

PUBLIC PARTICIPATION PLAN

INTRODUCTION

Skagit County and the Towns of Lyman and Hamilton are partnering to complete a Shoreline Master Program (SMP) update in accordance with the Shoreline Management Act and Shoreline Master Program Guidelines. The SMP update process includes an inventory; environmental and land use analysis and characterization, shoreline policies, environment designations, and use regulations; cumulative impacts and uses analysis; shoreline restoration plan; and a formal local adoption process which coincides with Washington State Department of Ecology (Ecology) approval. The SMP will apply to Shorelines of the State, generally including marine waters, lakes greater than 20 acres, and streams with a flow greater than 20 cubic feet per second (cfs), together with shorelands within 200 feet of the ordinary high water mark and associated wetlands (RCW 90.58.030).

Effective public participation for an SMP update presents unique challenges because the update involves complex regulatory issues, scientific terminology, and technical methodologies. In addition, local constituencies represent a broad range of competing interests and concerns, including private property and development rights, recreational use, and resource conservation. There are also challenges in reaching audiences spread out over a large area, finding effective ways to share information and invite participation with different communities and communication networks, and ensuring a collective shoreline vision that represents countywide – including individual communities – interests. The Public Participation Plan will actively engage all shoreline users and those interested in the SMP process, and will meet the following objectives:

- Inform the community about the SMP update purpose, process, and progress as early as possible and throughout the project.
- Continually seek and engage stakeholders to ensure that all interested or responsible parties are involved in the update.
- Conduct community workshops in multiple locations to inform and obtain community input at key stages of the SMP project, and reflect the distinction between Towns and unincorporated County areas.
- Create and maintain an interactive Web site to share information and solicit comments throughout the update.

- Request that relevant user and interest groups provide a link to the Skagit SMP page on their Web sites.
- Work with elected officials, staff, the advisory committee, and consultants to ensure that they understand community and stakeholder concerns.
- Provide ongoing project updates via postcards or flyers to involved citizens.
- Provide ongoing project updates via email to individual subscribers for the project.
- Work with the local media to involve the community through news releases, news articles, and public service announcements.

PROJECT THEMES

The following messages will be important to stress throughout the public involvement program. These messages will guide the overall outreach program and be promoted through communication materials and outreach opportunities facilitated by County and Towns' staff, advisory committee members, and the consultants.

- The goal of the SMP is to create a balanced plan for shoreline utilization and protection (WAC 173-26-176(2)).
- The SMP is required by the State of Washington Shoreline Management Act (RCW 90.58) and is subject to Shoreline Management Act requirements and the State of Washington Department of Ecology (Ecology) Shoreline Master Program Guidelines.
- The SMP is a partnership between the local governments and Ecology. The SMP must be developed by the County and Towns and approved by Ecology.
- The SMP outcome is not a foregone conclusion. State law dictates what elements are required; however, there is a degree of latitude in the way the elements are prescribed. It can be crafted with particular attention to the County or Towns' shoreline vision.
- The SMP is an element of a community's comprehensive plan and part of a community's development regulations. Locally determined land uses and critical area regulations and watershed plans will be factored into the SMP.

- Public participation is a state requirement and key component of the SMP update (WAC 173-26-090 and 100). The County and Towns are interested in going beyond basic legal requirements to effectively involve the public in developing a collective shoreline vision that meets the needs and interest of the County and Towns.
- Public participation will be important through all phases of the SMP update. Ultimately, the County, Towns, and Ecology will decide the final plan outcome; however, the County and Towns are committed to developing the SMP update with community input.
- Easy and convenient access to project information is critical. County staff and consultants will ensure that information is easy to obtain, useful, timely, and pertinent.

