

ISLAND COUNTY TRANSPORTATION ELEMENT UPDATE

Engagement Plan

INTRODUCTION

Island County is seeking to update its Transportation Element and Concurrency Management Program in accordance with Washington State Growth Management Act (GMA) requirements. The Transportation Element will be consistent with the Island County Comprehensive Plan Land Use Element and will include land use data and projections for a twenty year horizon (2036 for the Transportation Element to match the overall Comprehensive Plan and 2040 for the transportation model).

The transportation modeling and population and economic forecast work associated with this project will be conducted for the entire Regional Transportation Planning Organization (RTPO) region which includes Island and Skagit Counties and the municipalities within. The forecasts will assist both Island and Skagit Counties and their respective cities with a growth allocation process under GMA. The consultant team, led by Transpo Group and BERK Consulting, will assist Island County with their Transportation Plan Update and the RTPO with growth forecasts and transportation model updates. Island County, the RTPO, and the consultant team, value interagency communication and public engagement, and this document outlines the public engagement plan for this project.

Importance of Communications and Outreach

Meaningful communications will define success for this project. Completion of a successful Transportation Element will hinge on accurate analysis and policy development with strong community support. The collaborative nature of this project makes communication an important element. Therefore, communications are integrated into every task described below, including:

- Multi-agency/stakeholder communications with project staff and the Project Advisory Committee (PAC). The multi-agency/stakeholder communications are carried out with the PAC and its meeting structure.
- Broad public communications with Island County residents.
- Briefings and communications with the Planning Commission and the Board of County Commissioners.

Project Objectives

The overall project objectives are to:

- Develop an updated regional transportation model meeting the needs of the RTPO including Skagit and Island Counties
- Update the countywide Transportation Element, and prepare in tandem a Freeland-specific Transportation Element for the Freeland Subarea Plan
- Inform the community about the Transportation Element purpose, process and progress throughout the process
- Invite the community to participate in a variety of ways to express their views on transportation system visions, challenges, and solutions
- Link public input to the Transportation Element products
- Ensure the Transportation Element meets long-term community transportation needs both countywide and within Freeland

- Ensure the Transportation Element is realistic
- Endeavor to complete the project in a timely way and within the available resources

MULTI-AGENCY/STAKEHOLDER COMMUNICATIONS

Multi-agency/stakeholder communications are geared at agency coordination between Island County, Skagit County, SCOG, and local government agencies. Given the technical nature of elements of the land use/growth forecasting, travel demand model updates, and the Island County Transportation Element, the consultant team will work through a Project Advisory Committee. The PAC will provide a framework for confirming assumptions and methodologies, providing input on alternatives, and reviewing results throughout the study process.

PAC Membership

A preliminary list of PAC members is presented below. Representation on the PAC is divided into three different focus areas:

- Island County Transportation Element Update
- Skagit/Island Regional Model Update
- Freeland Sub-area Transportation Element Update

In addition to the core PAC members listed in the exhibit below, additional stakeholder representatives will be invited to PAC meetings when appropriate.

Exhibit 1: Preliminary PAC Membership

| Name | Position | Agency/Affiliation | Island County Transportation Element Update | Skagit / Island Regional Model Update | Freeland Sub-area Transportation Element Update |
|----------------|--------------------------------|------------------------------------------------------|---------------------------------------------|---------------------------------------|-------------------------------------------------|
| Bill Oakes | Director | Island County Public Works | | | |
| Connie Bowers | Assistant County Engineer | Island County Public Works | | | |
| Doug Cox | Transportation Planner | Island County Public Works | | | |
| Brad Johnson | Planner | Island County Planning | | | |
| Will Simpson | Planner | Island County Planning | | | |
| Emily Maughan | Public Health Coordinator | Island County Public Health | | | |
| John Shambaugh | Area Planning Manager | WSDOT NW Region / Mt. Baker | | | |
| Jeff Arango | Director | City of Langley Community Planning | | | |
| Bridget Smith | Planner | Town of Coupeville | | | |
| Cac Kamak | Planner | City of Oak Harbor | | | |
| Kevin Murphy | Director | SCOG | | | |
| Gabe Phillips | Transportation Planner/Modeler | SCOG | | | |
| Kirk Johnson | Planner | Skagit County Planning | | | |
| Ryan Larsen | Director | City of Anacortes Planning and Community Development | | | |

Meeting Plan

PAC Workshops

There are five facilitated workshops with the PAC spread over the course of the project from October 2013 to fall of 2014.

As identified in the in the scope of work, the workshop plan identifies the following five meetings.

