

Public Involvement Plan

Shoreline Master Program Update ■ Chelan County ■ May 2008

Public Involvement Plan

Shoreline Master Program Update

Prepared for:

Chelan County Natural Resource Department
316 Washington Street, Suite 401
Wenatchee, WA 98801
Contact: Erin Fonville
(509) 667-6324

Prepared by:

ICF Jones & Stokes

an ICF International Company

711 Capitol Way S, Suite 504
Olympia, WA 98501
Contact: Meg O'Leary
(360) 357-6817

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Table of Contents

Introduction	4
Project Themes	4
Public Involvement Plan Format	5
Audiences	6
General Public.....	6
Interested Property Owners, Developers and Recreation Interests	7
Agricultural and Irrigation Interests	7
Community Organizations.....	8
Environmental Groups and NGOs	9
Partner Cities	9
Advisory Committee	10
Governmental/Quasi-Governmental Groups	11
Media	11
Public Outreach Phases	12
Outreach Activities	12
Meetings.....	12
Stakeholder Outreach	12
Partner City Communication	13
Advisory Committee.....	13
General Public Open Houses and Workshops.....	13
Outreach Tools	14
Stakeholder Database	14
Outreach Packet Templates	14
Community Display Boards.....	15
Web Site	15
Legal Notification	15
Media Relations	15
Advisory Committee Checklist	16
Public Record.....	16

Chelan County	17
Audiences	17
Outreach Activities	18
Meetings	19
Outreach Tools	19
Roles and Responsibilities	20
City of Cashmere	21
Audiences	21
Outreach Activities	21
Meetings	21
Outreach Tools	21
Roles and Responsibilities	22
City of Chelan	23
Audiences	23
Outreach Activities	23
Meetings	23
Outreach Tools	24
Roles and Responsibilities	24
City of Entiat	26
Audiences	26
Outreach Activities	26
Meetings	26
Outreach Tools	26
Roles and Responsibilities	27
City of Leavenworth	29
Audiences	29
Outreach Activities	29
Meetings	29
Outreach Tools	29
Roles and Responsibilities	30
City of Wenatchee	31
Audiences	31

Outreach Activities31
Meetings31
Outreach Tools31
Roles and Responsibilities32
Public Involvement Planning Matrix..... 33

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Introduction

Chelan County and the Cities of Cashmere, Chelan, Entiat, Leavenworth, and Wenatchee are partnering to complete a Shoreline Master Program (SMP) update in accordance with the Shoreline Management Act and Shoreline Master Program Guidelines. The SMP update process includes an inventory; environmental analysis and characterization, shoreline policies, environment designations, and use regulations; cumulative impacts and uses analysis; shoreline restoration plan; and a formal local adoption process. The SMP will apply to shorelines of the state, generally including lakes greater than 20 acres and streams with a flow greater than 20 cubic feet per second (cfs), together with shorelands within 200 feet of the ordinary high water mark and associated wetlands (RCW 90.58.030).

Effective public involvement for an SMP update presents unique challenges. An SMP involves complex regulatory issues, scientific terminology, and technical methodologies. In addition, local constituencies represent a broad range of competing interests and concerns, including private property and development rights, recreational use, and resource conservation.

The Public Involvement Plan will actively engage all shoreline users and those interested in the SMP process, and will meet the following objectives:

- Inform the community about the SMP update purpose, process, and progress as early as possible and throughout the project.
- Continually seek and engage stakeholders to ensure that all interested or responsible parties are involved in the update.
- Conduct community workshops in multiple locations to inform and obtain community input at key stages of the SMP project, and reflect the distinction between Cities and unincorporated County areas.
- Create and maintain an interactive Web site to share information and solicit comments throughout the update.
- Request that relevant user and interest groups provide a link to the Chelan County Natural Resource SMP page on their Web sites.
- Work with elected officials, staff, the advisory committee, and consultants to ensure that they understand community and stakeholder concerns.
- Continually provide information to the community as the update progresses through outreach such as postcards or flyers.
- Work with the local media to involve the community through news releases, news articles, and public service announcements.

Project Themes

The following messages will be important to stress throughout the public involvement program. These messages will guide the overall outreach program and be promoted through

communication materials and outreach opportunities facilitated by County and Cities' staff, advisory committee members, and the consultants.

- The goal of the SMP is to create a balanced plan for shoreline utilization and protection (WAC 173-26-176(2)).
- The SMP is required by the State of Washington Shoreline Management Act (RCW 90.58) and is subject to Shoreline Management Act requirements and the State of Washington Department of Ecology (Ecology) Shoreline Master Program Guidelines.
- The SMP is a partnership between the local governments and Ecology. The SMP must be developed by the County and Cities and approved by Ecology.
- The SMP outcome is not a foregone conclusion. State law dictates what elements are required; however, there is a degree of latitude in the way the elements are prescribed. It can be crafted with particular attention to the County or Cities' shoreline vision.
- The SMP is an element of a community's comprehensive plan and part of a community's development regulations. Locally determined land uses and critical area regulations and watershed plans will be factored into the SMP.
- Public involvement is a state requirement and key component of the SMP update (WAC 173-26-090 and 100). The County and Cities are interested in going beyond basic legal requirements to involve the public and identify or affirm a collective future vision for the shorelines throughout the County and Cities.
- Public involvement will be important through all phases of the SMP update. Ultimately, the County and Cities will decide the final plan outcome; however, the County and Cities will desire the assurance that the SMP update has been developed with community input.
- Easy and convenient access to project information is critical. County staff and consultants will ensure that information is easy to obtain and understand as well as, useful, timely, and pertinent.

Public Involvement Plan Format

To meet plan objectives and ensure project themes are promoted, the remainder of this document addresses the following:

- Audiences
- Public outreach phases
- Outreach activities
- County and City roles and responsibilities

Audiences

The Public Involvement Plan 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 or be compelled to participate—to encourage their awareness, understanding, and involvement in the process. Audiences include:

- General public
- Interested property owners, developers and recreation interests
- Agricultural and irrigation interests
- Community organizations
- Environmental groups and non-governmental organizations (NGOs)
- Partner Cities
- Advisory Committee
- Governmental/Quasi-Governmental Groups
- Media

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. The following describes the audiences that the Public Involvement Plan is designed to reach.

