

FRANKLIN COUNTY COMPREHENSIVE PLAN UPDATE 2026 - 2046 OPEN HOUSE REVIEW PUBLIC SURVEY RESULTS



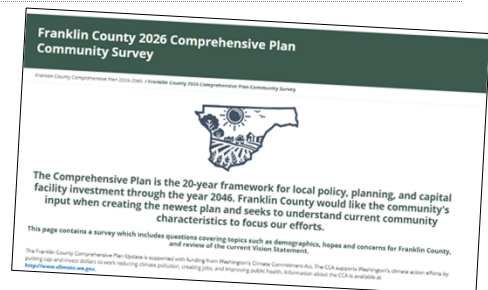
June 2, 2026
Planning Commission



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PUBLIC OUTREACH

- Public participation is required for Comprehensive Plan updates under RCW 36.70A.140.
- The Comprehensive Plan update is supported by Climate Commitment Act funds



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OPEN HOUSE EVENTS



3

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OPEN HOUSE EVENTS

April 23, 2026: Pasco High School

5 attendees

April 28, 2026: Connell High School

6 attendees

April 30, 2026: Markham Elementary

10 attendees

Posters informing attendees and promoting conversation included various topics:

- Data: Population Growth & Demographics
- Information (Comprehensive Plan basics)
- Visioning: 2018 land use map, exercise to think 20 years in the future



6/2/2026

Franklin County Comprehensive Plan Periodic Update

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OPEN HOUSE MATERIALS

FRANKLIN COUNTY COMPREHENSIVE PLAN UPDATE 2026-2046

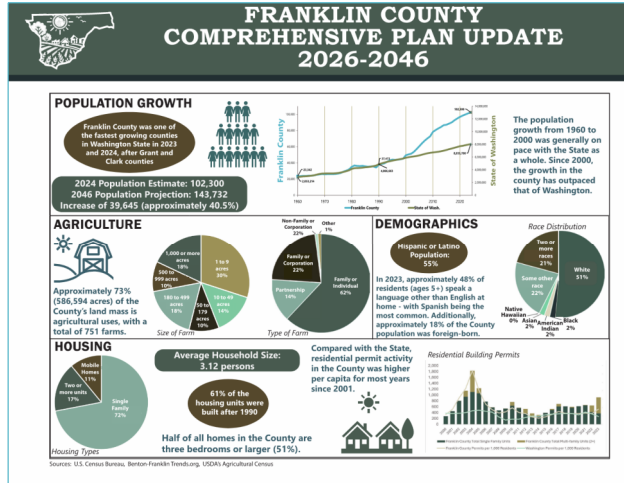
What is the Comprehensive Plan?
The Comprehensive Plan is the 30-year framework for land policy planning and capital facility investment through the year 2046.

How does the Plan guide the County?
The County's several departments coordinate different plans on topics such as transportation improvements, capital facility projects and utilities, and the vision for the future of the county. The Comprehensive Plan is used to demonstrate how these plans are coordinated. The Plan contains long-term goals and policies that guide local decisions such as how County ordinances and codes are created and amended.

Why is the County updating this Plan?
Periodic updates are required every ten years per the Comprehensive Growth Management Act to ensure the Comprehensive Plan complies with current laws, and local conditions, when updating the Plan, the County is required to coordinate these efforts with partners, districts, tribes, neighboring jurisdictions, and regional agencies. The County must consider indicators of a changing community since the last update. Additionally, the Plan Update allows the County to evaluate if the vision expressed in the Plan still applies to the people who live here and to current community needs and preferences.

Why is my input important?
Franklin County's Comprehensive Plan supports the people who live, work, and spend time in the county. Your experiences, needs, and aspirations are important factors to consider while planning for future growth and development. This periodic update is an opportunity for your voice to be heard as we embark on initiatives to shape how Franklin County continues to develop over the next 20 years.

WE WANT TO HEAR FROM YOU!
Scan the QR code to provide your comments, or email plan2026@franklincountywa.gov



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INPUT

Questioning the essence of the GMA

"I'm in favor of Transfer of Development Rights"

Provide public river access

Keep Kau Trail closed until the City improves it

We want more parks

Allow Event Centers in Rural areas where a functioning facility is in place

Cluster development along the Snake River, with limitations

Project Habitat

No Solar Farms where there is irrigation water

Allow smaller lots

More RV parks

What best describes Franklin County's character?

CLOSE TO NATURE ☒ ☒ ☒ ☒ ☒

NOT RUSHED-NOT BUSY ☒ ☒

CLOSE-KNIT ☒ ☒

SELF RELIANT ☒

RUSTIC OR TRADITIONAL ☒ ☒ ☒ ☒

COUNTRYSIDE OR AGRICULTURAL ☒ ☒ ☒ ☒

NOT INTENSELY DEVELOPED ☒ ☒

OTHER LOVE, FRIENDSHIP AND COMMUNITY

CLIMATE COMMITMENT ACT The Franklin County Comprehensive Plan Update is supported with funding from Washington's Climate Commitment Act. The CCA supports Washington's climate action efforts by putting cap-and-invest dollars to work reducing climate pollution, creating jobs, and improving public health. Information about the CCA is available at <http://www.climate.wa.gov>.

