingly important for engagement. If additional staff resources are added, we recommend hiring someone with graphic design capabilities or contracting for additional help in this area. Communications need to have strong visual elements to get people's attention. Great design can also help overcome potential language barriers.
23. **Translate materials and develop more visual/less language intensive materials.**
Consider creating a "welcome" brochure or mailer that is translated in multiple languages that shares the most important things people should know about City government in Sammamish. [Resource estimate: \$12,000-20,000]

24. Continue to explore new ways to engage the public and consider innovative pilot projects (1-2 per year).

Virtual Town Hall has been a successful public engagement tool and should be continued. Other opportunities include telephone town halls, social media engagement opportunities (like photo contents, quizzes, etc.) and emerging technologies. [Resource estimate: \$12,000]

Involvement in professional groups like the National Association of Government Communicators or PRSA can help you stay on top of the latest techniques and learn from other jurisdictions. Or have coffee with communications colleagues in local peer cities. They're a great source of ideas, inspiration and support. [Resource estimate: \$600]

Pilot project ideas could be "crowd sourced" from staff and citizens. Ideas we've had include:

- Using Channel 21 resources to enhance video capabilities
- Creating a citizen's academy pilot [\$15,000-20,000]
- Creating a focused digital engagement campaign [\$5,000-50,000]
- Creating a neighborhood engagement program [\$4,800-7,200]

[Resource estimate: Up to \$90,000 to seed "innovations," depending on the number of pilot projects pursued. Implementing a pilot project would require additional, likely outside, funding and could be pursued with community partners.]

Implementation Strategy

Change needs to begin at the top of the organization. The City Council sets clear policy direction; the City Manager delegates and sets the tone; and the Communications Manager shapes and leads a positive, pro-active, team-oriented approach.

It's important to take big, powerful steps towards providing support and building collaboration. And key investments are needed to take care of the essentials. At the same time, you need to have some short term, feel good wins. This implementation strategy tries to strike a balance in achieving these objectives.

COMMUNICATIONS RECOMMENDATIONS		ESTIMATED COST	PRIORITY	TIMELINE: COMPLETION
Overarching Recommendations				
1	Reframe the communications function	\$	High	Mid-term
2	Identify key audiences and focus	\$	High	Short-term
3	Address communications essentials first	\$	High	Short-term
4	Celebrate successes	\$	High	Short-term
5	Invest in an issue-focused comm. campaign	\$\$ - \$\$\$	Low	Long-term
Structural Recommendations				
6	Empower communications across departments	\$	High	Short-term
7	Increase central communications staffing	\$\$ - \$\$\$	High	Short-term
8	Map routine activities/ 'how to' fact sheets	\$	High	Short-term
9	Share communications assets and resources	\$\$	Medium	Mid-term
Tools/techniques Recommendations				
10	Develop an annual communications work plan	\$	High	Short-term
11	Develop high level editorial calendar	\$	High	Short-term
12	Update the website	\$\$\$	High	Mid-term
13	Organize and enhance digital assets	\$\$	High	Mid-term
14	Restructure GovDelivery or database	\$	High	Short-term
15	Develop social media guidelines	\$	High	Short-term
16	Integrate/be strategic about social media	\$\$	High	Long-term
17	Develop style guide to support brand identity	\$\$	Medium	Short-term
18	Reduce frequency of print newsletter	(\$)	Medium	Short-term
19	Develop monthly or weekly e-newsletter	\$	Medium	Short-term
20	Improve citizen/customer engagement tracking	\$\$	Medium	Mid-term
21	Develop communications dashboard	\$	Medium	Short-term
22	Adopt more visual approach	\$\$\$	Low	Mid-term
23	Translate materials	\$\$	Low	Short-term
24	Explore new ways to engage the public (pilots)	\$\$-\$\$\$	Low	Long-term
Total Estimated Cost		\$340,000 - \$740,000		

\$ = Under \$10,000
\$\$ = \$10,000 - \$100,000
\$\$\$ = Over \$100,000

Short Term = 0-1 years
Mid Term = 1-3 years
Long Term = 3+ years

Total estimated cost depends on many factors: scope of projects, staff time, consulting time, new staff positions, etc.

City of Sammamish Communications Strategy

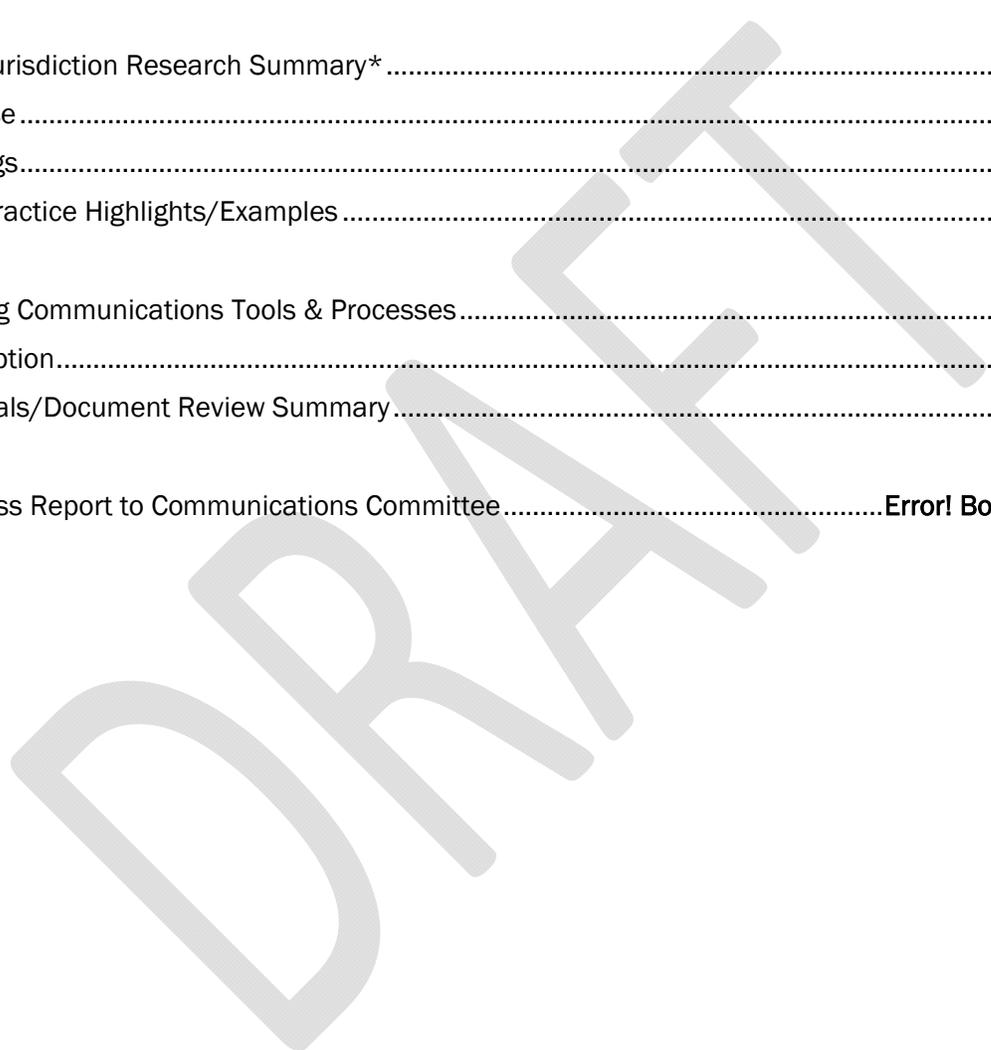
APPENDIX

CITY COUNCIL DRAFT
NOVEMBER 13, 2017

Cocker
Fennessy

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1. INTERVIEW FINDINGS SUMMARY

Between June and July 2017, Cocker Fennessy conducted one-on-one and group interviews with all seven members of the Sammamish City Council and 25 members of the City staff. In August 2017, Cocker Fennessy conducted interviews with community stakeholders that were identified and recommended by staff for follow-up and additional perspectives. Community stakeholders interviewed represent the areas of business, public safety and education.

City Council Perspective

- 1. Council has a strong desire to reach a broader segment of the Sammamish population who may have varying degrees of citizen interest in City government and may need to be reached using different communication tactics and channels than what the City currently employs.**

“For the Transportation Master Plan – they’re doing polls, questions, discussions at grocery stores... I like that they are reaching out to people where they are – the people who don’t necessarily come to meetings.”

“[We] didn’t hear from the average Joe – how do we reach out to them?”

“We don’t know how to communicate with the non-English speaking community... This is particularly severe when you have grandparents in the household who speak no English. We hear from police and EMS that the grandkids have to help.”

- 2. There is a perception that the City is often reacting to citizen frustration and anger rather than proactively delivering timely news and information to citizens on the issues they care about.**

“We seem to be very reactionary and behind the eight ball.”

“On communication, we need to control the message. Otherwise others will do this. It’s easy for others to control message by starting up groups – they take the message away. We need to control the good news.”

“We aren’t in the driver’s seat on communications. Other are. Others are steering for us. We’re so reactive.”

“City needs to get information out – getting beat up by social media. People publish things that are untrue – deliberate misrepresentation. We’ve been reactive rather than proactive... we seem to be a day late and a buck short.”

- 3. There’s a feeling of disconnect between citizens and City communications tools.**

“[The City had] built good relationships with media, but they aren’t there anymore. I think we need a change in strategy. I think we become the newspaper. We need to have something. More connectivity between newsletter and digital. I don’t think the newsletter should stop. But I’d like to see us augment the newsletter and maybe expand it.”

“I don’t think the way citizens listen aligns with what the City is doing.”

“We have a busy population – young parents with kids who are involved in a lot of activities. They are too busy to reach out to the City.”

4. There's a strong interest in improving transparency, and trust between the community and City government.

"We want more people to understand the issues that a City faces and to be ambassadors. I'd like people in the community to understand what we're trying to do."

"We've been responsive, but not accountable or transparent. I want people to see what's taking place."

"The hard part is getting information back out to say we heard you, here's what we're doing."

5. There is a sense that the issues created by growth are presenting extraordinary challenges in communicating policy decisions and implications.

"I think our regular [communications] mechanisms are good – but we're dealing with some complicated issues"

"We have to find the best way to accept growth. It's hard to get the story across – can't really tell it in a few words."

"Sometimes when we're pushing communication, people misunderstand. We have virtual town hall on growth or traffic. They expect action. They have different expectations – some think the City will do something different, or something will happen. People feel like they are giving comments to see change, not to be "educated"

6. There is recognition that the current rate of City growth, coupled with rising expectations of customer service levels may not align with the current resources and organization of City government.

"If we could build a staff – whatever it would take – to monitor information, to respond to info and to push info. Also, to update the website more often.... We just did a redesign, it's better, but not being updated. But that comes at a cost."

"Not sure if we need additional resources or if we need to just shift resources."

"People don't understand that we are very short staffed. They want to reduce staff and we don't have enough. We haven't given people the information they need to understand the implications of our decisions."

"Need to step back and look at how we are delivering service. One way to do it is to contract – we do this for Sheriff. These are dollars and not people. Contracting makes sense to a certain point."

City Staff Perspective

1. Staff desire more proactive/less reactive communication.

"It would help if we had a strategic plan that leads all the staff to know what is important and what we should be spending our time on. Not over reacting to everything and getting off focus on what we should be doing as a City."

"Do we need to set up a daily communications push so we frame what City is working on every day?"

"We need to build a sense of credibility and trust with community. Get out ahead of things."

2. There is strong pride in lean operations, but workload and current resources do not align with rising expectations of communications and customer service priorities.

“We just don’t have anywhere near the number of bodies to meet the expectation of service that is desired. They assume we have infrastructure in place to deliver multimedia suite of services within 10 minutes. We have never had the resource level to meet those expectations.”

“Historically we tried to be nimble and not be all things to all people. Now folks want more and they want it faster. We aren’t staffed to deliver that service.”

“We have expectations from council and management that are extremely high. We are pulled off what we were doing to respond to Facebook complaints.”

3. Staff feel do not feel their current tools for outreach and communications, especially public meetings, are effectively reaching the community.

“Before social media, we relied on word of mouth. Now it’s word of mouth through social media, but it’s often wrong info and spreading wildly fast. The framing of issues is so much faster now. By the time it hits we are behind.”

“We do a lot of in-person outreach with forums and roundtables, and open houses – these aren’t very well attended. We have 65,000 people in our community and maybe we get 20 people at these events... yet we continue to program that way...25% of this community are in IT – they look online first.”

“We need to rethink engagement – we can’t just have people coming to town hall meetings. Those meetings cost a lot of money, and three people show up. I don’t know the new best practice.”

“There is a broad age range in the community, which means that there are lots of different channels to get to all residents. We don’t really have one point of contact to help disseminate information, and need a streamlined way to hit all communication channels.”

“There are lots of people we aren’t reaching, such as a high percentage of people who work outside of the City. We have lots of public meetings, but it is hard for these people to find room in busy schedules, which means we have public meetings where just three people attend.”

4. Staff are excited about the prospect of greater social media use, but are also frustrated. Staff want training, guidelines and clearer expectations around social media.

“It’s the ‘social media telephone’ game. We react to what they are saying – even though their information is wrong. We are so re-active that we struggle to get the right information out and the right time. We need full time media monitoring – so we can have dynamic communications.”

“We aren’t controlling the social media message. Questions or posts can start off harmless and then go to a negative place. We miss one post and its downhill spiral. We have to be present in social media, but it is also 24/7 now.”

“We need a clear understanding from leadership to the front lines about a social media plan, including best practices and what we are going to do, and the resources to implement it. We’re winging it right now.”

5. Staff seek clear direction, guidelines and tools for outreach with the public across all City communications. They want a better understanding of when and how to communicate with the public and consistency in branding to standards across platforms.

“There is no standardization on what, when and how to communicate – not even what page on the website we should be on. And the website is not intuitive. Its’s out of date and a cluster of information.”

“We have no templates for anything – including letterhead. We need consistency in all forms... We need a style guide, what kind of clip art, what letterhead, what formats, what consistently should be in our outreach materials, notification, media relations”

“Every page on the website is different, don’t know who is making sure that the links work or the information is understandable. There is no branding book. There is no standard look, voice, document style or fonts.”

“We need an internal focus, a plan, steps, checklists–so that any person in the City knows the communication protocols and expectations... staff need to feel empowered and know expectations, they need consistency.”

“We should have a proscribed outline for how to approach communications. We shouldn’t have to re-invent the wheel every time we have a need to communicate. We could use a check list for clarity. It would be great not to have to ‘guess’ what we will work. I’d like to know what tactics have the most value; is it social media?”

6. Staff expressed a need for internal, city hall information sharing.

“Internal info sharing is also an issue. Staff don’t often know what is on the docket for the City... Right now, staff just have to be diligent and aware of the news.”

“Crews are pretty well-informed about what is happening on their project but can’t tell them other issues at City Hall. We would like to have them give answers to questions from the public when they are out in the community.”

Community Stakeholder Perspectives

Direct quotes are not provided to protect the anonymity of participants.

1. **Interviewees care deeply about Sammamish and see good communication as essential to building a strong community.** More people need to know about things. Ideally, it would be nice to see more people out in the community pitching in to clean up and do other things that make the community great.
2. **Some think communication has improved. Others feel it has gotten worse.** Key improvements: more people coming to meetings, social media activity, email alerts and improvements to City website are all doing a good job letting residents know what’s happening. On the negative side, some feel like the nature of conversations has been very combative and shows lack of trust.
3. **The City is working hard to improve transparency and involve a diverse range of people in City issues.** There’s a sense that staff are working very hard and that communications efforts have improved but there are also some who believe work needs to be approached in a different way to be effective.
4. **Improving communications shouldn’t result in sending more information, but should be more topical and focused on emerging issues.** People are overwhelmed and may receive information, but don’t necessarily read it. The focus of attention should be on better engaging people, not increasing the volume of material communicated.
5. **Virtual town halls and surveys are a great way to get people involved.** It’s easy, people enjoy it and it’s easily shareable.