General Public

The general public is defined as members of the community including residents, businesses, and any others that might be interested in the SMP update process. Typical characteristics of this group (aside from those participating in the Advisory Committee) include limited understanding of the Shoreline Master Program process, limited contact or knowledge of County/City departments and functions, and, due to time constraints and other factors, a general inability or lack of desire to engage and participate in government projects.

Public outreach activities will be focused on generating awareness, confidence, and interest in the SMP update process. The public involvement program can contribute to a positive view of County/City government through positive key themes and messages, and positive interactions with County/City staff and consultants.

Key Outreach Methods

- Distribution of materials such as newsletters, fact sheets, frequently asked questions (FAQs), and comment cards at the County/City planning departments, libraries, and public meetings.

- Community posters at strategic locations in advance of public meetings.
- SMP update presentations at community organization meetings. These might include project briefings or formal presentations at the request and interest of the community organization.
- Outreach through Advisory Committee members.
- Media relations (publicizing upcoming SMP meetings).

Interested Property Owners, Developers and Recreation Interests

These stakeholders have an interest in growth and development regulations, especially as they relate to their private property rights, such as developing or preserving their land. This might include recreation-related businesses (Lady of the Lake ferry, etc.), year-round residents, vacation home owners, real estate agents (North Central Washington Realtors Association, etc.), and others.

These groups and individuals vary in their understanding of Shoreline Master Program 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/Cities. Some in this category may be 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/City recommendations or initiatives.

Key Outreach Methods

- Distribution of materials including newsletters, fact sheets, frequently asked questions (FAQs), and comment cards at County/City planning departments, libraries, and public meetings.
- Community posters at strategic locations in advance of public meetings.
- SMP update presentations at community organization meetings catering to property owners, real estate interests, and others. These might include project briefings or more formal presentations at the request and interest of the community organization.
- Outreach through Advisory Committee members.
- Media relations (publicizing upcoming SMP meetings).

Agricultural and Irrigation Interests

This group has an interest in growth and development regulations, especially as they relate to agriculture, irrigation, and private property rights. They may be concerned about how the SMP update will affect current and future agricultural operations on their property and redevelopment potential. Stakeholders might include farm owners/operators, apple growers, and other orchardists.

Outreach activities associated with this group should be focused on keeping them informed and updated as to project progress, meetings, and key decision-making points. Activities are designed to prevent last minute surprises or perceptions from this group that they have not been adequately informed or have been discouraged from participating in the process.

Key Outreach Methods

- Distribution of materials including newsletters, fact sheets, frequently asked questions (FAQs), and comment cards at County/City planning departments, libraries, and public meetings.
- Community posters at strategic locations in advance of public meetings.
- SMP update presentations at community organization meetings oriented around agricultural and irrigation interests. These might include project briefings or more formal presentations at the request and interest of the community organization.
- Outreach through Advisory Committee members.
- Media relations (publicizing upcoming SMP meetings).

Community Organizations

Community organizations are loosely defined as groups, associations, committees or other gatherings of individuals that are coming together for a common interest or cause. This includes service groups such as chambers of commerce, local community councils, neighborhood associations, social service organizations, Rotary, and Kiwanis. 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.

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 project purpose, project updates, meetings, and milestones. The second outreach tactic with this group is to “leverage” their memberships and their existing outreach activities to promote the SMP update effort. For example, local organization newsletters can include a SMP update fact sheet as an insert or a brief article or notice about an upcoming public meeting.

Key Outreach Methods

- Direct mail and email distribution of project materials.
- Community posters at strategic locations in advance of public meetings.
- SMP update presentations.
- Outreach through Advisory Committee members.
- Media relations (publicizing upcoming SMP meetings and publishing announcements of community organization meetings where the SMP update process will be discussed).

Environmental Groups and NGOs

Environmental groups and non-governmental organizations (NGOs) include organizations such as Chelan-Douglas Land Trust, Washington Council of Trout Unlimited, Cascade Land Conservancy, Nature Conservancy of Washington, The Trust for Public Land, and many others. Outreach activities will be focused on two basic subgroups: those that are interested in planning activities in general and those that are engaged in specific restoration or conservation efforts in Chelan County. These groups will likely want to actively participate in SMP update meetings and may be interested in hosting special or regular meetings for SMP presentations.

Based on their area of interest, some may help spread information about SMP activities through their newsletters, announcements, and meetings. The public involvement program will seek out those groups to “leverage” most effectively for the SMP update process.

Key Outreach Methods

- Direct mail and email distribution of project materials.
- Community posters at strategic locations in advance of public meetings.
- SMP update presentations at community organization meetings held by environmental groups or NGOs. These might include project briefings or more formal presentations at the request and interest of the community organization.
- Outreach through Advisory Committee members.
- Media relations (publicizing upcoming SMP meetings).

Partner Cities

The Cities of Cashmere, Chelan, Entiat, Leavenworth, and Wenatchee are working in partnership with Chelan County to update their shoreline master program prepared through a coordinated process. They are very knowledgeable about the SMP update process and state requirements; are generally well connected and tuned in with community groups, individuals and organizations; and are invested in a successful SMP update process.

The Cities will be kept informed through participation in the Advisory Committee; active engagement with the consultants; and regular updates from County staff. They will be apprised of all upcoming events, SMP update progress, and key milestones. They will provide suggestions and guidance to the consultants and County for conducting outreach within their Cities, and make direct contact with local community organizations as they have time and interest. SMP meetings in their communities will be focused on City-specific issues and interests, and the County will hold separate rural-oriented meetings for citizens outside of the Cities. Likewise, outreach materials may be customized for meetings in each location. Individual Cities will meet periodically with their City counterparts, with the tribes, and with many of the government and quasi-governmental groups identified below. The Cities will help organize logistics for outreach activities in their communities.

Specific audiences and outreach activities are presented later in this document for each City and the County.

Key Outreach Methods

- SMP updates, briefings, and staff team meetings.
- SMP update presentations with community organizations and government/quasi-government organizations.
- Direct mail and email distribution of project materials.

Advisory Committee

The Advisory Committee is made up of State, County, and City representatives as well as special district representatives, and citizens. Membership is fluid and based on interest and may change over time. Similar to the Partner Cities, the Advisory Committee are very knowledgeable about the SMP update; are generally well connected and tuned in with community groups, individuals and organizations; and are committed to a successful SMP update process.

