



Oregon

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September 22, 2016

TO: Land Conservation and Development Commission

FROM: Sadie Carney, Rural Policy Analyst and Communications Manager

SUBJECT: **Agenda Item 6, September 22, 2016, LCDC Meeting
Citizen Involvement Advisory Committee STAR Awards**

I. AGENDA ITEM SUMMARY

The commission's Citizen Involvement Advisory Committee (CIAC) first conceived of the STAR awards in 2009. This year, the award is being proposed for two recipients (for work done in 2015): the City of Prineville, for its excellence in performing outreach regarding local marijuana regulations; and to the Port of Portland, recognizing the work and achievements of the Port's Citizen Advisory Committee.

If you have questions about this report please contact, Sadie Carney at 503-934-0036 or at sadie.carney@state.or.us; or contact Casaria Taylor at 503-934-0065 or at casaria.taylor@state.or.us.

More information about the STAR awards, including the nomination form, is available on the Department of Land Conservation and Development (DLCD and/or department) website at: http://www.oregon.gov/LCD/STAR_award.shtml.

I. BACKGROUND

The STAR Award for Citizen Involvement is intended to recognize organizations or individuals for outstanding public involvement efforts in local land use planning, and for promoting and implementing the values set forth in Oregon's Statewide Planning Goal 1. The award is given by the Land Conservation and Development Commission (LCDC and/or commission). Recipients are chosen following a public process which seeks statewide nominations, and then the CIAC evaluates the nominations and formally recommends recipients to LCDC. This award is intended to encourage citizen involvement in Oregon's land use process and reward those who go to great lengths to reach out to and involve the public.

A subcommittee of the CIAC reviewed the applications. The full committee now provides recommendations to LCDC for a decision. Nominations have been evaluated with respect to public involvement efforts that:

- Provide early notice and input opportunities to people potentially affected by a decision;
- Use creative outreach techniques (of particular note will be those efforts that use limited resources well.);
- Provide clear, accessible communication to the public;
- Use public input to affect a decision;
- Encourage community participation and collaboration;
- Provide ideas or methods which will be transferable to others working on land use processes;
- Are completed by the end of 2015; and
- Evaluate and improve methods of public involvement as process evolves.

The department opened the nominating process for STAR awards on March 1, 2016. Nominations were required by April 29, 2016 (Attachment A).

II. STAR AWARD NOMINEES IN 2015

For 2015, two nominations were received:

1. Marijuana Land Use Code for City of Prineville
2. PDX Community Advisory Committee

A subcommittee of the CIAC reviewed the applications based on the information provided in the submitted nominations. In this consideration, CIAC members do not base their decision on matters outside the nomination form, such as personal knowledge, media coverage, or controversy (if any) regarding pending land use considerations by the responsible municipalities. The subcommittee reviewed submitted nominations to assure that each met the basic award requirement: “citizen involvement conducted in conjunction with land use related activities under Oregon’s land use system.” All nominees met that standard.

The nominations are also evaluated upon their respective descriptions of:

- Nominees’ work and public outreach challenges and opportunities encountered;
- Public engagement methods, evaluation of them, their implementation and results;
- How public engagement and input affected land use processes; and
- How public engagement activities support Goal 1 “To develop a Citizen Involvement program that ensures the opportunity for citizens to be involved in all phases of planning process.”

Briefly, as a summary of the nominations, the following is reported to the department and commission by the reviewers and the CIAC:

Marijuana Land Use Code for City of Prineville

This nomination describes the robust citizen involvement used to develop the medical and recreational marijuana land use codes for the City of Prineville. The sensitive subject matter was addressed in a way that allowed for shared public learning by both government officials and citizens, through a Marijuana Summit that involved three counties and seven cities in Central Oregon. This inclusive outreach effort was followed by a security-coded local survey to Prineville residents that collected community specific public feedback on marijuana regulation using a method that allowed for private, judgement-free evaluation of the options. The City was able to develop local marijuana land use code tailored to the needs and concerns of residents. The statistical input available as a result of the survey gave the City Council clear direction on development of the City Marijuana Land Use Code.

