



Chelan County
transportation element update

Public Involvement Plan

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Work Plan & Schedule

prepared by
ReadWagoner LLC

The
Transpo
Group

17 Mar 08

Project Overview

Chelan County, located midway between Seattle and Spokane, is served by Highways US 2 and US 97 as its major connectors. The transportation network is shaped by dramatic topography with the Cascade and Chiwaukum Mountains, the Stuart Range, the Columbia and Chelan Rivers and Lake Chelan. Its 2,994 square mile area is home to about 66,000 people in 25,000 households, with the majority residing in Wenatchee.

Continuing growth drives the current effort to systematically address future transportation needs throughout Chelan County. The purpose of this phase of work is to review and update the Transportation Element of the Comprehensive Plan to provide a framework to improve Chelan County's transportation facilities over the next 20 years. Also important, the plan will establish a fundamental link between county land use and transportation facilities. All modes of transportation will be considered, including motor vehicle, aviation, rail, transit, marine and non-motorized. As required by the Growth Management Act, financing strategies and implementation measures needed to support implementation of the resulting transportation project list will be included in the Plan.

Overall 2008 Work Plan

Phase 1	Review of existing Transportation Element	February - March
Phase 2	Transportation Needs Analysis	March - July
Phase 3	Transportation Plan Development	May - December

Project History

The following is from the introduction to the 2000 Chelan County Transportation Element which will be updated by this current project.

The Transportation Element establishes a vital link between land use and County Transportation facilities and services needed to meet current system deficiencies and to support future growth, economic development, recreation, and the full range of activities anticipated in the County. The anticipated types, intensity and timing of land development in Chelan County will largely determine the mode of behavior of people using the land. In addition, land use decisions outside of the County impact the transportation system, and attention must be paid to the anticipated trends in these peripheral areas.

Although Chelan County is well-known for its orchards, the amount of farmland in Chelan County has halved over the last 45 years, from 215,646 acres at its peak in

1959 to 112,023 in 2002. Ninety-nine percent (99%) of the current tree fruit crop is exported out of the Chelan County by truck and rail, with approximately 30% exported out of the country (Smith 2004). Though orchards are still prominent where irrigation is available in the Columbia, Wenatchee, and Entiat valleys and uplands in the Lake Chelan area, challenges in the national and international tree fruit markets have led to grower, warehouse and processing consolidations, departures from farming and to changes in land use. Wineries, orchards, fruit stands, vineyards, nurseries, restaurants and lodging are becoming a successful part of a burgeoning agro-tourism industry. These changes in the regional economy influence current and future transportation needs of Chelan County.

The growing population and changing nature of Chelan County's economy make this update an opportunity to realign transportation and land use needs and to identify needed improvements to the county's roadways, bridges, bike, pedestrian, aviation and rail facilities.

Public Involvement Plan Overview

The overall intent of the public involvement program is to inform the community about the update of the Transportation Element of the Comprehensive Plan, involve the community in its development and to provide decision-makers with public feedback on the proposed policy changes and project rankings. Public officials want to understand community and stakeholder priorities to ensure their decisions balance proposed policy revisions with technical recommendations and community values.

Information about the update of the Transportation Element of the Comprehensive Plan will be distributed and feedback gathered from communities throughout Chelan County. Information will be available to the public in a variety of forms, including a project website, an e-serve list of organizations and interested parties, presentation materials for a speaker's bureau, exhibit materials for community locations and targeted media coverage.

The Steering Committee, composed of agency representatives directly involved in the project and elected representatives, will guide the work of the consultant team. A Stakeholder Advisory Group, composed of representatives from Chelan County, WVTC, WSDOT, local communities, transportation service providers, organizations, business interests and citizens will be formed to provide advice at key points throughout the process. A speaker's bureau, led by members of the Steering Committee, will schedule presentations with cities and interested organizations throughout the county. Two county-wide public meetings will be conducted, the first following identification of needs and consideration of proposed improvement priorities and the second to review project priorities and the draft plan.

Communication Goals

- Create interest in the update of the Transportation Element of the Comprehensive Plan process.
- Establish and maintain productive partnerships with individuals, agency representatives, organizations and other stakeholder interests.
- Actively engage a stakeholder group in the process to provide guidance and to communicate about the process to their communities, agencies and interest groups.
- Direct information to the public and media through a variety of methods.
- Incorporate a record of public recommendations into the decision-making process.