Current Advisory Committee Membership

Chelan County Board of Commissioners
Chelan County Community Development Department
Chelan County Natural Resource Department
Chelan County Public Works Department
Chelan County Public Utility District
Chelan County residents
Chelan-Douglas Health District
Chelan-Douglas Land Trust
City of Cashmere
City of Chelan
City of Entiat
City of Leavenworth
City of Wenatchee
Douglas County PUD
Grant County PUD
North Central Washington Home Builders Association
North Central Washington Realtors Association
Office of Senator Parlette
Washington Council of Trout Unlimited
Washington Department of Ecology

Current Advisory Committee Membership

Washington Department of Fish & Wildlife

Washington Department of Natural Resources

Washington Department of Transportation

WA Growers Clearing House Association

Wenatchee Valley Fly Fisherman

Key Outreach Methods

- Advisory Committee meetings.
- Direct mail and email distribution of project materials.
- Informal outreach to other community organizations via Advisory Committee members.
- Media relations.

Governmental/Quasi-Governmental Groups

These stakeholders are defined by their connection to local government and include elected officials (Mayors, City Councils, Board of County Commissioners, etc.), regulatory agencies (Department of Ecology, WDFW, etc.), the tribes, and others. Some groups are made up of appointed citizens, staff from other jurisdictions, or elected officials. Some groups will be represented on the Advisory Committee and some do not have a representative, but will be consulted during the process.

These groups are very knowledgeable about local government and public planning processes, and are connected to existing lines of County and City communication. They will be relatively easy to reach through established relationships and regular meeting schedules. However, it will be very important to coordinate with these groups as early as possible to confirm meeting dates and ensure adequate time for SMP update 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 Methods

- Direct mail and email distribution of project materials.
- Direct phone and email contact by County staff, Board and consultants.
- SMP update presentations.
- Media relations.

Media

The key print media sources in Chelan County include the Wenatchee World, Lake Chelan Mirror, Cashmere Valley Record, Leavenworth Echo, and Entiat Valley Explorer. Radio outlets include KOHO radio, Cherry Creek Radio stations, and KPQ radio.

Key Outreach Methods

- Targeted news releases.
- Community event calendar announcements.
- Paid advertisements.

Public Outreach Phases

There are five stages or cycles of public involvement. There will be some overlap between the cycles for certain tasks, but each round of public outreach activities will generally follow SMP project milestones:

- Awareness Raising/Notification: Begins March 2008; ongoing
- Visioning: March 2008 through December 2008
- SMP Shoreline Management Recommendations: July 2008 through April 2009
- Draft SMP Policies and Regulations: February 2009 through August 2009
- SMP Public Approval Process: June 2009 through May 2010

Outreach Activities

Outreach activities will occur at each stage of the SMP project and generally include the following sequence:

- Stakeholder outreach to inform, educate, and invite greater participation in the upcoming workshops or events
- Outreach materials preparation
- Media relations
- Open houses/workshops

Advisory Committee and Partner City meetings will occur on an on-going basis throughout all SMP stages. Similarly information, draft products, and other materials will be made available on the County Web site, and at County and Cities' offices. A draft schedule is located at the conclusion of this document. The periodic and on-going activities are described below including: meetings and outreach tools.

Meetings

Stakeholder Outreach

To advertise upcoming major public open houses/workshops and to provide for general education and project understanding, on particular technique is included in this Public Involvement Plan, intended to be used one or more times during different phases of the project:

- Utilize existing organizations and their respective audiences and communication networks to share information about the SMP, e.g. organizations identified earlier such as community organizations dedicated to community service, property owners/developers, agricultural/irrigation interests, environmental and NGOs, and others. Sharing information at these existing organizations “reaches people in their daily activities” and takes advantage of existing networks and communication avenues.

The Advisory Committee and Partner Cities can share in this activity with County coordination.

Partner City Communication

After the initial joint meeting, the consultant team coordinated meetings with each of the five Cities early in the SMP update process to discuss project goals and objectives, obtain technical information related to the assessment and inventory, and coordinate public involvement. The consultant team will meet with the Cities individually a second time to share the inventory and obtain inventory comments, describe future phases regarding shoreline characterization, and discuss preliminary shoreline recommendations. A third set of coordination meetings will occur as the draft SMP is refined in response to the restoration plan and cumulative impacts analysis and before the public hearing process. Other meetings may be added in coordination with other meetings, e.g. before/after Advisory Committee meetings.

Advisory Committee

Advisory Committee meetings will be held in accordance with the Advisory Committee operating procedures. Regular committee meetings will be held, generally every other month. The Advisory Committee will provide direction and feedback on SMP products. County staff will facilitate Advisory Committee meetings and support the Advisory Committee with agendas and any necessary materials. The consultant team will attend upon County request.

General Public Open Houses and Workshops

Public meetings will be held in County and City locations throughout the process to share information and solicit input at key project milestones including:

- Visioning
- SMP Shoreline Management Recommendations
- Draft SMP Policies and Regulations
- SMP Approval Process

The format of the meetings will vary, e.g., open houses or workshops or hearings depending on the stage of the SMP and the preferences of each City and the County. Open houses or workshops will be interactive and allow for one-on-one and group discussions. Hearings will allow for comments on the record before planning commissions and the elected bodies, and will occur later in the process.

In advance of each meeting, a strategy will be developed including:

- Purpose and desired outcomes of each meeting;
- Appropriate meeting format;
- Preparation of materials to communicate clearly and ensure broad understanding;
- Identification of key questions that need to be answered for next SMP steps;
- Identification of additional meeting “partners,” their role(s) at the meeting, and preparation needs; and
- Development of draft public- and team-view agendas.

The County and Cities will attend, facilitate and present information, as appropriate, at each meeting. The Cities will work collaboratively with the County to coordinate meeting logistics including facility arrangements, refreshments, and sign-in sheets. The consultants will help plan meetings and attend them in support of the County and Cities.

Outreach Tools

Stakeholder Database

County staff will maintain a list of stakeholders, community members, and organizations interested in receiving public meeting announcements. Notice will be provided either by mail or e-mail. The County 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. The Cities will provide sign-in sheets from City-specific meetings to the County in order to update the master database.