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PUBLIC SURVEY

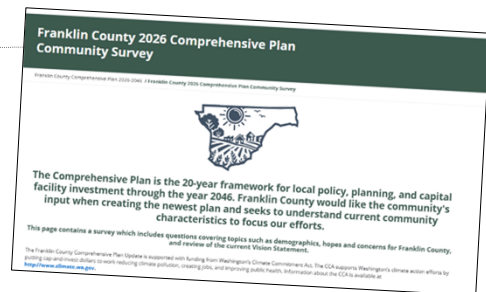


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PUBLIC SURVEY

- County staff and AHBL prepared and deployed a survey conducted via the "Social Point" platform
 - Surveys could be taken on a desktop or from mobile devices
 - Open from March 31 to May 11, 2026

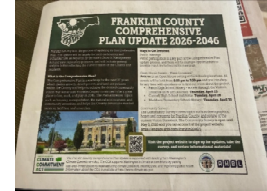


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SURVEY ADVERTISEMENT

Advertised in English & Spanish

- FC Planning & Economic Development Facebook page
- Project website
- Franklin County Graphic
 - Legal Ad & Articles
 - Advertisement (paid inserts)
- Media Coverage:
 - Apple Valley News
 - KEPR Action News
 - KNDO News



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SURVEY CONTENT

- Carefully reviewed, tested prior to launch
- Not "statistically valid" – there was no sampling & respondents opted in to taking the survey
 - We collected basic demographic info to compare with County-Wide data: *Determine what segments of the community participated*
- 38 questions
 - THEMES: *About you, Our community, Comprehensive Plan Update, Climate Action, Transportation, Planning Approaches*
- Available in 15 languages via google translate

Participation:

47

Completed Surveys

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SURVEY QUESTIONS FORMAT

A variety of question types were used:

- *Multiple Choice*
- *Ranking*
- *Rating*
- *Open-Ended*

Results are presented as composite score / overall ranking / etc.

12. Overall, how would you rate your quality of life in Franklin County?

1 star = Poor | 2 stars = Below Average | 3 stars = Average | 4 stars = Above Average | 5 stars = Excellent

☐
☒
☒
☒
☐
☐
☐
 5 stars

19. How concerned are you about the impact in Franklin County of each hazard?

	Very Concerned	Somewhat Concerned	Neutral	Not Concerned
Drought	☐	☐	☒	☐
Extreme Heat	☐	☒	☐	☐
Extreme Precipitation	☐	☒	☐	☐
Flooding	☒	☐	☐	☐
Wildfire (Damage to buildings, crops, ecosystems)	☒	☐	☐	☐
Wildfire (Poor air quality/visibility from smoke)	☐	☐	☐	☒

Clear selection

20. Please rank the following health and quality of life challenges due to climate hazards in order of your concern.

Rank the options below from most concerned (1) to least concerned (5). If you wish to indicate you are not concerned about any of the listed options you can choose that option and move to the next question.

Rank as many items as you like

Being forced to evacuate

Difficulty breathing and/or heat stress

Negative impacts on the health and quality of life of other residents

Insufficient access to emergency services

I am not concerned about any of the listed items

↓

Drag items here to rank them

that option

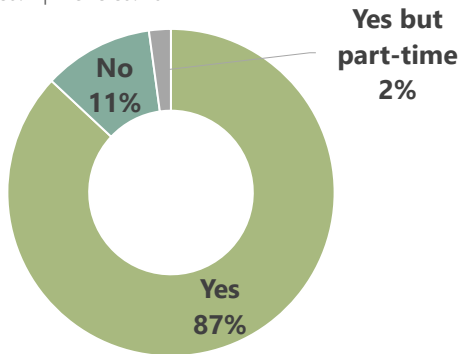
SURVEY RESULTS



RELATIONSHIP TO FRANKLIN COUNTY

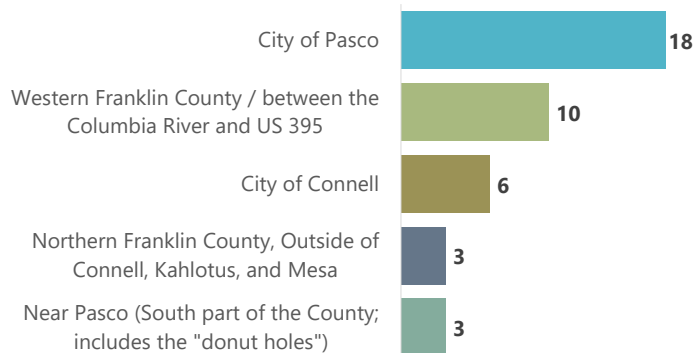
Q1: Do you currently live in Franklin County?

Skipped: 1 | Answered: 46



Q2: Where (in Franklin County) do you live?

Skipped: 7 | Answered: 40



*Other choices were given but are not listed when not selected

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Q3: How many years have you lived in Franklin County?

Open-Ended | Skipped: 1 | Answered: 39

Range: From 1 to 60 years

Most Common Response:
Years 7

Average:
23 Years

Q4: Where did you move from (prior to Franklin County)?

Skipped: 31 | Answered: 16

**This question was only presented to those who have lived in the County fewer than 15 years*



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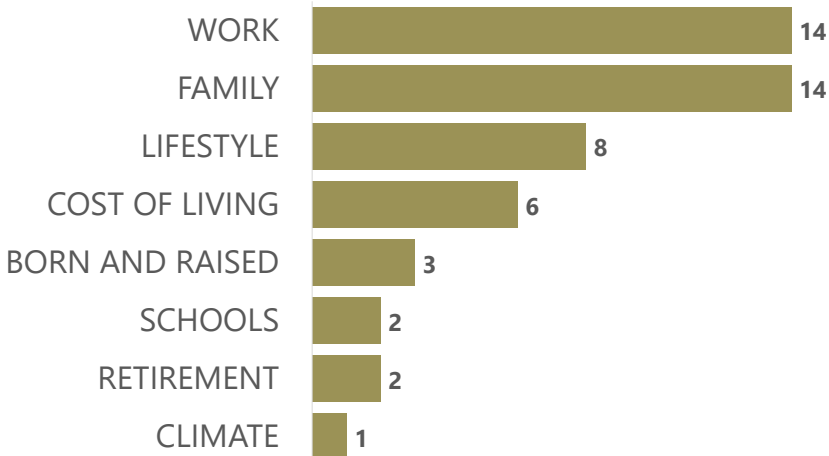
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Q5: In a few words, why did you move to Franklin County?

