



CHARTING A COURSE Irondale & Port Hadlock Urban Growth Area

Public Involvement Plan

FINAL DRAFT
September 2003



*Twenty years from now you will be
more disappointed by the things that you
didn't do than by the ones you did do.*

So throw off the bowlines.

Sail away from the safe harbor.

Catch the trade winds in your sails.

Explore. Dream. Discover.

— MARK TWAIN

Prepared by

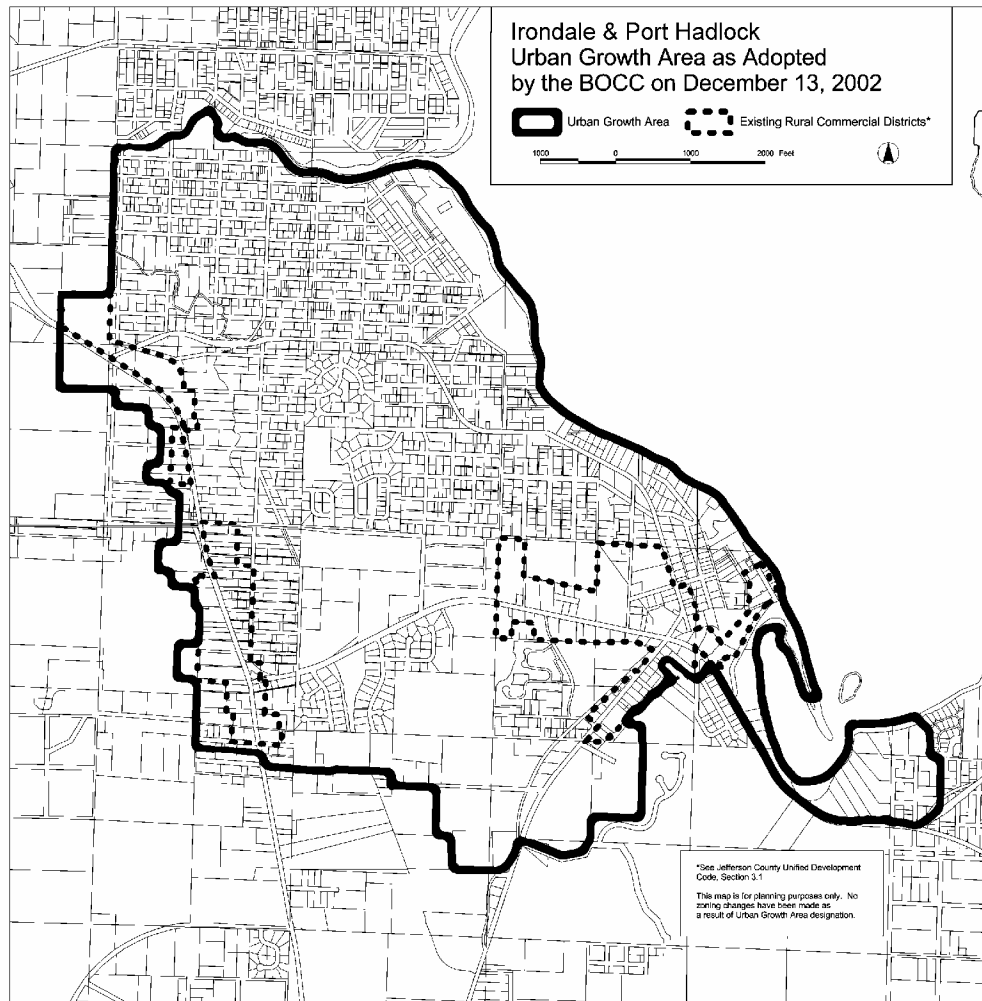


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July-December '03 (monthly)	
Jan. '04-Nov.'04 (quarterly)	

Overview

In response to the 1990 Growth Management Act, Jefferson County has designated an Urban Growth Area (UGA) in the Tri-Area. The Jefferson County Board of County Commissioners following years of community involvement and planning to abide by the state's new land use planning regulations adopted a UGA boundary for the Tri-Area in December of 2002. The UGA boundary includes the communities of Port Hadlock and Irondale. This designation is currently under review by the Washington State Growth Management Hearings Board. In order to fully implement the UGA boundary designation, Jefferson County must plan for future infrastructure needs. The current efforts being overseen by Jefferson County's Department of Community Development includes plans for Sewer and Stormwater Management, Transportation and Public Involvement Plans as well as Development Regulations for the new UGA.