Outreach Packet Templates

The consultant team will develop communication material templates that incorporate the project identity (color, font), logo, and key project themes. The County will prepare content and print the materials prior to each phase of open houses and workshops. Depending on the intent and available time and budget, the outreach materials may be customized for each meeting location such as pairing the County or Cities’ logos with the SMP project logo. Materials include:

- **Project Newsletter/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 distributed at community locations (see community display boards below), public meetings, at County/City public counters, local libraries, project Web site and other high-traffic areas.
- **Frequently Asked Questions** – To address more topic-specific issues at each set of open house/workshops, a frequently asked questions (FAQ) piece may be developed addressing visioning and shoreline environments, depending on the phase of the project.

- **Comment Postcard** – A comment card will be designed for use throughout the life of the SMP update process. It will include a postage-paid return address for quick and easy responses by the Chelan County Natural Resource Department. Cards will be distributed along with the outreach packet and posted on the County Web site. Public comments will be reviewed and incorporated into the County and consultant work, and screened for common questions, themes or issues on behalf of community members.
- **Questionnaire** – A questionnaire will be designed to target specific visioning questions. It will be distributed at the Vision Workshops and posted on the County Web site. The consultant team will help brainstorm questionnaire content. The County will prepare the final questionnaire, post it, and summarize results.

Community Display Boards

Designed for high visibility, sets graphic boards (one set per City and up to two sets for the unincorporated areas) will be developed to advertise the Visioning Workshops. They will be placed in three high-traffic locations in each of the five partner Cities. The consultant team will develop a template that incorporates the project identity (color, font), logo, and key project themes. The County will prepare content and print the boards prior to each phase of open houses and workshops.

Web Site

The County Web site 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: www.co.chelan.wa.us/nr/nr_shoreline_master_program.html. Links will be made between County and Cities' Web sites.

Legal Notification

Legal notice of all public hearings and decisions related to the SMP review and update will be published in the *Wenatchee World* newspaper under the "Legals" classified section. Notification of all hearings will be provided at least 10 days before the hearing date. The notice will include the date, time, location, and purpose of the hearing. Chelan County and the individual Cities may publish notices in addition to this legal notification.

Media Relations

Chelan County will issue news releases announcing community meetings, public hearings, and comment periods to local media including, but not limited to, *Wenatchee World*, *Leavenworth Echo*, *Cashmere Record*, *Entiat Valley Explorer*, *Lake Chelan Mirror*, KOHO radio, Cherry Creek Radio stations, and KPQ radio.

Advisory Committee Checklist

The Advisory Committee will maintain a checklist containing the SMP public participation, outreach, and community visioning efforts. The Advisory Committee will regularly review the checklist to ensure that public participation and visioning objectives are being met.

Public Record

Meeting minutes and/or summaries from County-sponsored public meetings will be made available to the community via the County Web site:

www.co.chelan.wa.us/nr/nr_shoreline_master_program.html or from the County's Natural Resource Department Wenatchee office located at 316 Washington Street, Suite 401. City Planning Commission and City Council meeting minutes will be available through each individual City; Cities will provide minutes to the County if they desire to have them posted centrally on the County Web site.

Copies of the Public Involvement Plan, SMP, development regulations, decision documents, staff reports, and other project-related information will be made available locally for public review at the Central Washington Library, Wenatchee Branch, and at the Chelan County Natural Resource Department during regular business hours (Monday through Friday, except holidays, 8:00 a.m. to 5:00 p.m.). In addition, the Cities may choose to post and retain City-specific SMP chapters or other information at their City halls.

Chelan County

Audiences

Table 1 lists specific audiences to engage throughout Chelan County concerning the SMP.

Table 1. Audiences – Chelan County

Property Owners, Developers, Recreation Interests	Agricultural / Irrigation Interests	Community Organizations	Environmental Groups and NGOs	Governmental Agencies (local, state, and federal)	Media
Alcoa- Wenatchee Works	Beehive Irrigation District	Advisory Committee	Cascade land Conservancy	Cascadia Conservation District	Cherry Creek Radio Stations
Brookefield Assesst Management (formerly Long View Fibre)	Blue Star Growers	Barn Beach Reserve	Center for Environmental Law and Policy	Chelan County Board of Commissioners	Cashmere Valley Record
Burlington Northern Santa Fe (BNSF) Railway Company	Cascade Orchard Irrigation Company	Chelan Chamber of Commerce	Governor's Salmon Recovery Office	Chelan County Community Development Department	Entiat Valley Explorer
Citizens of Chelan County	Chelan River Irrigation District	Chelan-Douglas Land Trust	Leavenworth Adopt-A-Forest	Chelan County Natural Resource Department	KOHO Radio
Construction Companies	Galler Ditch Company	Chumstick Watershed Community Alliance	North Central Washington Audubon Society	Chelan County Port District	KPQ Radio
Entiat Landowners Association	Highline Ditch Company	Chelan Falls Community Council	The Nature Conservancy	Chelan County Public Utility District	Lake Chelan Mirror
Homeowner Associations	Icicle Irrigation District	Icicle Creek Watershed Council	The Trust for Public Land	Chelan County Public Works Department	Leavenworth Echo
KB Alloys, Inc.	Jones-Shotwell Ditch	Leavenworth Chamber of Commerce	Washington Council Trout Unlimited	Chelan County Health District	Wenatchee World
Lady of the Lake	Lake Chelan Reclamation District	Malaga-Colockum Community Council	Washington Rivers Conservancy	City of Cashmere	
Lake Chelan Recreation Association	Lake Cortez Water Assoc.	Manson Community Council	Watershed Planning Units	City of Chelan	
Leavenworth Outfitters Inc.	Lockwood-Canady Irrigation Company	Manson Parks Department	WenatcheeOutdoor s.org	City of Entiat	
North Central Homebuilders Association	Lower Stemilt Irrigation District	Monitor Community Council	Wenatchee Valley Fly Fishers	City of Leavenworth	
North Central Washington Association of Realtors	Malaga Water District	Parent Teachers Association		City of Wenatchee	
Osprey Rafting Company	Peshastin Hi-Up	Peshastin Community Council		Colville Confederated Tribes	
River Riders	Peshastin Irrigation Ditch	Wenatchee Valley Chamber of Commerce		Grant County Public Utility District	
	Squilchuck/Miller Water Users Corporation			Office of Senator Linda Evans-Parlette	
	Squilchuck Water Users Assoc.			U.S. Army Corps of Engineers	
	Stemilt Irrigation District				
	Stemilt Project				

