

## **Appendix 2: Public Involvement Plan**

# Port of Walla Walla Comprehensive Port Plan

## Public Involvement Plan

Prepared for the

Port of Walla Walla

July 3, 2012



**PUBLIC INVOLVEMENT PLAN**  
**Port of Walla Walla**  
**Comprehensive Port Plan**

**What is Comprehensive Port Plan?**

The State of Washington requires that Port Districts create and update a “Comprehensive Scheme of Harbor Improvements” under RCW 53.20.010. The comprehensive planning requirements for port districts differ substantially from those of city and county jurisdictions. The comprehensive scheme or port plan provides for the general character of proposed improvements to include:

1. An inventory of assets (land and facilities);
2. Proposed use of assets (how the land and facilities will be used); and,
3. An implementation plan (land-use maps and steps to carry out the plan).

The original intent and purpose, which still holds true today, of the legislation adopted in 1911 was to require communication between the port district and the public regarding spending for capital improvements that the Port district was planning.

**Why adopt a Comprehensive Port Plan?**

The Port of Walla Walla is undertaking the development of a comprehensive port plan that will serve to guide the use and development of Port properties now and in the future. The plan is intended to clearly identify the Port’s mission, goals, and objectives, in a concise and accessible manner. It will describe the Port’s existing facilities, and the general character, types of facilities, and proposed improvements envisioned in support of the Port’s economic development mission. The plan is intended to define the policies that guide the Port’s activities, property transactions, and investment decisions. It will serve as a tool to inform and educate customers, stakeholders, community partners, taxpayers and the general public, as well as to guide the Port’s economic development and implementation strategies. This Comprehensive Port Plan is separate from, but will provide for coordination with, Walla Walla County and the respective municipal Comprehensive Plans.

**Outreach & Engagement Strategies**

Inter-jurisdictional collaboration, community involvement, and stakeholder engagement are critical to the success of the planning process. This public involvement plan has been prepared to identify opportunities for public input, and to detail the strategies for outreach and engagement of the community partners, stakeholders, and the general public. The public participation process will be used to seek input and gain consensus regarding

the Port's mission, goals, policies, and planned economic development strategies. It is a cumulative strategy that will serve as a platform for future Port public outreach and education activities.

Public Meeting Opportunities: The planning process will encompass a number of public meetings, where the public will be encouraged to attend and have an opportunity to get involved in the process and provide input. Public meeting opportunities include two Port Commission workshops, two Economic Development Advisory Council meetings, a community meeting/presentation, a formal presentation to the Commission and a Public Hearing. At all plan-related meetings, the public will be asked to sign in and provide an e-mail address if they would like to receive notice of other meetings, surveys, and plan-related information.

Key Informant Surveys: Up to twelve (12) key informant surveys will be conducted as a means to seek input from the Port's community partners and stakeholders.

Web-based Outreach: General plan information, including the plan schedule and this Public Involvement Plan, will be posted on the Port's website beginning in July. The website will include an opportunity to provide an e-mail address to receive meeting notices, surveys, and study-related information. Periodic updates to the website will be provided through the course of plan development. In mid-September, a link for an online survey regarding the Comprehensive Scheme will be posted on the website, and e-mailed out to community partners, stakeholders, and members of the public who have provided e-mail addresses to receive plan information. The draft plan will be posted on the website in mid-October.

Public Comment Period: Following the presentation of the draft Plan at a commission meeting in October, a formal 30-day public comment period will commence. The draft plan will be available for review at the Commission office, local community libraries, and posted on the website. The comment period will end with a public hearing in November.

