



SAN JUAN COUNTY DEPARTMENT OF COMMUNITY DEVELOPMENT

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TRANSMITTAL MEMO

To: San Juan County Council
Mike Thomas, County Manager

From: Linda Kuller, AICP, Planning Manager, DCD *LK*

Via: Erika Shook, AICP, Director, DCD *ES*

Re: Overall Public Participation for the SJC Comprehensive Plan Update

Date: September 8, 2017

Briefing: September 11, 2017

Attachments: Updated Schedule Graphic
Comprehensive Plan Update: Overall Public Participation Plan

Staff will update Council on the overall public participation plan for the 2036 Comprehensive Plan update project. This is a working document that will be updated as needed and as progress is made on the plan. It provides an overview of the major opportunities for public involvement in the update process.

Public engagement in the County's Comprehensive Plan update is an essential aspect of the update process. The goal is to achieve credible public input into the process. The overall public participation plan is designed to ensure early, continuous and interesting public participation opportunities.

Fall schedule of activities is also being prepared.

SCHEDULE

March – December 2017



- Vision Update and Rural Vision
- Agriculture & Forest Resource Land Analysis
- Population Forecast
- Land Use Inventory
- Land Capacity Analysis
- Housing Needs Assessment
- Capital Facilities Inventory

January – May 2018

Preliminary Draft
Goals and Policies

- Vision
- Land Use
- Rural and Resource
- Housing
- Transportation
- Capital Facilities/Utilities
- Natural Environment

May– July 2018

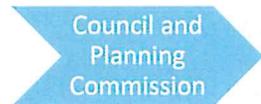
Planning
Commission
Hearing Draft

- Environmental Review
- Release PC Review Draft
- Public Hearing
- PC Recommendation

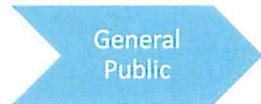
October 2018



- Council Briefings
- Release Council's Public Hearing Draft
- Council Hearings



Briefings
and
Hearings



Website

Press
Releases

Open
Houses

Survey

Press Releases

Public Notices



Targeted Workshops

Presentations to Interest
Groups

Briefings and Work Sessions, Planning Commission Public Hearing

Hearings

San Juan County Comprehensive Plan Update: Public Participation Plan

Introduction: The following tables present outline planned strategies and opportunities for encourage early and continuous public participation during the update. It provides an overview of key objectives, tools that will be used to engage the community, and a list of outreach strategies. It provides a general outline of the timeframes for project benchmarks related to the various plan elements and primary opportunities for public engagement. This plan will evolve and be refined as the project progresses with the addition of new items and project schedule adjustments as needed. Individual project managers for plan elements will use a public participation template to identify more detailed and specific outreach strategies designed to inform, consult, involve and collaborate with the community.

Plan Overview	<p>The San Juan County Comprehensive Plan Update will include:</p> <ul style="list-style-type: none"> • An updated, long-term vision, based on the existing vision statement but with a greater sense of future direction. • Updated population projections (permanent and seasonal), a natural resource land analysis, a land capacity analysis, updates to the land use, housing, capital facilities, utilities, transportation and water resource elements. Updates to the goals and policies framework and land use map designations. <p>This work is identified in the adopted scope of work and are meant to:</p> <ul style="list-style-type: none"> • Comply with the Growth Management Act, and • Address issues of local need.
Principles	<p>Guiding principles for the update are:</p> <ul style="list-style-type: none"> • That it be transparent, inclusive, robust and encourage of a healthy dialogue with the public. • That it develop and sustain public awareness of the project, inviting participation in constructive and fun ways. • That it solicits and gets suggestions from the entire community. • That its schedule is made apparent to the public along with information about an accessible public engagement process.
Outcomes	<p>The update will have several outcomes all leading to the successful adoption of Plan updates. These include:</p> <ul style="list-style-type: none"> • Informing the community of the planning process, why it is important and what it means to the community and individuals. • Creating widespread public awareness of the project, its progress and its eventual recommendations by making appearances at public events and gathering spots and ensuring as great a number of participants as possible. • Achieving credible public input into the process, identifying community values and priorities that will help evaluate options. • Enhancing public trust in the process by demonstrating that public suggestions and concerns are seriously considered and used to truly influence the update.
KEY MESSAGE	<p style="text-align: center;">San Juan County is updating its Comprehensive Plan and wants to hear from you!</p> <p style="text-align: center; color: #4F81BD;">What would you like to see San Juan County be in the next 5, 10, 15 and 20 years?</p>

