

Public Involvement Plan

10-Year Comprehensive Plan Update ■ Kitsap County ■ Final – March 23, 2006



Public Involvement Plan

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Table of Contents

Chapter 1. Introduction	1-1
Chapter 2. MyKitsap and Project Key Messages.....	2-2
Chapter 3. Audiences.....	3-3
3.1. General Public	3-3
3.2. Community Organizations.....	3-4
3.3. Interested Property Owners and Developers	3-5
3.4. Environmental Groups	3-6
3.5. Governmental/Quasi-Governmental Groups.....	3-7
3.6. Board of County Commissioners	3-8
3.7. Media	3-8
Chapter 4. Outreach Activities	4-9
4.1. Phase I Outreach Activities	4-10
4.2. Phase 2 Outreach Activities	4-12
4.3. County-Initiated Public Involvement Activities.....	4-13
4.4. Public Involvement Planning Matrix	4-14

Tables

Table 4-1. Public Involvement Planning Matrix 4-14

Appendices

Appendix 1 – Kitsap County 10-Year Comprehensive Plan Update Schedule Overview, Public Involvement Activities, February 2006

Chapter 1. Introduction

Kitsap County is embarking on the 10-Year Update to its Comprehensive Plan. The update effort is scheduled to occur over a 12-month period, from January through December 2006. During that time, the county will implement a proactive, comprehensive public involvement program to encourage participation in the development of plan elements and to ultimately develop a plan that will be supported by the community. The public involvement program is designed to meet the following objectives:

- To inform the community about the update effort, including the reasons for the update, purpose of the Comprehensive Plan and state requirements;
- To obtain input from all members of the community through all aspects of plan development;
- To engage the public and stakeholders in an open dialogue throughout the process;
- To encourage two-way communication between the county and community stakeholders;
- To identify interests, concerns and issues as early as possible to avoid surprises later in the process;
- To ensure that elected officials, staff and consultants are fully aware of and understand community and stakeholder concerns;
- To be aware of and communicate clearly about the integration of other plan processes in the development of the Comprehensive Plan update;
- To generate trust, confidence and credibility in the project team, process and project; and
- To develop a Comprehensive Plan that will have the support of the community and guide Kitsap County's growth over the next 20 years



Chapter 2. MyKitsap and Project Key Messages

“MyKitsap. Your Vision, Your Views, Our Future.” is the overall theme of the update process. It will be used on all communication materials developed by the consultants as well as repurposed for additional publicity and outreach activities such as banners, magnets and other collateral materials, as appropriate and desired by the county.

In addition to the MyKitsap theme, the following messages will be important to stress throughout the public involvement program. These messages will guide the overall public involvement program and be promoted through communication materials and outreach opportunities facilitated by county staff, Board of County Commissioners (Board) and the consultants.

- Public involvement is a state requirement and key component of the plan update. The county is interested in going beyond basic legal requirements and using multiple and creative opportunities to involve the public and identify or affirm a collective vision for the future of Kitsap County.
- The plan is not a foregone conclusion. It can be crafted with particular attention to the type and density of development that should occur in different areas of the county. Though directed by state law as to the elements it must address, there is a degree of latitude within the plan to prescribe how and where the county will grow.
- Public involvement will be important through all phases of the plan development. Ultimately, the Board will decide the outcome of the final plan; however, when presented with the final draft plan in October 2006, the Board will desire the assurance that the plan has been developed with the community’s input.
- Easy and convenient access to project information is critical; county staff and consultants will ensure that information is easy to obtain, useful, timely, pertinent and easy to understand.



Chapter 3. Audiences

The public involvement program is designed to reach all audiences that may have an interest in the plan update process. It will also be designed to reach out to other groups and individuals – those that may not yet have an interest or be compelled to participate – to encourage their awareness, understanding and involvement in the process. The following describes the audiences that the public involvement program is designed to reach:

3.1. General Public

The general public is defined as members of the community including residents, businesses and any others that might be interested in the Comprehensive Update process.

