



# Oregon

Theodore R. Kulongoski, Governor

Department of Land Conservation and Development

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January 7, 2010

TO: Land Conservation and Development Commission

FROM: Ann Glaze, CIAC Chair  
Cliff Voliva, Communications Officer, DLCDC

SUBJECT: **Agenda Item 5, January 20-22, 2010 LCDC Meeting**

## **CITIZEN INVOLVEMENT ADVISORY COMMITTEE (CIAC) UPDATE & RECOMMENDATION TO FILL VACANCY**

### **I. AGENDA ITEM SUMMARY**

This agenda item has two parts:

1. A CIAC oral report to LCDC on its recent work; and
2. CIAC is asking LCDC to fill its At-large vacancy.

#### **A. Type of Action and Commission Role**

1. No action needed. CIAC will give an oral update on its recent work, including its December 17, 2009 meeting.
2. LCDC will select between two finalists to fill the CIAC's At-large vacancy. The position was held by Ian Maitland (Harbor) since 2004. The two applications are identified in *Attachment A*.

#### **B. Staff Contact Information**

For more information about this agenda item, please contact Cliff Voliva, Communications Officer, at 503-373-0050 ext. 268, or by e-mail at: [cliff.voliva@state.or.us](mailto:cliff.voliva@state.or.us).

### **II. BACKGROUND**

Maitland resigned from his position after the August 20, 2009 CIAC meeting.

On October 30, 2009, DLCDC broadly advertised the CIAC vacancy. The due date for applications was November 30, 2009.

DLCD received applications from two people:

1. Debra Martzahn of Lincoln City; and
2. Ben DuPree of Portland.

Because there were only two applicants, Voliva and Glaze determined that they would be the finalists to be interviewed.

Voliva set up two December 11 conference calls between each candidate and an interview panel consisting of Pat Zimmerman, Don Greene and DLCD Director Richard Whitman.

At the CIAC meeting on Thursday, December 17, 2009, the committee discussed the two applicants. CIAC came to a unanimous decision to recommend Ms. Martzahn.

### **III. RECOMMENDATION**

CIAC recommends LCDC fill the At-large vacancy with Ms. Martzahn.

#### **ATTACHMENT:**

- A. Applications for At-large candidates Debra Martzahn and Ben DuPree

1148 SW 9<sup>th</sup> Street  
Lincoln City, Oregon 97367

Cell Phone: 541-364-1033; Office Phone: 541-996-1228  
Email: dmartzahn@lincolncity.org

# Debra J. Martzahn, AICP

## Specialty

Planning for small cities

## Planning Experience

August 2009 – present      Senior Planner, Lincoln City, Oregon

- Staff the Planning Commission and report to City Council
- Serve as floodplain manager
- Write amendments to ordinances
- Review subdivisions, site plans, rezoning, variance and conditional use requests

2005-August 2009      City Planner, City of Moorhead, Minnesota

- Staffed the Planning Commission and Oakport Joint Powers Board, report to City Council, serve as liaison to COG, other boards and committees
- Conducted downtown, neighborhood, growth area, and comprehensive planning studies and partner on Active Living by Design contract
- Reviewed subdivisions, site plans, rezoning, variance and conditional use requests
- Wrote amendments to ordinances
- Enforced zoning regulations

2001-2004      Planning Consultant for City of Grinnell, Iowa

Updated the comprehensive plan. See website for 2004 Comprehensive Plan: <http://www.grinnelliowa.gov/files/PDF/CompPlan2004.pdf>

1989-1997      Planner, City of Grinnell, Iowa

- Prepared 1991 Comprehensive Plan.
- Wrote three successful applications for annexations.
- Applied for and administered grants.
- Provided staff support to the Planning and Zoning Commission and Park Board.
- Wrote revisions to the subdivision ordinance and zoning code, wrote city's landscape regulations.

1977-1979      Assistant Planner, City of Iowa City, Iowa

- As part of a team, prepared the city's comprehensive plan.
- Wrote grant applications.
- Reviewed subdivision proposals.