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TOOLS	
Communications Blast / Notices	Interested parties may sign up for project notices and notices of updates at http://www.sanjuanco.com/list.aspx . The County will also create general informational flyers: Comprehensive Plan 101 and a series of Frequently asked Questions bulletins. Notice distribution will be made using a substantial community Email distribution list, newspaper publications, in mail inserts when possible, editorials, press releases display ads, online postings, bulletin board postings, flyers, posters, tweets, Direct mail notification to property owners whose land use designation may be affected and coordination with community organizations to distribute notice of public engagement opportunities.
Brochures and FAQs	Staff is developing basic information in brochures addressing general questions such as <i>What is a Comprehensive Plan?</i> and <i>Why Is It Important?</i> and FAQ bulletins about the update project for posting on the website and distribution at outreach meetings.
Website	The County’s Comprehensive Plan Update webpage provides the main clearing house for project notices, newsflashes, information, schedules, storyboards, interactive engagement tools and draft work products for review. A link from the County’s homepage to the Comprehensive Plan update webpage (DCD) will be available.
Public Comment Email Address	Public comments may be submitted to Compplancomments@sanjuanco.com unless there is more specific submittal requirement in a public hearing notice.
Interactive Map	The public may add comments about or suggest an action for a specific County location on a web based map.
Story Maps	Story maps will be made available on the project website. These visual displays may be scrolled through and tell a story about a particular aspect of the update. For instance, the Land Capacity Methodology will have a story map that folks can scroll through to see how the methodology will work.
Public Participation Event Map	This map application will be posted on the project website with associated event dates, locations and information.
SurveyMonkey™	The public will be able to answer project specific questions and recommend priorities on various on-line polls.
Interviews	Interviews of members of the general public, county committees and representatives from subject matter expert (SME) organizations and agencies.
Pop-Up Studios	Studio sessions will be used to “bring the project to the people” and facilitate community conversations.

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Targeted Workshops	Targeted workshops with subject matter experts will be facilitated meetings used to ensure that technical data is correct and to obtain preliminary expertise needed to refine draft documents for review by the general public. They will be targeted towards subject matter experts, but will be open to members of the general public who are interested in participating.
Community Open Houses	To provide opportunities for the public as a whole to learn about issues, engage with staff and provide input on draft work products. Draft work products include goals, policies, and solutions to problems including recommended actions and implementation choices. Open houses will be designed address several plan elements at one time.
Planning Commission Briefings and Public Hearings	The public will be able to provide direct input to the Planning Commission before briefings and at public hearings on plan elements. The Planning Commission will make recommendations on the updated plan elements and proposed adoption ordinances
Council Briefings and Public Hearings	The public will be able to directly provide input to the County Council before project briefings and public hearings.

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Actions (Note: Other actions will be added when they are identified)

What	Responsibility of	Timing
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GENERAL PUBLIC OUTREACH

Outreach to interest groups, organizations, agencies and Council Committees upon request.	Director, Planning Manager and Project Managers	September 2017 throughout project
<ul style="list-style-type: none"> League of Women Voters 	Director	September 11, 2017 – SJI Library Comprehensive Planning 101
<ul style="list-style-type: none"> Orcas Eagles Forum 	Director	September 23, 2017
<ul style="list-style-type: none"> Quarterly Schedule of Upcoming Events 	Adam Zack	Fall 2017, Winter 2017, Spring 2018, Summer 2018
<ul style="list-style-type: none"> Community Open Houses – one on each ferry served island. 	DCD Team	March - April 2018

VISION, VALUES AND PRIORITIES

Orienteer Interviews	Studio Cascade/Community Attributes	September 12 San Juan Island September 13 Lopez Island September 14 Orcas Island
Pop-up Studios	Studio Cascade/Community Attributes Adam Zack	Week of October 2 2 nd 8-4pm - San Juan/Market Place 3 rd 8-4pm - Orcas/Island Market 4 th 8-4pm - Lopez/Lopez Village Market
Community Workshops	Studio Cascade/Community Attributes Adam Zack	Week of October 2 2 nd 6-8 pm - San Juan/Brickworks 3 rd 6-8pm - Orcas High School 4 th 6-8pm - Lopez/LCCA

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What	Responsibility of	Timing
Survey Monkey Poll	Studio Cascade/Community Attributes	October
Interactive web map to allow folks to comments on specific issues by location in the County.	Studio Cascade/Community Attributes	September/October
Rollout report and draft update of vision	Studio Cascade/Community Attributes Adam Zack	November – TBD
Incorporate roll-out with other update element workshops (Housing, Land Capacity Analysis).	Studio Cascade/Community Attributes DCD staff	November
Planning Commission and County Council Briefings.	Studio Cascade/Community Attributes	November
Communications Blast to publicize outcomes.	Studio Cascade/Community Attributes	December

POPULATION

Planning Commission and County Council briefings: Selection of a permanent population projection.	Colin Maycock	Completed – July 2, 2017 See Resolution No 27-2017 http://www.sanjuanco.com/DocumentCenter/Home/View/12736
Communication blast: Planning Commission and County Council briefings on staff report regarding preliminary distribution of population to Urban Growth areas.	Colin Maycock	November
Communication blast: Planning Commission and County Council briefings: Staff report on preliminary seasonal population estimates and analysis.	Colin Maycock	November

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What	Responsibility of	Timing
Update population appendix to incorporate UGA population distribution and seasonal population estimates/analysis. Incorporate additional info from the draft SJC Visitor Survey.	Colin Maycock	December -January
Communication blast and targeted work sessions on seasonal population and population distributions for UGAs.	Colin Maycock	January