Profile: Typical characteristics of this group include limited understanding of the Comprehensive Plan process, limited contact and/or knowledge of county departments and functions, including the Kitsap County Department of Community Development, and, due to time constraints and other factors, a general inability or lack of desire to engage and participate in government activities and projects. Members of the general public will have a mixed response to local government activities. Based on previous experience, and societal and personal values, they may feel supported by or imposed upon by local government. An outreach challenge is identifying and implementing a cost-effective method for reaching all members of the general public.

Key Outreach Tactics: The thrust of outreach activities associated with the general public will be focused on generating awareness, confidence and interest in the plan process. The public involvement program can contribute to a positive view of county government through positive key messages and positive interactions with county staff, Board and the project consultants.

Methods: The following methods will be used to reach these groups:

- Distribution of project materials including project newsletters, fact sheets/frequently asked questions (FAQs), MyKitsap buttons and comment cards at public counters, libraries, graphic information “kiosks,” public meetings and related planning meetings (e.g. Town Hall Meetings in February and April 2006)
- Media relations
- Graphic information “kiosks” at community locations (three locations throughout the county, updated three times)



- Comprehensive Plan presentations at community organization meetings. These might include very brief updates and/or more involved presentations at the request and interest of the community organization.
- Outreach through open space and recreation planning

3.2. Community Organizations

Community organizations are loosely defined as groups, associations, committees or other gatherings of individuals that are coming together for a common interest and/or cause. This includes service groups such as Rotary, League of Women Voters, chambers of commerce, Kiwanis, local community councils, etc., as well as neighborhood associations, social service organizations, and other community organizations such as Silverdale Business & Professional Women, Soroptimist, PTA, Friends of the Library, religious organizations and senior organizations.

Profile: 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.

Key Outreach Tactics: There are two key outreach tactics that will be implemented 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 the basic information about the purpose of the project, project updates, meetings, milestones, etc. – the who, what, why, when and where.

The second outreach tactic with this group is to “leverage” their memberships and their existing outreach activities to promote the Comprehensive Plan effort. For example, local organization newsletters can include a Comprehensive Plan Update fact sheet as an insert or a brief article and/or notice about an upcoming public meeting.

Methods: The following methods will be used to reach these groups:

- Direct mail and email distribution of project materials
- Media relations (publicizing upcoming Comprehensive Plan meetings and publishing announcements of upcoming community organization meetings where the Comprehensive Plan update process will be discussed)
- Comprehensive Plan Update presentations
- Outreach through open space and recreation planning
- Speakers’ Bureau



3.3. Interested Property Owners and Developers

Interested property owners are defined as members of the community that have an interest in growth and development regulations, especially as they relate to their private property rights. They may have an interest in developing or preserving their property. This might include real estate and development groups such as the Kitsap County Home Builders, Built Green, Kitsap Realtors Association and other real estate professionals. It will also include property rights groups such as the Kitsap Alliance of Property Owners (KAPO).

Profile: These groups and individuals vary in their understanding of county 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. Some in this category are 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 recommendations or initiatives.

Most reputable developers have a clear understanding about development regulations, have been involved or at least observed public planning processes and are extremely interested in the plan outcomes.

Key Outreach Tactics: In addition to the key outreach activities associated with the general public, outreach activities associated with this group should be focused on keeping them fully informed and updated as to project progress, meetings and key decision-making points. The public involvement activities are designed to prevent last minute surprises or reactions from this group that they have not been adequately informed or discouraged from participating in the process.

Methods: The following methods will be used to reach these groups:

- Distribution of project materials including project newsletters, fact sheets/frequently asked questions (FAQs), MyKitsap buttons and comment cards at public counters, libraries, graphic information “kiosks,” public meetings and related planning meetings (e.g. Town Hall Meetings in February and April 2006)
- Media relations
- Graphic information “kiosks” at community locations (three locations throughout the county, updated three times)



- Comprehensive Plan presentations/agenda items at community organization meetings. These might include very brief updates and/or more involved presentations at the request and interest of the community organization.
- Outreach through open space and recreation planning
- Speakers' bureau

3.4. Environmental Groups

Environmental groups include organizations such as the West Sound Conservation Council, Clear Creek Task Force, Chums of Barker Creek, Audubon Society and many others. Comprehensive Plan public involvement activities with these groups will be focused on those that have an interest in Comprehensive Plan activities, specifically those that are related to conservation, preservation and protection of natural resources in Kitsap County.