## Education

1971-1977 University of Iowa, Iowa City, Iowa

- M.A. Geography; B.A. Psychology with social studies teaching certificate

Skills: Excellent speaking and writing skills, photography, experience with webpage design, ArcGIS and Microsoft Office computer programs, mediation

## Leadership

Past chairperson of Grinnell Planning and Zoning Commission-2 years, Grinnell Trees Forever-3 years, Grinnell Visioning Committee-3 years, the Grinnell League of Women Voters-2 years, and past member of the Grinnell Historic Preservation Commission.

## Professional Memberships

Member of the American Institute of Certified Planners and the American Planning Association.

## Other Work Experience

1994-2005 Library Assistant, Grinnell College, Grinnell, Iowa

- Managed the government documents and maps collections
- Supervised college student employees.
- Provided GIS support and maintained web pages

1980-1988 Business Manager, Camp Whitcomb, Hartland, Wisconsin

- Supervised office operations and dining services for the Milwaukee Boys and Girls Club Camp Whitcomb.

1979-1980 Health Planner, IHSA, Iowa City, Iowa

- Reviewed development proposals and assisted with hospital planning for the Iowa Health Systems Agency.

1979-1980 Consultant, SE Iowa EMS Iowa City, Iowa

- Assisted in preparation of successful grant proposal for EMS equipment.

## References

- Richard Townsend, Director of Planning and Community Development, P.O. Box 50, Lincoln City, Oregon 97367; 541-996-1227; [rtown@lincolncity.org](mailto:rtown@lincolncity.org)
- Kevin Engel, Science Librarian, Grinnell College Libraries, 1111 6<sup>th</sup> Avenue, Grinnell, Iowa 50112; 641-269-4234; [engelk@grinnell.edu](mailto:engelk@grinnell.edu)
- Mayor Gordon Canfield, City of Grinnell, 927 4<sup>th</sup> Avenue, Grinnell, Iowa 50112; 641-236-2605, [mayor@grinnelliowa.gov](mailto:mayor@grinnelliowa.gov)



November 17, 2009

Oregon Department of Land Conservation and Development  
Attn: Cliff Voliva, Communications Officer  
635 Capitol St. NE, Suite 150  
Salem, OR 97301-2540

Dear Mr. Voliva,

The League of Women Voters of Oregon supports the nomination of Debra Martzahn for the open position on the Citizen Involvement Advisory Committee. We feel that her extensive experience in land use planning and her background as a community leader make her an excellent candidate.

Citizen involvement is a very important issue for the League, and we are delighted that Debra, a member of the League of Women Voters of Lincoln County, is willing to volunteer her time and energy to serve on the CIAC. Her skills as a planner will undoubtedly be an asset to the committee, but we are confident that her League experience will provide an additional asset - a commitment to educating the public on land use issues and encouraging participation in the decision-making process.

Thank you for this opportunity to offer our support for Debra Martzahn's nomination. We commend the CIAC for its continuing emphasis on providing citizen access to the land use process.

Sincerely,



Marge Easley  
LWVOR President

**PUBLIC HEALTH**

Public Health Clinic Services	Suite 105	299-7777
Water Testing Lab	Suite 105	299-7777
Women, Infants and Children (WIC)	Suite 105	299-7777
Clay County Detox	Suite 203	299-5171
Adult and Family Health	Suite 303	299-5220
Environmental Health	Suite 303	299-5220

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November 20, 2009

Oregon Department of Land Conservation and Development  
Attn: Communications Officer  
635 Capitol St. NE, Suite 150  
Salem, OR 97301  
[cliff.voliva@state.or.us](mailto:cliff.voliva@state.or.us)

To Whom It May Concern:

This is a reference letter for Debra Martzahn, who is applying to serve on the Citizen Involvement Advisory Committee. We worked with Debra in her capacity as city planner for Moorhead, Minnesota for over a year on a contract with Blue Cross/Blue Shield to promote active living in our city. As part of the program, she benefited from a session with Blue Cross's public relations consultant, who presented tips on how to reach and involve the public. We conducted the active living program in conjunction with an update to the city's comprehensive plan, for which Debra was the key local staff person.