Urban Growth Area in the Tri-Area as adopted by Jefferson County Commission in December 2002

To complete the necessary infrastructure planning for the UGA, five consultants have been hired by Jefferson County to complete study efforts that were initiated in 1982 with a General Sewer Plan and continued in 1996 with a Special Study conducted by the County and the City of Port Townsend.

Building on past work and analysis including the 1995 Tri-Area Community Development Plan, consultants have been asked to bring past research up to date in relation to current population forecasts for the UGA. Work will begin where the Special Study left off, meeting regulations that require plans for implementing the UGA with necessary service planning. The following consultants are preparing documents to be compiled into Jefferson County's Comprehensive Plan amendment that will be submitted to the Washington State Office of Community Development in January 2004.

Type of Work

Development Regulations
Stormwater Management Plan
Sewer Management Plan
Transportation Plan
Public Involvement Plan

Hired Consultant

Mark Personius
Gray & Osborne
Economic & Engineering Services
Bucher, Willis & Ratliff
PRR

Upcoming Milestones

Public Open Houses
Comprehensive Plan Amendment
Formal Public Hearings

Fall 2003
January 2004
Winter/Spring 2004

History

The Tri-Area initiated study of infrastructure needs in 1982 with a General Sewer Plan. This plan was never implemented, as market demand did not substantiate a need. With the passage of the Growth Management Act in 1990, Jefferson County initiated a planning effort to consider implementation of the new land use law. This effort was fully launched in 1992, with community participation and direction. Efforts resulted in the development of community preferences and principles for future development of the Tri-Area. This work culminated in the 1995 Tri-Area Community Plan, which serves as the basis for current work.

In January of 1994, the Board of County Commissioners designated the Tri-Area as an interim Urban Growth Area. Following this action, the City of Port Townsend and other community members appealed and this designation was invalidated. In December of 1994, the Washington State Hearings Board continued to find the County out of compliance. In answer to their concerns a Special Study was initiated to inventory available commercial and industrial land as well as the future 20-year demand.

In 1996 the Special Study was initiated and a commercial/industrial land use deficit was identified requiring the proposal of Urban Growth Area alternatives to address discrepancies. Ultimately, Jefferson County chose to address this deficit through designation of a UGA in Port Hadlock and Irondale. Analysis to justify the chosen land use alternative consistent with the GMA was also required. The results of the Special Study were completed between 1999 and 2001 through six tasks.

Special Study Six Tasks

Land Use Inventory	January 1999
Regional Economic Analysis and Forecast	January 1999
Draft Supplemental Environmental Impact Statement	June 1999
Final Supplemental Environmental Impact Statement	August 1999
Tri-Area Urban Growth Area Capital Facilities Study	November 2001
Tri-Area & Glen Cove Implementation Plan	November 2001

The Board of Jefferson County Commissioners endorsed a Provisional Urban Growth Area (PUGA) in the Tri-Area in October of 1999 based on work completed to date. In September of 2001, the BOCC appointed a 17 member Tri-Area Planning Group compiled of residents, business owners and other affiliated staff to assist in the completion of the Special Study last remaining tasks associated with capital facilities and implementation. Based on completion of the Special Study, the BOCC adopted the UGA for the Tri-Area in December of 2002 however; rural land use standards continue to be in effect until the completion of capital facilities planning which constitutes the work currently underway.

With the adoption of the UGA by the BOCC in 2002, Jefferson County is pursuing completion of 20-year horizon planning efforts to support implementation of the UGA for the Tri-Area. These efforts focus on five topic areas including: transportation, sewer, stormwater, urban development regulations and public involvement.

Issues

Urban Growth Area

- An overall confusion about the implication of designation as an Urban Growth Area under the Growth Management Act exists within the community.
- Stakeholders are concerned that the UGA will change the look and feel of the community.

Public Involvement

- Members from the Tri-Area Planning group feel that past public involvement efforts were unsuccessful as changes to the UGA boundary were made without full support of the committee. A lack of trust in the public process has resulted from previous efforts. Many community members invested a significant amount of time and do not feel that their feedback was fully incorporated. Clear explanation as to why the UGA boundaries were set as they have been has not been communicated to this group successfully further feeding confusion and frustration among past members.
- Many community members are eager to contribute time and effort to the next phase of planning if their feedback will be incorporated. They are leery that the public process may not be a genuine process but rather view it as a “rubber stamp” effort.

