

REGIONAL SHORELINE MASTER PROGRAM UPDATE

DRAFT PUBLIC PARTICIPATION PLAN

Walla Walla County and Cities of Prescott, Waitsburg and Walla Walla

INTRODUCTION

Walla Walla County and the Cities of Prescott, Waitsburg and Walla Walla are working cooperatively to develop a regionally prepared Shoreline Master Programs (SMP). The County and Cities of Waitsburg and Walla Walla will be updating their existing SMPs originally created in the mid-1970s; Prescott will be creating its first SMP. The County and Cities are working collaboratively through an intergovernmental agreement approved in May 2013.

SMPs must be updated in accordance with the Washington State Shoreline Management Act (RCW 90.58) and SMP Guidelines adopted in 2003 (WAC 173-26). The County and Cities are required to complete the SMP Updates by June 30, 2016. The update is being developed with project funding from the Washington State Department of Ecology (Ecology).

The SMPs apply to shoreline jurisdiction including streams with greater than 20 cubic feet per second flow. In Walla Walla County, these include: Dry Creek, Whetstone Hollow Creek, Mill Creek, the Walla Walla River, the Snake River, the Touchet River and the Columbia River. In addition, shoreline jurisdiction also applies to lakes larger than 20 acres in surface area. For Walla Walla County, this includes Bennington Lake (reservoir). These water bodies, plus land within 200 feet of the ordinary high water mark (OHWM) of these waterways, their floodways, contiguous 100-year floodplain extending up to 200 feet inland of the floodway, and associated wetlands are in shoreline jurisdiction. SMPs include goals, policies, and regulations designed to encourage appropriate development that supports water-oriented uses, provides environmental protection, and preserves and enhances public access.

The Shoreline Management Act requires the County and Cities to “not only invite but actively encourage participation” by people and agencies interested in SMPs (RCW 90.58.130). Implementing rules (WAC 173-26-090) also direct the County and Cities to execute a robust public participation process that informs, involves, and encourages participations of persons and agencies:

... the department and local governments... shall make all reasonable efforts to inform, fully involve and encourage participation of all interested persons and private entities, and agencies of the federal, state or local government having interests and responsibilities relating to shorelines of the state and the local master program.

Counties and cities planning under chapter 36.70A RCW, shall establish and broadly disseminate to the public a public participation program ... Such procedures shall provide for early and continuous public participation through broad dissemination of informative materials, proposals and alternatives, opportunity for written comments, public meetings after effective notice, provision for open discussion, and consideration of and response to public comments.

The purpose of this Public Participation Plan (PPP) is to lay out specific public participation objectives, outreach strategies, key stakeholders, and a timeline for public participation activities for the Regional SMP Update.

PUBLIC PARTICIPATION OBJECTIVES & THEMES

Objectives and Themes

The following objectives and project themes will guide the overall PPP implementation and be promoted through communication materials and outreach opportunities facilitated by project team members, elected and appointed officials, and consultants.

- **Encourage public involvement:** Public involvement is a state requirement and key component of the SMP update (WAC 173-26-090 and 100). Public involvement will be important through all phases of the SMP update. Ultimately, the Board of County Commissioners and City Councils will decide the final SMP outcome on behalf of their citizens, but will desire the assurance that the SMP update has been developed with community input.
- **Meet State Laws and Rules:** The SMP is required by the Shoreline Management Act (RCW 90.58) and is subject to Ecology SMP Guidelines. The SMP is a partnership between local governments and Ecology. The SMP must be developed by the County and Cities and approved by each local government and Ecology.
- **Inform the community:** The Project Management Team will communicate the SMP update purpose, process, and progress as early as possible and throughout the project. Easy and convenient access to project information is essential to the process. County and City staff, elected and appointed officials, and consultants will ensure that information is easy to obtain, useful, timely, and pertinent.
- **Invite the community to participate in a variety of ways:** The Project Management Team will provide a variety of public participation activities and venues, both online and face to face; and provide appropriate notices of meetings, comment periods, questionnaires, and other activities.
- **Engage Stakeholders:** The Project Management Team will seek and engage stakeholders to ensure that all interested or responsible parties are involved in the update.
- **Link Input to SMP Products:** The Project Management Team, Regional Working Group, elected and appointed officials, and consultants will collect and review public comments and show how the feedback is linked to SMP products.
- **Create a Balanced Plan:** The goal of the SMP is to create a balanced plan for shoreline utilization and protection (WAC 173-26-176(2)) for each participating jurisdiction.
- **Reflect Walla Walla County's and each City's Local Shoreline Vision:** State law dictates what shoreline elements are required; however, there is a degree of latitude in several elements that can be crafted with particular attention to each jurisdiction's vision for its shoreline.
- **Recognize Existing, Pertinent Information and Plans:** Locally determined land uses and critical area regulations and watershed plans will be factored into the SMP. The County and Cities intend to incorporate appropriate information and relevant policies and regulations where consistent with the Shoreline Management Act (RCW 90.58) and SMP Guidelines (WAC 173-26).

