

Appendix 3: Public Participation Summary

PUBLIC PARTICIPATION SUMMARY

Introduction

Public involvement for the development of the Port of Walla Walla Comprehensive Port Plan included a mailer, e-mail notifications, website information, newspaper articles and advertisements, public presentations, key informant interviews, and an electronic survey, as detailed in in the Public Involvement Plan (Appendix 2).

Website

Information regarding the purpose of the Comprehensive Plan, opportunities to become involved, meeting schedules, and documents and presentations regarding the Comprehensive Plan were posted on the Port's website in early July, with updated materials, survey links, and other relevant information posted as the plan development progressed. On October 12, 2012, a copy of the draft plan was posted on website inviting public review and comment. Information was also posted via the Walla Walla Regional Airport's Facebook page.

Newspaper Articles & Advertisements

As a result of public service announcements and news releases disseminated during plan development, newspaper articles providing information on the Port Comprehensive Plan were published in Union-Bulletin on September 22, November 7, and November 9, 2012. The Walla Walla Chamber of Commerce also included information in their October newsletter, and an article was published in the Walla Walla Trends November e-newsletter.

In addition to newspaper and newsletter articles, newspaper advertisements were used generously during the planning process. Multi-day newspaper advertisements were published in the Walla Walla Union-Bulletin prior to the Walla Walla County Fair, advertising the Commissioner-hosted Fair Booth. Advertisements were also published prior to the public presentation of the Comprehensive Plan elements on September 25, and the October 11, 2012 Commission Workshop presentation, when the draft plan was made available for public review and comment. Advertisements as well as legal notices inviting public comment at the November 8th public hearing were also published. Copies of the advertisements are attached to this appendix.

Mailer

In an effort to reach out to the most rural portions of the County, a direct mailing was sent to 2,623 businesses and residents in the Burbank, Wallula, Prescott, Touchet, and Lowden, advertising ways to get involved in the plan, including participating in the survey, attending a presentation on the draft Port Plan, visiting the Port's website, and commenting on the draft Port Plan. A copy of the flyer is attached to this appendix.

Key Informant Interviews

In addition to extensive interviews with Port Commissioners and staff, key informant interviews were conducted with a number of stakeholders and partners, including:

Destry Henderson, Communications Manager, Boise Paper

Stan Holm, Blue Ridge Aircraft
David Wollmuth, Executive Director, Walla Walla Wine Alliance
David Woolson, Executive Director, Walla Walla Chamber of Commerce
Greg Tompkins, Chairman, Walla Walla Board of County Commissioners
Nabiel Shawa, City Manager, City of Walla Walla
Pat Reay, City Administrator, College Place
Barlow Corkrum, Citizen
Carlan Bradshaw, Citizen

Themes

The following is a summary of themes that emerged in the Key Informant Interviews:

The Port's Strengths:

- Collaboration
 - Organizing coalitions & advocacy
 - Federal and State advocacy efforts
- Leadership
- Implementation – The Port gets things done!
- Strong financial position

The Port's Weaknesses:

- Dual roles creates confusion
 - Port Authority - strategic investments in infrastructure, transportation, and platforms for development
 - Area Development Organization (ADO) - lead agency for economic development
- Need for public awareness and involvement
- Staff capacity vs. workload

The Port's Mission:

- Attract private investment
- Job creation
- Build partnerships for economic development

The Port's Diverse Roles:

- Facilitates Transportation
- Invests in infrastructure
- Landlord/operator
- Catalyst for economic development
- Promoter of commerce

- Has the unique ability to step in where private sector cannot or is unwilling to invest (e.g. distressed properties)

Important Activities of the Port:

- Retain and grow existing business
- Recruit new business and investment

- **Key Assets & Facilities:**

- Airport Operator
- Developer
 - Railex/Dodd Road Park
 - Burbank properties

Key Projects:

- Air Service,
- Highway 12 widening,
- Burbank sewer and business park

Critical Success Factors:

- Community engagement / increase access to Commissioners
- Public Involvement
- Communications Plan/Strategy

As the Lead Economic Development Agency:

- Key Roles:
 - Lead role in business retention, expansion, and recruitment of new business and investment
 - Supporting role in tourism, retail & downtown development
- Need for more dialogue:
 - More input opportunities and collaboration at the EDAC Meetings
 - Create roundtables to facilitate dialog from industry groups:
 - Industry/Manufacturing
 - Agriculture
 - Tourism
- Desire for a Regional Economic Development Strategic Plan

- Beyond 1-year work plan
- Engage key stakeholders and economic development partners
- Bring more focus to long-term strategies
- Maintain high quality of life in Walla Walla Community

Public Presentations

The Port conducted multiple presentations at public meeting during the development of the Port Plan.