Advertising & Promotion: Information regarding the plan, including the planning process, public meeting schedule, website and survey information, and draft plan will be disseminated through public service announcements, news releases, and advertisements in the Walla Walla Union Bulletin and the Waitsburg Times, PSAs on local Walla Walla and Tri-cities radio stations, posts on the Walla Walla Regional Airport Facebook page, as well as flyers disseminated to the municipal offices, partner agencies, community service organizations (such as the Lions and Rotary), community centers and gathering places, and local Post Office branches, Fire Districts, and local libraries, including:

- Burbank Library (serving Wallula and Burbank);
- Peterson Memorial Library (serving College Place);
- Touchet Library (serving Touchet and Lowden);
- Weller Public Library (Waitsburg);
- City of Walla Walla Public Library (serving the City of Walla Walla and the College Place urban area);
- Prescott Library (serving the City of Prescott); and,

- Plaza Library (serving the City of Walla Walla and College Place Urban area).

E-mail Notices: An e-mail data base will be compiled to disseminate meeting notices, surveys, and plan-related information. The data base will include the e-mail addresses for elected City and County officials, Port constituents and partner agencies, EDAC members, Port tenants, members of public signing up on the website and at plan-related public meetings, and outreach lists established through the Cargill Pond master Plan Process.

Special Outreach to Rural Communities within the District: Recognizing that the Port of Walla Walla is a county-wide district, with its constituency located in rural communities, the Port is committed to placing an emphasis on engaging its rural communities and constituencies. Specifically, the Port will undertake the following activities to positively engage the following communities:

Burbank: Burbank is an unincorporated community with a population of 3,291. The Port will actively engage participation of the Columbia School District Board through e-mail dissemination of plan information, surveys, and meeting announcements, and will seek to include meeting schedules and plan-related information in the Columbia School District Parent Newsletter, as well as dissemination of information through the local Post Office and fire department,. The Port also intends to disseminate information through contact lists established during previous Port meeting in Burbank as part of the Cargill Pond Master Plan Process.

Wallula: As an unincorporated community with a population of 180, the Port of Walla Walla proposes to engage the community through a direct mailing of the survey to residents and businesses within the Wallula zip code, as well as dissemination of information through the local Post Office and fire department.

Waitsburg: Outreach to the community of Waitsburg, an incorporated city of 1,215 residents, will include efforts to directly engage the elected officials of the City of Waitsburg, through survey, and direct notification of plan-related meetings, dissemination of information through the local Post Office and fire department, and use of news releases, public service announcements, and advertisements in the Waitsburg Times.

Prescott: Outreach to Prescott, an incorporated city with a population of 320 residents, will include efforts to directly engage the Prescott elected officials, dissemination of information through the local Post Office and fire department, and, if feasible, a direct mailing of the survey to residents.

Touchet & Lowden: As unincorporated communities with a population of 421, plan-related information and meeting schedules will be disseminated through the Post Office and fire department serving those communities. Additionally, the Port will investigate the feasibility of a direct mail survey to Touchet and Lowden residents. The Port will also actively engage the participation of the Touchet School Board, and will work with the school district to disseminate information through the school district's parent newsletters and/or flyers disseminated to students.

## Tentative Schedule

The anticipated timeline for plan development is June through December, 2012, with Plan adoption anticipated by December 13, 2012. The tentative project schedule is as follows:

June 28 – July 26	Key Informant Interviews
June 29	Port Commission Workshop on Vision, Mission, Goals, & Preliminary Policy Discussion
July 9	Preliminary Plan Information, Schedule & Public Involvement Plan Posted On-line
July 24	EDAC Meeting – Port Vision, Mission, Goals & Policies
July 26	Port Commission Workshop – Financial Policies & Plans
Sept 1—3	County Fair Booth- Port Plan Info and Plan Info Sign-up
Sept 17 – November 5	Web Survey Posted On-line & E-mailed to Distribution List
Sept 25 (afternoon)	EDAC Meeting—Plan Elements Presentation
Sept 25 (evening)	Community Meeting— Plan Elements Presentation
Sept 26	Surveys E-mailed
Oct 11	Commission Meeting—Presentation of Draft Plan
Oct 11	Draft Plan Posted On-line, Available for Comment at Local Libraries
Oct 11- Nov 8	Public Comment Period
Nov 8	Commission Meeting—Public Hearing
Dec 13	Commission Meeting—Plan Adoption