PDX Community Advisory Committee

This nomination seeks recognition for the Citizen Advisory Committee (CAC) established jointly by the Port of Portland, City of Portland, and City of Vancouver in 2011. The diverse 30-member committee is an outgrowth of the 2008-2011 PDX Airport Futures planning process, with a mission to support collaborative public dialogue on airport-related planning and development, provide early opportunities for the community to inform decision-making processes, and to raise public awareness about PDX and impacted communities. The CAC meets quarterly with a mission of representing regional interests, and creating a sustainable interconnection between environment, social responsibility and development within the airport district.

The CAC creates the opportunity for citizen concerns to be addressed in a consolidated environment, rather than various regional entities addressing these issues piecemeal. One of the most noteworthy accomplishments of the CAC is related to this outcome: building community trust through ongoing dialogue and creating a transparent land use process. CAC members are both ambassadors to and representatives for their respective communities. Members present community concerns in a forum that allows for projects to be modified in response to these concerns.

The CAC has evolved into an important investment for the Port. While their process is sometimes challenging and continues to evolve, the CAC ultimately allows the community to be an integral part of the land use planning process at PDX.

III. CIAC RECOMMENATIONS

The subcommittee and CIAC agreed that 2015 STAR Awards should be presented to both nominees.

Both efforts deserve the praise and recognition of the commission. Other cities and counties can learn from these examples and experiences, and adapt to appropriate local projects.

Both cities' efforts are to be applauded for their inclusiveness, building bridges to new communities, engaging people about sometimes arcane matters of land-use, innovation in adapting technology to land use and citizen participation and challenging the barriers to citizen-government engagement.

IV. CONCLUSION AND RECOMMENDATION

The department recommends that the Chair of LCDC award both nominees with a STAR Award for 2015.

V. ATTACHMENTS

- A. [STAR Award Announcement in 2015](#)
- B. STAR Award - Marijuana Land Use Code for City of Prineville
- C. STAR Award - PDX Community Advisory Committee

April 29, 2016

Part 1

Name of project being nominated:

Marijuana Land Use Code for City of Prineville

Part 2

Name of organization being nominated:

Prineville City Council and Prineville Planning Commission

NE Third Street

Prineville, Oregon 97754

Phone: (541) 447-8338

E-mail: pstenbeck@cityofprineville.com

Part 3

Nominator:

Phil Stenbeck, CFM Planning Director

City of Prineville

387 NE Third Street

Prineville, Oregon 97754

Phone: (541) 447-8338

E-mail: pstenbeck@cityofprineville.com

E-

1. Please describe the project in less than - 100 words.

Development of the Medical/Recreational Marijuana Land Use Codes for the City of Prineville.

2. Describe the citizen involvement outreach effort in 300 words or less.

Citizen Involvement outreach included three Marijuana Workshops, hosting a regional discussion on Marijuana with the three County's and 7 Cities in Central Oregon (Marijuana Summit), four Public hearings and a Survey which was sent out to every home in City Limits (4,000 +/-) which was security coded whereby over 550 households responded (95% statistical accuracy) giving the City Council clear direction on development of the City Marijuana Land Use Code.

3. Describe the positive results from Citizen Involvement in 500 words or less.

The positive results that flowed from this effort helped Prineville developed a Marijuana land Use Code tailored to Prineville Citizens. The Citizen Involvement discussion fully engaged citizen concerns and needs by all involved, both for and against Marijuana, helping Prineville citizens created a land use code whereby all are considered and which lead to development of a Marijuana Land Use Code which creates harmony in Prineville around such a controversial and sensitive subject. The well designed survey gave citizens access to participating in a public discussion about what many see as a taboo subject and the fear of publicly expressing their point of view for fear of retribution from opposing points of view.

