



City of Bay City

PO Box 3309
Bay City, OR 97107
Phone (503) 377-2288
Fax (503) 377-4044
TDD 7-1-1
www.ci.bay-city.or.us

May 6, 2024

I am pleased to submit this application for a 2024 Achievement in Community Engagement Award for the City of Bay City, Oregon.

The project originally focused on transportation standards in the downtown area of Bay City, and was seen as a purely land use project.

As time went by, we expanded its scope to include everywhere within the city limits, and we also expanded the scope to cover several topics that had come up, primarily related to housing. At this point I'd like to express our gratitude towards Laura Buhl, our DLCD partner on this project, who worked with us and supported us as the scope of the project expanded.

Throughout the project, we used a collaborative approach to engage residents and visitors. This approach included:

- Rather than limiting the project to transportation-related updates for downtown, we included flexibility for housing projects throughout the city.
- We updated our code and introduced concepts such as “middle housing” and more flexible, streamlined permitting processes.
- We promoted staff and now have a full-time City Planner available to assist homeowners and potential homeowners in their developments.
- We rolled out a GIS system that enables not only staff, but members of the public to have access to information about water lines, sewer lines, manholes, meters, geohazard slope areas, wetlands, roads, and generally most of the information needed to weigh the costs of development.
- Our new planner implemented a pre-application process, enabling prospective developers to meet with key staff while they are in the preliminary phase of their project – so they can more flexibly consider various options early on.

As we were working on code updates, we saw efforts being made in upcoming legislation to enable more housing, and we capitalized on our work to integrate the upcoming changes into our code. (We are now reviewing what additional changes we need to make, based on SB 406.) We integrated this update with a wayfinding project, and rolled out new and improved signage throughout the downtown area, aiding visitors to more easily find areas of interest.

We took advantage of town hall meetings to inform residents of changes being discussed in a somewhat informal setting, well before decisions were made, as well as after decisions were written into code. We provided not only code, but also summaries of changes so that people

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could more easily understand the impacts to their specific neighborhoods. In the midst of this project we also implemented a cap on Short-Term Rentals, as well as distance requirements for them throughout the city.

Once the updates to our development ordinance were passed, we integrated all active ordinances into a unified code, which is available online and makes searching for information much easier.

Our city is in a much better position that it has even been in the past, and we are able to support our community's need and desire to address housing issues, while maintaining consistency with the way our town has developed over the past century.

We are proud of our achievements, which benefit the residents in our community, both those who live here and those who will come in the future. We will continue to use the skills we developed and honed during this project to improve on various projects in the future.

Sincerely,

David McCall
City Manager

#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, May 06, 2024 1:33:51 PM
Last Modified: Monday, May 06, 2024 2:54:31 PM
Time Spent: 01:20:40
IP Address: 107.190.209.90

Page 2: ACE Award Application

Q1

Name of Project:

Ordinance Update & Codification

Q2

Jurisdiction or Local Government:

City of Bay City, Oregon

Q3

Applicant name:

David McCall

Q4

Contact email:

dmccall@ci.bay-city.or.us

Q5

Contact phone number:

5033772288

Q6

Name of organization or agency:

City of Bay City

Q7

Optional: Upload a cover letter or memo describing your project. Please limit document length to less than one two-sided page.

DLCD%20cover%20letter.pdf (190.1KB)

Page 3: Project Team and Partners

Q8

City government

Who led the community engagement effort for this project?

Q9

Project start date: Generalizations acceptable: e.g. "Spring 2021" or "2019"

2018

Q10

Target project completion date:

4/9/2024

Q11

Respondent skipped this question

What organizations participated in the project team and/or as project partners? If a project team or partnership includes a community based organization as a fundamental project team participant, please include them here.

Q12

Respondent skipped this question

If community-based or community-serving organizations were involved in community engagement efforts, please identify the community or communities they represent in your response.

Q13

To what extent were Oregon's tribes or tribal voices engaged in this conversation?

As landowners in the City, the Confederated Tribes of the Grand Ronde were notified of the public hearings.

Q14

No

Was a compensation model used for participation? If so, briefly describe.

Q15	Yes, this project received grant funding from::
Was this project supported through grant funding?	DLCD

Page 4: Project Description

Q16

Please describe the area affected by this project.

The project originally focused on transportation standards in the downtown area of Bay City, but was expanded to include everywhere within the city limits. We used a collaborative approach to engage residents and visitors, and expanded the scope of this project as time went by. Rather than limiting the project to transportation-related updates for downtown, we included flexibility for housing projects throughout the city. We updated our code and introduced concepts such as “middle housing” and more flexible, streamlined permitting processes. We promoted staff and now have a full-time City Planner available to assist homeowners and potential homeowners in their developments. We rolled out a GIS system that enables not only staff, but members of the public to have access to information about water lines, sewer lines, manholes, meters, geohazard slope areas, wetlands, roads, and generally most of the information needed to weigh the costs of development. Our new planner implemented a pre-application process, enabling prospective developers to meet with key staff while they are in the preliminary phase of their project – so they can more flexibly consider various options early on. As we were working on code updates, we saw efforts being made in upcoming legislation to enable more housing, and we capitalized on our work to integrate the upcoming changes into our code. (We are now reviewing what additional changes we need to make, based on SB 406.) We integrated this update with a wayfinding project, and rolled out new and improved signage throughout the downtown area, aiding visitors to more easily find areas of interest. We took advantage of town hall meetings to inform residents of changes being discussed in a somewhat informal setting, well before decisions were made, as well as after decisions were written into code. We provided not only code, but also summaries of changes so that people could more easily understand the impacts to their specific neighborhoods. In the midst of this project we also implemented a cap on Short-Term Rentals, as well as distance requirements for them throughout the city. Once the updates to our development ordinance were passed, we integrated all active ordinances into a unified code, which is available online and makes searching for information much easier. (BayCity.municipalcodeonline.com)

Q17	100
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Where is your project in the planning cycle?

Q18

What is the desired outcome of this planning process? What will this land use planning effort accomplish?

The desired outcome of this process was an updated development code that was more user-friendly and flexible, with buy-in from across the spectrum of city residents and homeowners. During this process, we expanded the scope to include updates to citywide housing codes that we foresaw coming in legislation like SB406 (while it was still in draft form). We also refined methods to engage with various stakeholders, including those who may not have had a role in the process previously.

Page 5: Community Engagement

Q19

What are the community engagement objectives for this plan or project?

We strove to include as many perspectives and opinions as possible from the community, to build community support and buy-in for decisions made.

Q20

How did decision-makers use or consider this information in the decision-making process? (if applicable)

Members of both the Planning Commission and City Council were well aware of the housing crisis our community faces, and were committed to streamlining our process to better enable developments to occur which were in harmony with the image of our community. Our elected officials listened to comments and weighed the pros and cons of various possibilities. They approved hiring a full-time City Planner. They engaged with the community and found no opposition to a property tax exemption opportunity for affordable workforce housing – which they passed unanimously. Joint Planning and City Council workshops were held, along with multiple town hall-style meetings in which proposed options were presented and discussed. A survey was circulated widely within the community, encouraging not only residents, but also opinions from non-residents interested in our community.

Q21

What tools did you use for communication and community engagement? Refer to Putting the People in Planning for descriptions of the tools below.

Project website,
Email updates,
Newsletter or newsletter articles,
Advisory Committee or Group,
Traditional Open Houses,
Online Open Houses,
Other,
In person presentations,
Community Listening Session,
Stakeholder Interviews,
Social Media

Q22

If you answered "other" to the previous question, please describe what additional communication and community engagement tools were or are used.

Tillamook County Realtors Association

Q23

Please describe the commitment to Diversity, Equity and Inclusion and how it influenced or is influencing this work.

We have continually been developing our attempts to interact with all segments of our community, in various ways. We have not done anything exclusively geared towards DEI, but rather strive to ensure that everyone in our community enjoys equal access to the decision-making process to have a healthy environment in which to live, learn, and work, and receives the same degree of protection from environmental and health hazards. It is our goal to enable the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income, and respect to the development, implementation, and enforcement of laws, regulations, and policies.

Q24

What process did you use to identify priority populations/underserved communities affected by this work?

We spoke with landowners and renters, old and new residents, as well as people who did not move to our community. Elected officials and staff were involved in identifying diverse voices for the issues we were discussing.

Q25

What intentional efforts did you make to include priority populations/underserved communities?

We took a conscious effort to reach out to individuals we know are or may be affected by our work, including mass mailings, print and radio announcements, multiple stakeholder meetings, informal discussions at local events, and direct calls to people.

Page 7: Monitoring, Evaluation and Documenting Your Community Engagement Program

Q26

What assessments/evaluations have you conducted of the community engagement work to date?

- Tracking public meeting attendance,
- Project team debrief after events,
- Updating or changing plans based on evaluation,
- Multiple opportunities for communities, individuals, or organization to express concerns about engagement
- ,
- Synthesis of public comments and feedback

Q27

If the project is ongoing, describe assessments or evaluations planned as the project moves forward.

We completed this project in April 2024, but are using the methods we used to better engage with the community on various projects moving forward – not just land use, but other projects as well.

Page 8: Lessons Learned

Q28

What did you learn through the assessment and evaluation of the community engagement process?

The composition of our community has changed in recent years, with a new group of homeowners who recently moved to the community. We were able to interact with these new residents in different ways, including social media (Facebook), as well as traditional methods, including attending a pancake breakfast at the Art Center. The new residents often have a different interpretation of how we should move forward, and we must weigh the various preferences in all the decisions we make in the future.

Q29

Do any lessons learned have the potential to inform other, future phases, or new community engagement efforts? If so, please explain.

Thanks to the extensive engagement process we used, and the methods by which we explained the reasoning behind proposals, we found that we generally had widespread support for the changes we made. We have utilized this experience in other projects, which has resulted in much more positive support for proposals and projects.

Q30

How does the community engagement for this project align with overall community engagement efforts for this organization?

We have used methods from this project to improve our engagement methods and strategies with other projects. For example, in 2022 we designed a new city logo and wayfinding signs for our downtown area. We specifically reached out to individuals who had expressed interest in the code update process and involved them in the discussions. We have been utilizing this expanded engagement list for multiple projects, and have achieved much better engagement. We intend to continue to develop our outreach and explore different methods of bringing people together and involving them in decision-making.