Property Owners, Developers, Recreation Interests	Agricultural / Irrigation Interests	Community Organizations	Environmental Groups and NGOs	Governmental Agencies (local, state, and federal)	Media
	Three Lakes Maintenance Corporation			U.S. Bureau of Land Management	
	Tree Top			U.S. Bureau of Reclamation	
	Washington Growers Clearing House Association			U.S. Fish and Wildlife Service	
	Washington State Horticulture Association			U.S. Forest Service	
	Wenatchee Heights Reclamation District			U.S. Park Service	
	Wenatchee Reclamation District			Washington State Department of Community, Trade, and Economic Development	
	Wenatchee-Chiwawa Irrigation District			Washington State Department of Ecology	
				Washington State Department of Fish and Wildlife	
				Washington State Department of Health	
				Washington State Department of Natural Resources	
				Washington State Department of Parks	
				Washington State Department of Transportation	
				Washington State Parks and Recreation Commission	
				Yakama Nation	

Outreach Activities

Chelan County is home to approximately 69,200 residents (State of Washington Office of Financial Management (OFM), April 1, 2007). Chelan County covers an area of 2,994 square miles with approximately 2.41 percent (or 72 square miles) of the area in water (U.S. Census Bureau, 2000). The shorelines vary throughout the county from concentrated development to natural (wilderness areas, public land) with the potential for future development, utility expansions, industrial uses, and increased recreational use. Outreach activities will vary

throughout the county as the SMP update progresses. They will consist of open houses or workshops, attending existing civic and special interest group meetings at key project milestones. Project information will be distributed through direct mail, local media outlets, and the Cities and County's websites.

Meetings

- Existing stakeholder meetings (civic and special interest organizations). Some examples include:
 - Conservation Groups: A forum similar to previous watershed plans.
 - Homebuilders/Realtors: Go to their scheduled meetings.
 - Elected Officials: Joint meetings/workshops with all elected officials to lay out issues and orient to SMP project. Could use existing forums that are already conducted on a regular basis.
- Community-wide open houses
- Community visioning workshops
- City Councils and Planning Commissions (Cashmere, Chelan, Entiat, Leavenworth and Wenatchee)
- Chelan County Planning Commission
- Chelan County Board of Commissioners

Outreach Tools

- Maintain stakeholder database
- Create and maintain an information sharing website to provide information and solicit comments throughout the update.
 - Website address: http://www.co.chelan.wa.us/nr/nr_shoreline_master_program.html
 - Work with Stakeholders to provide links on their websites to the Chelan County Shoreline Master Program Website
 - Internet based community visioning survey
- Outreach Packets (including newsletter/fact sheet, FAQ, comment postcards, meeting invitations, flyers, display boards, posters, and visioning questionnaire)
- News releases through local media outlets (newspapers, radio, other local publications, etc.)
- Community displays and postings at local "hotspots" (businesses, local parks, boat ramps, community events, etc.)

Roles and Responsibilities

County roles include:

- Coordinate Partner City meetings as appropriate
- Coordinate/facilitate Advisory Committee meetings
- Regularly brief City planning commissions and City councils on RSMP progress
- Create/manage stakeholder database
- Post Web site content
- Produce/print outreach packets
- Produce/deliver display boards
- Post Web site content
- Distribute news release and meeting notifications
- Coordinate/facilitate public open houses and workshops
- Coordinate/schedule County Planning Commission and Board of County Commissioner workshops and hearings

Advisory Committee roles:

- Attend Advisory Committee meetings
- Conduct stakeholder outreach with County coordination
- Review and provide input to SMP products

Consultant roles:

- Attend City and Advisory Committee meetings at County request
- Prepare outreach material templates
- Review outreach packet and community display boards
- Assist in planning public meetings
- Facilitate local stakeholder interviews in Cities in conjunction with Visioning
- Attend Visioning Workshops

City of Cashmere

Audiences

Table 2 lists specific audiences important to engage in Cashmere concerning the SMP.

Table 2. Audiences - Cashmere

Property Owners, Developers, Recreation Interests	Agricultural / Irrigation Interests	Community Organizations	Environmental Groups and NGOs	Governmental/ Quasi-Governmental
<ul style="list-style-type: none"> ▪ City residents ▪ Riverfront Drive property owners ▪ Bethlehem Construction ▪ Treetop 	<ul style="list-style-type: none"> ▪ City Council ▪ Parks & Recreation Committee ▪ Planning Commission ▪ Tree Committee

Outreach Activities

Cashmere is home to about 2,980 people (State of Washington Office of Financial Management (OFM), April 1, 2007). Much of the waterfront is developed or in public ownership; however, there are future utility expansions, potential industrial property activities, and on-going flooding issues in the Riverfront Drive area. Outreach activities will be relatively informal. They will consist of open houses or workshops and stakeholder interviews with key property owners and businesses at key project milestones, e.g. visioning. Project information and meeting announcements will be distributed via direct mail, local newspapers, and the City’s and County’s Web site. City staff indicated that community members prefer direct mail, and that posting notices is not effective.

Meetings

- Stakeholder interviews
- Open houses
- City Council
- Planning Commission

Outreach Tools

- Stakeholder database (including all residents and business owners)
- Outreach packet (including newsletter/fact sheet, FAQ, comment postcard and visioning questionnaire)

- Meeting announcements sent via direct mail and published in *Wenatchee World* and *Cashmere Record*
- Project information on City and County Web sites

Roles and Responsibilities

City roles include:

- Attend Partner City meetings and Advisory Committee meetings
- Conduct stakeholder outreach in the community, e.g. attend Governmental/Quasi-Governmental meetings to present and update information
- Assist with community meeting logistics
- Help facilitate City Planning Commission and City Council meetings and hearings

County roles include:

- Coordinate/facilitate City and Advisory Committee meetings
- Conduct stakeholder outreach in community, e.g. at City request, update Governmental/Quasi-Governmental organizations periodically
- Produce/print outreach packets
- Post Web site content
- Distribute news release and meeting notification
- Coordinate/facilitate workshops

Consultant roles include:

- Attend Partner City meetings and Advisory Committee meetings as requested by County
- **Facilitate stakeholder interviews**, and attend open houses as requested by the City and County

City of Chelan

Audiences

Table 3 lists specific audiences important to engage in the City of Chelan regarding the SMP.

