

Port of Olympia Fuel Dock Public Participation Plan

Prepared by

Port of Olympia Citizen Advisory Committee/Fuel Dock Public Participation Plan Subcommittee

Introduction

The Port of Olympia is evaluating a project to add a public fuel dock to its current marine operations. This project was requested in the form of a petition presented to the Port Commission and signed by approximately 800 members of the boating community. The project is consistent with the purpose of the Port and a continuation of services now provided to the boating community. In the original plans for development of the East Bay Marina it was anticipated that at some time such a facility would be added.

The Port Commission has asked its engineering and operations staff in consultation with outside consultants to evaluate the viability of the project. The Port Commission has requested that the Port of Olympia Citizens Advisory Committee (POCAC) develop a Public Participation Plan that would provide for public input.

This proposed facility would provide a fuel dock not currently available in the immediate Olympia area. It will provide services for the existing South Sound based boaters as well as those visiting Olympia. It would add additional revenue for the Port as well as being an attraction for boaters to visit the South Sound and to use the goods and services provided by our local merchants and restaurants. It will enhance the attraction of the existing marine facilities and attract more customers. It is anticipated that if all requirements are met in a timely basis it could be possible to have fuel available for the 2014 boating season.

This public participation plan allows for input from all of those interested in the benefits and potential impacts of the proposed project. The goals of the public participation effort are to listen to all stakeholders, answer concerns, and design the project in a manner that (a) provides for efficient, environmentally- sound boat fueling, and (b) continues the Port's desire to be a good neighbor.

Project Approach

In order to move the project forward the Commission is establishing a schedule that will bring the engineering and public input together in a timely fashion to allow a decision on funding in

the 2013 budget. If approved, the Port anticipates construction will start in 2013 and be completed for the 2014 boating season. Implementing this public participation plan will provide the public with the opportunity to have valuable input to the Commission for their decision making process. After the public participation process, the Commission will make the final decision about the fuel dock.

Plan Goals

There are four Plan Goals, purposefully limited in number so as to allow more focus on them, as the public participation process occurs:

- Clearly explain the project and its benefits.
- Engage the community early and often to listen, answer concerns, questions, and comments.
- Make sure everyone is heard.
- Communicate project information and milestones transparently throughout the process.

Plan Participants

A critical part of a public participation process is having the right people to roll out the plan. The Plan calls for the formation of a Public Participation Team to guide the process, and ensure that communication occurs in both directions. Matching the right representatives of the Port with a given group of citizens means that a significant level of two-way communication can occur. Plan participants must come with a range of background and skills: technical, analytical, soft skills, and organizational are just some of the attributes the public participation team must possess.

The suggested members of the public participation team would be:

- Swantown Marina Director
- Port Communications and Government Relations Manager
- Public Involvement Consultant
- Port Project Engineer
- Assigned POCAC members
- Other Port staff as required

Plan Tools

The Port's representatives will need "tools" with which to convey the fuel dock message. Tools are defined as either action items or physical items that the team can use as they approach the

public. This list of tools will hopefully be more than the Port will need to successfully roll out the Plan. The Plan has identified the following tools that should exist before the start of the Public Participation process:

- Fuel Dock Public Relations Kit (talking points, PowerPoint, FAQ's, tools for speakers, etc.)
- Speakers Bureau, made up of Commissioners, Executive Director, POCAC, Staff, Boating Community Representatives
- Media relations (staff)
- Method for getting feedback from citizens back to decision-makers
- Advertising
- Onsite tours of proposed fuel dock location, field trips to operating fuel docks
- Outreach meetings with interested groups
- Public Meeting

Core Constituents

Core constituents are those people or groups, listed below, that have an interest in the proposed fuel dock. This list may not be all-inclusive. All parties will be welcomed to the process, so that their voices are heard.

- Broad: Thurston County community are invited to participate in this important effort
- Local boaters: Olympia Yacht Club, South Sound Sailing Society, Cruising Club, Outboard Club, Olympia Rowers Association
- Waterfront businesses: Anthony's Homeport, Anthony's Hearthfire, Farmers Market, Hands On Children's Museum, Fiddlehead Marina, Percival Landing, Swantown Marina, West Bay Marina, Martin Marina, commercial marine, fishing clubs, etc.
- Tribes: Squaxin Island Tribe and Nisqually Tribe
- Other entities: Olympia Downtown Association, Olympia Parking & Business Improvement Area (known as PBIA), Olympia-Lacey-Tumwater Visitor & Convention Bureau, Chambers of Commerce, local government – city and county, interested individuals, etc.
- Neighborhood associations: East Bay Drive Neighborhood, Eastside Neighborhood, West Bay Neighborhood, Downtown Neighborhood, Olympia's Coalition of Neighborhoods
- Service clubs: Rotary, Kiwanis, League of Women Voters, Lions, Elks, Moose, etc.

(This space reserved for horizontal timeline chart, which will include project management information, as it becomes available)

Project and Public Participation Schedule

May 24, 2012: Commission approves the recommendation from the POCAC to retain a consultant to assist with the public participation process.

June 19, 2012: POCAC completes recommended Public Participation Plan.

July 9, 2012: POCAC presents the Public Participation Plan to the Port Commission.

July 15, 2012: Port receives Engineering Consultant's recommendations.

July 23, 2012: Commission receives an informational update on the engineering, financial and operations elements of the Fuel Dock Project

August – October, 2012: The Port will institute a public outreach/ mailing/ advertising program to interested groups and individuals. Meetings will be scheduled with all interested individuals and groups during this timeframe. Tours of well-designed and effectively-managed fueling facilities will be offered subject to budgetary constraints.

September/October 2012: The Port will hold a public meeting to explain the fuel dock project and receive public feedback on the project. Outreach with individuals and interested groups will continue.

October/November 2012: Port Commission will make a decision on the funding needed for the project; this will be included in the Port's 2013 budget.

November 2012: Port Commission approves 2013 budget.

Summary

This Public Participation Plan is meant to give guidance to the Port with respect to Plan Schedule, Goals, Participants, Tools and Core Constituents. From this brief plan, it is hoped that the Port can effectively broadcast their message to the Public on the merits, feasibility, and safety of a fuel dock at the Port of Olympia, while addressing any public concerns about the proposed facility.