COUNCIL CREEK

REGIONAL TRAIL



The Council Creek Regional Trail will be a multiuse pathway for people to bike, hike, roll and stroll between Hillsboro and downtown Forest Grove. This shared community vision grew from the Council Creek Regional Trail Master Plan (2015). Today, work is underway to make this vision a reality.

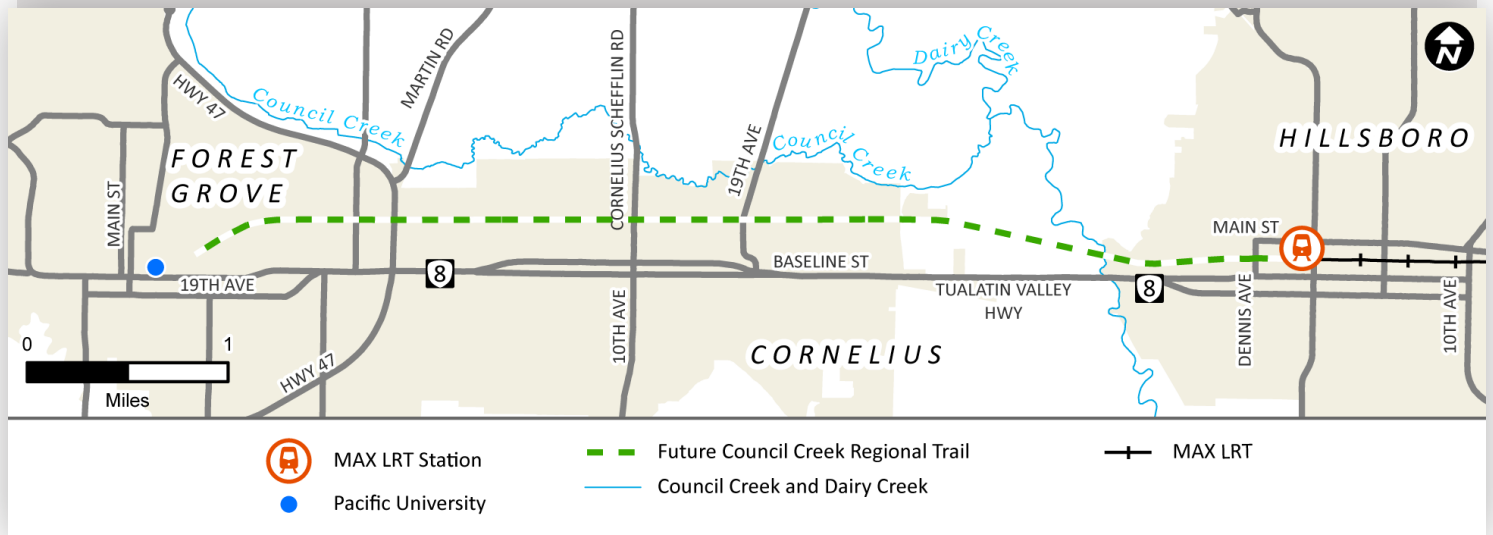
Neighboring communities are excited about the benefits of this new pathway, including:

- Car-free travel, reducing climate impact and lowering transportation costs for all
- An alternative to TV Highway ideal for people of all ages and abilities—for fun, fitness, getting to work, running errands or catching a bus or MAX
- A feature for business districts and neighborhoods along the trail

The Council Creek Corridor Working Group is guiding creation of the trail. This partnership of agencies and community groups focuses on:

- Preliminary engineering and design of the trail, currently underway
- Final design (starting in 2024) and construction
- Coordination with the Oregon Department of Transportation related to future use of the corridor
- Tracking and securing more local, regional, state and federal funding

**Follow development of the Council Creek Regional Trail
on our website at <https://bit.ly/CCRT2022>**



SENDERO REGIONAL DE COUNCIL CREEK



El sendero regional de Council Creek será una senda multiuso para que las personas anden en bicicleta, caminen, rueden y paseen entre Hillsboro y Forest Grove del centro. Esta visión compartida de la comunidad se desarrolló en el plan maestro del sendero regional de Council Creek (2015). Hoy, el trabajo está en marcha para convertir esta visión en una realidad.

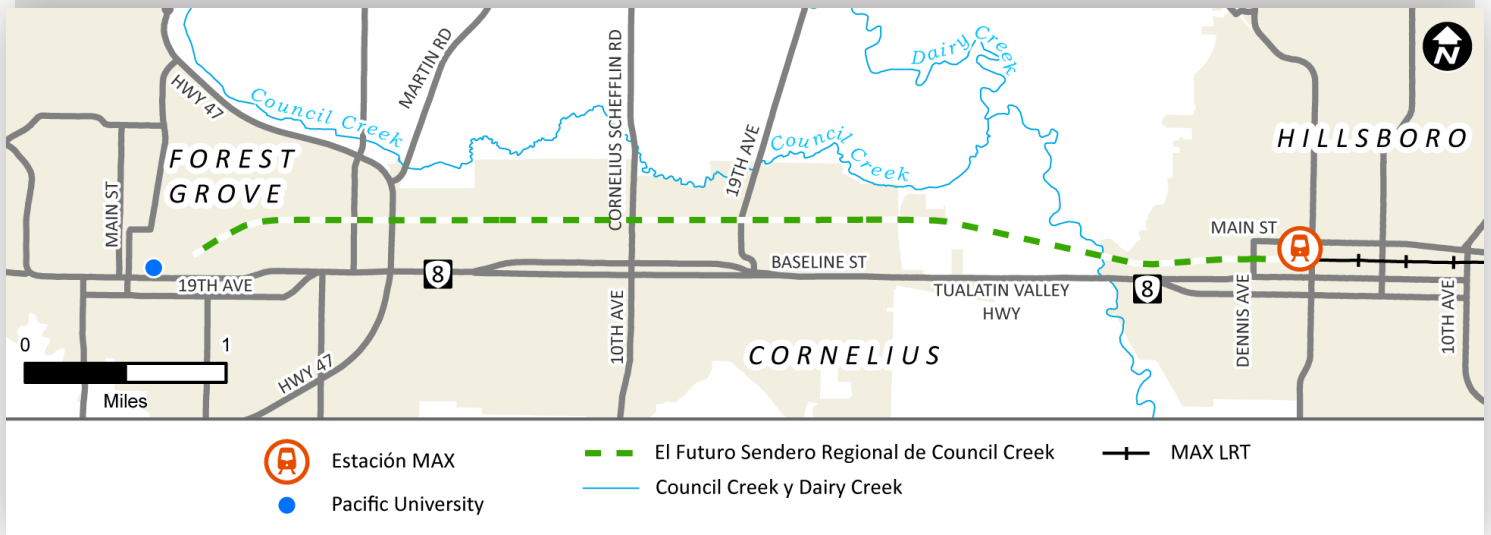
La comunidades vecinas están entusiasmadas con los beneficios de esta senda, que incluyen lo siguiente:

- Traslados sin automóvil, lo que reduce el impacto climático y baja los costos de transporte para todos
- Una alternativa a TV Highway, ideal para personas de todas las edades y capacidades: para divertirse, ejercitarse, llegar al trabajo, hacer mandados o tomar un autobús o MAX
- Un atractivo para los distritos comerciales y vecindarios a lo largo del sendero

El Grupo de trabajo del corredor de Council Creek está guiando la creación del sendero. Esta colaboración de agencias y grupos comunitarios se centra en:

- La ingeniería y el diseño preliminares del sendero que actualmente está en marcha
- El diseño final (a partir de 2024) y la construcción
- La coordinación con el Departamento de Transporte de Oregon en relación con el futuro uso del corredor
- La localización y confirmación de fondos locales, regionales, estatales y federales adicionales

**Siga el desarrollo del sendero regional de Council Creek en
nuestro sitio web en <https://bit.ly/CCRT2022ES>**



#2

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, May 17, 2024 2:42:37 PM
Last Modified: Friday, May 17, 2024 3:20:16 PM
Time Spent: 00:37:38
IP Address: 204.147.152.15

Page 2: ACE Award Application

Q1

Name of Project:

Council Creek Regional Trail

Q2

Jurisdiction or Local Government:

Washington County, Hillsboro, Cornelius, Forest Grove

Q3

Applicant name:

Washington County

Q4

Contact email:

erin_wardell@washingtoncountyor.gov

Q5

Contact phone number:

503-846-3876

Q6

Name of organization or agency:

Washington County

Q7

Optional: Upload a cover letter or memo describing your project. Please limit document length to less than one two-sided page.

Council%20Creek%20Regional%20Trail.pdf (765.4KB)

Page 3: Project Team and Partners

Q8

County government

Who led the community engagement effort for this project?

Q9

Project start date: Generalizations acceptable: e.g. "Spring 2021" or "2019"

January 2022

Q10

Target project completion date:

February 2024

Q11

What organizations participated in the project team and/or as project partners?If a project team or partnership includes a community based organization as a fundamental project team participant, please include them here.

- Washington County
 - Consultant team: Alta, Espousal
 - Regional Municipalities: Hillsboro, Cornelius, Forest Grove
 - Regional agencies: Metro, TriMet, ODOT, Clean Water Services
-

Q12

If community-based or community-serving organizations were involved in community engagement efforts, please identify the community or communities they represent in your response.

2024 Achievement in Community Engagement Award

We conducted gatherings with six focus groups dedicated to the voices of people who are Spanish speaking, BIPOC, elderly and special needs, employers and low-income participants and to those who are hiking/walking/bicycling affinity groups. We extended invitations through the organizations below.

During outreach for open houses and online surveys, we sent outreach messaging including a sample newsletter story and social media posts in English and Spanish to these and additional cultural organizations, as well as to our jurisdictional partners.