Date	Presentation
June 29, 2012	Port Plan Kickoff Meeting Presentation
July 24, 2012	Walla Walla EDAC Meeting Presentation
July 26, 2012	Commissioner Workshop Presentation
September 25, 2012	Walla Walla EDAC Meeting Presentation
September 25, 2012	Plan Elements Public Meeting
October 11, 2012	Draft Port Plan Presentation, Port of Walla Walla Board Room (kickoff for the public comment period on the Port Plan)
November 8, 2012	Public Hearing on Port Plan, Port of Walla Walla Board Room, 7 p.m. (Commission Meeting)
December 13, 2012	Port Plan Adoption?, Port of Walla Walla Board Room, 7 p.m. (Commission Meeting)

Public Comment Period

An electronic copy of the plan was available on the Port’s website starting October 12, 2012, and a hard copy of the plan also was available for public review at the Port office during normal business hours. A formal public comment period was held from October 12 through November 8, 2012, and culminated in a public hearing held on November 8, 2012 at the regularly scheduled Port Commission Meeting.

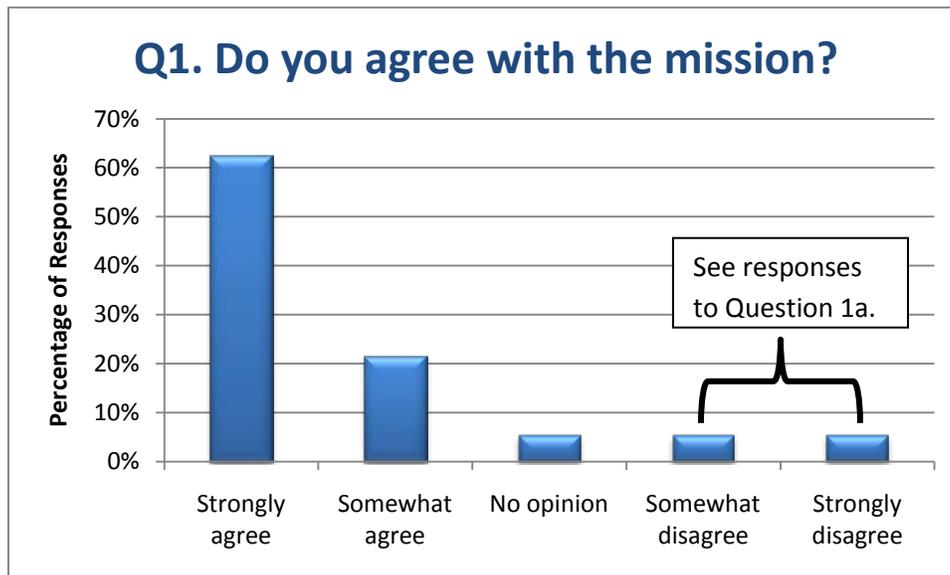
Survey

The Port of Walla Walla conducted an online survey from September 30 to November 1, 2012. The Port posted the link on the website. The survey, consisting of 9 questions, had 99 respondents. Of those responding, 72% of respondents were from the Walla Walla and College Place zip codes; 18% were from western Walla Walla County, and 5% each were from zip codes in northern and eastern Walla Walla County.

Not all respondents responded to every question. The questions asked respondents to provide input on the Port’s mission statement and goals, rank the Port’s priorities, and also asked open-ended questions that allowed respondents to type in comments. The following summarizes the responses received.

The questions are:

1. ***The Port of Walla Walla defines its mission as "Working to enhance the economic vitality of Walla Walla County through the creation and retention of family wage jobs."***