6. **Communications doesn't have to be high tech to be effective.** Sandwich boards and banners are very effective and reach a broad base of the population.
7. **The City newsletter is well-known. But there are mixed reviews on its effectiveness.** It's recognizable and consistent. But it's unclear if people read it. One interviewee felt like paper newsletters that list events are of limited value because few people are going to take the time to type the events into their electronic calendar. In contrast, an online calendar (particularly Facebook), that automatically connects to a personal calendar is much more user-friendly.
8. **The City plays an important role coordinating and publicizing events. But they need to find better ways to raise awareness and make information user-friendly.** Facebook Live events are helpful. Other aggregators (like Red Tricycle) are also important ways to help busy people know what's going on.
9. **Social media is an increasingly important communications tool.** While some conversations seem to be focused on a small group of the community, it has replaced local media in discussing issues. Forums like NextDoor are gaining members and reach a large proportion of the community. It's important the City communicate in these spaces.
10. **Social media could be improved with more interesting information, compelling photos and a warmer tone to the communications.** Sometimes the tone feels impersonal and cold, compared to the actual community. Being more visual and showing community photos would increase interest. One idea is to ask people, "How are you Sammamish?" Have them explain, visually, what makes Sammamish a special place.
11. **Attending an official City meeting can be intimidating.** When agenda packets are sent, you have to look at the whole packet to figure out what matters – it's a lot of information and hard to figure out. The e-alerts don't give you much context about these packets either.
12. **City meetings could be run better.** Public comment and structure don't seem to be thought out in advance. As a result, meetings take a long time.
13. **Some enjoy very close, collegial relationships with the City's elected leaders.** There's a very open door and good lines of communications.
14. **Sometimes it's unclear who leads communications for the City, whether it is staff or individual council members.** This is unclear to informed stakeholders. It's got to be confusing for the public.
15. **Elements of the logo are liked.** The elements represent the community well, although there was some debate about the bird. (Is it an eagle? Is it a seagull?) While interviewees weren't excited about the logo, they didn't see a need to change it.
16. **There may be an opportunity to partner with others to improve connections with HOAs.** Many interviewees mentioned they'd like to tap into this network but struggle to find correct contact information. There may be a way to incentivize people to share updated information, by hosting an event for HOA's or giveaways.
17. **Key success metrics should include: website/social media traffic, improved scores/rating on surveys, better quality interactions.** It may also be useful to survey employees to know about their experiences with communicating with the public and with each other and track improvements in this area.

2. CITIZEN PERSPECTIVES: VIRTUAL TOWN HALL AND NRC SURVEY

Background

The Virtual Town Hall is a new tool implemented by City staff in the summer of 2016 to get citizen feedback on a variety of City issues. Residents opt-in to participate through staff solicitations on City communications such as social media and the City website.

The City also participates in a nationwide survey through the National Research Center (NRC) to get statistically valid resident opinions on a variety of government issues. The survey results reviewed were based on a survey instrument administered in November 2016 to January 2017. Sammamish results were benchmarked with more than 500 other cities across the US and 23 cities in Washington state. The survey was sent to 2,200 Sammamish residents, with a return of 641 responses and a +/-4% margin of error.

Summary of findings relevant to the communications strategy

The results of both the NRC and the virtual town hall indicate development, planning and infrastructure issues are the areas where residents are most dissatisfied and in need of more timely communications.

Seventy six percent of the NRC respondents rated the City's public information services as "excellent" or "good." This places Sammamish #1 in a list of 13 benchmarked cities. However, the statistic excludes "don't know" responses from analysis. When don't know responses are included, only 52% have a positive impression and a significant minority (32%) don't know, showing opportunity for improvement.

Responses were significantly lower (less than 50%) when asked whether the City's development, planning/zoning, preservation of open space and overall direction were either "excellent" or "good." The quality of new development and land use were among the questions with the lowest outcomes, with responses of "excellent" or "good" at 39% and 28% respectively.

Sammamish underperformed against the national benchmark in overall ease of travel, public transportation, traffic flow, quality of new development, affordable housing, shopping opportunities, natural areas preservation and land use. Despite lower satisfaction rates on the issues above, 90% of responses rated quality of life as excellent or good.

The results of the Virtual Town Hall on City communications - while not statistically valid - correlate with the same areas of frustration indicated in the NRC survey. Over two thirds of residents feel like they do not (14.6%), or only "sometimes" (54.2%) receive timely information about important City government and services.

While the City's monthly hard copy newsletter was the top method residents currently use to get information about Sammamish, respondents would prefer to receive electronic and digital communications over the hardcopy newsletter, with 68.8% preferring email alerts, 43.1% preferring an e-newsletter (which does not yet exist), and 38.2% indicating social media—as compared with 25% selecting the newsletter as their preferred method of communication.

A tally of the open-ended responses on the types of information respondents want to receive from the City indicate that development, City council business, events and traffic are the most in demand.

Citizen perspective

1. Use multiple methods of communication to reach residents where they are, via the communication channels they use.

“I feel like I don't have any immediate access to urgent information like emergency or local traffic and road construction. Most of this information I find only when posted on local Facebook groups like Sammamish Ask Everything.”

“It feels like City of Sammamish things are hard to access, they're not all over the grocery stores or Starbucks or schools and other hubs around town. They're online or in the City Hall and you have to go out of your way to find information. This takes a dedicated and committed citizen and that's usually not the audience trying to be reached either.”

“.. major issues need to be communicated across a broad spectrum of media. I read recently that some topics were publicized in the Issaquah/Sammamish Reporter. That is not a publication that I see except at Doctor's office in Issaquah. It is not distributed in north end.”

2. City Council business and decisions need to be more accessible.

“All my information comes from social media where some members try to keep abreast of political developments in the City. There needs to be more interaction with City council members for us to understand the issues facing the City and provide input.”

“We only hear about issues after they have been settled. I don't think taxpayers have the ear of elected officials. I have emailed all council members at various times and have never received the courtesy of a single response.”

“The City is barreling ahead, growing too fast, and I feel like there is no way to be part of a discussion on that.”

3. Digital and electronic communications are a welcome and more efficient way to keep residents up-to-date on fast-moving issues.

“The City newsletter is almost always delivered in the middle of the month and many times it invites residents to events that have already happened earlier in the month. Sometimes the email notifications I get are sent in the middle of the night regarding things that happened the previous day.”

“I feel like I don't have any immediate access to urgent information like emergency or local traffic and road construction. Most of this information I find only when posted on local Facebook groups like Sammamish Ask Everything.”

4. There is a sense that residents are either unable (or too busy) to find the information they seek from the City.

“It's WHERE and HOW we get the information that is a lot of the problem. It may be hidden in the City website; we just don't know where to look-- and it's not at the top of my to-do list to go to the City website and hunt out things I may need to know.”

“You have to know what you're looking for or the right person/questions to ask. It seems like you have to pull information out of the City rather than there being an effort to push out information.”

“I think the City should make more use of Social Media and other types of media that push information out, rather than have the residents go seeking information.”

5. There is a sense that the City is more effective at communicating positive news, but needs improvement on controversial issues.

“City does not inform in a consistent and timely manner its citizens of issues that will impact the City, like the improvements to the 4th street. The response given by the City to why not get more input from the citizens was troublesome, like it did the minimum possible to drive very little attention to the issue, so it would could move on with what it intended to do.”

“I feel like City government is good at communicating on what I'll call "good news." Not so much for controversial things.

“Improve - add more detail to the newspaper articles and emails - so that there is more "real" information rather than the "fluff" we currently get.”

DRAFT

3. PEER JURISDICTION RESEARCH SUMMARY*

	Sammamish	Issaquah	Edmonds	Redmond	Mercer Island	Shoreline
City Population	63,773	37,322	41,840	62,458	25,134	55,333
Communications Staffing (FTE)	<ul style="list-style-type: none"> 1.0 Comm. Manager 0.5 Off-site social media contractor 	<ul style="list-style-type: none"> 1.0 Comm. Coord. 1.0 Neighborhood Engagement Coord. 1.0 TV Coord. 1.0 Asst to City Admin. 	<ul style="list-style-type: none"> 1.0 Comm. Manager 0.5 Public Info. Officer 	<ul style="list-style-type: none"> 1.0 Comm. Manager 2.0 Comm. Specialists 1.0 Graphic Designer 1.0 Admin 	<ul style="list-style-type: none"> 0.6 Comm. Manager Comm. Director is also Sustainability Manager Requesting 0.5 comm. support position 	<ul style="list-style-type: none"> 1.0 Comm. Manager 1.0 Comm. Specialist
Communications Budget (Annual)	\$250,000 (Estimate)	\$430,100	Will be included in final version	\$1,353,844	\$100,718	\$376,256
Highlights	<ul style="list-style-type: none"> Weekly directors meeting with Comm. Manger “Factory Floor” approach to coordination 	<ul style="list-style-type: none"> Interdepartmental comm. team formed Tackling Traffic webpage/brand Public Engagement toolkit Quarterly staff/ council comms mtg Staff e-news/Intranet 	<ul style="list-style-type: none"> Weekly meetings with mayor/directors and mayor/managers One person in each department in charge of communications 	<ul style="list-style-type: none"> Council delegates to deputy City manager who oversees communications Train staff across departments to keep information (website) updated In-house graphics Granicus for mtg. agendas/minutes 	<ul style="list-style-type: none"> Hires outside consultants for communication projects with intensive public outreach needs. 	<ul style="list-style-type: none"> Council-staff communications guidelines Internal social media policy Completing user experience research/improvements to website
External communication tools	<ul style="list-style-type: none"> Twitter: 1,150 followers Facebook: 2,857 likes Monthly print newsletter to all residents EAlert system City TV (no original content) 	<ul style="list-style-type: none"> Twitter: 5,868 followers Facebook: 4,297 likes YouTube/Instagram Weekly E-news EAlert system City TV (with original programming, repurpose content) Neighborhood program Engage Issaquah! 	<ul style="list-style-type: none"> Facebook: 2,233 likes City TV/meeting live stream Edmonds GIS map Citizen liaison program Quarterly newsletter Mayor Office Hour 	<ul style="list-style-type: none"> Twitter: 4,916 followers Facebook: 3,447 likes Quarterly printed magazine eAlert system Neighborhood program Council one pagers on key topics 	<ul style="list-style-type: none"> Twitter: 1,246 followers Facebook: 1,153 likes MI Weekly E-newsletter: 1,640 subscribers EAlert System 	<ul style="list-style-type: none"> Twitter Facebook Print newsletter (all residents, 10x/year) City TV EAlert system Council of Neighborhoods CityWise (citizen academy) See Click Fix app

*Budget/staffing data obtained from websites/public records. Highlights are based on interviews and supplementary research. Communications stats were gathered in August and are subject to change.

Purpose

Cocker Fennessy conducted a comparative analysis between Sammamish and five other jurisdictions including Issaquah, Redmond, Mercer Island, Edmonds and Shoreline. Peer cities were selected based on similar demographics and size and the recommendations provided by staff and council during our interviews.

Cocker Fennessy reviewed information produced by each jurisdiction, gathered information via City websites and conducted phone interviews with staff to supplement understanding of approaches and resources.

Findings

1. It's very challenging to keep up with the new media landscape. Newspapers are disappearing and citizen journalists are emerging. City Halls need to share news that traditionally was communicated via newspapers.
2. Most communications leaders are focused on strategically deploying limited resources.
3. Communications staff often wear multiple hats. Interdepartmental and inter-organizational collaboration is required.
4. Great staff and community communications leaders are key. There are people in the community who are already plugged in and can get a lot done.
5. Communications leaders need to think strategically and manage work. It's important to stay focused on the high level. Know when to spend time on something, when to delegate and when to bring in additional experts.
6. It's crucial to recognizing when something doesn't work. Get rid of ineffective tools/practices when they don't pay off. Some things don't stick (like 4Square.) It happens. You adapt.
7. Important to retain a blend of old and new communications approaches. Sandwich boards and social media are both important.
8. The City website is a communications pillar. It's where data lives. Cities are using communications tools to drive residents to information that lives on the website. Bitly links and other tracking tools help them see what's working and what's not.
9. Visuals (video, photos, graphics) are critical towards showing progress and capturing attention.
10. Communications staff should prepare, train and delegate to talented staff in departments. Help department liaisons be better communicators. Let staff come up with plans for projects and give the advice so their plans make sense across the organization.
11. Provide guidance, protocols and standards for different communications tools so people use similar language. For example, make sure people know the difference between a forum, a workshop and an open house.

Best Practice Highlights/Examples

City of Issaquah: Tackling Traffic Portal

Go Issaquah!: Tab on the main City webpage labeled “Tackling Traffic” provides residents with a portal to see a menu of information, updates and projects related to tackling congestion. Various tabs point to:

- FAQ on Issaquah traffic and development.
- City solutions to issues, such as doubling developer fees, a “Walk ‘n’ Roll” plan to encourage citizens to identify missing links in pedestrian corridors, and planning for future improvements.
- A timeline of current local projects, including summary of current conditions, overview of the project, current status and overall timeline.
- Outline of regional partnerships and impact on Issaquah.



City of Issaquah: Public Engagement Feedback Tool

Resource for City staff, which provides a process for staff to assess readiness, determine level of engagement necessary, identify stakeholders, select appropriate engagement tools and guidelines for evaluation and reporting.

FIVE STEPS TO ENGAGEMENT

This toolkit outlines five steps you can take to ensure your project properly includes public engagement.

- 1 Assess readiness
- 2 Determine engagement level
- 3 Identify stakeholders
- 4 Select the right tools
- 5 Report and evaluate

			
DECISION MAKER	INFORM	CONSULT	COLLABORATE
STAFF			
MAYOR'S OFFICE			
CITY COUNCIL			



WORKSHOP

- Best for collaborating with community members.
- Starts with a presentation from staff or a consultant.
- Participants break into smaller groups to discuss, brainstorm and develop ideas on key questions/issues (ensure there are enough facilitators to assist each group).
- Groups reconvene to share ideas.
- Staff takes detailed notes during the report-outs.



LEVERAGE EXISTING EVENTS

- Best for consulting with community members.
- Host a City booth or table at an existing event.
- Staff are available to explain visuals, and guide participants through the engagement process (filling out comment cards, completing a survey, etc).
- Works best when staff have conceptual plans/ ideas to present and receive feedback on.



NEIGHBORHOOD MEETING

- Best for collaborating or consulting with community members.
- Staff travels to a neighborhood location, instead of inviting participants to City Hall.
- Starts with a presentation (oftentimes specific to that neighborhood), followed by facilitated discussion.
- Staff take detailed notes to facilitate follow-ups.

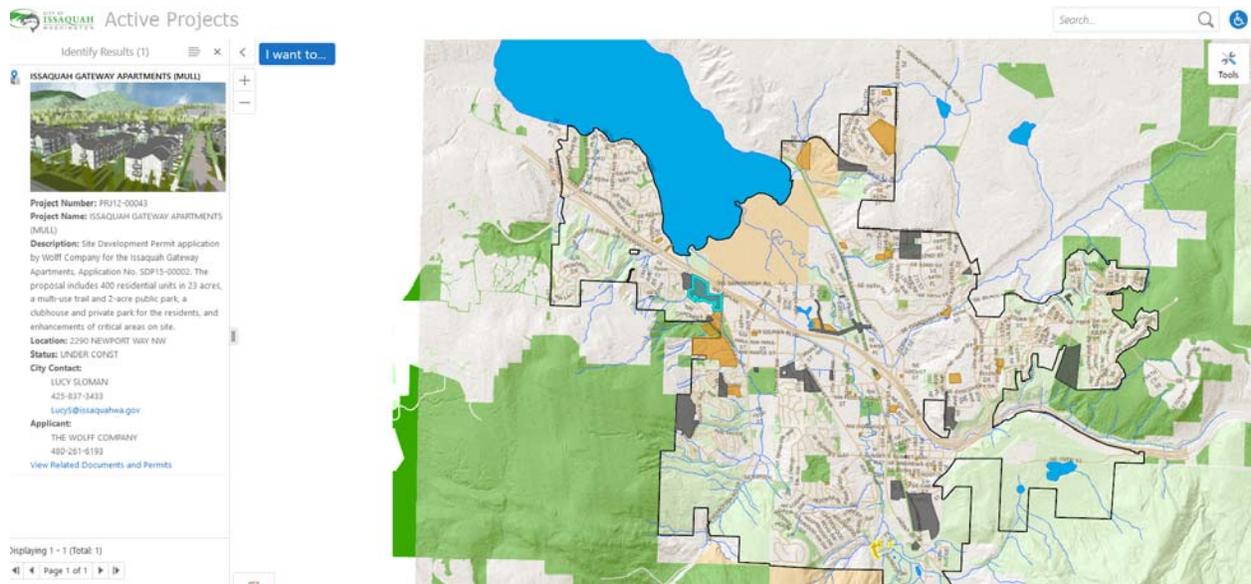


OPEN HOUSE

- Best for consulting with community members.
- Staff are available at informational stations (instead of delivering formal presentations) that present conceptual plans/ideas.
- Notes are taken on large format paper so participants can see that their feedback was heard.
- Staff take detailed notes to facilitate follow-ups.
- Can feature interactive exercises (example: "build a road").