Skipped: 7 | Answered: 40 **Note: We have summarized & tallied the results**



"My husband owned a house in Pasco"

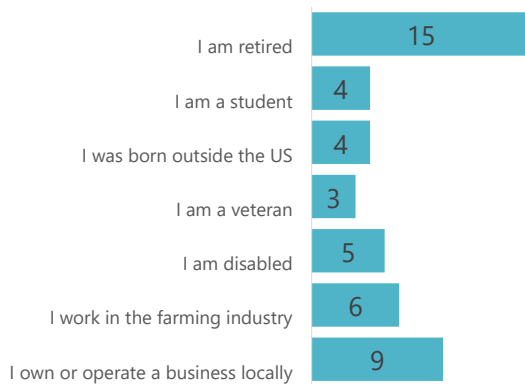
"Family moved here"

"Job Opportunities and kids' schools"

ABOUT YOU

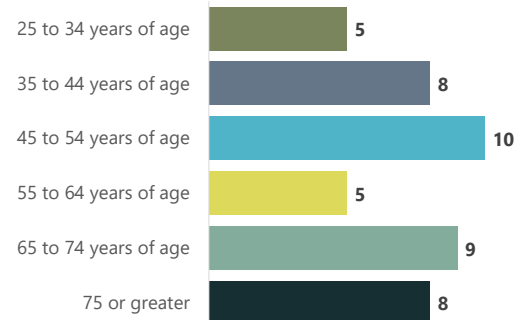
Q6: What describes you?

Skipped: 0 | Answered: 47



Q9: What is your age?

Skipped: 2 | Answered: 45



*No one selected under 25 years of age

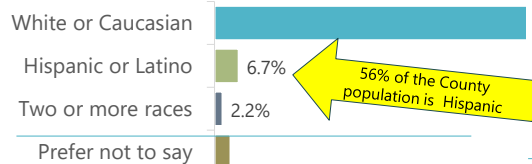
Q7: How many people reside in your household (including you)?

Skipped: 3 | Answered: 44

Average: 2.75 people

Q10: What race/ethnicity best describes you? *Select all that apply.*

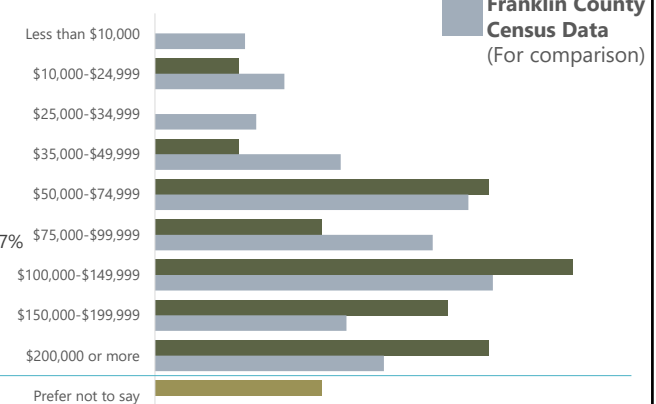
Skipped: 2 | Answered: 45



56% of the County population is Hispanic

Q11: What's your annual household income?

Skipped: 2 | Answered: 45

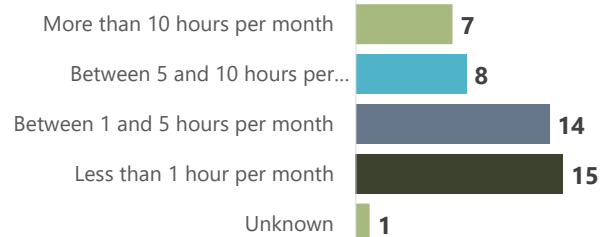


Franklin County Census Data (For comparison)

OUR COMMUNITY

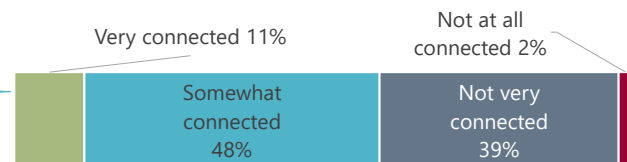
Q12: On average, how many hours do you ordinarily spend in a normal month attending or taking part in any kind of organized group activity or event (not associated with your job) that involves other members of the Franklin County community?

Skipped: 2 | Answered: 45



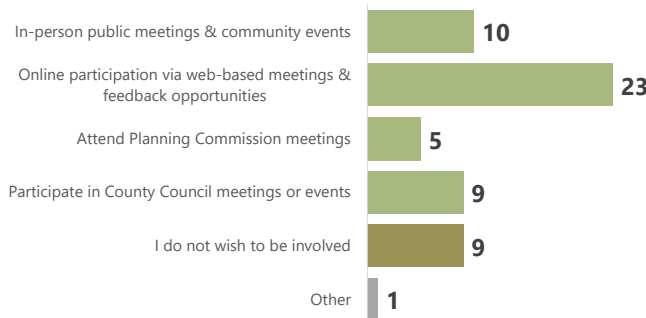
Q13: How do you rate your overall connection to the Franklin County community?

Skipped: 3 | Answered: 44



Q14: How would you like to be more involved in the community and the County's planning efforts?

Skipped: 4 | Answered: 43



Q15: Overall, how would you rate your quality of life in Franklin County?

Skipped: 4 | Answered: 43



Q16: In a few words, what factors most significantly impact your quality of life and the rating you gave?