Infrastructure Costs

- Community members were divided on support for the UGA based on potential financial impacts relating to implementation of area wide sewer service. The perceived cost to land owners in both the business and residential areas was deemed unmanageable, leaving members fearful that the UGA would drive them out of their community since costs would be too high to absorb. There is a lack of understanding regarding financial implications to individual property owners.
- Planning for the 20-year horizon has led to confusion within the community as to when infrastructure improvements will be made. Citizens’ fear that infrastructure improvements will need to be implemented all at once in the near future thus creating financial hardship for community members in the short term.
- There is a need to distinguish the current scope of this project – i.e. sewers in commercial area vs. entire area. Clarification that current planning is for the 20-year horizon and that improvements such as sewers will slowly evolve based on market demand, i.e. they won’t happen over night.

Commercial Core

- Currently businesses are unable to expand due to septic system limitations. There is a need for an improved sewer system within the commercial core.
- Commercial services are limited in the Tri-Area resulting in a leakage of commercial dollars to outlying areas such as Silverdale. There is a

desire to recapture the outflow of commercial dollars to benefit the Tri-Area's economic development.

Communication Objectives

- Involve citizens in the planning process from the earliest stages, informing consultants' work prior to decision-making and continually throughout the development of infrastructure planning efforts.
- Provide an approach to community involvement that furthers the efforts of implementing the UGA to develop appropriate solutions to address 20 year planning needs.
- Involve stakeholders from the Tri-Area communities of Irondale, Port Hadlock and Chimacum in diverse and creative ways to ensure interested members of the public are aware of current planning efforts and understand how they can be involved in developing a strategy for infrastructure implementation.
- Expand outreach efforts to involve interested citizens from the surrounding Tri-Area communities within Jefferson County ensuring that stakeholders from all areas participate in visioning process for implementing the UGA in the Tri-Area.
- Engage the public in the development of sewer districts, transportation improvements, development regulations and zoning designations as the businesses and residents know the community needs and desires best.
- Desire to involve community members in the evolution of the UGA's implementation, allowing adjustments throughout the process.
- Where possible one-on-one outreach and community presentations will serve as the primary form of community outreach.

Outreach Work Plan

The development of a public involvement plan has been initiated to coordinate both staff and planning commission outreach efforts to ensure that the public is routinely and appropriately involved in the development of infrastructure planning for the UGA in the Tri-Area. The following outreach efforts are suggested as methods to involve the public at the earliest stages of consultant work as well as during the development of work products that are anticipated to be completed in December 2003. Additional outreach will occur in 2004 when the formal Comprehensive Plan Amendment adoption process will be pursued consistent with the public participation requirements of the GMA.

Discovery Phase

During this first phase, outreach efforts will involve a coordinated effort by Jefferson County Staff, Jefferson County Planning Commission and PRR communications consultants to determine how citizens wish to be involved in the current phase of work to implement the UGA for the Tri-Area. Activities included a Consultant Team Meeting, Planning Commission UGA Committee meetings, Planning Commission Working Session and individual interviews with members of past public involvement planning groups. The results of this feedback will help shape the public involvement plan that will guide and coordinate outreach efforts for this current phase of work.

Briefings and Interviews

Prior to consultant work, Planning Commission members asked interested citizens to share the needs and wants of the community. Commissioners are dedicated to listening to the community's desires and concerns with the intent to share this feedback at the early stages of consultant work efforts. Planning Commission members will continually serve as community liaisons. Individual and group interaction will occur throughout the project to ensure that citizen's voices are heard and incorporated into the development of consultant work. Planning Commission members will inquire with the public as to what they would like to see as an outcome of current planning efforts. This feedback will be given to staff and consultants to be integrated into infrastructure planning and urban development guidelines. If discrepancies arise between community desires and consultant planning, Planning Commission members will provide a communication link back to community members with an explanation as to why ideas could not be incorporated.

Jefferson County staff will also provide individual and group briefings to inquire from interested citizens community desires, issues and concerns. Briefings will occur throughout the project. To schedule a briefing, contact Randy Kline, Jefferson County Associate Planner at (360) 379-4464.