Plan Elements

The public involvement plan will coordinate both agency and consultant outreach efforts.

Management Team

The Management Team is composed of the Chelan County Public Works Director, the Community Development Director and a Chelan County Commissioner. Regularly scheduled conference calls every other week with the consultant will provide the forum for an ongoing information exchange, consideration of choices, planning for the stakeholder meetings and public open houses, and ongoing decisions that enable the project to move forward.

Steering Committee

The Steering Committee is composed of agency representatives directly involved in the project with the responsibility of providing direction to the consultant at each phase of the project. The Steering Committee will be briefed on the project progress, provided with technical, policy and community information, and be asked to provide advice and recommendations.

Steering Committee Members

Greg Pezoldt	Chelan County Public Works Director, Co-Project Manager
John Guenther	Chelan County Planning Director, Co-Project Manager
Buell Hawkins	Chelan County Commissioner
Jeff Wilkens	WVTC Executive Director
Connie Krueger	City of Leavenworth Community Development Director
Dave Honsinger	WSDOT North-Central Planning Manager
Richard Derock	LINK Transit

The Steering Committee will meet prior to each of the five stakeholder meetings. These meetings will enable the Steering Committee to review and consider the information to be presented to the Stakeholder Advisory Group and to provide direction to the consultant based on their collective position. Following the stakeholder meeting, the Steering Committee will meet with the consultant to review the comments and advice from the stakeholders.

Steering Committee & Stakeholder Advisory Group Meetings

march	Planning Process Overview
	Confirmation of the Public Outreach Plan
	Workplan
	Issues Identification
may	Summary of findings based on data collection
	Transportation Deficiencies

	Land Use Growth Trends
july	20-year Travel Forecasts
	Future Transportation Deficiencies
	Transportation Improvement Options
september	Financing strategies and choices
	Level of Service Standards & Concurrency Management
	Confirmation of project priorities
november	Draft plan review

Roles

consultant	draft meeting agendas, prepare materials for discussion and decision making, identify action items
county	finalize meeting agendas, confirm meeting attendance with members, secure meeting facility and coordinate all meeting logistics, take notes and create meeting summary

Stakeholder Advisory Group

The Stakeholder Advisory Group is composed of a large, broadly representative group of interests from throughout the county. Members will reflect the different geographic areas of the county as well as different interests including business, community, recreation, non-motorized and freight. The group members will have differing levels of understanding, interest and investment in the update of the Transportation Element of the Comprehensive Plan, therefore meetings will be designed to assure participants have the necessary information in order to provide meaningful feedback. The large size of the group offers a chance to reach and engage many different areas and interests within the county and for members to hear and understand a range of perspectives on the transportation needs of their community.

Members of the Stakeholder Advisory Group will also be asked to provide information from their meetings to others. This will be accomplished through individual, ongoing conversations as well as through briefings to interested organizations through the Speaker's Bureau.

The Group will be identified by the members of the Steering Committee.

Project Stakeholders

Cities and Other Agencies

- Agency Staff (planning, public works or community development)
- Elected Officials
- Link Transit
- School Districts in Chelan County
- Wenatchee Valley College
- Planning Commission
- Water Districts

- Fire Districts
- Post Offices
- Reclamation Districts
- Chelan County Sheriff's office
- Washington State Patrol
- RiverCom
- Region 7 Emergency Responders (contact: Maria Agnew, Sheriff's Office)
- National Forest Service
- National Park Service

Commercial Interests

- Orchardists
- Farmers
- Fruit industry
- Businesses
- Northwest Trailways
- Ski Areas (Mission Ridge and Stevens)
- Lake Chelan Boat Company
- Alcoa
- Airports (Chelan and Cashmere)
- Railroad
- Waste Management
- Telephone and Utilities

Residential Interests

- Property Owners and renters
- Neighborhood Schools
- Commuters
- Neighborhood Organizations

Community Organizations and Interest Groups

- Chambers of Commerce (including Hispanic Chamber)
- Greater Wenatchee Bicycle Advisory Board (GWBAB)
- Loop Trail Coalition
- Build the Highway Committee (?)
- Senior Citizen Groups
- Service Clubs
- Equestrian groups
- Bicycle groups
- Trust for Public Land

Roles

- | | |
|------------|--|
| consultant | draft letter of invitation to stakeholders, create meeting agenda, prepare presentation materials and handouts |
| county | identify stakeholders, direct communication with stakeholders, secure meeting facility and coordinate all meeting logistics, take meeting notes and create summary |

Speaker's Bureau Presentations

A speaker's bureau presentation will be created following the second Stakeholder Meeting with introductory project information. The presentation will include speaking points and key questions, so that it can be given by a variety of presenters from the Steering Committee who may also include members of the Stakeholder Group. The speaker's bureau will be available for presentations to boards, commissions, city councils and community groups. Comments and questions following presentations will be gathered and included in the documentation of public comment.