4. Describe how public input and engagement in this effort affected the land use process and/or decision.

A) The Marijuana Summit gave Local Government Officials the opportunity to get up to speed on the language of the Marijuana Regulations;

B) The Marijuana Summit gave Local Government Officials the opportunity to share ideas on how to develop regulations.

C) The Marijuana Survey gave City Officials a solid statistical base of information on how Prineville citizens feel about Marijuana.

D) The Survey was security coded so persons from outside the Community could not influence the survey results.

E) Prineville Citizens had seven public hearing or workshop opportunities to publicly participate in development of Marijuana Land Use Code.

5. Describe why this is award winning citizen involvement in 500 words or less.

The City of Prineville developed an understanding of Marijuana by involving as many people as possible (Marijuana Summit). The City of Prineville then went on to survey every household in the City. The Survey results showed the information received an accuracy probability of 95% which means the survey results were very accurate. Every household in the City was given a written opportunity to participate in the discussion in a private manner (security coded survey) or any of the seven public hearings and workshops held at City Hall.

Date April 28, 2016

Part 1

Name of project being nominated:

PDX Community Advisory Commitee

Part 2

Name of individual or organization being nominated

Port of Portland

Address 7200 NE Airport Way

City Portland State OR Zip 97218

Phone number 503-415-6056 E-mail Christine.White@portofportland.com

Part 3

Name the nominator Sam Roberts

Address 1532 NE 21st Avenue, #506

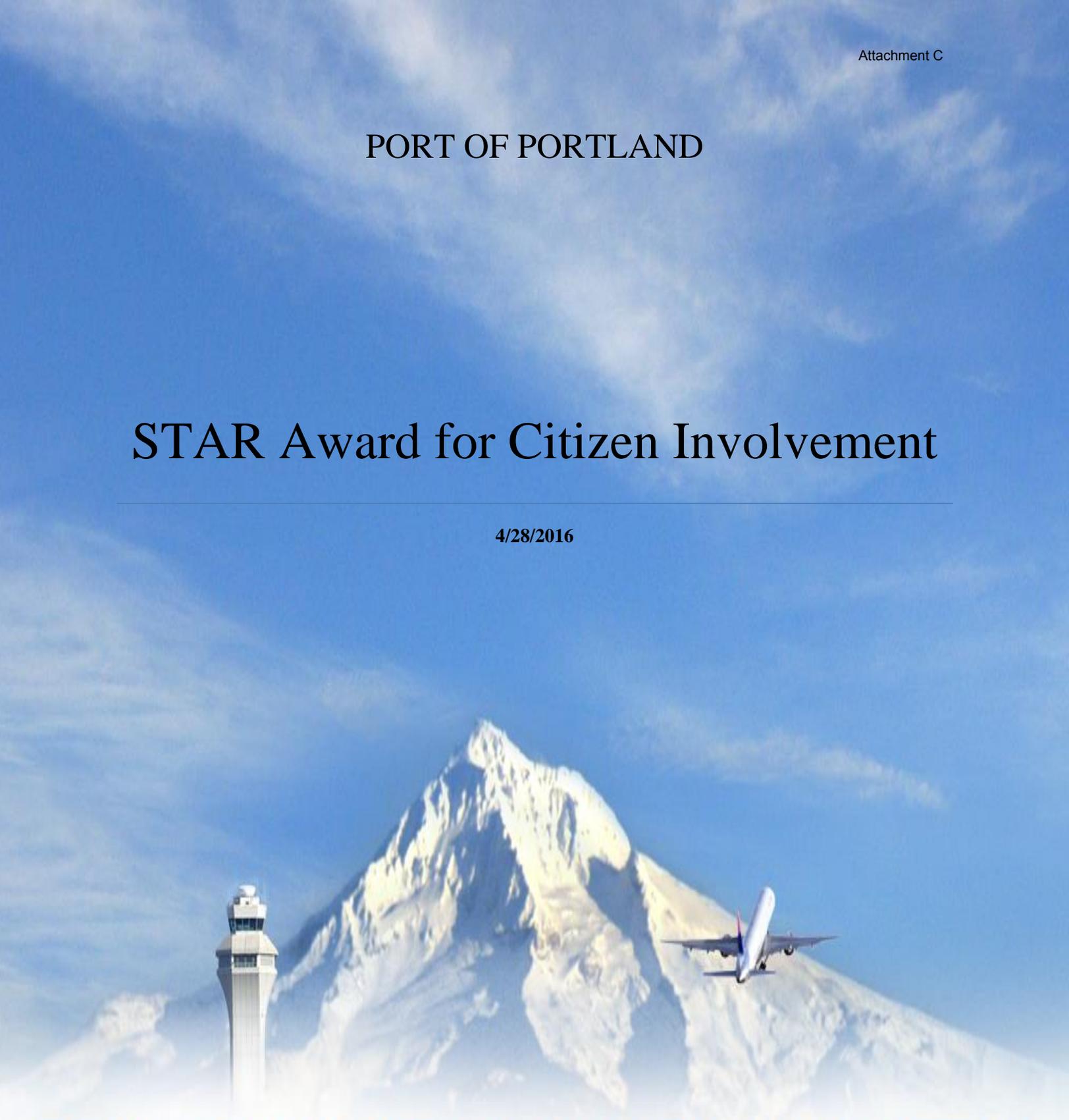
City Portland State OR Zip 97232

Phone number 503-415-6150 E-mail Samuel.Roberts@portofportland.com

PORT OF PORTLAND

STAR Award for Citizen Involvement

4/28/2016



PDX COMMUNITY ADVISORY COMMITTEE

CHARTING A COURSE FOR PDX

Please describe the project:

PDX Community Advisory Committee (CAC) was established by the Port of Portland, City of Portland, and City of Vancouver in 2011. This 30-member committee is an outgrowth of the 2008-2011 PDX Airport Futures planning process. Their mission is to support collaborative public dialogue on airport-related planning and development, provide early opportunities for the community to inform decision-making processes, and to raise public awareness about PDX and impacted communities. The CAC meets quarterly and works towards assuring that PDX and the Airport Plan District become the most sustainable worldwide in recognition of the interconnection between environment, social responsibility, and development.