Profile: There are two primary subgroups within this audience: those that are interested in planning activities in general and those that are engaged in specific restoration or conservation efforts in Kitsap County. Some may be most helpful in distributing information; others will be direct participants in the process. These groups have varied experience and knowledge with local development plans and regulations, and hence, have varying interest levels in the types of activities being conducted by local government.

Key Outreach Tactics: These groups will be reached through similar outreach activities as those described above. Based on their area of interest and focus, some may help spread information about Comprehensive Plan activities through their newsletters, announcements, meetings, etc. This might include groups such as the local chapter of the Audubon Society, Capitol Land Trust, South Puget Sound Enhancement Group and Washington Trails Association.

Others will be interested in activities that may affect a particular location or natural resource. These groups will likely want to actively participate in Comprehensive Plan public workshops and be interested in hosting special or regular meetings for Comprehensive Plan presentations. Groups such as the Chums of Barker Creek and Clear Creek Task Force are examples. In addition, some of these groups develop and distribute newsletters, conduct regular meetings and conduct other outreach activities with their membership. The public involvement program will seek out those groups to “leverage” most effectively for the Kitsap County 10-Year Comprehensive Plan process.

Methods: The following methods will be used to reach these groups:

- Direct mail and email distribution of project materials



- Media relations (publicizing upcoming Comprehensive Plan meetings)
- Comprehensive Plan presentations/agenda items at community organization meetings. These might include very brief updates and/or more involved presentations at the request and interest of the community organization.
- Outreach through open space and recreation planning
- Speakers' Bureau

3.5. Governmental/Quasi-Governmental Groups

Governmental and quasi-governmental groups are defined as organizations that have a connection to local government and include groups such as the Kitsap County Planning Commission, the Kitsap Regional Coordinating Council (KRCC), the Silverdale Citizen Advisory Committee (CAC), the tribes, local school districts, local cities and others. Some groups are made up of appointed community members, staff from other jurisdictions and/or elected officials.

Profile: These groups are very knowledgeable about local government and public planning processes, and are “connected” to existing lines of county communication. They will be relatively easy to reach through established relationships and regular meeting schedules. However, with the fast-track schedule to complete the Comprehensive Plan Update, it will be very important to coordinate with these groups as early as possible to confirm meeting dates and ensure adequate time for Comprehensive Plan 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 Tactics: These groups will be reached through all of the outreach activities described above. In addition, the Comprehensive Plan Update process will be a periodic topic at their regularly scheduled meetings, providing progress updates and seeking input at key plan milestones.

Methods: The following methods will be used to reach these groups:

- Direct mail and email distribution of project materials
- Direct phone and email contact by county staff, Board and consultants
- Media relations
- Comprehensive Plan Update presentations



- Outreach through open space and recreation planning

3.6. Board of County Commissioners

The Board of County Commissioners has the ultimate responsibility and decision-making authority for the Comprehensive Plan.

Profile: Members of the Board are extremely knowledgeable about the Comprehensive Plan and the state requirements, are generally well connected and tuned in with community groups, individuals and organizations, and are very interested in all aspects of the plan development.

Key Outreach Tactics: Members of the Board will be kept informed through regular updates from county staff. They will be apprised of all upcoming events, plan progress and key milestones. They will be provided with copies of all communication materials, be presented with suggestions and guidance for conducting outreach of their own and make direct contact with local community organizations as they have time and interest. They will meet periodically with their city counterparts, with the tribes, and with many of the government and quasi-governmental groups identified in 3.5 above.

Methods: The following methods will be used to reach these groups:

- Comprehensive Plan Updates and briefings at Board meetings
- Comprehensive Plan Update presentations with community organizations and government/quasi-government organizations
- Direct mail and email distribution of project materials

3.7. Media

Key media in Kitsap County include print and electronic media including the *Kitsap Sun*, *Bremerton Patriot*, *Central Kitsap Reporter* and other local and regional media.

