# OC2040

## Oregon City Comprehensive Plan Update

### Draft Public Involvement Plan for Community Vision
May 19, 2020

## Project Overview

The City of Oregon City is launching OC2040, a citywide effort to update the Oregon City Comprehensive Plan that will guide land use decisions over the next 20 years. The first step in the process is to create a community vision that reflects what community members love and want to preserve about Oregon City, and what they would like to see change by 2040. The Comprehensive Plan will consist of broad goals and policies to implement the vision and guide future growth and development.

Oregon City has seen significant changes in its population since the current Comprehensive Plan was adopted in 2004. Furthermore, previous outreach measures were not successful in soliciting input from those not already connected to local government. Traditional outreach methods coupled with long and complicated documents written only in English failed to engage a wider range of community members who really need to be heard. Therefore, the current Comprehensive Plan does not adequately reflect the needs of all community members in Oregon City.

OC2040 will employ a new approach that ensures all community members are given the opportunity to participate in a collective vision for the future that reflects our values and equitably supports all. Our approach will take care to assure marginalized community members have a voice. Outreach efforts will empower the community with information and facilitate careful listening to a diverse array of community members. We will work together to create a Comprehensive Plan that reflects the entire community, encourages participation in future decisions, and inspires future leaders.

The purpose of this document is to identify the community engagement which will shape the Community Vision. The community input is anticipated to be collected from May – October of 2020. The process will be followed by the creation and adoption of the Community Vision October – January.

## Community Engagement Objectives

The City is committed to engaging the community early and often throughout the process using a variety of means.  The intent is to lift up the voices of all community members, including underrepresented populations such as communities of color, living in subsidized housing, homeless to understand how to better support them. The community engagement process is designed to meet the following objectives:

- ✓ Design and implement a robust and equitable community outreach program.
- ✓ Inform the community with timely, transparent, and accurate information.
- ✓ Engage a representative cross-section of Oregon City residents, businesses and partners.
- ✓ Consult the community in the identification, refinement, and prioritization of policy updates.
- ✓ Ensure community members understand how decisions are made, their concerns are heard, and they know how their feedback influenced decisions.
- ✓ Work with partners to conduct outreach in a culturally and linguistically appropriate manner, using methods and locations that are safe and familiar.
- ✓ Employ accessible and appropriate tools and technologies to inform and engage the community.

## Key Messages

The following statements characterize the project and communicate the information people need to know. These messages will be updated and augmented throughout the course of the project and used across platforms.

- Oregon City is launching OC2040, a citywide effort to update the Oregon City Comprehensive Plan.
- Oregon City has seen many changes since the last comprehensive plan was adopted in 2004.
- The Comprehensive Plan will guide growth and development in our community over the next 20 years. It establishes goals and policies for future housing, economy, community, infrastructure, government and ecosystems in Oregon City.
- City leaders use the Plan to manage expected population and employment growth, coordinate public investments and make decisions about new development, existing neighborhoods, transportation, and a variety of other topics.
- Oregon state law requires that all cities and counties adopt Comprehensive Plans that are consistent with statewide planning goals.
- There will be multiple opportunities to participate in the comprehensive planning process in the coming months.
- Community members can provide comments or ask questions at any time by visiting OC2040.com.

## Stakeholders and Partners

The following table is a sample of the interests and stakeholders the project team will work to engage through the comprehensive planning process. With guidance provided by the Project Advisory Team, the project team will continue to identify specific organizations and groups within these interest areas.

| Interests | Organizations/Groups to Engage |
|---|---|
| Youth | Elementary Schools<br>Alliance Charter Academy<br>Gardiner Middle School<br>Ogden Middle School<br>Oregon City Senior High School<br>Oregon City Service Learning Academy<br>Clackamas Community College<br>Oregon City Optimist Club<br>The Living Room LGBTQ Youth Group |
| Parks/recreation and nature | Oregon City Parks and Recreation Advisory Committee<br>Oregon City Parks Foundation<br>Oregon City Natural Resources Committee<br>Greater Oregon City Watershed Council<br>Metro<br>eNRG Kayaking<br>Classic Cycle |