Table 3. Audiences – Chelan

Property Owners, Developers, Recreation Interests	Agricultural/Irrigation Interests	Community Organizations	Environmental Groups and NGOs	Governmental/Quasi-Governmental
<ul style="list-style-type: none"> ▪ City residents and businesses ▪ GMA mailing list ▪ Homeowners Associations ▪ Lake Chelan Recreation Association ▪ North Central Washington Association of Realtors – Chelan Council 	..	<ul style="list-style-type: none"> ▪ Chamber of Commerce ▪ Parent Teachers Association 	..	<ul style="list-style-type: none"> ▪ City Council ▪ Planning Commission

Outreach Activities

The City of Chelan is home to about 3,835 people (OFM, April 1, 2007). Outreach activities will be more substantial than the other Cities because of Chelan’s unique lake environment and associated river and the high rate of vacation and rental property. The other Cities have river environments and have higher amounts of public lands along the shoreline (City, PUD, or other). Activities for the City of Chelan will include stakeholder outreach, meetings with Chamber of Commerce, community open houses, and formation of a new local SMP steering committee. The local committee would focus on the SMP regulations. Members would include representatives from citizens, development and business interests, recreation interests, and possibly a City Council and a Planning Commission representative. Project information and meeting announcements will be distributed via direct mail, the City’s Web site, County’s Web site, GoLakeChelan.com, and the local radio station. The purposes of the meetings and activities should be clear; the term “visioning” should be avoided as it has been “over used” in various planning efforts in Chelan.

Meetings

- Local SMP steering committee meetings (particularly at the phase where development regulations are under preparation)

- Stakeholder interviews
- Open houses
- Potential boat tour for Steering Committee, City Council and Planning Commission members
- City Council
- Planning Commission

Outreach Tools

- Stakeholder database (including all residents and business owners)
- City’s Growth Management Act (GMA) mailing list and email list
- Utility billings
- Outreach packet (including newsletter/fact sheet, FAQ, comment postcard and visioning questionnaire)
- Posters and fliers:
 - Large posters at Post office and “Lake Chelan Properties” sites
 - Fliers at library, grocery stores (Safeway and Red Apple), and The Vogue
- Meeting announcements and press releases sent via direct mail, published in *Wenatchee World* and *Lake Chelan Mirror* and Chamber of Commerce calendar of events
- Public service announcements at local radio station
- Project information on City and County Web sites and GoLakeChelan.com

Roles and Responsibilities

City roles include:

- Attend Partner City meetings and Advisory Committee meetings
- Conduct stakeholder outreach in the community (would like to assign City Council members tasks).
- Assist with community meeting logistics
- Help facilitate City Planning Commission and City Council meetings and hearings

County roles include:

- Coordinate/facilitate City and Advisory Committee meetings
- Support City in conducting stakeholder outreach, e.g. Governmental and Quasi-Governmental Agencies, Developer interest Groups, etc.
- Produce/print outreach packets
- Produce/deliver display boards

- Post Web site content
- Distribute news release and meeting notification
- Coordinate/facilitate workshops

Consultant roles include:

- Attend Partner City meetings and Advisory Committee meetings as requested by County
- Facilitate stakeholder interviews, and attend open houses as requested by the City and County
- Assist with formation and facilitation of local Chelan SMP steering committee as requested by the City and County

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City of Entiat

Audiences

Table 4 lists specific audiences important to engage in Entiat concerning the SMP.

Table 4. Audiences – Entiat

Property Owners, Developers, Recreation Interests	Agricultural and Irrigation Interests	Community Organizations	Environmental Groups, NGOs and Agencies	Governmental/Quasi-Governmental
<ul style="list-style-type: none"> ▪ All citizens of City and Entiat Valley (including Ardenvoir). Use Waterfront Plan outreach list as a guide. Reference City phone book. ▪ Entiat Landowners Association 	<ul style="list-style-type: none"> ▪ Irrigation District (contact Bill Todd and Don Olin) ▪ Orchardists 	<ul style="list-style-type: none"> ▪ Booster Club ▪ Chamber of Commerce ▪ Historical Society ▪ Senior Center ▪ Women's Club 	<ul style="list-style-type: none"> ▪ Audubon Society 	<ul style="list-style-type: none"> ▪ City Council ▪ Park Board ▪ Planning Commission ▪ Public Utilities District ▪ Tree Board ▪ Watershed planning unit

Outreach Activities

Entiat is home to nearly 1,130 people (OFM, April 1, 2007). Currently, the City is preparing a Waterfront Plan for a significant portion of the Columbia River shoreline. A conceptual plan should be available in Fall 2008, and the final plan should be complete by July 2009. Outreach activities for the SMP should dovetail with City planning efforts. Outreach activities will cover areas within and beyond City limits and include open houses and meetings with community organizations during their regularly scheduled gatherings. Project information and meeting announcements will be distributed via direct mail, the City's and County's Web site, and the local newspapers. The best tool for outreach in the City of Entiat is the Chamber of Commerce newsletter. Over 1,000 copies are printed each month and distributed to residents and businesses throughout the Entiat Valley.