City of Issaquah: GIS maps on website

Residents can easily view a GIS map that includes locations of developments from application through construction, overall scope of the project, name of developer, and contact information for the City staffer assigned to the project.



City of Issaquah EAlert System

The Issaquah alert center is broken down into specific categories, with options for citizens to select traffic alerts -> down to specific construction projects or infrastructure updates.

Residents can also select specific topics such as City hall, farmers market or for updates on current and long-term development or public/private projects along key corridors within the City.

<input checked="" type="checkbox"/>	Traffic Alerts	Stay up-to-date on planned traffic alerts and road closures.
<input checked="" type="checkbox"/>	Transportation	Updates on roads, transit improvements, sidewalks and other transportation projects.
<input checked="" type="checkbox"/>	Southeast 62nd Street	Stay informed and learn about Southeast 62nd Street project milestones and street closures.

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City of Shoreline: Council of Neighborhoods

City staff support a monthly meeting of representatives from 14 neighborhoods with the City to share news and information and mitigate future issue.



**Shoreline Council of Neighborhoods
Guiding Principles**

2016 - 2017

VISION: An inclusive and vibrant network of neighborhoods in the City of Shoreline

MISSION: Provide leadership in strengthening and connecting Shoreline's diverse neighborhoods

VALUES: **Communication**
We value open and honest communication

Relationships
We value meaningful and collaborative relationships between communities and their members

Voice
We value and encourage input from all Shoreline citizens

Diversity
We value diversity of ideas and perspectives

Belonging
We value a sense of pride and belonging in the Shoreline community

Leadership
We value skilled and empowered leadership

City of Redmond GIS Project Viewer

Project viewer: Redmond provides a tool with easy navigation and high level of specificity for residents to search for projects by neighborhood, with details including type of project, current stage, and staff contact.

REDMOND TOWN CENTER APARTMENTS (1 of 7)

Name: _REDMOND TOWN CENTER APARTMENTS
Status: Under Review
Parcel #: [7202410132](#)
Plan #: [LAND-2015-01562](#)
Type: Pre Application
Description: The proposed project is a mixed-use residential building with approximately 286 units as well as 520 parking stalls (including stalls for REI). An overall breakdown of SF includes 252,300 gross residential SF and 14,000 SF of retail space on Level 1. The project occupies one lot in the Redmond Town Center and the average unit size will consist of one building.
Start Year: N/A
Location: No Address Available
Neighborhood: Downtown
Contact Name: Sarah Pyle
Contact Phone: [425-556-2426](tel:425-556-2426)
Contact Email: spyle@redmond.gov
[Zoom to](#)

DRAFT

City of Redmond: City Council Summary One Pagers

City communications staff developed graphically engaging summary materials on commonly discussed topics including: demographics, Overlake Village, two-way street conversion, community centers, Redmond’s Downtown Park, transportation, homelessness, affordable housing, Redmond Central Connector, property taxes and impact fees.

The materials are available on the City’s website and are used by council members as handouts at meetings.

Impact Fees

Impact fees are paid by applicants for new projects to help fund the costs associated with providing infrastructure to the new development.

Contact: Planner On-call, 425-556-2494

What is an Impact Fee?
Impact fees are one-time charges collected by the city of Redmond from new commercial and residential developments. These fees help the City pay for public infrastructure that is needed to accommodate population and employment growth. Impact fees may only be used to pay for new "system improvements": public facilities that are designed to provide service to the community at large, are reasonably related to the new development, and will benefit the new development. Impact fees may not be used to pay for private facilities that solely benefit the development or to correct existing deficiencies in public infrastructure.

Impact fees may only be used to pay for new "system improvements": public facilities that are designed to provide service to the community at large, are reasonably related to the new development, and will benefit the new development.

What can Impact Fees be used for?
Under the Growth Management Act (GMA) impact fees can be used for the following types of capital facilities to serve new development:

- Transportation facilities
- Parks, open spaces & recreation facilities
- School facilities
- Fire protection facilities

For example, the City of Redmond Impact fees have helped fund portions of the following capital facilities:

- Downtown Park
- Downtown Two-Way Street Conversion
- NE 130th Street Improvements
- Fire Station 57
- Perrigo Park Phase II

Impact fees collected on behalf of the Lake Washington School District are used by the district to pay for school capacity improvements including portables at various locations and design/construction of new schools, including the new North Redmond Elementary School.

More details at redmond.gov/ImpactFees

When are Impact Fees collected?

City Code requires that impact fees be paid before a building permit is issued and construction begins or before the new business opens.

Impact fees for single-family houses may be deferred until sheetrock nailing inspection.

How often are Impact Fee Rates Reviewed by the City Council?

The City Council reviews the Fire, Parks and Transportation impact fees on a periodic basis to ensure that they reflect the current capital improvement program of the City and the current cost of constructing system improvements related to growth.

The City Council also annually reviews proposed updates to School impact fees based on the Lake Washington School District's Capital Facilities Plan.

The money must be earmarked and retained in special interest-bearing accounts and annual reporting on each account including revenues and improvements financed with the revenue is required. An annual report is prepared at year end for the Mayor and Council review.

2016 Impact Fee Allocations

Fire	\$334,845
Parks	\$4,589,944
Transportation	\$5,400,185

Document Last Updated: September 2017

Redmond Demographics

Contact: Joe Hill, 425-556-2414

Redmond has a distinctive character—innovative, diverse, and green. Demographic information conveys vital information about who lives, works, and plays here—and can help provide context for where the City is, has been and is going.

Planned Growth
Growth forecasts are developed in conjunction with King County and represent the amount of new homes and jobs each city needs to plan for over the 20-year time horizon of their Comprehensive Plan. Redmond is planning for a total of 78,000 people and 119,000 jobs by 2030, representing increases of approximately 39,000 more people and 34,000 more jobs than in 2015.

Where Will Growth Happen?
Redmond has two Urban Centers: Downtown and Overlake. Together, they're planned to accommodate approximately 2/3 of the population growth and almost half of the job growth through 2030. The rest of the population growth would occur in Redmond's other 8 neighborhoods and most of the remaining job growth would be located in Southeast Redmond and along the Willow Road corridor.

Daytime population	117,658 (2015 ACS)
Median home value	\$649,000 (2015 ACS)
Median household income	\$103,409 (2015 ACS)

Redmond's Population (U.S. Census)

Year	Population
1970	11,020
1980	23,318
1990	35,800
2000	45,256
2010	54,144
2015	62,110
2030	78,000

Jobs

Year	Jobs
1970	4,000
1980	12,035
1990	35,708
2000	73,436
2010	76,313
2015	87,272
2030	119,000

Demographic Breakdown

Race	2010	2015
White	65%	55%
Asian	21%	30%
Hispanic	8%	10%
Other	4%	3%
Black	2%	2%

Gender	2010	2015
Male	53%	51%
Female	47%	49%

Age	2010	2015
Median	33.2	34.3
Under 18	22%	23%
18-34	31%	29%
35-44	17%	18%
45-54	12%	12%
55-64	10%	9%
Over 65	9%	10%

By Neighborhood (2015)

Urban Centers Population	2015	2030
Downtown	5,691	1,500
Overlake	11,350	10,550

Urban Centers Jobs	2015	2030
Downtown	10,733	25,589
Overlake	10,800	36,350

Neighborhood	Population	Jobs
Bear Creek	5,020	329
Downtown	7,527	11,617
Education Hill	11,169	1,400
Grass Lawn	9,181	796
Idylwood	6,698	370
North Redmond	4,145	510
Overlake	6,972	46,016
Southeast	4,107	12,610
Sammamish Valley	137	5,906
Willow/Rose Hill	4,293	7,245

Document last updated September 2017

City of Edmonds Citizen Liaison, Office Hours, State of the City, Quarterly Meetings

Citizen Liason Program

Edmonds provides residents with a direct connection to City Hall through its Citizen Liason Program. Anyone in the community (resident, business person, memembr of a neighborhood/community organization) can contact the liaison with a question or concern. The liaison is then tasked with listening to the concerns of the resident, researching issue and finding a resolution with emphasis placed on providing good customer service.

Office Hour

The Mayor invites citizens, business owners and others to participate in 15 minute meetings on the second and fourth Friday's of every month from 8-9 am.

State of the City Address

Annual State of the City Address with remarks from local business and community leaders

Quarterly Neighborhood Meetings

Mayor gives a state of the City address, directors from the various departments provide an update on their work and citizens have an oppoportunity to ask questions at the end.

City of Mercer Island: Videos and Facebook Live

Short video: City Manager or other key staff complete short, informal videos on different issues in the community. These are produced in the office and have a low production value. But they offer a quick, easy way to answer common citizen questions or provide key information, such as a video on “how to file a permit” or an explanation on a key piece of development code.



Understanding the City's Financial Challenges - Stakeholder Invitation

181 views

👍 0 💬 0 ➦ SHARE ☰ ⋮



City of Mercer Island
Published on Jul 27, 2017

SUBSCRIBE 46

On July 17, 2017, the City Council approved a public engagement process to share information about the City's financial challenges with the community and to seek public input on how best to balance the budget...

[SHOW MORE](#)

Facebook Live: Staff go live for certain events and meetings, which allows a broader range of citizens to watch in real-time.

City of Mercer Island: Telephone Town Hall, Street Media, Stakeholder Engagement, Weekly Permit Bulletin

Telephone Town Hall: Operates as a live call-in radio show moderated by a third party. Callers listen to a presentation from a City official and have the opportunity to ask questions live on-air.

Sandwich boards/electronic message boards in key intersections: Staff strategically place message boards in key intersections in roundabouts and key arterials to announce large community meetings, or other public engagement opportunities.

Key stakeholder engagement: City staff meet with key (approximately 20) stakeholders in the community to provide materials, information and solicit input on big issues in the community. In the process, the stakeholders have greater access to the City manager and in lieu can communicate that information to key constituencies in the community.

Weekly Permit Bulletin. Being used by Bellevue and Mercer Island in lieu of posting in the newspaper. The Bulletin includes Notice of Application, Notice of Application and Public Meeting, Notice of Decision, and Notice of Comment Period.

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4. EXISTING COMMUNICATIONS TOOLS & PROCESSES

Description

The City of Sammamish currently uses a decentralized, “factory floor” model for City communications that was developed over time by the former Communications Manager. This model relies on informal, daily conversations with staff through walking the halls of the office and maintaining open dialogue with staff to stay abreast of issues and make plans. City staff were asked to contact the Communications Manager for the issuing of both urgent and routine communication needs.

Individual departments are largely responsible for creating and publishing their own tools for community engagement, including marketing materials, publications, graphics, logos, style guides and photos. For example, publications and marketing materials such as the Parks and Rec guide, Budget in Brief document or project mailings are not pushed through the communications office.

Individual departments are also responsible for updating their own information and news on the City’s website, with only minimal or as-needed review by the Communications Manager or Webmaster. Roughly 30 members of the City staff have access to the City website, with the Webmaster completing all of the training on posting to the City website.

Based on the changing landscape in Sammamish, particularly around issues of development and infrastructure, the City began investing in its social media presence late in the summer of 2016. The City continues to employ a part-time contractor to manage its social media accounts.

The part-time contractor works remotely, and is not formally or informally looped into City conversations about content or strategic communications, nor does she have a physical desk or presence within City Hall. Rather, she relies heavily on the City’s website to find content, including published press releases, news alerts and event calendars. Like other City employees, the contractor does not have access to standard logos, photos, videos or a style guide to govern social media content.

In recent months, City staff are beginning to proactively reach out to push content to social media. Individual departments, such as Public Works and Storm Water are beginning to see the value in communicating urgent news, such as road closures or construction updates through social media channels. This is occurring on an individual, ad-hoc basis.

There is an overall interest and willingness to explore ways to add technology and online tools to City staff communications to reach a broader swath of Sammamish residents. There is also a growing understanding that conversations about Sammamish and City government are happening on social media regardless, and City staff are interested in finding ways to appropriately engage in those conversations.

Materials/Document Review Summary

Cocker Fennessy reviewed a variety of news and information sources to better understand how the City of Sammamish engages with the community.

Website

Cocker Fennessy reviewed available Google analytics on the City’s website from November 2016 to June 2017. In addition, qualitative feedback on the City’s website was provided during the City council and City staff interviews. In addition, Cocker Fennessy reviewed the site’s content, tone and appearance.

Findings

1. The website has been significantly improved (2016). It now has a very attractive landing page, nicely highlights important information on the home page and allows staff to easily update content.
2. While the updated site is largely viewed as a vast improvement from the old site, significant challenges remain with the new website, as evidenced through staff and council interviews and through website analytics. One of the key complaints is people have a hard time accessing information they know is on the site.
3. The style and tone of individual pages varies.
4. Current website analytics are not entirely accurate. The google analytics code needs to be re-embedded onto the site in order to maintain more accurate records. This is a known issue, but hasn’t been addressed yet because of the need to address other fundamental issue with the website.
5. The City’s most visited/used websites are the government page and homepage.
6. Website bounce rates suggest problems with the existing site. The overall bounce rate is 48.34%. A bounce rate below 40% would be considered acceptable. The news and events pages have even higher bounce rates (75.3% and 75% respectively.) This suggests people are seeking a specific news item or event, but have trouble locating it. Both the data and qualitative feedback indicate the website needs search optimization.
7. Landing page analytics show low click throughs for City calendar (.14%) and the news folder (.23%) The current organization of a text-heavy, long list of press releases could be improved to provide a better user experience. Calendar events would be more practical if they included an “add to calendar” option that allowed viewers to easily add information to their electronic calendars.
8. There’s a high proportion of users of coming to the City website via Public Works and specifically the Town Center project. Together, those two pages account for about 8% of people entering the site, which indicates their popularity. Yet, both of those folders are buried within multiple layers of the City website if a user was to find them on his or her own.

Most used webpages
1. Government: 24%
2. Homepage: 23%
3. Parks/recreation: 14%
4. News/events: 10%
5. Permits-regulations: 9.5%

9. Facebook is the largest referral source for the City website at 34.5%. Of those Facebook referrals, mobile referrals account for nearly a quarter of all referrals. Yet, the mobile phone bounce rate is alarmingly high at 85.2%. This may be due to mobile optimization issues, or issues with the content itself.
10. Facebook mobile is the highest source of first-time visitors to the site at 39.1%. A poor user experience for first-time visitors is damaging to the website's reputation.
11. Within the site are some excellent resources, like the development activity map. However, searchability and useability could be improved.