AUDIENCES

The Public Participation Plan is designed to reach all audiences that may have an interest in and/or be impacted by the SMP update process. It will also be designed to reach other groups and individuals—those that may not yet have an interest or be compelled to participate—to encourage their awareness, understanding, and participation in the process. Audiences include:

- General public
- Interested property owners, developers and recreation interests
- Agricultural, drainage and irrigation interests
- Shellfish growers and aquaculture interests
- Forestry interests
- Community organizations
- Industry representatives
- Environmental groups and non-governmental organizations (NGOs)
- Partner Towns
- Water and sewer district representatives
- Advisory Committee members
- Governmental/Quasi-Governmental Groups
- Media

Table 1 lists specific audiences to engage throughout Skagit County concerning the SMP.

Table 1. Audiences – Skagit County

Property Owners, Developers, Recreation Interests	Resource Lands Interests	Community Organizations	Environmental Groups and NGOs	Governmental / Quasi-Governmental	Media
Burlington Northern Santa Fe (BNSF) Railway Company	Skagit County Ag Advisory Board	Advisory Committee	Cascade Land Conservancy	Board of Commissioners	Anacortes American, Anacortes
Construction Companies	Washington Growers Clearing House Association	Chambers of Commerce	Center for Environmental Law and Policy	Planning and Development Services Department (Planning Commission)	Skagit Valley Herald, Mt. Vernon
Homeowner Associations, neighborhood groups	Diking, Drainage and Irrigation Districts	Rotary	Governor's Salmon Recovery Office	Parks and Recreation Department	KAPS 660, Mt. Vernon (country)
Boating, cycling, other recreational interest groups	Farm Bureau	Parent Teachers Association	Audubon Society	Port Districts	KBRC 1430, Mt. Vernon
Assn of Realtors	Skagitonians to Preserve Farmland		The Nature Conservancy	Public Utility District	KSVR 90.1, Mt. Vernon (broadcast news, public affairs)
Bureau of Indian Affairs	Western WA Agricultural Association		The Trust for Public Land	Health Department	Mt. Vernon TV 10 and TV 26
Seattle City Light	Skagit County Forest Advisory Board		Washington Council Trout Unlimited	Skagit Fisheries Enhancement Group	Skagit 21
Puget Sound Energy	Timber companies/ Forest landowners		Washington Rivers Conservancy	Skagit Watershed Council	KLKI 1340 Anacortes
Bonneville Power Admin.			Watershed Planning Units	NW Power Association	Courier Times
Shellfish growers			Skagit Conservation District	Office of Senator	Anacortes American
Aquaculture operators			Skagit River Systems Co-Op	Public Works	The Argus

Property Owners, Developers, Recreation Interests	Resource Lands Interests	Community Organizations	Environmental Groups and NGOs	Governmental / Quasi-Governmental	Media
				Department	
Fidalgo Fly Fishermen			Evergreen Islands	Power & Conservation Council	Channel Town Press
Wildcat Steelhead Club			Futurewise	U.S. Army Corps of Engineers	
			Skagit Marine Resources Committee	U.S. Bureau of Land Management	
			Friends of Skagit County	U.S. Bureau of Reclamation	
			Skagit Land Trust	U.S. Fish and Wildlife Service	
			Ducks Unlimited	U.S. Forest Service	
			Guemes Island Planning Advisory Committee	U.S. Park Service	
				Washington State Department of Commerce	
				Washington State Department of Ecology	
				Washington State Department of Fish and Wildlife	
				Washington State Department of Health	
				Washington State Department of Natural Resources	
				Washington State Department of Transportation	
				Washington	

Property Owners, Developers, Recreation Interests	Resource Lands Interests	Community Organizations	Environmental Groups and NGOs	Governmental / Quasi-Governmental	Media
				State Parks and Recreation	
				Puget Sound Partnership	
				Skagit Valley College	
				Samish Tribe	
				Upper Skagit Tribe	
				Swinomish Tribe	
				Sauk-Suiattle Tribe	
				Town of Lyman	
				Town of Hamilton	
				City of Anacortes	
				City of Mount Vernon	
				City of Burlington	
				City of Sedro Woolley	
				Town of La Conner	
				Town of Concrete	
				Skagit Council of Governments	

Outreach activities will be focused on keeping these groups fully informed and updated as to project progress, meetings, and key decision-making points. The public participation activities are designed to prevent last minute surprises or perceptions from these groups that they have not been adequately informed or have been discouraged from participating in the process. The following describes the audiences that the Public Participation Plan is designed to reach.

