

# 2025 Friday Harbor Comprehensive Plan Update

May 2024

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## 2024-2025 Engagement Plan



Photo Courtesy of "Visit San Juan"

# Introduction

The Town of Friday Harbor is conducting a periodic update of its Comprehensive Plan in accordance with Washington's Growth Management Act. The Town is required to complete this update in 2025 and encourages members of the community to voice their opinions on the development of this plan and develop a shared vision of the Town that builds upon past planning efforts.

This Engagement Plan is designed to ensure meaningful engagement with community members, tribes, and agencies. The engagement process will give opportunities for community members to address all elements of the Comprehensive Plan update through a combination of synchronous and asynchronous outreach offered in hybrid, in-person, and fully remote formats. This Engagement Plan is a working document and blueprint for engagement and can be updated throughout the comprehensive planning process.

## ENGAGEMENT OBJECTIVES

- Keep the public, tribes, and agencies informed about the comprehensive planning process.
  - Manage appropriate channels for public comment and interfacing with comprehensive planning team.
  - Create a Comprehensive Plan e-mail account to be monitored by consultants and respond as much as possible to concerns.
  - Actively respond to all questions, comments, and concerns posed during engagement.
- Be Inclusive.
  - Create opportunities for inclusive engagement to reach a broad group of participants.
  - Create opportunities for engagement for hard-to-reach and underserved populations.
  - Include written materials in Spanish as well as English.
  - Ensure there are diverse viewpoints and representative sampling of the Town.
    - Renters and homeowners
    - Businesses owners and non-business owners
    - Wide range of incomes
    - Island-employed workers and off-island commuter residents
    - Hospitality industry workers
    - Drivers and non-drivers
    - Wide range of ages
    - Native English speakers and foreign language speaking groups
    - BIPOC (Black, Indigenous, and People of Color) community
- Make public engagement enjoyable and accessible.
  - Choose fun activities.
  - Choose meeting times and locations that are accessible to as many participants as possible.

- Create multiple ways to engage.
- Ensure access to project information online and at Town Hall and other community spaces.
- Honor community input on prior planning efforts.
  - Review past community engagement efforts to reduce participant fatigue.
  - Review past community engagement efforts and consider it when developing new public outreach activities and during plan development.
- Address Climate Change and its associated risks to the Town.
  - Gather community input on impacts of climate change and communicate opportunities to mitigate negative impacts of climate change and increase community resilience.
- Document and Learn from Outreach Efforts.
  - Keep records of outreach attendance.
  - Make time to reflect on the outcome of each activity – what went well, what could be improved, and what was learned.
  - Respect the feedback received and incorporate into project outcomes.

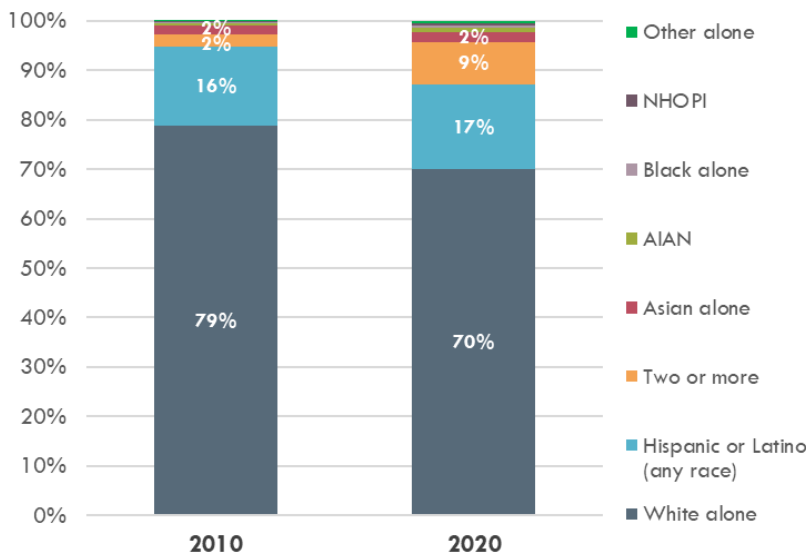
# Community Profile

The Friday Harbor Community has changed since the last comprehensive planning effort in 2018. This is seen in demographic, socioeconomic, and employment trends.