Business Outreach

Business owners and operators will be contacted to gather feedback from the commercial core in Port Hadlock to direct consultant planning efforts. Information will be mailed to all owners and tenants. The information will include an overview of current work efforts; inquire about business needs and current limitations while providing a contact for additional information.

Presentations

Speakers Bureau

Jefferson County staff will give a series of presentations to community groups with the assistance of Planning Commission members. By attending regularly scheduled organization meetings, staff will be able to communicate with a large audience. These briefings will provide a project overview, allow for discussion as well as question and answers but focus on a series of interactive questions relating to consultant scope of work activities. These questions will allow staff to capture feedback on topics relating to the current phase of work, focusing the attention on areas where community input will help guide next steps. All feedback will be documented and summarized to become a part of the formal outreach record. Summary notes by topic should be shared with appropriate consultants in a timely manner.

Scheduled Dates

June 2003	Port Townsend Sunrise Rotary Club
August 13, 2003	Port Townsend Noon Kiwanis Club
August 27, 2003	Tri-Area Chamber of Commerce
August 28, 2003	East Jefferson Rotary Club
September 11, 2003	Jefferson County Soroptomists
October 3, 2003	Jefferson County Economic Development Council

Target Organizations

Port Townsend Noon Rotary Club
Contact- Scott Wilson, President

Jefferson County Democrats & Republicans

Port Townsend Morning Kiwanis Club

Brinnon/Quilcene Chamber of Commerce

Port Townsend Chamber of Commerce
(360) 385-7869

Port Townsend Planning Commission
(360) 379-5047
Meets 2nd & last Thursday, City Hall
181 Quincy Street, Suite 201
Port Townsend, WA 98368

Port Townsend City Council
(360) 379-5047
Meets 3 Monday nights per month
181 Quincy Street, Suite 201
Port Townsend, WA 98368

Elks Club
(360) 385-0317,
555 Otto Street
Port Townsend, WA 98368

Planning Commission

Formal presentations to the Planning Commission will be held monthly based on consultant progress and research findings. These briefings will be used to gather feedback from commission members as well as provide updates on progress and findings. Key decision points will culminate with commission briefings to allow for public discussion and consideration. Feedback will be captured in note form and shared with consultants in a timely manner.

County Commission

Formal presentations to the County Commission will also occur on a monthly basis when appropriate. Briefings will summarize work completed to date, summarize public feedback and discuss technical considerations related to consultant and staff decision points. Feedback will be captured in note form and shared with consultants in a timely manner.

Inter/Intra-agency Coordination

An Urban Growth Area Planning Team made up of Jefferson County staff and elected officials meets twice a month to coordinate departmental and consultant efforts. County Commissioners are invited to attend any coordination meeting. The following are regular members of the Urban Growth Area Planning Team:

- David Goldsmith, Jefferson County Administrator
- Randy Kline, Jefferson County Community Development
- Bruce Laurie, Jefferson County Public Works
- Tom McNerney, Jefferson County Planning Commission Chair
- Jim Pearson, Jefferson County Public Works
- Al Scalf, Jefferson County Community Development
- Larry Fay, Jefferson County Environmental Health Department

Additional intra-agency coordination will occur with the Washington State Department of Ecology and the Department of Community Development for formal review of the Comprehensive Plan Update.

Public Meetings

Open Houses

As a means to provide the general public with an opportunity to learn about consultant work efforts, openly discuss potential decisions relating to sewer, stormwater, transportation and development standard planning and provide feedback on community needs and concerns an open house will be held in the fall of 2003. By allowing consultants to present researched information gathered to date, the public can provide feedback during the decision making process.

A follow up open house will be held prior to release of the consultant plans to further inform the public of progress with explanations as to how decisions are being made, how public feedback has been incorporated and highlight where there are discrepancies and why. This second public event will allow a continuation of discussions pertaining to infrastructure planning, providing consultants with an opportunity to replay what they have been hearing and communicate where they are heading with recommendations.

Planning Commission Briefings

Planning Commission meetings will serve as another venue for interested citizens to learn about consultant progress on the development of infrastructure planning for the UGA. Bi-monthly meetings will allow for formal briefings to occur with consultants to ensure research is shared and discussed publicly. Members of the public will be encouraged to attend these meetings through web site and e-mail announcements. Additional advertising may be used to notify the public of milestones reached or UGA presentation topics. Please see Media Strategy for more information.

