



"Home of the World's Largest Cherry Pie"

# City of George- 2027 Periodic Update Engagement Plan

The City of George is updating its Comprehensive plan and Development regulations in accordance with the Growth Management Act [Chapter 36.70A RCW](#).

## Public Participation Planning (PPP)

### Public Participation Goals

The State of Washington's GMA states "Each county and city that is required or chooses to plan under RCW [36.70A.040](#) shall establish and broadly disseminate to the public a public participation program identifying procedures providing for early and continuous public participation in the development and amendment of comprehensive land use plans and development regulations implementing such plans. The procedures shall provide for broad dissemination of proposals and alternatives, opportunity for written comments, public meetings after effective notice, provision for open discussion, communication programs, information services, and consideration of and response to public comments."<sup>1</sup>

The City is interested in engaging the public through the periodic update on several levels including: inform, consult, involve, collaborate, and empower. Using the This is achieved in person, or through digital media or printed media, or a combination of each. The effective level of participation needed at each step in the periodic update process varies and is broken out in the matrix in appendix A.

The City of George's Comprehensive Plan contains an outline for public participation, and it is intended to be updated in this periodic update to reflect this plan as noted.

This PPP is intended to guide and form the basis for public participation. The City will comply with the PPP as appropriate to a situation. As the planning process develops, it should be expected that deviations from the PPP may be warranted. The GMA recognizes such deviation may occur per RCW 36.70A.140.

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<sup>1</sup> RCW [36.70A.140](#)

## Existing 2018-2038 Comprehensive Plan

The Following language is an excerpt from the City’s Existing Comprehensive Plan:

“The City of George recognizes the need for early and continuous public involvement in the process of updating the City’s Comprehensive Plan. The following public participation plan is intended to encourage public involvement in the update to the City’s comprehensive plan in a manner consistent with the requirements of RCW 36.70A

The City of George will do this through the following actions:

- Conduct at least one Community Visioning Meeting allowing the public to provide input into the Comprehensive Plan Update.
- Conduct at least two public hearings before the City Council to hear and consider public input to the draft updated Comprehensive Plan prior to adoption.
- Encourage written comments from the public and other interested parties.
- Utilize the City water bills to keep the public informed of key dates and opportunities for public participation.
- Utilize the City web site to provide information and documents the public may utilize to enhance their participation.
- Utilize other methods, such as public postings, flyers posted at businesses, web sites such as George for Locals and others to keep the public informed of the update process.
- Outreach made to underserved, overburdened, and vulnerable parts of the community.”<sup>2</sup>

While this provides a good foundation, new legislation and technologies must be evaluated to build on this, and improvements to be made are noted in the following sections.

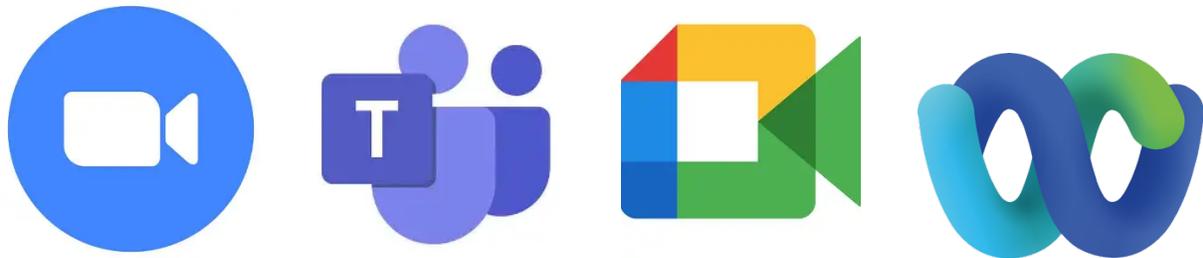
## New Technology

Since 2018, when the last periodic update was conducted, **online meetings** have become much more common place. If the community members have access to

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<sup>2</sup> 2018-2038 City of George Comprehensive Plan

computers, this is a viable option for engaging with the public, to inform and gather feedback.



Zoom, Microsoft Teams, Google Meet, and Cisco Webex are common online meeting platforms connecting people remotely and useful for those who have mobility limits.

**Social Media** has been prevalent for many years, but it is more engrained into everyday lives today. The City has an active social media page, but the City could also leverage local businesses social media presence if done correctly. Social Media is designed for sharing quick bits of information, gathering feedback through comments or polls, and pointing to more detailed resources. However, as a ‘free’ service built on an advertisement platform, information can get lost in over information.



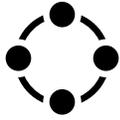
Facebook, Instagram, X (formerly Twitter), Linked In, and TikTok are commonly used social media platforms in 2025, each with their own strengths and weaknesses. Getting feedback on which of these the community engages with will be needed to effectively share and solicit feedback through social media platforms.