- o Adelante Mujeres
- o Centro Cultural
- o Latino Network
- o Virginia Garcia
- o Bienstar
- o Familias en Accion
- o People of Color Outdoors
- o African American Outdoors Association
- o Beaverton Black Parent Union
- o Black Girls Do Bike
- o Coalition of Communities of Color
- o APANO
- o Asian Health & Outdoors Initiative
- o Oregon Somali Family Education Center
- o Affiliated Tribes of Northwest Indians
- o Native American Youth and Family Center (NAYA)
- o Confederated Tribes of Grand Ronde
- o Confederated Tribes of the Warm Springs Reservation
- o Confederated Tribes of Siletz Indians
- o Unite Oregon
- o Community Action
- o Getting There Together Coalition
- o HomePlate Youth Services
- o Safe Routes to School Partnership
- o Adventures Without Limits (AWL)
- o Disability Rights Oregon
- o Coalition of Housing Advocates (CHA)
- o Coalition on Rural Housing/Forest Grove Foundation
- o Wild Diversity
- o Westside Transportation Alliance
- o Washington County Chamber of Commerce
- o Forest Grove/Cornelius Chamber of Commerce
- o Project Homeless Connect
- o Washington County Visitors Association
- o Travel Oregon
- o WashCo Bikes
- o Oregon Trail Coalition
- o Oregon Walks
- o Salmonberry Trail Foundation
- o Open Door Counseling

Q13

To what extent were Oregon's tribes or tribal voices engaged in this conversation?

- Reached out to Tribal leaders and asked them how they wanted to be engaged in the project. Tribal leaders expressed interest in continuing to be apprised of project progress and potentially participating later in the process of development of educational resources.
- Invitations to participate in focus groups
- Invitation to spread the word with sample promotional materials provided to them to share with their audiences
- Invitation to participate in public gatherings and survey.

Q14

Was a compensation model used for participation? If so, briefly describe.

Yes, we used a compensation model that::
Yes, our compensation model provided a \$75 stipend in the form of a gift card for those participating in focus groups. Additionally, we provided an incentive drawing for three \$100 gift cards among all who participated in the official survey.

Q15

Was this project supported through grant funding?

Yes, this project received grant funding from::
Yes, this project received a Regional Flexible Funds Allocation grant from Metro (2020)

Page 4: Project Description

Q16

Please describe the area affected by this project.

The Council Creek Regional Trail Corridor planning efforts affect three cities and the County. The planning area is an abandoned Portland and Western railroad corridor passing behind homes, businesses and across wetlands in this portion of Washington County. Directly involved agencies include Oregon Department of Transportation, Clean Water Services, Metro and TriMet.

Q17

100

Where is your project in the planning cycle?

Q18

What is the desired outcome of this planning process? What will this land use planning effort accomplish?

The planning process resulted in adoption of a preferred alignment into Washington County's TSP (through Ordinance 900, adopted in April of 2024) and complete preliminary design so that the project can quickly move into the construction phase.

Page 5: Community Engagement

Q19

What are the community engagement objectives for this plan or project?

As a foundation, engagement and communications have:

- Ensured an open and transparent process consistent with Washington County's Comprehensive Plan and Statewide Planning Goal 1
 - Been informed by the Washington County Equity Resolution, DEI policies of the Cities of Hillsboro and Forest Grove, the Metro Equity Strategy, and the Metro Strategic Plan to Advance Racial Equity, Diversity and Inclusion
 - Coordinated with concurrent County engagement work as much as possible
 - Coordinated with the Metro-led Tualatin Valley Highway transit project engagement efforts
 - Relied on a variety of strategically chosen activities, presentations, and events to reach communities where they are
 - Engaged residents who voice opposition to the project in order to understand concerns and address them where possible
 - Reported on how the engagement framework and activities impacted planning work
 - Provided continuity of information and transparency into decision-making
 - Developed recommendations to improve future County engagement efforts
-

Q20

How did decision-makers use or consider this information in the decision-making process? (if applicable)

Public input was shared at regular meetings of the Technical Advisory Committee, Elected Officials Steering Committee and the Working Group. The Elected Officials Steering Committee included voting members from the four municipalities and four additional members who provided input. This group were the decision makers for key project elements such as the alignment and major structure decisions. They considered input including:

- public comments received
- outcomes of public outreach events and open houses
- reviews of public survey results
- recommendations from the Technical Advisory Committee

Project team members and members of these advisory committees attended in-person open houses to have the opportunities to converse directly with interested parties.

Q21

What tools did you use for communication and community engagement? Refer to Putting the People in Planning for descriptions of the tools below.

Project website,
Email updates,
Newsletter or newsletter articles,
Translation Services,
Advisory Committee or Group,
Focus Groups,
Traditional Open Houses,
Online Open Houses,
Fact Sheets, Brochures or Flyers,
Fact Sheets, Brochures or Flyers (translated),
Online survey,
Online survey (translated),
Other,
FAQs,
Infographics,
Media Packet or Media Kit,
TV, Radio or Newspaper Interviews,
Community Listening Session,
Stakeholder Interviews,
Social Media

Q22

If you answered "other" to the previous question, please describe what additional communication and community engagement tools were or are used.

Public outreach events— Spanish speaking staff and translated materials available.

- Forest Grove Farmers Market
- Hillsboro Farmers Market
- Cornelius Farmers Market
- Dia de los Ninos (Cornelius- Hispanic community event)
- National Night Out (Cornelius- strongly supported by Hispanic community)
- North Plains Garlic Festival
- Viva Tualatin (Tualatin Hispanic community event)
- Washington County Fair

Direct mail of bilingual postcards to all properties and owners adjacent to the corridor.

Q23

Please describe the commitment to Diversity, Equity and Inclusion and how it influenced or is influencing this work.

Washington County is committed to Diversity, Equity and Inclusion and follows guiding principles:

- Inclusion of diverse perspectives by identifying barriers to engagement and implementing strategies that help break down those barriers
- Timely and effective communication with community members, Community-based Organizations (CBOs) and other key stakeholders
- Transparent decision-making processes
- Clear mechanisms for accountability

In support of these principles:

- As 38% of those living in the Corridor area speak Spanish and 13% are Spanish speakers with limited English proficiency, all materials (website, online surveys, paper surveys, presentation materials, display posters, mailings and emails) were provided both in English and Spanish. Spanish speaking staff members or interpreters were present at all public events including community outreach events and open house gatherings.
 - Focus groups were formed to deliberately gather the input of BIPOC, youth and elder, and people with special needs and organizations to learn opinions, concerns and useful accommodations. Stipends were available to participants to assure that financial concerns were not a barrier to participation.
 - Surveys were offered online in English and Spanish and on paper in English and Spanish. The Cornelius Library produced large-print versions of paper surveys and offered them to visitors throughout the survey window. Notices of available surveys were posted in all Washington County Public Libraries in English and Spanish, surveys were collected in English and Spanish at all public outreach events during the survey window, and a social media campaign advised of the survey and in-person event opportunities on English and Spanish social media channels of the County.
 - In person open house events were held at the Cornelius Public Library, a location central along the corridor and served by public transportation.
 - Opportunities to participate were promoted at public events, through direct mailings to corridor neighbors, at focus groups, through social media, at CBO presentations and through the communications of community and jurisdictional partners asked to repeat the message to their audiences. Notices were also placed in the Community Outreach newsletter produced by the Washington County Office of Equity, Inclusion and Community Engagement (OEICE) and in LUT News and Quarterly Report of the Washington County Department of Land Use and Transportation.
-

Q24

What process did you use to identify priority populations/underserved communities affected by this work?

Our stakeholder mapping considered those who would be most directly affected by the project and those who would be users and potential users of the trail.

We began with a review of 2016-2020 American Community Survey data. This identified that 38% of those most affected by the trail spoke Spanish. While on a county-wide basis, 5% of Spanish speakers have Limited English Proficiency, within the affected area of this project, 13% were identified as having Limited English Proficiency.

We also noted that while the median income of Washington County in 2020 was \$86,626, the median income of the affected area was \$62,704. While 21% of Washington County population are at or below Federal poverty level, within the affected area, 36% are identified at this level.

Next we considered users and potential users of the finished multiuse pathway and identified specific accommodations to increase value of this project to these groups:

- Young and school-age people
 - People commuting to work by foot or bicycle
 - People who use trails for recreation or exercise
 - People who are older
 - People with disability or specific needs
 - People living along the trail
 - People visiting and unfamiliar with the area
 - People with limited transportation options
-

Q25

What intentional efforts did you make to include priority populations/underserved communities?

We used various engagement strategies to engage and communicate with community members:

Affinity Focus Groups: Community Engagement Liaisons conducted focus groups sharing a common identity characteristic. Each provided meaningful opportunities for diverse and historically excluded community members to share perspectives that helped form project decisions. Participants were compensated \$50/hour for their time.

Community-based Organization (CBO) partnerships: CBOs were recruited to host an interactive community workshop. CBOs closely connected to Hispanic communities were sought as well as those from Asian Pacific Island community, multilingual communities, people of low income, youth and people living with disabilities.

Community Survey: The survey offered both online and print options and was available in English and Spanish. It was graphical and conformed to Plain Language principles, was distributed by a variety of messages including postcards, emails, news releases, flyers, social media and flyers posted in Washington County Public Libraries. It was promoted by Washington County, Metro, local jurisdictions and CBO channels.

Public outreach events: Project information was offered at a variety of outdoor public events to connect with community members in affected communities. We participated in Hispanic community events in the immediate vicinity of the trail corridor for best connection to these community members. Displays were bilingual and bilingual staff were present to discuss the project with visitors. During the survey window, paper surveys in English and Spanish were offered at these events.

Direct mail to adjacent property owners and occupants: Bilingual contact to those adjacent to the trail corridor welcomed affected parties to early participation and inclusion on the interested parties email list.

To make all events as inclusive as possible we:

- Chose neutral and accessible meeting locations
- Offered language interpretation services for all virtual meetings—Spanish and by request, American Sign Language and any other language needed
- Offered Spanish interpretation and translated materials at community outreach events
- Provided Spanish translation of all vital documents and materials in an equivalent matter to English materials provided
- Provided food and beverages at county-hosted in-person meetings/events
- Provided stipend gift cards to focus group participants
- Provided trauma-informed facilitation to offer safe and welcoming space for community members to share input

Q26

What assessments/evaluations have you conducted of the community engagement work to date?

Tracking public meeting attendance,
Tracking website traffic,
Tracking social media impressions,
Tracking newsletter or email engagement,
Project team debrief after events,
Updating or changing plans based on evaluation,
Evaluation form for participants in engagement activities
,
Multiple opportunities for communities, individuals, or organization to express concerns about engagement
,
Synthesis of public comments and feedback

Q27

If the project is ongoing, describe assessments or evaluations planned as the project moves forward.

