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COMMUNICATION AND PUBLIC INVOLVEMENT STRATEGY
Smith and Bybee Lakes Facilities Plan
Winter/Spring 1999
Dean Apostol and Marcia Sinclair

This is a communication and public involvement strategy for the Smith and Bybee Lakes facilities plan. This strategy is intended to:

Articulate the goals of this project.

Identify interested publics, stakeholders and key contacts.

Provide preliminary assessment of public concerns based on experience from previous projects, and stakeholder interviews.

Identify tools for opening and maintaining dialogue with interested publics and stakeholders.

Create avenues for bringing publics into the process and encourage their participation in determining the most appropriate design.

Craft appropriate messages that convey the purpose and goals of this project and the elements of the design process that may be influenced by public input.

Where appropriate, use this process to also address METRO's larger communications goals concerning Smith and Bybee, and regionwide efforts.

For this strategy to be successful, it is essential that METRO managers clearly define and articulate their management direction for Smith and Bybee Lakes, as well as the "decision space" within which this planning process and public participation will abide.

The information concerning community attitudes and issues used to develop this strategy was drawn from interviews with METRO personnel. Additional information will be solicited from key contacts.

Our working definition of a public is: "any segment of the population having common characteristics, interests, or some recognized demographic feature...The categories are not mutually exclusive since a person could be a part of more than one public."

Stakeholders are defined as: "Individuals or organizations who have a direct interest in the outcome of a particular project. Thus they have something to gain or lose."

With these two definitions in mind, this strategy was developed to identify the publics and stakeholders interested in Smith and Bybee Lakes, and to address their concerns as they relate to both the planning process and the outcome.

For each public and stakeholder, we established objectives for the outcomes we hope to affect through dialogue with them, we articulated the critical messages we hope they will retain from our communications efforts, and we listed a wide variety of potential tools for establishing two way communication. Time, funding and personal style of the project manager and consulting team will influence the actual implementation of this public involvement effort. This strategy is intended only as a guide.

GOALS OF THE SMITH AND BYBEE LAKES PROJECT

1. Determine environmentally appropriate area from which to launch boats. Identify boaters' parking area. Design boat launch and parking area.
2. Determine appropriate site and design for educational program shelter.
3. Determine appropriate site for toilet facility.
4. Consolidate facilities for maintenance and safety reasons.
5. Place primary emphasis on wildlife habitat management. Provide educational and recreational access as appropriate, so long as they do not conflict with wildlife concerns. METRO does not promote recreational use.
6. Develop a plan that is ecologically progressive (e.g. "green" building, stormwater treatment)

GOALS OF THE PUBLIC INVOLVEMENT PROCESS

1. Publics will feel they were able to guide the process and the outcome of this project.
2. METRO managers will maintain or improve relationships with City of Portland and Port of Portland.
3. METRO managers will maintain positive relationship with Friends of Smith and Bybee Lakes.
4. Publics will feel they were included from the beginning and were provided with information on all options considered.

5. Publics will understand the process by which the final decision is made--
 - 1 Publics make their recommendation to Smith and Bybee Lakes. Management Committee with rationale. The consultant will also make a recommendation.
 - 2 Management Committee makes a recommendation to Charlie Cieko.
 - 3 Charlie sends recommendation to the Operations Committee.
 - 4 Operations Committee makes recommendation to the METRO Council.
 - 5 METRO Council makes final decision.

PUBLICS:

Educators and Interpreters

Paddlers, Boating recreationists

Recreational Land Managers - *Jim Spuler*

Transportation Managers *40 mile Loop, Bicycle*

Adjacent or onsite landowners

Other recreational users

Natural Resource Agencies

Agency Stormwater Managers

ADDITIONAL POTENTIAL PUBLICS TO CONTACT:

Lower Columbia Columbia Slough Watershed Council - *last Monday/month. Jay Mower*

METRO Regional Environmental Management

METRO Park Rangers--Rick Scrivens

St. Johns Neighborhood Associations--Tom Griffin-Vallet, Coordinator

News Media

N. Portland Neighborhood

PUBLIC: PADDLERS, BOATING RECREATIONISTS

KEY CONTACTS: Cindy at Alder Creek Kayak
Friends of Smith and Bybee--President Frank Opila,
VP Troy Clark

OOPS
Lower Columbia Canoe Club
Fishing groups
Recreationists with disabilities(?)