## New Legislation

New legislation requires the **underserved and underrepresented people** have a voice at the table. The new Climate planning element required by HB 1181, looks to include overburdened community members, who are disproportionately impacted by climate change. HB 1717 revised RCW 36.70A.040(8) allows for voluntary Tribal participation in the planning process and must be notified though the public participation process. Going to these community members is the best way to get their input since it is difficult for this diverse range of people to make time and come up with the resources to participate.

## Areas of Improvement

The following areas should be incorporate into the existing PPP to make the goals and process clearer and more achievable.



### Identify Roles

#### **Advisory Team**

It is important to have a consistent team of individuals with a diverse background to help steer the update process. While the work can be completed by staff and consultants, the direction should be from the Community which is effectively achieved through a small committee or team.

#### **City Council**

The City Council will take into consideration the Planning Agency's and Advisory Teams recommendations, including public comments, before making a final decision on adopting the Periodic Update. A public hearing will be held for the final draft prior to City Council action. Public notice will be provided, in accordance with state law.

#### **City Staff**

The City staff and hired consultants will lead and facilitate the update to the Comprehensive Plan and associated Development Regulations. This may include overseeing consultants, facilitating and coordinating public meetings and events; and presenting materials to the public and the City Council throughout the process. City staff are also responsible for public notification and ensuring the accessibility of documents.

#### **Local Community**

Anyone who lives, works, visits, or interacts with the City of George is welcome to provide comments. Utilizing the tools outlined in this PPP to connect with and provide a voice to as many people and organizations as possible, especially underrepresented populations, will be key in making the update best reflect the community.

#### **State and Neighboring Agencies**

In updating the Comprehensive Plan, especially for a small community with limited resources, it is important to build relationships and utilize the technical

expertise of larger agencies of the State, such as: Dept. of Commerce, Dept. of Ecology, Dept. of Health, US Bureau of Reclamation, Grant PUD, Grant County, WS Dept. of Transportation, Quad County Regional Transportation , Port of Quincy, Quincy School District, Fire District #3, to name a few.

### Regional Tribes

While planning is an important aspect of being good stewards of the land where we live, there is much to learn from the stewards of the land whose ancestors were here before present development. Regional tribes have a unique relationship with the land and the people now living here, and how that is understood and engaged with should be respectfully pursued.

### Expand outreach to Tribal and Underrepresented voices

The City of George, located within the traditional territories of the Confederated Tribes of the Colville Reservation, must engage with the Colville Tribal government for government-to-government consultation and coordination. Collaboration on issues like irrigation, groundwater, and climate resilience planning can benefit both the city and the tribe.

The Hispanic community has also been traditionally underrepresented though composing almost 90% of George’s population. There has been regional improvement recently however, as shown through the “Better Together 98848” project, that has been working on creating a unified vision for the Quincy area, including George. This progress can hopefully be capitalized on through the Comp Plan Periodic Update.

While collaboration cannot be forced, the door must always be open and non-threatening to make sure these valuable community members voices are fairly and equitably represented.



### Expand use of methods and tools

With social media, online meetings, regionally design apps, and the rise of A.I. tools, the engagement opportunities have multiplied since the last periodic update, and the PPP should reflect that moving forward.

## Specific to the 2027 Periodic Update



### Balance with climate planning element engagement

While the Periodic Update process strives to engage the public, it will be working concurrently with the similar efforts to create the new Climate Planning Element. While specialized focus is needed to analyze and disseminate information regarding more common environmental risks posed to community assets, the community could experience burnout if over-tasked with data to review and learn about. These two public engagement efforts must work in tandem, being mindful of the public's bandwidth for meaningful engagement.