As the project moves to finalization of design and then into construction, communication and engagement will continue to be highly important. In the coming year, there will be both online and in person surveying and open house opportunities, public event outreaches, and notifications will continue to be sent to those signed up for the interested parties list—817 and counting—and by specific contact with those living along the corridor.

Page 8: Lessons Learned

Q28

What did you learn through the assessment and evaluation of the community engagement process?

We experienced greater success engaging our Hispanic communities by participating in their community events—going to them— than by inviting them to our open houses and county events. We had tremendous success with interaction at Viva Tualatin, Dia de Los Ninos and Cornelius National Night Out events. Stipends were useful to allow inclusion of individuals in focus groups. An incentive to entice online survey participation did entice higher response levels, but also incurred an extreme level of BOT attacks extreme enough to bypass CAPCHA measures to assure human-only participation. BOT submissions, identified by irrelevant responses and suspect submission URLs were removed before all valid input was analyzed.

Q29

Do any lessons learned have the potential to inform other, future phases, or new community engagement efforts? If so, please explain.

Acting on our greater success engaging Spanish-speaking people at their community events, we will continue to engage these community members at events popular within their communities. We will continue inclusive measures for our planned open houses and general events, but with the knowledge that these are not the preferred ways most Spanish speaking communities choose to interact with us.

Additionally, focus group participant stipends were appreciated and allowed participation of those who may have had financial barriers to participation. In future projects when funding allows, we will offer stipends.

Q30

How does the community engagement for this project align with overall community engagement efforts for this organization?

Washington County is committed to equitable community engagement and our County's goals as established in the 2020 Washington County Equity Resolution.

Engagement efforts for the Council Creek Regional Trail corridor project benefitted from:

- Up-front inclusion of identified non-English language groups in the county and vicinity of the trail
 - Deliberate stakeholder mapping and identification of the wide variety of voices we must deliberately seek to include
 - Engaging with key groups through culturally-specific community activities and events
-



MEMORANDUM

SUBJECT: Wasco County Multi-Jurisdictional Natural Hazards Mitigation Plan Outreach

TO: DLCD

FROM: KELLY HOWSLEY GLOVER, WASCO COUNTY PLANNING DIRECTOR

DATE: 5/20/2024

Wasco County Senior Planner, Daniel Dougherty, and a team of other county and community representatives, developed a free public informational event (Disaster Movie Marathon) at our local movie theater on March 13 to discuss hazard mitigation with citizens and encourage participation in our survey. They were targeting families with children and low income residents who may not have access to the internet.

It was a wildly successful event and we are really proud of the engagement we received on our survey, which will help inform hazard planning for the entire county.

WASCO COUNTY PRESENTS:
THE 2024 NATURAL HAZARD MITIGATION PLAN UPDATE
COMMUNITY EVENT

DISASTER MOVIE
marathon

WEDNESDAY, MARCH 13
COLUMBIA CINEMA | 2727 W. 7TH ST., THE DALLES

AIRPLANE! | 1:55 & 4:00
APOLLO 13 | 11:00
ARMAGEDDON | 11:00 & 5:00
DANTE'S PEAK | 11:00 & 6:00
DEEP WATER HORIZON | 11:00 & 6:05
ONLY THE BRAVE | 1:15
THE BIRDS | 3:45
THE PERFECT STORM | 3:30
THE TOWERING INFERNO | 1:45
TWISTER | 1:15 & 6:00

FREE SNACKS!
GIVEAWAYS!
RAFFLES!

FREE!

WASCO COUNTY
PLANNING
DEPARTMENT

#3

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, May 20, 2024 11:10:18 AM
Last Modified: Monday, May 20, 2024 11:30:57 AM
Time Spent: 00:20:38
IP Address: 71.94.248.26

Page 2: ACE Award Application

Q1

Name of Project:
Wasco County Multi-Jurisdictional Natural Hazards Mitigation Plan

Q2

Jurisdiction or Local Government:
Wasco County

Q3

Applicant name:
Kelly Howsley Glover

Q4

Contact email:
kellyg@co.wasco.or.us

Q5

Contact phone number:
5415062565

Q6

Name of organization or agency:
Wasco County

Q7

Optional: Upload a cover letter or memo describing your project. Please limit document length to less than one two-sided page.

Memo%20DisasterMovieMarathon.docx (2.2MB)

Page 3: Project Team and Partners

Q8

County government

Who led the community engagement effort for this project?

Q9

Project start date: Generalizations acceptable: e.g. "Spring 2021" or "2019"

Spring 2023

Q10

Target project completion date:

Winter 2024/2025

Q11

What organizations participated in the project team and/or as project partners?If a project team or partnership includes a community based organization as a fundamental project team participant, please include them here.

Wasco County Planning, City of Mosier, City of Maupin, City of The Dalles, City of Dufur, State Fire Marshal's Office, Wasco County Building Codes Services

Q12

If community-based or community-serving organizations were involved in community engagement efforts, please identify the community or communities they represent in your response.

Wasco County, Mosier, Maupin, The Dalles, Dufur

Q13

To what extent were Oregon's tribes or tribal voices engaged in this conversation?

We did targeted outreach to tribal partners

Q14

Was a compensation model used for participation? If so, briefly describe.

Yes, we used a compensation model that::
Offered giveaways for a random, select number of survey participants

Q15	Yes, this project received grant funding from::
Was this project supported through grant funding?	FEMA

Page 4: Project Description

Q16

Please describe the area affected by this project.

Wasco County

Q17	29
Where is your project in the planning cycle?	

Q18

What is the desired outcome of this planning process? What will this land use planning effort accomplish?

Update to our Natural Hazards Mitigation Plan

Page 5: Community Engagement

Q19

What are the community engagement objectives for this plan or project?

Increase community participation in evaluating hazards and developing action items

Q20

How did decision-makers use or consider this information in the decision-making process? (if applicable)

It was really helpful to inform hazards and also understand community concerns that will help evaluate action items or develop new action items

Q21

What tools did you use for communication and community engagement? Refer to Putting the People in Planning for descriptions of the tools below.

Project website,
Translation Services,
Traditional Open Houses,
Fact Sheets, Brochures or Flyers,
Fact Sheets, Brochures or Flyers (translated),
Online survey,
Online survey (translated),
Other,
FAQs,
Infographics,
Media Packet or Media Kit,
TV, Radio or Newspaper Interviews,
In person presentations,
Social Media

Q22

If you answered "other" to the previous question, please describe what additional communication and community engagement tools were or are used.

Disaster Movie format was used as an open house

Page 6: Active Outreach and Engagement

Q23

Please describe the commitment to Diversity, Equity and Inclusion and how it influenced or is influencing this work.

Staff looked at ways to engage our diverse population, particularly marginalized populations including people of color and low income households

Q24

What process did you use to identify priority populations/underserved communities affected by this work?

Demographic data

Q25

What intentional efforts did you make to include priority populations/underserved communities?

Offering free event and incentives at a neutral location

Page 7: Monitoring, Evaluation and Documenting Your Community Engagement Program

Q26

What assessments/evaluations have you conducted of the community engagement work to date?

Tracking public meeting attendance,

Tracking social media impressions,

Project team debrief after events,

Multiple opportunities for communities, individuals, or organization to express concerns about engagement

Q27

If the project is ongoing, describe assessments or evaluations planned as the project moves forward.

Respondent skipped this question

Page 8: Lessons Learned

Q28

What did you learn through the assessment and evaluation of the community engagement process?

People really enjoyed the fun atmosphere of the event and positive spin on a serious topic

Q29

Do any lessons learned have the potential to inform other, future phases, or new community engagement efforts? If so, please explain.

Important to offer some rewards for normally disengaged populations to participate

Q30

How does the community engagement for this project align with overall community engagement efforts for this organization?

Part of our overall culture to be transparent, inclusive, and available to our community



CITY OF BEND

MEMO

To: LCDC Citizen Involvement Advisory Committee

From: City of Bend

Date: 5/20/2024

Re: ACE Award Nomination

Project Background

The Oregon Land Conservation and Development Commission adopted the Climate-Friendly and Equitable Communities (CFEC) rules on July 21, 2022. As part of these new rules, local governments are required to study, identify, and designate Climate-Friendly Areas (CFAs).

CFAs are intended to be walkable areas that provide jobs, housing and amenities such as parks and schools. During the study of the project, City staff completed a mapping methodology, an anti-displacement analysis, a capacity analysis and more in conjunction with developing a robust **community engagement plan** focused on equity. With our community becoming increasingly less financially accessible to many residents, our team decided it was important to go beyond the minimum. Due to the impacts that potential redevelopment may have on gentrification and displacement in certain areas, the project included a strong focus on ensuring the voices of historically underserved communities are centered in the engagement process.

Equitable access to government and engagement is a Council priority. We received a DLCD grant early in the process to help with the very hands-on, one-on-one outreach required to build capacity and trust in underserved communities. The big-picture goal of the project between January 2023 and March 2024 was to complete **the study** and establish the groundwork for the outreach which will extend into the designation and adoption phase.

The overall intent of the community engagement is to focus on equity while offering plenty of opportunities and formats for the community to provide feedback. Some highlights from last year include:

- **One-on-one** interviews with equity leaders
- Collaboration with COCC Latinx Avanza program for youth leaders
- **Equity focus group** (with online and in-person options)
- Presentations to eight boards, committees & commissions
- Eight summer pop-up events in the parks throughout Bend
- Bend LaPine Schools Latino Family Night
- Three meetings of a CFA Work Group (CAFWG)



- Presentations to community partners
- Neighborhood Association Newsletters
- Community Open House
- Online tools including, **website** resources, **FAQs**, social media posts, an **online open house**, newsletters, a **questionnaire**, open comment opportunity, **media articles** and **interviews**.

Outreach and Themes

Through this work staff has learned new things, met new people and developed relationships and connections with groups and community members that haven't participated in the past. City of Bend Mayor Keebler, Claudia Bizzo-Fetzer from Central Oregon Community College Latino Leadership Program and Corie Harlan from Central Oregon LandWatch participated, partnered and lend **their support** to this nomination. Photos of our events are available at the bottom of the **project website**.