Ongoing Methods to Accomplish Objectives

The ongoing methods used throughout the process to accomplish these objectives vary and include:

- Holding regular meetings of the Project Management Team open to the public.
- Establishing a Regional Working Group with representatives from each Planning Commission, State and federal Agencies, Tribes, Ports, Irrigation Districts, property owners, business owners, and special interest groups to hold public meetings and serve as a review body and sounding board for SMP products.

- Creating and maintaining a project website to share information and solicit comments throughout the update process.
- Providing ongoing project updates via letters, postcards, or fliers in the mail and/or fliers broadcasting events through email distributions.
- Working with the local media and issue project fliers, letters and announcements.
- Conducting Regional Forums and joint Planning Commission meetings to inform and obtain community input at key stages of the SMP project.
- Holding meetings and hearings with Planning Commissions, City Councils and Board of County Commissioners.

AUDIENCES

The PPP is designed to reach all audiences that may have an interest in the SMP update process. It will also be designed to reach out to other groups and individuals—those that may not yet have an interest—to encourage their awareness, understanding, and involvement in the process. The following particular audiences are important to contact and engage:

- **GENERAL PUBLIC:** Interested citizens across the county.
- **PROPERTY OWNERS AND BUSINESSES:** Property owners in the shoreline and affected commercial business interests
- **AGRICULTURAL** interests
- **ENVIRONMENTAL GROUPS AND NON-GOVERNMENTAL ORGANIZATIONS (NGOS):** Organizations with expertise and/or interest in shoreline issues, such as those interested in conservation or recreation
- **Tribes:** Confederated Tribes of the Umatilla Indian Reservation
- **GOVERNMENTAL AGENCIES:** Special Districts such as Irrigation Districts and Ports; state and federal agencies with expertise such as Washington State Department of Ecology, Washington State Department of Fish and Wildlife, Washington State Department of Natural Resources, US Army Corps of Engineers, US Bureau of Land Management, United States Fish and Wildlife Service; Local Watershed Management Entity; and others.
- **MEDIA:** Local news outlets: Walla Walla Union-Bulletin, Waitsburg Times, Tri-City Herald. Newsletters: Walla Walla Joint Community Development Agency; Chamber News, Walla Walla Valley Chamber of Commerce; Walla Walla Trends Newsletter, Port of Walla Walla; Walla Walla County Conservation District; Walla Walla County Extension Newsletter; Fall Seed Newsletter, Northwest Grain Growers.

Outreach activities should be focused on keeping these groups 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 perceptions from these groups that they have not been adequately informed or have been discouraged from participating in the process.

PUBLIC OUTREACH PHASES & ACTIVITIES

This public participation plan is based on the SMP phases and tasks which generally include foundational tasks and a kickoff, analysis of the shoreline conditions, planning and evaluation, and local adoption. In addition to the ongoing methods, at each phase there are additional outreach activities as shown in Table 1.