OBJECTIVES:

- + Paddlers will feel their input was solicited and valued and that it contributed to the final design.
- + Paddlers will feel their needs for a boat launch without a portage were addressed through the course of this design process.
- + Paddlers will recognize that the first management priority at Smith and Bybee is wildlife habitat, but that as feasible, their boating concerns are considered.
- + Paddlers will feel that this planning process is sensitive to the needs of boaters with disabilities.

MESSAGES:

- + We know that boaters have needs at Smith and Bybee Lakes, and we are designing a boat launch just for you.
- + METRO is a good steward of Smith and Bybee Lakes
- + You can participate in ongoing management decisions at Smith and Bybee by joining the Friends of Smith and Bybee.
- + Smith and Bybee Lakes is primarily a wildlife refuge. We do not want to overload the area with too many users at the expense of wildlife, nor to the detriment of the user's quality experience.
- + Recreation at Smith and Bybee Lakes is passive and experiential. Facilities are primitive, users primarily hike trails and enjoy birding.
- + Kayakers and canoeists are welcome.
- + A decision was made to remove the dams to allow water levels to drop. That decision was made before this project began and is outside the scope of this project. Water levels may change soon. Access will still be available.

TOOLS:









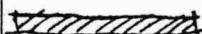



- + Friends Group regular meetings 1st Wed, 6:30 to 8:00pm at BES water lab, 6543 N. Burlington Ave. Under the St. Johns Bridge. Can provide list of all the participants on canoe trips.

...to be continued...

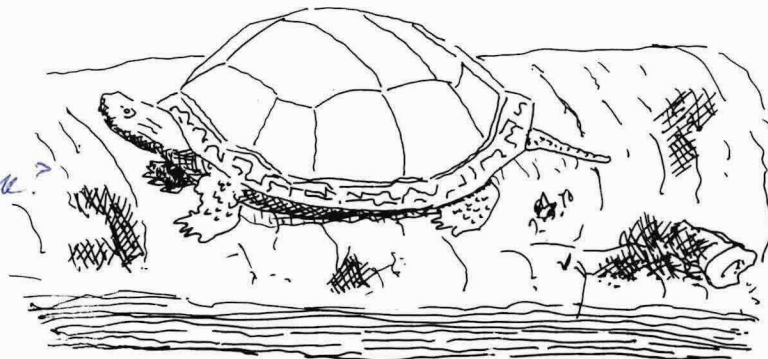
SMITH-BYBEE LAKES WILDLIFE AREA RECREATION FACILITIES PLAN

probably add
1 month to Phase I.

PROPOSED TIMELINE

TASK	FEBRUARY	MARCH	APRIL	MAY	JUNE
Develop public strategy					
Identify issues					
Develop design criteria	① phase		 advisory committee		PHASE 1
Site Analysis			 field trip		
Concept sketches					
Site Selection	② phase		public mtg? 	 advisory committee	PHASE 2
Site plan/schematic					
Documentation					
Final approval	③ phase			advisory committee 	PHASE 3  metro council

☆ site selection?
public input?
access to say what about here?



end of consultant
involvement (once
~~we~~ we're approved)

Smith-Bybee Wildlife Area Recreation and Education Facilities Plan

Metro Open Space Division has scheduled the development of a new recreation facilities plan for the Smith-Bybee Lakes Wildlife Area. This plan will be crafted during the winter/spring of 1999. Our intent is to build this plan with the input and support of local stakeholders and interested citizens.

list of needs/wishes

Metro has identified a preliminary design program, including a list of issues that must be addressed as part of this plan. We would like you to look over this design program and issues, and then answer the following questions:

Preliminary Design Program for Smith-Bybee Wildlife Area Recreation Facilities Plan

Smith-Bybee Lakes Wildlife Area is over two-thousand acres of wetlands, with multiple ownerships, set in the midst of heavy industrial land uses on the North Portland Peninsula. It is managed by Metro's Open Space Division. The following design program is intended as a guide to project planners, stakeholders, and the larger community. This program will be fleshed out and revised through a strategic community involvement process.

Identified Needs for Recreation Facilities:

- * New small boat launch area
- * Parking area for boaters
- * One or more vault or compost toilets
- * A small shelter to be used by environmental education programs

Planning Issues

- * Protection of sensitive habitats, particularly painted turtles.
- * Integration of 40 mile loop trail into design.
- * Clustering of recreational facilities for ease of maintenance.
- * Potential for vandalism or inappropriate use if facilities are hidden from view.
- * Highly variable water levels make siting of facilities problematic.
- * Most desirable boat access areas are on Port of Portland property.
- * Widening of Marine Drive may create access problems.
- * Noise from Marine Drive can impact educational activities.
- * Demonstration of progressive environmental design.
- * Proposed new county jail site could provide boat launch option.