Social Media

Findings

1. The City of Sammamish is new to social media. The City primarily communicates via Twitter and Facebook. Official City accounts include:
 - City of Sammamish Facebook: 2,700 followers
 - Sammamish Parks Twitter: 242 followers
 - City of Sammamish Twitter: 1,100 followers
 - City of Sammamish YouTube: 33 subscribers/4,521 total views
 - City of Sammamish Instagram: 39 Followers
2. Social media is managed by an outside, part time consultant.
 - Minimal resources have been given to/allotted to the City's social media effort.
 - The consultant has a great deal of freedom and flexibility, which allows for creativity and experimentation.
 - There is no graphics/style guide, no photo library, no editorial guidelines or calendar.
 - The consultant sources content via other communications channels. This means she tends to re-post information rather than sharing new content.
 - The consultant's interaction with staff is minimal. Although, staff are increasingly learning she's a helpful resource.
 - There's no City desk for the social media consultant.
3. There are several other influential voices in the Sammamish social media environment:
 - City Councilmember Christie Malchow: 247 Twitter followers
 - City of Sammamish Chamber of Commerce: 207 followers
 - Citizens for Sammamish: created to "allow citizens a voice outside City council meetings." (256 likes on Facebook. Also meets monthly in-person at fire station.
 - "Save Sammamish" Facebook, created by Jennifer Kim (1,200 likes, private page for Sammamish residents.)
 - NextDoor is also growing and increasingly important

Traditional media

Findings

1. There's minimal coverage of Sammamish City issues in Seattle metro area media (Seattle Times, network news, etc.)
2. Small, local papers are struggling, limiting media coverage of City information
 - o [Sammamish Review](#): Closed in February after 25 years (was part of the Issaquah Press Group). According to the Hebert 2008 survey, 52.9% of residents got their City of Sammamish news from the Sammamish Review.
 - o [Issaquah-Sammamish Reporter](#): Weekly newspaper covers both cities.
3. Other coverage includes:
 - [Sammamish Comment](#): Blog published by a former Sammamish planning commissioner
 - [Sammamish Patch](#): largely repurposed regional, national news. Minimal original reporting on the City of Sammamish

Other Materials/Documents Reviewed:

- o Sammamish City Newsletters (print)
- o Budget documents
- o Public Involvement Plans

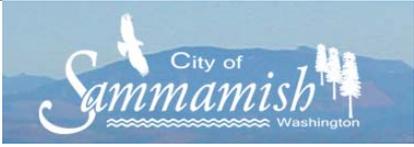
City Logo and Brand Mark

A City can build and enhance its identity through the consistent use of logo, colors, typography and voice.

Findings

1. There is no graphics or style guide to promote consistency in use of the logo, identify colors or typography. There is also no policy or guidelines regarding messages or voice. This has created some confusion and inefficiencies.
2. Lacking a uniform tool kit, staff do their best to stick to an “official” version of the City logo.
3. The logo is used on social media, but other visual imagery tends to dominate and may make it look like the brand is inconsistent.
4. Parks and Recreation has developed their own typographic treatment to allow them to communicate on their own platforms. They use a font that works well with the official City logo.
5. Logo applications in public spaces seems like they are more problematic – with wider variation in logo style, font, size, colors, etc.
6. There are differences of opinion about how good (or bad) the logo is in reflecting the City’s brand. Many people we talked to felt that the elements of the logo are on the mark and convey assets that Sammamish cares about. Others feel it is outdated and poorly suited to current communications tools (particularly social media).
7. Typically, a brand/style guide would be available that describes:
 - Brand mission
 - Value propositions/differentiators
 - Voice/tone
 - Logo usage
 - Iconography
 - Brand colors
 - Fonts and typography
 - Signage specifications
 - Media formatting
 - Photography and graphic styles

Current City of Sammamish Logo Usage

Social/Digital		Print/Community	
Web		News-letter	
E-Alerts		Agenda	
Twitter		Budget in Brief:	
Facebook		Aquatic Center	
Parks & Recreation Twitter		Parks & Rec Guide	



Memorandum

Date: November 6, 2017

To: City Council

From: Lyman Howard, City Manager

Subject: Stormwater Code Amendments Briefing

Exhibits:

1. Planning Commission Recommendation
2. Redline Version of Chapter 13.10 SMC – Definitions, Chapter 13.20 SMC – Surface Water Runoff Regulations, Chapter 13.30 SMC – Water Quality, Chapter 21A.15 SMC - Technical Terms and Land Use Definitions, and the Sammamish Addendum to the 2016 KCSWDM
3. Map of city-wide critical drainage areas
4. Ordinance 2015-389 – Inglewood Historic Plat Stormwater Regulations

Summary Statement:

This memo provides information about Stormwater Code Amendments recommended by the Planning Commission. Proposed amendments include:

- Changes to stormwater regulations in Chapters 13.10, 13.20, 13.30, 21A.15 of the Sammamish Municipal Code (SMC);
- Changes to the Sammamish Addendum to the 2016 King County Surface Water Design Manual (KCSWDM); and
- Repeal of Ordinance 2015-389 - Inglewood Historic Plat Stormwater Regulations.

Background:

In December 2016, the City adopted new stormwater regulations by approving the 2016 King County Surface Water Design Manual (KCSWDM) and Sammamish Addendum, and incorporated requirements for low impact development. To maintain consistency with existing stormwater regulations, City Council requested a review of the Inglewood Historic Plat area as part of a 2017 code update.

Staff has taken this opportunity to also provide further clarification, delete duplicate code language, require low impact development outreach, and update the City's allowable stormwater discharges to meet National Pollution Discharge Elimination System (NPDES) Phase 2 Permit requirements. Input was provided by the Planning Commission, Sammamish residents, and legal counsel.

Proposed Amendments:

Following are summaries of the proposed code amendments to Chapters 13.10, 13.20, 13.30, 21A.15 SMC, and the Sammamish Addendum to the 2016 KCSWDM (See Exhibit 2: Redlined Stormwater Code).

Drainage Review Threshold

Exhibit 2, SMC 13.20.020, page 5.

The current code features varying drainage review threshold requirements for the Inglewood Historic Plat Area, landslide hazard drainage area, and critical drainage areas. Staff proposes the code be amended to require consistent drainage review in all critical drainage areas for projects that create 500 square feet or more of new impervious surface. This recommendation is based on Planning Commission feedback regarding requiring drainage review to protect against unmitigated stormwater runoff.

Tightline Exemption

Exhibit 2, SMC 13.20.040, page 11;

Exhibit 2, Sammamish Addendum to the 2016 KCSWDM, page 32-33.

The current code features varying mitigation requirements for stormwater discharges, including tightline pipes used to convey flows down steep slopes. Staff proposes the code be amended to require a stormwater tightline pipe for developments located within Landslide Hazard Drainage Areas, unless the following conditions are met:

1. Public Works approves an alternative system based on a geotechnical evaluation/recommendation from a licensed geotechnical engineer; AND
2. The alternate system must consider cumulative impacts on the hazard area under built out conditions; AND
3. The development proposes less than 1,000 square feet of new impervious surface.

Example:

A developer proposes 999 square feet of new impervious surface and wishes to obtain a tightline exemption. Under the proposed amendment, the developer must show that each of the three conditions listed above have been met, in addition to meeting requirements associated with drainage review and KCSWDM Core Requirements 1-9.

Staff rationale for establishing the above exemption conditions is as follows:

- The City's attorney has cautioned us that the current system of not allowing for exemptions may limit the reasonable use of a legal lot, making it difficult for builders to construct a single family residential home if easements through neighboring private property(s) cannot be obtained to construct a tightline pipe.

- An alternate system and evaluation of cumulative impacts would be required.
- An exemption threshold of 1,000 square feet allows a builder to construct a small home without constructing a tightline if above conditions are met.

Flow Control and Water Quality Exemption

Exhibit 2, SMC 13.20.040, page 11.

The current code features variable flow control and water quality facility requirements. Staff proposes the code be amended to allow for development exemptions from formal flow control and water quality facilities.

Example:

A homeowner wishes to install a 600 square foot driveway. Under the proposed amendment, the homeowner would be allowed to apply for an exemption from requirements to install a sand filter or water quality pond since the homeowner proposes less than 5000 SF of new impervious surface.

Staff rationale for establishing the above exemption conditions is as follows:

- Large detention and water quality ponds or vaults often cannot be sited on a single family residential lot due to size.
- Excavation for and construction of detention and water quality ponds or vaults may cause unintended environmental impacts.
- These facilities would be privately owned and maintained, and may not be adequately maintained.
- The City may require additional resources to inspect a large number of installed facilities to ensure private property owners are performing adequate maintenance.
- Critical Drainage Areas, including areas that drain to Pine and Beaver Lake, will continue to require low impact development best management practices.

Allowable Discharges

Exhibit 2, SMC 13.30, page 22-26.

As part of the requirements of the National Pollutant Discharge Elimination System (NPDES) Phase 2 permit, the City is required to adopt changes to effectively prohibit non-stormwater, illicit discharges by revising the allowable discharges into surface or groundwater. The permit requires these revisions to be adopted by February 2, 2018.

Planning Commission Recommendations:

On October 5, 2017, the Planning Commission unanimously recommended that the City Council approve the following code amendments:

- **SMC 13.10 Definitions**, which includes adding a new definition for Municipal Separate Storm Sewer Systems (MS4).
- **SMC 13.20 Surface Water Runoff Regulations**, which provides for revisions to development regulations for surface and stormwater management.
 - **SMC 13.20.020**, which includes a revision of the threshold for drainage review in critical drainage areas to 500 SF of new impervious surface.
 - **SMC 13.20.020**, which removes duplicate language for Core Requirements, Special Requirements, and Drainage Adjustments already found in the adopted Surface Water Design Manual
 - **SMC 13.20.030(4)**, which requires development subdivisions to provide low impact development education and outreach to new single family residential homeowners.
 - **SMC 13.20.040**, which allows exemptions in Critical Drainage Areas from Core Requirements 3 through 8.
 - **SMC 13.20.040 and the Sammamish Addendum to the 2016 King County Surface Water Design Manual (KCSWDM)**, which requires a tightline system in areas located in a Landslide Hazard Drainage Area unless exemptions can be met in accordance to Core Requirement No. 1 in the 2016 KCSWDM including a Public Works approved alternate drainage system that considers cumulative impacts and less than 1000 SF of new impervious surface is proposed.
- **SMC 13.30 Water Quality**, which updates the allowable discharges to meet requirements of the NPDES Phase 2 permit.
- **SMC 21A.15 Technical Terms and Land Use Definitions**, which revises the definition of Critical Drainage Area to reference “city-wide” standards.
- **Repeal Inglewood Historic Plat Ordinance 2015-389** to apply consistent requirements on all landslide hazard drainage areas.

Next Steps:

The Public Hearing and First Reading of the stormwater code amendments ordinance is scheduled for November 21, 2017. The Second Reading and council adoption is scheduled for December 5, 2017.



Memorandum

801 228th Avenue SE ■ Sammamish, WA 98075 ■ phone: 425-295-0500 ■ fax: 295-295-0600 ■ web: www.sammamish.us

Date: November 3, 2017
To: City Council
From: Shanna Collins, Planning Commission Chair
 Larry Crandall, Planning Commission Vice Chair
Subject: Summary of Planning Commission Recommendation on Stormwater Code Amendments

On behalf of the Planning Commission, we are pleased to forward to the City Council our recommendation to approve amendments to Chapters 13.10, 13.20, 13.30, 21A.15 SMC; the Sammamish Addendum to the 2016 King County Surface Water Design Manual (KCSWDM) related to stormwater regulations; and repeal of the Inglewood Historic Plat Ordinance 2015-389.

Project Scope

The Department of Public Works has proposed amendments to Chapter 13.20 SMC which contain city-wide surface water runoff regulations, as well as specific requirements for critical drainage areas within the Inglewood Historic Plat Area. Staff also presented amendments to SMC Chapter 13.10 Definitions, 13.30 Water Quality, 21A.15 Technical Terms and Land Use Definitions, and Sammamish Addendum to the 2016 KCSWDM. These amendments address the following issues:

1. Inglewood Historic Plat Area and Critical Drainage Areas. The City Council requested staff and the Planning Commission review the Inglewood Historic Plat stormwater code requirements for consistency with existing stormwater codes and recommend amendments as needed. A review of stormwater thresholds also revealed inconsistent requirements within critical drainage areas. The City's legal counsel also expressed concerns that existing regulations may impose undue restrictions on reasonable use of single family zoned parcels.
2. Code Clarification. Stakeholders have expressed confusion or frustration with code requirements and application of the regulations. In addition, Chapter 13.20 SMC contains duplicate language that is part of the adopted 2016 KCSWDM.
3. Low Impact Development Outreach. Mandatory outreach efforts from developers are needed to educate future homeowners so that approved LID techniques remain viable and are maintained appropriately.
4. Allowable Stormwater Discharges. The City's National Pollution Discharge Elimination System (NPDES) Phase 2 Permit requires revisions to allowable discharges to the surface and stormwater system by February 2, 2018.

Project History

Public Works staff and the Planning Commission have been working on this project since early May 2017. Below is a summary of the public meetings that have been held.

1. On May 25, 2017 Public Works staff hosted a neighborhood public meeting to summarize the current stormwater requirements and receive input on the challenges of applying the Inglewood Historic Plat stormwater code.

2. On September 6, 2017, Public Works staff presented to the Planning Commission a full draft of the proposed amendments to Chapters 13.10, 13.20, 13.30, 21A.15 SMC, and Sammamish Addendum to the 2016 King County Surface Water Design Manual (KCSWDM) related to stormwater regulations. Staff also discussed repealing the Inglewood Historic Plat Ordinance 2015-389.
3. On September 21, 2017, the Planning Commission opened a public hearing on the proposed code amendments, taking public comment related to the draft regulations. Following the public hearing, the Planning Commission deliberated and voted 5-0 continue the Public Hearing and deliberation to the October 5, 2017 Planning Commission meeting.
4. On October 5, 2017, the Planning Commission continued and closed the Public Hearing, deliberated on the proposed code amendments and voted 7-0 to recommend amending the stormwater codes to City Council.

Planning Commission Recommendation Summary

The Planning Commission unanimously recommends that the City Council approve the following code amendments, and repeal the Inglewood Historic Plat Ordinance.

- **SMC 13.10 Definitions**, which includes adding a new definition for Municipal Separate Storm Sewer Systems (MS4).
- **SMC 13.20 Surface Water Runoff Regulations**, which provides for revisions to development regulations for surface and stormwater management.
 - **SMC 13.20.020**, which includes a revision of the threshold for drainage review in critical drainage areas to 500 SF of new impervious surface.
 - **SMC 13.20.020**, which removes duplicate language for Core Requirements, Special Requirements, and Drainage Adjustments already found in the adopted Surface Water Design Manual
 - **SMC 13.20.030(4)**, which requires development subdivisions to provide low impact development education and outreach to new single family residential homeowners.
 - **SMC 13.20.040**, which allows exemptions in Critical Drainage Areas from Core Requirements 3 through 8.
 - **SMC 13.20.040 and the Sammamish Addendum to the 2016 King County Surface Water Design Manual (KCSWDM)**, which requires a tightline system in areas located in a Landslide Hazard Drainage Area unless exemptions can be met in accordance to Core Requirement No. 1 in the 2016 KCSWDM including a Public Works approved alternate drainage system that considers cumulative impacts and less than 1000 SF of new impervious surface is proposed.
- **SMC 13.30 Water Quality**, which updates the allowable discharges to meet requirements of the NPDES Phase 2 permit.
- **SMC 21A.15 Technical Terms and Land Use Definitions**, which revises the definition of Critical Drainage Area to reference “city-wide” standards.
- **Repeal Inglewood Historic Plat Ordinance 2015-389** to apply consistent requirements on all landslide hazard drainage areas.

Thank you,



Shanna Collins
Chair, City of Sammamish Planning Commission

11-7-2017

Date



Larry Crandall
Vice-Chair, City of Sammamish Planning Commission

11/6/17

Date

Chapter 13.10 DEFINITIONS

Sections:

- 13.10.010 Scope of chapter.
- 13.10.020 Adjustment.
- 13.10.030 AKART.
- 13.10.040 Applicant.
- 13.10.050 Basin.
- 13.10.060 Basin plan.
- 13.10.070 Best management practices.
- 13.10.080 City.
- 13.10.090 Closed depression.
- 13.10.100 Clean Water Act.
- 13.10.110 Construct or modify.
- 13.10.120 Conveyance system.
- 13.10.130 Department.
- 13.10.140 Development.
- 13.10.150 Developed parcel.
- 13.10.160 Director.
- 13.10.170 Division.
- 13.10.180 Discharge.
- 13.10.190 Drainage.
- 13.10.200 Drainage facility.
- 13.10.210 Drainage review.
- 13.10.220 Effective impervious surface.
- 13.10.230 Erosion and sediment control.
- 13.10.240 Farm management plan.
- 13.10.250 Financial guarantee.
- 13.10.260 Flood hazard reduction plan.
- 13.10.270 Flow control best management practice.
- 13.10.280 Flow control facility.
- 13.10.290 Forest practices.
- 13.10.300 Full drainage review.