Describe the citizen involvement outreach effort:

The CAC provides citizens with an opportunity for early notice of and input on airport development plans, financial support of natural resource enhancements around PDX, and ongoing dialogue between citizens and airport leadership. The management of the CAC provides an opportunity for continuous evaluation for self-improvement by the Port and a continued partnership between the Port, the cities of Vancouver and Portland, and the surrounding communities. CAC sponsors – the Port and cities of Portland and Vancouver – hold two Coordinating Committee meetings between the quarterly CAC meetings. The committee facilitator and chair and vice chair of the committee meet to create the agenda and dry run the presentations with staff before they reach the CAC. This allows for formative citizen input into topics addressed and the interactive nature of the presentation. The planning advisory group that worked on Airport Futures also designed the CAC, including choosing the different interests to include on the committee and public notice provisions. The 30 member committee represents an array of diverse, regional interests. The Chair/Vice Chair of the CAC are chosen by CAC members. CAC meetings are open to all and the agenda and materials are included on the Port website and promoted with email notification for each upcoming meeting. Each CAC meeting is evaluated by committee members,



PDX CAC meets quarterly to discuss planning and development, sustainability, and other issues involving Portland International Airport.

and those evaluations are included in the meeting notes. CAC members also act as representatives and convey information to their appointing organizations and the larger community. The Port hosts tours of airport facilities so that committee members can see operations and project. The final notes are used to create the “CAC Annual Report”, which covers meeting topics from the past year, actions taken, accomplishments, and areas for improvement. The annual reports are distributed to CAC members to share with constituents and appear on the CAC website.

