

STRATEGIES FOR GOOD WRITTEN TESTIMONY

Providing good written testimony is important if you want to persuade the board of county commissioners – or any other formal commission – to make a certain decision.

Things to be cautious about

- **Don't NIMBY** – If you oppose something, try to not make it personal. Commissioners hear “not in my backyard” all the time. If you are concerned about property value or noise impacts, focus on the whole neighborhood or community.
- **Don't copy** – If someone sends you their letter, do not copy it verbatim. Make your letter unique. If the whole neighborhood wants to say exactly the same thing, write one letter and have everyone sign it.
- **Testimony is public** – Your written testimony is part of the public record and anyone can request a copy. It will likely be posted online.

Step 1 – Know your stuff

Make sure you know what is being proposed and why, as well as how the commission or council will make their decision. This information should be readily available online. If you have questions, reach out to project staff, not to the commissioners.

- A. Review all background materials
- B. Determine what criteria the commission or council will be using to make a decision
- C. Call staff if you have questions

Step 2 – Keep it simple

Commissioners will receive a lot of testimony, and you don't want yours to get lost in the stack. Your letter should be short (one page is best) and to the point. All the reasons why you support or oppose a proposal must speak to the criteria the commission or council will use to make a decision. Propose solutions to problems when you can.

- A. Start with “I support XYZ proposal” or “I oppose XYZ proposal”
- B. List the decision criteria and write your rationale for supporting or opposing under each
- C. Be kind and respectful – commissioners are people too

Step 3 – Support your statements

Give your *because* statements weight beyond just your opinions. Attach supporting materials to your letter. You can attach photos or memos from other organizations or you can cite online documentation. But keep in mind that commissioners have a lot to read, so keep it to the point. They won't read a 100-page document on water quality; instead include the few pages with relevant information highlighted. Make sure all materials are clear and legible even if printed, scanned or posted online.

EXAMPLE OF EFFECTIVE WRITTEN TESTIMONY

June 1, 2000

Dear Lewis County Commissioners,

I am writing in opposition to the proposed Big Box USA store, permit number RZ00-100. I urge the commissioners to deny the requested change of zoning for the following reasons:

1. **Transportation** (Code 12.345.67(a)(1)) – The development will have a negative impact on traffic that cannot be mitigated. Study by ABC Consulting (Attachment A, excerpt of transportation study) shows that the intersection of Main Street and Division Avenue does not currently meet the County's required level of service. Adding an estimated 1,000 trips per day, as stated by the applicant, will only exacerbate the problem. The County should first invest in fixing the intersection to the required level of service.
2. **Flooding** (Code 12.345.67(a)(2)) – The 100-acre property is currently undeveloped and covered in forests (Attachment B, aerial photography). The USGS mapping (Attachment C, soils map) shows that the soil type is very well draining. Forest canopy and well-draining soil provide natural attenuation of rainwater. Paving over the property as proposed by the applicant could create localized flooding and the current requirements for stormwater management are insufficient to address peak storm events. The County should first update the rural stormwater regulations to address large scale urban development.
3. **Neighborhood Character** (Code 12.345.67(a)(3)) – Big Box USA will fundamentally change the character of the neighborhood and does not meet the County's Comprehensive Plan policies (Attachment D, policies) that require maintaining small town character and supporting neighborhood-scale retail. Main Street from the intersection of Division Avenue east to Maple Avenue is a retail corridor with stores averaging 7,000 square feet. Big Box USA, at 80,000 square feet, is out of character with the scale of the neighborhood.

While not directly related to the criteria the Commissioners will be using to make a decision, I am also concerned about displacing wildlife. I recently walked the right-of-way along the edge of the property and observed deer, red-tailed hawks and rabbits (Attachment E, photographs of site). The property provides a large area for wildlife within town, and the habitat would be removed by the development.

Thank you for considering my reasons for opposing the proposal.

Sincerely,
Jane Smith
1234 E 1st Street
Small Town, WA