- Workshop #1: Project Kick-off
- Workshop #2: Population and Employment Alternatives Evaluation
- Workshop #3: Traffic Forecasts and Evaluation
- Workshop #4: Preliminary Draft Island County Transportation Element and Freeland Subarea Transportation Element
- Workshop #5: Draft Island County Transportation Element and Freeland Subarea Transportation Element

Additional County Land Use Workshops

An additional four County Land Use Workshops (two with Island County jurisdictions and two with Skagit County jurisdictions) will be held to coordinate the population/employment subarea allocations. These Land Use Workshops will allow local jurisdictions to assess local circumstances and trends and how these issues will affect allocations of population and employment.

BROAD PUBLIC COMMUNICATIONS

There are several key stakeholder groups that the planning process seeks to engage:

- Island County residents primarily through public open houses
 - Particular attention to Freeland residents as a subarea transportation plan is developed through participation on the PAC and through public open houses
- Island County Planning Commission through staff briefings
- Island County Board of County Commissioners through staff briefings

The external communications plan will be constructed to disseminate project data and information and collect public and decision-maker input at three key points in the process. At each of these key points, there will be public open houses followed by staff briefings with the Island County Planning Commission and Island County Board of Commissioners. The broad topics to be addressed at the three key points are described as follows:

- First set of Meetings: Vision and Situation Assessment
 - Collection of guiding principles and values for the transportation plan from the public
 - Presentation of information on future growth scenarios and potential transportation challenges
- Second set of Meetings: Transportation Alternatives
 - Presentation of transportation alternatives and concepts for review and comment
- Third set of Meetings: Development of the Final Transportation Element and Plan
 - Presentation of draft plan for review and comment

Overview of Public Open House Meetings

The purpose of the public open house meetings will be to provide the public with information on project progress and gather input that will help guide the development of the next project phase. It is anticipated that the meetings will be about 2 hours in length. As appropriate to the project phase and project resources, meetings will be held at geographically diverse county locations in an effort to capture the diversity of opinion in the County. Depending on the nature of the local community and the meeting topics to share, some meetings could be held in the morning or mid-day (e.g. to attract business owners or retirees) and/or the in the evenings (to attract general residents).

It is anticipated that there will be three sets of public meetings held across the county as follows:

- First set of Meetings – Three total meetings. South Whidbey, North Whidbey and Camano.
- Second set of Meetings – Three total meetings. South Whidbey, North Whidbey and Camano.
- Third set of Meetings – Three total meetings. South Whidbey, North Whidbey and Camano.

The number of meetings to be held in each phase, the timing, and locations, may vary from this initial listing depending on the needs of the project.

Administrative and Legislative Outreach

Materials developed for the public open houses will be used by Island County staff for updates and briefings to the County Planning Commission and Board of County Commissioners. County staff will record feedback for dissemination to the project team.

Web Site and Survey/Comment Tools

A project web site will be hosted by Island County and provide interested community members with access to project updates, reports, meeting notices and agendas. Each set of public meetings will be accompanied by an online survey (using Survey Monkey or other similar tool). The survey will be made available through the County's website. The online survey will act as an informal data gathering tool. It will be an additional mode for stakeholders and community members to provide input as the project is developed. County staff will send notices to stakeholders when surveys are available.

Media Relations

The County and Cities will provide meeting invitations and fliers to local media.

Interested Parties 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 email. 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.

SCHEDULE

| Project Tasks | 2013 | | | | 2014 | | | | | | | | | | | | |
|---------------------------------------------|------|-------------|-----|------------|-------------|------------|-----|------------|-----|------|------|-----|------------|-----|-----|-----|--|
| | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | July | Aug | Sep | Oct | Nov | Dec | |
| Land Use | | [Green Bar] | | | | | | | | | | | | | | | |
| Model Update | | [Green Bar] | | | [Green Bar] | | | | | | | | | | | | |
| Island County Transportation Element Update | | [Green Bar] | | | | | | | | | | | | | | | |
| Engagement Plan | | [Green Bar] | | | | | | | | | | | | | | | |
| PAC | | (1) | (2) | (1) (2) | (3) (4) | | (3) | | | | | (4) | | (5) | | | |
| Public Meetings | | | | | | | | | | | | | | | | | |
| Survey | | | | | (1) S | | | (2) S | | | | | (3) S | | | | |
| Planning Commission | | | | | | (1) (1) | | (2) (2) | | | | | (3) (3) | | | | |
| Board of County Commissioners | | | | | | | | | | | | | | | | | |

- (X) Project Advisory Committee (PAC)
- (X) Public Workshop
- (X) County Land Use Workshops
- (X) Legislative Briefing
- (X) Draft/Final Deliverable