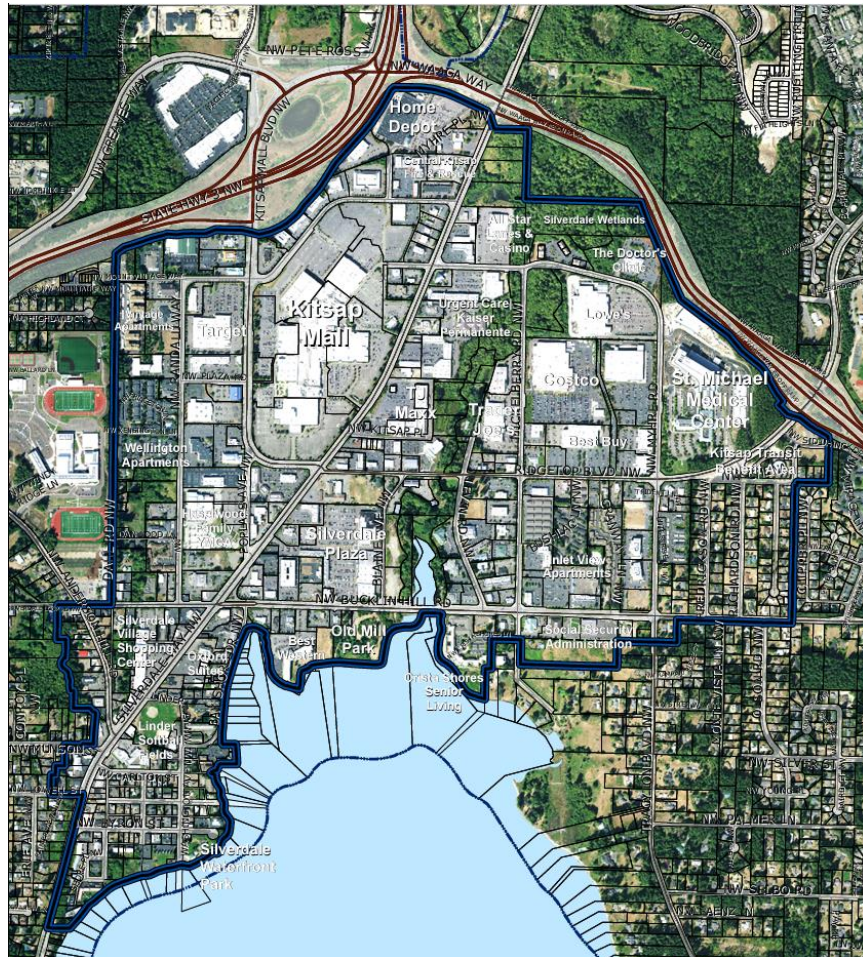




## Kitsap County Silverdale Center Plan

---

# Community Engagement Plan



## Table of Contents

.....	1
Introduction .....	3
1.0 Objectives .....	3
2.0 Team Roles and Responsibilities.....	3
3.0 Outreach and Engagement Approach .....	4
3.1 Survey & Events .....	4
3.2 Consultations .....	4
3.3 County staff.....	4
3.4 Website and Social Media .....	5
3.5 Educational Materials .....	5
3.6 Notifications.....	5
3.7 Comments.....	5
3.8 Planning Commission.....	6
3.9 Board of County Commissioners .....	6
4.0 Public Comment Periods.....	6
5.0 Community Partners and Interested Parties .....	6
6.0 Inclusive Outreach .....	7
7.0 Process and Schedule .....	8

## Introduction

The Silverdale Center Plan update aims to prepare for population and employment growth through 2044 while aligning with state, regional, and local requirements and reflecting community priorities and vision. To achieve this, the County will engage residents, community groups, and businesses through outreach to inform, involve, and gather input. The goal is to create a plan that promotes a high quality of life and equitable access to opportunities for all.

In compliance with the Growth Management Act (GMA), the County is required to develop and widely share a plan for public outreach. This plan outlines a unified approach to outreach, including setting public participation goals, identifying key stakeholders, and establishing communication strategies. A key focus is ensuring early, continuous engagement, particularly with historically underserved communities.

This Community Engagement Plan is dynamic and will evolve as needed to support effective public involvement throughout the planning process.

## 1.0 Objectives

The Community Engagement Plan seeks to equitably and inclusively involve a diverse population, particularly historically underserved communities, in shaping the Silverdale Center Plan. By integrating public input, the County aims to better understand and address the potential impacts of the plan, ensuring that public concerns and ideas inform decisions made by elected officials. Although County staff cannot enact policies, their role is to provide elected officials with a comprehensive context grounded in public perspectives.