General Public

The general public is defined as members of the community including residents, businesses, and any others that might be interested in the SMP update process. Typical characteristics of this group (aside from those participating in the

Advisory Committee) include limited understanding of the SMP process, limited contact or knowledge of County/Town departments and functions, and, due to time constraints and other factors, a general inability or lack of desire to engage and participate in government projects.

Public outreach activities will be focused on generating awareness, confidence, and interest in the SMP update process. The public participation program can contribute to a positive view of County/Town government through positive key themes and messages, and positive interactions with County/Town staff and consultants.

Key Outreach Methods

- Distribution of materials such as newsletters, fact sheets, frequently asked questions (FAQs), comment cards at the County/Town planning departments, libraries, and public meetings, and a County project website and other social media.
- Community posters at strategic locations in advance of public meetings.
- SMP update presentations at community organization meetings. These might include project briefings or formal presentations at the request and interest of the community organization.
- Outreach through Advisory Committee members.
- Media relations (publicizing upcoming SMP meetings).

Property Owners, Developers and Recreation Interests

These stakeholders have an interest in growth and development regulations, especially as they relate to their private property rights and developing or preserving their land. Audiences include recreation-related businesses, year-round residents, vacation home owners, real estate agents, and others.

These groups and individuals vary in their understanding of Shoreline Master Program development regulations and requirements. They may have participated in past planning processes and may have a predisposition—either positive or negative—about these past experiences. Many of these groups or individuals may have experienced positive interactions with local government and be inclined to seek out more information, participate enthusiastically and be generally positive in their attitudes toward and interactions with the County/Towns. Some in this category may be very knowledgeable about the planning and development process and can bring that knowledge to bear in

positive ways. On the other hand, some may be inclined to distrust or disagree with County/Town recommendations or initiatives.

Key Outreach Methods

- Distribution of materials such as newsletters, fact sheets, frequently asked questions (FAQs), comment cards at the County/Town planning departments, libraries, and public meetings, and a County project website and other social media.
- Community posters at strategic locations in advance of public meetings.
- SMP update presentations at community organization meetings catering to property owners, real estate interests, and others. These might include project briefings or more formal presentations at the request and interest of the community organization.
- Outreach through Advisory Committee members.
- Media relations (publicizing upcoming SMP meetings).

Community Organizations

Community organizations are loosely defined as groups, associations, committees or other gatherings of individuals that are coming together for a common interest or cause. This includes service groups such as chambers of commerce, local community councils, neighborhood associations, social service organizations, Rotary, and Kiwanis. These groups are varied in their understanding and experience in working with local government organizations. Some have direct ties to local government through funding, staffing or advisory relationships.

Two outreach tactics will be used to reach these groups; the first is to communicate with them in a similar fashion as the groups identified above—making sure that they have basic information about project purpose, updates, meetings, and milestones. The second outreach tactic will be to leverage their memberships and their existing outreach activities to promote the SMP update effort. For example, local organization newsletters can include a SMP update fact sheet as an insert or a brief article or notice about an upcoming public meeting.

Key Outreach Methods

- Direct mail and email distribution of project materials.
- Community posters at strategic locations in advance of public meetings.

- SMP update presentations.
- Outreach through Advisory Committee members.
- Media relations (publicizing upcoming SMP meetings and publishing announcements of community organization meetings where the SMP update process will be discussed).
- County project website and other social media.