LAND USE

Prepare preliminary draft land capacity methodology and interactive story map for early public input.	Colin Maycock Nick Peihl	October 12 - Post draft methodology/story map on website October 16 - Council briefing October 20 - Planning Commission Briefing
Revise draft land capacity methodology per public comments and Council direction if needed.	Colin Maycock Nick Peihl	November
Apply methodology to rural areas, islands, and urban growth areas and prepare draft land capacity report.	Colin Maycock Nick Peihl	November /December
Communication blast and targeted work sessions (EPRC, LVPRC, etc.) on land capacity report.	Colin Maycock, DCD team	January
Prepare preliminary land use element and assessment incorporating natural resource land work, rural analysis, land capacity analysis and other vetted data.	Colin Maycock	December - February
Brief Council and Planning Commission.	Colin Maycock, DCD Team	February - March

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Targeted and community workshops on goals, policies and recommended land use map amendments.	Colin Maycock, DCD Team	February - March

NATURAL RESOURCE LANDS ANALYSIS – AGRICULTURAL, FORESTRY AND MINERAL RESOURCE LANDS

Stakeholder Interviews	Studio Cascade/Community Attributes	September
Report	Studio Cascade/Community Attributes	November
Brief Planning Commission.	Studio Cascade/Community Attributes	December
Brief County Council.	Studio Cascade/Community Attributes	December

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What	Responsibility of	Timing
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HOUSING

Prepare preliminary draft Housing Needs Assessment (HNA) for early public input, posting to web, briefing County Council and Planning Commission and requesting public comments.	Ryan Page, DCD team	August
Brief Council and Planning Commission: Revised preliminary draft based on public comments and added assessment.	Ryan Page, DCD team	October 16 Council briefing October 20 Planning Commission briefing
Targeted work session with subject matter experts on goals, policies, possible strategic actions	Ryan Page, DCD team	November
Community workshops on revised HNA, possible goals, policies and possible action strategies.	Ryan Page, DCD team	December - January
SurveyMonkey poll.	Ryan Page, DCD team	December - January

CAPITAL FACILITIES

Prepare preliminary inventory for early public input, post to web, brief County Council and Planning Commission and request public comments.	Donna Depamphilis	August
Prepare analysis of the current Level of Service (LOS) standards based on the adopted LOS and project LOS analysis through 2036.	Donna Depamphilis / TBD	September - November
Revise preliminary draft inventory to incorporate comments and LOS analysis for the adopted permanent population projection and seasonal population estimates.	Staff to be TBD	December - January

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What	Responsibility of	Timing
CAPITAL FACILITIES, CONTINUED		
Council and Planning Commission Briefings	Staff to be TBD	January
Targeted work session with subject matter experts on possible goals, policies, action strategies.	Staff to be TBD	January
Community workshops on possible action strategies goals and policies.	Staff to be TBD	February
UTILITIES		
Prepare preliminary inventory for early public input, post to web, brief County Council and Planning Commission and request public comments.	Donna Depamphilis	August
Targeted work session with subject matter experts (OPALCO work Group) regarding future utility assessments and capacities, goals, policies and possible action strategies.	Staff to be TBD	October - November
Prepare updated inventory with assessments, preliminary draft updates to goals and polices and possible action strategies.	Staff to be TBD	December -January
Brief Council and Planning Commission.	Staff to be TBD Assistance from OPALCO Work Group	January
Community workshops on goals, policies and recommended actions.	Staff to be TBD Assistance from OPALCO Work Group	February
SurveyMonkey poll.	Staff to be TBD	February

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What	Responsibility of	Timing
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TRANSPORTATION

Prepare minor edits: inventory update, population and funding source updates, and Level of Service (LOS) review for the Transportation Appendix.	Adam Zack PW	October - November
Targeted work session with subject matter experts (FAC, etc.) regarding LOS, funding, goals and policies.	Adam Zack PW	December - January
Brief Council and Planning Commission.	Adam Zack PW	January
Community workshops on goals, policies and recommended actions.	Adam Zack PW	February

WATER RESOURCES

Prepare a preliminary draft update of the Water Resources Appendix.	Kyle Dodd, HCS	September - October
Targeted work session with subject matter experts (Water Resource Committee, Ag Resource Committee, Conservation District, Climate Resiliency Group etc.) on preliminary draft Appendix, assessment, goals, policies, possible strategic actions.	Kyle Dodd, HCS Water Resource Committee	November - December
Brief Council and Planning Commission.	Kyle Dodd, HCS, DCD Team, Water Resource Committee	January
Community workshops on goals, policies and recommended strategic actions.	Kyle Dodd, HCS, DCD Team, Water Resource Committee	January - February

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What	Responsibility of	Timing
PREPARE DRAFT FOR LEGISLATIVE PROCESS		
Prepare Draft Plan updates for Planning Commission and public review.	SJC Team	March
Prepare SEPA documents on recommended updates.	SJC Team	March
Joint Briefing: Planning Commission and County Council	SJC Team	April
Planning Commission Public Hearing	SJC Team	May
Council legislative process – 2 nd touch and public hearing	SJC Team	June - August