

San Juan Islands Draft Sustainable Tourism Planning Process - Phase 1

		Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6
		Project Set up	Information Review and Outreach Framework	Vision and Goals	Strategies and Possible Actions	Prioritize Actions	Outcomes and Recommendations
Key Steps	Process Approval and Agreement		Existing Info Review: Scientific Social Surveys, Activities, Events, Housing & Accommodations, Transportation, Water & Sewer, Waste & Recycling	Draft vision statement: capturing sustainable tourism in the Islands	Gather Missing Information: address gaps in info based on feedback	Gather possible actions identified at previous session	Summarize outcomes from sessions and synthesize recommendations for the master plan
	Contract scoping		Information Gathering by Subject Matter Experts to set stage for sessions	Draft Goals: center on Environment/Climate, Economy, Quality of Life, Island Experience, Inclusion/Diversity/Equity/Access (limit to three goals per category)	Identify Strategies: approaches that can move us towards vision and goals and address challenges/opportunities	Prioritize Actions: short and medium-term actions that can realistically be met in 4-5 years, actions that have been flagged as most critical by community, actions that help move towards longer-term vision	Identify and plan for additional analyses as needed for constructing plan
	Consultant contracting		Comparable Communities: Case studies in sustainable tourism from around the world	Identify Measures of Success: define the single measure to be used to determine progress in each goal	Identify Possible Actions: capture potential actions to carry out strategies and work toward goals		Share results with community and communicate about the next phase
	Convene team to refine strategy		Develop multi- channel outreach strategy	Challenges and Opportunities: Areas of focus for improvement from surveys and existing information			
			Develop informational website	Consultants provide impressions/summaries of first round sessions	Consultants provide impressions/summaries of second round sessions	Consultants provide impressions/summaries of third round sessions	
			Schedule and prepare for meetings	Draft Vision, Goals, Measures, Challenges and Opportunities based on public feedback	Review information and session impressions, refine vision and goals as needed	Review session impressions, draft action priorities, begin Phase 2 planning	Solidify and initiate Phase 2 strategy
				For Community Engagement: Feedback and prioritization of draft vision, goals, measures. What does successful sustainable tourism look and feel like? Share ideas.	For Community Engagement: What concepts have arisen that need to be addressed to meet the vision and goals? What possible actions emerge to meet them? Share ideas.	For Community Engagement: Which actions are highest priority for our community in the coming 4-5 years? What is realistic to accomplish during this time?	
Engagement			Post information on-line, host online forums to capture additional data	Community Meeting Session 1: One online for all Islands	Community Meeting(s) Session 2: Online for each major Island	Community Meeting(s) 3: Online for each major Island	Present to LTAC with proposal for second phase
	Timeline	November 2021 - January 2022	January - February 2022	Apr-22	May-22	May-22	June-July 2022

San Juan Islands Draft Sustainable Tourism Planning Process - Phase 2

	Stage 7 Situational Analysis	Stage 8 Action Plan	Stage 9 Adoption
Key Steps	<p>Gather Missing Information: address gaps in info based on Phase 1</p>	<p>Outline Investment Strategy: define who, what, where, when, and how much specific parties will invest to address delivery of improvements that support goals and measures of success</p>	<p>Plan Adoption: Plan is reviewed and approved by County Council through appropriate process</p>
	<p>Review Current Investment Strategy: Review County and Partner capital and noncapital investment strategies against identified needs. Identify opportunities to align investments with vision where appropriate</p>	<p>Outline Destination Marketing Strategy: define how Island tourism marketing and promotion will be delivered going forward in a manner that supports sustainable tourism goals and measures of success.</p>	<p><i>Consider if the plan should become part of the County's Comprehensive Plan and/or other planning document.</i></p>
	<p>Review Current Promotion: Review tourism promotion types, markets, audiences and its alignment with identified business and community goals.</p>		
	<p>Sustainability Program Certification: review options & select/develop what is appropriate to island conditions. Secure agreement with businesses on sustainability-promoting program.</p>	<p>Draft Sustainable Tourism Plan: for review by Advisory Committee, then County/Town Council and public</p>	
	<p>Capacity Analyses Defined: identify specific capacity levels or a methodology for such to help retain quality of experience and avoid overbuilding of infrastructure.</p>		
	<p>Review above information and advance relevant pieces to share with the public</p>	<p>Review above information and advance relevant pieces</p>	
		<p>For Community Engagement: If implemented, will the Plan improve conditions in the community?</p>	
Public Engagement	<p>Share work elements through the Parks Trails and Natural Areas Planned Update</p>	<p>Public Draft Plan Review TBD</p>	<p>Final public meeting on San Juan. Public hearings, as appropriate</p>
Timeline	<p>September - November 2022</p>	<p>December '22 - February '23</p>	<p>March - April 2023</p>