



Conducting a Comprehensive Shoreline Master Program Update

Public Participation Planning

It's About the Peeps...

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Overview

- Requirements – SMP Guidelines
- Grant Agreements
- Participation Plan Requirement
- Examples:
 - Phase 1
 - Phase 2
 - Phase 3
 - Phase 4
 - Phase 5
 - Phase 6



SMA & Guidelines require public participation

- Insure full opportunity for interested parties to participate
- Make reasonable efforts to inform
- Invite & encourage participation by agencies
- Procedural rules set up minimum requirements
- Describe and document methods
- *Look at the handout for details!*



Grant agreements expand on requirements

- Work with Ecology, state agencies & tribes
- Engage all shoreline users
- Coordinate with adjacent jurisdictions
- Share data and resources
- Attend Ecology coordination meetings
- Provide review drafts to Ecology



A public participation plan is required

- Involve the public in developing the plan
- Identify objectives
- Identify key parties
- Establish timelines
- Include broad and diverse public involvement
 - Economic, racial, language, education, age
 - Interested parties – shoreline property owners, business, recreation users, residents and non-residents (e.g. tourists)



Phase 1: Preliminary Shoreline Jurisdiction and Public Participation Plan

- **Ideas:**

- CREATE A SCHEDULE
- Technical Advisory Committee
- Include tribal participation
- Emphasize outreach to shoreline users who aren't traditionally organized and vocal, i.e., anglers, rafters, birders, etc;
- Facilitate participation in creative ways
- Develop appealing, interactive web pages;
- Neighborhood open houses



SMP Open House



Phase 1: Preliminary Shoreline Jurisdiction and Public Participation Plan (continued)

- **Ideas:**

- Meetings as part of the inventory gathering
- Telephone surveys
- Video about the shorelines on the website
- Websites to provide information and take comment about the SMP updates



Initial SMP Public Meeting



Phase 2: Shoreline Inventory & Shoreline Analysis & Characterization

- **Ideas:**
 - Conduct special outreach
 - Conduct floating and van or bus-based tours
 - Use Technical Advisory Committee to review special studies
 - Open Houses and/or visioning meetings to present the initial draft data with stations information, have laptop available for mapping



SMP Bus Tour



Phase 3: Shoreline Environment Designation, Policy & Regs Development; Cumulative Impacts Analysis

- **Ideas:**

- Use Citizen Advisory Committees
 - Be sure to include ALL sides of the issue
 - Conduct facilitated and recorded stakeholder meetings
- Advisory committees or Planning Commissions

WORD TO THE WISE: *Keep your eye on the Forest and not the Trees....*



Phase 4: Restoration Plan; Revisiting Phase 3 Products as Necessary

Ideas:

- Technical advisory committee used for review of the restoration plan
- Planning commissions are often engaged at this point; citizen committees
- Workshop for agencies, NGOs, etc that are conducting restoration



Phase 5: Local Approval

Ideas:

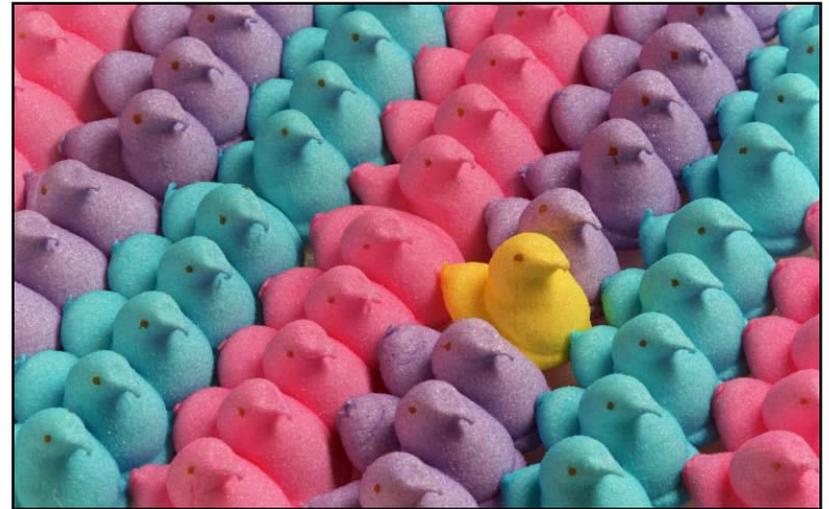
- Use many of Phase 2 recommendations for initiating and maintaining local elected official ownership of the SMP



Phase 6: State Approval

Ideas:

- Joint Ecology-local jurisdiction open houses prior to the public hearing
- Use social media
- Always conduct public hearings in larger cities and all counties
- Hearings may not be needed for small towns



Shoreline Master Program
Hearings



Where it all breaks down....

QUESTIONS THAT MUST BE ASKED:

- Did you identify concerned parties early on?
- Did you establish, maintain and keep updating Interested Parties list?
- Did you develop a *strategy* for keeping everyone informed?
- Did you keep communicating?

Captain, I don't think the Planning Commission will approve our SMP...



That sinking ship feeling...



What do Citizens Want?

A Better Understanding of How Things Work:

The public wants to learn all it can about how the government makes decisions, and where the key points are for influencing the decision.

Respect:

The public wants agencies and decision makers to respect their needs, interests, and viewpoints.

Responsiveness:

The public wants to know what an agency does with its input.



Summary

- Start Early and Keep Up the Conversation with the community!
- Remember that RCW and WAC call for coordination and public participation
- Ecology will check for public participation
- Lack of public participation is basis for appeal & overturning SMP



Before the GMA Hearings Board on Appeal

And remember...The Public is a partner in the SMP process





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