Meetings

- Meetings with community organizations
- Open houses
- City Council
- Planning Commission

Outreach Tools

- Stakeholder database (including all residents and business owners)

- Outreach packet (including newsletter/fact sheet, FAQ, comment postcard and visioning questionnaire)
- Chamber of Commerce newsletter
- Inserts to the water and sewer bills (can be effective for those within the City limits, but not all residents receive these notices)
- School newsletter (during the school year)
- Community displays and postings at City Hall, the library, Post Office, senior center, and local businesses
- Meeting announcements sent via direct mail and posted in *Wenatchee World* and *Entiat Valley Explorer*
- Use of community message sign (forthcoming electronic message board)
- Project information on City and County Web sites

Roles and Responsibilities

City roles include:

- Attend Partner City meetings and Advisory Committee meetings
- Conduct stakeholder outreach in the community, e.g. Mayor, Planning Commission chair, and City officials to attend regularly scheduled stakeholder meetings
- Coordinate logistics for community meetings in the City
- Coordinate SMP issues with agendas for currently scheduled City Planning Commission and City Council meetings and hearings

County roles include:

- Coordinate/facilitate City and Advisory Committee meetings
- Support City in conducting stakeholder outreach, e.g. periodically update Governmental and Quasi-Governmental Agencies at City request
- Produce/print outreach packets
- Produce/deliver display boards
- Post Web site content
- Distribute news release and meeting notification
- Coordinate/facilitate workshops

Consultant roles include:

- Attend Partner City meetings and Advisory Committee meetings as requested by County

- Attend open houses as requested by the City and County

City of Leavenworth

Audiences

Table 5 lists specific audiences important to engage in Leavenworth concerning the SMP.

Table 5. Audiences – Leavenworth

Property Owners, Developers, Recreation Interests	Agricultural / Irrigation Interests	Community Organizations	Environmental Groups and NGOs	Governmental/Quasi-Governmental
<ul style="list-style-type: none"> ▪ River front property owners ▪ Rafting organizations and other recreational interests ▪ KOA (Kampgrounds of America) ▪ Golf course concessionaire 	<ul style="list-style-type: none"> ▪ Barn Beach Preserve ▪ Chelan-Douglas Land Trust 	<ul style="list-style-type: none"> ▪ City Council ▪ Planning Commission

Outreach Activities

The City of Leavenworth is home to approximately 2,235 people (April 1, 2007, OFM). Given that most of the land in the area is publically owned, outreach will focus primarily on private property owners and businesses along the shoreline and within the immediate City limits and designated UGA.

Meetings

- Stakeholder interviews
- Open houses
- City Council
- Planning Commission

Outreach Tools

- Stakeholder database (including all riverfront residents and business owners)
- Outreach packet (including newsletter/fact sheet, FAQ, comment postcard and visioning questionnaire)
- Community displays and postings at Dan’s Grocery Store

- Meeting announcements sent via direct mail and posted in *Wenatchee World* and *Leavenworth Echo*
- Project information on City and County Web site

Roles and Responsibilities

City roles include:

- Attend Partner City meetings and Advisory Committee meetings
- Conduct stakeholder outreach in the community
- Coordinate logistics for community meetings in the City
- Help facilitate City Planning Commission and City Council meetings and hearings

County roles include:

- Coordinate/facilitate City and Advisory Committee meetings
- Support City in conducting stakeholder outreach, e.g. periodically update Governmental and Quasi-Governmental Agencies at City request
- Produce/print outreach packets
- Produce/deliver display boards
- Post Web site content
- Distribute news release and meeting notification
- Coordinate/facilitate workshops

Consultant roles include:

- Attend Partner City meetings and Advisory Committee meetings as requested by County
- Facilitate stakeholder interviews, and attend open houses as requested by the City and County

City of Wenatchee

Audiences

Table 6 provides a list of key audiences in Wenatchee related to the SMP.

Table 6. Audiences – Wenatchee

Property Owners, Developers, Recreation Interests	Agricultural / Irrigation Interests	Community Organizations	Environmental Groups and NGOs	Governmental/ Quasi-Governmental
<ul style="list-style-type: none"> ▪ Property owners from Assessor's list 	<ul style="list-style-type: none"> ▪ Industrial and agricultural operations, e.g., Sunnyslope 	--	<ul style="list-style-type: none"> ▪ Chelan-Douglas Land Trust ▪ WenatcheeOutdoors.org 	<ul style="list-style-type: none"> ▪ City Council ▪ Planning Commission

Outreach Activities

Wenatchee is home to approximately 30,270 people (OFM, April 1, 2007). Outreach activities will recognize the City's 2004 Waterfront Sub Area Plan outreach efforts. It will be important to assure community members that the City is not changing direction and that recent efforts will be integrated effectively with the SMP update. Outreach will also leverage the local knowledge of recreation-conscious community members, businesses and agencies.

Meetings

- Stakeholder interviews (e.g. Sunnyslope industrial/agriculture operations)
- Open houses
- City Council
- Planning Commission

Outreach Tools

- Stakeholder database (including all residents and business owners)
- Outreach packet (including newsletter/fact sheet, FAQ, comment postcard and visioning questionnaire)
- PUD newsletter
- Community displays and postings at local parks
- Meeting announcements sent via direct mail and posted in *Wenatchee World*
- Project information on City and County Web site

Roles and Responsibilities

City roles include:

- Attend Partner City meetings and Advisory Committee meetings
- Conduct stakeholder outreach in the community
- Coordinate logistics for community meetings in the City
- Help facilitate City Planning Commission and City Council meetings and hearings

County roles include:

- Coordinate/facilitate City and Advisory Committee meetings
- Support City in conducting stakeholder outreach, e.g. periodically update Governmental and Quasi-Governmental Agencies at City request
- Produce/print outreach packets
- Produce/deliver display boards
- Post Web site content
- Distribute news release and meeting notification
- Coordinate/facilitate workshops

Consultant roles include:

- Attend Partner City meetings and Advisory Committee meetings as requested by County
- Facilitate stakeholder interviews, and attend open houses as requested by the City and County