Describe the positive results from Citizen Involvement:

Before the CAC existed, citizens concerned about development on and around PDX would express their concerns to various entities around the region. The CAC provides an opportunity for concerned citizens to ask questions and receive answers in one consolidated environment. This benefits all involved, as CAC members and Port leadership can learn from each other and make enlightened, responsible decisions. This exchange of concerns and ideas has ultimately led to the largest achievement of the CAC: gaining community trust through an ongoing dialogue and transparent land use process. The CAC members, representing various interests, are able to gain a greater understanding of the multiple business factors and rigorous regulatory environment that frame the work of Portland International Airport. CAC members also become ambassadors for the Port in their communities and carry public concerns and questions back to the CAC. CAC members have created subcommittees, such as the Social Equity Opportunities ad hoc committee and a natural resources ad hoc committee, which hold additional staff-supported meetings outside of the regular CAC meetings. Also, members have assisted in public outreach efforts for specific Port planning processes, such as the Port Stormwater Master Plan.

Work with the CAC has led to many other positive results. The committee helps identify community issues, which are used to modify projects. Their input helps the Port refine communication and public outreach messages and methods. Suggestions from the CAC about enhancing public involvement has led to various actions by the Port, such as making the Port's website more user-friendly and encouraging meetings that are more interactive and assuring that member's comments receive feedback from Port staff. Public comment from CAC meetings has led to action. For example, a representative from the Breastfeeding Coalition of Oregon requested that Port staff better support breastfeeding mothers and children. This led to lactation rooms being added to a current terminal redevelopment project. One of the main accomplishments from the CAC revolves around equity issues. Stemming from the Social Equity Opportunities ad hoc committee, the Port has created a fulltime social equity manager position. The CAC has also given advice on the PDX Workforce Initiative. The Initiative creates guidelines for airport employers, encouraging them to provide a PDX work environment that provides excellence in benefits, safety, job pathways, whistleblower protection, and retention/recruitment opportunities that benefit employees and employers.

While the CAC has had many successes in its four-year existence, there have been some challenges along the way. From the Port's perspective, the main challenge has been when to bring a proposed project to the CAC for review. Occasionally, developers will bring ideas to the Port, the Port will discuss the project with the CAC, but the project does not end up being implemented. Other minor challenges include different levels of knowledge and interest by the various committee members, keeping members focused on a subject matter, and keeping meetings interesting for all. The Port continues to work on addressing all of these challenges moving forward. Ongoing evaluation by committee members helps guide continuous improvement.



PDX CAC recommendations were an integral part of the Elrod Slough Enhancement and Tree Canopy project. Pictured here: volunteers from Friends of Trees planting trees along the Elrod Slough.

Describe how public input and engagement in this effort affected the land use process and/or decision:

While the CAC has contributed to many issues at PDX, there are three specific land use processes/decisions where the committee has had a significant effect. The first pertains to how the Port addresses terminal design and development in regards to aging populations. Currently, the Port is working on redesigning various aspects of the airport's terminal. Also, the City of Portland is currently in the process of making Portland one of the leaders in age-friendly design in the country. The Port had not been prioritizing age-friendly terminal design in its planning efforts and members of the CAC brought the work from the City to the Port. Now, the Port has incorporated these elements into its design for terminal redevelopment. Some of these age-friendly designs that were suggested by the CAC and are being incorporated by the Port are: increasing resting areas along the concourses, considering visibility issues of current signage, installing additional railings in bathrooms, considering how older populations use technology, and addressing accessibility issues.