Table 1. Public Participation Plan Activities by SMP Task

Task	Key Public Participation Activities
Task 1: Project Coordination	<ul style="list-style-type: none"> • Establish Regional Working Group • Establish Project Website • Kick-off Community Meeting (1)
Task 2: Secure Consultant and/or Interlocal Services	
Task 3: Public Participation	<ul style="list-style-type: none"> • Develop Public Participation Plan
Task 4: Preliminary Assessment of the Shoreline Jurisdiction	
Task 5: Shoreline Inventory, Analysis, and Characterization	<ul style="list-style-type: none"> • Regional Working Group (3)
Task 6: Draft Shoreline Master Program	<ul style="list-style-type: none"> • Regional Shoreline Forums: Community Visioning Meetings (3) • Regional Working Group (6) • Planning Commission Joint meetings (2) and individual meetings (4) • Regional Shoreline Forums: Community Meetings regarding Draft SMP (3)
Task 7: Prepare Preliminary Cumulative Impacts Analysis	<ul style="list-style-type: none"> • Regional Working Group (1)
Task 8: Restoration Plan	<ul style="list-style-type: none"> • Regional Working Group (1)
Task 9: Develop Final Draft SMP and Supporting Documents	<ul style="list-style-type: none"> • Regional Working Group (1)
Task 10: Local Shorelines Master Program Adoption	<ul style="list-style-type: none"> • Joint Planning Commission meetings (4) • Planning Commission public hearings (3, with 1 joint) • Planning Commission recommendation meetings (4) • City Council and Board of County Commissioner workshops (4) • City Council and Board of County Commissioner public hearings (4) • City Council and Board of County Commissioner adoption meetings (4)

Project Oversight

Through the intergovernmental agreement, Walla Walla County and the Cities of Prescott, Waitsburg and Walla Walla are providing oversight to the SMP Update through the Project Management Team (PMT) which consists of one member from each jurisdiction plus a Project Team Leader (PTL). The Project Team Leader will direct the consultant team in the fulfillment of duties under the Ecology grant agreement and review products for consistency and appropriateness.

Meetings

Regional Working Group

The Regional Working Group will be established by the PMT. The Regional Working Group will have representatives from each City and County Planning Commission, State and Federal Agencies, Tribes, Ports,

Irrigation Districts, property owners, business owners, and special interest groups to serve as a review body and sounding board for SMP products.

The Regional Working Group will meet during Tasks 4 through 9 of the project to review and provide input on:

- Data sources and Map Folio
- Shoreline Inventory and Characterization Report
- Preliminary Draft SMP general goals, policies, and optional regulations
- Preliminary Draft SMP Environment Designations
- Preliminary Draft SMP environment-specific shoreline use & modification policies, regulations and standards
- Preliminary cumulative impacts analysis
- Draft Restoration plan
- Revisit draft SMP and cumulative impacts analysis; finalize SMP jurisdiction maps

Planning Commissions

One Planning Commissioner from each City and the County will participate in Regional Working Group Meetings. Additionally, the Planning Commissions will meet at three other stages:

- Community Visioning – Joint Workshops at the end of the community visioning process
- Preliminary Draft SMP administrative provisions
- Local review and adoption – workshop, hearing, recommendations

Agencies and interested persons and stakeholders will be invited to Planning Commission meetings and help provide input in information workshop settings.

Board of County Commissioners/City Councils

The City Councils and Board of County Commissioners will review the SMP through the legislative process and will conduct a study session/workshop, hearing, and deliberation. City Councils and County Commissioners will be invited to all public meetings and activities. Following Planning Commission recommendations, the City Councils and Board of County Commissioners will consider the SMP Update, and hold a public hearing prior to taking action.

Public Forums/Community Workshops

One community kickoff public meeting will be held early in the process. This will be followed by two sets of public forums/community workshops, at the time of visioning and at the time of the Draft SMP issuance for public comment. The visioning and draft SMP meetings are further described below.

Visioning Workshops

Three visioning workshops will be held across the county, and will be designed for active participation by members of the public. Prior to the visioning events, the consultant team will assist the Project Team Leader with development of a visioning plan and strategy including:

- Purpose and desired outcomes of each of the three meetings;
- Appropriate event formats;
- Materials to communicate clearly and ensure broad understanding;
- Key questions that need to be answered for next SMP steps; and
- Draft meeting agendas/questions, as appropriate.