Public Involvement Planning Matrix

Outreach Stage	Dates	Activities	Consultant Role	County Role	Cities' Role	Advisory Committee Roles
Outreach 1— Awareness Raising/ Notification Associated with: Public Involvement Plan Outreach materials templates Project Web site Stakeholder database	<ul style="list-style-type: none"> ▪ Begins March 2008 ▪ Ongoing 	<ul style="list-style-type: none"> ▪ Partner City meetings ▪ Advisory Committee (AC) meetings ▪ Public participation plan finalization ▪ Outreach materials, logo and templates ▪ Stakeholder database ▪ Web site update 	<ul style="list-style-type: none"> ▪ Attend City and AC meetings at County request ▪ Finalize public participation plan in coordination with AC, Cities, and County ▪ Create outreach material templates 	<ul style="list-style-type: none"> ▪ Coordinate/facilitate City and AC meetings ▪ Create/manage stakeholder database ▪ Post Web site content 	<ul style="list-style-type: none"> ▪ Attend Partner City meetings and AC meetings ▪ Conduct stakeholder outreach with County coordination ▪ Review and provide input to SMP products 	<ul style="list-style-type: none"> ▪ Attend AC meetings ▪ Conduct stakeholder outreach with County coordination ▪ Review and provide input to SMP products
Outreach 2— Visioning Associated with: Shoreline Jurisdiction Assessment Shoreline Inventory Report	<ul style="list-style-type: none"> ▪ Begins March 2008 ▪ Partner City meetings March/April 2008 ▪ Visioning workshops October 2008 	<ul style="list-style-type: none"> ▪ Stakeholder outreach ▪ Partner City meetings ▪ AC meetings ▪ Outreach packet ▪ Community display boards ▪ Web site update ▪ Media relations ▪ Visioning Workshops 	<ul style="list-style-type: none"> ▪ Attend City and AC meetings at County request ▪ Review outreach packet and community display boards ▪ Assist in planning public meetings ▪ Facilitate local stakeholder interviews in Cities in conjunction with Visioning ▪ Attend Visioning Workshops 	<ul style="list-style-type: none"> ▪ Coordinate/facilitate City and AC meetings ▪ Conduct stakeholder outreach ▪ Produce/print outreach packets ▪ Produce/deliver display boards ▪ Post Web site content ▪ Distribute news release and meeting notification ▪ Coordinate/facilitate Visioning Workshops 	<ul style="list-style-type: none"> ▪ Attend Partner City meetings and AC meetings ▪ Conduct stakeholder outreach with County coordination ▪ Review and provide input to SMP products ▪ Coordinate logistics for community meetings 	<ul style="list-style-type: none"> ▪ Attend AC meetings ▪ Conduct stakeholder outreach with County coordination ▪ Review and provide input to SMP products
Outreach 3—SMP Shoreline Management	<ul style="list-style-type: none"> ▪ Begin July 2008 ▪ Partner City meetings October/November 2008 	<ul style="list-style-type: none"> ▪ Visioning report ▪ Stakeholder outreach ▪ Partner City meetings 	<ul style="list-style-type: none"> ▪ Review visioning report ▪ Attend City and AC meetings at County request 	<ul style="list-style-type: none"> ▪ Prepare visioning report ▪ Coordinate/facilitate City and AC meetings ▪ Conduct stakeholder 	<ul style="list-style-type: none"> ▪ Attend Partner City meetings and AC meetings ▪ Conduct stakeholder 	<ul style="list-style-type: none"> ▪ Attend AC meetings ▪ Conduct stakeholder outreach with County coordination

Outreach Stage	Dates	Activities	Consultant Role	County Role	Cities' Role	Advisory Committee Roles
Recommendations Associated with: Visioning report Shoreline Characterization and Analysis Shoreline Management Recommendations	<ul style="list-style-type: none"> Open house/ workshop March 2009 	<ul style="list-style-type: none"> AC meetings Outreach packet Community display boards Web site update Media relations Open house/workshop 	<ul style="list-style-type: none"> Assist in planning public meetings Assist in facilitating local City of Chelan Steering Committee Attend open houses/ workshops 	outreach <ul style="list-style-type: none"> Produce/print outreach packets Produce/deliver display boards Post Web site content Distribute news release and meeting notification Coordinate/facilitate open houses / workshops 	outreach with County coordination <ul style="list-style-type: none"> Review and provide input to SMP products Coordinate logistics for community meetings 	<ul style="list-style-type: none"> Review and provide input to SMP products
Outreach 4—Draft SMP Policies and Regulations Associated with: Draft SMP policies and regulations	<ul style="list-style-type: none"> Begins February 2009 Partner City meetings March 2009 Open house/ planning commission sessions June/July 2009 	<ul style="list-style-type: none"> Stakeholder outreach Partner City meetings AC meetings Outreach packet Community display boards Web site update Media relations Open house/planning commission sessions 	<ul style="list-style-type: none"> Attend AC meetings at County request Assist in planning public meetings Assist in facilitating local City of Chelan Steering Committee Attend open house/ planning commission sessions 	<ul style="list-style-type: none"> Coordinate/facilitate City and AC meetings Conduct stakeholder outreach Produce/print outreach packets Produce/deliver display boards Post Web site content Distribute news release and meeting notification Coordinate/facilitate open house/planning commission sessions 	<ul style="list-style-type: none"> Attend Partner City meetings and AC meetings Review and provide input to SMP products Coordinate logistics for community meetings Help facilitate planning commission meetings 	<ul style="list-style-type: none"> Attend AC meetings Conduct stakeholder outreach with County coordination Review and provide input to SMP products

Outreach Stage	Dates	Activities	Consultant Role	County Role	Cities' Role	Advisory Committee Roles
<p>Outreach 5 – SMP Public Approval Process</p> <p>Associated with: Cumulative impacts analysis Restoration plan Revised draft SMP SEPA review and documentation</p>	<ul style="list-style-type: none"> ▪ Begins June 2009 ▪ Partner City Meetings January 2010 ▪ Public Hearings March/April 2010 	<ul style="list-style-type: none"> ▪ Stakeholder outreach ▪ Partner City meetings ▪ AC meetings ▪ Outreach packet ▪ Community display boards ▪ Hearing notices ▪ Public hearings ▪ Web site update ▪ Media relations 	<ul style="list-style-type: none"> ▪ Attend City and AC meetings at County request ▪ Assist in planning public meetings ▪ Attend public hearings at County request 	<ul style="list-style-type: none"> ▪ Coordinate/facilitate City and AC meetings ▪ Conduct stakeholder outreach ▪ Produce/print outreach packets ▪ Produce/deliver display boards ▪ Post Web site content ▪ Distribute news release and hearing notification ▪ Coordinate/facilitate public hearings 	<ul style="list-style-type: none"> ▪ Attend Partner City meetings and AC meetings ▪ Review and provide input to SMP products ▪ Coordinate public hearings 	<ul style="list-style-type: none"> ▪ Attend AC meetings ▪ Conduct stakeholder outreach with County coordination ▪ Review and provide input to SMP products

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