

## **SOUTH KITSAP COMMUNITY EVENTS CENTER PUBLIC PARTICIPATION PROGRAM**

9.17.2020

### **STEERING COMMITTEE**

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### **I. INTRODUCTION**

City of Port Orchard, Kitsap Regional Library and Rice Fergus Miller are conducting public outreach sessions to review the South Kitsap Community Events Center (SKCEC) project as required by the Regional Center Interlocal Agreement (RCILA) between the Kitsap Public Facilities District (KPF) and the City of Port Orchard to construct.

Rice Fergus Miller is under contract for Phase 1 (RCILA Tasks 1 & 2) to conduct feasibility studies, programming, conceptual and schematic design. A minimum of three public outreach sessions are planned during this phase in addition to continuous public communication updates as we work towards completion of a selected site and schematic design for this project at the end of this phase.

The purpose of this document is to identify the public participation objectives, approach, audiences, schedule, and opportunities for public participation. This document may be updated over time to reflect the needs of the project.

### **II. OBJECTIVES**

The Public Participation Objectives include:

- Obtain public input regarding site and building programming and design
- Provide opportunities for public participation to review and offer feedback on the overall project.
- Provide regular updates to the public so they understand the issues at hand, solutions in design and the progress of this publicly funded work.
- Use a variety of communication methods while observing WA state regulations in the prevention of the spread of COVID (such as virtual meetings, online surveys, media, social media, mailers, etc.) to offer all residents a variety of ways to participate safely and comfortably.
- Make the public outreach and participation inclusive to people of all ages, races, cultures, and genders while providing special attention to the residents and businesses of the community.

### III. APPROACH

Serotonin Creative, under contract through Rice Fergus Miller, will take the lead in the public outreach process. They are a digital agency specializing in public relations, content creation, and social media strategy, among other communications specialties. They will create, organize, monitor, gather the data from public input and provide a summary report on all public outreach efforts. They will work in collaboration with the City of Port Orchard, Kitsap Regional Library and Rice Fergus Miller in all public communications efforts. Public notification of any upcoming public outreach events will be handled collectively by this group to maximize the extents of outreach to a large and meaningful audience.

### IV. AUDIENCES

There are several audiences - individuals and agencies - that we will contact to participate in this public outreach sessions and to whom we will provide regular communication on project updates:

- **General Public:** Port Orchard residents, property owners, and business owners.
- **Elected and Appointed Officials:** City Councilmembers, Planning Commissioners, Design Review Board Members.
- **Non-City Service Providers:** Special districts such as Water and Sewer District, Fire District, Kitsap Transit, etc.
- **Non-governmental Organizations:** Chamber of Commerce, Rotary Club of Port Orchard, South Kitsap Rotary and other service clubs, the Port Orchard Bay Street Association (POBSA), Kitsap Alliance of Property Owners (KAPO), Futurewise, Vibe Coworks, Kitsap Conference Center, Kitsap County Trade Show organizations, Kitsap Economic Development Alliance, Chris Craft Rendezvous Organizers, etc.
- **State, Regional, City and Other Local Government Organizations:** Kitsap Public Facilities District, Puget Sound Regional Council, Kitsap County, Kitsap Regional Coordinating Council, the Suquamish Tribe, and the cities of Bremerton, Gig Harbor, Poulsbo, Bainbridge Island, WSDOT, the Department of Commerce, the Department of Fish and Wildlife, the

Department of Ecology, the Port of Bremerton, and the Department of Natural Resources, Port Orchard Police Department.

- **Military:** The US Navy, NAVSEA, PSNS, Bangor, Ombudsman Assembly, U.S. Department of Veterans Affairs and other veterans organizations
- **Educational Groups:** With a focus getting input not only from educators, but also parents and students, South Kitsap School District, Olympic College, WSU, Boys and Girls Club, OESD 114, Olympic Kitsap Early Learning Coalition, OurGEMS, West Sound STEM Network, Leadership Kitsap, Homeschool Groups, South Kitsap Student Body leadership, PTSA, DECA, Student Activism Groups, Kitsap Youth Activism, SKHS Crew Team
- **Civic/Cultural Groups:** NAACP, KIAC, Council for Human Rights, Fathoms of Fun, LGBTQ, League of Women Voters, Long Lake Garden Club, Manchester Citizens Advisory Group, Manchester Community Association; arts and entertainment groups like WWCA and The Roxy; Fathoms O' Fun Festival Coordinators; online community groups and other South Kitsap civic groups
- **Social Welfare/Religious Groups:** Housing Kitsap, KCR, KRM KPHD, Kitsap Rescue Mission, The Coffee Oasis, Stand Up for Kids, Salvation Army, Kitsap Aging and Long-term Care, Givens Community Center, SK Helpline, Meals on Wheels, Washington Veterans Homes, YWCA, area churches and affiliated faith and religious groups
- **Business Development Groups:** SBDC, KEDA, Kitsap Visitors Bureau, WorkSource
- **Library Groups:** Patrons, Friend of the Library, Volunteers, Board of Trustees, Foundation Board, Puget Sound Genealogical Society
- **Other underrepresented groups.** We will continue to update this audience list as we progress.