Summaries of each event will be prepared and included in a visioning report supporting the next stage of SMP development.

The consultant team will attend, facilitate and present information, as appropriate, at each event. The Project Team Leader will coordinate meeting logistics including facility arrangements, refreshments, and sign-in sheets.

Draft SMP Meetings

Three SMP public workshops will be held at the time a Draft SMP is issued for review and comment. The meetings will be designed to convey key components of the SMP and allow both one on one and group discussions of important issues. The important issues will be those identified during the development of the draft SMP or raised at the public workshops and would likely include shoreline buffers and vegetation conservation, allowed uses and activities, public access, and restoration opportunities.

The consultant team will prepare for the meetings similar to the visioning meetings above. Also similar to the visioning meetings, the consultant team will summarize the results of the workshops for review by the Project Team Leader, PMT, Regional Working Group, and ultimately, Legislative Bodies.

Outreach Tools

Stakeholder Database

The Project Team Leader will maintain a list of stakeholders, community members, and organizations interested in receiving SMP public meeting announcements. Notice will be provided either by mail or email. The Project Team Leader 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.

Outreach Materials

Prior to each meeting, the Project Team Leader will notify stakeholders, community members, and organizations about key Regional Forums/Community Workshops, Planning Commission, City Council, Board of County Commissioner and special workshop meetings through:

- Notification of the media through press releases, notices, letters, or fliers
- Direct mail to shoreline property owners
- Email to interested community members and organizations
- Fliers posted at public buildings and other community locations
- Website postings
- Other jurisdiction-specific meetings (see attachment)

Public hearings will also be noticed through legal notices.

The consultant team will prepare one brochure, intended to be informative for the duration of the project, and one frequently asked questions (FAQ) template for publication by the Project Team Leader.

Web Site

The project website will provide interested community members with access to project updates, reports, meeting notices and agendas, and links to the Washington State Department of Ecology's Shoreline information. The participating Cities will link to the project website, as will the County if the website is not hosted by the County. The preliminary website address at this time is listed below – the Project Management Team may decide to host a unique web page:

- <http://www.co.walla-walla.wa.us/departments/comms/ShorelineMasterProgramUpdate.shtml>

Legal Notification

Legal notice of all public hearings and decisions related to the SMP review and update will be published in the County and each City's newspaper of record. Notification of all hearings will be provided by each jurisdiction in accordance with its notice requirements.. The notice will include the date, time, location, and purpose of the hearing.

Media Relations

The Project Team Leader will provide meeting invitations and fliers to local media (see attachment for each jurisdiction's desired media).