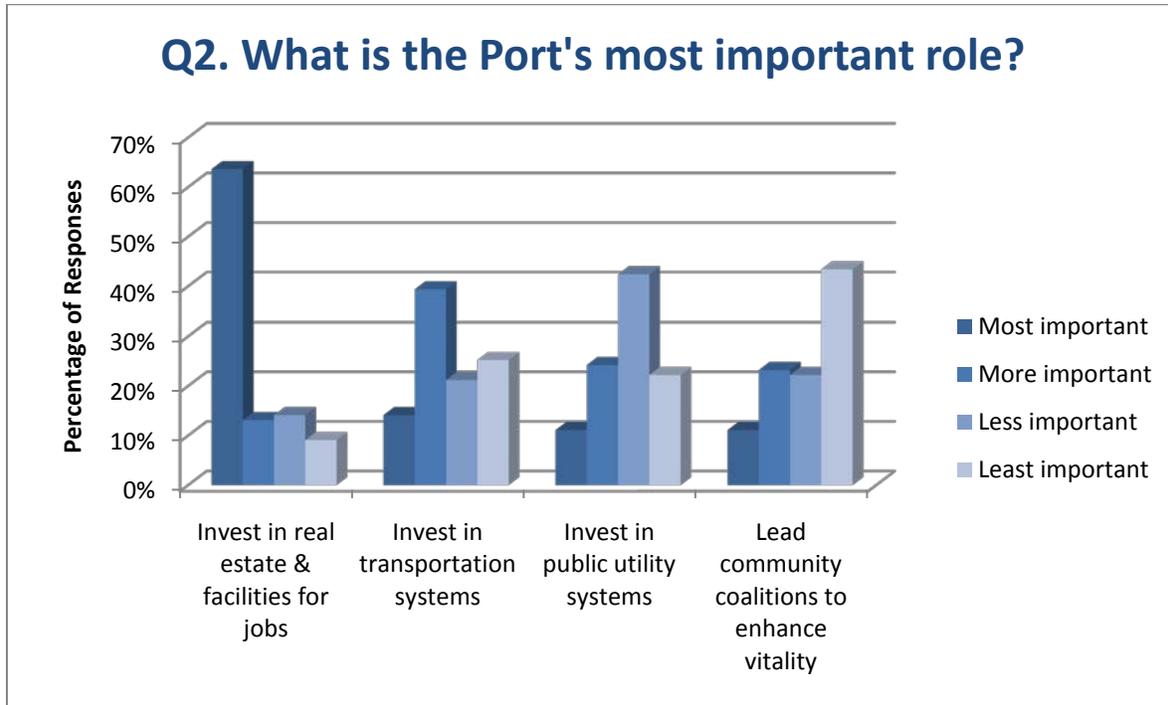


1a. *If you did not agree with the mission statement, how would you change it?*

Eighteen respondents offered the following suggestions/comments:

- Think they're [the Port is] doing a bad job.
- "Family wage jobs" is too old of a term.
- Add "sustainability."
- I was not aware of the goal to create jobs. This statement is not evident based on actions or even advertisement.
- Why limit it to family wage jobs, why not attract high paying jobs?
- While "family-wage" should be a goal for everyone everywhere, I'm concerned that the very narrow mission statement results in a primary focus by the Port on recruitment of large, non-local companies rather than creative support of the local economy.
- When did we decide we were the creator of jobs as our mission?
- Port is more of a real estate agent.

2. *The Port of Walla Walla's vision statement identifies the following roles of the Port. Please rank the following, with 1 representing the Port's most important role, and 4 representing the Port's least important role:*



2a. *Are there any listed roles that you feel should NOT be part of the Port's vision? If so, which ones?*

There were four responses to this question:

- The Port should not develop a water system at the Walla Walla airport to serve off-site customers.
- The Port should not try to be a water purveyor.
- Lead coalitions.
- Get out of the real estate business. "If you build it they will come" is a model that doesn't work and is a gross misuse of taxpayer money.

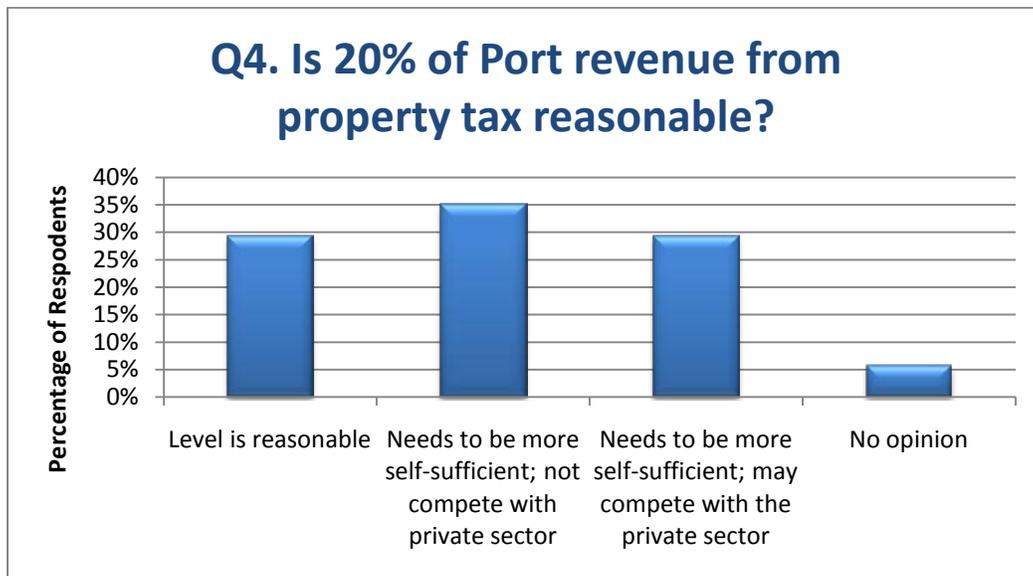
3. *Are there any other roles or goals for the Port that you feel should be identified in vision statement? Please describe.*