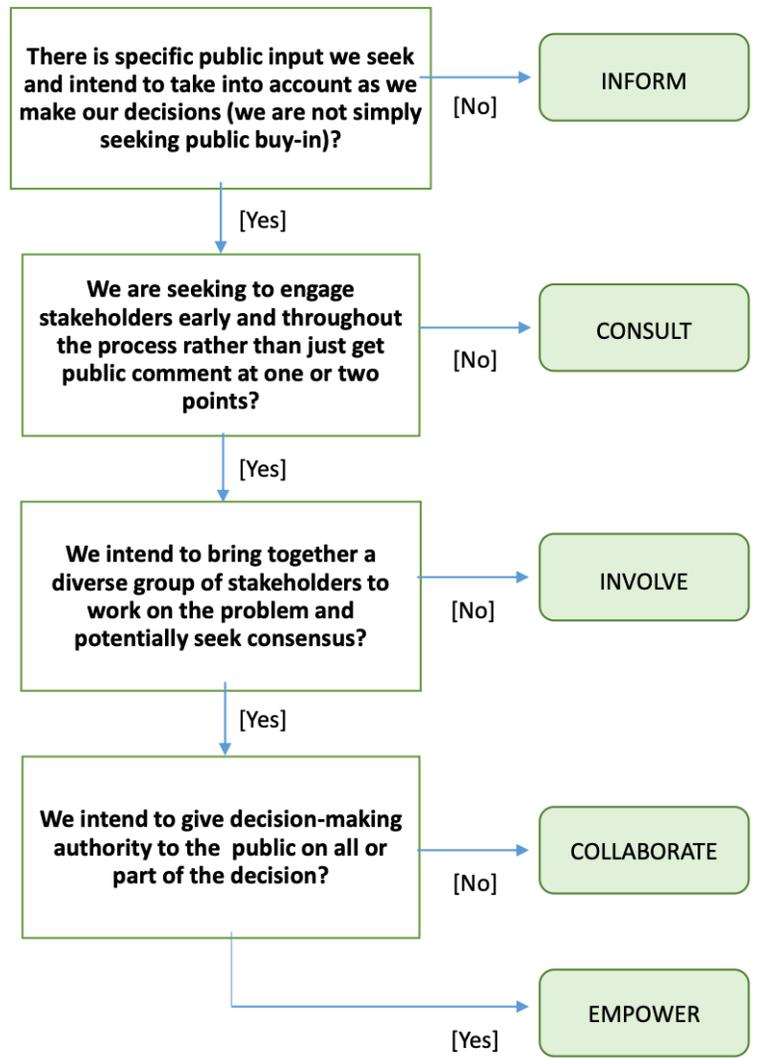
### Schedule of events

The periodic update workplan in appendix B layouts out the general schedule for key public participation milestones. Expanding on that schedule, below are additional means of including the public through the update process.

- Deliverables will be shared at City Council meetings when completed
- Surveys or Polls taken periodically for specific feedback as needed.
- Complete a strengths, weaknesses, opportunities, and threats (SWOT) analysis with the community early on to help direct the decision-making process.
- Public presentations provided and feedback solicited for;
  - Work plan & public engagement plan (Winter 2025).
  - Overview of checklists, population data & land capacity allocations (Summer 2026).
- Workshops on draft CAO, Comp Plan, and Development Regulations
  - Total of 5 (Late summer- Fall 2026)
- Public hearings
  - Minimum of 2 (2027 prior to adoption).
- City Council Decisions
  - The City Council will review and authorize proceeding with the periodic update 3 times through the adoption process (2027 prior to adoption).

# Appendix A

Based on the US environmental Protections Agencies methodology of selecting the appropriate level of participation below, each deliverable of the Comprehensive Plan update has been evaluated for the kind of participation sought from the City. Then the tools and means available were evaluated for their effectiveness in achieving that level of participation. The goal is to assign the right tools at each level of participation to allow the public to make the most impact.



<sup>3</sup> <https://www.epa.gov/international-cooperation/flow-chart-select-appropriate-level-public-participation>

Appendix A (Continued)

<b>Deliverables</b> 			Work Plan, Population data, All	Engagement Plan	Checklists	Land Capacity Analysis, Draft CAO, Comp Plan, Development Regs.	Adoption
<b>Level of Participation</b> 			inform <sup>4</sup>	consult <sup>5</sup>	involve <sup>6</sup>	collaborate <sup>7</sup>	empower <sup>8</sup>
<b>Means and Tools of Participation</b> 	In Person	Group	H	M	H	H	H
		One on One	L	H	L	M	L
	Digital Media	Social media	M	M	H	L	L
		Website	H	L	L	L	L
		Remote Meetings	M	H	M	H	H
		Email List	H	H	M	M	M
	Mixed Media	Surveys	L	H	H	L	L
	Printed Media	Posters	M	M	L	L	L
		Mailing	M	M	L	L	L
		Boards	L	H	H	H	L
Newspaper		M	L	L	L	H	
<b>Level of Effectiveness for means and tools</b>							
High			Medium			Low	

<sup>4</sup> Using group, in-person meetings, the City Website, and email lists will broadly distribute information about the Periodic Update progress, specifically what to expect from the process and what data is gathered about population projections.

<sup>5</sup> Interviews, online meetings and surveys, and interactive boards at key locations can get the communities input on their preference of engagement activities.

<sup>6</sup> While completing checklists for requirements to include the periodic update, the use of social media surveys and poles can get feedback on if the City’s integration of these requirements is in line with the community’s values, while educating of the requirements that need to be met.

<sup>7</sup> Hybrid In-Person and online Workshops to collaborate with the public can be facilitated as drafts are completed to have meaningful conversations on what the

<sup>8</sup> Empowering the public to let them know they contributed to the periodic update in a meaningful way and that it becomes policy through invitation to the adopting council meetings and recognition in posting in the paper.

# Appendix B