Environmental Groups and NGOs

Environmental groups and non-governmental organizations (NGOs) include organizations such as Washington Council of Trout Unlimited, Cascade Land Conservancy, Nature Conservancy of Washington, The Trust for Public Land, and many others. Outreach activities will be focused on two basic subgroups: those that are interested in planning activities in general and those that are engaged in specific restoration or conservation efforts in Skagit County. These groups will likely want to actively participate in SMP update meetings and may be interested in hosting special or regular meetings for SMP presentations.

Based on their area of interest, some may help spread information about SMP activities through their newsletters, announcements, and meetings. The public participation program will seek out those groups to “leverage” most effectively for the SMP update process.

Key Outreach Methods

- Direct mail and email distribution of project materials.
- Community posters at strategic locations in advance of public meetings.
- SMP update presentations at community organization meetings held by environmental groups or NGOs. These might include project briefings or more formal presentations at the request and interest of the community organization.
- Outreach through Advisory Committee members.
- Media relations (publicizing upcoming SMP meetings).
- County project website and other social media.

Partner Towns

The Towns of Hamilton and Lyman are working in partnership with Skagit County to update their shoreline master program prepared through a coordinated process.

The Towns will be kept informed through participation in the Advisory Committee; active engagement with the consultants; and regular updates from County staff. They will be apprised of all upcoming events, SMP update progress, and key milestones. They will provide suggestions and guidance to the consultants and County for conducting outreach within their Towns, and make direct contact with local community organizations as they have time and interest. Outreach materials may be customized for meetings in each location. Individual Towns may meet periodically with their Town counterparts, with the tribes, and with many of the government and quasi-governmental groups identified below. The Towns will help organize logistics for outreach activities in their communities. Specific audiences and outreach activities are presented later in this document for each Town and the County.

Key Outreach Methods

- SMP updates, briefings, and staff team meetings.
- SMP update presentations with community organizations and government/quasi-government organizations.
- Direct mail and email distribution of project materials.
- County project website and other social media.

Advisory Committee

The Advisory Committee is made up of State, County, and Town representatives as well as special district representatives, and citizens. Advisory Committee members are expected to be reasonably knowledgeable about the SMP update; are generally well connected and tuned in with community groups, individuals and organizations; and are committed to a successful SMP update process.

Key Outreach Methods

- Advisory Committee meetings.
- Direct mail and email distribution of project materials.
- Informal outreach to other community organizations via Advisory Committee members.
- Media relations.

Governmental/Quasi-Governmental Groups

These stakeholders are defined by their connection to local government and include elected officials (Mayors, Town Councils, Board of County Commissioners, etc.), regulatory agencies (Department of Ecology, WDFW, etc.), the tribes, and others. Some groups are made up of appointed citizens, staff from other jurisdictions, or elected officials. Some groups will be represented on the Advisory Committee and some do not have a representative, but will be consulted during the process.

These groups are very knowledgeable about local government and public planning processes, and are connected to existing lines of County and Town communication. They will be relatively easy to reach through established relationships and regular meeting schedules. However, it will be very important to coordinate with these groups as early as possible to confirm meeting dates and ensure adequate time for SMP update discussions. Individuals in these groups are expected to be willing and interested in participating. A challenge for some individuals in these groups may be a lack of time to spend engaged in this process, based on their other community commitments.

Key Outreach Methods

- Direct mail and email distribution of project materials.
- Direct phone and email contact by County staff, Board of County Commissioners and consultants.
- SMP update presentations.
- Media relations.

Media

The key print media sources in Skagit County include the Skagit Valley Herald, Anacortes American, The Argus, Courier-Times, and the Channel Town Press. Radio outlets include stations KAPS, KBRC, KLKI, and KSVR. Local television Station 21 may be used for public service announcements as needed.

Key Outreach Methods

- Targeted news releases.
- Community event calendar announcements.
- Paid advertisements.

DECISION MAKING PROCESS

Ultimately, the content of the final SMP will be decided upon by the Skagit County Board of Commissioners, the Town Councils of Lyman and Hamilton, and Ecology. However, the decision making process also includes the Skagit County Planning Commission and the Advisory Committee.