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*respond
with
priority
ranking*

(+, ++, -, etc)

Project Goals

1. Determine environmentally appropriate area from which to launch boats. Identify boaters' parking area. Design boat launch and parking area.
2. Determine appropriate site and design for educational program shelter.
3. Determine appropriate site for toilet facility.
4. Design facilities that are easy and inexpensive to maintain.
5. Place primary emphasis on wildlife habitat management. Provide educational and recreational access as appropriate, so long as they do not conflict with wildlife concerns. *where it's not so noisy; where it's above water - always accessible water?*
~~METRO does not promote recreational use.~~
6. Develop a plan that is ecologically progressive (e.g. "green" building, stormwater treatment) *- eco. roof*

Siting and Design Criteria

* To be developed

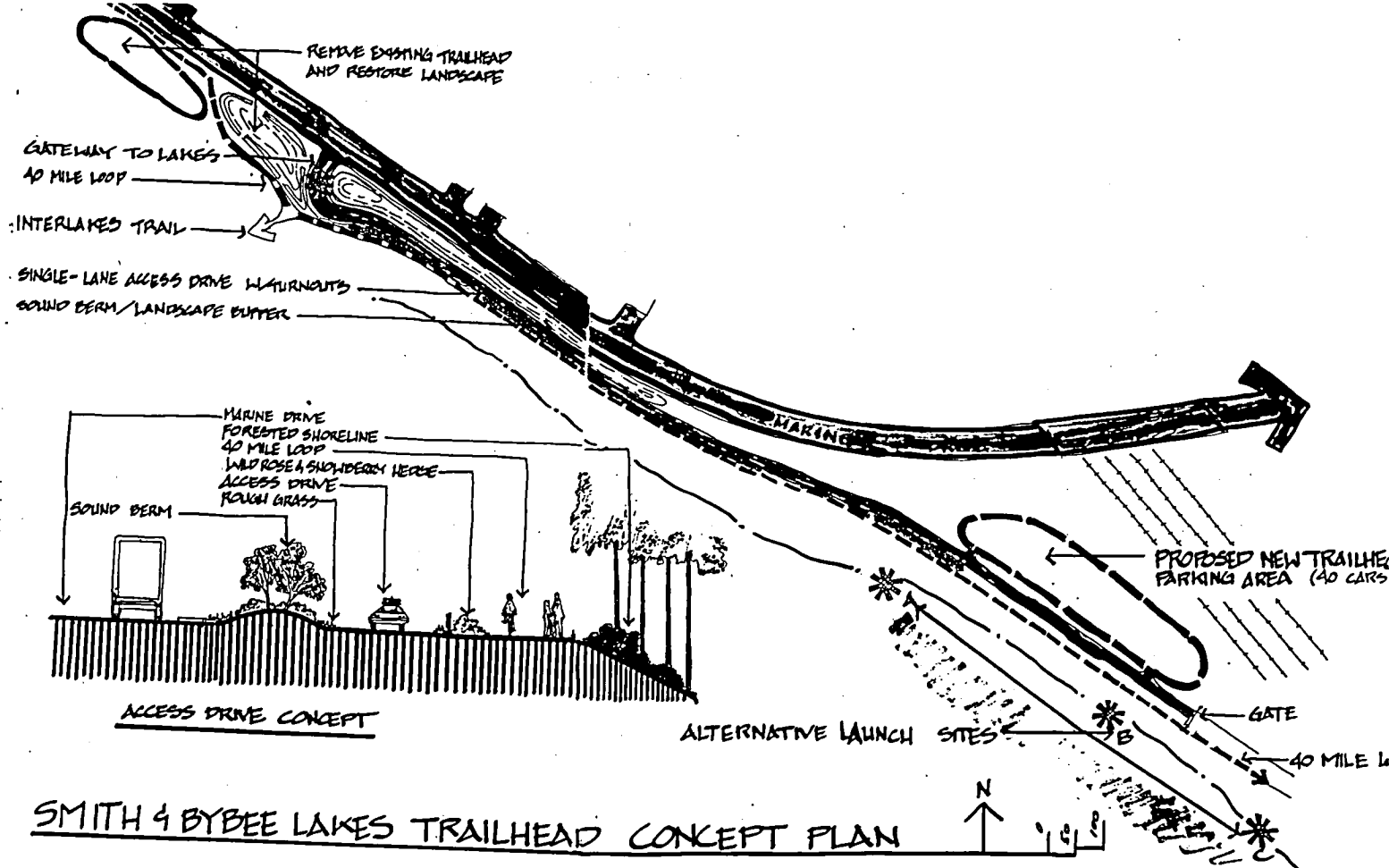
1) Have we identified the project needs correctly? If not, what would you add or subtract to our list of needs? It would be helpful if you can place a check mark next to those items that you support, and a minus sign next to those you don't support.