EXCELLENT

- Farming.
- Peaceful and no crime in our area.
- We have privacy and don't want it jeopardized
- The rock hounders are destroyer the area where we live.
- Having the freedom to live, worship, and speak openly in order to cooperate in maintaining these freedoms for all who live here. I also recognize that this county has been less impacted by bureaucracy than many others in the state of Washington. For this quality of life to be sustained, this fact must remain so. People need to be able to govern themselves.
- My neighborhood is family friendly, a great place to go for walks and get exercise. We live close to retail and groceries and it is convenient to reach our destinations. *(Pasco Resident)*

Q16: In a few words, what factors most significantly impact your quality of life and the rating you gave?



ABOVE AVERAGE

*Continued –
next slide >*

- Traffic on Road 68 and Broadmoor. (Pasco Resident)
- Enjoying retirement (Pasco Resident)
- Good place to walk, dine out, be with family (Pasco Resident)
- I have problems with the pastor's prayer at the opening of the weekly meetings. (Pasco Resident)
- We love our home and neighborhood. We like to hike, go to restaurants, shop, garden, see friends. Most of the weather here is lovely. (Pasco Resident)
- Safe quiet neighborhood, ownership of good house, access to outdoor natural areas, access to plentiful good and services (Pasco Resident)
- Work life balance; culture
- Medical is excellent, enjoy community activities, social events, grandchildren. (Pasco Resident)



Q16: In a few words, what factors most significantly impact your quality of life and the rating you gave?



ABOVE AVERAGE

*Continued –
next slide >*

- I prefer to shop in Richland where I own a small business, but I do shop in Pasco when needed for convenience. (Pasco Resident)
- Lack of entertainment and music venues in the area. Could step up for the sake of Pasco area is growing and the Tri Cities itself is growing
- It's peaceful where I live (Connell Resident)
- Small town community. Neighbors looking out for you. Community activities.
- The people and place are great; however, state-government policy has made things complicated and costly. Fuel taxes are consistently difficult to afford. My second amendment rights are infringed upon with impunity by our state legislature. (Connell Resident)
- It would be better if I lived in the country portion of the county. (Connell Resident)



Q16: In a few words, what factors most significantly impact your quality of life and the rating you gave?



ABOVE AVERAGE

- Proximity to rivers and hiking, climate
- Living in a good neighborhood, traffic, proximity to places and things I enjoy. (*Pasco Resident*)
- Weather (*Pasco Resident*)
- Open space. Gorgeous farmland. Wonderful community.

Q16: In a few words, what factors most significantly impact your quality of life and the rating you gave?



AVERAGE

*Continued –
next slide >*

- Law enforcement seems to be lacking. The issues that affect me the most are traffic concerns such as excessive speed, aggressive driving and loud vehicles. (*Pasco Resident*)
- Quality of life is fading. The city is getting closer and with it the noise and loss of quality! Airport jets taking off right over my house at 5:09AM! Sadly nothing like when I moved here.
- Building a house in the county to get away from tiny lots, inconsiderate neighbors, and traffic just to have the city approve zoning for huge apartments and huge developments on tiny lots right down the road. Didn't seem to have anyone from the county standing up for those of us in this situation. The constant road work, detours, higher traffic, noise, dust, increase in crime, and unsafe driving conditions for my high schoolers have severely diminished our quality of life since building our home and investing in this community. It is forcing us to consider moving from our home we wanted to stay in long term. And the taxes are too high for what we are now being forced to accommodate.

Q16: In a few words, what factors most significantly impact your quality of life and the rating you gave?



AVERAGE

- Sometimes need to leave town to get things i want to shop for. Wish they're was more consistent support for schools. Even school district employees indicate low voter rate.
- Traffic, drivers speeding, noise, not very bicycle or pedestrian friendly (*Pasco Resident*)
- The decisions currently being made by our current commissioners. The bickering and bullying between elected officials .
- Not a fan of Franklin county commissioners and some of the elected officials . Political agendas are not for the public they are for themselves . (*Pasco Resident*)
- Cost of living is beginning to negatively impact my ability to contribute to savings, but I am glad to have parks and green spaces, river walks and local businesses to enjoy.
- Poor infrastructure. Rural tax base

Q16: In a few words, what factors most significantly impact your quality of life and the rating you gave?



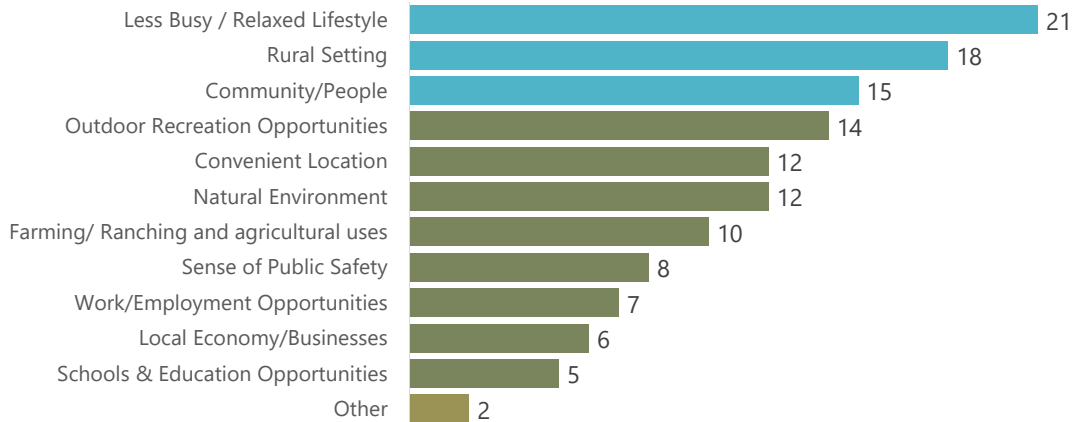
BELOW AVERAGE

- noise in community from loud music, barking dogs. Traffic and vehicles breaking traffic laws. The smell of the air, it was not like this a few years ago, now it just stinks from potato processing waste, this is unacceptable no one can enjoy the outdoor spaces when the air is bad. (*Pasco Resident*)
- Not much for kids to do outside of tri cities, no growth in outer communities (*Connell Resident*)
- I moved here from Kennewick and there are so many things that are so much more expensive - utilities, trash, taxes
- Cost of living. Property taxes are out of control (*Pasco Resident*)
- "Traffic: It sucks to pump the breaks every time you have to come into Pasco. I wouldn't come if I didn't live here.

