

# KITSAP COUNTY COMPREHENSIVE PLAN UPDATE



*"Community Quilt" created by all ages from the Olalla Bluegrass & Beyond Festival*

## PUBLIC PARTICIPATION PLAN AUGUST 2015-DECEMBER 2015 (REPORT 3) (DRAFT- NOT FINAL UNTIL END OF DECEMBER) SUMMARY

## INTRODUCTION

This report summarizes actions and outcomes from August to December 2015 on 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 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 Staff are in Phase II of *Let's Hear Kitsap*. Staff has now shifted focus from gathering public comments and working with the Internal Review Team (IRT) to using comments and expert technical skills from the IRT to assist in crafting the Draft Comprehensive Plan.

During this phase County outreach and education efforts focus on three items:

- continuing to gather comments from the public on topic covered by County Goals and Policies informing,
- working with the IRT,
- completing draft documents for public review
- alerting residents that the open comment period for the draft documents runs from November 6 to December 7, 2015, and
- gathering public comment via the website and open houses.

## **Public Comments**

County staff concluded the use of "Question of the Week" which was a valuable vehicle for collecting public comments in writing and updating of the Draft Comprehensive Plan goals, policies, and strategies.

## **Inform and Educate**

The first Draft Comprehensive Plan, which includes the Goals, Policies, and Strategies Document, Supplemental Environmental Impact Statement, Zoning Alternative Maps, and Capital Facilities Plan was released via the website on November 6, 2015. County staff held three open houses to discuss the draft documents. The first was November 10<sup>th</sup> focusing on South Kitsap and located in the Administration Building Commissioners' Chambers. The second was on November 12<sup>th</sup>, focusing on North Kitsap and was held at Poulsbo City Hall, and the third that focused on Central Kitsap/Silverdale and was held at the Silverdale Beach Hotel in Silverdale on November 16<sup>th</sup>.

County staff used the following methods to inform and educate Kitsap residents about the open houses and document availability:

- **Media Campaign:** the print and website ads were placed with the following media:
  - Kitsap Sun: ran for three weeks prior to the open houses during heavy readership times

- Central Kitsap Reporter
- North Kitsap Herald
- Port Orchard Independent
- Navy Times

The website ads ran 85,000 online views.

- **BKAT:** County staff produced an 8-minute segment on the local television channel highlighting the Comprehensive Plan while explaining the importance of the Plan and how to get involved.
- **Posters:** a large Comprehensive Plan poster was displayed in the main lobby of the Kitsap County Administrative Building a month prior to the open houses.



30 smaller posters were posted throughout Kitsap County districts on community boards located at:

- public libraries
- coffee shops
- community centers
- gas stations
- post offices
- YMCA
- public golf course

- **Events:**

- Olalla Bluegrass Festival & Beyond: to draw interest, County staff created a "community quilt" which features peoples' favorite things about Kitsap County; doing so allowed us to have longer conversations about the Comprehensive Plan
- Home & Remodel Show: County staff passed out nearly 250 invitations to The open houses and draft document release

Both venues allowed for in-depth conversations and increased awareness of the draft documents.

- South Kitsap Open House
- North Kitsap Open House
- Central Kitsap Open House

The Open Houses featured copies of all the draft documents, large displays of zoning alternative maps, and CDs for purchase. Hard copies of all documents were also distributed to Kitsap Regional Library branches of Little Boston, Manchester, Poulsbo, Bainbridge Island, Sylvan Way, Bremerton, Tracyton, Kingston, Port Orchard and Silverdale.

### **Gathering Public Comment on Draft Plan Documents**

As of November, County staff have gathered nearly 6,000 public comments on Comprehensive Plan Update topics, 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. At this time staff is gathering comments on the draft documents. Documents are available online and hard copies, as mentioned above, are available at area libraries.

- **Online at <http://CompPlan.Kitsapgov.com>** : the designated Comprehensive Plan website hosts a new way for people to comment. Via Cognito, people are able to separate their comments on various elements of the Comprehensive Plan by clicking on an icon descriptive of the document or zoning map they wish to comment.
- **Open Houses:** Public comment sheets were provided at the entrance of the venue and specific tables were available for writing. The tables created a conversational atmosphere among the communities.

### **Review of Draft Documents**

The Internal Review Team (IRT) has completed writing the draft goals, policies, and strategies for the Comprehensive Plan 2036 Update, including the following elements:

- |                                 |   |                           |
|---------------------------------|---|---------------------------|
| ○ Transportation                | ○ Capital Facilities<br>and Utilities   | ○ Economic<br>Development |
| ○ Environment                   | ○ Parks, Recreation,<br>and Open Spaces | ○ Subarea Plans           |
| ○ Land Use                      |   |                           |
| ○ Housing and<br>Human Services |   |                           |

- **Kitsap Café:** planning staff hosted an event for the individual district Commissioners and their district Planning Commissioners to ask questions of the IRT regarding the goals, policies and strategies

## WHAT'S NEXT

- Analyze comments from draft Plan comment period
- Review Goals, Policies, and Strategies for final update
- Outreach for all final documents
- Board of County Commissioners and Planning Commission meetings, leading to the final legislative process by June 2016.