Profile: The media is interested in topics of local interest, including the activities of local government. Media representatives are often drawn to controversial topics and can stimulate public interest through the way they cover certain topics. A key benefit of the media is the ability to quickly reach a large number of people through news articles, paid advertisements and op-ed pieces. Kitsap County enjoys a positive relationship with the media in the region and the media has been very responsive in providing coverage to government issues.

Key Outreach Tactics: Media relations will primarily be handled by the county. News releases and calendar announcements can be used as a method for



communicating important project information. It is recommended that the county continue its positive dialogue with the local media, be responsive and available to answer questions, initiate editorial Board briefings, participate in media interviews, and be open and forthcoming with as much information as possible to keep the media informed. It is recommended that the county look to develop positive news stories about the update process, invite reporters to participate in meetings and other plan activities and generally encourage media-directed interest in the plan update process.

Methods: The following methods will be used to reach these groups:

- Targeted news releases
- Calendar announcements
- Editorial board briefings
- Paid advertisements
- Reporter outreach and media follow-up

Chapter 4. Outreach Activities

There are two primary phases of the public involvement program. There is some overlap between Phase I and Phase II for certain tasks; however, Phase I generally extends from January 2006 through March 2006.

The intent of Phase I is to develop the public involvement strategy, design an identifiable graphical look, develop templates for all supporting communication materials and schedule, and coordinate and participate in the first round of outreach activities. It also includes coordination with other public planning processes including outreach with the open space and recreation planning effort.

Each “round” of public outreach activities will generally follow the public meeting milestones outlined on the attached Kitsap County 10-Year Comprehensive Plan Update Schedule Overview, Public Involvement Activities, February 2006. These correspond to the following key topics and dates:

- *Scoping and Vision Workshops* March 2006



- *Plan Alternatives Workshops* May 2006
- *Draft Plan/EIS Open Houses* August/September 2006
- *Draft Plan Hearings* September 2006

Phase II generally covers the period from April 2006 through December 2006 and includes two additional rounds of outreach activities.

Phase I and Phase II outreach activities are described below.

4.1. Phase I Outreach Activities

Following are the Phase I outreach activities:

- **Fact sheet and questionnaire for open space and recreation outreach efforts**
– Jones & Stokes will write copy, review county’s edits, and make final recommendations on outreach materials that will be distributed at open space and recreation public meetings and focus groups.
- **Development of project graphical look and identity** – Jones & Stokes will develop a consistent graphic look that will be used on all Comprehensive Plan Update communication materials. The look will include a graphical treatment including consistent use of fonts, colors and project tag line.
- **Development of Phase I “Planners Meeting Package” materials** – Jones & Stokes will develop a series of communication materials that will make use of the graphical look, project identity and tag line. Jones & Stokes will develop the first version of the Planners Meeting Package materials to coincide with the first round of outreach activities in March. For Phase I, the materials will include:
 - ***Project 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 a full-color, 8 ½ x 11, two-sided piece and distributed at community locations (see graphic boards below), public meetings, at county public counters, local libraries, project Web site and other high-traffic areas.
 - ***Meeting postcard*** – A meeting postcard will be used to publicize the first set of public workshops. It will be written and designed to reflect the MyKitsap graphical look and be formatted as a full-color, 5½ x 8½”, two-sided mailer. The meeting postcard will be distributed to all stakeholder database contacts through direct mail and email.