Debra was an energetic organizer and promoter of six neighborhood and college meetings. At the meetings, our carefully crafted questions stimulated discussion, and participants used electronic clickers to register their answers. Her efforts contributed to making meetings accessible, and encouraged everyone to attend and participate. Debra worked on a media campaign to advertise the meetings, addressing the public in a radio interview, editing press releases, preparing ads and arranging short promotional videos for the public access channel.

Debra helped create a survey that followed up on input from the neighborhood meetings. The surveys were mailed to a scientific sampling of the population, so that results could be generalized to the entire population. Debra worked with us to organize a community-wide meeting, at which the survey results were presented. At the same meeting, attendees used the electronic clickers to respond to a visual preference exercise, featuring land use slides that we had assembled into a PowerPoint presentation.

Our work with Debra has demonstrated to us her commitment to incorporating citizen participation into the planning process. Her enthusiasm for engaging the public will be an asset to your committee. We strongly encourage you to accept Debra as a member of your committee.

Please do not hesitate to call us with questions at 218-299-5220.

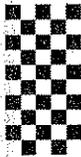
Sincerely,



Keely Hyland  
"Active In Moorhead" Project Manager



Gina Nolte  
Director of Health Promotion



Oregon Department of Land Conservation and Development  
Attn: Communications Officer  
635 Capitol St. NE, Suite 150  
Salem, OR 97301  
November 19, 2009

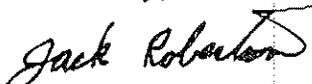
Dear Sir or Madam:

I am writing to support Debra Martzahn's nomination to serve on your Citizen Involvement Advisory Committee. I worked with Debra when I served on Grinnell's Park Board and as a volunteer with our local chapter of Trees Forever. Both activities profited greatly from her grant-writing skills, which resulted in a steady flow of funds for planting and maintaining our urban treescape. Of course, these projects required the recruitment and management of volunteers, and Debra was the person who got this done. She coordinated the activity of scout troops, adults with pickups and shovels, nurserymen, and volunteers like myself.

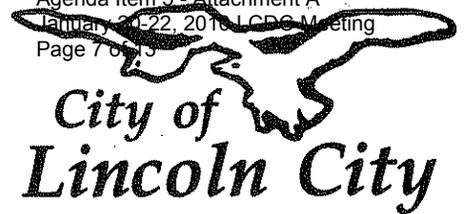
One particularly complex project involved the Iowa's Living Roadways program. It began with a community visioning process that encouraged volunteers and city employees to think strategically about landscape improvements along Grinnell's transportation corridors. The result was a major grant to beautify the main approach to the city with plantings of native trees and shrubs. Debra steered this project to its successful conclusion.

Debra's achievements were considerable during her tenure in Grinnell, but I've focused here on those activities which involved working with volunteers. She is a motivator whose unflagging enthusiasm and vision left Grinnell better than she found it. She has my highest recommendation.

Sincerely,



Jack Robertson



Department of

**PLANNING & COMMUNITY DEVELOPMENT**

November 30, 2009

Oregon Department of Land Conservation and Development  
Attn: Cliff Voliva, Communications Officer  
635 Capitol St. NE, Suite 150  
Salem, OR 97301-2540

Dear Mr. Voliva:

I am pleased to provide a reference for Debra Martzahn. I hired Debra as the senior planner for Lincoln City after two searches that included review of nearly 300 applications. Her resume attracted my attention in part because of the breadth of her experience. Her professional work has required considerable public communication and outreach, as expected of any good planner. Her other work has involved significant interaction with populations ranging from low-income, inner-city children (at Milwaukee Boys and Girls Club Camp Whitcomb) to the educational elite (at Grinnell College). Her leadership in volunteer activities has shown a commitment to public service and community betterment. After three months here, Debra already has connected in positive ways with disparate groups within Lincoln City.

The City of Lincoln City would be happy to have Debra serve on the Citizen Involvement Advisory Committee and I expect it would benefit our local efforts at engaging the public. She is a good communicator and, as a planning practitioner, could help the CIAC to create effective citizen involvement strategies, especially regarding land use and community development issues.