| Industry and business | Oregon City Economic Development<br>Oregon City Chamber of Commerce<br>Oregon City Business Alliance<br>Downtown Oregon City Association<br>Large employers<br>Oregon City Development Stakeholders Group |
|---|---|
| Public safety | Oregon City Police Department<br>Clackamas Fire District #1 |
| Utilities | Oregon City Public Works<br>South Fork Water Board<br>Clackamas County Water Environment Services<br>Northwest Environmental Defense Center |
| Health | Providence Willamette Falls Medical Center<br>Oregon City Healthy Living Meetup Group |
| Historic Preservation | Oregon City Historic Review Board<br>End of the Oregon Trail Museum<br>Restore Oregon<br>Museum of the Oregon Territory<br>Architecture Foundation of Oregon |
| Transportation and Development | TriMet<br>Clackamas County Transportation and Development<br>Oregon City Transportation Advisory Committee<br>Oregon City Development Stakeholder Group |
| Housing | Clackamas County Health and Human Services<br>Oregon City Development Stakeholder Group |
| Services | Gleaners<br>My Fathers Heart<br>A Safe Place<br>Library<br>Homeless Coalition of Clackamas County<br>Clackamas County Social Services |
| Non-Native English speakers | Hispanic Interagency Networking Team<br>Non-English Churches - Oregon City Church of Christ |
| Arts | Oregon City Arts Alliance<br>Three Rivers Artist Guild |
| Seniors | AARP<br>Pioneer Senior Center |
| County and State Agencies | Clackamas County, Metro, ODOT, DLCD |
| Oregon City Elected and Appointed Officials | City Commission<br>Planning Commission<br>Citizen Involvement Committee<br>Library Board |
| Other Community Organizations | Oregon City Neighborhood Associations<br>Oregon City Women's Club |

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# Demographics

The following demographic profile will allow the City to tailor outreach efforts to meet the needs of specific community groups. The following information comes from the U.S. Census

### Race and Ethnicity

Approximately 37,129 people lived in the City of Oregon City in 2018. More than 89 percent of Oregon City residents identify as White. No other racial group makes up more than 2 percent of the population. About 7 percent of residents identify as Hispanic or Latino.

| Race/Ethnicity | Oregon City |
|---|---|
| White | 89.5% |
| African American | 1.2% |
| American Indian or Alaska Native | 1.4% |
| Asian | 1.2% |
| Native Hawaiian and other Pacific Islander | 0.2% |
| Two or more races | 3.9% |
| Hispanic or Latino (any race) | 7.1% |

U.S. Census July 1, 2018 Population Estimate,
https://www.census.gov/quickfacts/fact/table/oregoncitycityoregon/PST045218

### Languages Spoken at Home

Most Oregon City residents speak only English at home (92 percent), while about 8 percent speak a language other than English. The most commonly spoken language other than English in the city is Spanish (4 percent).

### Income

From 2014-2018, the median household income in Oregon City was $71,856 which is lower than the Clackamas County average ($76,597) but higher than the state average ($59,393). However, more than a quarter (31 percent) of Oregon City households earn less than $50,000.

| Income | Oregon City |
|---|---|
| <$15,000 | 7.3% |
| $15,000 - $24,999 | 5.4% |
| $25,000 - $49,999 | 18.8% |
| $50,000 - $74,999 | 20.6% |
| $75,000+ | 47.9% |

### People with Disabilities

About 8.2 percent of Oregon City residents live with a disability. This is higher than the Clackamas County average of 7.6 percent and lower than the Oregon state average of 10.1 percent.

### Housing

More than half (61.9%) of Oregon City residents own a single-family home. Approximately 21 percent of Oregon City residents occupy multi-family homes. More than 1/3 of residents are renters (33.6%).

# Community Participation Strategy and Activities

Outreach during the Community Vision phase will be based on careful listening and reflection. Activities will capture the community's vision for the future through a responsive and constructive dialogue among community members. The strategy will develop broad project awareness and provide multiple, creative ways to engage in discussion about what community members value about Oregon City today and what could make it a better place to live in the future. The strategy will be implemented and promoted as a positive, fun and community-building campaign.