## V. ROLE OF DECISION MAKERS

**City Council:** The City Council will provide policy guidance and is the final decision maker for the approval of the site and building design. Council members will be notified of public outreach sessions and are invited to participate early in the planning process. All public outreach sessions will be noticed appropriately so that all Council members are able to fully participate in these events. The Council will receive periodic updates and will review the Steering Committee recommendations for the project. Council will have a meeting in January 2021 to make the final project site selection and approval of the program. They will have another meeting in October 2021 to review the schematic design, conduct a feasibility study with KPFD, confirm the approval to move forward with the project and approve the contract for Rice Fergus Miller and the rest of the design team to proceed with Phase 2.

**Steering Committee:** The SKCEC Steering Committee members are listed at the beginning of this document.

City of Port Orchard will provide policy recommendations and conduct initial review and feedback on presentations to the City Council.

Kitsap Regional Library will provide similar guidance and feedback relative to the library operations and programming.

Rice Fergus Miller will provide project management of the public outreach team and design team efforts. They will work closely with Serotonin Creative to ensure all public outreach efforts and communications stay on track and that we comply with all public record requirements, as outlined by the City of Port Orchard. They will also lead the design team in ensuring project goals and objectives are met.

## **VI. ROLE OF THE PUBLIC**

The South Kitsap Community Events Center is being created for the public –their use, their benefit and their enjoyment. In order for this to be successful, it is important to hear their interests and desires so they are part of our conversations and decision making in programming, planning and design of this facility. It is also important to retain the public’s interest throughout this process by making participation as inclusive, interesting and accessible as possible. This will be accomplished through advertising, outreach, stakeholder involvement, and various public communication platforms.

The Washington State Department of Commerce lists benefits of including citizens in the process:

- Enhances the quality of planning by incorporating a wide variety of information and perspectives.
- Allows communities to make decisions based on shared values.
- Engage citizens in the ownership of local land use challenges and solutions.
- Educates and empowers citizens.
- Supports swift and efficient project implementation.
- Ensures that good plans remain relevant over time.
- Fosters a sense of community and trust in government.

## **VII. METHODS AND SCHEDULE**

The ongoing COVID pandemic presents a unique challenge to our team to effectively maintain communication and constant connection with the public. We will be using methods that safely observe all WA State regulations for public safety and social distancing. Internet access will be a key tool for many of the platforms to be used (i.e. virtual meetings, social media, online surveys, emails, etc.). Since not all citizens may have access to this, we will also utilize traditional methods as an alternative (i.e. mail, combination virtual and in-person meetings, etc.) We will find ways to reach out to a variety of groups to encourage involvement from as wide an audience as possible.

The following tools will be employed to achieve widespread and ongoing citizen involvement:

- 1st Public Outreach Event:
  - This will be an online survey that will be open to the public for 3 weeks in late September to early October 2020 and will be focused on questions about the building program.

- The Port Orchard branch of Kitsap Regional Library will provide the public outdoor access to Wi-Fi to facilitate community participation.
- Public notification, including the opening and closing time of the survey plus a link to the survey website will be communicated to the public in a variety of mediums.
- 2nd Public Outreach Event:
  - Depending on the WA State social distancing policies at the time, this could be a combination of a virtual and in-person meeting to be held middle to late November 2020.
  - Presentation of the conceptual design will be shared with the public for feedback.
- 3rd Public Outreach Event:
  - This will be held in 2021 to present the progress of the schematic design to provide an opportunity for public feedback.
  - We will review the WA State social distancing policies at that time and will determine the most appropriate platform to use for this effort.
- Continuous Public Communication:
  - Additional public outreach events may be held as determined from public feedback and the Steering Committee
  - Effective notice of all public outreach events
    - Underrepresented groups will be specifically targeted for outreach
    - The date, time, location and/or any online web links to the events will be published early enough and widely enough for all interested citizens to be notified
    - Notice will be published in the Kitsap Sun (official newspaper of record) and possibly also the Kitsap Sun
    - Regular press releases will be published ahead of public meetings, and city staff will be available for interested reporters and media outlets
    - Postings in public spaces, social media updates, and email subscription lists
  - Written comments and online public feedback forms will be provided
  - Interested Parties List will be maintained for notification of all public outreach events and press or social media releases of project updates.

## IX. CONCLUSION

This Public Participation Program is being presented to City Council for approval and implementation based on the outlined schedule. This program may be updated as conditions change or additional resources to support outreach activities become available. A copy of the program shall be made available for viewing at the front counter of the Department of Community Development and on the city's website.