



# 2024 Comprehensive Plan Update

## Public Participation Plan

### INTRODUCTION

The City of Poulsbo is undertaking a periodic review and update of its comprehensive plan, as required by the Washington State Growth Management Act (GMA), RCW 36.70A.130(5). The GMA sets forth that Kitsap County and its cities should review and revise, if needed, their comprehensive plans to ensure the plan comply with GMA requirements. The periodic review shall continue for every ten years thereafter.

#### **What is the Growth Management Act?**

The passage of the Growth Management Act (GMA) in 1990 fundamentally changed the way comprehensive planning is carried out in Washington State. The central premise of the GMA is that spontaneous and unstructured growth and development is wasteful of our natural resource base and costly to the provision of public services and facilities. By managing growth and development, the negative effects can be minimized, and the benefits can be maximized.



The GMA requires state and local governments to manage Washington's growth by identifying and protecting critical areas and natural resource lands, designating urban growth areas, preparing comprehensive plans, and implementing them through capital investments and development regulations. This approach to growth management is unique among states. Rather than centralize planning and decision-making at the state level, the GMA built on Washington's strong traditions of local government control and regional diversity.

The GMA establishes state goals, sets deadlines, and offers direction on how to prepare local comprehensive plans, and sets forth requirements for early and continuous public participation.

#### **What is the Comprehensive Plan?**



The Comprehensive Plan describes the 20-year vision for the City of Poulsbo and how that vision will be achieved. The plan covers land use, community character, economic development, environment, housing and human services, transportation, capital facilities, utilities, and parks, recreation, and open space.

The City's first GMA Comprehensive Plan was adopted in 1994. Periodic updates have occurred since, with the last update taking place in 2016.

#### **Why is the Comprehensive Plan Being Updated?**

The GMA requires that cities and counties update their Comprehensive Plans on a periodic schedule. This is an opportunity to revise population and employment growth forecasts with the most up to date data, review existing policies to ensure they make sense for the communities they serve, write new policies that reflect the priorities of the community, and confirm that all federal, state, and local requirements are met. The next update of the Comprehensive Plan is due December 30, 2024. The 2024 Update will plan for the next 20 years of population and employment growth through the year 2044.

### WHAT IS THE PUBLIC PARTICIPATION PLAN?

This document specifies how the City of Poulsbo will engage and inform its citizenry during efforts to update the comprehensive plan by December 2024, as mandated by the GMA. Periodic review and update of the comprehensive plan is necessary to reflect current laws, local needs, new data, correct errors, and/or clarify intent. Poulsbo will review and, if necessary, update its comprehensive plan to ensure compliance with the GMA and the periodic review requirements.



Revised Code of Washington (RCW) 36.70A.130(2) requires that local governments establish a public participation program for the evaluation and update of its comprehensive plans. This Public Participation Plan (PPP) describes the steps that Poulsbo will take to involve the community in decisions regarding the 2024 Comprehensive Plan Update Project. Public and agency goals are to:

- To provide the public with timely information, an understanding of the process, and opportunities to review and comment, and to have those comments forwarded to the City's decision makers.
- Ensure that information about the process is provided to the public early in the process and at regular intervals thereafter, to maximize public awareness and participation in the process.
- Actively solicit information from citizens, property owners and stakeholders about their concerns, questions, and priorities for the future of Poulsbo land uses and the City's Comprehensive Plan.
- Encourage the public to informally review and comment on the update throughout the process.
- Incorporate public comment into the local government's review process prior to significant milestones or decision making.
- Provide forums for formal public input at milestones prior to decision making by local officials.
- Consult and consider recommendations from neighboring jurisdictions, federal and state agencies, and Native American tribes.

Public participation is an integral part of the planning process. Early and continuous public participation brings diverse viewpoints and values into the decision-making process and enables the city to make more informed decisions. These collaborative efforts build mutual understanding and trust between the city and the public they serve. The goal of this PPP is to provide all residents, property owners, business owners, and other stakeholders, an opportunity to understand and participate in the Comprehensive Plan update process.

## COMMUNICATION TOOLS

The following methods may be used as part of the public outreach program to ensure that a broad population is informed and has the opportunity to participate:

- **Website:** The City's webpage will house the 2024 Comprehensive Plan Update [website](#) where interested citizens and community members may visit for status updates, draft documents, official notices, minutes, and other project information. This webpage will be the primary repository of all information related to the update process.
- **E-Notice Mailing List** An e-notice mailing list of interested persons and organizations has been established. Those on the e-notice list will receive periodic notices regarding the update progress. Individuals interested in being on the mailing list should sign up for the 2024 Comprehensive Plan [here](#).
- **Notice Boards:** The city will post public notices discussing the update and public participation opportunities in public areas throughout the community. Public areas include local government offices, public libraries, community centers, and bulletin boards.
- **Written Comment** Interested citizens are encouraged to provide comments to the city by letter or email. All comments will be forwarded to the Planning Commission and City Council. Written comments can be submitted by the following methods:

City of Poulsbo Planning and Economic Development Department  
200 NE Moe Street | Poulsbo, WA 98370  
or [plan&econ@cityofpoulsbo.com](mailto:plan&econ@cityofpoulsbo.com)
- **Social Media:** Social media tools may be used to provide updates on the update process and may also be used to solicit feedback from the general public. Social media will be used primarily to drive the community back to content on the 2024 update website.

## OUTREACH METHODS

- **Survey(s):** Web-based surveys will be utilized to solicit input from a range of key parties. This is one avenue to reach populations that do not have the time or energy to attend in-person or virtual meetings. Advertisement of the online surveys may occur through press release(s), social media advertisement(s), online ads, broad based email marketing announcement(s), the project website, City of Poulsbo departmental websites, and direct mailer(s).
- **Community Events/Pop-Ups:** Staff will conduct outreach activities at community events and activities that are already happening in the community. Approaches may include tables at the farmers market or other large community events. Keep an eye out for us!
- **Planning Commission:** The Planning Commission is designated as the responsible advisory board for advising the City Council on comprehensive plan and land use issues. Accordingly, the Planning Commission will be the primary source of public involvement in guiding the 2024 update. All Planning Commission meetings are open to the public and interested community members are welcome to attend. Additional information about Planning Commission meetings can be found [here](#), including how to attend meetings virtually.
- **Public Hearings:** Public hearings will be conducted by the Planning Commission and the City Council. This will include opportunities for verbal and written comments. Public notices will be provided consistent with [PMC 19.50.040](#).
- **Community Group Presentations:** City staff will reach out to a variety of community groups and stakeholders to provide background information on the update, solicit input, or give presentations focused on specific topic or general project.
- **GIS Story Map:** The project will utilize one or more GIS Story Maps located on the project website which will combine maps, data, or information with narrative text and images.



## EQUITABLE ENGAGEMENT

Engaging hard-to-reach populations such as minority or low-income groups is critical to the planning process. We will utilize current demographic information to identify underserved and underrepresented populations in and develop and deploy targeted communication.

## UPDATES

This PPP may be revised as needed during this update process and activities not anticipated may occur or be added without revision of this plan. Errors in exact compliance with this specific public participation program shall not constitute grounds for invalidation of legislation adopted under the update, so long as the spirit of the procedures are observed, unless otherwise provided by state or federal law.