Activities and tools focus on a combination of engaging trusted referral sources, creating a robust social media and web presence, and face-to-face (or phone-to-phone, or video-to-video) outreach to the extent that circumstances allow. With the understanding that online portals will drive much of the dissemination of information and collection of input, special attention will be made to the promotion and messaging of online and virtual engagement activities and tools. Activities will provide community members with information about the project and engage them in discussions about what they value about Oregon City today, and what changes they would like to see in the future, as well as how they'd like to be involved in the process going forward.

With a focus on equity, Community Vision activities designed to reach the general public, also will be tailored to reach underrepresented communities that do not normally participate in city planning efforts. Strategies may include targeted outreach to certain geographic locations, the use of phone interviews rather than online surveys, and partnerships with county agencies and culturally specific nonprofits. Incentives will be offered to encourage participation while instilling a culture of community-wide support.

Incentives will include:
- City purchase of gift cards from local restaurants, focusing on minority-owned businesses, for distribution to populations such as youth, communities of color, non-English speaking community members, people on social services to entice participation for completing surveys and/or participating in a photo contest.
- Rewarding the general population for completing surveys and/or participating in a photo contest with an opportunity to win one of 10 gift cards

The use of incentives may be advertised through the following avenues:
- Targeted notices to apartment complexes, community centers and churches which cater to communities of color/underrepresented people
- Distributing printed surveys with a return envelope or information cards directing people to the website with a special code
- Advertised on the introductory postcard/mailed notice all property owners and residences.
- Social media and social media partners

## Activities

This section describes the activities and communication tools for developing a Community Vision. Where applicable, alternative strategies are discussed for in-person gatherings that are restricted due to the uncertainties of COVID-19. Before initiating each activity, the project team will assess current conditions and refine the strategy or approach behind each activity or tool to meet project needs and engage a full range of community members.

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Project Advisory Team

The Project Advisory Team (PAT) is comprised of members that represent a broad cross-section of community interests and areas of expertise. The PAT reviews and comments on work products, guides public outreach and engagement efforts, acts as liaisons to specific constituencies or interest groups, hosts public events, encourages community members to participate in the process, and acts as champions of the ultimate Oregon City Vision and Comprehensive Plan update that emerges from the process. The PAT will meet nine (9) times during the project. Representation from PAT members may include the following:

| Advisory Team Positions | Representation |
|---|---|
| Rental Housing / Public Assistance Advocate | 1 |
| Arts and Culture | 1 |
| Active Transportation / Bicycle / Pedestrian Advocate | 1 |
| City Commissioner | 1 + 1 Alt |
| Planning Commissioner | 1 + 1 Alt |
| Latinx and Hispanic Association or Speaking Household | 1 |
| Russian Association or Speaking Household | 1 |
| Indigenous People/Tribal Association or Household | 1 |
| Elderly/Aging in Place | 1 |
| Youth Representatives | 2 |
| Citizen Involvement Committee (CIC) | 1 |
| Historic Resources- Historic Review Board (HRB) | 1 |
| Natural Resources -Natural Resources Committee (NRC) | 1 |
| Parks - Parks and Recreation Advisory Committee (PRAC) | 1 |
| Transportation- Transportation Advisory Committee (TAC) | 1 |
| Development- Development Stakeholder Group (DSG) | 1 |
| Clackamas Community College | 1 |
| Residential Developer / Home Builders Association / Realtor | 1 |
| Large Employer | 1 |
| Small Employer | 1 |
| Chamber of Commerce | 1 |
| Downtown Oregon City Association (DOCA) | 1 |
| Faith Based Organization/Local Church Pastor | 1 |
| Public Health | 1 |
| At Large | 2 |
| LGBTQ Advocate | 1 |
| Disabilities Advocate | 1 |

In addition, the following members will attend PAT meetings but are not part of the PAT decision-making structure:

- City Departments (Police, Public Works, Economic Development, Community Development, Community Services, Communications, Library, City Transportation Engineer)
- Metro
- State Agencies (DLCD, ODOT)
- Clackamas County Agencies (Health Housing and Human Services, Planning and Zoning)

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- Oregon City School District

Until restrictions on in-person gatherings are lifted and members are comfortable meeting, PAT meetings will be held online via video conferencing. The City will provide additional support for communities of color and other representatives of underserved populations, including Wi-Fi access, day care, accessible locations, phone conversations prior to meetings, and incentives for participation.