The equity engagement helped develop key themes that have guided the project and established a vision for CFAs in our community. These include:

- Housing affordability is critical in ensuring Climate Friendly Areas are equitable.
- Transportation options and accessibility should be prioritized when designating a Climate Friendly Area.
- Groceries, medical services, and daycare facilities for lower income households would best serve the community in these designated areas.
- Designating these areas could provide the community opportunities to connect with one another, and potentially create more inclusive options including higher density affordable housing alongside market-rate.

These themes informed our outreach and technical work including choosing candidate areas. As a result of the community-based input received during this phase of engagement, there has been interest in increasing access, amenities and potentially incentives in areas that are perceived (or actually) getting less attention from the city.

Conclusion

The CFA project is ongoing and is now moving from the study phase to designation and adoption. We have heard loud and clear that the community wants walkable areas that are equitability assessable. We will build on our successes including partnerships, Latino and youth engagement and innovative outreach games. We will continue to look for creative tools to engage the broadest number of voices with our small staff. As a City we will continue to remove systemic barriers to participation.

#4

COMPLETE

Collector: Web Link 1 (Web Link)
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Last Modified: Monday, May 20, 2024 12:19:41 PM
Time Spent: 00:43:54
IP Address: 98.142.36.35

Page 2: ACE Award Application

Q1

Name of Project:

Climate Friendly Areas Study

Q2

Jurisdiction or Local Government:

City of Bend

Q3

Applicant name:

Jennifer Knapp

Q4

Contact email:

jknappp@bendoregon.gov

Q5

Contact phone number:

541-317-3029

Q6

Name of organization or agency:

City of Bend - Growth Management

Q7

Optional: Upload a cover letter or memo describing your project. Please limit document length to less than one two-sided page.

Memo%20to%20LCDC%20Advisory%20Committee.pdf (179.6KB)

Page 3: Project Team and Partners

Q8

City government

Who led the community engagement effort for this project?

Q9

Project start date: Generalizations acceptable: e.g. "Spring 2021" or "2019"

January 2023

Q10

Target project completion date:

December 2023

Q11

What organizations participated in the project team and/or as project partners? If a project team or partnership includes a community based organization as a fundamental project team participant, please include them here.

We worked closely with community partners that represent protected classes and other historically underserved community members. Please see the questions for more detailed information.

Q12

If community-based or community-serving organizations were involved in community engagement efforts, please identify the community or communities they represent in your response.

The Climate Friendly and Equitable Communities rules included Federal and State protected classes. Our outreach included more historically underserved communities. We had direct participation from individuals, organizations or through events representing: Black people, Tribes, Latina/o/x, Asian, mixed-race, immigrants, refugees, limited English proficiency, Spanish as a primary language, people with disabilities, people experiencing or providing services for people experiencing homelessness, low-income/wealth community members, renters and homeowners, moderate income renters and homeowners, single parents, LGBTQ+, seniors, healthcare providers for vulnerable populations, Affordable housing providers and developers.

Q13

To what extent were Oregon's tribes or tribal voices engaged in this conversation?

We would like to acknowledge that the beautiful land known as Bend, Oregon north to the Columbia River is the original homelands of the Confederated Tribes of Warm Springs. The Confederated Tribes ceded this land in the Treaty of 1855 while retaining regular and customary hunting, fishing, and gathering rights. Staff reached out to the Confederated Tribes of Warm Springs to let them know the Climate Friendly Areas project was in process and that we were offering one-on-one interviews. We provided updates through our community partner Cascades East Transit who has in-person meetings in Warm Springs. Through this collaboration we were able to provide verbal updates and materials without overburdening the Tribes. Since then the City of Bend has signed a government to government MOU with the Confederated Tribes of Warm Springs. Our intent is that Climate Friendly Areas will be one of the projects that is regularly updated and engagement opportunities will be offered.

Q14

Was a compensation model used for participation? If so, briefly describe.

Yes, we used a compensation model that::

We offered stipends in the form of Visa Gift cards and we provided food at meetings, the focus group and chats. We also offered childcare, interpretation and translation and other need accessibility options.

Q15

Was this project supported through grant funding?

Yes, this project received grant funding from::

The DLCD provide a outreach grant from Fall 2022 to June 30, 2023

Page 4: Project Description

Q16

Please describe the area affected by this project.

The area within the Bend UGB.

Q17

31

Where is your project in the planning cycle?

Q18

What is the desired outcome of this planning process? What will this land use planning effort accomplish?

The Oregon Land Conservation and Development Commission adopted the Climate-Friendly and Equitable Communities (CFEC) rules on July 21, 2022. As part of these new rules, local governments are required to study, identify, and designate Climate-Friendly Areas (CFAs).

CFAs are intended to be walkable areas that provide jobs, housing and amenities such as parks and schools. During the study for the project, City staff completed a mapping methodology, an anti-displacement analysis, a capacity analysis and more in conjunction with developing a robust community engagement plan focused on equity. With our community becoming increasingly less financially accessible to many residents, our team decided it was important to go beyond the minimum. Due to the impacts that potential redevelopment may have on gentrification and displacement in certain areas, the project included a strong focus on ensuring the voices of historically underserved communities are centered in the engagement process.

Equitable access to government and engagement is a Council priority. We received a DLCD grant early in the process to help with the very hands-on, one-on-one outreach required to build capacity and trust in underserved communities. The big-picture goal of the project between January 2023 and March 2024 was to complete the study and establish the groundwork for the outreach which will extend into the designation and adoption phase.

The overall intent of the community engagement is to focus on equity while offering plenty of opportunities and formats for the community to provide feedback. Some highlights from last year include:

- One-on-one interviews with equity leaders
- Collaboration with COCC Latinx Avanza program for youth leaders
- Equity focus group (with online and in-person options)
- Presentations to eight boards, committees & commissions
- Eight summer pop-up events in the parks throughout Bend
- Bend LaPine Schools Latino Family Night
- Three meetings of a CFA Work Group (CFAWG)
- Presentations to community partners
- Neighborhood Association Newsletters
- Community Open House
- Online tools including, website resources, social media posts, an online open house, newsletters, questionnaire, open comment opportunity, media articles and interviews

Q19

What are the community engagement objectives for this plan or project?

The CFA process requires centering voices of historically underserved populations and working towards equitable outcomes. Additionally, city staff intended to exceed the minimums required by the rules. While some may see Climate Friendly Area designation as a benefit, others may fear gentrification-caused displacement.

The objectives of the study's community engagement program were to:

- Identify preferred location(s) of climate-friendly areas through community involvement.
 - Center the voices of historically underserved populations, particularly those disproportionately harmed by past land use and transportation decisions and engage with those populations to develop key community outcomes.
 - Give all potentially affected interests an opportunity for input.
 - Actively seek participation of potentially affected and/or interested individuals, agencies, businesses, and organizations.
 - Provide meaningful community engagement opportunities and demonstrate through a reporting back process how their input has influenced the decisions.
 - Clearly articulate the process for decision-making and opportunities for input.
 - Explore partnerships between the city, county, and other agencies and organizations for overcoming potential barriers to plan implementation.
 - Develop communication tools to increase public understanding of how the CFA study and designation fit into other planning processes the city is undertaking.
 - The outreach process will promote the fair and meaningful involvement of all people regardless of race, color, national origin, disability, gender, sexual orientation, housing status, primary language, immigration status, age, or income. No person shall be excluded from participation or subjected to discrimination.
 - Ensure the community engagement process is consistent with applicable state and federal laws and requirements, and is sensitive to local policies, goals, and objectives.
-

Q20

How did decision-makers use or consider this information in the decision-making process? (if applicable)

The Bend City Council developed new goals in 2022. Goal 1 addressed equity and access by stating "Meet the diverse and changing needs of the community and build connection between community members and City government by providing services in ways that work for everyone, build public trust, and promote civic engagement."

Action items included: Establishing the Equity and Inclusion program, developing a Spanish language prioritization plan, staffing an accessibility program and to establish a Memorandum of Understanding with the Confederated Tribes of Warm Springs. The engagement intent of the CFA project aligned well with these priorities and the Council's hands-on approach of getting out in the community and listening.

The Mayor and some Councilors enthusiastically participated in many of our outreach efforts including Juneteenth, Pride and our partnership with COCC Avanza Latino Leadership program.

The Council embraced the methods of engagement and heard staff present the feedback from the study over two work sessions and a Council Community Building sub-committee meeting. Informed decision-making that accounts for a broad spectrum of community voices improves trust in decision-making, leads to more equitable outcomes, and meets Council's high expectations for involvement.

Q21

What tools did you use for communication and community engagement? Refer to Putting the People in Planning for descriptions of the tools below.

Project website,
Email updates,
Newsletter or newsletter articles,
Translation Services,
Advisory Committee or Group,
Focus Groups,
Traditional Open Houses,
Online Open Houses,
Fact Sheets, Brochures or Flyers,
Fact Sheets, Brochures or Flyers (translated),
Online survey,
Online survey (translated),
Other,
FAQs,
Infographics,
Media Packet or Media Kit,
TV, Radio or Newspaper Interviews,
In person presentations,
Stakeholder Interviews,
Social Media

Q22

If you answered "other" to the previous question, please describe what additional communication and community engagement tools were or are used.

Pop-up engagement and games in the Parks, Farmers Markets, and Library events. A collaborative curriculum with COCC Avanza Latino leadership program, and Spanish as-a-primary-language events.

Q23

Please describe the commitment to Diversity, Equity and Inclusion and how it influenced or is influencing this work.

The initial round of equity-focused engagement offered input that helped inform the 2023 community-wide pop-up outreach. The interviewees and the focus group were asked two categories of questions: how best to engage historically underserved residents and Climate Friendly Area specific discussion. This work informed where CFAs might be located and what actions should be prioritized and incentivized within CFAs to make them equitably accessible. The following highlights some key findings from these conversations:

- Housing affordability is critical in ensuring Climate Friendly Areas are equitable.
- Transportation options and accessibility should be prioritized when designating a Climate Friendly Area.
- Groceries, medical services, and daycare facilities for lower income households would best serve the community in these designated areas.
- Designating these areas could provide the community opportunities to connect with one another, and potentially create more inclusive options including higher density affordable housing alongside market-rate.

These themes informed our outreach and technical work including choosing candidate areas. As a result of the community-based input received during this phase of engagement, there has been interest in increasing access, amenities and potentially incentives in areas that are perceived (or actually) getting less attention from the city.

