

# **Cowlitz County Shorelines Update Woodland Public Involvement Plan**

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**Submitted to City of Woodland and  
Cowlitz-Wahkiakum Council of Governments**

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# Cowlitz County Shorelines Update

## Woodland Public Involvement Plan

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### **Introduction**

The purpose of this public involvement plan is to provide the City of Woodland and the CWCOG with a detailed scope for the public involvement tasks that will be undertaken as part of the Cowlitz Shorelines Update.

A well-conceived public involvement plan is critical to the success of Woodland's Shoreline Master Program update. Property owners have an interest in policy that changes land use regulations, especially when the changes impact high-value lands. Woodland will provide its citizens and property owners with a robust public involvement program throughout the shoreline master program process. For this project, three principles of public involvement will be used to 1) ensure public involvement occurs early in the project, 2) provide continuous communication and information, and 3) ensure meaningful opportunities to provide input and shape outcomes. Project goals will be met or exceeded resulting in community members participating in a fair, transparent, and open process.

The public involvement plan will cover the implementation of six phases of the project which include:

Phase 1 – Identify preliminary shoreline jurisdictions, develop public participation program, and conduct a shoreline inventory;

Phase 2 – Conduct shoreline analysis and characterization;

Phase 3 – Develop draft shoreline environmental designation, policies, and regulations;

Phase 4 – Prepare cumulative impacts analysis and restoration plans;

Phase 5 – Conduct local approval processes and submit updated Shoreline Master Plans for Department of Ecology approval; and

Phase 6 – Department of Ecology conducts state approval process.

### **Background**

The City of Woodland, Washington straddles the border of Clark and Cowlitz counties with the majority of the City and its population residing in Cowlitz County. It is known for its proximity to Mount St. Helens, the Hulda Klager Lilac Gardens, Planters' Days festival, and water related activities along its lake and rivers. As a rural area, the citizens and tourists alike enjoy the outdoor recreation opportunities that can be explored on the Lewis River and Horseshoe Lake including, fishing, water skiing, swimming, and boating. In addition to the recreation opportunities and park settings along the Lewis River and Horseshoe Lake, the City has developed a network of roads, residential units and complexes and some commercial businesses along the lake and river. However, these businesses are non-water dependent for trade or commercial purposes. The Park Board and Horseshoe Lake Committee are active and strive to keep Woodland's outdoor and recreation areas functioning and vibrant. The City of Woodland is growing and anticipates undertaking some major transportation infrastructure revisions in an effort to more efficiently connect the eastern and western parts of the City and keep freight and traffic moving in all directions. The Port of Woodland owns 200 acres of land zoned for heavy industrial uses and some industrial parks and is also currently undertaking a boat launch

feasibility study. The Port provides jobs and economic vitality to the City and the region and has interest in the regulation of water dependent uses. However, all of the Port's shoreline properties are located outside of city limits in Cowlitz County along the Columbia River. The Port and the City of Woodland share a passion for the environment and livability of the community with its neighboring cities and the counties. The City will continue to involve its citizens, particularly those most closely impacted, throughout the process to ensure that public involvement goals are met and a transparent and fair process is implemented.

## **Public Involvement Goals**

This plan is a flexible document that can be reviewed and adjusted as needed in order to achieve the following goals:

- To develop an environment of trust between the City of Woodland, the project team, and the stakeholders who are directly or indirectly affected by the project
- To give citizens timely opportunities to comment on various aspects of the project as work progresses
- To provide information about public issues and attitudes related to the project
- To facilitate public meetings and provide readily understood information to the public
- To define and implement an ongoing public information program directed towards an outreach effort that will answer questions and provide a direct link between the community and the technical data created by the consulting team

## **Overall Approach**

The project management team for the Cowlitz Shorelines update met in April to discuss the public involvement approach. The result of that discussion was an agreement to focus the involvement in three main areas:

- Key stakeholders
- Technical Advisory Committee
- General public

Each of these groups has an individual strategy described below. The strategy for each group is changeable as necessary during the process. For example, additional stakeholders will be added to the list as they are identified and general public events will be developed as the process moves forward to account for key issues as they develop.

The Woodland Shorelines Master Program update will take a focused stakeholder outreach approach.

## **Stakeholders**

Stakeholders are defined as any person or group with a direct interest in the project. For example, stakeholders may include private property owners who own land designated within the shoreline, conservation groups who are interested in preserving habitat, and private businesses located within the shoreline.

There are three levels of stakeholders and an associated outreach strategy with each.

<b>Level</b>	<b>Stakeholder Type</b>	<b>Outreach Strategy</b>
1	Directly impacted or within shoreline jurisdiction and highly involved	Direct, in-person meetings if possible
2	Involved but not directly impacted	Phone discussion
3	General interest	Email updates

The public involvement efforts for level 1 stakeholders will include direct one-on-one discussions to identify their concerns and determine how the project might address those issues. Each discussion will be documented and a summary of the discussions will be completed to help the City, CWCOG and consulting team determine the best next steps for stakeholder outreach.

