



## SAN JUAN COUNTY DEPARTMENT OF COMMUNITY DEVELOPMENT

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### TRANSMITTAL MEMO

**To:** San Juan County Council  
Mike Thomas, County Manager  
**From:** Adam Zack, DCD Planner II  
**Via:** Linda Kuller, AICP, Planning Manager, DCD  
Erika Shook, AICP, Director, DCD  
**Re:** Comprehensive Plan Update 2036  
**Date:** August 24, 2017  
**Meeting Date:** August 29, 2017 Briefing: Public Participation  
**Attachments:** Comprehensive Plan Update Outreach Program: Vision, Values, and Priorities

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**Issue:** Consultant Bill Grimes from Studio Cascade will brief Council on upcoming stakeholder interviews, pop-up studios, and workshops to gather input needed to update the Comprehensive Plan vision, values and priorities.

**Background:** The County's Comprehensive Plan Update includes a review of the County's 1998 Vision statement (<http://www.sanjuanco.com/DocumentCenter/Home/View/12042>). Public participation is a vital aspect of this update process. The goal is to achieve credible public input into the process, identifying community values and priorities that will help evaluate comprehensive planning options. The resulting information about how the community currently views the County and what issues will be central to the upcoming updates to the County's Comprehensive Plan.

The visioning scope of work can be found via the following link:  
<http://www.sanjuanco.com/DocumentCenter/Home/View/12775>

# San Juan County Comprehensive Plan Update Outreach Program: Vision, Values, and Priorities

Prepared by: Studio Cascade, Inc.

August 23, 2017

*Note: The following table presents descriptive language and process strategies to encourage public participation in developing the draft update to the San Juan County Comprehensive Plan vision. As an outline, it is intended to provide plan proponents an overview of key objectives, a sense of what is being developed to engage the community, and a list of recommended outreach strategies that also identify those needed to implement them.*

*This program will continue to evolve as the project progresses, potentially adding new items and adjusting the project schedule based on findings and needs uncovered during the process.*

<b>Plan Overview</b>	The San Juan County Comprehensive Plan vision will include: <ul style="list-style-type: none"><li>• An updated, long-term vision, based on the existing vision statement but with a greater sense of future direction and tailoring for individual island identities;</li><li>• A goal and policy framework, based on the existing comprehensive plan, helping to target change in response to the draft vision;</li><li>• Other items as appropriate.</li></ul>
<b>Principles</b>	Guiding principles for this project are: <ul style="list-style-type: none"><li>• That it be transparent, inclusive, robust and proactively encouraging of a healthy dialogue with the public about its vision, needs and desires.</li><li>• That it develop and sustain public awareness of the project, inviting participation in constructive and fun ways.</li><li>• That it solicits and gets suggestions from more than just the usual suspects, hearing about comprehensive planning needs from the broader community, potentially shifting perspectives on local habits and priorities.</li><li>• That it has a reliable, predictable schedule, with a consistent project message and an understandable, accessible public engagement process.</li></ul>

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<p><b>Outcomes</b></p>	<p>The project should have several, varied outcomes, all leading to identification of community values, priorities, and the successful production of a draft updated vision statement to guide comprehensive plan policy development. These include:</p> <ul style="list-style-type: none"> <li>• Inform the community of the comprehensive planning environment and its challenges, the best practices in comprehensive planning, and the respective needs of all of the residents, businesses, and visitors.</li> <li>• Enhance public trust in the process, demonstrating through action that public suggestions and concerns are seriously considered and truly can influence the project’s outcomes.</li> <li>• Make visible appearances at public events and gathering spots and other places as identified by the client to ensure as great a number of participants as possible participate in the conversation, especially by those who may not have been heard in the past.</li> <li>• Achieve credible public input into the process, identifying community values and priorities that will help evaluate comprehensive planning options.</li> <li>• Create a solid public awareness of the project, its progress and its eventual recommendations, providing a reliable updated vision that will be supported by and survive multiple generations of County Council, community and staff turnover.</li> <li>• Identify a clear path forward to align the community’s vision for the County’s comprehensive plan with its goals and policies.</li> </ul>
<p><b>Summary / Key Messages</b></p>	<p>San Juan County is updating its Comprehensive Plan – and its guiding vision statement– and wants your help! What would you like to see San Juan County be in the next 5, 10, 15 and 20 years?</p> <p>We’re looking for input on these and other issues:</p> <ul style="list-style-type: none"> <li>• How can we improve the vision that was drafted 15 years ago?</li> <li>• How can we use comprehensive planning strategy to advance community objectives?</li> <li>• How should San Juan County prioritize investment in time and resources?</li> </ul>