2) Looking at the list of design issues, have we identified these correctly? Please check those you believe are important issues, place a minus sign by those you think are not, and add any issues we may have missed.

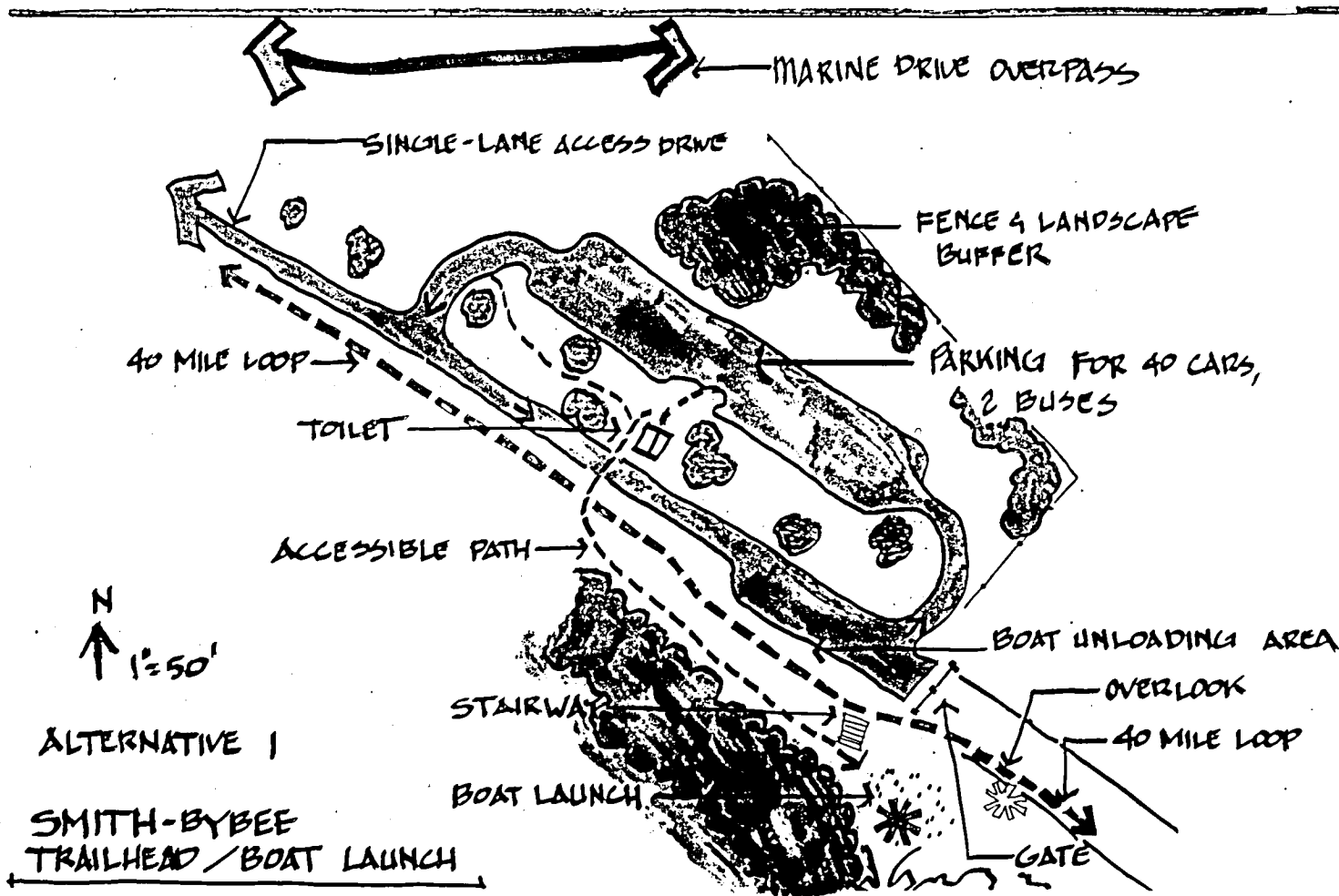
3) Are the goals we have listed appropriate? Can you suggest any that should be eliminated? Any we might want to add?