Level 2 stakeholders will receive a phone call and will be interviewed over the phone to identify their concerns and determine how the project might address those issues. The summary of these discussions will be added to the level 1 summary.

Level 3 stakeholders will be emailed and offered the opportunity to offer comments via email. Any substantive comments, issues or ideas will be added to the stakeholder summary.

Stakeholder involvement will be repeated during the process as necessary and as input is required in each phase of the program.

## Stakeholder Identification

City staff was asked to identify stakeholders for the initial stakeholder outreach. This list is likely to grow and change as the project progresses.

### Draft Stakeholder List

<b>Organization</b>	<b>Contact</b>	<b>Title</b>	<b>Key Issues</b>
Horseshoe Lake Management Committee	Jody Bartkowski	Engineer Technician	Jody staffs the HLMC. This group meets the 2nd Thursday of the month.
Woodland Shores RV Park	Esther Rothe	Owner	
Woodland Commerce Center	Keith Pfeifer		Woodland Commerce Center is a large, undeveloped commercial site with site plan approval and a current SSDP
	Roger Schurman	Property owner	
	Richard Kester	Commercial property owner	Owns commercial bldg at 1230 Lewis River Rd.
	Ron Wills	Large property owner on Horseshoe Lake	
Horseshoe Lake Mobile Home Park	Martin Faveluke		Mobile home/trailer park on Horseshoe Lake Island.
	Bob Nelson	Property Owner	
Steven and Josh Oliva		Large commercial property owners	
Park Board	Jody Bartkowski	Engineer Technician	Jody staffs the Park Board. This group meets the 3rd Wednesday of the month.

## **Technical Advisory Committee**

A technical advisory committee (TAC) will be formed for the Cowlitz Shorelines update. The TAC will meet at key times during the course of the project, likely six times.

### **Role of the TAC**

The role of the Cowlitz SMP Technical Advisory Committee (TAC) is to help focus technical discussions and identify key technical and policy issues associated with natural resources management in Cowlitz County. The TAC will take advantage of and contribute to the existing knowledge base in the county. Its main focus is on technical issues such as biological, geological and hydraulic processes, wetlands and engineering. In addition, the TAC may help identify or provide input on data sources. The TAC will provide recommendations to the project management team and ultimately to the County and City decision makers.

### **Responsibilities of the TAC**

TAC members are expected to attend all scheduled meetings (likely six times over the course of the project) and fully participate in each meeting. Before each meeting, TAC members will be expected to review all material, to the best of their ability, and come prepared to listen, learn, share, and constructively debate issues that do not have easy answers.

### **Potential TAC Members**

City and County staff were asked to provide suggested names and organizations for the TAC. The following is a draft list of TAC members to be confirmed by the Partnership staff. In some cases the TAC membership and stakeholders are the same people. This is not an issue since the stakeholder interviews will be done individually and are meant to discover the issues of the organization the person is representing while the TAC is meant to deliberate together and provide comments on draft technical deliverables.

**DRAFT TAC Member List**

<b>Organization</b>	<b>Staff</b>	<b>Title</b>	<b>Contact Information</b>
Washington DNR	Hugo Flores	SMA-GMA-Harbor Areas Aquatic Resources Division	360-902-1126
Department of Ecology	Rebecca Schroeder	Wetlands/Shorelands Specialist	360-407-7273
Washington DFW	Steve West	Region 5 Habitat Program	360-906-6720
Washington DFW	George Fornes	Priority Habitats and Species Biologist	360-906-6731
Washington Department of Commerce	Ike Nwankwo	Technical & Financial Assistance Manager	360-725-3056
Washington DOT	Paul Wagner	Biology Branch Manager	360-705-7406
Corps of Engineers	Danette Guy	Biologist/Project Manager	360-906-7274
NOAA Fisheries	Nick Jeremiah	Fish Habitat Bio	206-526-6934
US Fish and Wildlife	Howard Schaller	Project Leader/Columbia River Fisheries Program Office	360-604-2500
Cowlitz Tribe	Dave Burlingame	Director, Cultural Resources Department	360-577-6962
Cowlitz Conservation District	Darin Haupt	District Manager	360-425-1880
Cowlitz County Public Works	Patrick Harbison	Stormwater/Development Engineer	360-577-3030 x.6536
Port of Longview	Lisa Hendriksen	Manager of Environmental Affairs	360-425-3305
Lower Columbia Fish Recovery Board	Jeff Breckel	Executive Director	360-425-1553
Columbia Riverkeeper	Lauren Goldberg	Staff Attorney	541-965-0985
Weyerhaeuser	Brian Wood	Environment Manager	360-636-7080
Lower Columbia Fish Enhancement Group	Tony Meyer	Executive Director	360-882-6671
Kelso Public Works	David Sypher	Director	360-423-1371
Woodland Public Works	Bart Stepp	Director	360-225-7999
Castle Rock Public Works	David Vorse	Director	360-274-7478
Kalama Public Works	Carl M. McCrary	Director	360-673-3706

## **General Public**

Outreach to the general public will involve a variety of active and passive opportunities to provide input and inform decision making. The main focus of this outreach is to inform as many people as possible about the Shorelines Update and to provide an opportunity for the public to provide meaningful input. Much of the opportunity for input will be either through the project website or through key open houses.

