

## Engagement by Phase

Engagement is to be done in three phases:

1. **Project Launch:** Conduct initial engagement on comprehensive planning effort
2. **Vision:** Conduct secondary engagement on specific vision, policies, and regulations
3. **Formal Public Comment:** Advertise the draft Comprehensive Plan and public comment phase

### Exhibit 61 Outreach Phase

Outreach Phase	Engagement Activities
<b>Phase 1 - Summer 2024</b> <u>Project Launch</u> Inform community partner organizations and community members about the project and draw out and prioritize important issues in the beginning of the process.	<ul style="list-style-type: none"> <li>▪ Interview Community Partner Agencies</li> <li>▪ Launch City-hosted website?</li> <li>▪ Launch City-hosted email account</li> <li>▪ Set up posting strategy for “What’s up Friday Harbor” and “Friday Harbor Rant and Rave” Facebook Groups</li> <li>▪ Social media and email communication</li> <li>▪ Create Flyer with important Comprehensive Plan information and with QR code that takes people to Comprehensive Plan website</li> <li>▪ Launch Survey Phase 1 to get focus groups to take shape</li> </ul>
<b>Phase 2 - Summer and Fall 2024</b> <u>Visioning/Needs Assessment</u> Identify housing, capital facilities, environmental, economic needs, and concerns related to climate change hazards to develop Comprehensive Plan vision and update elements.	<ul style="list-style-type: none"> <li>▪ Community focus grouping to gather input while drafting Comprehensive Plan elements</li> <li>▪ Community events; tabling at grocery, farmer’s market, etc.</li> <li>▪ Hands-on games and activities at San Juan County Fair</li> <li>▪ Launch Phase 2 survey and interactive tools to gather input from broader community</li> <li>▪ On going social media and email communication</li> <li>▪ Virtual webinars to share visioning work to date and input from the community.</li> </ul>
<b>Phase 3 – Fall and Winter 2024 &amp; Spring 2025</b> <u>Public Comment</u> Provide opportunity for the public to provide formal comment on Draft Plan.	<ul style="list-style-type: none"> <li>▪ Conduct Planning Commission Meeting with Town Staff</li> <li>▪ Planning Commission update</li> <li>▪ Social media and email communication on the opening of the Public Comment Period (including how to/tips for effective public comments)</li> <li>▪ Send Draft Comprehensive Plan Elements for Public Comment</li> </ul>
<b>Project Completion – Summer 2025</b>	<ul style="list-style-type: none"> <li>▪ Social media and email communication on completed plan</li> <li>▪ Website communication on completed plan</li> </ul>