COMPREHENSIVE PLAN UPDATE

Q17: What are the top three things about Franklin County that you value?

Skipped: 2 | Answered: 45



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VISION STATEMENT

Q18: A vision statement describes the County 20 years into the future. It is an aspirational statement that describes ideal future conditions.

Franklin County is a rural county based on agriculture with highly productive farmland, both irrigated and non-irrigated.

An effective government, which controls taxes and, at the same time, provides continual upgrades to the County's roads and infrastructure that is in place.

The County is characterized by its open spaces, quality development, and agriculturally related industries.

Franklin County enjoys a diversity of population and is a good place to live with quality education in its schools, low crime rate, clean, fresh air, and friendly neighbors.

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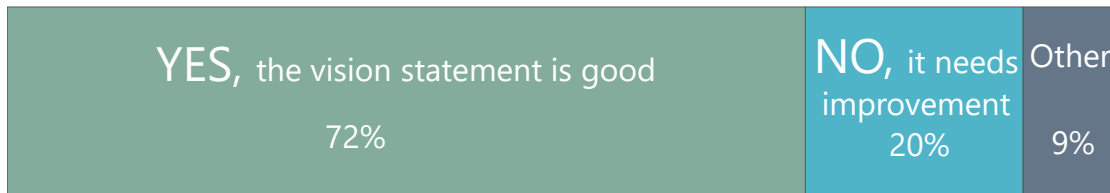
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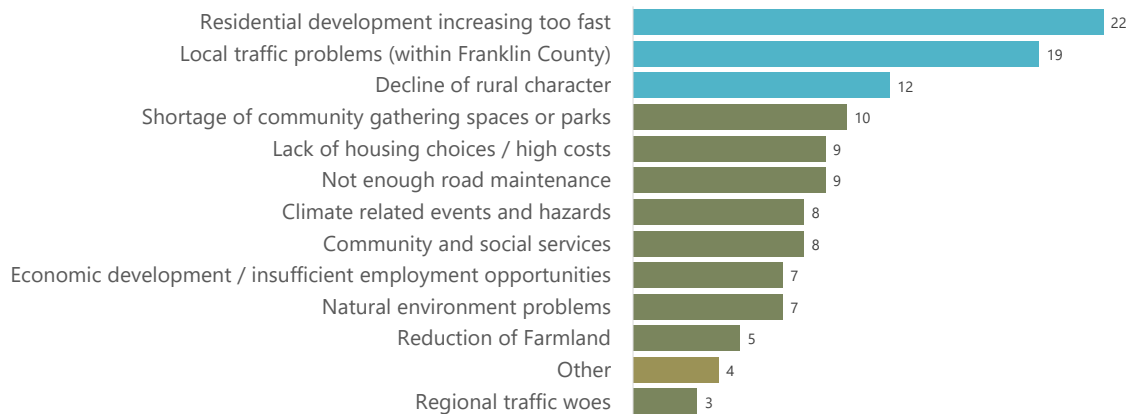
Does the statement reflect your values,
identity, and aspirations for the future of
Franklin County?

Skipped: 1 | Answered: 46



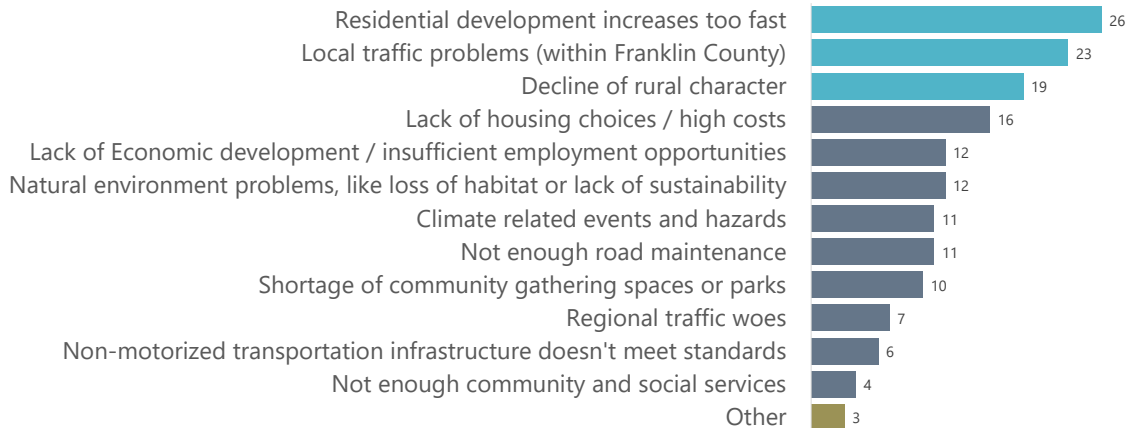
TOP ISSUES - TODAY

Q19: If you were to identify the **top three issues** facing Franklin County
TODAY, what would they be? Skipped: 4 | Answered: 43