This plan will guide efforts to gather community feedback on key topics, including land use, housing, economic development, transportation, parks and recreation, infrastructure, environment, and climate change. It aims to foster positive engagement, build trust, and encourage meaningful discussions about growth management. Robust public participation is essential to creating a practical, inclusive, and implementable Silverdale Center Plan.

## 2.0 Team Roles and Responsibilities

Name	Organization	Role	Responsibility
Rafe Wysham	Kitsap County	DCD Director	Program Management
Colin Poff	Kitsap County	Planning Supervisor	Project Manager
Jim Rogers	Kitsap County	Project Lead	Project Coordination, Outreach
Heather Cleveland	Kitsap County	Planner	Public Engagement and Event Process
TBD	TBD	Consultant	Technical Support, Outreach
Cindy Read	Kitsap County	Technology Analyst	Website, Information Services

## 3.0 Outreach and Engagement Approach

The Department will launch the Silverdale Center Plan project with a public meeting to introduce the initiative and encourage community participation. Key engagement methods will include surveys, presentations, workshops, open houses, and public hearings with the Planning Commission and Board of County Commissioners.

To accommodate those unable to attend in-person meetings, the Department will offer alternative outreach options, such as virtual meetings, email and social media updates, a project website with a "Q&A" section, and an online comment form, ensuring broader community awareness and involvement.

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

### 3.1 Survey & Events

- The Department will distribute surveys to solicit information that will inform the Plan.
- The Department will conduct a project kick-off presentation with the community to create awareness about the project, project survey(s), and opportunities for the public to participate throughout the process.
- Open Houses will be hosted by the Department virtually and/or in-person.
- The Department will host an open house prior to public hearings on the draft Silverdale Center Plan before the Planning Commission and Board of County Commissioners.

### 3.2 Consultations

- The County will offer consultations throughout the process with key groups including the Central Kitsap Community Council (CKCC), local business associations, minority and low-income communities, young residents, and other interest groups.
- Additional outreach will be facilitated with Tribes, depending on their preferred level of involvement.
- The County will also consult with neighboring jurisdictions and staff from state and local agencies.

### 3.3 County staff

- Department staff will be available for in-person meetings/consultations and via phone or email to answer questions about the project or obtain feedback from interested parties.
- Interested parties are encouraged to invite the Department to community events or meetings if they would like to obtain more information about the project or provide feedback.

### 3.4 Website and Social Media

- A project website has been developed that will include project information for public review and a calendar of events with opportunities to participate and comment throughout the project.
- A Story map will be incorporated into the project website to inform and educate our community about the Plan and why it is important.
- Public surveys will be posted on the website and shared on the County's social media platforms.
- The public can send questions or comments to the project email throughout the duration of the project.

### 3.5 Educational Materials

- Educational materials such as print and digital flyers will be posted digitally and physically at key locations within the community to inform the public about upcoming meetings. The flyers will include the meeting location, date and time, overview of meeting topics, and a QR code and link to the project website. Digital flyers will be posted to the county's social media pages.
- Print flyers may be posted at the following locations:
  - Kitsap County Administration Building
  - Silverdale Library
  - Bremerton Library - Sylvan Way
  - Haselwood Family YMCA
  - Kitsap Community Resources – Silverdale
  - Other community gathering places

### 3.6 Notifications

- The County will develop notification materials including press releases, email notification, and social media advertisements to ensure broad participation.
- Notifications will also be sent via the "Gov Delivery" system and "Constant Contact."
- The County may inform media outlets of the project.
- Members of the community will be able to sign up for electronic noticing (GovDelivery) by visiting the County's project webpage. Notices will provide general information about the project, contact information for submitting comments, and times of public meetings or hearings.
- The project website will be regularly updated, including posting official notices prior to public hearings before the Planning Commission and Board of County Commissioners.

### 3.7 Comments

The County will encourage community partners and interested parties to provide comments by using the County's website, by letter, or by email. All comments will be forwarded to the Kitsap County Planning Commission and/or Board of County Commissioners during their formal public

comment periods. The County’s website will be the central repository for information under consideration.

### 3.8 Planning Commission

The Kitsap County Planning Commission is an advisory body that assists the Department of Community Development in carrying out its duties, including providing Findings of Fact and recommendations on proposed amendments to the Comprehensive Plan and development regulations. These Findings of Fact and recommendations are submitted to the Department of Community Development and are then forwarded to the Board of County Commissioners. Official notices will be published as required by Kitsap County Code.

- The Department will facilitate work study sessions with the County’s Planning Commission to refine the Department’s initial project scope and again to review the draft Plan. These meetings are open to the public.
- The Planning Commission will hold a public hearing prior to making a recommendation on the draft Plan.