- 13.10.310 Groundwater.
- 13.10.320 High-use site.
- 13.10.330 Hydraulically connected.
- 13.10.340 Impervious surface.
- 13.10.350 Improvement.
- 13.10.360 Land disturbing activity.
- 13.10.370 Land use code.
- 13.10.380 Lake management plan.
- 13.10.390 Large project drainage review.
- 13.10.400 Licensed civil engineer.
- 13.10.410 Maintenance.
- 13.10.420 Master drainage plan.
- 13.10.421 Municipal Separate Storm Sewer Systems (MS4).**
- 13.10.430 National Pollutant Discharge Elimination System.
- 13.10.440 National Pollutant Discharge Elimination System permit.
- 13.10.450 Native vegetated surface.
- 13.10.460 Natural discharge location.
- 13.10.470 Natural surface water drainage system.
- 13.10.480 New impervious surface.
- 13.10.490 New pervious surface.
- 13.10.500 Open space.
- 13.10.510 Parcel.
- 13.10.520 Person.
- 13.10.525 Pervious surface.
- 13.10.530 Pollution-generating impervious surface.
- 13.10.540 Pollution-generating pervious surface.
- 13.10.550 Project.
- 13.10.560 Project site.
- 13.10.570 Rate category.
- 13.10.580 Redevelopment project.
- 13.10.590 Replaced impervious surface.
- 13.10.600 Residence.
- 13.10.610 Residential parcel.

- 13.10.620 Runoff.
- 13.10.630 Salmon conservation plan.
- 13.10.640 Shared facility.
- 13.10.650 Service area.
- 13.10.655 Simplified drainage review.
- 13.10.660 Site.
- 13.10.670 *Repealed.*
- 13.10.680 Source control BMP.
- 13.10.690 State Waste Discharge Permit.
- 13.10.700 Stormwater compliance plan.
- 13.10.710 Stormwater plan.
- 13.10.720 Stormwater Pollution Prevention Manual.
- 13.10.730 Subbasin.
- 13.10.740 Surface and stormwater.
- 13.10.750 Surface and stormwater management services.
- 13.10.760 Surface and stormwater management system.
- 13.10.770 Surface Water Design Manual.
- 13.10.780 Surface water management fee protocols.
- 13.10.790 Treatment BMP.
- 13.10.800 Targeted drainage review.
- 13.10.810 Undeveloped parcel.
- 13.10.820 Water quality facility.

13.10.421 Municipal Separate Storm Sewer Systems.

“Municipal Separate Storm Sewer Systems” or “MS4” is a conveyance or system of conveyances that is owned by the City of Sammamish that discharges to waters of the U.S., designed or used to collect or convey stormwater (e.g., storm drains, pipes, ditches), not a combined sewer, and not part of a sewage treatment plant, or publicly owned treatment works.

Chapter 13.20 SURFACE WATER RUNOFF REGULATIONS

Sections:

- 13.20.010 Purpose.
- 13.20.020 Drainage review – When required – Type.
- 13.20.030 Drainage review – Requirements.
- 13.20.040 Critical drainage and/or critical erosion areas.
- 13.20.050 Engineering plans for the purposes of drainage review.
- 13.20.060 Construction timing and final approval.
- 13.20.070 Liability insurance required.
- 13.20.080 Financial guarantees authorized.
- 13.20.090 Drainage facilities accepted by Sammamish for maintenance.
- 13.20.100 Drainage facilities not accepted by Sammamish for maintenance.
- 13.20.110 Hazards.
- 13.20.120 Administration.
- 13.20.130 Enforcement.
- 13.20.140 Implementation, review and revision.
- 13.20.150 Severability.

13.20.010 Purpose.

The purpose of this chapter is to promote the public health, safety and welfare by providing for the comprehensive management of surface and stormwaters and erosion control, especially that which preserves and utilizes the many values of the City's natural drainage system including open space, fish and wildlife habitat, recreation, and education. By conducting programs to reduce flooding, erosion, and sedimentation; prevent and mitigate habitat loss; enhance groundwater recharge; and prevent water quality degradation through the implementation of comprehensive and thorough permit review, construction inspection, enforcement, and maintenance, the effectiveness of the requirements contained in this chapter will be promoted. (Ord. O2016-428 § 5 (Att. C); Ord. O2011-304 § 1 (Att. A))

13.20.020 Drainage review – When required – Type.

(1) Drainage review is required when any proposed project is subject to a City of Sammamish development permit or approval and:

(a) Would result in 2,000 square feet or more of new impervious surface, replaced impervious surface or new plus replaced impervious surface. **Replacement of existing roofs shall not be considered new impervious nor replaced impervious surface;** or:

~~(i) Would result in 500 square feet or more of new impervious surface, replaced impervious surface or new plus replaced impervious surface within an historic plat as defined and mapped in Attachment B at the end of this section; or~~

~~(ii) Would result in 500 square feet or more of new impervious surface within a landslide hazard drainage area as defined in the adopted Sammamish Addendum to the Surface Water Design Manual; or~~

(b) Would involve 7,000 square feet or more of land disturbing activity; or

(c) Would construct or modify a drainage pipe or ditch that is 12 inches or more in size or depth or receives surface and stormwater runoff from a drainage pipe or ditch that is 12 inches or more in size or depth; or

(d) Contains or is adjacent to a flood hazard area as defined in SMC Title 15 or 21A; or

(e) **Would result in 500 square feet of new impervious surface when ~~is~~ located within a critical drainage area;** or

(f) Is a redevelopment project proposing \$100,000 or more of improvements to an existing high-use site. **High use sites are only commercial, industrial, or road sites as defined under SMC 13.10.320.**

(2) The drainage review for any proposed project shall be scaled to the scope of the project's size, type of development and potential for impacts to the regional surface water system to facilitate preparation and review of project applications. If drainage review for a proposed project is required under subsection (1) of this section, the City shall determine which of the following drainage reviews apply as specified in the Surface Water Design Manual:

(a) Simplified drainage review;

(b) Targeted drainage review;

- (c) Directed drainage review;
- (d) Full drainage review; or
- (e) Large project drainage review.

(Ord. O2016-428 § 5 (Att. C); Ord. O2015-389 § 1 (Att. A); Ord. O2011-304 § 1 (Att. A))

13.20.030 Drainage review – Requirements. 

(1) A proposed project required to have drainage review by this chapter must meet each of the following Core Requirements which are described in detail in the Surface Water Design Manual and as amended by the Sammamish Addendum to the Surface Water Design Manual. : ~~Projects subject only to simplified drainage review that meet the simplified drainage requirements specified in the Surface Water Design Manual, including flow control best management practices, erosion and sediment control measures and drainage plan submittal requirements are deemed to comply with the following core requirements:~~

~~(a) Core Requirement 1 – Discharge at the Natural Location. All surface and stormwater runoff from a project shall be discharged at the natural location so as not to be diverted onto, or away from, downstream properties. The manner in which runoff is discharged from the project site shall not create a significant adverse impact to downhill properties or drainage systems as specified in the discharge requirements of the Surface Water Design Manual;~~

~~(b) Core Requirement 2 – Off-Site Analysis. The initial application submittal for proposed projects shall include an off-site analysis report that assesses potential off-site drainage and water quality impacts associated with development of the proposed site and proposes appropriate mitigations to those impacts. This initial submittal shall include, at minimum, a level one downstream analysis as described in the Surface Water Design Manual. If impacts are identified, the proposed projects shall meet any applicable problem-specific requirements as specified in the Surface Water Design Manual;~~

~~(c) Core Requirement 3 – Flow Control. Proposed projects that would result in 5,000 square feet or more of new plus replaced impervious surface or three-quarters acre or more of new pervious surface shall provide flow control facilities or flow control BMPs, or both, to control surface and stormwater runoff generated by new impervious surface, new pervious surface, replaced impervious surface and any existing impervious surface added on or after January 8, 2001, as specified in the Surface Water Design Manual. Flow control facilities shall meet the area-specific~~

~~flow control facility requirements and the flow control facility implementation requirements applicable to the project site as specified in the Surface Water Design Manual. Flow control BMPs shall also be applied as specified in the Surface Water Design Manual. Projects subject to area-specific flow control facility requirements shall meet one of the flow control facility performance criteria listed in subsections (1)(c)(i) and (ii) of this section, as directed by the Surface Water Design Manual. The Inglewood, Thompson and Pine Lake Creek basins, and areas draining to the Beaver Lake basin, require level three flow control. The remainder of the City requires level two flow control unless downstream problems, as determined by the City of Sammamish, dictate the higher level of protection of level three flow control.~~

~~(i) Level two shall meet level one criteria and also match the predeveloped site's discharge durations for the predeveloped peak discharge rates between the 50 percent of the two-year peak flow through the 50-year peak flow; or~~

~~(ii) Level three shall meet level two criteria and also match the predeveloped site's peak discharge rate for the 100-year return period;~~

~~(d) Core Requirement 4—Conveyance System. All engineered conveyance system elements for proposed projects shall be analyzed, designed and constructed to provide the minimum level of protection against overtopping, flooding, erosion and structural failure as specified by the conveyance requirements for new and existing systems and conveyance implementation requirements described in the Surface Water Design Manual;~~

~~(e) Core Requirement 5—Erosion and Sediment Control. All proposed projects that will clear, grade or otherwise disturb the site shall provide erosion and sediment control that prevents, to the maximum extent practicable, the transport of sediment from the site to drainage facilities, water resources and adjacent properties. Erosion and sediment controls shall be applied in accordance with SMC Title 16 as specified by the temporary erosion and sediment control measures and performance criteria and implementation requirements in the City of Sammamish Surface Water Design Manual;~~

~~(f) Core Requirement 6—Maintenance and Operation. Maintenance of all drainage facilities in compliance with Sammamish maintenance standards is the responsibility of the applicant or property owner as described in the Surface Water Design Manual, except those facilities for~~

~~which Sammamish assumes maintenance and operation as described in this chapter and the Surface Water Design Manual;~~

~~(g) Core Requirement 7—Financial Guarantees and Liability. All drainage facilities constructed or modified for projects, except downspout infiltration and dispersion systems for single-family residential lots, must comply with the liability requirements of this chapter and the financial guarantee requirements of SMC Title 27A;~~

~~(h) Core Requirement 8—Water Quality. Proposed projects that would result in 5,000 square feet or more of new plus replaced pollution-generating impervious surface or three-quarters acre or more of new pollution-generating pervious surface shall provide water quality treatment facilities to treat polluted surface and stormwater runoff generated by new or replaced pollution-generating impervious surface, new pollution-generating pervious surface and any existing pollution-generating impervious surface added on or after January 8, 2001, as specified in the Surface Water Design Manual. However, pervious surfaces are specifically excluded if there is a good faith agreement with the King Conservation District to implement a farm management plan for agricultural uses, and pervious areas for other uses are specifically excluded if the City of Sammamish approves a landscape management plan that controls pesticides and fertilizers leaving the site. Water quality treatment facilities shall meet the area-specific water quality treatment requirements and the water quality implementation requirements applicable to the project site as specified in the Surface Water Design Manual. The facilities specified by these requirements are designed to reduce pollutant loads according to the applicable annual average performance goals listed in subsections (1)(h)(i) through (iv) of this section for 95 percent of the annual average runoff volume:~~

~~(i) For basic water quality: remove 80 percent of the total suspended solids;~~

~~(ii) For enhanced basic water quality: remove 50 percent of the total zinc;~~

~~(iii) For sensitive lake protection: remove 50 percent of the total phosphorus; and~~

~~(iv) For sphagnum bog protection: remove 50 percent of the total phosphorus and 40 percent of the total nitrate plus nitrite. The discharge shall maintain a pH of less than 6.5 and an alkalinity of less than 10 milligrams per liter;~~

~~(i) Core Requirement 9—Flow Control BMPs. Proposed projects that would result in 2,000 square feet or more of new plus replaced impervious surface or 7,000 square feet or more of land disturbing activity shall provide on-site flow control BMPs to mitigate the impacts of surface and stormwater runoff generated by new impervious surface, new pervious surface, existing impervious surfaces, and replaced impervious surface targeted for mitigation as specified in the Surface Water Design Manual.~~

(2) A proposed project required by this chapter to have drainage review shall meet ~~any of the following~~ ~~s~~Special Requirements which apply to the site and which are described in detail in the Surface Water Design Manual. ~~The City shall verify if a proposed project is subject to and must meet any of the following special requirements.~~

~~(a) Special Requirement 1—Other Adopted Area Specific Requirements. If a proposed project is in a designated critical drainage area, or is in an area included in an adopted master drainage plan, basin plan, salmon conservation plan, stormwater compliance plan, flood hazard reduction plan, lake management plan or shared facility plan, then the proposed project shall meet the applicable drainage requirements of the critical drainage area, master drainage plan, basin plan, salmon conservation plan, stormwater compliance plan, flood hazard reduction plan, lake management plan or shared facility plan;~~

~~(b) Special Requirement 2—Floodplain/Floodway Delineation. If a proposed project contains or is adjacent to a stream, lake, wetland or closed depression, or if other City regulations require study of flood hazards relating to the proposed project, the 100-year floodplain boundaries and floodway shall be determined and delineated on the site improvement plans and profiles and any final maps prepared for the proposed project. The flood hazard study shall be prepared for as specified in the Surface Water Design Manual;~~

~~(c) Special Requirement 3—Flood Protection Facilities. If a proposed project contains or is adjacent to a stream that has an existing flood protection facility, such as a levee, revetment or berm, or proposes to either construct a new or modify an existing flood protection facility, then the flood protection facilities shall be analyzed and designed as specified in the Surface Water Design Manual to conform with the Federal Emergency Management Agency regulations as found in 44 C.F.R.;~~

~~(d) Special Requirement 4—Source Control. If a proposed project requires a commercial building or commercial site development permit, then water quality source controls shall be~~

~~applied to prevent rainfall and runoff from coming into contact with pollutants to the maximum extent practicable. Water quality source controls shall be applied in accordance with this chapter, the Stormwater Pollution Prevention Manual and the Surface Water Design Manual. All structural source controls shall be identified on the site improvement plans and profiles or final maps prepared for the proposed project; and~~

~~(e) Special Requirement 5—Oil Control. If a proposed project is a high-use site or is a redevelopment project proposing \$100,000 or more of improvements to an existing high-use site, then oil control shall be applied to all runoff from the high-use portion of the site as specified in the Surface Water Design Manual.~~

(3)(a) An adjustment to the requirements contained ~~in this section or other requirements~~ in the Surface Water Design Manual may be proposed **in accordance to the terms and conditions for Drainage Adjustment in the Surface Water Design Manual.** ~~The resulting development shall be subject to all of the remaining terms and conditions of this chapter and the adjustment shall:~~

~~(i) Produce a compensating or comparable result in the public interest; and~~

~~(ii) Meet this chapter's objectives of safety, function, appearance, environmental protection and maintainability based upon sound engineering judgment.~~

~~(b) If complying with subsection (3)(a)(i) of this section will deny all reasonable use of a property, the best practicable alternative shall be obtained as determined by the director according to the adjustment process defined in the Surface Water Design Manual.~~

~~(c) Requests for adjustments that may conflict with any other City requirement shall require review and concurrence by the applicable City department.~~

~~(d) A request for an adjustment is a Type 1 land use decision as provided for in SMC Title 20 and shall be processed in accordance with the procedures specified in the Surface Water Design Manual.~~

~~(e) The City may require monitoring of experimental designs and technology or untested applications proposed by the applicant in order to determine compliance with subsection (3)(a) of this section and the approved plans and conditions.~~

~~(f) An adjustment decision may be appealed by following the appeal procedures as specified in the Surface Water Design Manual.~~ (Ord. O2016-428 § 5 (Att. C); Ord. O2011-304 § 1 (Att. A))

(4) Proposed subdivision projects shall include outreach and education materials to support the continued maintenance and operation of low impact development best management practices. Such materials shall include an on-site educational kiosk located in a high foot traffic area of the development, educational brochures and handouts, noticing on title, noticing on the final plat of maintenance and operations responsibility, and noticing in the Covenants, Conditions, and Restrictions, when any are applicable.