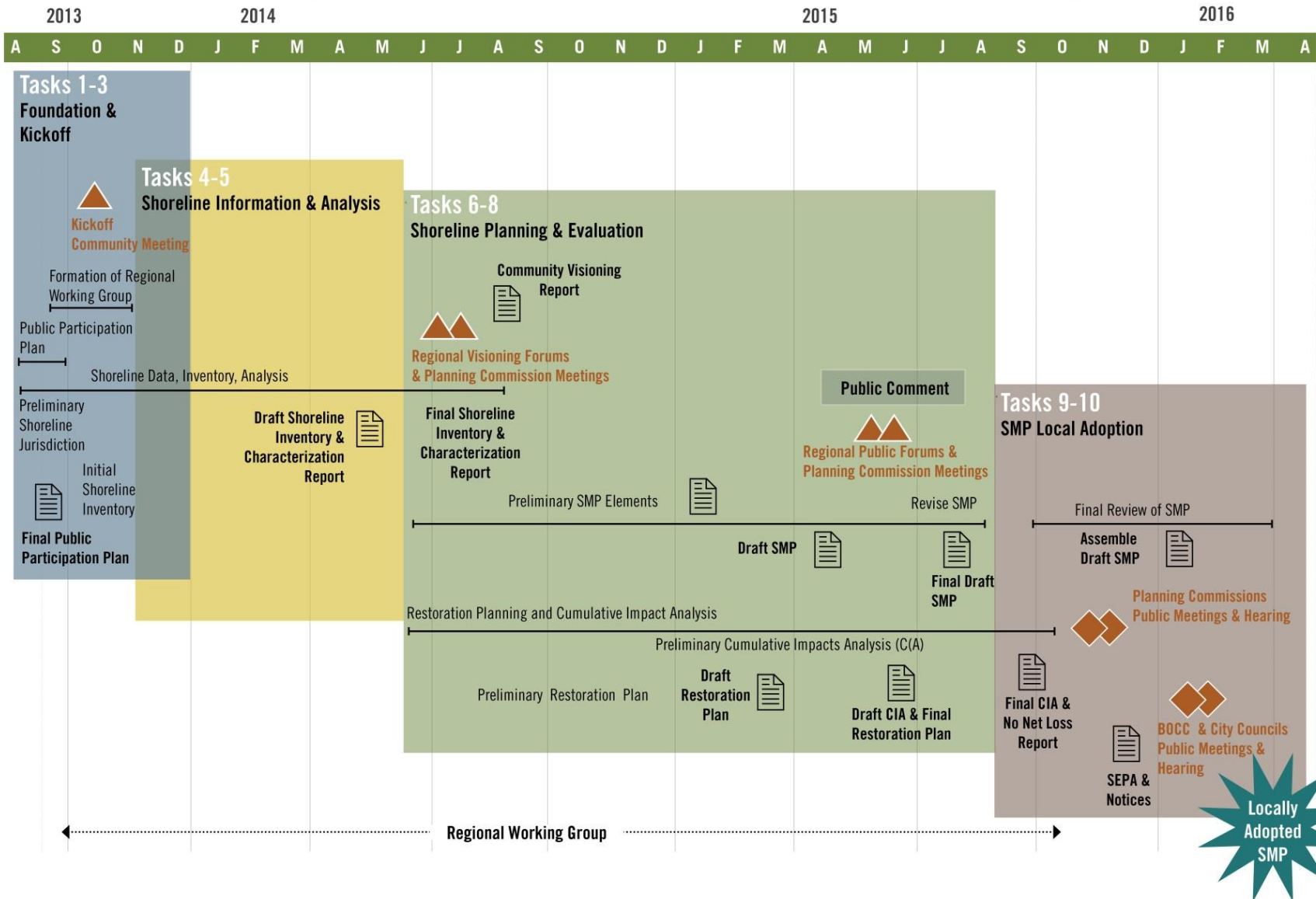
Public Record

Copies of the Public Participation Plan, SMP products, decision documents, staff reports, and other project-related information will be made available locally for public review at the County offices and on the Web site as appropriate. Project Management Team minutes will be made available to the community via the project website; Planning Commission minutes will be made available to the community via each city's and the Walla Walla Joint Community Development Agency's websites as appropriate for each jurisdiction.

Schedule

A preliminary project schedule is provided following this page identifying the key SMP milestones and events. It may be updated over time as each step progresses and additional input is received.

Walla Walla County Regional Shoreline Master Program Update Public Participation Approach



Prepared: September 12, 2013

COUNTY AND CITY SPECIFIC INFORMATION

Walla Walla County

Audiences

The following agencies, stakeholder groups, and individuals are considered potential audiences for the SMP Update.