Eighteen respondents had additional recommendations:

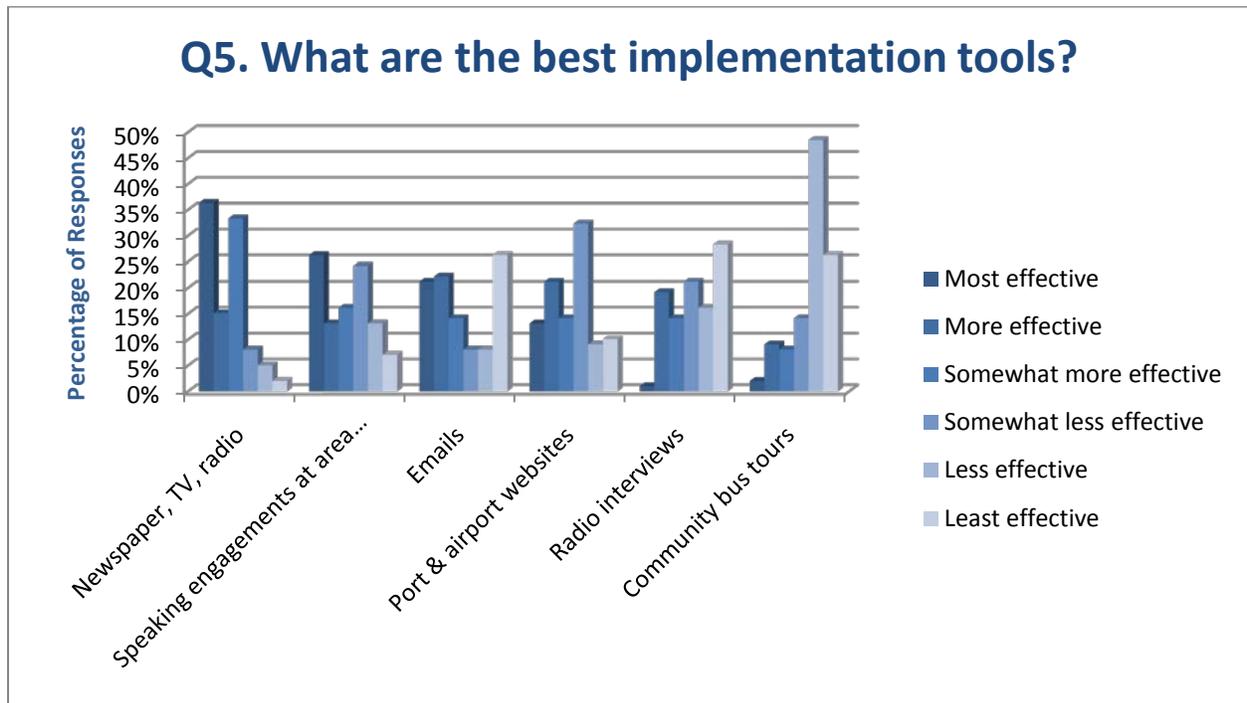
- To improve its public image. The efforts that have been made are welcome, but much more needs to be done.
- Support quality of life issues to attract and maintain businesses and workers. Support tourism efforts.
- It is not just making investments in real estate and facilities to attract jobs, but to also lead in the recruitment of new jobs/business to the Walla Walla area - not necessarily by investing in real estate and facilities. The Port should make an effort to not compete with private enterprise.
- I feel that the port has the leadership and vision to pull other entities together; to be a convener.
- The Port should be better property managers to the businesses and organizations that rent/lease space from the Port.
- All our efforts need to be sustainable.
- To be more visible.
- Buying water from the Pasco facility I hope is still in the works to supply businesses who would locate next to the school. Burbank people are older, have extended family that come back to this little nucleus and desire to go nowhere else. I've been here (from Wisconsin) for 37 years. There is no better place to spend your life. The Pasco board of directors or council I hope does not drag its feet. Ms. Franck was all for selling us water via conduit under the snake river- which I don't believe would be that big of an obstacle. There is however a faction that considers us a rival for east Pasco business-one being Larson. If not that way I hope the port engineers can think of some way to develop that stretch. I for one am hoping for a little bank branch so I can stay close to home. Move the little post office there to serve Burbank and Wallula. Burbank's post office is being downsized to either 6hrs a day or the service will be contracted to a business here. There aren't many businesses here to do that service. Many little food businesses have tried in old BURBANK WITH VERY GOOD MENU-BUT IT'S JUST TOO FAR IN to the living area to reach. Something to replace Francisco's., a little branch bank and a postal outlet. My husband ate at Francisco's everyday when he worked at the beef processing plant. All Iowa Beef management went there for lunch. It was so busy. A barber. A hairdresser.
- I'd like to see support for existing and locally-owned businesses as a primary goal.
- Creating a primary sewage treatment system in the Burbank area if hookup to the Pasco sewage system is not possible.