13.20.040 Critical drainage ~~and/or critical erosion~~ areas.

Development in areas where the department has determined that the existing flooding, drainage and/or erosion conditions present an imminent likelihood of harm to the welfare and safety of the surrounding community shall meet special drainage requirements set by the director until such time as the community hazard is alleviated.

Such conditions may include the limitation of the volume of discharge from the subject property to predevelopment levels, preservation of wetlands or other natural drainage features or other controls necessary to protect against community hazard. **Critical Drainage Areas are defined in Chapter 21A.15 SMC.**

Development proposed in critical drainage areas requiring drainage review shall not qualify for any exemptions or exceptions from **Core Requirements 2 or 9** ~~core or special requirements~~ in the Surface Water Design Manual unless approved by the director. Where alternate facility designs or methods will produce a compensating or comparable result in the public interest and which will meet this section's objectives of safety, function, appearance, environmental protection and maintainability, based upon sound engineering judgment, an adjustment to the special drainage requirements promulgated under this section may be proposed; provided, that the resulting development shall be subject to all of the remaining terms and conditions of this chapter.

Where application of this section will deny all reasonable use of a property and a facility or design that produces a compensating or comparable result cannot be obtained, then **an adjustment criterion exception may be approved in accordance to the process as required in the Surface Water Design Manual. This process includes, but is not limited to, legal noticing, public comment period, and reconsideration request.** ~~a best practicable alternative may be approved by the director according to the adjustment process defined in the Surface Water Design Manual.~~ These standards are in addition to the applicable standards of Chapter **21A.50** SMC. (Ord. O2016-428 § 5 (Att. C); Ord. O2011-304 § 1 (Att. A))

13.20.050 Engineering plans for the purposes of drainage review.

(1) These requirements are in addition to the submittal requirements established by Chapter **20.05** SMC.

(a) All engineering plans shall be submitted to the City for review in accordance with the Surface Water Design Manual except those drainage plans developed by, or under the review of, the City of Sammamish department of public works for either surface and stormwater capital improvement, repair, maintenance or restoration projects or other linear government agency projects, such as roadways, railways, pipelines, utility lines and trails.

(b) If engineering plans are returned for any reason, they shall be returned to the applicant.

(c) All master drainage plans, if required, shall be submitted to the City for review in accordance with the specifications in the Surface Water Design Manual. The master drainage plan process should commence at the same time as the State Environmental Policy Act (SEPA) process.

(d) Drainage plans not subject to review by the City under subsection (1)(a) of this section shall be reviewed by the department of public works in accordance with this chapter. Project applicability and compliance with this chapter shall be documented in writing and available for review.

(2) The expiration time frames as specified in the Surface Water Design Manual shall apply to all permit and approval applications.

(3) All plans shall be processed in accordance with the review procedures specified in the Surface Water Design Manual.

(4) Submittal procedures, definitions and specifications for the required contents of engineering plans are presented in the Surface Water Design Manual. (Ord. O2016-428 § 5 (Att. C); Ord. O2011-304 § 1 (Att. A))

13.20.060 Construction timing and final approval. 

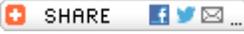
(1) No work related to permanent or temporary storm drainage control for a permitted development may proceed without the approval of the director.

(2) Erosion and sediment control measures associated with both the interim and permanent drainage systems shall be:

(a) Constructed in accordance with the approved plan prior to any grading or land clearing other than that associated with an approved erosion and sediment control plan; and

(b) Satisfactorily sequenced and maintained until all improvements, restoration, and landscaping associated with the permit and approvals for the project are completed and the potential for on-site erosion has passed.

(3) The applicant shall have constructed and have in operation those portions of the drainage facilities necessary to accommodate the control of surface and stormwater runoff discharging from the site before the construction of any other improvements or buildings on the site, or in accordance with SMC Title 19A. (Ord. O2016-428 § 5 (Att. C); Ord. O2011-304 § 1 (Att. A))

13.20.070 Liability insurance required. 

The applicant required to construct the drainage facility pursuant to this chapter shall maintain a combined single limit per occurrence liability policy in the amount established annually by the City, which shall name City as an additional insured and protect the City from liability relating to the construction or maintenance of the facility until construction approval or acceptance for maintenance, whichever is last. Proof of this required liability policy shall be provided to the director prior to commencing construction of any drainage facility. If this liability insurance is not kept in effect as required, the City may initiate enforcement action pursuant to SMC Title 23. (Ord. O2016-428 § 5 (Att. C); Ord. O2011-304 § 1 (Att. A))

13.20.080 Financial guarantees authorized. 

The City is authorized to require all applicants issued permits or approvals under the provisions of this title to post financial guarantees consistent with the provisions of SMC Title 27A. (Ord. O2016-428 § 5 (Att. C); Ord. O2011-304 § 1 (Att. A))

13.20.090 Drainage facilities accepted by Sammamish for maintenance.



(1) The City is responsible for the maintenance, including performance and operation, of drainage facilities which have formally been accepted for maintenance by the director.

(2) The City may assume maintenance of privately maintained drainage facilities only if (a) the City first determines that a clear public benefit will result, greater in scope than the public cost, from the use of public resources to participate wholly or partially in the maintenance of a private storm or surface water drainage system component, and (b) all of the following conditions have been met:

(a) All necessary easements or dedications entitling the City to properly maintain the drainage facility have been conveyed to the City;

(b) The director has determined that the facility is in the dedicated public road right-of-way or that maintenance of the facility will contribute to protecting or improving the health, safety and welfare of the community based upon review of the existence of or potential for:

- (i) Flooding,
- (ii) Downstream erosion,
- (iii) Property damage due to improper function of the facility,
- (iv) Safety hazard associated with the facility,
- (v) Degradation of water quality or in-stream resources, or
- (vi) Degradation to the general welfare of the community; and

(c) The director has declared in writing acceptance of maintenance responsibility by the City. Copies of this document will be kept on file in the department of public works.

(3) The director may terminate the department's assumption of maintenance responsibilities in writing after determining that continued maintenance will not significantly contribute to protecting or improving the health, safety and welfare of the community based upon review of the existence of or potential for:

- (a) Flooding;
- (b) Downstream erosion;
- (c) Property damage due to improper function of the facility;
- (d) Safety hazard associated with the facility;
- (e) Degradation of water quality or in-stream resources; or
- (f) Degradation to the general welfare of the community.

Copies of this document will be kept on file in the department of public works.

(4) A drainage facility which does not meet the criteria of this section shall remain the responsibility of the applicant required to construct the facility and persons holding title to the property for which the facility was required. (Ord. O2017-432 § 1 (Att. A); Ord. O2016-428 § 5 (Att. C); Ord. O2011-304 § 1 (Att. A))

13.20.100 Drainage facilities not accepted by Sammamish for maintenance.



(1) The person or persons holding title to the property and the applicant required to construct a drainage facility shall remain responsible for the facility's continual performance, operation and maintenance in accordance with the standards and requirements of the department and remain responsible for any liability as a result of these duties. This responsibility includes maintenance of a drainage facility which is:

- (a) Under a maintenance guarantee or defect guarantee;
- (b) A private road conveyance system;
- (c) Released from all required financial guarantees prior to July 7, 1980;
- (d) Located within and serving only one single-family residential lot;
- (e) Located within and serving a multifamily or commercial site unless the facility is part of an approved shared facility plan;
- (f) Located within or associated with a short subdivision or subdivision which handles runoff from an area of which less than two-thirds is designated for detached or townhouse dwelling units located on individual lots unless the facility is part of an approved shared facility plan;
- (g) Previously terminated for assumption of maintenance responsibilities by the department in accordance with this chapter; or
- (h) Not otherwise accepted by the City for maintenance.

(2) Prior to the issuance of any of the permits for any multifamily or commercial project required to have a flow control or water quality treatment facility, the applicant shall record a declaration of covenant as specified in the Surface Water Design Manual. The restrictions set forth in such covenant shall include, but not be limited to, provisions for notice to the persons holding title to the property of a City determination that maintenance and/or repairs are necessary to the facility and a reasonable time limit in which such work is to be completed.

(a) In the event that the titleholders do not effect such maintenance and/or repairs, the City may perform such work upon due notice. The titleholders are required to reimburse the City for any such work. The restrictions set forth in such covenant shall be included in any instrument of conveyance of the subject property and shall be recorded with the records and licensing services division of King County.

(b) The City may enforce the restrictions set forth in the declaration of covenant provided in the Surface Water Design Manual.

(3) Prior to the issuance of any of the permits and/or approvals for the project or the release of financial guarantees posted to guarantee satisfactory completion, the person or persons holding title to the subject property for which a drainage facility was required shall pay a fee established by the director as set forth in the City resolution to reasonably compensate the City for costs relating to inspection of the facility to ensure that it has been constructed according to plan and applicable specifications and standards.

(4) The duties specified in this section with regard to payment of inspection fees and reimbursement of maintenance costs shall be enforced against the person or persons holding title to the property for which the drainage facility was required.

(5) Where not specifically defined in this section, the responsibility for performance, operation and maintenance of drainage facilities and conveyance systems, both natural and constructed, shall be determined on a case-by-case basis. In any such case-by-case analyses, the City shall only be responsible for the performance, operation and maintenance of drainage facilities and conveyance systems if a determination is first made pursuant to the criteria set forth in SMC [13.20.090\(2\)](#) as now in effect or as may be subsequently amended. (Ord. O2017-432 § 1 (Att. A); Ord. O2016-428 § 5 (Att. C); Ord. O2011-304 § 1 (Att. A))

13.20.110 Hazards. 

Whenever the director determines that any existing construction site, erosion and sedimentation problem and/or drainage facility poses a hazard to life and limb, endangers any property, and/or adversely affects the condition or capacity of other drainage facilities, the safety and operation of City right-of-way, utilities, and/or other property owned or maintained by the City, the applicant/person to whom the permit was issued pursuant to this chapter, the owner of the property within which the drainage facility is located, the applicant/person responsible for maintenance of the facility, and/or other person or agent in control of said property, upon receipt of notice in writing from the director, shall within the period specified therein repair or otherwise address the cause of the hazardous situation in conformance with the requirements of this chapter.

Should the director have reasonable cause to believe that the situation is so adverse as to preclude written notice, the director may take the measures necessary to eliminate the hazardous situation; provided, that the director shall first make a reasonable effort to locate the owner before acting. In such instances the applicant of whom a drainage plan was required pursuant to this chapter, the owner of the property and/or the person responsible for the maintenance of the facility shall be obligated for the payment of all costs incurred. If costs are incurred and a financial guarantee pursuant to this chapter or other City requirement has been posted, the director shall have the authority to collect against the financial guarantee to cover costs incurred. (Ord. O2016-428 § 5 (Att. C); Ord. O2011-304 § 1 (Att. A))

13.20.120 Administration.

(1) Administration.

(a) The director is authorized to promulgate and adopt administrative rules under the procedures specified in Chapter 2.55 SMC, for the purpose of implementing and enforcing the provisions of this chapter. Adopted administrative rules are available to the public from the department of public works. This includes, but is not limited to, the Surface Water Design Manual.

(b) The director is authorized to develop procedures for applying adopted rules and regulations during the review of permit applications for the development of land. These procedures may also be contained in the Surface Water Design Manual.

(2) Inspections. The director is authorized to make such inspections and take such actions as may be required to enforce the provisions of this chapter.

(3) Right of Entry. Whenever necessary to make an inspection to enforce any of the provisions of this chapter, monitor for proper function of drainage facilities or whenever the director has reasonable cause to believe that violations of this chapter are present or operating on a subject property or portion thereof, the director may enter such premises at all reasonable times to inspect the same or perform any duty imposed upon the director by this chapter; provided, that if such premises or portion thereof is occupied, the director shall first make a reasonable effort to locate the owner or other person having charge or control of the premises or portion thereof and demand entry.

(4) Access. Proper ingress and egress shall be provided to the director to inspect, monitor or perform any duty imposed upon the director by this chapter. The director shall notify the responsible party in writing of failure to

comply with this access requirement. Failing to obtain a response within seven days from the receipt of notification, the director may order the work required completed or otherwise address the cause of improper access. The obligation for the payment of all costs that may be incurred or expended by the City in causing such work to be done shall thereby be imposed on the person holding title to the subject property. (Ord. O2016-428 § 5 (Att. C); Ord. O2011-304 § 1 (Att. A))

13.20.130 Enforcement. 

The City is authorized to enforce the provisions of this chapter, the ordinances and resolutions codified in it, and any rules and regulations promulgated thereunder pursuant to the enforcement and penalty provisions of SMC Title [23](#). (Ord. O2016-428 § 5 (Att. C); Ord. O2011-304 § 1 (Att. A))

13.20.140 Implementation, review and revision. 

The department may administer a training program for users of the Surface Water Design Manual. The department may also conduct an ongoing research program to evaluate the effectiveness of the requirements in meeting the purpose of this chapter. This research program may examine, but not be limited to, hydrologic and hydraulic analysis methods, stream geomorphologic analysis methods, water quality, best management practices and erosion and sediment control measures. (Ord. O2016-428 § 5 (Att. C); Ord. O2011-304 § 1 (Att. A))

13.20.150 Severability. 

If any provision of this chapter or its application to any person or property is held invalid, the remainder of the chapter or the application of the provision to other persons or property shall not be affected. (Ord. O2016-428 § 5 (Att. C); Ord. O2011-304 § 1 (Att. A))

Chapter 13.30 WATER QUALITY

Sections:

- 13.30.010 Purpose.
- 13.30.020 Discharges into waters.
- 13.30.030 Stormwater Pollution Prevention Manual.
- 13.30.040 Enforcement.
- 13.30.050 Hazards.
- 13.30.060 Criminal penalty.
- 13.30.070 Civil penalties for water quality.
- 13.30.080 Construction – Intent.

13.30.010 Purpose.

The purpose of this chapter is to protect the City's surface and groundwater quality by providing minimum requirements for reducing and controlling the discharge of contaminants. The City council recognizes that water quality degradation can result either directly from one discharge or through the collective impact of many small discharges. Therefore, this chapter prohibits the discharge of contaminants into surface and stormwater and groundwater, and outlines preventive measures to restrict contaminants from entering such waters. These measures include the implementation of best management practices (BMPs) by the residents of the City of Sammamish.