Citizen Involvement Committee
The Citizen Involvement Committee (CIC) members will be engaged early in the process to review and provide feedback and guidance on the Public Involvement Plan for the Community Vision. The CIC will consider identified stakeholder groups, outreach activities, desired outcomes, and a schedule of opportunities for participation in the Community Vision process. CIC comments will be incorporated into the Plan.

Community Conversations
A Community Conversations Kit will guide City staff, PAT/City advisory board members, and the general public to hold meetings and document community comments. Community conversations allow project members to connect with the community where people gather and through channels which they receive information. Each PAT member will be responsible for hosting up to five conversations and City advisory board members at least one conversation.  City staff will host community conversations with the general community and underrepresented communities.

Given the restrictions on in-person gatherings and the cancellation of events, even though the Community Conversation may be scaled to larger groups, many community conversations will likely occur via phone interviews, small group video conferencing, or even by families on their own. Community Conversation kits will be made available on the project website, along with video-recorded instructions and a choice of a video-recorded mini slideshow to explain the project or a mini slideshow which the host may talk through. Community Conversation kits will be promoted through all lines of communication, encouraging community members to host their own conversations.

Social Media
Bi-Weekly social media posts and monthly email blasts will provide project updates and encourage participation. Posts will solicit feedback on questions and administering visual preference surveys.

Surveys
Online surveys will supplement in-person and virtual community engagement activities. The surveys will ask the same questions that are posed through other outreach activities. The first survey will ask general questions about what people love about Oregon City as well as what they would like to see in their community over the next 20 years. The second survey will solicit the community's opinions on balancing competing interests. Surveys will also be available in a hard copy format and may be distributed with a return envelope to communities of color or underrepresented people.

Community Satisfaction Survey
In August of 2020, the City will be completing a city-wide as part of an effort to identify satisfaction of City services. Results will help ensure that the City's priorities are aligned with the needs of our residents. The survey contains both a mailed statistically valid component which is mailed to 3,500

households as well as an online survey, widely advertised on social media as well as to community members and partners.

Passive Poster Activity
Four interactive posters will be designed to be placed in prominent public spaces (downtown, City Hall, library, grocery stores, coffee shops, churches) so people can participate in a passive activity to help develop the community vision. Posters will pose a key vision question and use dots or other markers to indicate preferences. This will help supplement activities that are restricted due to their in-person nature, such as tabling at Community Events and conducting in-person Community Conversations.

Photo Contest
The design and facilitation of photo contest will encourage residents to share and showcase the elements they love about their community and provide engaging content for social media. Materials collected through the photo contest may be used in a visual preference survey.

Youth Engagement
At least one activity will be designed to engage youth in the vision process, such as a drawing contest that ask participants to draw their dream city. One possible opportunity is the Summer Reading Program at the Oregon City Public Library.

Community Events
Tabling at community events such as the farmer's market, concerts at the park, grocery stores, First City Festival, National Night Out, etc. provide a unique opportunity to reach many people in one place. While COVID-19 will limit the extent to which these venues can have a role in the engagement strategy for the Community Vision, the project team will reassess the situation on a month-by-month basis. Materials for tabling will be designed to solicit community comments, create project awareness, drive people to the project website, and describe the opportunities to get involved. City staff and the PAT will be responsible for staffing community events. Some possible early locations include the Pioneer Center kiosk, Comm Development kiosk, and the Oregon City Public Library.

Mailed Notice
Postcard notices will be mailed to all property owners and renters within the urban growth boundary surrounding Oregon City. These mailers will provide information about the project and highlight opportunities to participate at three points in the process: at the beginning of the Community Vision process, at the beginning of the comprehensive planning process, and at the beginning of the hearings process. Additional targeted notices may be sent to apartment complexes, community centers and churches which cater to communities of color or underrepresented people.

## Communication Tools
In addition to the above activities, the following communication tools will provide information about events, activities and opportunities to be involved in developing the Community Vision.

Logo/Branding

A project "look" based on the selected OC2040 logo, including colors, fonts, headers and related graphic elements will appear on all project materials and provide continuity and visibility for the project, ensuring its identity is unique and compelling.