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<b>Tools</b>	<p><b>Orientation interviews</b> – These interviews will establish initial understanding and expectations of the vision, revealing nuance and clarifying issues that will influence policy.</p> <p><b>Website</b> – The website will exist either separately from or as part of the County’s, with information, interactive (like SurveyMonkey™) activities, and periodic email status updates for those who request them.</p> <p><b>Pop-Up Studios</b> – There will be three studio sessions on various islands to “bring the project to the people” to facilitate community conversations and ensure the plan meets to community’s needs.</p> <p><b>Workshops</b> – There will be one workshop conducted at the close of each pop-up studio day to explore the vision topics, review alternatives and to refine the direction the updated vision should take.</p> <p><b>Commission/Council briefings</b> – Staff and the consultant will make periodic briefings to ensure the Planning Commission and County Council are aware of the process and its outcomes. These briefings will be held during regular meetings, accessible to the public.</p>
<b>Interviews</b>	<p>The orientation interviews, speaking with members of the general public and representatives from several islands, will be conducted in San Juan County, at a location determined and arranged by County staff. Consultant staff will also be responsible for inviting interviewees and confirming the interview schedule. If necessary, some interviews may be conducted by phone or at locations outside of San Juan County. A summary of the interviews for the project record, will identify apparent comprehensive planning concerns, issues and priorities to help guide the balance of the project.</p>
<b>Website</b>	<p>The web-based component of this project will work in harmony with the County’s Comprehensive Plan update webpage and social media packages, with links as appropriate to the project calendar and other relevant pages and resources. This website will feature news, a project calendar, links to project documents, and periodic interactive features, such as mini-polls, to make this a one-stop source for project information and a supplementary vehicle for public participation.</p>

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<p><b>Event Objectives</b> (Pop-Up Studio)</p>	<p><b>During the Pop-Up Studio visits, we'll:</b></p> <ul style="list-style-type: none"> <li>• Host public conversations about comprehensive planning issues and the vision's potential responses;</li> <li>• Compile and refine overall objectives for comprehensive planning;</li> <li>• Ask participants to consider which vision approaches best suit San Juan County's needs; and</li> <li>• Provide a window into the rest of the County's comprehensive planning process.</li> </ul> <p><b>Existing goals for the pop-ups in this process include guiding conversations to investigate:</b></p> <ul style="list-style-type: none"> <li>• How can we improve the vision that was drafted 15 years ago;</li> <li>• How can we align the goals and policies with the vision; and</li> <li>• How to build excitement about comprehensive planning, creating community and business "champions" to spur and sustain implementation.</li> </ul>
<p><b>Event Week Details</b> (Pop-Up Studio &amp; workshops)</p>	<p><b>Pop-Up Studio</b> – Final week of September, for three or four days, at public venues.</p> <p><b>Comprehensive Plan Vision Workshop</b> – Following each studio day, location TBD, introducing project and scope, vetting comprehensive plan vision, identifying the "gap" between today's conditions and tomorrow's expectations, exploring priorities. Presentation, small-group exercises.</p>
<p><b>Risks</b> (Pop-Up Studio &amp; workshops)</p>	<p>For the Pop-Up Studios and workshops to be successful, a full cross-section of the community needs to visit, consider issues, offer thoughts and ideas, and take part in reviewing the vision. This won't happen unless word gets out that this is a vision the County truly intends to implement. Whether by word of mouth, or through social or traditional mass media, the message needs to be: <i>The Comprehensive Plan vision is important for San Juan County. Taking part is the very best way to influence it.</i></p> <p>Risks?</p> <ol style="list-style-type: none"> <li>1. That landowners, developers and leaders are led to discount the process, marginalizing the outcomes and future work to implement them;</li> <li>2. That the general public doesn't currently see comprehensive planning as especially important (or even know it exists), and doesn't participate;</li> <li>3. That participants won't represent a cross-section of the community, providing input that under-values issues important to others, or that over-emphasizes a narrow range of issues.</li> </ol>

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<p><b>Assumptions</b> <i>(Pop-Up Studio &amp; workshops)</i></p>	<p>Key assumptions:</p> <ul style="list-style-type: none"> <li>• Leadership and staff will “talk up” the process with everyone they know, ensuring participation from all sectors of the community – including those that often don’t participate in planning processes like this;</li> <li>• Local media will cover the process and its outcomes, leveraged through leadership and staff outreach, and supported by press releases, social media links, photography, documents, and photo/video opportunities;</li> <li>• Workshop venue (or venues) will be capable of hosting any/all comers; will be visible and accessible; will facilitate one-on-one and group communication; will support the use of slideshows, displays of expansive workshop and process materials, will be centrally-located.</li> <li>• Pop-Up Studio locations will be busy places, suitable for an active presence, with property owner agreement and appropriate permits in hand.</li> </ul>
<p><b>Vision Development + Review Process</b></p>	<p>Schedule TBD. The completed draft vision will undergo review by the following leaders and groups prior to adoption:</p> <ul style="list-style-type: none"> <li>• General public;</li> <li>• Planning Director and staff;</li> <li>• Planning Commission; and</li> <li>• County Council</li> </ul>
<p><b>Spokespersons</b></p>	<p>County Councilmembers, Department heads, Planning Director, designated staff, lead consultant(s)</p>