Potential Audiences

- Cities
- Community Councils
- Forest Leadership Teams
- Rotary
- Chambers of Commerce
- Lion's Club
- Realtors & Home Builders (monthly advisory group meeting)
- Intergovernmental Liaison
- Region 7 Health District (Chuck Johnson)
- Fire Districts
- Monthly Superintendent Advisory
- Farm Bureau
- Agricultural Tourism/Cascade
- Wine Grape Growers (Lake Chelan & Wenatchee)

Roles

consultant	gather information, develop presentation and speaking points
county	schedule speaking engagements, make presentations, gather and summarize comments from each engagement

Public Meetings

Two public meetings will be held to provide the broader public with an opportunity to express their views about the update of the Transportation Element of the Comprehensive Plan. Meeting dates will be coordinated to occur on evenings following meetings of the Steering Committee and Stakeholder Advisory Group.

The first public meeting will be hosted following the second set of Steering Committee and Stakeholder Advisory Group meetings. This introductory meeting, provided in an open house format, will explain the purpose of the update to the Transportation Element of the Comprehensive Plan, describe current conditions based upon the consultant's review of data, identify transportation deficiencies and show priorities for transportation improvements. Through staffed exhibits, attendees will be invited to share their knowledge and observations about the

transportation system. Several methods for gathering community input will be used, including annotation of base maps, written responses to identify deficiencies, a rating system for project priorities and comment forms. Information from the open house will be gathered and summarized to further inform the next phase of consultant work.

The second public meeting will occur following the fourth set of Steering Committee and Stakeholder Advisory Group meetings. Its purpose will be to show the work to date and how prior public comment has influenced ranking of priority projects. Community input will be gathered on project priorities and the draft plan through written comment and a rating mechanism for preferred projects. A summary of public comment will be considered by the consultant team in developing the final plan.

Roles

- consultant create public meeting agenda, prepare presentation materials and handouts, facilitate event, summarize feedback
- county secure meeting facility, coordinate all meeting logistics, print handouts, meeting materials and sign-in sheets, staff exhibits

Printed Information & Website

Printed information sheets and website information will be developed to provide project information consistent with that offered through the speaker's bureau presentation and public meetings. Notice of public meetings and information on the purpose, membership and activities of the Stakeholder Advisory Group will also be included on the website. The printed information sheets may also be used as the basis for a poster series that can be exhibited at community locations such as city halls, libraries and community centers. This information will be updated as the project progresses to reflect the community responses to each phase of the project.

An initial package of information will be developed in preparation for the first Steering Committee and Stakeholder Advisory Group meeting. The information will serve as a basis for creating a website and project information sheet. The basic information will be used for the speaker's bureau presentation, assuring that all information is well coordinated.

Roles

- consultant draft content, prepare web-ready graphics, send PDFs of information pieces to be printed
- county host web pages, finalize content, coordinate all postings, print and distribute printed pieces

Media Strategy

Press releases will be issued to newspapers and Spanish-language radio stations (to reach targeted population) prior to Stakeholder Advisory Group meetings and public open houses. Press attendance will be encouraged to provide coverage of the stakeholder meetings.