Key Messages
A series of statements, characterizing the project and communicating the information people need to know, are organized under the **Key Messages** section of this document. These key messages will be used throughout the Community Vision process and incorporated across all platforms.

Project Website
A project webpage will include a project overview and timeline, important contacts, schedule of opportunities for engagement, updates on project status, a library of documents and mechanism to submit general comments.

Social media
Social media platforms may include Facebook, Twitter, Instagram, etc. to increase project awareness and provide additional avenues for community input. Postings will coordinate with various City departmental accounts.

Mailed Notices
Postcard notices will provide target engagement to residents and property owners.

Media Releases and Project Promotion
Media releases will announce the project kickoff and advertise key opportunities for public participation. Additional project information will be posted through advertisements in the Trail News, utility bills, cable station, and other local publications.

Promotional Materials
Flyers or other printed materials will help advertise public engagement events and activities. This may include window signs or lawn signs.

Project Email List
E-mail addresses of people who express interest in the planning process will be maintained in a database and used when the City sends e-blasts to notify people about events and activities. Interested parties will have several opportunities to join the mailing list, such as on the project website and at public meetings and events.

Internal Tracking
The consultant will be responsible for maintaining a spreadsheet to track community comments and provide responses, as needed, via the project website. The tracking tool will be used to summarize the results of outreach activities and highlight vision themes in a concise and illustrative report. It will document frequent comments that lend themselves to developing policies and actions. The comments will be summarized in a report and grouped by themes in order to inform the development of the Community Vision.

## Roles and Responsibilities

| Activity | Consultant Lead | City Lead |
|---|---|---|
| PAT Meetings | Meeting materials<br>Facilitation | Communications<br>Logistics |
| CIC Meetings | Meeting materials | Communications<br>Logistics<br>Facilitation |
| Community Conversations | Community Conversations Kit<br>Train facilitators as needed | Identify community groups<br>Assignments to PAT and community advisory groups<br>Facilitation<br>Summaries |
| Community Events | Event materials | Secure place at events<br>Staff events |
| Passive Poster Activity | Interactive poster boards | Stage and monitor posters with community partners |
| Photo Contest | Description and instructional content | Implement and manage contest |
| Youth Engagement | Activity format<br>Materials | Staffing<br>Summaries |
| Online Engagement | Two surveys<br>Implement engagements<br>Summaries | Implement web updates |
| **Communication Tool** | | |
| Logo/Branding | Graphic look and design | Implement graphic look and design |
| Key Messages | Develop content | Distribute key messages |
| Project Website | Project web page content | Implement website |
| Social media | Bi-Weekly social media posts | Distribute via City platforms |
| Mailed Notices | Content for mailed notice | Distribute via City methods |
| Media Releases and Project Promotion | Six media releases<br>Support of additional advertisements | Distribute via City avenues<br>Develop and implement additional advertisements |
| Promotional materials | Flyers | Distribute via City methods |
| Project Email List | Monthly email blasts (MailChimp) | Create and maintain database |
| Internal Tracking | Internal tracking spreadsheet | Regular updates to spreadsheet |

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**Schedule**

| Activities | May | June | July | Aug | Sept | Oct |
|---|---|---|---|---|---|---|
| *Advisory Committee Meetings* | ● | ▲ | | | | ▲ |
| *Community Conversations* | | ▓ | ▓ | ▓ | | |
| *Community Events* | | | ▓ | ▓ | ▓ | |
| *Passive Poster Activity* | | ▓ | ▓ | ▓ | | |
| *Photo Contest* | ▓ | ▓ | | | | |
| *Youth Engagement* | | | | | ▓ | ▓ |
| *Online Engagement* | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ |
| **Communication Tools** | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ |

●   CIC Input Via Email
▲   PAT Meeting



**Tentative OC 2040 Project Timeline**

2020 — May, June, July, August, September, October, November, December
2021 — January, February, March, April, May, June, July, August, September, October, November, December

- Listen to the Community's Vision for the Next 20 Years
- Create a Community Vision
- Update the Comprehensive Plan Based on the Community Vision
- Planning & City Commission Review

Community Engagement Through Every Step of the Project

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