The Advisory Committee, after reviewing and considering SMP-related issues, will provide recommendations to the Planning Commission. The recommendations provided by the Advisory Committee members are not expected or required to be consensus-based. For an issue where there is disagreement amongst Advisory Committee members as to the recommended path forward, the differing Advisory Committee positions will be noted and accompanied by explanatory statements.

The Planning Commission will give due consideration to the recommendations of the Advisory Committee when reviewing and considering draft SMP materials. However, the Planning Commission will not be bound to the Advisory Committee recommendations and will be free to provide their own recommendations to the Board of Commissioners.

With the Advisory Committee and Planning Commission recommendations documented and available for review, the County and Town Councils will then make the final local decisions on the SMP.

PUBLIC OUTREACH PHASES

There are five stages or cycles of public participation. There will be some overlap between the cycles for certain tasks, but each round of public outreach activities will generally follow SMP project milestones:

- Project Initiation/ Notification: Begins January 2011; ongoing
- Visioning: June 2011 through September 2011
- SMP Shoreline Management Recommendations: May 2011 through September 2011
- Draft SMP Policies and Regulations: October 2011 through November 2012
- SMP Public Approval Process: December 2012 through June 2013

OUTREACH ACTIVITIES

Outreach activities will occur at each stage of the SMP project and generally include the following sequence:

- Stakeholder outreach to inform, educate, and invite participation in the upcoming workshops or events
- Outreach materials preparation
- Media relations
- Open houses/workshops
- County project website and other social media.

Advisory Committee meetings will occur on an on-going basis throughout the SMP development stages. Similarly, other materials will be made available on the County Web site, and at County and Towns' offices. A draft schedule is located at the conclusion of this document. The periodic and on-going activities are described below, including meetings and outreach tools.

Meetings

Stakeholder Communication

The project team will utilize existing community organizations and their respective audiences and communication networks to share information about the SMP, e.g. organizations identified earlier such as community service organizations, property owners/developers, agricultural/irrigation interests, environmental and NGOs, and others. Sharing information with these established organizations reaches people in their daily activities and takes advantage of existing networks and communication avenues. The Advisory Committee can share in this activity with County coordination. Generally, it is expected that outreach to these groups will coincide with key project milestones, - either before large public meetings to encourage participation and/or after public meetings to share input and obtain reactions to the status of the project to date.

Town Communication

The County and consultant team will meet early in the SMP update process with the local Towns to discuss project goals and objectives, obtain technical information related to the assessment and inventory, and coordinate public participation, including agreements about how the advisory committee and

decision making process will work. The consultant team will meet with the Towns individually a second time to share the inventory and obtain inventory comments, describe future phases regarding shoreline characterization, and discuss preliminary shoreline recommendations. A third set of coordination meetings will occur as the draft SMP is refined in response to the restoration plan and cumulative impacts analysis and before the public hearing process. Other meetings may be added in coordination with other meetings, e.g. before/after Advisory Committee meetings.

Advisory Committee

Advisory Committee meetings will be held in accordance with the Advisory Committee operating procedures. Regular committee meetings will be held, generally every other month. The Advisory Committee will provide direction and feedback on SMP products. County and Consultant staff will facilitate Advisory Committee meetings and support the Advisory Committee with agendas and any necessary materials. The consultant team will attend upon County request.

Public Open Houses and Workshops

Public meetings will be held in County and Town locations throughout the process to share information and solicit input at key project milestones including:

- Visioning
- SMP Shoreline Management Recommendations
- Draft SMP Policies and Regulations
- SMP Approval Process

Meeting format will vary, e.g., open houses, workshops, or hearings, depending on the project phase and the preferences of each Town and the County. Open houses and workshops will be interactive and allow for one-on-one and group discussions. Hearings will allow for formal, recorded comments during Town council and/or planning commission meetings, and will occur later in the process. In advance of each meeting, a strategy will be developed including:

- Purpose and desired outcomes of each meeting;
- Appropriate meeting format;
- Preparation of materials to communicate clearly and ensure broad understanding;
- Identification of key questions that need to be answered for next SMP steps;

- Identification of additional meeting partners, their role(s), and preparation needs; and
- Development of draft public- and team-view agendas.