Where analytics might have indicated choosing a larger CFA near the center of town, outreach clearly indicated that more people want access to walkable neighborhoods. The Eastside candidate area is an example of this – an area that is auto-centric and further from the center of town but with high community support.

Staff will continue technical analysis as well as gathering community input to determine how to use CFA designation as a tool to further community goals related to equity, housing and transportation. For the potential Climate Friendly Areas with less infrastructure, additional studies will be conducted to assess additional tools most appropriate to location and context.

Most candidate areas indicate low displacement risk because they are commercial areas that would lend themselves to mixed-use zoning and have transportation options. However, some surrounding residential areas do indicate vulnerability and require mitigation strategies and targeted outreach going forward.

To add dimension to our engagement process, we assembled a Climate Friendly Areas Work Group to provide feedback and input to staff on the CFA Study. The group was comprised of members of different City commissions and boards, representing a wide range of interests like equity, economic development, and environment and climate. The group met three times, and received detailed presentations on the intricacies of CFEC that were harder to communicate to a wider audience. They also completed a mapping exercise where they shared with city staff where they would like to see CFAs designated. Our final discussion included brainstorming on policy that can create walkable neighborhoods citywide instead of just within CFAs. Though this was not required by the rules, we incorporated it into the CFA Study and will integrate it into our larger workplan.

Q24

What process did you use to identify priority populations/underserved communities affected by this work?

Long-range planning staff worked closely with our Equity and Inclusion staff and other divisions that have done equity-based engagement including the Housing Department, Communications and the Metropolitan Planning Organization (MPO). The State provided a list of Federal and State protected classes to which we added Local protected classes. During our initial interviews with stakeholders, we asked about who else might have interest in the project. We continued to add to our list based on City of Bend demographics, candidate area demographics and community suggestion and interest.

We also reached out to non-profit organizations that work with protected classes and other vulnerable groups. We presented to our Boards, Committees and Commissions including the Human Rights and Equity Commission, Accessibility Advisory Committee, and Affordable Housing Advisory Committee and asked for their insight on our engagement plan and offered participation opportunities. This work has pushed staff to try new things, meet new people and develop relationships and connections with groups and community members that haven't participated in the past.

Representatives that took part in the equity engagement included: Embrace Bend, Council on Aging, Habitat for Humanity, Out in Central Oregon, Latino Community Association, COCC Avanza Latino Leadership Program, Bethlehem Inn, Shepards House, Family Access Network, Mosaic Medical, Mecca Bend, Abilitree, and Thrive.

We also worked closely with our partner organizations: Cascades East Transit, Bend MPO, Bend Parks and Recreation District, Central Oregon LandWatch, Bend Bikes, COCC Avanza with Bend LaPine Schools, Bend High School, Mountain View High School and Caldera High School and Deschutes County Library.

Q25

What intentional efforts did you make to include priority populations/underserved communities?

Staff tried to make the process accessible by removing as many barriers to participation as possible. We offered stipends (Visa gift cards), childcare, translation/interpretation services and lunch to equity participants. If we were not seeing participation from a certain group, we asked to come to them and present at existing meetings and in classrooms. We also offered personalized opportunities with more casual ways to connect and chat over coffee.

Our outreach materials are distributed in English and Spanish. We created games and interactive event materials in both Spanish and English. We attend at least three Spanish-as-a-primary-language focused events where we had Spanish-language staff and games.

Q26

What assessments/evaluations have you conducted of the community engagement work to date?

Tracking public meeting attendance,

Tracking website traffic,

Tracking social media impressions,

Tracking newsletter or email engagement,

Project team debrief after events,

Updating or changing plans based on evaluation,

Multiple opportunities for communities, individuals, or organization to express concerns about engagement

,

Open log of public comments available to the public,

Synthesis of public comments and feedback,

Other (please specify):

We offered meeting and interview notes to our equity participants so we made sure staff was capturing the conversation, not reflecting implicit bias or putting words in people's mouths.

Q27

If the project is ongoing, describe assessments or evaluations planned as the project moves forward.

Staff has created a strong circling-back approach with our equity participants and through our Interested parties list. For our equity participants we provided notes from the meetings and interviews to comment on before publishing reports. This provided an opportunity for them to offer feedback and make sure the conversations were reflected accurately. We incorporated these comments in the work. We also made real time changes during the focus group. One example was the mapping - participants voiced the concern that the demographic mapping could direct harm to specific locations. They also felt that the anti-displacement labeling from the State could be offensive. We relabeled the maps and aggregated the categories to provide more protection and a more generalized result that didn't unfairly categorize residents by their data.

We will continue to return to our equity participants throughout the project and keep them informed on its status, while continuing to ask for feedback.

Throughout the process we have used web analytics including website traffic and questionnaire responses. We tracked social media interaction and traditional media news articles/announcements and corresponding activity on our other platforms.

These assessment tools have worked well and will continue in the next phase of the project.

We have also debriefed as staff to determine more qualitatively what is working and what isn't and where we can improve. This is covered further in the next question.

Q28

What did you learn through the assessment and evaluation of the community engagement process?

Bend is 84% white (non-Hispanic) due in part to Oregon's history of exclusionary policies. Vulnerable populations are stressed and spread incredibly thin in our community. It is difficult for individuals to spend time on topics that are not directly related to daily issues. Though long-range planning has a history of racist policy and disproportionately affecting communities of color, it is not a daily issue for most individuals. Outcomes can be far in the future and difficult for individuals to relate to their everyday lives. We received input from our participants that future outreach should focus on groups and not individuals. Offering stipends and removing barriers is not enough. This year we will continue to incorporate best practices and explore new tools. We will continue to involve our core equity participants and add participants to the group when interest is voiced. We will lean more on groups such as non-profits, partners, and committees and commissions while moving the equity themes from last year forward. There is a legacy of lateral harm between underserved groups in Central Oregon. To address this friction, staff offered multiple days for focus groups and a variety of formats online and in-person or individualized. People were also able to sign-up via Doodle poll to self-select groups that wouldn't prove additionally traumatizing. Although the spontaneous discussion and learning within a focus group is informative for staff and the project - this type of engagement is challenging in Bend at this time. Staff may revisit focus groups in the future if that format would be an effective tool for the community in the future. Meeting people where they are was a good approach for both community and equity outreach. We will continue this approach moving forward. We are adding more Spanish speakers to staff and are working on a toolkit of Spanish-language specific engagement games. The next phase will be focused on the specific the locations of CFAs. This will provide staff with more connection to residents of the CFA candidates and the surrounding neighborhoods. We will continue pop-ups in the parks and presentations to community groups.

Q29

Do any lessons learned have the potential to inform other, future phases, or new community engagement efforts? If so, please explain.

We learned that conducting engagement one-on-one supports our vulnerable populations the best. The CFA Work Group was a successful component of our engagement. The group represents many of our underserved communities (advising Council on housing, human rights and accessibility, etc.) and is a good way to dig into complex material. Social media/surveys, open houses and pop-up events worked best to engage a broad audience. Our social media posts had some of the highest engagement of the year across all City departments. We will continue to partner with other divisions such as Housing, Communications and the Bend MPO to coordinate outreach efforts and not overburden underserved community members. We will do this by meeting people where they are. The second phase of the Community Engagement Plan in our CFA Study works off of the previous year and lessons learned. We recently kicked off the new phase by partnering with COCC's Avanza program by presenting CFA topics to their classes, then having the students present their ideas to staff and the Mayor at City Hall. We have had a high level of involvement from many underserved groups. However, we need to make targeted efforts with communities of color outside the Latino population specifically Black and Pacific Islanders. Staff has met with the COCC Afrocentric Program coordinator and COCC Native American coordinator, but those partnerships need to be better established. City Council recently entered into an MOU with the Confederated Tribes of Warm Springs. We hope that this will increase opportunities to present projects and feedback to the Tribes of Warm Springs.

Q30

How does the community engagement for this project align with overall community engagement efforts for this organization?

This engagement effort and the upcoming plan set a bar for excellence that other city staff can and are using as an example. We will continue to learn and do better. It will be a challenge to mitigate gentrification in Bend. It will also be a challenge to ensure housing for all income levels is available in CFAs. These challenges need to be addressed by decision-makers and involve collaboration across the city. Keeping the key equity themes at the forefront during decision-making is important.

There are still policies in place that make equity engagement difficult. Paying stipends without a consultant is difficult. Interacting with Spanish Facebook through the City's Facebook page is not allowed. There are many hurdles that are just now being evaluated and addressed. Progress is being made but the system has been established to be inequitable, and we have long way to go.

Equity and Inclusion staff are in the process of adopting an equity framework based on Government Alliance on Race and Equity (Gare) resources. The CFA project will coordinate and align with this framework in the coming years.

#5

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, May 15, 2024 6:23:36 AM
Last Modified: Monday, May 20, 2024 1:45:06 PM
Time Spent: Over a day
IP Address: 184.167.62.165

Page 2: ACE Award Application

Q1

Name of Project:
Community Priorities for Willamette Activity Center Restoration

Q2

Jurisdiction or Local Government:
City of Oakridge

Q3

Applicant name:
Sarah Altemus-Pope

Q4

Contact email:
sarah@swfcollaborative.org

Q5

Contact phone number:
541-521-5786

Q6

Name of organization or agency:
South Willamette Solutions

Q7

Respondent skipped this question

Optional: Upload a cover letter or memo describing your project. Please limit document length to less than one two-sided page.

Page 3: Project Team and Partners

Q8

Community based organization

Who led the community engagement effort for this project?

Q9

Project start date: Generalizations acceptable: e.g. "Spring 2021" or "2019"

The South Willamette Solutions (SWS) Willamette Activity Center (WAC) Fundraising Group started April 2022 after the City received news they were awarded 1.5M from the Oregon State Legislature Rural Infrastructure Package. The community survey initiative started in May 2023.

Q10

Target project completion date:

Completion of the WAC Restoration Project is dependent on available funding. The community survey initiative ended in October 2023.

Q11

What organizations participated in the project team and/or as project partners? If a project team or partnership includes a community based organization as a fundamental project team participant, please include them here.