4) Do you have any initial suggestions about siting and design criteria?

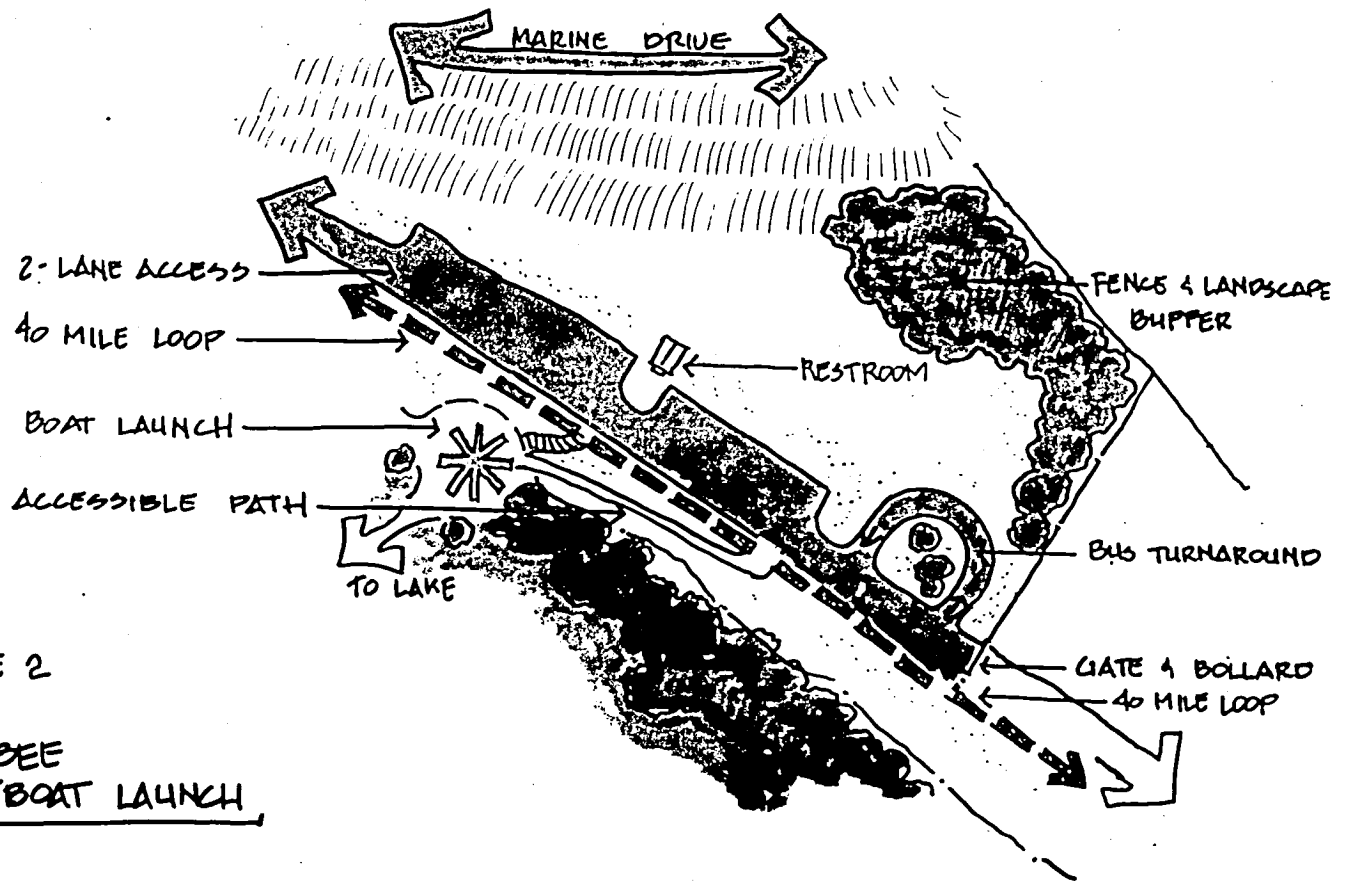
5) Lastly, do you have any further comments or suggestions for us?



SMITH & BYBEE LAKES TRAILHEAD CONCEPT PLAN



\$1/⌘ tree/shrubs
 20¢/⌘ lawn
 25¢/⌘ rough meadow



ALTERNATIVE 2

SMITH-H-BYBEE
TRAILHEAD/BOAT LAUNCH