- ***MyKitsap Buttons*** – A MyKitsap button (1¾” diameter) will be developed that expresses the MyKitsap logo and will be distributed at all public venues.
- ***Project comment card*** – A generic comment card will be designed for use throughout the life of the project. It will include a postage-paid return address for quick and easy responses. It will be distributed at all locations as the project fact sheet. Comments will be reviewed and incorporated into the county and consultant work and be reviewed for common questions, themes or issues on behalf of community members. The project comment card will be posted on the project Web site.
- ***Graphic Boards*** – Designed for high visibility, one set of three graphic boards will be developed to communicate Comprehensive Plan Update progress and activities in Phase I. The boards will advertise upcoming meeting dates and include a fact sheet/comment card holder and will get attention of the general public at high traffic areas such as libraries, post offices and other locations.
- **Stakeholder Database** – Using the county’s contact lists as a starting point, Jones & Stokes will develop a project stakeholder database that will be used for direct mail and email distribution of plan communication materials. The database will include public meeting attendees, community organizations, environmental groups, elected officials, media representatives and any other groups that may be interested in the Comprehensive Plan activities. The database will be developed in an Excel format with different fields for name, address, organization, phone, email and special notes. The stakeholder database will be provided to a mail distribution service in advance of each outreach material mailing. Jones & Stokes will update the database as necessary throughout the project, to reflect new public meeting attendees, additional stakeholders and others that become engaged throughout the process.
- **Conduct Scoping Meeting and Vision Open House** – Jones & Stokes will conduct open houses during the scoping period, intended to take place the week of March 20 and March 27, 2006. Jones & Stokes will hold a strategy and planning session with the county, develop an open house agenda, coordinate logistics with the county, manage the development of handouts and graphic Boards, and prepare a summary of each open house. The open houses will be held in three geographic locations in the county. The purpose of the scoping and visioning public workshops are to 1) share input about the Comprehensive Plan Update process; 2) identify issues, concerns and questions of participants; 3) share information about the county’s existing vision concepts; and 4) obtain feedback about the relevance and/or revisions necessary to reflect a current vision for the county.



- **Agency Scoping Meeting** – Jones & Stokes will conduct an agency scoping meeting soon after (likely the next week) the first round of open houses. Jones & Stokes will hold a strategy and planning session with the county, develop a scoping meeting agenda, coordinate logistics, manage the development of handouts and graphic boards, and prepare an agency scoping summary. The purpose of the agency scoping meeting will be to hear from other agencies about issues, concerns and relevant information for the 10-Year Update process.

4.2. Phase 2 Outreach Activities

Phase II outreach activities are a continuation of the activities started in Phase I. Using the templates and materials developed in Phase I, these activities are expected to be very similar to those conducted in Phase I, with the primary differences being the timing of activities and the key topic areas for review and discussion. Each plan milestone will focus on a different aspect of the plan development but will also encourage general comments about all phases of the plan at any time. These activities include the following:

- **Stakeholder Database Updates** – The stakeholder database will be updated after each set of public workshops to reflect additional interested parties.
- **Frequently Asked Questions (FAQ) #1** – The FAQ will be developed based on the comments, questions and issues raised throughout the plan process. These may be identified at public meetings, community stakeholder meetings, through comment cards or through one-on-one interactions between members of the public and county staff and/or the consultants. The FAQ will be posted on the project Web site.
- **Planners Meeting Package – Version #2** – The Planner’s Meeting Package materials for Phase II will include a combined newsletter/meeting announcement, an updated fact sheet/FAQ and a set of three updated graphic boards. The newsletter will advertise the upcoming meetings and plan progress; the fact sheet/FAQ will be based on the comments received through comment cards and the graphic boards will jointly advertise the upcoming meetings and share limited information about plan progress.
- **Open houses/public meetings #2** – Plan Alternatives (three; different geographic locations) – The second set of open houses/public meetings will be focused on plan alternatives. The purpose will be to share information and obtain input about several potential alternatives to be studied in the EIS and the future identification of a preferred alternative.
- **Focus Groups – Round #1** – Jones & Stokes will conduct three focus groups, to coincide with the Plan Alternatives meetings. Jones & Stokes will develop a moderator guide, facilitate each focus group and provide a combined summary of



the three focus groups. The focus groups will be conducted after the three public workshops have been held. The purpose of the focus groups will be to review the input provided by the public, share any additional comments, and provide direction to the staff, Consultant and County Commissioners where there are areas of disagreement or diverging opinions.