The Willamette Activity Center is a project that is central to the communities of Oakridge and Westfir. South Willamette Solutions (SWS) is an Oakridge based nonprofit that oversees the Southern Willamette Forest Collaborative and Oakridge Air program. In 2022, SWS started a volunteer WAC fundraising group to leverage a \$1.5M grant from Oregon Rural Infrastructure Package to restore the WAC. The WAC fundraising group is led by Oakridge Mayor, Bryan Cutchen, and is composed of community leaders, volunteers, local governments, and agencies. The following groups are members of the WAC fundraising group:

- City of Westfir offers support by sharing expertise to assist in the redevelopment of the WAC.
- Lane County Public Health is the Local Public Health Authority for disaster preparedness training and assistance, and will provide services at the WAC.
- Upper Willamette Community Development Corporation implements the Oakridge-Westfir Food Box, providing food security and nutritional support to address the basic needs for 69% of the community, and will provide services at the WAC.
- Orchid Health is the only rural health clinic which offers healthcare expertise and resources, potentially providing health services at the WAC.
- Lane Electric is the only electric utility in Oakridge and is working with the City to consult on the solar feasibility study project.
- Oakridge School District holds a MOU to use the WAC for sports and has a goal to centralize after school activities to the WAC, which are currently spread throughout the community.
- Citizens play a crucial role through community input, volunteer efforts, and local support, ensuring the WAC redevelopment meets the diverse needs and expectations of Oakridge and Westfir residents.

Additionally, the Oakridge City Council formed a citizen WAC committee, led by a city councilor, with ten citizen members, to guide input on the WAC redevelopment and future uses. The committee meets quarterly to keep up to date with fundraising progress and provide input. There are several citizens who sit on both committees and members share regular updates and provide feedback with their prospective organizations. The following groups assisted with the community survey and represented the following groups:

- South Willamette Solutions WAC Fundraising Group – low-income, senior, and disabled residents
- Oakridge-Westfir Food Box – low-income, senior, and disabled residents
- Meals on Wheels – low-income, senior, and disabled residents
- Diamond Express – low-income, senior, and disabled residents
- Oakridge Pharmacy – senior and disabled residents
- Orchid Health Clinic – low-income, senior, and disabled residents
- City of Oakridge, Library – low-income residents
- City of Oakridge, City Hall – all residents
- City of Oakridge, Willamette Activity Center Committee – all residents
- City of Oakridge, Fire Department – all residents
- City of Oakridge, City Council – all residents

These consultations with key partners and community engagement efforts have provided a solid foundation for the development of the WAC. By actively seeking input from a diverse range of stakeholders and community members, the City of Oakridge has ensured the project is responsive to local needs and priorities, and has built strong partnerships that will be crucial for successful project implementation.

Q12

If community-based or community-serving organizations were involved in community engagement efforts, please identify the community or communities they represent in your response.

- South Willamette Solutions WAC Fundraising Group – low-income, senior, and disabled residents
- Oakridge-Westfir Food Box – low-income, senior, and disabled residents
- Meals on Wheels – low-income, senior, and disabled residents
- Diamond Express – low-income, senior, and disabled residents
- Oakridge Pharmacy – senior and disabled residents
- Orchid Health Clinic – low-income, senior, and disabled residents
- City of Oakridge, Library – low-income residents
- City of Oakridge, City Hall – all residents
- City of Oakridge, Willamette Activity Center Committee – all residents
- City of Oakridge, Fire Department – all residents
- City of Oakridge, City Council – all residents

Q13

To what extent were Oregon's tribes or tribal voices engaged in this conversation?

None

Q14

No

Was a compensation model used for participation? If so, briefly describe.

Q15

Yes, this project received grant funding from::
Oregon Community Foundation

Was this project supported through grant funding?

Q16

Please describe the area affected by this project.

2024 Achievement in Community Engagement Award

The Oakridge-Westfir area is home to ~4,537 residents from the surrounding City of Oakridge, City of Westfir, and Lane County land designations. Approximately one-third of the residents live below the poverty line. In 2019, the Oakridge School District ranked the fifth highest poverty rate in the nation among districts with at least 100 students according to the United States Census Bureau.

Census data for this area indicates the following demographics, with data provided for the entire State of Oregon for comparison:

- Median Household Income: Oakridge-Westfir Area – \$31,560 | Oregon – \$75,657
- Population in Poverty: Oakridge-Westfir Area – 30% | Oregon – 12%
- Senior: Oakridge-Westfir Area – 33% | Oregon – 19%
- Disabled: Oakridge-Westfir Area – 27% | Oregon – 15%
- Race - White Only: Oakridge-Westfir Area – 97% | Oregon – 75%
- Bachelor's Degree or Higher: Oakridge-Westfir Area – 16% | Oregon – 37%
- Language Spoken at Home other than English: Oakridge-Westfir Area – 1% | Oregon – 15%

Our rural community experiences disproportionate adverse impacts from poor air quality and is more vulnerable due to several environmental justice factors:

- Oakridge-Westfir ranks in the 99th and 100th percentile for both cancer risk and respiratory hazard indicators compared to other communities.
- The area is highly vulnerable to wildfires and wildfire smoke due to its location in the Cascade Range. Large wildfires in recent years have forced evacuations and caused significant smoke impacts.
- Exposure to particulate matter and hazardous air pollutants from wildfires poses serious health risks, especially for individuals with respiratory issues, older adults, and children.

The area is a desert for community and social services. The nearest community with significant amenities is over 45 minutes away in the Eugene-Springfield metropolitan area. This makes it difficult for low-income, senior, disabled, and transportation-disadvantaged community members to access vital services, resources, and care. Providing social services locally in Oakridge, in a central location, proves crucial for the most vulnerable Oakridge-Westfir area residents.

In an effort to fill this need, the City of Oakridge (City) is in the process of restoring the Willamette Activity Center (WAC). The building was originally constructed in 1952 as a school. By 1980, using grant funding, the building was converted into a hub for social services and community activities. The WAC closed to the public in 2021 due to the deteriorating condition of the building. The WAC, which is located within walking distance of the community's most vulnerable residents, is a well-known public facility. Most recently, the WAC housed the Food Box, a warming shelter for the unhoused, a community theater group, and a commercial kitchen. Historically, the WAC also housed Head Start, a senior services center, DMV, day care, DHS, veterans services, health services, and after school programs. The building currently sits vacant and continues to deteriorate. Recently the City secured funding to conduct an assessment of the building. The next phase of the project is focused on restoring the integrity of the structure and identifying and recruiting tenants.

As part of the process, the City wants to build community support and seek input on the future uses of the WAC, as they understand the importance of having the public weigh in on the services and amenities they find most beneficial to have locally. To capture input on the desired future services and uses for the WAC, the City partnered with South Willamette Solutions to contract with Consor Strategic Planning & Communications, using grant funding from Oregon Community Foundation, to develop and administer a community survey. Input was sought from the Oakridge-Westfir area residents, resulting in more than 440 people completing the survey—a significant sample size boasting a 99% confidence level, with a margin of error of +/- 6%. Approximately 10 percent of the community participated in the survey.

There was widespread demographic representation by respondents. The rank order varied slightly between demographic groups, the most important concerns remained consistent. In rank order, the results by category are: Community / Social Activities (79%), Emergency / Disaster Response (76%), Human / Social Care (73%), and Health / Medical Care (72%). WAC survey results are posted on the city website: <https://www.ci.oakridge.or.us/community/page/willamette-activity-center>

Q17

18

Where is your project in the planning cycle?

Q18

What is the desired outcome of this planning process? What will this land use planning effort accomplish?

The Willamette Activity Center (WAC) building currently sits empty and is a symbol of the community's lack of resources. Closure of the WAC has compounded difficulties for Oakridge-Westfir residents already experiencing hardship. Restoring the Willamette Activity Center aims to breathe new life into a vital community building. With a focus on community livability, the WAC is poised to again become a centralized hub for social services, offering critical support and resources for our most vulnerable residents. Moreover, it will serve as a vibrant venue for community events and activities, nurturing connection and community-building.

With wildfires a continued threat to the Oakridge community, and using lessons learned from the recent 2022 Cedar Creek Fire, restoring the WAC provides a new opportunity to support its residents. With 76% of residents voting for the building to be used for emergency and disaster response, the facility could become a regional emergency and disaster response center, standing ready to provide critical aid and coordination during times of crisis, further solidifying its integral role in the community's resilience and well-being.

The community outreach process set the stage for the SWS WAC Funding Group to solicit grant funding to make restoring the WAC a reality. To date, South Willamette Solutions has led fundraising efforts to partner with the City of Oakridge on multiple grant applications and has received over \$2,316,000 in grant funding. Using the results of the survey to convey the community's support and involvement, the City of Oakridge has submitted three additional proposals for \$5.7M to FEMA, EPA and Oregon Department of Energy.

Once renovated, the Willamette Activity Center will house a range of essential community services for the citizens of Oakridge, Westfir and the surrounding unincorporated areas. Those include a community health center, food pantry, gym/theater with a stage, and office space for local non-profits. The microgrid will power part of the building which will serve as an Emergency Operations Center for disaster management, as well as the gym/theater area, which will provide emergency shelter for residents. The building will also be able to serve as a cooling shelter during extreme heat events and a clean air shelter during smoke events.

The project webpage, with the virtual tour and facility photos can be found here:

<https://www.ci.oakridge.or.us/community/page/willamette-activity-center>

Q19

What are the community engagement objectives for this plan or project?

The community engagement objectives for this project are multi-faceted and aim to strengthen the fabric of the Oakridge-Westfir community, while setting the stage for future phases of the WAC restoration:

- Guide the City in recruiting services that align with the community's desires, ensuring the WAC meets the needs and aspirations of area residents.
- Focus on creating community buy-in and enhancing overall social capital by cultivating a sense of ownership and pride in the project's outcomes.
- Instill a culture of active community engagement, encouraging ongoing participation and collaboration in decision-making processes related to the WAC and other City-led initiatives.
- Equip the funding committee with a compelling narrative to secure grants to restore the building, to avoid imposing additional strain on the City's impoverished tax base.

Q20

How did decision-makers use or consider this information in the decision-making process? (if applicable)

Decision-makers are using the survey results to inform the recruiting plan for tenants by providing insights into the specific services and organizations the community wants to have in the WAC. By analyzing the survey data, decision-makers are able to identify key priorities of the community, guiding their efforts to recruit tenants that align with community preferences.