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### Actions

What	Responsibility of	Timing
Orientation interviews	Logistics: County Scheduling/Interviews: Consultant	TBD
Mini-poll development	Consultant	TBD
Social media strategy <ul style="list-style-type: none"> <li>• Twitter blasts</li> <li>• Photography, videography</li> </ul>	County, w/consultant assistance	TBD
County Website <ul style="list-style-type: none"> <li>• Project logo/link</li> <li>• Newsletter post</li> <li>• Homepage Link to the Comp. Plan update webpage (DCD)</li> </ul>	Content: Consultant Process information/site: County	In process
Flyers/poster strategy <ul style="list-style-type: none"> <li>• Posters</li> <li>• Mailings</li> </ul>	Layout: Consultant Distribution: County	TBD
Email strategy <ul style="list-style-type: none"> <li>• County lists, general</li> <li>• County lists, project interest</li> </ul>	County (with Consultant)	TBD

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Newspaper <ul style="list-style-type: none"> <li>• Display ads for pop-ups &amp; workshops</li> <li>• Editorial article</li> <li>• Press Release</li> </ul>	DCD Staff	Publish Display ads September 13, 20, & 27
Pop-Up Studio, workshop agendas (draft) <ul style="list-style-type: none"> <li>• Multi-location</li> <li>• Outdoor exhibits/displays</li> <li>• Exercises/questionnaires</li> <li>• Evening/weekend presence</li> </ul>	Studio: Consultant Venue logistics: County	Late September series
Complete, print display materials	Consultant (with County)	TBD
Workshops	Content: Consultant Venue logistics: County	Late September series

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## Schedule, Activities Outline

The table below outlines events, activities and topics to be covered during San Juan County’s comprehensive plan vision check-in process.

This outline is intended to frame and facilitate scheduling of key events and product milestones. Changes or additional details may be added as the process unfolds, responding to community need, emerging issues and/or priorities.

Public workshops/survey are shaded in gray. Additional meetings may need to be added as the process is further defined to ensure appropriate interface with the County Council and to include the required plan adoption process. In addition, the County may choose to implement a second Pop-up studio series and/or a statistically valid community survey, neither of which is included in this table. “Staff” refers primarily to the County’s project manager, but it may also include others as appropriate for various topics and tasks.

Date/Location	Event	Objectives	Activities	Task	Participants
August 24	Council packet complete	Council workshop prep	Include draft outreach program		SCI
August 29	Council workshop	Approve outreach program	Council workshop to review outreach program		Staff SCI, CAI
Week of September 11	Orientation interviews	Orientation/invitation, identification of issues	One-on-one interviews with invited community representatives representing cross section		Staff SCI, CAI
TBD (September)	Communications blast	Publicize Pop-up studio and workshop schedule	Email transmittal; County website calendar; County website material post; Project website, stakeholder reminder		SCI, Staff
Week of October 2 Various locations TBD	Pop-up studio	Three-day pop-up event to engage community members in vision conversation, confirming issues and general priorities	Tent/table exercises, displays, system evaluation results, mini-poll with consultant team representatives at multiple community locations TBD		Staff SCI, CAI
Week of October 2 Various locations TBD	Workshop	Vision Priorities Tradeoffs	Review of interview findings, vision and existing policy, Pop-up studio activities and findings, and suggestions of community priorities and tradeoffs		Staff SCI, CAI

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Date/Location	Event	Objectives	Activities	Task	Participants
TBD (October)	SurveyMonkey opens	Review/confirm/refine vision options	Short questionnaire to review potential core vision shifts, values and recommendations		Staff CAI, SCI
TBD (October)	Communications blast	Publicize studio and workshop outcomes	Email transmittal; County website calendar; County website material post; media release; and project website		SCI, Staff
TBD (October)	SurveyMonkey closes	Review/confirm/refine vision recommendations	Review, analyze and evaluate questionnaire results		SCI
TBD (November)/ Location TBD	Rollout: report and draft vision	Preferred direction confirmation Connection to comp plan policy	Review draft vision and existing policy, Pop-up studios activities and findings, preferred scenario, and thoughts on implications for planning policy		Staff CAI, SCI
TBD (November)	Incorporate roll out w/ other Comp. Plan workshops	Connect visioning work with Comp. Plan Element update workshop	Public review workshops		Staff CAI, SCI
TBD (November)	Planning Commission and County Council Briefings	Provide findings to Planning Commission and County Council	Receive public comments and Planning Commission recommendations		Staff CAI, SCI
TBD (December)	Communications blast	Publicize draft vision and remaining process schedule for 2018	Email transmittal; County website calendar; County website material post; media release, project website		SCI, Staff