### 3.9 Board of County Commissioners

The Board of County Commissioners will be the final local decision authority on the Plan update. Interested citizens are encouraged to participate in Board public hearings. The Board will have a comment period and public hearing that will encourage verbal and written comments, as described in Section 4, Public Comment Periods, below. Official notices will be published as required by Kitsap County Code.

- The Department will facilitate work study meetings with the Board of County Commissioners to review the proposal(s) forwarded by the Planning Commission.
- The Board of County Commissioners will hold a second public hearing on the final draft Plan prior to adoption. Written and oral comment will be accepted at the public hearing.

## 4.0 Public Comment Periods

The Planning Commission will hold a public hearing with preceding comment period to consider public testimony prior to the Planning Commission’s recommendation being forwarded to the Board of County Commissioners. The Board will conduct a public hearing and comment period and will take into consideration the Planning Commission’s recommendation, staff’s recommendation, and public comments received. Notices will be published per Kitsap County Code and e-notices sent to key partners and interested parties listed in section 5.0 below, as well as any parties who request notification.

## 5.0 Community Partners and Interested Parties

The County will engage the following audiences – individuals and agencies – to request that they participate in the Silverdale Center Plan update, and each will participate in the process in the ways that they are comfortable.



#### Members of the Public

- ☐ Interested residents
- ☐ Landowners
- ☐ Business owners

#### Tribal Governments/Commissions

- ☐ Suquamish Tribe\*
- ☐ Port Gamble S'Klallam Tribe\*
- ☐ Skokomish Tribe
- ☐ Puyallup Tribe
- ☐ Squaxin Island Tribe
- ☐ Point No Point Treaty Council
- ☐ Northwest Indian Fisheries Commission

*\*Reservation land in Kitsap Co.*

#### County Officials

- ☐ Kitsap County Planning Commission
- ☐ Board of County Commissioners

#### County Departments and Services

- ☐ Public Works
- ☐ Parks
- ☐ Human Services
- ☐ Emergency Management
- ☐ Prosecutors Office

#### Other Local Governments

- ☐ Cities
  - Poulsbo
  - Bremerton
- ☐ Ports
  - Brownsville
  - Keyport
  - Silverdale
- ☐ Conservation district
- ☐ Public Utility districts
- ☐ Sewer districts

- ☐ School districts
- ☐ Kitsap Public Health District

#### State Government

- ☐ Department of Ecology
- ☐ Department of Commerce
- ☐ Department of Fish and Wildlife
- ☐ Washington State Parks
- ☐ Department of Natural Resources
- ☐ Department of Transportation
- ☐ Department of Health
- ☐ Department of Archaeology and Historic Preservation

#### Federal Government

- ☐ Naval Base Kitsap
- ☐ US Fish and Wildlife Services
- ☐ NOAA Fisheries
- ☐ US Army Corps of Engineers

#### Associations and Community Groups

- ☐ Kitsap Alliance of Property Owners
- ☐ Kitsap Environmental Coalition
- ☐ Kitsap Building Association
- ☐ Kitsap Realtors Association
- ☐ Central Kitsap Community Council
- ☐ Kitsap Economic Development Alliance

#### Non-profit organizations

- ☐
- ☐ Great Peninsula Conservancy
- ☐ Washington Environmental Council
- ☐ Puget Sound Restoration Fund
- ☐ Futurewise
- ☐ Forterra
- ☐ The Nature Conservancy
- ☐ Recreational
- ☐ Agricultural

## 6.0 Inclusive Outreach

Based on 2020 U.S. Census data, Kitsap County's population is 75% White, with minority groups comprising Hispanic (9%), Asian (5%), Black (3%), American Indian (1.5%), and Pacific Islander (1%). Additionally, 12% of households earn less than \$25,000 annually.

To ensure inclusive engagement, the County will collaborate with community organizations, such as Kitsap Community Resources and the Kitsap Immigrant Assistance Center, to reach minority and low-income groups. Younger residents will also be invited to participate through schools and local academic programs.

The County remains committed to accessibility, providing ADA-compliant accommodations and materials for individuals with disabilities upon request. Please reach out to the County using the contact information below.

Organization	Contact information
Kitsap County Department of Community Development	Amanda Walston 360-337-5777 <a href="mailto:awalston@co.kitsap.wa.us">awalston@co.kitsap.wa.us</a>
Kitsap County Commissioners Office	Dana Daniels 360-337-5777 <a href="mailto:ddainels@co.kitsap.wa.us">ddainels@co.kitsap.wa.us</a>

## 7.0 Process and Schedule