Newspapers

The Wenatchee World
Wenatchee Business Journal
El Mundo

Roles

consultant	draft press releases
county	finalize and distribute press releases, respond to press inquiries, invite reporter attendance

Communities

Census-recognized Communities

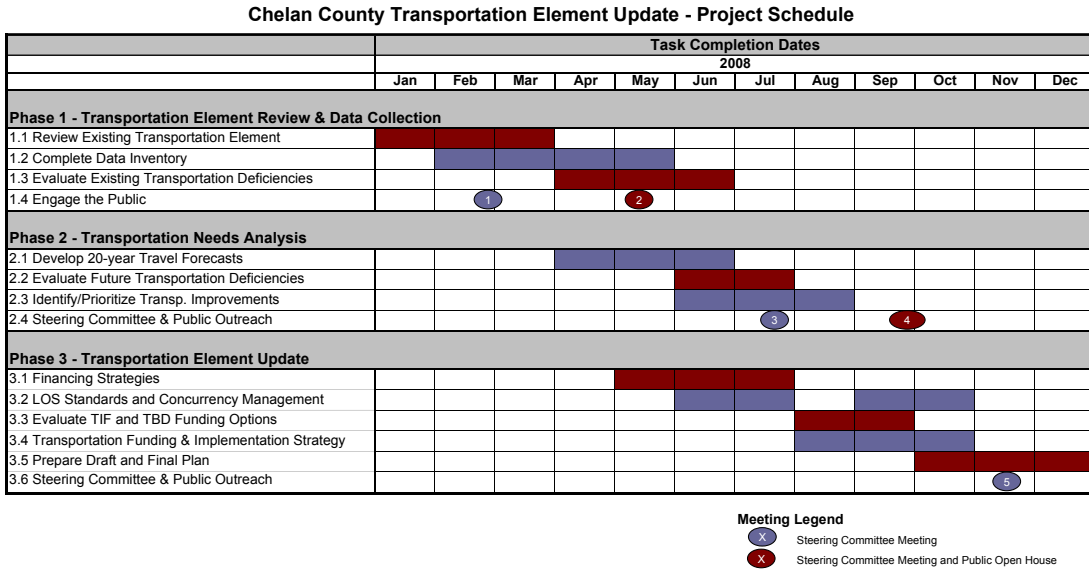
Chelan (3,522)
Entiat (957)
Leavenworth (2,074)
South Wenatchee (1,991)
Sunnyslope (2,521)
Wenatchee (27,856)
West Wenatchee (1,681)

Other Communities

Appleyard
Ardenvoir
Blewett
Chelan Falls
Chiwaukum
Chumstick
Dryden
Grant Road Addition
Holden Village
Kenroy
Lakeside
Lucerne
Malaga
Manson
Merritt
Mission Square
Monitor
Pearcot
Peshastin
Plain
Stehekin
Telma
Wenatchee Heights
Winton

Work Plan & Schedule

Overall Project Schedule



Public Involvement Work Plan

The overall work plan below will serve as the roadmap for implementation of the Public Involvement Plan. Detailed work plans will be developed for components of the plan that require coordination between consultants and Chelan County staff for successful implementation. A sample detailed work plan follows the overall work plan below.

Overall Work Plan

month	activities
February	Project Start-up <ul style="list-style-type: none"> • Prepare Public Involvement Plan. • Establish Steering Committee (SC). • Establish Stakeholder Advisory Group (SAG). • Coordinate first meetings of CC & SAG.
March	SC + SAG Meetings #1 and Base Public Information <ul style="list-style-type: none"> • Host first meeting of SC & SAG. • Post project web pages with base information.

- Prepare project fact sheet.

April

Planning and Communications

- Coordinate second meetings of SC & SAG.
- Plan and coordinate first public open house.
- Prepare and distribute press release.

May

SC + SAG Meetings #2 and Public Open House #1

- Host second meetings of SC & SAG.
- Host first public open house.
- Schedule speaker's bureau presentations.

June

Planning and Communications

- Update project web pages.
- Create speaker's bureau presentation.
- Coordinate third meetings of SC & SAG.

July

SC + SAG Meetings #3

- Host third meetings of SC & SAG.
- Give speaker's bureau presentations.
- Develop exhibit materials for community locations.

August

Planning and Communications

- Coordinate fourth meetings of SC & SAG.
- Plan and coordinate second public open house.
- Update project web pages.
- Update speaker's bureau presentation.
- Install exhibit materials at community locations.
- Prepare and distribute press release.

September

SC + SAG Meetings #4 and Public Open House #2

- Host fourth meetings of SC & SAG.
- Host second public open house.
- Give speaker's bureau presentations.

October

Planning and Communications

- Coordinate fifth meetings of SC & SAG.
- Update project web pages.

November **SC + SAG Meetings #5**

- Host fifth meetings of SC & SAG.

December **Project Wrap-up**

- Prepare Summary of Public Involvement
- Update project web pages.