## RACE AND ETHNICITY

Between 2010 and 2020 the racial and ethnic make-up of the town has changed to include fewer people who identify as “White alone” and in increase in those who identify as “Hispanic/Latino of any race” or “Two or more” races. This is seen in the exhibits below.

**Exhibit 1 Population Distribution and Diversity of Friday Harbor 2010 and 2020**



Sources: U.S. Decennial Census 2010 and 2020; BERK, 2024

**Exhibit 2 Data for Population Distribution and Diversity Chart – Friday Harbor 2010 and 2020**

	2010	2020	Change (share)
White alone	79%	70%	-9
Hispanic or Latino (any race)	16%	17%	+1.3
Two or more	2%	9%	+6.2
Asian alone	2%	2%	-0.1
American Indian/Alaska Native	0%	1%	+0.5
Black alone	0%	1%	+0.3
Native Hawaiian or Other Pacific Islander	0%	0%	+0.2
Other alone	0%	1%	+0.5

Sources: U.S. Decennial Census 2010 and 2020; BERK, 2024

## LANGUAGE

Separate from the racial and ethnic demographics of Friday Harbor, foreign language groups make up a small but notable percentage of the population whose perspectives we want to have represented on the Comprehensive Plan. Student data is a reliable way to determine “Language Spoken at Home” and was pulled from the State Office of Superintendent and Public Instruction (OSPI). The information can be extrapolated to the town population to get a better understanding of language groups in Friday Harbor. This may inform the languages that we should translate written material into, what languages we should be offering translation for during public meetings, and if there are specific community agencies that work with non-English speakers that we should be engaging with directly. Exhibit 3 shows which languages are spoken at home by students in Friday Harbor Public Schools per OSPI.

**Exhibit 3 Languages spoken at home by public school students, 2023**

Friday Harbor	Student Count	Percent
English	702	87%
Spanish	95	12%
Pilipino/Filipino	2	0.2%
Unknown	11	1%

Sources: OSPI, 2023; BERK, 2024

This data reflects that the best use of resources is to provide Spanish language translations for written materials and to prepare for real time Spanish language translation as needed during public meetings and focus groups.

Another notable language group that should be engaged with is the participants in the recently reinstated San Juan County Library English Language Learning program. This program offers Spanish to English conversational and lesson planning for free to residents of San Juan County at the library in Friday Harbor.

## LABOR AND INCOME

The last demographic indicator that the engagement strategy will be tailored to is a diversity of income and jobs. By targeting different professional groups who work on Friday Harbor, we can garner more diverse perspectives beyond the predominant groups of high income earners who commute into or out of Friday Harbor, or those who live on Friday Harbor and work remotely for jobs not based in Friday Harbor as seen in Exhibit 4.

**Exhibit 4 Origin and Destination for People Living and/or Working in Friday Harbor by Income Level, 2021**

	Live in Friday Harbor, Work Elsewhere		Work in Friday Harbor, Live Elsewhere		Live and Work in Friday Harbor	
	People	Percent	People	Percent	People	Percent
Low Income Jobs	76	13%	177	15%	154	16%
Moderate Income Jobs	171	29%	304	26%	376	38%
High Income Jobs	335	58%	687	59%	454	46%

Sources: Longitudinal Employer-Household Dynamics, 2021; BERK, 2024

Offering a broad range of outreach options including surveys, focus groups, and other activities will ensure that a range of racial, ethnic, income, and language groups in the Town are represented. The data from earlier engagement activities will also be used to test the validity and sampling of our activities and adjust future engagement events to reach a diverse cross section of the population in the event that the data does not reach a representative sample of the population. If the majority group is overrepresented with regards to any of these indicator demographics, future activities will be adjusted accordingly and it will be noted in the engagement summary which is to be written at the end of this effort.

## Community Partners

The following list is a non-comprehensive and growing list of agencies that we intend to contact as part of Phase 1 engagement (see Engagement by Phase below). These initial emails and calls will be used to invite leaders, employers, and employees to be considered for focus groups, gather initial feedback on what they would like to see included in the Comprehensive Plan, and create a pathway to reach a broader engagement base. Community partners may also be able to market certain engagement opportunities to customers or participants depending on the type of agency it is. This list was adapted from a similar list of stakeholders created as part of the Housing Action Plan and is meant to be adjusted as the engagement process progresses.

