



## Jefferson County Shoreline Master Program (SMP) Comprehensive Update

# Public Participation Strategy

*To inform and engage the people of the state & Jefferson County – individuals, organizations, agencies and tribes*

**Project Webpage** - [http://www.co.jefferson.wa.us/commdevelopment/ShorelineUpdate\\_2005-9.htm](http://www.co.jefferson.wa.us/commdevelopment/ShorelineUpdate_2005-9.htm)

- Expanded existing page, ever-growing
- Post 'everything'
- Keep it organized, current

### Interested Parties Email List (125)

- Started in July '06
- Over 500 individuals on list; recipients are BCC to avoid 'blog effect'
- Project-specific notices (e.g. events, document availability)
- Shoreline related updates

### Shoreline Advisory Committees (22)

- Advisory to staff, not appointed by Board or committee of Planning Commission
- Consensus approach, chaired by staff with significant consultant support/participation
- June '06 to November '08 - three exclusive STAC meetings, five joint meetings, and fourteen exclusive SPAC meetings – all open to public
- Technical (STAC) – Fourteen members representing various disciplines from non-profits, Tribes, local, state and federal agencies (e.g. biologists, ecologists, geologist, aquaculturist)
- Policy (SPAC) – Twenty-six members representing various stakeholder interests:
  - Citizen – Aquaculture, Building Industry, Environment/Conservation, Industry, Real Estate, Recreation/Public Access, Recent Shoreline Permittee, Past Citizen Advisory Group Participant
  - Local Government – Conservation District, Hood Canal Coordinating Council, Marine Resources Committee, Planning Commission, Port District
  - State Government – Departments of Ecology, [now] Commerce, Fish & Wildlife, Natural Resources, Puget Sound Partnership
  - Tribal – Six tribes with reservation lands &/or 'U&A' areas in jurisdiction

### Bumper Sticker & Banner

**Let's do more with our shores!**

**PROTECT - USE - DEVELOP - RESTORE**

Learn More & Get Involved with the Shoreline Master Program Update:  
[www.co.jefferson.wa.us/CommDevelopment/ShorelinePlanning](http://www.co.jefferson.wa.us/CommDevelopment/ShorelinePlanning)



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### Public Events (24)

<i>Timeline</i>	<i>Event</i>	<i>Summary</i>
October '06	Shoreline Charrette Primer	Three days of public presentations (Climate Change in the Pacific NW, Shorelines 101), visioning workshop, joint committee meeting, presentation of technical data, and landowner training intended as preparation for full charrette event
March '07	SMP Road Show	Visited four locations on four evenings around county for open house with informational posters and slideshow presentation to give project overview, describe process and initial technical work, and forecast potential changes.
October '07	SMP Open House Series	Visited four locations on four evenings around county, following policy committee meetings, for open house with expanded informational posters, slideshow presentation and interactive mapping station to address early concerns heard from public (e.g. new rules only apply to new use/development; CAO interplay), provide overview and status of project, to increase familiarity with depth and breadth of data being used/generated and allow parcel-specific review.
July '08	Neighborhood Information Booths	Visited twelve locations on five dates (daytime & evening) to generate interest, answer questions, distribute materials (e.g. documents, brochures, stickers), solicit informal comment on committee working draft, and encourage attendance at next event. Locations focused on neighborhood gathering places – grocery stores, community centers, common cross roads/travel corridors.
July '08	Community Planning Workshop	A full-day agenda with open house reception area, stakeholder focus group meetings, and public meeting to present potential use-specific policy/regulations changes and build broad awareness and support for the pending release of a collaborative staff proposal.

### Press Coverage (50)

- September '05 to current
- News releases, meeting notices, legal notices sent to local newspapers
- Posted online for archive

### Direct Mailings (6)

- Targeted about 3,200 shoreline property owners
- Sent out between September '06 and January '09
- Mailing list generated by GIS mapping query with buffer of Assessor's parcel owner records, then elimination of duplicates, non-jurisdictional
- Combined effort with partner organizations (MRC, Water/Beach Watchers, City, non-profit)



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- In-house design and production, and use of private mailing service were cost-minimal; price of postage was largest portion of total cost
- Fliers and postcards to generate awareness/interest, solicit public comments, alert to upcoming events/key dates, and document availability, and overview of potential policy/regulation changes with focus on single family residential issues