Sincerely,

Richard Townsend, Director  
Planning and Community Development Department

## APPLICATION QUESTIONS:

1. **Please explain why you are interested in this position.** I am interested in a position on the CIAC for both professional and personal reasons. As a new planner in Oregon, I need to learn about the state's system for citizen involvement and the city's obligation for providing notice. Luckily, experienced persons in my office are very familiar with the rules, and have a sincere interest in sharing information and receiving input on planning matters. I am learning from them, but also would like the broader perspective that serving on the CIAC offers. Personally, I have been an active member and local president of the League of Women Voters in Iowa. Here my participation is limited due to schedule conflicts. I hope this is an opportunity for me to represent the League and provide a service on its behalf. In the past, I have hosted international students, journalists, and entrepreneurs in my home, and have traveled to many parts of the United States and abroad. These experiences have broadened my perspective and engaged my empathy for persons from other cultures and backgrounds. I would like to contribute to the expansion and/or refinement of what appears to be a well-developed citizen involvement program that is designed to reach all Oregonians.
2. **Please explain any involvement you have had with community planning or citizen involvement committees.** Since getting my masters degree and starting my professional career over 30 years ago, I have held a number of community planning positions and volunteer roles that involved working with citizen committees. Following are some of the highlights:
  - i) *Iowa City, Iowa.* In my first job as assistant planner for the city of Iowa City, I worked as part of a team to prepare a comprehensive plan. The effort involved a series of neighborhood meetings, as well as work with the comprehensive plan committee and the planning commission. For a year, I worked for the Iowa Health Systems Agency, whose mission was to help control health care costs through parsimonious allocation of resources. I staffed a committee that reviewed proposals for new facilities and equipment in the region, and also worked with a specific hospital's committee to define its role in the community and region.
  - ii) *Grinnell, Iowa.* In lived and worked in Grinnell, Iowa for 16 years, in which time I held many volunteer and professional positions related to planning and citizen involvement. As the city planner, I staffed the planning commission, the park board, the city council's planning committee, and a visioning committee. Later, as a consultant hired to update the earlier comprehensive plan, I actively encouraged citizen participation in committee meetings organized to discuss particular topics. When not employed as the city's planner or consultant, I served as chair of the planning commission and a member of the visioning committee. During my tenure in Grinnell, I was a member of the local League of Women Voters and served as president for two years and as a board member. My favorite initiatives were televising city council meetings and setting up a website for our chapter. I was a long-time member and chair of Trees Forever, a group dedicated to tree planting and care for purposes of energy conservation and community livability. I also

served on the historic preservation commission. I trained and served as a volunteer mediator for small claims court, acquiring skill in facilitating meetings so that all parties are heard.

- iii) *Moorhead, Minnesota.* As the city planner in Moorhead, Minnesota, I staffed the planning commission, reported to the city council, and held meetings for the public to discuss controversial issues. In my last year there, I partnered with staff from the county public health department and the metropolitan council of governments to combine a comprehensive plan update with a program to promote active living in the community. We acquired input on land use from stakeholder groups and property owners. Neighborhood meetings, including two specifically for college students, solicited input both for the comprehensive plan and active living program. In addition to the meetings, outreach included a media campaign, involving press releases, letters to the editor, local access TV ads, fliers, posters and a radio talk show.
3. **Please explain any experience you have had with local land use planning actions or issues.** As a planner, I have prepared comprehensive plans, zoning map and ordinance amendments; reviewed of requests for conditional use permits, variances, zoning changes, site plan and subdivision review; encouraged public input and facilitated meetings; and assisted with urban design. My experience as a planning commissioner has given me an appreciation for the challenges facing decision-makers.
4. **Please explain any experience you have had in writing, editing or producing educational materials.** I spend much of my professional life writing, editing and producing visual aids (e.g., PowerPoint presentations) to communicate with citizens about planning issues. I really enjoy working with images and words to convey important and sometimes difficult concepts. I earned a teaching certificate in the Iowa, which involved producing lesson plans, which I presented in class or as a student teacher.
5. **Please explain any involvement you have had with state, regional or local advisory boards.** I have not served on state and regional advisory boards in Oregon or in other states. I have met with state staff in Oregon and attended several conferences in the past three months that have exposed me to their work.