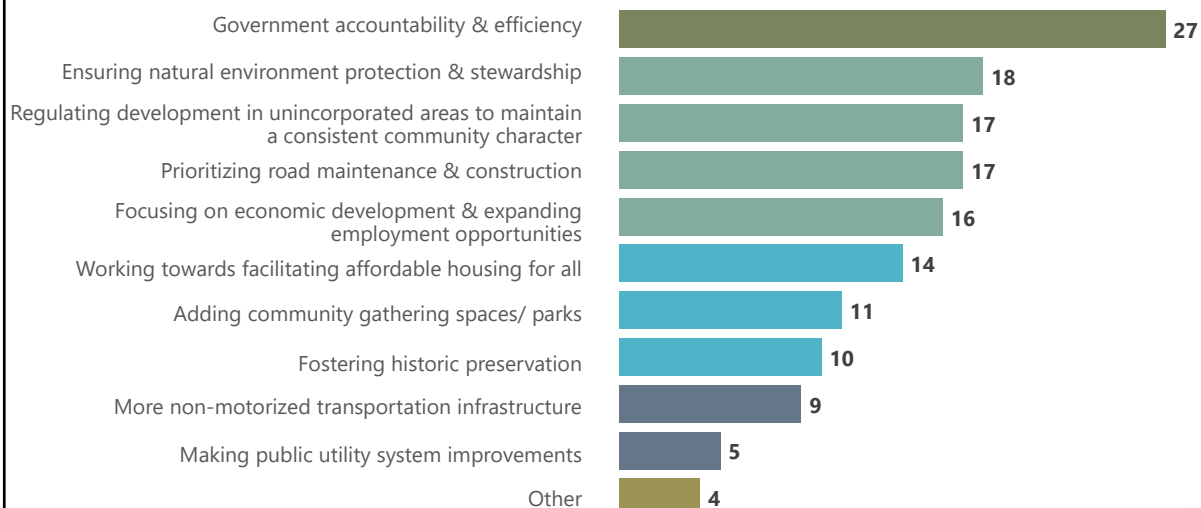
TOP ISSUES – 5 YEARS OUT

Q20: What do you think will be the **five most important issues** for Franklin County in the next **FIVE YEARS**? Skipped: 3 | Answered: 44



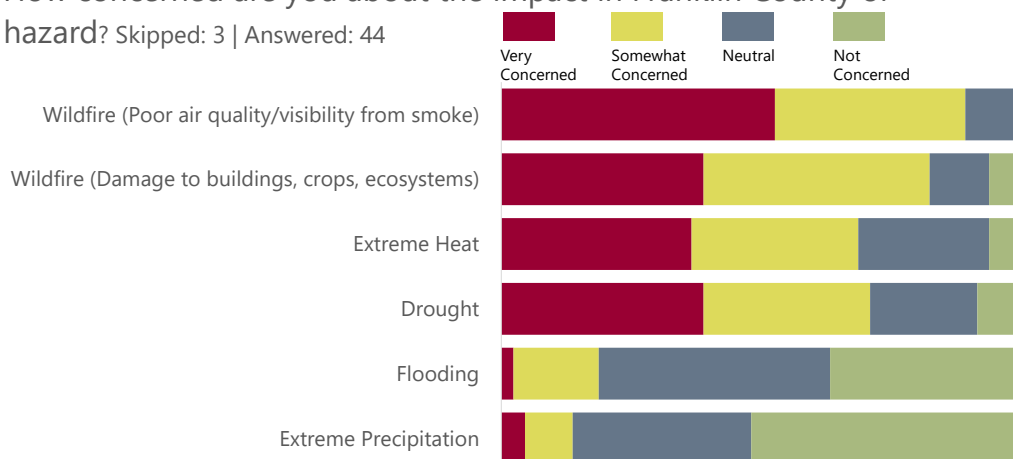
Q21: Identify up to four key areas you believe Franklin County should prioritize for improvement.

Skipped: 3 | Answered: 44



CLIMATE HAZARDS

Q22: How concerned are you about the impact in Franklin County of each hazard? Skipped: 3 | Answered: 44



RANK THE CLIMATE HAZARDS

Q23: Health and quality of life challenges due to climate hazards in order of your concern:

Skipped: 2 | Answered: 45

10 respondents (22%) selected
I am Not Concerned about any of the listed items

1. Difficulty breathing and/or heat stress
2. Negative impacts on the health and quality of life of other residents
3. Insufficient access to emergency services
4. Being forced to evacuate

Q24: Economic and financial challenges due to climate hazards

Skipped: 2 | Answered: 45

5 respondents (11%) selected
I am Not Concerned about any of the listed items

1. Increased Insurance costs
2. Strained county budget due to emergency response and infrastructure damage
3. Decreased property value
4. Job loss

RANK THE CLIMATE HAZARDS

Q25: Potential environmental challenges due to climate hazards

Skipped: 2 | Answered: 45

2 respondents selected
I am Not Concerned about any of the listed items

1. Poor air quality

2. Reduced water available for irrigation and crops
3. Spread of noxious weeds/invasive species/ mosquitos and other pests
4. Poor drinking water quality
5. Loss of, or changes to, wildlife habitat and/or species diversity
6. Soil erosion

Q26: Potential impacts to property/ infrastructure/ utility services due to climate hazards

Skipped: 2 | Answered: 45

9 respondents (20%) selected
I am Not Concerned about any of the listed items

1. Flooding, fire, or storm damage to homes and buildings

2. Frequent power outages (ie blackouts/brownouts)
3. Phone, internet, or communication issues
4. Damage to water, stormwater, sewer/ septic infrastructure
5. Roads, sidewalks, and/or pathways being blocked or damaged

