Kitsap County Department of Public Works
Banner Road Design Report - Alternatives Analysis

Public Outreach Plan
September 23, 2010

1. BACKGROUND

The section of Banner Road Southeast between Southeast Banfill Road and Olalla Valley Road Southeast was studied by the County in 1991. Horizontal and vertical options that generally followed the existing right-of-way were analyzed. That report will be taken into consideration and built upon as this alternatives analysis is completed.

Recent meetings with nearby property owners, public works staff, and County Commissioner Charlotte Garrido were held in 2010. These meetings took place with two different groups that can be generally summarized as a Banner Road group and a Culver Street group. Each group would generally prefer improvements that do not impact them. As the project moves into the study phase, the outreach efforts will build on the feedback from these initial meetings.

2. GOALS, OBJECTIVES, PUBLIC MESSAGES, AND PUBLIC CONCERNS

Goals

The following are overarching goals associated with public outreach for the Banner Road project:

- The community understands the need for the project, as well as the potential benefits and associated challenges.

- Decisions made on this project consider public input, engage the community, take their input into consideration appropriately at suitable decision points and milestones, and show how their input was used toward a balanced path forward.

- Community members are offered opportunities for meaningful participation that meets their expectations.

- Interested agencies, public officials, and the general public are aware of project activities, especially opportunities for input, public meetings, and progress during key phases of the project.

Objectives

To achieve the above-named goals, the following objectives have been identified:

- Demonstrate the risks associated with Banner Road as it exists today, and the need to come up with a workable solution.

- Clearly communicate the overall program, project schedule, and progress on the study.

- Provide citizens a range of public input, outreach, and information opportunities to meet individual needs.
• Review citizen comments and respond to questions, providing feedback on how citizen input impacted the design report.

• Address the requirements of the State Environmental Policy Act (SEPA), the National Environmental Policy Act (NEPA), and other regulatory guidelines as identified through the environmental analysis process.

• Provide adequate notice of public meetings.

• Provide adequate notice of exploratory field work (if needed) to appropriate property owners.

• Create understandable graphics and information that allow the general public to discern what the project means to them.

• Provide an opportunity for the public to learn about the project and ask questions.

• As the Design Report is completed, communicate recommendations to community and what is likely to happen in the future.

**Key Messages to Public**

• Banner Road is situated upon a vulnerable bluff adjacent to Puget Sound.

• Failure to plan for improvements to the roadway poses potential risk and costs to all of Kitsap County; emergency improvements are expensive, the traveling public could be caught off-guard, and safety could be undermined.

• Banner Road is a federally classified arterial roadway.

• A full range of options will be explored that include improving the existing road, closing this section of Banner Road and rerouting traffic to other roads, creating one-way roads, and constructing a new road.

• The Banner Road project area is located adjacent to coastal habitat areas critical to the health of Puget Sound.

• Kitsap County has appropriated funding for analyzing preliminary alternatives to produce a Design Report recommending improvements for future design, permitting, and construction. Funding has not been secured for the next phases.

• Kitsap County staff and the Consultant team will listen to citizens and consider public comment in the decision-making process to arrive at a preferred alternative for future construction.

• Kitsap County will objectively evaluate alternatives on this project before a final decision is made.

**Potential Areas of Public Concern**

This roadway improvement may present concerns and questions for the local Olalla community, for the broader Kitsap County community, and, on a personal level, for the direct neighbors of a project. We expect the following types of generalized concerns and questions to arise as this project progresses:

• Increased traffic on other roads if Banner is closed, and the impact this will have on the residents on these roads.

• The impact a new road will have on adjacent properties.
• Impacts to traveling public, both short-term (construction) and long-term (closure, modified roadway, new roadway).

• Potential right-of-way acquisition.

• Impacts to the local and greater Puget Sound environment.

• What closure/abandonment of the roadway really means: Kitsap County’s role in future maintenance and what abandonment would look like, and its purpose and long-term use.

• Construction impacts and duration.

• Need for and benefits of the project.

• Project cost in these economic times.

3. **OVERALL OUTREACH PROCESS**

Send out a notice to property owners within the study area informing them that a study is underway and directing them to the county web site for more information. The notice/postcard will invite them to the first community meeting and include a web page address for more graphics and information on the long list of alternatives being presented. Provide a phone number for further details in case the home owner does not have internet access. Add comment forms to the web page for those who cannot make it to the meeting. Send out the notice approximately three weeks prior to the public meeting.

Send out letters to the school district, emergency services, and other users of the corridor informing them of the study and requesting their comments on how they are using area roadways.

Conduct the first public meeting described in Section 4, below. Compile comments from the public meeting, finalize the long list, and perform an initial screening to get the long list to three alternatives (or more if needed). The initial screening process is a high level look to identify the three most promising alternatives.

Begin an alternatives analysis of the three (or more) alternatives.

Conduct an initial property owners meeting outlined in Section 5 below.

Conduct a second public meeting as described in Section 6, below, presenting the top three (or more) alternatives being studied further, and provide more details on them.

Hold a second property owners meeting (if needed) as described in Section 7, below, regarding the impacts of the preferred alternative.

Conduct a third and final public meeting as described in Section 8, below, to present the preferred alternative.
4. **FIRST PUBLIC MEETING: REVIEW AND COMMENT ON A LONG LIST OF ALTERNATIVES**

First public meeting date planned for October 12.

The meeting will explain the purpose and need of a project, present a long list of alternatives being considered, and seek public comment. Comments can be regarding the long list of alternatives presented or additional alternatives for consideration.

Present simple line diagram plan views of the long list of alternatives to be screened, provide comment forms, answer questions, etc. Formally address attendees at some point to explain the project, the design report process, and the importance of community input.

5. **INITIAL PROPERTY OWNER MEETING**

Meet with the property owners who will be directly impacted by any of the alternatives chosen for further study. This meeting will be set up as a drop-in meeting for individual owners to meet with the team and discuss their concerns, and for the team to modify the alternatives in order to minimize impacts.

6. **NEIGHBORHOOD GROUP MEETINGS**

Meet with neighborhood groups as needed to discuss the alternatives and their concerns.

7. **SECOND PUBLIC MEETING: PRESENT THREE MOST PROMISING ALTERNATIVES**

Meeting would be held in mid to late January 2011 to solicit feedback and input on the three most promising alternatives. Present the high level screening completed to arrive at these alternatives for further study.

By the time of this meeting, the alternatives analysis of the alternatives for further study will be well underway. Present more details on the three alternatives, explain the process and schedule, and invite final comments.

8. **SECOND PROPERTY OWNER MEETING**

If needed, a second property owners meeting will be held with owners who are directly impacted by the preferred alternative.

9. **NEIGHBORHOOD GROUP MEETINGS**

Meet with neighborhood groups as needed to discuss the alternatives and their concerns.

10. **FINAL PUBLIC MEETING**

The final public meeting is anticipated in April as the design report is coming to a close.

Present the preferred alternative and explain why it was chosen. Outline the Transportation Improvement Program (TIP) process and the next steps.