The County and Towns will attend, facilitate and present information, as appropriate, at each meeting. The Towns will work collaboratively with the County to coordinate meeting logistics including facility arrangements, refreshments, and sign-in sheets. The consultants will help plan meetings and attend them in support of the County and Towns.

Tools

Stakeholder Database

County staff will maintain a list of stakeholders, community members, and organizations interested in receiving public meeting announcements. Notice will be provided either by mail or e-mail. The County will update the database with information after each public outreach activity to reflect individuals and organizations that attended each meeting, and to inventory and respond to project comments as appropriate. The Towns will provide sign-in sheets from Town-specific meetings to the County in order to update the master database.

Outreach Packet Templates

The consultant team will develop communication material templates that incorporate the project identity (color, font), logo, and key project themes. The County will prepare content and print the materials prior to each phase of open houses and workshops. Depending on the intent and available time and budget, the outreach materials may be customized for each meeting location such as pairing the County or Towns' logos with the SMP project logo. Materials include:

- **Project Newsletter/Fact Sheet** – A project fact sheet will be developed to inform the public and other stakeholder groups about the project. It will be used as an overall “project backgrounder” and will include information about the plan update process, project schedule, and inviting language to encourage participation and interest. The project fact sheet will be distributed at community locations (see community display boards below), public meetings, at County/Town public counters, local libraries, project Web site and other high-traffic areas.
- **Frequently Asked Questions** – To address more topic-specific issues at each set of open house/workshops, a frequently asked questions (FAQ) piece may be developed addressing visioning and shoreline environments, depending on the phase of the project.

- **Comment card** – A comment card will be designed for use throughout the life of the SMP update process. Cards will be distributed along with the outreach packet and posted on the County Web site. Public comments will be reviewed and incorporated into the County and consultant work, and screened for common questions, themes or issues on behalf of community members.
- **Questionnaire** – A questionnaire will be designed to target specific visioning questions. It will be distributed at the Vision Workshops and posted on the County Web site. The consultant team will help brainstorm questionnaire content. The County will prepare the final questionnaire, post it, and summarize results.
- **Community Display Boards/Posters** - Eye-catching graphic boards (one set per Town and up to two sets for the unincorporated areas) will be designed to advertise the Visioning Workshops. They will be placed in high-traffic locations in each jurisdiction. The consultant team will develop a template that incorporates the project identity (color, font), logo, and key project themes. The County will prepare content and print the boards prior to each phase of open houses and workshops.

Web Site

The County Web site will provide interested community members with access to project updates, reports, meeting notices and agendas, and links to social media and the Washington State Department of Ecology’s Shoreline information. At a minimum, it will provide an interactive ability to comment and ask questions; project repository with all project info, organized in easy-to-understand fashion so that progress can easily be followed.

Links will be made between County and Towns’ Web sites.

Legal Notification

Legal notice of all public hearings and decisions related to the SMP review and update will be published in the Skagit Valley Herald under the “Legal Notices” classified section. Notification of all hearings will be provided at least 10 days before the hearing date. The notice will include the date, time, location, and purpose of the hearing. Skagit County and the individual Towns may publish notices in addition to this legal notification.

Media Relations

Skagit County will issue news releases announcing community meetings, public hearings, and comment periods to local media.

County or consultant will seek media coverage from local media and at a minimum will develop news releases, calendar announcements, Public Service Announcements, and brief announcements for local cable/government access channels. These will be developed and distributed before each project milestone. In addition, County/consultant may develop a follow-up news release after each project milestone to share progress/results.

Advisory Committee Checklist

The Advisory Committee will maintain a checklist containing the SMP public participation, outreach, and community visioning efforts. The Advisory Committee will regularly review the checklist to ensure that public participation and visioning objectives are being met.