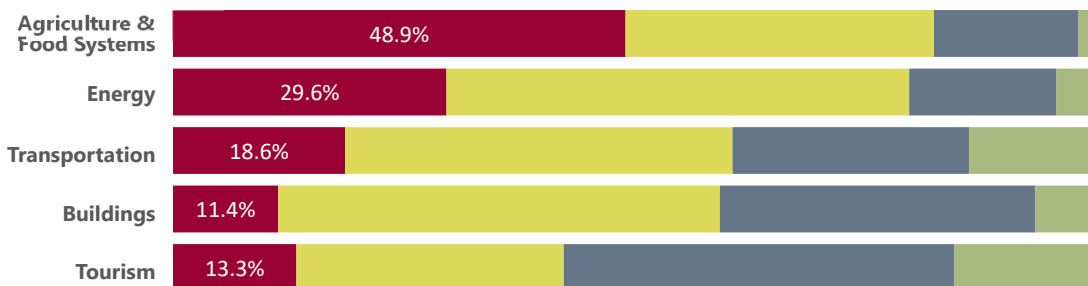
Q27: Please mark your level of concern for how climate hazards could negatively impact each economic sector:

Skipped: 2 | Answered: 45



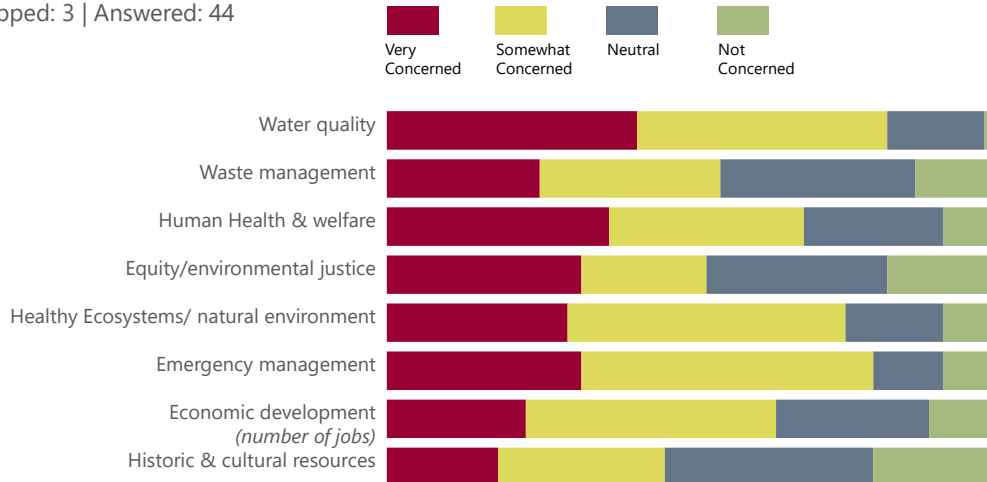
**The listed "Economic Sectors" were set out by the State of Washington in legislation as areas to focus on*

Very Concerned Somewhat Concerned Neutral Not Concerned



Q28: Please mark your level of concern for how climate hazards could negatively impact each quality of life and public services topic:

Skipped: 3 | Answered: 44

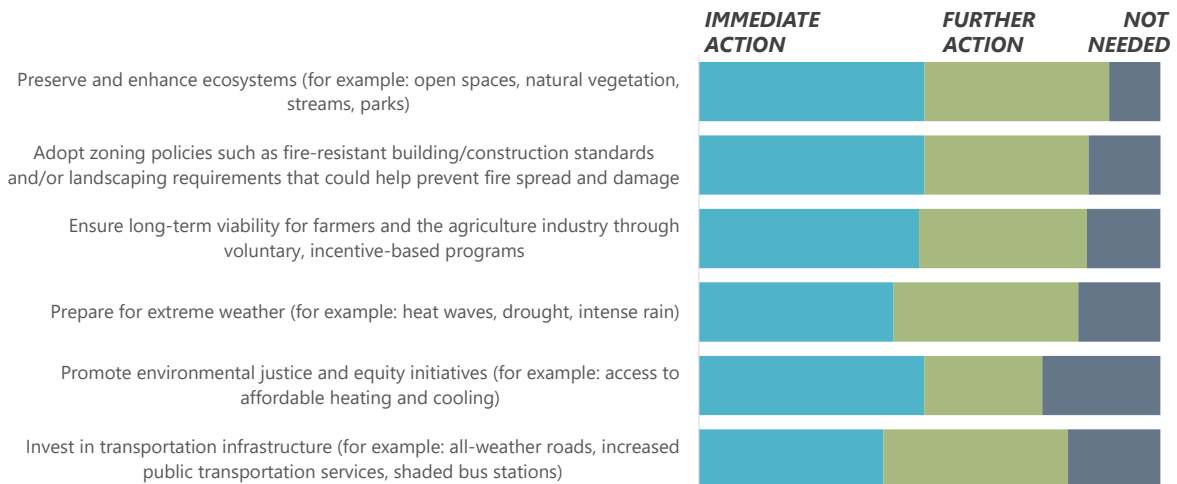


Q29: Listed below are different criteria or measures that could be used to evaluate select potential policies and strategies to mitigate local climate impacts. Please rank the following according to importance and preferences:

Skipped: 2 | Answered: 45

	Score
Cost: What is the cost to the county/community for policy implementation?	3.28
Feasibility: How difficult is the policy to implement?	2.93
Equity: Does this policy ensure fairness, including overburdened communities (areas where vulnerable populations face multiple environmental harms and health impacts)?	2.40
Co-Benefits: Does this policy have benefits beyond increased resiliency? (For Example: Economic Development, Recreational Opportunities)	2.38
Impact: How effective is this policy at enhancing resiliency and reducing greenhouse gases?	2.05