## **Ben L. DuPree**

1300 NE 68th #16, Portland, OR 97213  
Phone: 503.309.1276; bdupree@gmail.com

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### **EDUCATION**

2002-2006 BA in English, Reed College, Portland, Oregon

### **TECHNICAL SKILLS**

Web 2.0 (Twitter, Facebook, Youtube); Essential Adobe, Quark, Corel, Windows Movie Maker; Microsoft Office software; and basic HTML/web/graphic design skills.

### **RELEVANT EXPERIENCE**

*November 2009-Present: Communications Director, Wyden for Senate*

- Manage campaign communications for U.S. Senator, including extensive online communications organizing and management of campaign website.
- Staff campaign office for constituent response.

*January 2008-Present: Co-Chair, Metro Committee for Citizen Involvement*

- Consulted on and provided oversight for the Portland-area Metro Regional Government's public involvement efforts across multiple region-wide projects, including on Metro Urban/Rural Reserves and various Portland/Metro transit projects.
- Drafted committee publication materials.
- Worked to raise awareness of Metro, its responsibilities, and how the public can be involved.

*July 2009-September 2009: Communications Director, Oregonians for Clem*

- Led communications for exploratory gubernatorial effort of State Representative Brian Clem (D-Salem), including all press releases and advisories, press relations, weekly campaign e-mails, new media (Twitter/Facebook) updates, and website maintenance.
- Managed "listening tour" in every part of the state, including winning media coverage in papers, television, radio, and websites; arranging candidate interviews with local radio and television; and scheduling a many and varied events.
- Dramatically increased profile of two-term State Legislator through coordinated communications effort.

*March 2009-July 2009: Communications Coordinator, Oregon Bureau of Labor & Industries*

- Devised communications strategies, directed implementation during 2009 legislative session.
- Increased Bureau and Labor Commissioner exposure by targeted outreach through traditional media relations, coordinated e-mail campaigns, and presentations to constituent groups.
- Assisted with planning and outreach for the creation of new Oregon Council on Civil Rights.

*July 2008-November 2008: Communications Associate, Jeff Merkley for Oregon*

- Part of communications team on victorious United States Senate campaign.
- Directed campaign e-mail communications, including authoring, strategy, messaging, and scheduling as part of an effort that raised more than \$1 million online and reached tens of thousands of individuals.
- Updated communications for the campaign website, authored campaign blog posts, and created original campaign web videos, resulting in thousands of website hits and increased traffic.
- Responded to constituent questions, participated in campaign research, and assisted with media relations and event planning.

*October 2007-May 2008: Volunteer Communications Associate, Sam Adams for Portland Mayor*

- Assisted with online and netroots communications; increased candidate presence on the internet and helped reach thousands of voters and spread the campaign message online.
- Staffed the candidate and represented the campaign at events.
- Planned and helped organize the campaign kickoff, attended by nearly 700 people.

*October 2007-June 2008: Property Supervisor, Windermere Pacific Northwest*

- Supervised the marketing, operations, and tenant relations for a business center in Portland's Hollywood District, nearly doubling the center's occupancy and increasing tenant retention.

*February 2007-September 2007: Junior Account Executive/P.R. Associate, Bedrock Strategies, Inc.*

- Consulted with two local long-term healthcare unions within the SEIU who represent more than 150,000 California healthcare workers.
- Helped devise media strategy, crafted press materials, planned media buys, and designed political and membership mailers to help manage our office's successful involvement in several ongoing campaigns.

*January 2007-September 2007: Elected Board Member and Outreach Director, West Los Angeles Neighborhood Council (WLANC)*

- Directed Council outreach and media relations, including community outreach, drafting press materials, and branding, increasing Council visibility in community through multiple successful events.
- Chaired the Council's Web/Outreach/Education committee; led efforts to increase outreach funding and Council visibility via public events.

*September 2006-November 2006: Volunteer Coordinator and Field Organizer, Ted Lieu for Assembly 2006*

- Ran the campaign's volunteer program, leading a team of nearly 100 volunteers while assisting with the supervision of phone banking, precinct walking, direct mail preparation, and get-out-the-vote operations.
- Helped the campaign to a 22 percent re-election victory.

*August 2004-May 2006: Public Relations Intern, Reed College Department of Public Affairs*

- Developed press releases, media advisories, and published features for alumni magazine.
- Helped maintain the college's online news center to streamline media relations.