- Enhance the riverfront property of Burbank. Close the recycling area along the mouth of the Snake River.
- I like what you're doing, keep it up!
- “While not competing unfairly with established local businesses.” Also to promote but not participate in real estate investment.
- Create family wage jobs by recruiting companies to relocate here.
- "and enhance the tax contribution to Walla Walla County and cities."
- The Port should be supporting infrastructure - transportation, communications, clean water, etc. These are tangibles that contribute to the quality of life and draw new businesses to the community.
- LAND NEW BUSINESS. This seems to be a tough thing for the Port to do.

4. *Roughly 20% of the Port’s operating revenues come from property taxes (approximately \$1.8 million per year). Which of the following statements most closely reflects your opinion?*



5. *The Port of Walla Walla is committed to outreach and communication with its constituents, to enhance transparency in its operations. As part of that commitment, the Port is developing policies and implementation strategies to improve community engagement. Please rank the implementation tools listed below based on how effective they are in getting information to you regarding Port activities and initiatives (with 1 indicating most effective, and 6 indicating the least effective).*



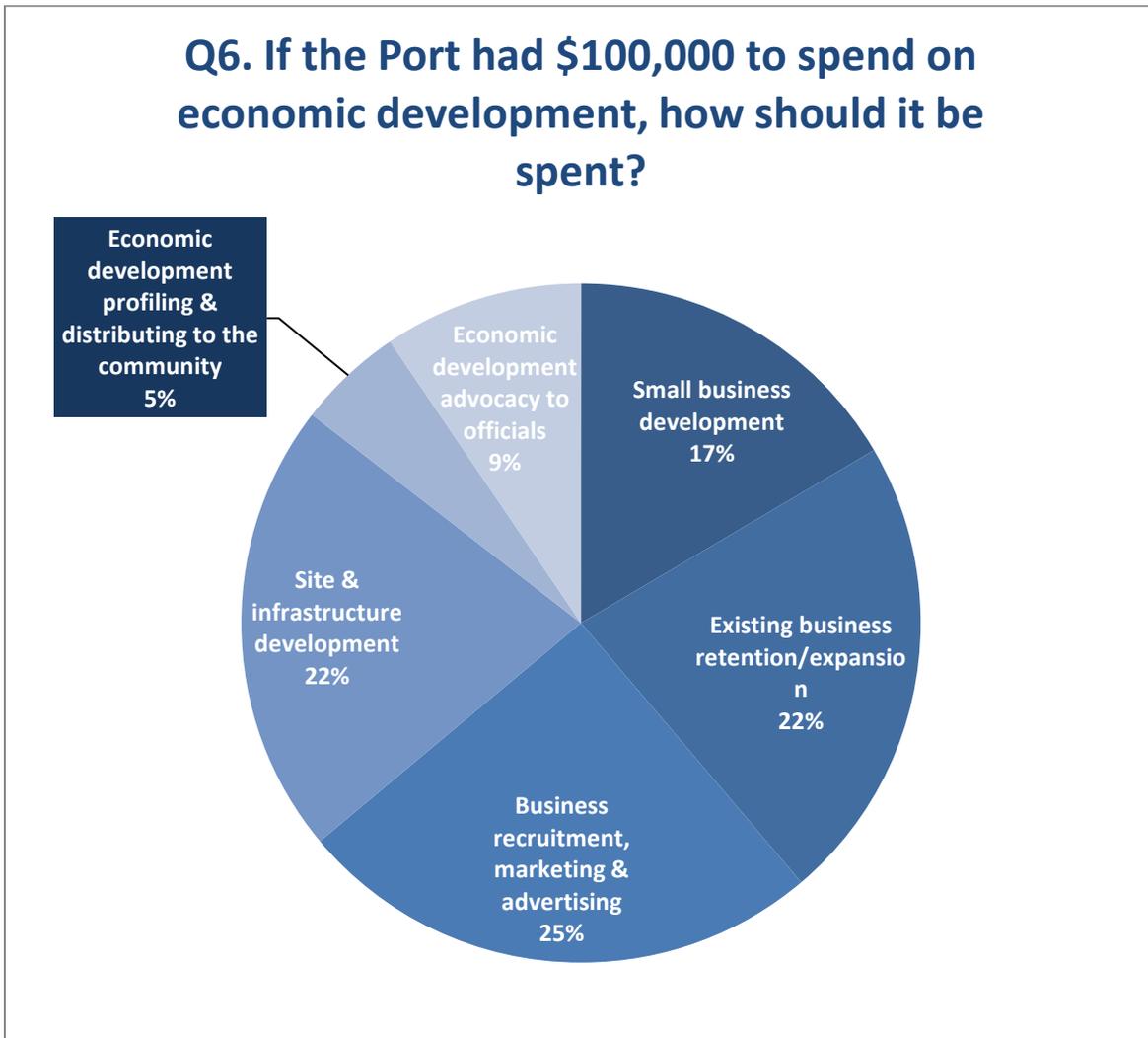
5a. **Other? Please list.**

Fifteen respondents made the following suggestions/comments:

- Public comments section on website
- Live radio broadcast of meeting
- Social networking; FB (Facebook)
- Mailed information; mailings/newsletters #1; USPS Mail!
- Public meetings
- The Port's "WATCH" publication is my number 1; it is very well done and informative; including it in the UB and Waitsburg Times is a very effective way of communicating with a large percentage of the area population

- No. 1 - newspaper - is the only one that really matters to me
- Only bus tours and Walla Walla fair booth
- Presentations or updates to the County and cities
- Also speak where families gather - the library during story times or block & roll, YMCA, YWCA
- The Port does a good job sending information OUT but has no regularized way of receiving INPUT. They don't listen.

6. *As the lead economic development agency in Walla Walla County, the Port of Walla Walla focuses its economic development efforts on the following core elements. If the Port had \$100,000 to spend on economic development, how should it be allocated among the following elements?*