## Exhibit 5 List of Community Partners

Group	Name	Contact, Title	Contact
San Juan County	San Juan County	Mark Tompkins, Interim County Manager	<a href="mailto:markt@sanjuancountywa.gov">markt@sanjuancountywa.gov</a> (360) 370-7517
San Juan County	San Juan County Economic Development Council	Victoria Compton, Executive Director	<a href="mailto:victoria@sanjuansedc.org">victoria@sanjuansedc.org</a>
San Juan County	Health and Community Services	Mark Tompkins, Director	<a href="mailto:markt@sanjuancountywa.gov">markt@sanjuancountywa.gov</a> (360) 370-7517
San Juan County	Health and Community Services	Ryan Page, Affordable Housing Coordinator	<a href="mailto:ryanp@sanjuancountywa.gov">ryanp@sanjuancountywa.gov</a> (360) 370-0590
Business Organizations	San Juan Building Association	Katie Schmidt, Director	<a href="mailto:katieschmidt54@gmail.com">katieschmidt54@gmail.com</a> (360) 472-0537
Business Organizations	San Juan Island Chamber of Commerce	Becki Day, Director	<a href="mailto:becki@sanjuanisland.org">becki@sanjuanisland.org</a> (360) 378-5240
Business Organizations	San Juan Islands Visitors Bureau	Deborah Hoskinson, Director	<a href="mailto:Deborah@visitsanjuans.com">Deborah@visitsanjuans.com</a> (360) 378-3277 ext 5.
Community Organizations	Catholic Community Services of Western Washington	N/A	(360) 856-3054 <a href="mailto:CCSNorthwestInfo@ccsww.org">CCSNorthwestInfo@ccsww.org</a>
Community Organizations	Mullis Community Senior Center	Anna Coffelt- Kuetzing, Executive Director	(360) 370-4015 <a href="mailto:info@mulliscenter.org">info@mulliscenter.org</a>
Community Organizations	Friday Harbor Food Bank	Jose Domenech, Director	(360) 378-9880 <a href="mailto:fridayharborfoodbank@gmail.com">fridayharborfoodbank@gmail.com</a>
Community Organizations	Joce L. Sobel Family Resource Center	Jennifer Armstrong, Director	(360) 378-5246
Community Organizations	San Juan Island Community Foundation	Amy Saxe-Eyler, Executive Director	(360) 378-1001 <a href="mailto:info@sjicf.org">info@sjicf.org</a>
Community Organizations	San Juan Community Home Trust	Amanda Lynn, Executive Director	Need email or phone
Education	San Juan Island School District	Fred Woods, Superintendent	<a href="mailto:fredwoods@sjisd.org">fredwoods@sjisd.org</a>
Education	Skagit Valley College San Juan Center	N/A	(360) 378-3220

Group	Name	Contact, Title	Contact
Education	Skagit/Islands Head Start	Mary Ellen Lykins, Director	MaryEllen.Lykins@skagit.edu
Education	Spring Street International School	Louis Prussack, Head of School	(360) 378-6393
Education	San Juan Island Library and ELL program Manager	Laurie Orton, Library Director	lorton@sjlib.org
Public Service Providers	San Juan Island Fire and Rescue	Noel Monin, Chief-Interim	(360) 378-5334
Public Service Providers	San Juan Island EMS	Nathan Butler, Chief	(360) 378-5152
Public Service Providers	San Juan Island Sheriff	Eric Peter, Sheriff	ericp@sanjuanco.com
Public Service Providers	Parks and Streets	Justin Nibler, Streets and Parks Supervisor	jnibler@fridayharbor.org
Public Service Providers	Port of Friday Harbor	Todd Nicholson, Executive Director	toddn@portfridayharbor.org
Environmental Advocacy Organizations	San Juan Islands Conservation District	Paul Andersson, Executive Director	paul@sjcd.org
		Julie Curtis, Communications Coordinator	julie@sjcd.org
Environmental Advocacy Organizations	Friends of the San Juans	Eve Schulte, Executive Director	(360) 378-2319 friends@sanjuans.org
Tribal Governments	Lummi Tribe	Chairperson, Anthony Hillaire	(360) 312-2000 (to be updated) anthonyh@lummi-nsn.gov
Tribal Governments	Samish Indian Nation	Chairperson, Tom Wooten	(360) 293-6404 (to be updated) tomwooten@samishtribe.nsn.us
Tribal Governments	Swinomish Tribe	Chairperson, Steve Edwards	(360) 466-3163 sedwards@swinomish.nsn.us
Tribal Governments	Snoqualmie Tribe	Chairperson, Robert de los Angeles	(425) 888-6551 bobde@snoqualmieltribe.us
Tribal Governments	Tulalip Tribe	Chairperson, Teri Gobin	trgobin@tulaliptribes-nsn.gov (360) 716-4000
Tribal Governments	Others to be added	N/A	N/A