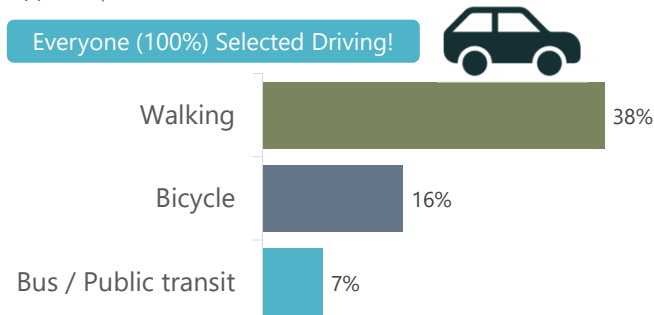
Q30: What types of improvements or policies would you support to increase resilience to climate hazards in Franklin County? Skipped: 2 | Answered: 45



TRANSPORTATION

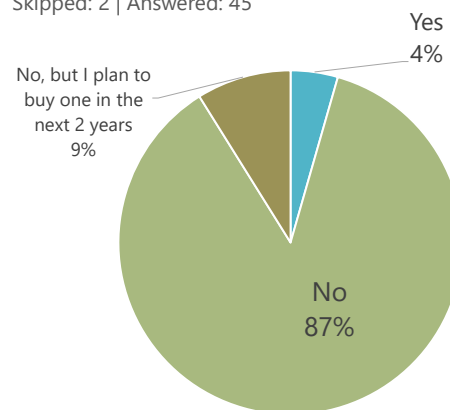
Q32: Which modes of transportation do you regularly use?

Skipped: 2 | Answered: 45



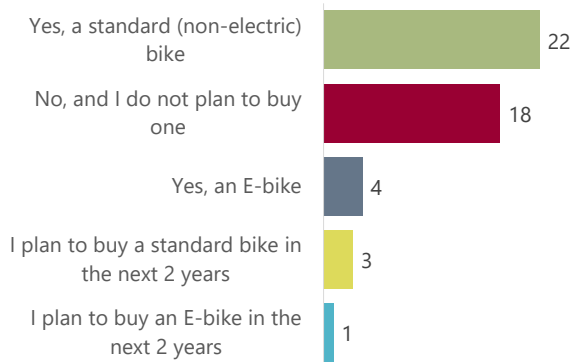
Q35: Do you own an electric car?

Skipped: 2 | Answered: 45



Q33: Do you own a bicycle?

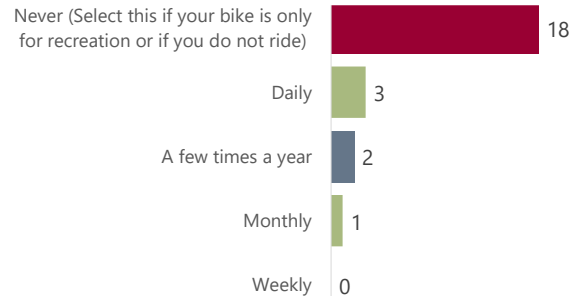
Skipped: 3 | Answered: 44



Q34: How often do you use your bike to travel? (To work, errands, etc.)

Skipped: 23 | Answered: 24

***This was question only presented to bike owners**



Q36: What modes of transportation would you prefer to use more than you do today, for all types of trips?

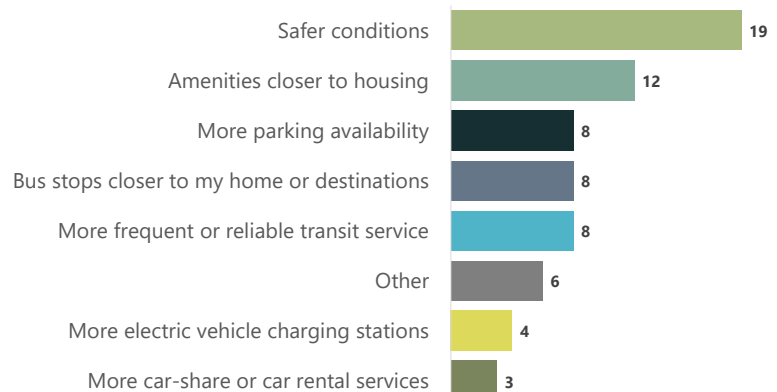
Skipped: 6 | Answered: 41

	Score
Car	2.9
Walk	1.54
Bus/Public Transit	1.39
Bicycle	1.2

84% of respondents ranked car first & it was also selected most often

Q37: What would need to change in order for you to use your most preferred modes of transportation?

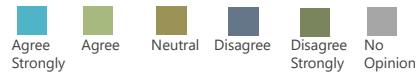
Skipped: 12 | Answered: 35



PLANNING APPROACHES

Q28: Indicate if you Agree with the Statement:

Skipped: 2 | Answered: 45



Planning is an important responsibility to ensure a bright future for future generations



The Constitutional concept of Private Property Rights should be expressed in the Franklin County Plan, and emphasized



Development should "pay for itself" and not burden the taxpayer



Government regulation of development needs to be stepped up so it's more efficient, looks better and developer can't take shortcuts



Much more needs to be done locally to protect the environment here

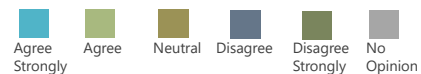


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Q28: Indicate if you Agree with the Statement:

Skipped: 2 | Answered: 45



The Customs and Cultures of the local Community should be emphasized OVER statewide mandates



Franklin County should be oriented toward more growth and development



Overall, Franklin County has been Improving



Franklin County is stuck in the past and needs to modernize and be open to change



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QUESTIONS?

» Contact:

Wes McCart, Franklin County:

WMcCart@FranklinCountyWA.gov

» Project Website:

– www.engage.ahbl.com/Franklin2046



6/2/2026

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