A proposal that is currently being developed that the CAC had an effect on is the relocation/expansion of Atlantic Aviation, a general aviation company that operates at PDX. The CAC was initially concerned that the proposed development's location would be moved closer to the southern neighborhoods and would result in noise impacts from expansion. On the suggestion of further analysis by the committee, the Port analyzed the current and proposed site and found that, in actuality, the new site was further away from the neighborhoods than the previous location. The CAC really made their mark on this project with the design of the new facility and the provisions in the lease for future tenants. The CAC and another advisory committee at PDX, the Citizen Noise Advisory Committee, worked together to make recommendations to the developer's design of the facility to help curtail noise impacts. These recommendations were forwarded to the developer and were incorporated into the design of the proposal. One such recommendation was the reorientation of uses on site to decrease noise to surrounding residential neighborhoods.

Another development project that has not broken ground yet that the CAC contributed to is the future PDX Travel Center, a convenient one-stop shop location along NE 82nd Avenue (directly southeast of the airport) that is envisioned to provide fuel pumps, a convenience market, fast food restaurants, and a new cell phone waiting area. In the initial proposal, the development only included the fuel pumps, mainly intended for rental car users to refuel before returning their vehicles to the airport. The CAC envisioned these other developments to occur on the parcel as well, establishing somewhat of a destination that could meet all travelers' needs before reaching the airport. These uses are now all incorporated in the future Travel Center. Not only did the CAC establish these additional uses on the parcel, they also addressed negative impacts from the development and remedies that are now recommended to be incorporated in the leases of the future tenants and the design of the parcel. This includes installing sidewalks along NE 82nd Avenue and incorporating environmentally-friendly design and construction standards.

Describe why this is award winning citizen involvement:

PDX CAC is an exemplary model of citizen involvement and deserves to win the STAR award because it embodies what Goal 1 of Oregon's Statewide Planning Goals represents. Strong efforts at public involvement can be seen in time-limited planning processes, which include consultant help and a final deliverable. It is rarer to see solid institutional commitment to a robust implementation of citizen-

designed public involvement as an ongoing embedded part of doing business. The CAC is involved in all phases of applicable PDX planning processes, from notice to implementation, and, as mentioned in the previous section, their input is highly valued by the Port and has led to positive alterations of the land use and development process. The committee and its meetings provide for continuous citizen participation and produce information that empowers citizens to identify, comprehend, and contribute to the issues surrounding PDX. The CAC is a diverse body representing various interests and geographic areas. As members of the CAC come from different professional backgrounds, the Port strives to provide technical information in a simplified, digestible manner. This includes the presentations at meetings, the material given to committee members, and information provided during the facility site tours. Various Port staff involved with the CAC are also professionally trained planners and communicators and recognize that these complex issues, such as stormwater management or airport planning, deserve to be broken down to an understandable level to facilitate participation from all members. As the CAC is dealing with these complex issues, an effective method of two-way communication has been established in meetings between Port staff and CAC members and the general public. Various Port staff, including leadership, from different departments attend these meetings and help answer questions and provide assistance to members of the committee and the public. This creates a quick feedback mechanism for citizens. Community feedback is also included in the meeting notes, which are included on the CAC website. As participation from the public is essential to a successful citizen involvement program, CAC meetings are promoted to the public by CAC members, who report back to their constituents, as well as the CAC website (<https://www2.portofportland.com/Inside/CommunityAdvisoryCommittee>), which includes past meeting materials, Port contacts, and future meetings and their agendas. Finally, the Port prides itself on the success of the CAC. It has committed significant staff time and financial resources to the continued success of the committee. Many Port staff members are involved in some way with the CAC. Whether they are preparing the meetings, organizing the logistics, creating and rehearsing presentations for the meetings through dry runs, or writing the annual reports, the CAC has become a significant endeavor by the Port. Because of these efforts, the community has become an integral part of the land use planning process at PDX.



*The 2015 PDX
CAC cohort.*

Two references who participated in the citizen engagement process:

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PDX Community Advisory Committee contact:

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Names of individuals to receive the award:

Christine White and/or Sean Loughran