Public Record

Summaries from County-sponsored public meetings will be made available to the community via the County Web site.

Town Planning Commission and Town Council meeting minutes will be available through each individual Town; Towns will provide minutes to the County if they desire to have them posted centrally on the County Web site.

Copies of the Public Participation Plan, SMP, development regulations, decision documents, staff reports, and other project-related information will be made available locally for public review at Skagit County's Planning and Development Services Department and on the County web page. In addition, the Towns may choose to post and retain Town-specific SMP chapters or other information at their Town halls.

ROLES AND RESPONSIBILITIES

County roles

- Coordinate Town meetings as appropriate
- Coordinate/facilitate Advisory Committee meetings, as needed
- Periodically brief Town planning commissions and Town councils on SMP progress
- Create/manage stakeholder database
- Post Web site content/manage inquiries, comments, responses to materials

- Produce/print outreach packets
- Produce/deliver community posters
- Distribute news releases and meeting notifications
- Coordinate/facilitate public open houses and workshops
- Coordinate/schedule County Planning Commission and Board of County Commissioner workshops and hearings

Advisory Committee roles

- Attend Advisory Committee meetings
- Conduct stakeholder outreach with County coordination
- Review and provide input to SMP products

Consultant roles

- Attend Town and Advisory Committee meetings at County request
- Coordinate/facilitate Advisory Committee meetings, as needed
- Coordinate/facilitate public open houses and workshops, as needed
- Prepare outreach material templates
- Review outreach packet and community posters
- Assist in planning public meetings
- Facilitate local stakeholder interviews in conjunction with Visioning
- Attend Visioning Workshops

PUBLIC PARTICIPATION PLANNING MATRIX

Outreach Stage (dates/timeframe)	Activities	Consultant Roles	County Roles	Towns' Roles	Advisory Committee Roles
Outreach 1 Project Initiation/ Notification (Begins January 2011 / Ongoing)	<ul style="list-style-type: none"> ▪ Town meetings ▪ Form Advisory Committee (AC) ▪ Public participation plan finalization ▪ Prepare outreach materials, logo and templates ▪ Prepare Stakeholder database ▪ Web site update 	<ul style="list-style-type: none"> ▪ Attend Town and AC meetings at County request ▪ Finalize public participation plan ▪ Create outreach material templates 	<ul style="list-style-type: none"> ▪ Coordinate/facilitate Town and AC meetings ▪ Create/manage stakeholder database ▪ Post Web site content 	<ul style="list-style-type: none"> ▪ Attend Town meetings and AC meetings, as appropriate ▪ Conduct stakeholder outreach with County coordination ▪ Review and provide input to SMP products 	<ul style="list-style-type: none"> ▪ Attend AC meetings ▪ Conduct stakeholder outreach with County coordination ▪ Review and provide input to SMP products
Outreach 2 Visioning (Begins June 2011 through September 2011)	<ul style="list-style-type: none"> ▪ Stakeholder outreach ▪ Town meetings ▪ AC meetings ▪ Outreach packet ▪ Community display boards ▪ Web site update ▪ Media relations ▪ Visioning Workshops 	<ul style="list-style-type: none"> ▪ Attend Town and AC meetings at County request ▪ Review outreach packet and community display boards ▪ Assist in planning public meetings ▪ Facilitate local stakeholder interviews in Towns in conjunction with Visioning ▪ Attend Visioning Workshops 	<ul style="list-style-type: none"> ▪ Coordinate/facilitate Town and AC meetings ▪ Conduct stakeholder outreach ▪ Produce/print outreach packets ▪ Produce/deliver display boards ▪ Post Web site content ▪ Distribute news release and meeting notification ▪ Coordinate/facilitate Visioning Workshops 	<ul style="list-style-type: none"> ▪ Attend Partner Town meetings and AC meetings ▪ Conduct stakeholder outreach with County coordination ▪ Review and provide input to SMP products ▪ Coordinate logistics for community meetings 	<ul style="list-style-type: none"> ▪ Attend AC meetings ▪ Conduct stakeholder outreach with County coordination ▪ Review and provide input to SMP products

