

Pierce County Comprehensive Plan Update

Public Participation Plan

Phase	Public Involvement Major Events and Activities	Input Captured in
<p style="text-align: center;">Phase I Outreach Kickoff</p> <p style="text-align: center;">October 2013 -August 2014</p>	<ul style="list-style-type: none"> • Website sign up for information and initial comments • Community group outreach meetings • Public Participation Kickoff activities • Open Houses for the General Public to introduce the Comprehensive Plan update, future trends, opportunities, and challenges for community development in Pierce County including breakout areas to discuss and respond to questions about key policy choices • “Question of the Week” on County webpage • Study sessions - County Planning Commission, Land Use Advisory Commissions and County Council • Presentations and conversations with community groups and organizations 	<ul style="list-style-type: none"> • Responses to Questions of the Week • Meeting Summaries • Open House and Online Comment Sheets • Mapping exercises • Comment and priority interest boards • Written comments on Comprehensive Plan documents
<p style="text-align: center;">Phase 2 Draft Plan Review</p> <p style="text-align: center;">September 2014- December 2014</p>	<ul style="list-style-type: none"> • Presentation of the draft Comprehensive Plan • Draft plans available online and in County offices for public review and comment • Draft plan overview presentations and conversations with community groups and organizations • Draft plan review sessions and recommendations from County Land Use Advisory Boards 	<ul style="list-style-type: none"> • Online comments on Plan Alternatives • Written comments from community group presentations • Public Testimony
<p style="text-align: center;">Phase 3 Adoption</p> <p style="text-align: center;">January 2015 – June 2015</p>	<ul style="list-style-type: none"> • Land Use Advisory Meetings • Planning Commission Hearings • County Council Community Development Committee hearings • Pierce County Council hearings 	<ul style="list-style-type: none"> • Written comments • Public Testimony

Goal and Objectives

Goal: Provide all residents, property owners, business owners and other stakeholders, an opportunity to understand and participate in the Comprehensive Plan Update process.

Objectives:

1. Build upon past planning work and carry forward the vision and directions that are important for the County.
2. Build community trust in the planning process.
3. Seek public input and ideas of what Pierce County should become in the next 20 years.
4. Encourage participation of community groups that may not normally participate in the planning process.
5. Provide for “early and continuous” public participation.
6. Explain the laws by which the County is obligated to conduct the Update process.
7. Inform the public about plans that are related to the Comprehensive Plan.

Type of Public Involvement/Outreach

Study Sessions: Provide project status and discussion of any topic/issue. Comments are captured through meeting minutes.

- Policy Makers
- Recommending Bodies

Open Houses: Provides background information and solicits feedback on project topics/issue(s). Comments are captured through open house comment sheets, mapping exercises, comment boards and priority interest boards.

- General Public
- Community groups

Meetings: Provides project background and information. Comments are captured through event comment sheets.

- Policy makers
- Community groups
- General Public

Group Presentations: Provides background information focused on specific topic or the general project. Comments are captured through event comment sheets.

- Community groups

Social Media: May be used to provide information and solicit feedback on project topics/issues. Comments are captured through questionnaires, Questions of the Week, and comment sheets.

- General Public
- Special Interest Stakeholders

- **General Public**
 - Residents
 - Property Owners
 - Business Owners
- **Community Groups**
 - Cities and Towns
 - School Districts
 - Fire Districts
 - Water Purveyors
 - Environmental Groups
 - Development Groups
 - Real estate Groups
 - Agricultural Interests
 - Transit Organizations
- **Recommending Bodies**
 - Planning Commission
 - Land Use Advisory Commission
 - Pierce County Regional Council
- **Policy Makers**
 - Pierce County Executive
 - Pierce County Council

Public Hearings

Public Hearings: Provides opportunity to general public and community groups to provide testimony before recommending body(ies) and County Council. Testimony is captured in the public record.

- Policy Makers
- Recommending Bodies
- Community groups
- General Public

Major Events and Activities

The public participation process is comprised of three main phases.

Phase 1: Outreach Kickoff

Phase 2: Draft Comprehensive Plan Review

Phase 3: Public Hearings and Adoption Process

The process will be supported throughout by a three-pronged approach to communicate with and engage the community:

- **Events** consisting of key public events such as open houses and public meetings that are well publicized through web and media.
- **Community Groups** consisting of information conveyed to County Land Use Advisory Commissions, and other groups and organizations such as service, environmental, development and planning groups via “roadshow” presentations.
- **Electronic Communication** consisting of a website and social media, virtual workshops and presentations, etc.

Notification Methods

The following methods may be used to inform the public of the opportunity to participate:

1. **Newspaper advertisements** – An initial newspaper ad informing of the start of the Comprehensive Plan Update and directing them to the webpage for the opportunity to comment.
2. **E-mail notice to interested parties on existing lists** - The County has extensive lists of interested parties from previous long range planning projects, including community plans.
3. **E-mail notice to interested parties in key organizations** – Requesting key outside organizations such as MBA, Futurewise, etc for distribution to their membership.
4. **Press Releases**
5. **Direct mail notices** - Notices directing the public to the County webpage and other sources for information on public participation opportunities.
6. **Postings on the County Facebook and Twitter pages**
7. **County Website Posting**– Place a link to the notice on the County homepage.
8. **Pierce County TV** –Short item, perhaps an interview, highlighting the project and the opportunity to comment.
9. **Posters and Notice Boards:** Placement of Posters or desktop Notice Boards highlighting the project and the opportunity to comment.