

KITSAP COUNTY COMPREHENSIVE PLAN UPDATE



PUBLIC PARTICIPATION PLAN JANUARY- JULY 2015 (REPORT 2) SUMMARY

INTRODUCTION

This report is the second in a series that summarizes public outreach and education efforts. Specifically it covers efforts carried out between January and July 2015. These activities are part of the public participation element of Kitsap County's Comprehensive Plan Update. In June 2014, Kitsap County launched *Let's Hear Kitsap* which aims to gather citizen comments and ideas on Kitsap County's quality of life, public safety, and economic development. The plan provides for robust public participation imperative to create a viable and implementable Comprehensive Plan Update.

Comprehensive Plan Update topics include:

- land use, rural and urban
- housing and human services
- economic development
- transportation
- parks recreation and open space
- capital facilities and utilities

LET'S HEAR KITSAP – STRATEGY

Let's Hear Kitsap has four phases:

- Phase I Develop goals and tactics and conduct initial outreach and analysis - through May 2015
- Phase II Seek public comments and review on draft land use alternatives and topics - through December 2015
- Phase III Development and review of final draft Comprehensive Plan, January through May 2016
- Phase IV Plan Adoption - June 2016

PHASE II

As of this writing, Kitsap County is at the mid-point within Phase II of Let's Hear Kitsap: Comprehensive Plan Draft Review. So far, in Phase II, the County has been collecting public comments and reviewing draft topics.

Public Comments

As of July, County staff have gathered nearly 4,800 public comments, exceeding their goal of gathering 3,000 public comments. These comments were gathered by use of a combination of face-to-face conversations with citizens as well as increased use of computer technology. (It is estimated that 98 percent of the County's population has access to the internet, therefore County staff sought to use economical and efficient technologies such as social media to gain feedback from residents.) Here are a few examples of traditional and newer techniques the County has employed:

Electronic/ Online

- **“Question of the Week”:** Each week County staff sent a “Question of the Week” online based on previous survey results and Comprehensive Plan topics which required written responses. “Question of the Week” and other updates are sent via:
 - GovDelivery
 - Twitter
 - Facebook
- **Cognito:** Staff also integrated Cognito, a new user friendly form, for the “Question of the Week”, which increased responses from about 40 a week to nearly 100 per week. Through use of technology staff were also able to survey and receive written responses which filtered down the most dominant themes in each topic. This assisted the Internal Review Team (IRT) to integrate comments more efficiently into the goals and policies they were helping to craft for the Comprehensive Plan.

- **Website:** Kitsap County continues to update the dedicated Comprehensive Plan Update website and online calendar for public presentations and events where there would be opportunity to learn more about the Comprehensive Plan Update. Staff also is continuing to analyzed results from the “Question of the Week”. The majority of public comments and analysis thus far, have been posted online. The website also includes video interviews with some of the Internal Review Team Partners:

- Kitsap Transit
- Kitsap Health Department
- Public Works
- WorkSource
- Block Grant

PollEV: Using “Poll Everywhere, County staff were able to poll audiences of 150 people instantaneously on various elements of the Comprehensive Plan.

Face-to-Face Conversations

- **Presentations:** Staff have continued the traditional method of presentation to educate the public on the Comprehensive Plan. Thus far (during Phase II) staff have presented to:
 - Parks Advisory Board
 - Aging and Long Term Care
 - Ports Districts
 - Illahee Community
 - Harper Community
 - Suquamish Citizen Advisory Committee
 - Manchester Citizen Advisory Council
 - Kingston Citizen Advisory Committee
 - Home & Garden Show
 - KEDA Breakfast
 - Central Kitsap Community Council
 - Illacondia Community
 - Mesa Redonda
 - Kitsap Planning Commission

- Kitsap Transit Limited English Proficiency
 - Kitsap Immigration Alliance Committee
 - Human Services
- **“Pop-ups”:** Kitsap County also employed a new technique which enables staff to set up a small table with Comprehensive Plan brochures and very quick survey in very public places. With this method, staff collected over 100 public comments in one day. The following are the set-up locations:
 - Haselwood YMCA
 - Kitsap Regional Library
 - Kitsap Mall
 - Silverdale Dog Park
 - Waterfront Park



Filling out survey at YMCA

Spanish Speaking Population

- **Website:** For the first time Kitsap County staff have introduced Comprehensive Plan Update materials in Spanish which are available online as well as a place for public comment
- **Paper Surveys:** The Comprehensive Plan 101 brochure has been translated into Spanish with survey questions on the back. Locations:
 - El Poblano: Popular Restaurant and store
 - Kitsap Immigration Alliance Committee
 - WorkSource

Comments have been interpreted and included for use with the Internal Review Team.

- **Presentations:** Mesa Redonda

Review Draft Documents

County staff continue to gather public comments, meet with the Internal Review Team who helps integrate analyzed comments into goals, policies, and strategies.

Internal Review Team

The Internal Review Team (IRT) has been vital to this process and has continued to meet throughout this phase. The meetings of the IRT during this period included topic specific meetings focused on the specific draft Comprehensive Plan topics. The IRT also responded to very specific questions about draft policies (relating to their areas of expertise) online via Cognito to share comments.

Subarea Plans

Staff meets with Subarea Plan communities on a monthly or weekly basis to assist in goal and policy formation as well as to liaise between staff subject matter experts and the community group.

WHAT'S NEXT?

Public Comments & Draft Review

County staff will discontinue “Question of the Week” as the IRT and staff work to finalize an initial draft of the Comprehensive Plan. However, staff will continue to take comments via the website, call-ins, and write-ins, and letters as usual.

On November 6th, staff will be releasing the draft Comprehensive Plan, Alternative Zoning Maps, and Environmental Impact Study to the public via the Comprehensive Website.

The outreach during October and November will be focused on three items; informing and educating the public that the documents are ready for review, gathering public comments via the website and open houses for the official record, and keeping people informed of next steps.