The City council finds this chapter is necessary to protect the health, safety and welfare of the residents of Sammamish and the integrity of the City's resources for the benefit of all by: minimizing or eliminating water quality degradation; preserving and enhancing the suitability of waters for recreation, fishing, and other beneficial uses; and preserving and enhancing the aesthetic quality and biotic integrity of the water. The City council recognizes that implementation of this chapter is required under the federal Clean Water Act, 33 U.S.C. 1251 et seq. In meeting the intent of the Clean Water Act the City council also recognizes the importance of maintaining economic viability while providing necessary environmental protection and believes this chapter helps achieve both goals. (Ord. O2011-304 § 1 (Att. A))

13.30.020 Discharges into waters.

(1)(a) It is unlawful for any person to discharge any contaminants into surface and stormwater, groundwater or Puget Sound. Contaminants include, but are not limited to, the following:

- (i) Trash or debris;
- (ii) Construction materials;
- (iii) Petroleum products including but not limited to oil, gasoline, grease, fuel oil, heating oil;
- (iv) Antifreeze and other automotive products;
- (v) Metals in either particulate or dissolved form;
- (vi) Flammable or explosive materials;
- (vii) Radioactive material;
- (viii) Batteries;
- (ix) Acids, alkalis, or bases;
- (x) Paints, stains, resins, lacquers or varnishes;
- (xi) Degreasers and solvents;
- (xii) Drain cleaners;
- (xiii) Pesticides, herbicides or fertilizers;
- (xiv) Steam cleaning wastes;
- (xv) Soaps, detergents or ammonia;
- (xvi) Swimming pool backwash;
- (xvii) Chlorine, bromine and other disinfectants;
- (xviii) Heated water;
- (xix) Domestic animal wastes;
- (xx) Sewage;

- (xxi) Recreational vehicle waste;
- (xxii) Animal carcasses;
- (xxiii) Food wastes;
- (xxiv) Bark and other fibrous materials;
- (xxv) Collected lawn clippings, leaves or branches;
- (xxvi) Silt, sediment or gravel;
- (xxvii) Dyes, except as stated in subsection (4)(a) of this section;
- (xxviii) Chemicals not normally found in uncontaminated water;
- (xxix) Any hazardous material or waste not listed above.

(b) Illicit Connections. Any connection identified by the director that could convey anything not composed entirely of surface and stormwater directly to surface and stormwater or groundwater is considered an illicit connection and is prohibited with the following exceptions:

- (i) Connections conveying allowable discharges;
- (ii) Connections conveying discharges pursuant to an NPDES permit, other than an NPDES stormwater permit, or a State Waste Discharge Permit; and
- (iii) Connections conveying effluent from on-site sewage disposal systems to subsurface soils.

(2) BMPs shall be applied to any business or residential activity that might result in prohibited discharges as specified in the Stormwater Pollution Prevention Manual or as determined necessary by the director. Activities that might result in prohibited discharges include but are not limited to the following:

- (a) Potable water line flushing;
- (b) Lawn watering with potable water;
- (c) Dust control with potable water;

- (d) Automobile and boat washing;
- (e) Pavement and building washing;
- (f) Swimming pool and hot tub maintenance;
- (g) Auto repair and maintenance;
- (h) Building repair and maintenance;
- (i) Landscape maintenance;
- (j) Hazardous waste handling;
- (k) Solid and food waste handling; and
- (l) Application of pesticides.

(3) The following types of discharges shall not be considered prohibited discharges for the purpose of this chapter unless the director determines that the type of discharge, whether singly or in combination with other discharges, is causing significant contamination of surface and stormwater or groundwater:

- ~~(a) Spring water;~~
- ~~(b) Diverted stream flows;~~
- ~~(c) Uncontaminated water from crawl space pumps, foundation drains or footing drains;~~
- ~~(d) Lawn watering with potable water or collected rainwater;~~
- ~~(e) Pumped groundwater flows that are uncontaminated;~~
- ~~(f) Materials placed as part of an approved habitat restoration or bank stabilization project;~~
- ~~(g) Natural uncontaminated surface water or groundwater;~~
- ~~(h) Flows from riparian habitats and wetlands;~~

~~(i) The following discharges from boats: engine exhaust; cooling waters; effluent from sinks; showers and laundry facilities; and treated sewage from Type I and Type II marine sanitation devices;~~

~~(j) Collected rainwater that is uncontaminated;~~

~~(k) Uncontaminated groundwater that seeps into or otherwise enters stormwater conveyance systems;~~

~~(l) Air conditioning condensation;~~

~~(m) Irrigation water from agricultural sources that is commingled with stormwater runoff; and~~

~~(n) Other types of discharges as determined by the director.~~

- a) Diverted stream flows
- b) Rising ground waters
- c) Uncontaminated ground water infiltration other than wastewater that enters a sewer system (including sewer service connections and foundation drains) from the ground through such means as defective pipes, pipe joints, connections, or manholes.
- d) Uncontaminated pumped ground water
- e) Foundation drains
- f) Air conditioning condensation
- g) Irrigation water from agricultural sources that is commingled with urban stormwater
- h) Springs
- i) Uncontaminated water from crawl space pumps
- j) Footing drains
- k) Flows from riparian habitats and wetlands
- l) Non-stormwater discharges authorized by another NPDES or state waste discharge permit
- m) Discharges from emergency fire fighting activities in accordance with Washington State Department of Ecology NPDES Permit Authorized Discharges
- n) Discharges from potable water sources, including but not limited to water line flushing, hyperchlorinated water line flushing, fire hydrant system flushing, and pipeline hydrostatic test water. Planned discharges shall be dechlorinated to a total residual chlorine concentration of 0.1 ppm or less, pH-adjusted, if necessary, and volumetrically and velocity controlled to prevent re-suspension of sediments in the MS4.

- o) Discharges from lawn watering and other irrigation runoff. These discharges shall be minimized through water conservation efforts.
- p) Dechlorinated swimming pool, spa and hot tub discharges. The discharges shall be dechlorinated to a total residual chlorine concentration of 0.1 ppm or less, pH-adjusted and reoxygenized if necessary, volumetrically and velocity controlled to prevent re-suspension of sediments in the MS4. Discharges shall be thermally controlled to prevent an increase in temperature of the receiving water. Swimming pool cleaning wastewater and filter backwash shall not be discharged to the MS4.
- q) Street and sidewalk wash water, water used to control dust, and routine external building washdown that does not use detergents. These discharges shall minimize the amount of street wash and dust control water used.
- r) Other non-stormwater discharges. The discharges shall be in compliance with the requirements of a pollution prevention plan reviewed by the City, which addresses control of such discharges.

(4)(a) Dye testing is allowable but requires verbal notification to the City at least one day prior to the date of test. The City is exempt from this requirement.

(b) A person does not violate subsection (1) of this section if:

(i) That person has properly designed, constructed, implemented and is maintaining BMPs and is carrying out AKART as required by this chapter, but contaminants continue to enter surface and stormwater or groundwater; or

(ii) That person can demonstrate that there are no additional contaminants being discharged from the site above the background conditions of the water entering the site.

(c) A person who, under subsection (4)(b) of this section, is not in violation of subsection (1) of this section is liable for any prohibited discharges through illicit connections, dumping, spills, improper maintenance of BMPs or other discharges that allow contaminants to enter surface and stormwater or groundwater.

(d) Emergency response activities or other actions that must be undertaken immediately or within a time too short to allow full compliance with this chapter in order to avoid an imminent threat to public health or safety shall be exempt from this section. The director by public rule may specify actions that qualify for this exception in City procedures. A person undertaking

emergency response activities shall take steps to ensure that the discharges resulting from such activities are minimized. In addition, this person shall evaluate BMPs and the site plan, where applicable, to restrict recurrence. (Ord. O2011-304 § 1 (Att. A))

13.30.030 Stormwater Pollution Prevention Manual.

(1) Compliance with this chapter shall be achieved through the use of the best management practices described in the Stormwater Pollution Prevention Manual in effect on May 24, 2011 (effective date of the ordinance codified in this chapter). In applying the Stormwater Pollution Prevention Manual, the director shall first require the implementation of source control BMPs. If these are not sufficient to prevent contaminants from entering surface and stormwater or groundwater, the director may require implementation of treatment BMPs as set forth in AKART. The City will provide, upon reasonable request, available technical assistance materials and information, and information on outside financial assistance options to persons required to comply with this chapter.

(2) In applying the Stormwater Pollution Prevention Manual to prohibited discharges from normal single-family residential activities, the director shall use public education and warnings as the primary method of gaining compliance with this chapter and shall not use citations, notice and orders, assessment of civil penalties and fines, or other compliance actions as authorized in SMC Title 23, unless the director determines:

(a) The discharge from a normal single-family residential activity, whether singly or in combination with other discharges, is causing a significant contribution of contaminants to surface and stormwater or groundwater; or

(b) The discharge from a normal single-family residential activity poses a hazard to the public health, safety or welfare, endangers any property or adversely affects the safety and operation of City right-of-way, utilities or other City-owned or maintained property.

(3) Persons implementing BMPs through another federal, state or local program will not be required to implement the BMPs prescribed in the City's Stormwater Pollution Prevention Manual, unless the director determines the alternative BMPs are ineffective at reducing the discharge of contaminants. If the other program requires the development of a stormwater pollution prevention plan or other best management practices plan, the person shall make the plan available to the City upon request. Persons who qualify for exemptions include, but are not limited to, persons:

- (a) Required to obtain a general or individual NPDES permit from the Washington State Department of Ecology;
- (b) Implementing and maintaining, as scheduled, a King Conservation District-approved farm management plan;
- (c) Implementing BMPs in compliance with the management program of the City's municipal NPDES permit;
- (d) Engaged in forest practices, with the exception of forest practices occurring on lands platted after January 1, 1960, or on lands being converted to another use or when regulatory authority is otherwise provided to local government by RCW 76.09.240; or
- (e) Identified by the director as being exempt from this section. (Ord. O2011-304 § 1 (Att. A))

13.30.040 Enforcement. 

(1) The director is authorized to carry out enforcement actions pursuant to the enforcement and penalty provisions of SMC Title 23 and other enforcement provisions adopted by rule under the procedures of Chapter 2.55 SMC.

(2) The director shall gain compliance with this chapter by requiring the implementation of **operational and/or source control BMPs and, when necessary, AKART.** *Source control BMPs are in Volume IV of the Stormwater Management Manual for Western Washington. The director may also require maintenance of stormwater facilities which discharge into the MS4 in accordance with maintenance standards established in the Surface Water Design Manual.* The director shall initially rely on education and informational assistance as much as possible to gain compliance with this chapter, unless the director determines a violation is a result of a flagrant act that should be addressed through immediate penalties or poses a hazard as defined in the hazards section (SMC 13.30.050).

(3) The director, in consultation with other departments of the City government, shall develop and implement additional enforcement procedures. These procedures shall indicate how the City will investigate and respond to reports or instances of noncompliance with this chapter and shall identify by title the official(s) responsible for implementing the enforcement procedures.

(4) The director is authorized to make such inspections and take such actions as may be required to enforce the provisions of this chapter. Such inspections shall be made in accordance with SMC Title 23.

(a) The director may observe best management practices or examine or sample surface and stormwater or groundwater as often as may be necessary to determine compliance with this chapter. Whenever an inspection of a property is made, the findings shall be recorded and a copy of the inspection findings shall be furnished to the owner or the person in charge of the property after the conclusion of the investigation and completion of the inspection findings.

(b) When the director has made a determination under subsection (4)(a) of this section that any person is violating this chapter, the director may require the violator to sample and analyze any discharge, surface and stormwater, groundwater, and/or sediment, in accordance with sampling and analytical procedures or requirements determined by the director. If the violator is required to complete this sampling and analysis, a copy of the analysis shall be provided to the City of Sammamish department of public works.

(5) In addition to any other penalty or method of enforcement, the prosecuting attorney may bring actions for injunctive or other relief to enforce this chapter. (Ord. O2011-304 § 1 (Att. A))

13.30.050 Hazards.

Whenever the director determines that any violation of this chapter poses a hazard to public health, safety, or welfare; endangers any property; or adversely affects the safety and operation of City right-of-way, utilities, and/or other property owned or maintained by the City; the person holding title to the subject property, and/or other person or agent in control of said property, upon receipt of notice in writing from the director shall within the period specified therein address the cause of the hazardous situation in conformance with the requirements of this chapter.

Notwithstanding any other provisions of this chapter, whenever it appears to the director that conditions covered by this chapter exist requiring immediate action to protect the public health and/or safety, the director is authorized to enter at all times in or upon any such property, public or private, for the purpose of inspecting and investigating such emergency conditions. The director may without prior notice order the immediate discontinuance of any activity leading to the emergency condition. Failure to comply with such order shall constitute a misdemeanor as specified in SMC Title 23. (Ord. O2011-304 § 1 (Att. A))

13.30.060 Criminal penalty.

Any willful violation of an order issued pursuant to SMC 13.30.040 or 13.30.050 for which a criminal penalty is not prescribed by state law is a misdemeanor. (Ord. O2011-304 § 1 (Att. A))

13.30.070 Civil penalties for water quality.

The enforcement provisions for water quality are intended to encourage compliance with this chapter. To achieve this, violators will be required to take corrective action and comply with the requirements of this chapter, and may be required to pay a civil penalty for the redress of ecological, recreational, and economic values lost or damaged due to their unlawful action.

(1) The provisions in this section are in addition to and not in lieu of any other penalty, sanction or right of action provided by law.

(2) Any person in violation of this chapter shall be subject to civil penalties assessed as follows:

(a) An amount reasonably determined by the director to be equivalent to the economic benefit the violator derives from the violation as measured by: the greater of the resulting increase in market value of the property or business value received by the violator, or savings of construction or retrofitting costs realized by the violator performing any act in violation of this chapter; and

(b) An amount, not to exceed \$25,000, that is reasonably based upon the nature and gravity of the violation and the cost to the City of enforcing this chapter against the violator.

(3) Any person who, through an act of commission or omission, aids or abets in a violation shall be considered to have committed the violation for the purposes of the civil penalty.

(4) Each violator is jointly and severally liable for a violation of this chapter. The director may take enforcement action, in whole or in part, against any violator. The decisions whether to take enforcement action, what type of action to take, and which person to take action against, are all entirely within the director's discretion. Factors to be used in taking such enforcement actions shall be:

(a) Awareness of the violation;

(b) Ability to correct the violation;

(c) Cooperation with government agencies;

(d) Degree of impact or potential threat to water or sediment quality, human health, or the environment.

In the event more than one person is determined to have violated the provisions of this chapter, all applicable civil penalties may be imposed against each person, and recoverable damages, costs, and expenses may be allocated among the persons on any equitable basis. Factors that may be considered in determining an equitable allocation include:

- (e) Awareness of the violation;
- (f) Ability to correct the violation;
- (g) Ability to pay damages, costs, and expenses;
- (h) Cooperation with government agencies;
- (i) Degree of impact or potential threat to water or sediment quality, human health, or the environment.

(5) The director or the director's designee may engage in mitigation discussions with the violator. The director or the director's designee may reduce the penalties based upon one or more of the following mitigating factors:

- (a) The person responded to City attempts to contact the person and cooperated with efforts to correct the violation;
- (b) The person showed due diligence and/or substantial progress in correcting the violation; or
- (c) An unknown person was the primary cause of the violation.

Payment of a monetary penalty pursuant to this chapter does not relieve the person of the duty to correct the violation. (Ord. O2011-304 § 1 (Att. A))

13.30.080 Construction – Intent. 

This chapter is enacted as an exercise of the City's power to protect and preserve the public health, safety and welfare. Its provision shall be exempted from the rule of strict construction and shall be liberally construed to give full effect to the objectives and purposes for which it was enacted. This chapter is not enacted to create or otherwise establish or designate any particular class or group of persons who will or should be especially protected or benefited by the terms of this chapter.

The primary obligation of compliance with this chapter is placed upon the person holding title to the property. Nothing contained in this chapter is intended to be or shall be construed to create or form a basis for liability for

the City, the department, its officers, employees or agents for any injury or damage resulting from the failure of the person holding title to the property to comply with the provisions of this chapter, or by reason or in consequence of any act or omission in connection with the implementation or enforcement of this chapter by the City, department, its officers, employees or agents. (Ord. O2011-304 § 1 (Att. A))

Title 21A
DEVELOPMENT CODE

21A.15.255 Critical drainage area. 