Planning Commission UGA Committee Meetings

As a means to maintain routine feedback on the development of infrastructure planning for the UGA in the Tri-Area, the Planning Commission has designated three members to participate in weekly meetings to publicly discuss UGA issues. This group has welcomed community members to partake in this committee. The two-hour committee meetings will allow for a more in-depth discussion of community issues relating to the UGA. Occasional presentations from consultants will occur to allow technical information to be discussed. Topics will be posted prior to meetings to allow for interested public to attend and learn more about different elements of the infrastructure planning being pursued by consultants.

Workshop

In 2004, the facilitation of an interactive workshop may be initiated to develop a refined character and vision for the UGA within the Tri-Area. This work will build from the previous efforts initiated in 1994 with Kenneth Olson's work that resulted in the Tri-Area Community Development Plan. Field trips and other interactive tools will be used to encourage members of the general public to share their ideas of what the UGA might look like in the future.

Public Hearings

Formal public testimony will be taken through facilitation of public hearings with the Jefferson Planning Commission and County Commissioners. Informal open house style information will be presented prior to an open microphone session where members of the public will be invited to share verbally their thoughts on the proposed Jefferson County Comprehensive Plan Amendment. This testimony will be recorded and documented as a part of the GMA's mandated adoption process.

Printed Information

Project Identity

The development of a project "logo" will be the first printed material generated for the project in combination with the Public Involvement Plan. Through the use of a graphic element, the new efforts being undertaken by consultants to further the efforts to plan for UGA implementation will be easily identified by the public. The identity piece will provide the UGA with the beginnings of a new recognition allowing members of the public to understand what the current proposed UGA is. The project image will be used to help set the look and feel for all printed material. All agendas and handouts will include the project image to help stakeholders associate the UGA efforts with the material being presented.

Fact Sheet

A one-page fact sheet will describe the current phase of work, clarify the UGA/GMA, announce how to get involved and who to contact for more information. This fact sheet will be provided to Jefferson County and Planning Commissioners, staff and consultants for distribution to the public. With the use of a printed handout, members of the public will receive the same information to clarify misconceptions and reinforce a coordinated outreach effort. The fact sheet will include the project identity and maintain the look and feel established for print material.

Newsletter

To communicate to the residents, business and property owners of the Tri-Area and surrounding communities, a newsletter will be written and disseminated during the fall of 2003. The purpose of the newsletter will be to introduce the current phase of work, explain how citizens may become involved, highlight upcoming large public events and provide contact numbers for more information. With dissemination to all 3000 or so community members in the Tri-Area, the newsletter will reach past participants as well as new residents of the area. In addition to the large mailing, the newsletter will be distributed at key community locations both in the Tri-Area and surrounding communities within Jefferson County.

Flyers

A flyer announcement will be used to notify members of the public of the project efforts and upcoming open house events. Flyers will be mailed with utility bills a month prior to the first event. Flyers will be an adaptation of the fact sheet with added event logistics. Meeting flyers will also be prepared to announce events. These flyers will be available in bulk at key community locations and bulletin boards. Flyers will be distributed two weeks prior to an event.

Postcard

A postcard reminder will be sent to all stakeholders in the Tri-Area and interested members of the public in the surrounding area. All electeds and key city and county staff will be included in the mailing. The postcard will be designed to catch the eye with the use of the project logo and other event logistic information. Postcard announcements will arrive two weeks prior to open house dates.

Comment Forms

Develop a generic comment form to allow public opportunities to provide written feedback. Form to be available at all public meetings including Planning Commission and County Commissioner meetings.

Summary Report

A summary report capturing the highlights from community feedback gathered throughout the public process. Report to be structured around the consultant scope of work topics. Document will include all materials used to communicate with the public.

Display Boards

Technical information will be summarized and presented to the public through a series of display boards. The boards will be developed jointly to present the efforts of consultants in a uniform way. Topic areas will be developed to reflect consultant scope of work topics. Information will be presented in clear, concise formats to allow the general public access to complicated information and facts.

Web Site

Development of a project update for the Jefferson County web site will need to be initiated to re-launch efforts related to the implementation of the UGA in the Tri-Area. The project logo will be used to further substantiate current work efforts. All open house events will require a special box or area on the web site to highlight the upcoming public event.