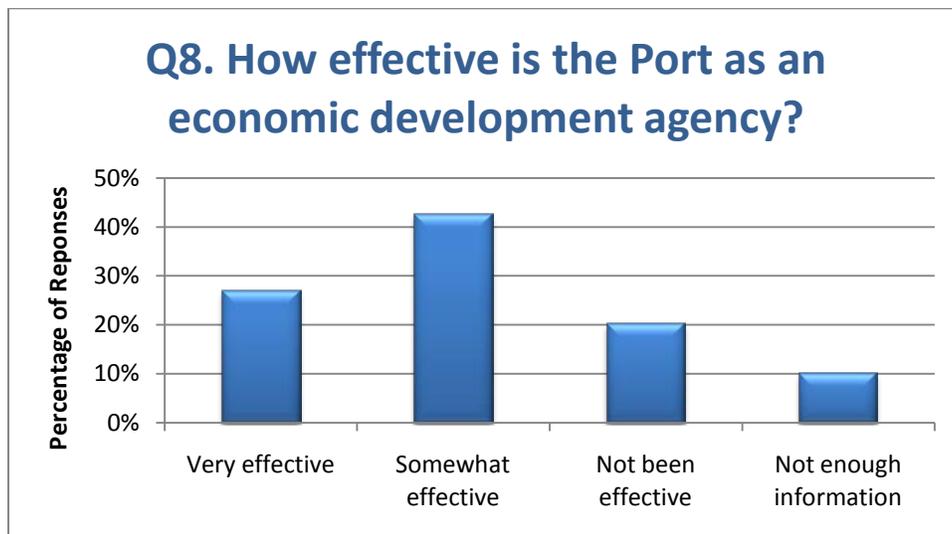
7. Are there other economic development activities that the Port should incorporate into its Annual Economic Development Plan?

Fourteen respondents made suggestions in this open-ended question.

- The Port should have a monthly newsletter on it [website] which identifies exactly what activities have taken place to foster economic development, including the dollar amount spent on these activities.
- Support quality of life and regional tourism efforts.
- Building capacity among small-business owners and assisting those businesses to expand by penetrating markets outside the local/regional economy.
- Highway 12.
- Build up areas that are crumbling or ignored. A palace looks bad next to an unkempt mall. Building up some areas while others look like crap seems strange to me.
- Think that the Port should always be in front of the curve not behind, so the ED activities should be revised often. Thus, dropping the things that are not working and try something new.
- I do not have enough information to provide an opinion. I do encourage the Port to continue to promote and pursue the various opportunities as they occur. I do not believe the Port should be in direct competition with private interests but there is a definitely a need for them.
- A public shoreline walking path along the water where the original road was I think it was the Columbia River road. There are still many stretches of it. It is now McNary Game Range accessible from Hanson Loop I used to take my boys there to collect driftwood and old dishes and silverware left by old settlers. Now it is fenced off I believe. I still see kids walking through there enjoying the semi-wilderness. Of course it would have to be monitored. The game warden does patrol as once he told me to take my German shepherd out of there as there were "fledglings", meaning baby ducks and the like. I hear from the families of the water board in Burbank that this board makes it just too hard for businesses to settle here. Water rights they cannot get. I've heard this for at least 20 years.
- It would be good for the Port to state in its Plan that production of local energy and conservation of imported energy are ways to keep more money circulating in the local economy.
- Promote and develop the business area in Burbank. No revenue or property taxes are being collected. We spend all of our money in Benton and Franklin County. We resent "taxation without representation" in Walla Walla County.