<p>Outreach 3 SMP Shoreline Management Recommendations</p> <p>(Begins May 2011 through September 2011)</p>	<ul style="list-style-type: none"> ▪ Visioning report ▪ Stakeholder outreach ▪ Town meetings ▪ AC meetings ▪ Outreach packet ▪ Community display boards ▪ Web site update ▪ Media relations ▪ Open house/workshop 	<ul style="list-style-type: none"> ▪ Review visioning report ▪ Attend Town and AC meetings at County request ▪ Assist in planning public meetings ▪ Attend open houses/workshops 	<ul style="list-style-type: none"> ▪ Prepare visioning report ▪ Coordinate/facilitate Town and AC meetings ▪ Conduct stakeholder outreach ▪ Produce/print outreach packets ▪ Produce/deliver display boards ▪ Post Web site content ▪ Distribute news release and meeting notification ▪ Coordinate/facilitate open houses / workshops 	<ul style="list-style-type: none"> ▪ Attend Town meetings and AC meetings ▪ Conduct stakeholder outreach with County coordination ▪ Review and provide input to SMP products ▪ Coordinate logistics for community meetings 	<ul style="list-style-type: none"> ▪ Attend AC meetings ▪ Conduct stakeholder outreach with County coordination ▪ Review and provide input to SMP products
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<p>Outreach 4 Draft SMP Policies and Regulations (Begins October 2011 through November 2012)</p>	<ul style="list-style-type: none"> ▪ Stakeholder outreach ▪ Town meetings ▪ AC meetings ▪ Outreach packet ▪ Community display boards ▪ Web site update ▪ Media relations ▪ Open house/planning commission sessions 	<ul style="list-style-type: none"> ▪ Attend AC meetings at County request ▪ Assist in planning public meetings ▪ Attend open house/ planning commission sessions 	<ul style="list-style-type: none"> ▪ Coordinate/facilitate Town and AC meetings ▪ Conduct stakeholder outreach ▪ Produce/print outreach packets ▪ Produce/deliver display boards ▪ Post Web site content ▪ Distribute news release and meeting notification ▪ Coordinate/facilitate open house/planning commission sessions 	<ul style="list-style-type: none"> ▪ Attend Town meetings and AC meetings ▪ Review and provide input to SMP products ▪ Coordinate logistics for community meetings ▪ Help facilitate planning commission meetings 	<ul style="list-style-type: none"> ▪ Attend AC meetings ▪ Conduct stakeholder outreach with County coordination ▪ Review and provide input to SMP products
<p>Outreach 5 SMP Public Approval Process (Begins December 2012 through June 2013)</p>	<ul style="list-style-type: none"> ▪ Stakeholder outreach ▪ Town meetings ▪ AC meetings ▪ Outreach packet ▪ Community display boards ▪ Hearing notices ▪ Public hearings ▪ Web site update ▪ Media relations 	<ul style="list-style-type: none"> ▪ Attend Town and AC meetings at County request ▪ Assist in planning public meetings ▪ Attend public hearings at County request 	<ul style="list-style-type: none"> ▪ Coordinate/facilitate Town and AC meetings ▪ Conduct stakeholder outreach ▪ Produce/print outreach packets ▪ Produce/deliver display boards ▪ Post Web site content ▪ Distribute news release and hearing notification ▪ Coordinate/facilitate public hearings 	<ul style="list-style-type: none"> ▪ Attend Town meetings and AC meetings ▪ Review and provide input to SMP products ▪ Coordinate public hearings 	<ul style="list-style-type: none"> ▪ Attend AC meetings ▪ Conduct stakeholder outreach with County coordination ▪ Review and provide input to SMP products