Media Strategy

Communication Protocol

All press communication should be coordinated with Jefferson County staff lead, Randy Kline. Planning Commission members may assist with outreach efforts to the press. The following schedule outlines when press will be notified of decision points or outreach efforts. Prior to open house events, press will be informed about presentation materials and other key information and decision points that will be shared with the public. This press briefing will provide an overview of the project as well as logistical information about the upcoming event. This will encourage articles prior to events to help with participation recruitment. Articles following events will also likely occur summarizing what was heard during the event.

Media Outreach Schedule

Project Kick-Off-Consultant Team Meeting	July 2003
Distribution of Public Involvement Plan	September 2003
Announcement of Open House I	October 2003
Announcement of Open House II	December 2003
Distribution of Outreach Summary Document	January 2004
Announcement of Comprehensive Plan Amendment	February 2004

On-Going Announcements

Planning Commission Briefings
County Commissioners Briefings
Organization Briefings

Press Releases

Press releases will be used to alert the press of decision points in the project's public involvement process. All large public events will require press releases summarizing the event and informing the public of meeting logistics. Press Releases will be sent to the Port Townsend Leader and the Peninsula Daily News. One press release will be sent per month unless otherwise necessary to announce an additional briefing or planning commission meeting.

Schedule

Topics

July 2003	Project Kick-Off-Consultant Team Meeting Planning Commission Working Session
August 2003	Port Townsend Noon Kiwanis Club, Tri-Area Chamber of Commerce & East Jefferson Rotary Club Briefings
September 2003	Distribution of Public Involvement Plan Jefferson County Soroptomists Briefing
October 2003	Open House I Announcement <ul style="list-style-type: none">▪ Transportation Forecasts, Impacts & Strategies▪ Potential Sewer District Boundary for Port Hadlock Core▪ Stormwater Strategies▪ Urban Development Regulation Objectives Jefferson County Economic Development Council Briefing
November 2003	Community Feedback Results from Open House I

- December 2003 Open House II Announcement
- Draft Transportation Plan
 - Proposed Sewer District Boundaries for Core & Surrounding
 - Sewer Funding Strategies
 - Draft Stormwater Management Strategy
 - Urban Development Draft Guidelines
- January 2004 Community Feedback Results from Open House II
Announcement of Comprehensive Plan Amendment Submittal
- Transportation Plan Proposed Improvement Projects
 - Sewer Management Plan Highlights
 - Stormwater Management Strategy Public Benefits
 - Examples of Potential Urban Development Regulation Outcomes
- March 2004 Announcement of Charrette Workshop
- May 2004 Announcement of Public Hearing
- August 2004 Announcement of State Decision

Advertisements

Meeting event advertisements will be used to inform the public of open house dates. These announcements will be in the form of display advertisements complete with staff contact information to allow for follow up by interested citizens. The display ad will be placed one week prior to the event.

Public Involvement Schedules

July 2003

Consultant Team Meeting
Draft Public Involvement Plan
Planning Commission UGA Committee Meetings/Briefings/Interviews
Jefferson County Staff Briefings/Interviews

August

Develop Fact Sheet
Develop Project Image
Planning Commission UGA Committee Meetings/Briefings/Interviews
Jefferson County Staff Briefings/Interviews
Draft Comment Form
Post Web Site Project Description

September

Finalize Public Involvement Plan
Prepare Community Center Display
Compile Mailing List
Draft Newsletter
Distribute Fact Sheet & Flyer
Prepare Press Release
Planning Commission UGA Committee Meetings/Briefings/Interviews

October

Prepare & Distribute Postcard
Mail Newsletter
Place Advertisement
Prepare Display Boards
Host Open House I
Planning Commission UGA Committee Meetings/Briefings/Interviews
Jefferson County Staff Briefings/Interviews

November

Update Mailing List
Prepare Press Release
Prepare Display Boards
Planning Commission UGA Committee Meetings/Briefings/Interviews
Jefferson County Staff Briefings/Interviews

December

Prepare & Distribute Postcard
Place Advertisement
Host Open House II
Complete Summary of Community Feedback
Announcement of Comprehensive Plan Amendment
Planning Commission UGA Committee Meetings/Briefings/Interviews
Jefferson County Staff Briefings/Interviews

2004

Winter (1st Quarter-Jan-Mar)

- Workshop Charrette

Spring (2nd Quarter-Apr-June)

- Public Hearing

Summer (3rd Quarter-July-Sept.)

- State Decision on Comprehensive Plan Adoption

For More Information

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