- Long range planning.
- We have to get more small to medium-sized businesses that actually DO business in Walla Walla. 3-5-7 people firms that bring creativity and families here. The large companies - especially the ones in Wallula - are not Walla Walla companies and don't do anything other than pay property tax. Small to medium-sized business will bring that activity closer to the population center.
- Encouragement of other medium sized business to develop facilities in Walla Walla County.
- We are going to need jobs and to keep our small businesses. This is going to be a very tough year on small town/small businesses. The port is also going to have to hunker down like the people in the community and not spend money they do not have.

8. How would you best describe the Port of Walla Walla's effectiveness as the lead economic development agency for the county?



9. Are there other projects, activities, or undertakings that you believe the Port should be involved in to further its primary mission of enhancing the economic vitality of Walla Walla County? Please describe.

There were 36 responses to this open-ended question, which are categorized by topic area.

Leadership/Spending

- Yes, the Port should revise policies that waste taxpayer money so that the money saved can be better used to recruit new businesses. I'm thinking of things like 5 people getting SUV's to drive home at night year around. No other Port District does this. A member of the public should be able to pick up a receipt for dinner, for example, and have no who, where, when, why questions unanswered as it is now the receipts

and the justifications for expenses are filed separately... The Port will continue to stagger from one crisis to another--fire fighter's union, Olson Farm & water controversy, proposed coal plant, insurance imbroglio...and others which have resulted in (1) much of the community having a very negative view of the Port of Walla Walla; and (2) costing the taxpayers hundreds of thousands of dollars in legal fees, money which could have been used to attract businesses to the area, improve local transportation, etc.

- No. However, I note some Port employees drive gov't licensed vehicles and store them at their homes. It would seem vehicles under a tax exempt status should not be used for personal use...or I suggest the Port pay the full licensing fees.
- Commissioners need to remember that "Leadership" at the Port is the art of influencing and directing people in such a way that will win their obedience, confidence, respect and loyal cooperation in achieving common objectives...The Port is NOT a leader in this community even though they like to toot their own horn.
- I applaud agencies for conducting comprehensive plans, but in this case I view the Port doing this comp plan as a way to deflect ED criticism with smoke and mirrors.
- Listen more to the people about the spending needlessly on vacations, etc. And don't be so arrogant---you are not better than anyone else.
- Let the community know the basics of what you do, what you do well, and where you get your money.

Business development

- More active involvement with the local chamber of commerce - they are the largest group of local businesses in this valley....should actively be working with them on business issues.
- I could go on a long time on this - fostering the new "start up" business would be great. Trying to create the fun new innovation is always great however not very cost effective, but can so be worthwhile.
- The Port should be better property managers to the businesses and organizations that rent/lease space from the Port.
- Promoting high tech business.
- Increase the variety of incubator facilities. Broker buying and selling transactions among local businesses. Conduct gap analyses. Include transit and non-motorized transportation as infrastructure.
 - Support of local farmers markets in the area.
 - Support of County Weed & Mosquito control.
 - Support of river shoreline enhancement.
 - Support of County road maintenance.

- Citizen education programs that would keep us informed about what we as citizens can do to promote an environment that will make our area more attractive to businesses looking for an employee base.
- I believe that the Port should work to enhance the existing businesses in Walla Walla County. I believe that as our existing businesses succeed and expand, we will have others want to relocate here also. This will bring new jobs to the area.
- Encouragement of other medium sized business to develop facilities in Walla Walla County.
- Bring in more light to medium industry and manufacturing.

Infrastructure/Facilities

- Improved passenger terminal for intercity and local bus services patrons.
- I would like to see the Port develop some type of plan to partner with the Burbank community to develop a better sewer system than the one now in the works with Pasco, unless there is room for more of the community to participate in the current plan.
- Open airport meeting room to free community events to get people to visit the airport.
- Commercial Air Service. Port management continues to acknowledge that air travelers want and need increased frequency of flights and another city besides Seattle to fly to. However, with this knowledge, I'm sick and tired of hearing the Port say Alaska is the "Gold Standard" and "we need to do all we can to keep them". That may be true, but they do not give many of us what we need. The Port seems determined to only focus on Alaska Airlines and no other carrier. This is evident by the grant the Port received and will only focus on marketing for Alaska Air in/out of Walla Walla. The Port never talks about looking at or speaking to other airlines that could provide additional service and on the rare occasion when they do they talk about the aircraft going out of service due to age and size, i.e. SkyWest Airlines regional jet. SkyWest, as a Delta or United partnership, is out there at many airports and let's get them here in Walla Walla to help us fly! I believe you'll find increased passengers utilize the airport that otherwise drive to Pasco. Give us what we need, not just the "Gold Standard".