- **Frequently Asked Questions (FAQ) #2** – The FAQ will be developed based on the comments, questions and issues raised throughout the plan process. These may be identified at public meetings, community stakeholder meetings, through comment cards or through one-on-one interactions between members of the public and county staff and/or the consultants. The FAQ will be posted on the project Web site.
- **Planners Meeting Package – Version #3** – The Planner’s Meeting Package materials for Phase II will include a combined newsletter/meeting announcement, an updated fact sheet/FAQ and a set of three updated graphic boards. The newsletter will advertise the upcoming meetings and plan progress; the fact sheet/FAQ will be based on the comments received through comment cards and the graphic boards will jointly advertise the upcoming meetings and share limited information about plan progress.
- **Open houses/public meetings #3 – Plan Hearings** (three; different geographic locations) – The third set of open houses/public meetings will be focused on the draft plan. The purpose of the meetings will be to share the draft plan and provide an opportunity to hear feedback from the public.
- **Focus Groups – Round #2** – Jones & Stokes will conduct three focus groups, to coincide with the Draft Plan public meetings. Jones & Stokes will develop a moderator guide, facilitate each focus group and provide a combined summary of the three focus groups. The focus groups will be conducted after the three public meetings have been held. The purpose of the focus groups will be to review the input provided by the public, share any additional comments, and provide direction to the staff, Consultant and County Commissioners where there are areas of disagreement or diverging opinions.

4.3. County-Initiated Public Involvement Activities

Several public involvement activities will be led by county staff. These include:

- Development of the project Web site with new Web URL: MyKitsap.org (directing all traffic and linked directly to the county’s existing Web site)
- Coordination and establishment of a speaker’s bureau



- Management and coordination of the stakeholder outreach activities. It is expected that the county will contact stakeholder groups, coordinate with county staff and Board, and schedule convenient times for presentations. County staff and Board will take the lead in making presentations to stakeholder groups, and prepare written summaries as appropriate.
- Focus Groups recruitment and coordination. The County will be responsible for identifying, recruiting and conducting follow-up to ensure focus group participation. The County will be responsible for securing locations for the focus groups. Each focus group shall be targeted to have a maximum of 12 individuals and should represent a wide range of organizations and interests throughout the community.
- Identify and secure locations for graphic boards placement.
- Identify and secure locations for open houses/public meetings.
- Media relations

In addition, there are several optional outreach activities that the county has discussed and may wish to implement. These include:

- Promoting awareness of the MyKitsap theme through the following materials:
 - Banners
 - Fleet magnets
 - Refrigerator magnets
 - Pencils

Note: The current budget and scope does not include resources to produce these materials.

4.4. Public Involvement Planning Matrix

Table 4.1 Public Involvement Planning Matrix

Audience	Outreach Activities	Timing
General Public	<ul style="list-style-type: none"> ▪ Planners Meeting Package ▪ Open houses/public meetings ▪ Comprehensive Plan presentations ▪ Graphic information kiosks ▪ Media relations ▪ MyKitsap Web site ▪ Open space and recreation 	<ul style="list-style-type: none"> ▪ Key Outreach Milestones in March, May, September 2006 ▪ On-going



outreach

Community Organizations

- Open houses/public meetings
 - Graphic information kiosks
 - Planners Meeting Package
 - Comprehensive Plan presentations
 - Direct mail of newsletters/meeting announcements
 - Direct contact by county staff, Board, consultants
 - MyKitsap Web site
 - Media relations
 - Speakers' Bureau
 - Open space and recreation outreach
 - Focus groups
- Key Outreach Milestones in March, May, September 2006
 - On-going

Property Owners & Developers

- Open houses/public meetings
 - Graphic information kiosks
 - Planners Meeting Package
 - Comprehensive Plan presentations
 - Direct mail of newsletters/meeting announcements
 - Direct contact by county staff, Board, consultants
 - MyKitsap Web site
 - Media relations
 - Speakers' Bureau
 - Open space and recreation outreach
 - Focus groups
- Key Outreach Milestones in March, May, September 2006
 - On-going

Environmental Groups

- Open houses/public meetings
 - Graphic information kiosks
 - Planners Meeting Package
 - Comprehensive Plan presentations
 - Direct mail of newsletters/meeting announcements
 - Direct contact by county staff, Board, consultants
 - MyKitsap Web site
 - Media relations
 - Speakers' Bureau
 - Open space and recreation outreach
 - Focus groups
- Key Outreach Milestones in March, May, September 2006
 - On-going
-