# Methods and Tools

## ENGAGEMENT

Engagement methods to be used as part of the 2025 Comprehensive Plan Periodic Review include:

- **Participatory Design** is an approach to design that actively involves all stakeholders in the design process to ensure the results meet their needs and are usable. Key principles of participatory design include:
  - **Inclusion:** involving a diverse range of stakeholders to ensure all perspectives are considered in the design process.
  - **Collaboration:** Engaging stakeholders as co-designers rather than merely as sources of information.
  - **Empowerment:** Providing tools and opportunities for stakeholders to contribute meaningfully.
  - **Iterative Process:** Using continuous feedback loops to refine designs based on stakeholder input.
  - **Contextual Relevance:** Ensuring that the design solutions are appropriate and tailored to the specific context and needs of the stakeholders.
  - **User advocacy:** Address power imbalances and ensure design decisions prioritize users' interests and goals.<sup>1</sup>
- **Comprehensive Plan Webpage.** The webpage will be an interactive platform with which people can engage at their convenience. Consultants and the Town will collaborate on ways to provide embedded opportunities for input, such as interactive maps, tools, and surveys.
- **Survey.** A Phase 1 survey and Phase 2 survey will be administered via Survey Monkey and advertised as a method of communication with the project team during in person, hybrid, and online engagement activities. The Phase 1 survey will give context to the project, create space for visioning and idea sharing, and allow participants to register to be considered for focus groups on specific elements. The Phase 2 survey will be tailored more to idea sharing and reviewing the basic trajectory of the draft elements to date. This will be administered with enough time to adjust the draft elements based on the feedback.
- **Community Partner Interviews.** Through semi-structured interviews we will gather in-depth feedback from key community groups and individuals to learn more about the needs of specific populations. Interviews will be conducted by phone or online meeting platform.
  - Throughout June 2024
- **Community Events and Pop Ups.** This type of engagement brings opportunities to participate out in the community, such as tabling at the Friday Harbor Market Place, interviewing people at parks and

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<sup>1</sup> Interaction Design Foundation - IxDF. (2023, March 17). What is Participatory Design?. Interaction Design Foundation - IxDF. <https://www.interaction-design.org/literature/topics/participatory-design>

recreation sites, or canvassing at a business district. While these conversations are best held in person—particularly with hard-to-reach populations— they can be adapted to remote methods.

- Market Place on Saturday, July 13<sup>th</sup>
- Tabling at County Fair Thursday, August 15<sup>th</sup>
- One weekend in September (27-28, Fri-Sat)
- **Hybrid Public Meetings and Focus Groups.** Public meetings will consist of two virtual webinars to explain the comprehensive planning process, and focus groups either in person, in hybrid format, or virtually dependent on interest from the Phase 1 Survey. Focus group sessions will not be open to the public but all interested members of the public will be considered for focus groups. Consultants will inform the community about the project and opportunity to provide comment and can include interactive activities like live polling and small group discussions.

Virtual webinars that can be accessed visually and audibly by computer or smart phone or just audibly by dial-in. Hardcopies of digital materials can also be provided as needed either before or after these meetings via email or USPS. These events will allow for moderated discussions, question and answer sessions, presentations, and small group discussions. Meetings will be recorded and posted on the Comprehensive Plan webpage for people to review at their convenience.

- **Commission and Council Meetings.** Town staff and consultants will provide periodic updates to the Planning Commission and Town Council throughout the project. Consultant presentations are anticipated to be virtual.



*Photo courtesy of Matt Pranger*

## 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 66 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>