

Advice Specific to the Oct. 4, 2017, 8:30am, Convention Center COUNTY COUNCIL PUBLIC HEARING ON THE GENERAL PLAN

Please note: the Oct. 4 meeting is a public hearing. The County Council members will not be responding to public testimony provided during the public hearing. The purpose of the public hearing is for the County Council members to listen to the public and get a sense of the level and types of concerns of the community in regards to the General Plan Update document.

- **STICK WITH THE FACTS/ USE SOLID DATA POINTS WHEREVER POSSIBLE** – the County Council has moved beyond being receptive to an emotional approach. Please provide a clear articulation of the problem, and, if possible, a reasonable solution. You can expect a 3-minute testimony period per person, although that time may be extended at the discretion of the Chair.
- **USING MAPS AND OTHER VISUAL AIDS** – one of the very compelling stories about the General Plan is that the land use designation maps and the narrative don't always match up, particularly in regards to Eleele and Princeville. To put together a side-by-side analysis and place it on a poster board would illustrate some of the major inconsistencies in the General Plan. Having this as VISUAL TESTIMONY would send a powerful message. This is just an example, however, this approach to using visual aids can convey a message more clearly than any words.
- **EXPERT TESTIMONY** – If you have technical or other expertise in a specific area covered by the General Plan, please introduce yourself as an "expert testifier". At the discretion of the County Council Chair, you may be granted additional time beyond the 3 minutes. Don't abuse this privilege as it may then preclude others with relevant expertise from providing their full testimony beyond their 3 minutes.
- **GET A COUNCIL MEMBER TO PROPOSE AN AMENDMENT** – at this stage your best bet for having your testimony incorporated into the plan is to get them to a favorable Council Member as soon as possible and let them propose an amendment during a County Council Planning Committee meeting. Once the Council Member introduces the amendment they can call on you for more details. Be prepared to answer any questions on the amendment. Think about whom you might send as your representative to the table to answer these questions and how the County Council Planning Committee might be receptive to them. If your recommendation was previously offered to the Planning Commission and still was not incorporated into the General Plan, please be prepared to answer why it is still a compelling and necessary recommendation that should be incorporated into the General Plan.
- **PREPARING WORDING FOR A RECOMMENDATION TO BE TURNED INTO AN AMENDMENT** – short, direct and precise wording is most helpful. The County Council members have a tendency to try and both re-wordsmith and dwell on the specifics of language, which often leads to confusion when it comes to the actual amendment. This in itself is sometimes used as a strategy to hesitate on or derail a proposed amendment, so try and avoid falling into this pit.