## **Open Houses**

The consultant will work with the project team and Partnership to implement a series of public open houses to educate the public about the Shoreline Update process, facilitate a community visioning process and productive dialogue and provide early opportunities for meaningful public input. The consultant will utilize other methods of communication to provide information to the public throughout the process.

Two rounds of public open houses are planned. The County, which is also undertaking a Shoreline Master Program Update, is likely to host one open house in the Woodland area to cover the southern portion of the county. It is possible that event could be a joint open house for the City and County.

Open House #1 – The purpose of the first open house is to introduce the public to the project and a chance to review and comment on the inventory maps and report. The open houses will include:

- Education on the process and legal requirements,
- Outline of the timeline and anticipated points of public input,
- Review the shoreline inventory, and
- Facilitation of a community visioning process.

Open House #2 – The purpose of the second open house is to review the draft regulatory program for the Shoreline Update. The open houses will include:

- Education about the project and timeline;
- Quick review of the inventory; and
- Review and discussion of the regulatory program, with a highlight on proposed changes.

## **Public comment log**

The consultant shall maintain a database of all public comments provided on the project, contact information of the participants, and track any follow up actions required. A brief summary of the public comments received and the public comment log database will be included in the final public involvement progress report.

## **Website**

The consultant will work with the project team to develop content to be uploaded to a project website maintained by the CWCOG and provide updates to the content on a regular basis. The consultant will strive to ensure information provided is reader friendly and that graphic images are easily understood. The website will include a method for capturing public comments and a library of project deliverables.

### **Media releases**

Using traditional media sources, the consultant will draft press releases to announce public open houses or workshops in newspapers such as *The Daily News*, *The Columbian*, *The Oregonian*, *The Lewis River News*, and *The Reflector*. To take advantage of organizations with newsletters that reach captive audiences, the press release information will also be summarized into a brief article and submitted to be published in the newsletters of the Cowlitz Wahkiakum Council of Governments, Woodland Chamber of Commerce, the Lower Columbia Contractors Association, and the Cowlitz PUD.

### **Radio**

In an effort to reach out to the citizens and encourage greater participation, the consultant will draft 10 seconds and/or 30 seconds long public service announcements (PSA) to air on local radio such as KLOG radio to announce public open houses or workshops.

### **Formal hearing process**

The consultant will work with the City to present at the Shorelines hearing and answer any technical questions about the proposed program.

## **Schedule**

<b>Year</b>	<b>Date</b>	<b>Task</b>
2012	June 15	Public Involvement Plan Complete
2012	July 1	Public involvement progress report
2012	June & July	Recruit TAC members
2012	June & July	Stakeholder outreach (interviews)
2012	August 19	Stakeholder report
2012	September	TAC Meeting #1 (project introduction, draft inventory)
2012	October 1	Public involvement progress report
2012	October	Public open house #1

<b>Year</b>	<b>Date</b>	<b>Task</b>
2013	January 1	Public involvement progress report
2013	February	TAC Meeting #2 (SMP Goals)
2013	April 1	Public involvement progress report
2013	April	TAC Meeting #3 (Draft Policies and Regulations)
2013	May	Public open house #2
2013	July 1	Public involvement progress report
2013	July/August	TAC Meeting #4 (Draft Cumulative Impact Analysis)
2013	October 1	Public involvement progress report
2013	October	TAC Meeting #5 (Draft Restoration Plans)

<b>Year</b>	<b>Date</b>	<b>Task</b>
2014	January 1	Public involvement progress report
2014	February	TAC Meeting #6 (Final draft SMP)
2014	April 1	Public involvement progress report
2014	March-June	Public Hearings
2014	July 1	Public involvement progress report

## **Deliverables**

The consultant will provide:

- One (1) digital copy and up to four (4) hard copies of the public involvement plan for each Partnership member.
- Public participation materials, including printed and presentation materials for review by Partnership members in advance and up to one (1) electronic copy of each final version.
- Stakeholder interviews and stakeholder interview summary
- Information necessary for the CWCOG to develop a public project webpage and update the content regularly up to one (1) time per month.
- Set up, development of materials, facilitation, and summary report for open houses and hearings.
- Up to three (3) press releases announcing open houses or workshops and up to three (3) press releases announcing major project milestones and brief articles for local organization newsletters.
- A quarterly brief report that outlines public involvement activities, summarizes the content of public input received and follow up actions taken, and recommends any changes to the public involvement plan in order to be more responsive and achieve public involvement goals. Documentation of public participation in quarterly progress reports due January 1, April 1, July 1, and October 1 of each year through adoption.