Investment in certain areas—Burbank versus Walla Walla

- I believe the Port needs to have a balanced investment in Walla Walla County, not just Burbank and Walla Walla.
- Although working on Port projects in Wallula and Burbank are somewhat important, we need strong development work in and around Walla Walla. I get the feeling that since the Port has made investments in those other areas that's where the focus is rather than at the home base. This city MUST do all things possible to recruit new business to this community. We have a next to 0 growth rate and need to work to enable new jobs for WW first. Most communities have an industrial park to attract new business but we do not have any active sites in Walla Walla. The Tri-Cities Research district and even Dayton have sites in process.

- Long term economic vision and planning. Consider the jewel that is Burbank. Walla Walla County seems to have turned their back to the rivers. Burbank not only has beauty in two rivers converging, but access to major highways, an airport, and a population center. Yet there has only been talk of light industrial being put along the freeway. It seems very short-sighted. A plan to further lower the appeal of Burbank. Of all of Walla Walla County, Burbank may have the greatest potential. It is encumbered by its time as a temporary housing complex while the dam was built. The workers left and low income housing ensued. That reputation should not inhibit what Burbank could be; a beautiful, thriving place to work and live.
- Burbank is a lovely residential community that sends millions of dollars of taxes to Walla Walla County for Walla Walla, not Burbank. The confluence of the rivers makes it a paradise that is lost to railway and a scrap yard. Where are the walking trails? Where are the parks? Where are the stores and restaurants? Move the scrap yard to downtown Walla Walla.

Recreation/Tourism

- Support quality of life and regional tourism infrastructure.
- Developing a swimming area at Bennington Lake.
- Help with a Water park one day. We want tourism and yet we can't even have a family park here. Must be some creative way.
- I have listed above. A very small economical water feature/ playground like the one by the library in Kennewick. Little palm tree or sunflowers that the kids press a button on the tree and a little shower of water rains down to cool them. A covered picnic table where parents can sit.

Education/Workforce Development

- Encourage young people coming out of high school to study and take up trades -- not top priority, but supporting technical courses and areas of study at the local colleges might be a good draw for manufacturers.

Good Job/Thanks

- The Port is doing an excellent job in the community. Thanks for your vision, energy, and commitment to make a difference.
- I think you're doing a good job.



**Please stop by the Port of Walla Walla's booth
at the Walla Walla Fair & Frontier Days
to learn more about our economic development activities.
Port Booth: Pavilion Space #23**

Port Commissioners will be present during the following times:

Thursday, August 30th

3:00 to 5:00 pm

Port Commissioner Ron Dunning

5:00 to 7:00 pm

Port Commissioner Paul Schneidmiller

Friday, August 31st

3:00 to 5:00 pm

Port Commissioner Mike Fredrickson

5:00 to 7:00 pm

Port Commissioner Paul Schneidmiller

Saturday September 1st

3:00 to 5:00 pm

Port Commissioner Mike Fredrickson

5:00 to 7:00 pm

Port Commissioner Ron Dunning

*Working to enhance the economic vitality of Walla Walla County
through the creation and retention of family wage jobs.*



The Port of Walla Walla Seeking Public Input on Port Plan

The Port of Walla Walla wants your input in the development of a Port Plan that will guide the use and development of Port properties now and in the future! The Port Commissioners invite the community to participate in a public meeting on **Tuesday, September 25, 2012 at 6 p.m.** in the Community Meeting Room of the Walla Walla Regional Airport. The meeting is intended to provide information on preliminary plan elements, and seek input from the Port's partners, stakeholders, and community members in the development of that plan.

For more information please contact
Jim Kuntz, Port of Walla Walla Executive Director
at 509-525-3100 or jk@portwallawalla.com



THE PORT OF WALLA WALLA SEEKING INPUT ON PORT PLAN

The Port of Walla Walla wants your input in the development of a Port Plan that will guide the use and development of Port properties now and in the future. The Port Commission invites the community to provide input at a public hearing on Thursday, November 8, 2012 at 7:00 p.m. The meeting will be held at the Port's administrative office located at 310 A Street, Walla Walla Regional Airport, Walla Walla, Washington.

A copy of the draft Port Plan is available on the Port's website at portwallawalla.com or by contacting the Port at (509)525-3100.