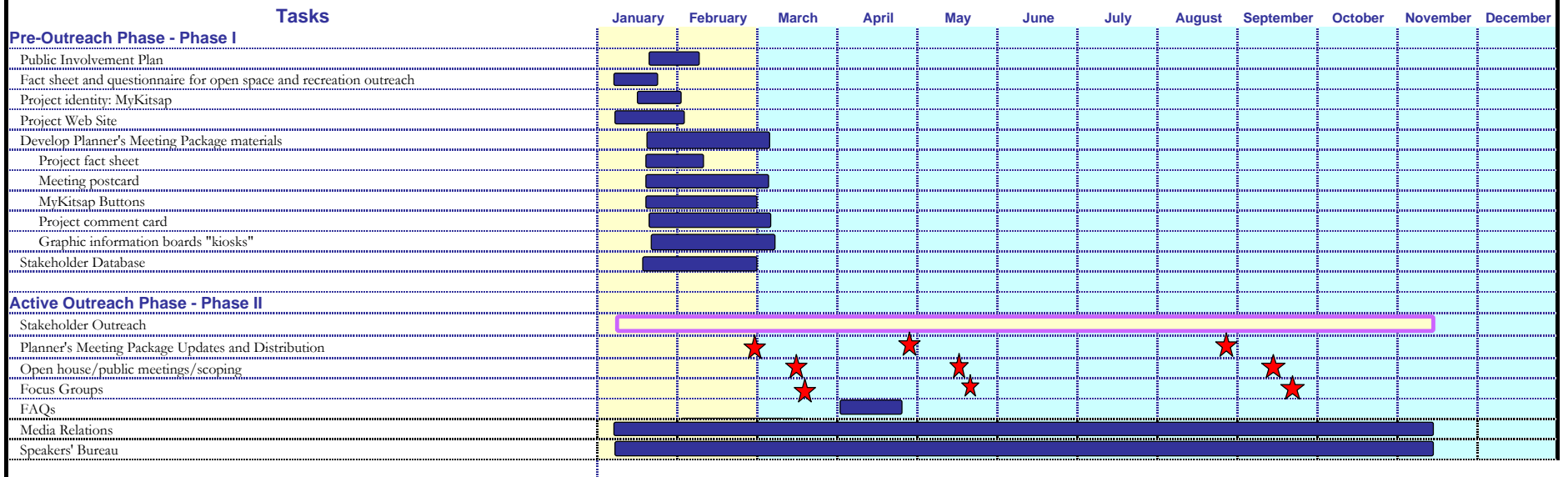
Governmental/ Quasi-governemental Groups	<ul style="list-style-type: none"> ▪ Open houses/public meetings ▪ Graphic information kiosks ▪ Planners Meeting Package ▪ Comprehensive Plan presentations ▪ Direct mail of newsletters/meeting announcements ▪ Direct contact by county staff, Board, consultants ▪ MyKitsap Web site ▪ Media relations ▪ Speakers' Bureau ▪ Open space and recreation outreach ▪ Focus groups 	<ul style="list-style-type: none"> ▪ Key Outreach Milestones in March, May, September 2006 ▪ On-going
Board of County Commissioners	<ul style="list-style-type: none"> ▪ Comprehensive Plan Update briefings at Board meetings ▪ Comprehensive Plan Update presentations at community organizations and government/quasi-government organizations ▪ Agency scoping meeting 	<ul style="list-style-type: none"> ▪ Key outreach milestones in March, May, September 2006 ▪ Stakeholder outreach presentation schedule to be determined in Phase I
Media	<ul style="list-style-type: none"> ▪ Targeted news releases ▪ Calendar announcements ▪ Editorial board briefings ▪ Paid advertisements ▪ Reporter outreach and follow-up 	<ul style="list-style-type: none"> ▪ Key outreach milestones in March, May and September ▪ On-going



Appendix – Public Involvement Schedule – 2/3/06



Kitsap County 10-Year Comprehensive Plan Update Public Involvement Schedule: 2006 2/27/2006



Legend: Pre-Outreach Phase
 Legend: Active Outreach Phase
 Open house/public meetings/scoping