“Critical drainage area” means an area that requires more restrictive regulation than ~~City~~countywide standards afford in order to mitigate severe flooding, drainage, erosion, or sedimentation problems that result from the cumulative impacts of development and urbanization. Critical drainage areas include areas that drain to Pine Lake and Beaver Lake and all landslide hazard drainage areas. (Ord. O2016-429 § 2 (Att. B); Ord. O2013-350 § 1 (Att. A); Ord. O2003-132 § 10)

CITY OF SAMMAMISH
SAMMAMISH ADDENDUM TO THE
2016 KING COUNTY SURFACE WATER DESIGN MANUAL

CHAPTER 1 – Drainage Review and Requirements

- **Section 1.1.1 PROJECTS REQUIRING DRAINAGE REVIEW (page 1-12 of the 2016 KCSWDM) — Delete numbers 1 through 6 and replace with the following: Replace the “King County Permits and Approvals” table with the following table and adding new numbers 7 and 8.**

~~7. Projects located in landslide hazard drainage areas that will result in 500 square feet or more of new impervious surface.~~

8. Projects as listed in SMC 13.20.020.

1.2.1 CORE REQUIREMENT #1: DISCHARGE AT THE NATURAL LOCATION

2. IF a proposed project, or any *natural discharge area* within a project, is located within a *Landslide Hazard Drainage Area* and drains over the erodible soils of a *landslide hazard area* with slopes steeper than 15%, THEN a **tightline system must be provided** through the *landslide hazard area* to an acceptable discharge point unless one of the following exceptions applies. The tightline system must comply with the design requirements in Core Requirement #4 and in Section 4.2.2 unless otherwise approved by ~~DPER~~ **Public Works**. Drainage easements for this system must be secured from downstream property owners and recorded prior to engineering plan approval.

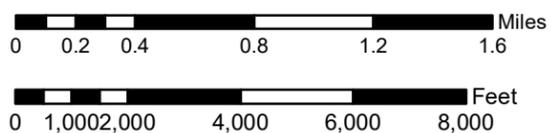
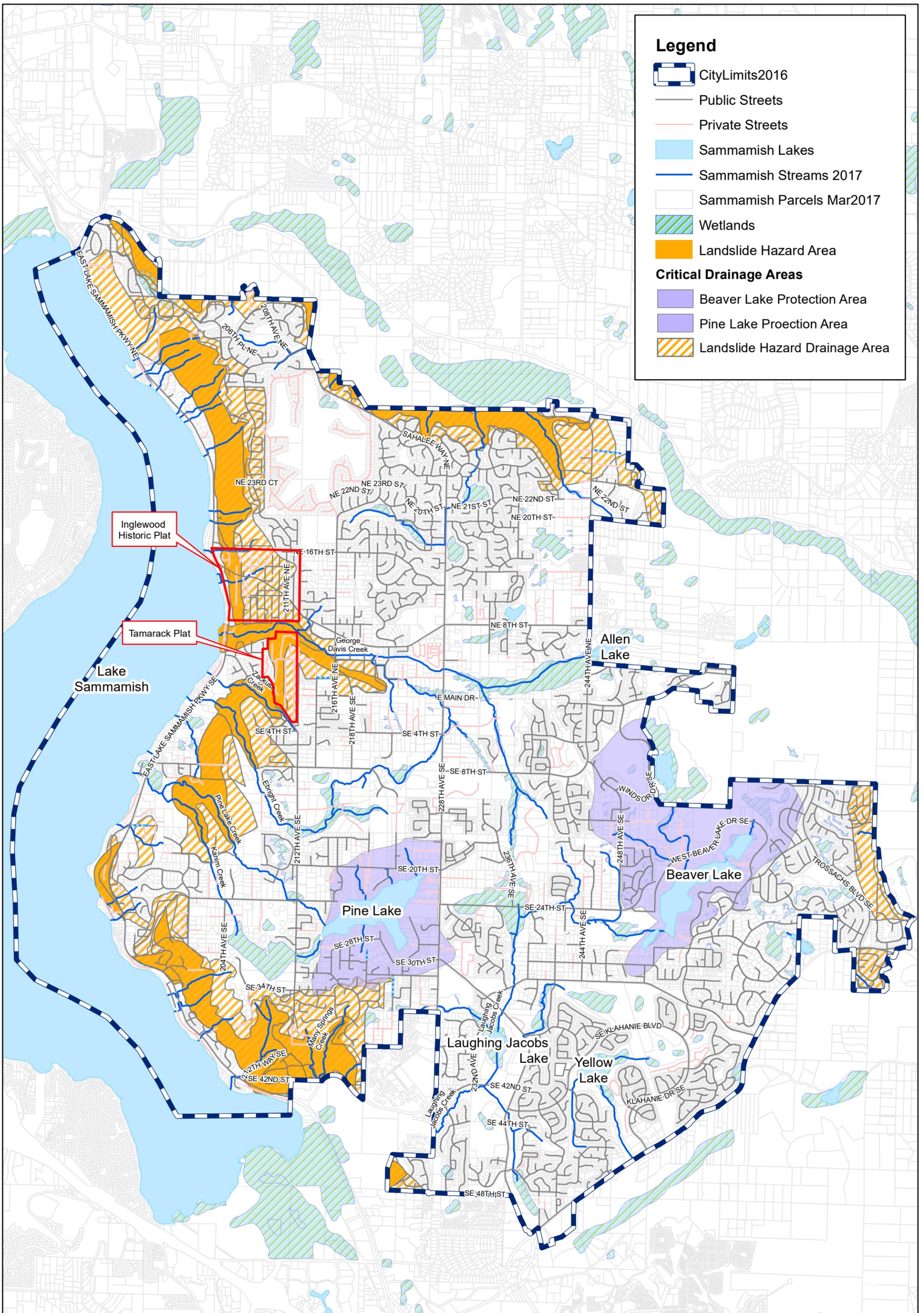
Exceptions: A tightline is not required for any *natural discharge location* where ~~DPER~~ **Public Works** approves an alternative system based on a geotechnical evaluation/recommendation from a licensed geotechnical engineer that considers cumulative impacts on the hazard area under built out conditions AND one of the following conditions can be met:

a) Less than ~~1,000~~ **2,000** square feet of *new impervious surface* will be added within the *natural discharge area*, ~~OR~~

~~b) The developed conditions runoff from the *natural discharge area* is less than 0.1 cfs for the 100-year runoff event and will be infiltrated for runoff events up to and including the 100-year event,~~
~~OR~~

e) ~~The developed conditions runoff volume⁴³ from the **natural discharge area** is less than 50% of the existing conditions runoff volume from other areas draining to the location where runoff from the **natural discharge area** enters the **landslide hazard area** onto slopes steeper than 15%, AND the provisions of Discharge Requirement 1 are met, OR~~

~~bd) DPER Public Works determines that a tightline system is not physically feasible or will create a significant adverse impact based on a soils report by a geotechnical engineer.~~



**City-Wide
Critical Drainage Areas**

Date Saved: 9/13/2017

**CITY OF SAMMAMISH
WASHINGTON**

ORDINANCE NO. O2015-389

AN ORDINANCE OF THE CITY OF SAMMAMISH, WASHINGTON, ADOPTING PROVISIONS RELATED TO SURFACE WATER MANAGEMENT IN THE SURFACE WATER DESIGN MANUAL AND AS ALSO CODIFIED INTO CHAPTER 20 OF TITLE 13 OF THE SAMMAMISH MUNICIPAL CODE

WHEREAS, the City incorporated in August of 1999;

WHEREAS, the City Council adopted the City's Comprehensive Plan on September 16, 2003, and the City has enacted zoning consistent with the comprehensive plan; and

WHEREAS, the City Council adopted the Sammamish Municipal Code on October 7, 2003 and subsequent revisions have been made since that time; and

WHEREAS, Title 13 of the Sammamish Municipal Code ("SMC") contains development regulations for surface and stormwater management; and

WHEREAS, plats approved prior to 1977 ("historic plats") were not subject to surface and stormwater regulations; and

WHEREAS, the City has landslide hazard areas that are potentially subject to risk of mass movement and susceptible to landslides due to a combination of geologic, topographic, and hydrologic factors; and

WHEREAS, the City has observed that when development occurs on previously vacant lots within historic plats that drain onto landslide hazard areas, there is a greater possibility for deleterious discharges associated with surface and stormwater when the development is not tightlined below the landslide hazard area; and

WHEREAS, drainage review is currently not required for development permits or approvals that would result in less than 2,000 square feet of new impervious surface, replaced impervious surface, or new plus replaced impervious surface; and

WHEREAS, through the adoption of Ordinance No. O2014-373 on July 15, 2014, and amended through Ordinance O2014-474 on October 7, 2014, the City Council adopted interim development regulations relating to surface water management and those interim regulations are expected to expire in 2015;

WHEREAS, the City Council held a public hearing on March 3, 2015 and received public testimony related to the adoption of the proposed permanent regulations set forth herein; and interim development regulations relating to surface water management

WHEREAS, a State Environmental Policy Act (SEPA) Determination of Non Significance for the proposed permanent regulations was issued on February 17, 2015; and

WHEREAS, in accordance with RCW 36.70A, a request for expedited review was received by the State of Washington Department of Commerce on October 24, 2014 and was granted expedited review on November 10, 2014; and

WHEREAS, the public process for the proposed permanent regulations has provided for public participation opportunities at public meetings and hearings before the Planning Commission and City Council between September of 2014 and March of 2015; and

WHEREAS, the Planning Commission held public meetings and public hearings on September 18 and October 16, 2014 and forwarded a recommendation to permanently amend Section 13.20.020 SMC and Section 1.2.1 of the adopted Surface Water Design Manual to further regulate and adopt standards for surface water management to the City Council on March 3, 2015; and

WHEREAS, the City Council considered the proposed surface water management regulations at a City Council public hearing on March 3, 2015, and

WHEREAS, the City Council considered the Planning Commission's recommendation, public comment, and other available information.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SAMMAMISH, WASHINGTON, DO ORDAIN AS FOLLOWS:

Section 1. Adoption of the Surface Water Management regulations. The Surface Water Management regulations as set forth in Attachment "A" to this ordinance are hereby adopted.

Section 2. Codification of the Surface Water Management regulations. The City Council authorizes the Community Development Director and City Clerk to codify the regulatory provisions of this ordinance into Section 13.20.020 SMC and Section 1.2.1 of the adopted Surface Storm Water Design Manual for ease of use and reference.

Section 3. Adoption of Historic Plat map. The Historic Plat map as set forth in Attachment "B" to this ordinance is hereby adopted.

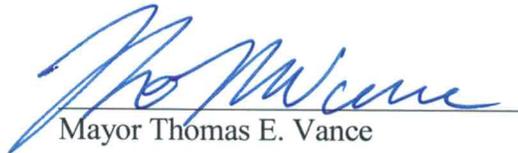
Section 4. Interpretation. The City Council authorizes the Community Development Director to administratively interpret these provisions as necessary to implement the intent of the Council.

Section 5. Severability. Should any section, paragraph, sentence, clause or phrase of this Ordinance, or its application to any person or circumstance, be declared unconstitutional or otherwise invalid for any reason, or should any portion of this Ordinance be pre-empted by state or federal law or regulation, such decision or pre-emption shall not affect the validity of the remaining portions of this Ordinance or its application to other persons or circumstances.

Section 6. Effective Date. This ordinance shall be published in the official newspaper of the City, and shall take effect and be in full force five (5) days after the date of publication.

ADOPTED BY THE CITY COUNCIL AT A REGULAR MEETING THEREOF ON THE 17th DAY OF MARCH 2015.

CITY OF SAMMAMISH



Mayor Thomas E. Vance

ATTEST/AUTHENTICATED:



Melonie Anderson, City Clerk

Approved as to form:



Michael R. Kenyon, City Attorney

Filed with the City Clerk:	February 25, 2015
Public Hearing:	March 3, 2015
First Reading:	March 3, 2015
Second Reading:	March 17, 2015
Passed by the City Council:	March 17, 2015
Date of Publication:	March 20, 2015
Effective Date:	March 25, 2015

ATTACHMENT A

1 **Stormwater Development Regulations – Inglewood**4 **SMC 13.20.020 Drainage review – When required – Type**

5 (1) Drainage review is required when any proposed project is subject to a City of Sammamish
6 development permit or approval and:

7 (a) Would result in ~~2,000~~2,000 square feet or more of new impervious surface, replaced
8 impervious surface or new plus replaced impervious surface; or

9 (a.1) Would result in 500 square feet or more of new impervious surface, replaced
10 impervious surface or new plus replaced impervious surface within an Historic Plat as
11 defined and mapped in Attachment B; or

12 (b) Would involve 7,000 square feet or more of land disturbing activity; or

13 (c) Would construct or modify a drainage pipe or ditch that is 12 inches or more in size or
14 depth or receives surface and stormwater runoff from a drainage pipe or ditch that is 12
15 inches or more in size or depth; or

16 (d) Contains or is adjacent to a flood hazard area as defined in SMC Title 15 or 21A; or

17 (e) Is located within a critical drainage area; or

18 (f) Is a redevelopment project proposing \$100,000 or more of improvements to an existing
19 high-use site; or

20 (g) Is a redevelopment project on a site in which the total of new plus replaced impervious
21 surface is 5,000 square feet or more and whose valuation of proposed improvements,
22 including interior improvements and excluding required mitigation and frontage
23 improvements, exceeds 50 percent of the assessed value of the existing site improvements.

24 (2) The drainage review for any proposed project shall be scaled to the scope of the project's
25 size, type of development and potential for impacts to the regional surface water system to
26 facilitate preparation and review of project applications. If drainage review for a proposed
27 project is required under subsection (1) of this section, the City shall determine which of the
28 following drainage reviews apply as specified in the Surface Water Design Manual:

29 (a) Small project drainage review;

30 (b) Targeted drainage review;

31 (c) Full drainage review; or

32 (d) Large project drainage review. (Ord. O2011-304 § 1 (Att. A))

ATTACHMENT A

1 Surface Water Design Manual
23 **1.2.1 CORE REQUIREMENTS #1:**
4 **DISCHARGE AT THE NATURAL LOCATION**
56 ...
78 **DISCHARGE REQUIREMENTS**9 Proposed projects must comply with the following discharge requirements (1, 2, and 3) as
10 applicable:
1112 ...
1314 2. IF a proposed project or any **natural discharge area** within a project is located within a
15 historic plat¹ as defined and mapped in Attachment B or Landslide Hazard Drainage Area²⁺²²
16 and, in fact, ultimately drains over the erodible soils of a SAO-defined landslide hazard area
17 with slopes steeper than 15%, THEN a **tightline system must be provided** through the
18 landslide hazard area to an acceptable discharge point unless one of the following
19 exceptions applies. The tightline system must comply with the design requirements in Core
20 Requirements #4 and in Section 4.2.2 unless otherwise approved by DDES. Drainage
21 easements for this system must be secured from downstream property owners and
22 recorded prior to engineering plan approval.
2324 **Exceptions:** A tightline is not required for any **natural discharge location** where one of the
25 following conditions can be met:
26

- 27 a) Less than
- ~~5002,000~~
- square feet of new impervious surface will be added within the
-
- 28
- natural discharge area**
- , OR
-
- 29
-
- 30 b) All runoff from the
- natural discharge area**
- will be infiltrated for runoff events up to and
-
- 31 including the 100-year event, OR
-
- 32

33 ~~c) The developed conditions runoff volume² from the natural discharge area is less than~~
34 ~~50% of the existing conditions runoff volume from other areas draining to the location~~

1 Historic plats are plats approved prior to 1977 that created separate lots as defined in SMC Title 19A smaller than 5,000 square feet.21- 22 Landslide Hazard Drainage Areas are areas mapped by the County where it has been determined that overland flows from new projects will pose a significant threat to health and safety because of their close proximity to SAO-defined landslide hazard areas that are on slopes steeper than 15% (see Definitions Section for a more detailed definition of SAO landslide hazard areas). Such areas are delineated on the Landslide Hazard Drainage Areas map adopted with this manual (see map pocket on inside of back cover).2- For the purposes of applying this exception, the developed conditions runoff volume is the average annual runoff volume as computed with KCRTS per Chapter 3. Any areas assumed not to be cleared when computing the developed

ATTACHMENT A

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~~where runoff from the natural discharge area enters the landslide hazard area onto slopes steeper than 15%, AND the provisions of Discharge Requirement 1 are met, OR~~

c) DDES determines that a tightline system is not physically feasible or will create significant adverse impact based on a soils report by a geotechnical engineer.

...

~~conditions runoff volume must be set aside in an open space tract or covenant in order for the proposed project to qualify for this exception. Preservation of existing forested areas in Landslide Hazard Drainage Areas is encouraged.~~