*June 2005-August 2005: Staff Associate, Office of Portland City Commissioner Sam Adams*

- Drafted weekly press releases to publicize Commissioner's public events, leading to increased media coverage and turnout.
- Assisted in designing and implementing the business "Economic Dashboard" survey effort.
- Responded to and resolved constituent requests via letter and phone.
- Represented the office at bureau/committee meetings and staffed the Commissioner.

## **RELEVANT REFERENCES**

- Brian Clem, State Representative (D-Salem)  
Phone: 503.931.2536; e-mail: brian@brianclem.com
- Brad Avakian, Commissioner of the Oregon Bureau of Labor and Industries  
Phone: 503.970.9296; e-mail: brad.avakian@state.or.us
- Jon Isaacs, Executive Director, Oregon League of Conservation Voters  
Phone: 503.757.5721; e-mail: isaacsjon@gmail.com
- Erik Kancler, Executive Director, Central Oregon Land Watch  
Phone: 541.788.8460; e-mail: erik@centraloregonlandwatch.org

Responses to LCDC CIAC Application Questions

Ben DuPree  
503-309-1276  
bdupree@gmail.com

- *Please explain why you are interested in this position*

Oregon has a rich history of successful and innovative land-use planning initiatives and policy, from the local level to statewide. But it is through citizen involvement that our future policy decisions can continue to have the legitimacy and efficacy necessary to continue our state's rich tradition of leadership in land-use planning.

I am interested in joining the LCDC's Citizen Involvement Advisory Committee because I feel my background in citizen involvement, public relations, and Oregon politics and policy lends itself to this kind of work. Furthermore, my appreciation for our state's unique land-use planning system comes from having worked closely with the Portland Metro Regional Government's Committee on Citizen Involvement (see below) and with State Representative Brian Clem (D-Salem), Chair of the House's Agriculture and Natural Resources committee.

- *Please explain any involvement you have had with community planning or citizen involvement committees*

I presently serve as the Co-Chair of the Portland Metro Regional Government's Committee for Citizen Involvement (MCCI), a position I have held since March 2009. After first joining the MCCI in January 2008, I quickly went to work with my fellow members to help affect change on Metro's public involvement processes. In our role, we work closely with Metro to ensure their citizen involvement is as thorough as it can be. I strongly believe in what we do, as strong citizen involvement creates and aids strong policy decisions.

Aside from that, I have other experience in both community planning and other citizen involvement committees. While I worked for the Oregon Bureau of Labor and Industries during the 2009 legislative session, I helped Commissioner Brad Avakian create the new Oregon Council on Civil Rights, including working with potential members from all parts of the state and involving members of many different communities to help shape future policy decisions. Also, before I moved to Oregon for good in 2007, I was involved with my local neighborhood council in West Los Angeles, serving as its Outreach Director and on the land-use planning committee.

- *Please explain any experience you have had with local land use planning actions or issues.*

As previously noted, I have worked extensively in citizen involvement around Metro's land-use planning policy since January 2007. This includes the ongoing urban/rural reserves issues, regional transit planning for future light rail and streetcar lines, and many other projects. Moreover, from my time with Representative Clem, I also possess a strong knowledge of issues in and around the Metolius River near Bend, the Skyline Forest near Bend, and a few other local issues in various, other parts of Oregon.

- *Please explain any experience you have had in writing, editing or producing educational materials*

From my career in political communications and public relations, I have extensive experience in producing educational materials. With the MCCI, for example, I was involved in producing an educational pamphlet on the committee to be used for member recruitment and the education of the general public. And from my time working with now-Senator Merkley's 2008 campaign and the Oregon Bureau of Labor shortly thereafter, I have written and edited many other materials.

Away from politics, while a student at Reed College from 2002 through 2006, I served for one year as Editor-in-Chief of the student newspaper. With my fellow editors and writers, we routinely produced material under tight deadlines for our weekly paper.

- *Please explain any involvement you have had with state, regional or local advisory boards*

As noted above, in Oregon I have worked closely with the MCCI and with the newly-formed Oregon Council on Civil Rights.