Table 2. Audiences–Walla Walla County

General Public, Property Owners, and Businesses	Agricultural Interests, Recreation, Environmental Groups, NGOs, Education	Tribes and Governmental Agencies	Media
<ul style="list-style-type: none"> • Shoreline property owners (Assessor Records) • Email list serves of persons interested in county and city planning • City Council, BOCC, and Planning Commission email list serves • Waitsburg Commercial Club • Walla Valley Chamber of Commerce 	<ul style="list-style-type: none"> • Blue Mountain Audubon Society • Blue Mountain Land Trust • Blue Mountain Resource Conservation and Development Council • Northwest Grain Growers • Regional Fisheries Enhancement Group • Snake River Salmon Recovery Board • Touchet Gun Club • Tri-State Steelheaders • Two Rivers Riding Club • Walla Walla Basin Watershed Council • Walla Walla Community College • Walla Walla County Cattlemens Association • Walla Walla County Farm Bureau • Walla Walla Gun Club Inc. • Walla Walla University • Walla Walla Valley Historical Society • Walla Walla Valley Wine Alliance • Walla Walla Watershed Alliance • Walla Walla Watershed Management Partnership • Walla Walla Yacht Club Inc. • Washington State Grange 1067 Prospect Point • Washington State Grange 630 Burbank 	<ul style="list-style-type: none"> • Artesia Irrigation District No. 8 also Called Artesia Water District No. 8 • Blalock Irrigation District No. 3 • Blalock Orchard Irrigation District No. 12 • Bolles-Prescott Flood Control District • Burbank Irrigation District No. 4 • Cities of Prescott, Waitsburg, and Walla Walla • Columbia and Walla Walla County Conservation Districts • Confederated Tribes of the Umatilla Indian Reservation • Consolidated Irrigation District No. 14 • Gardena Farms Irrigation District No. 13 • Green Tank Irrigation District No. 11 • Hydro Irrigation District No. 9 • Lowden Irrigation District No. 2 • Mill Creek Flood Control Zone District • Mud Creek Irrigation District No. 7 • Orchard Irrigation District No. 10 • Port of Walla Walla • Prescott Joint Park and Recreation District 	<ul style="list-style-type: none"> • Union-Bulletin • Waitsburg Times • Tri-City Herald (for Burbank area) • Walla Walla Joint Community Development Agency • Fall Seed Newsletter, Northwest Grain Growers • Chamber News, Walla Walla Valley Chamber of Commerce • Walla Walla County Extension Newsletter • Walla Walla County Conservation District Newsletter • Walla Walla Trends Newsletter, Port of Walla Walla

General Public, Property Owners, and Businesses	Agricultural Interests, Recreation, Environmental Groups, NGOs, Education	Tribes and Governmental Agencies	Media
	<ul style="list-style-type: none"> Water and Environmental Center Whitman College WSU Walla Walla County Extension 	<ul style="list-style-type: none"> Touchet Valley Irrigation District No. 16 U.S. Army Corps of Engineers Umatilla County United States Fish and Wildlife Service US Bureau of Land Management Waitsburg Park and Recreation District Waitsburg-Coppei Flood Control District (Walla Walla and Columbia Counties) Walla Walla River Irrigation District Washington State Department of Ecology Washington State Department of Fish and Wildlife Washington State Department of Natural Resources Westside Irrigation District No. 5 	

Unique Outreach Methods

Preferred tools for notification, meeting locations, etc.

City of Prescott

Audiences

List particular groups and individuals that should be contacted and added to the stakeholder database.

Table 3. Audiences–Prescott

General Public, Property Owners, and Businesses	Agricultural Interests, Recreation, Environmental Groups, NGOs, Education	Tribes and Governmental Agencies	Media
•	•	•	•

Unique Outreach Methods

Preferred tools for notification, meeting locations, etc.

City of Waitsburg

Audiences

List particular groups and individuals that should be contacted and added to the stakeholder database.

Table 4. Audiences–Waitsburg

General Public, Property Owners, and Businesses	Agricultural Interests, Recreation, Environmental Groups, NGOs, Education	Tribes and Governmental Agencies	Media
•	•	•	•

Unique Outreach Methods

Preferred tools for notification, meeting locations, etc.

City of Walla Walla

Audiences

List particular groups and individuals that should be contacted and added to the stakeholder database.

Table 5. Audiences–Walla Walla

General Public, Property Owners, and Businesses	Agricultural Interests, Recreation, Environmental Groups, NGOs, Education	Tribes and Governmental Agencies	Media
•	•	•	•

Unique Outreach Methods

Preferred tools for notification, meeting locations, etc.