In addition to the cumulative results, the results were spliced by each target audience: low-income, senior, and disabled. Splicing the results by group allows decision-makers the ability to vary the weight of their decisions based on how vulnerable populations responded. The full report can be found here:

https://www.ci.oakridge.or.us/sites/default/files/fileattachments/community/page/22672/oakridge_wac_community_survey_final_report_final.pdf

The survey results have played a key role in informing the types of grant funding to pursue for restoring the building and other community needs. To date, South Willamette Solutions, City of Oakridge, and Lane County have applied for \$7,816,000 in grant funding using the survey results as evidence of need and support. So far, we have received \$2,316,000.

The process was also an exercise in capacity building. By bringing on Consor Strategic Planning & Communications as a consultant, the City was able to collect a wealth of data on how to approach community engagement on future initiatives—with special emphasis on how to reach low-income, senior, and disabled populations. Before this outreach initiative, the City had very little experience or data to guide how to best approach engaging the community—with social media often used as the sole channel for engagement. Decision-makers will use information from this outreach process to inform how they approach community engagement in the future.

"The city has struggled in the past gaining input from those who are not frequent users of social media, either due to lack of access or those who obtain information by other means. This hands-on, direct and personal approach by the consultant and volunteers gave city leadership a much more accurate and complete picture of community needs and desires." – Bryan Cutchen, Mayor, City of Oakridge

Using a survey designed to provide specific demographic data, while respecting privacy, provides the City with important, targeted information to better help scope the project to meet the needs of the community. This survey identified disaster preparedness as a major concern which led the City to partner with Lane County to submit a \$2.7M proposal to EPA to renovate the gym and add showers, a commercial kitchen and build an Emergency Operations Center, which will make the community much more resilient in the face of future disasters.

Q21

What tools did you use for communication and community engagement? Refer to Putting the People in Planning for descriptions of the tools below.

Project website,
Email updates,
Newsletter or newsletter articles,
Advisory Committee or Group,
Fact Sheets, Brochures or Flyers,
Online survey,
Other,
FAQs,
Infographics,
TV, Radio or Newspaper Interviews,
In person presentations,
Social Media

Q22

If you answered "other" to the previous question, please describe what additional communication and community engagement tools were or are used.

In order to include residents from various demographic groups, the survey was conducted with in-person event tabling and intercept-surveys, community survey stations, and social media posts. The survey was distributed online, within public buildings, through water bills to every citizen, and by WAC committee members tabling at community events such as the farmers market and 4th of July celebration.

Page 6: Active Outreach and Engagement

Q23

Please describe the commitment to Diversity, Equity and Inclusion and how it influenced or is influencing this work.

The City of Oakridge and South Willamette Solutions do not have Diversity, Equity and Inclusion plans or committees to consult due to a lack of available resources and funding. The Consor Strategic Planning & Communications team developed a Public Involvement & Communications Plan informed by a community demographics assessment. The WAC Advisory Committee acted as the review body for the DEI elements of the community engagement plan. Members of the Committee have connections to Head Start, the Food Bank, Meals on Wheels, and Senior and Disabled Services.

Q24

What process did you use to identify priority populations/underserved communities affected by this work?

We utilized Census data to construct a comprehensive community profile. Understanding the demographic makeup of Oakridge was crucial in deciding the most effective outreach strategies. Given the area's limited racial and language diversity, we opted to not heavily focus on these aspects and instead prioritized inclusive engagement around socio-economic indicators. Considering the WAC's mission to serve vulnerable communities, we identified populations most likely to benefit from a centralized location for resources and services. The identified populations, and where to find them, were discussed and validated in collaboration with the WAC Advisory Committee.

Q25

What intentional efforts did you make to include priority populations/underserved communities?

To ensure the inclusion of priority populations and underserved communities, we implemented several intentional efforts:

- Four weeks of intercept surveying at the Food Bank, actively engaging with low-income residents to gather their input. In addition to intercept surveying outside of the local grocery store.
- Blue Box survey stations were set up around town where people could take and drop off their surveys: Oakridge Pharmacy, Orchid Health Clinic, the Oakridge Public Library, Oakridge City Hall, and Westfir City Hall. These strategic locations were established to reach individuals in areas with high foot traffic.
- Fourth of July Community Celebration event tabling to seek input from those gathering at this city-sponsored event. This event is one of the largest free community events in Oakridge and draws broad groups of people. In addition to event tabling and intercept surveying at the local Farmer's Market, First Friday, Art Walk, and Wildfire Safety Night events.
- Collaboration with Meals on Wheels organizers to distribute surveys to low-income, senior, and disabled residents ensured that the most vulnerable groups had an accessible way to participate.
- Partner with the Diamond Express to promote the survey and extend our outreach efforts, connecting with low-income residents who rely on public transportation.
- Circulated a survey informational flier through the City of Oakridge water bill, reaching 1200 households.

These multifaceted approaches enabled us to actively include and prioritize the needs of underserved communities throughout the process.

Page 7: Monitoring, Evaluation and Documenting Your Community Engagement Program

Q26

What assessments/evaluations have you conducted of the community engagement work to date?

Tracking public meeting attendance,

Tracking newsletter or email engagement,

Updating or changing plans based on evaluation,

Multiple opportunities for communities, individuals, or organization to express concerns about engagement

,

Synthesis of public comments and feedback,

Other (please specify):

Assessing if survey results are in alignment with community demographics.

Q27

If the project is ongoing, describe assessments or evaluations planned as the project moves forward.

As the WAC Funding Group continues to seek state, federal, and grant funding, the next stages of the project don't require as much community consultation or collaboration. The project will shift its focus to informing and communicating how the community's input has shaped the ability to win funding and recruiting tenants for the WAC.

Page 8: Lessons Learned

Q28

What did you learn through the assessment and evaluation of the community engagement process?

Our assessment of how community members got to the survey indicated the following tactics are the best at reaching low-income, senior, and disabled residents:

- Low-income: Intercept surveying (25%), social media (25%), and Blue Box survey stations (19%)
- Senior: Social media (23%), intercept surveying (19%), and Blue Box survey stations (18%)
- Disabled: Social media (28%), event tabling (19%), intercept surveying (17%)

While social media consistently showed up in the top three tactics, it proved to City leadership the need for robust tactics to engage a representative sample of the community. While not a perfect representative sample, our assessment indicates we did a decent job reaching and engaging with vulnerable residents who are often under-represented in public processes:

- Low-Income: Survey results – 23% | Census data – 30%
- Senior: Survey results – 38% | Census data – 33%
- Disabled: Survey results – 17% | Census data – 27%

This level of detailed analysis is new for Oakridge and no data is available for comparison of those who self-identify as low-income, senior, or disabled in previous outreach efforts.

The community survey initiative built internal capacity and increased understanding of how people participate. Future community outreach efforts will double-down on using channels where results for these populations proved to be effective, while also coming up with creative solutions to garner more engagement (e.g. going door-to-door in low-income neighborhoods and assisted living facilities).

Q29

Do any lessons learned have the potential to inform other, future phases, or new community engagement efforts? If so, please explain.

The next phase of the project is heavily focused on securing funding which will be less about consulting with and seeking input from the community than informing them of the progress. That said, the lessons learned from this community outreach effort have increased the awareness and capacity of South Willamette Solutions and City staff, elected officials, and volunteers. This knowledge will be used to inform all City community outreach efforts moving forward.

Q30

How does the community engagement for this project align with overall community engagement efforts for this organization?

South Willamette Solutions is a community-based non-profit, focused heavily on creating community partnerships to serve the Oakridge-Westfir area and greater forest ecosystem. We find tremendous value in supporting our community through some of their biggest challenges and believe collaborating with the community is imperative for success. A few of our community organizing and outreach initiatives are included below.

The Oakridge Air Program is a multifaceted grant-funded program with the following initiatives:

- Air Filter Program: Our strong partnerships with the local health clinics and senior and disabled services have allowed Oakridge Air to distribute over 1,600 high-quality portable air purifiers to residents. These purifiers help protect their health when the air quality is bad. We have also partnered with the Oakridge School District and City of Oakridge to upgrade the air filtration at all our schools and public buildings to ensure better indoor air quality for our children and residents.
- Smoke Plan: To better protect our residents during smoke events, we worked with the City of Oakridge, Forest Service, Oregon Department of Forestry, Lane Regional Air Protection Agency, and other local partners to create a community Smoke Safety Plan (SSP). This plan creates clear information about when, what, and how to prepare for and respond to wood smoke, wildfire smoke, and prescribed burning smoke events in the community.
- Firewise: We have partnered with the Oregon Department of Forestry and a local contract wildland firefighting company to improve the safety of the Oakridge-Westfir area at no-cost to residents. Included in this effort is free yard debris disposal.
- Community Firewood Program: The Community Firewood Program provides seasoned firewood to the community. Over 80% of sales have gone to low-income, senior, or disabled residents. The program relies heavily on partnerships with the City of Oakridge, Forest Service, Lane Regional Protection Agency, and a private contractor to manage production and delivery.
- Woodshed Project: Complementary to the Community Firewood Program, we have partnered with the Oakridge High School and Eagle Scouts to build wood sheds for low-income, senior, and disabled residents. Our wonderful community volunteers help us deliver these wood sheds to those most in need.
- Home Heating Upgrades: We have provided heating and weatherization upgrades to 195 residences in the area. We prioritize low-income, senior, and disabled applicants, partnering with local community organizations to help us get the word out to those who qualify.

The Southern Willamette Forest Collaborative is a grassroots, community-based organization that brings together community members, special interest and industry groups, conservation organizations, and land managers. We work together to find common ground on balanced restoration approaches. Our goal is to increase the pace and scale of restoration, while also bolstering the local economy. We do this by hosting several field trips, learning opportunities, and roundtable discussions. We have had success bringing people together and having productive conversations around contentious topics.

Oakridge Air: <https://www.oakridgeair.org/>

Southern Willamette Forest Collaborative: <https://www.swfcollaborative.org/>



PLANNING DEPARTMENT

PO Box 40 • Irrigon, Oregon 97844
(541) 922-4624

May 15, 2024

TO: Citizen Involvement Advisory Committee (CIAC)

RE: Achievement in Community Engagement Award Nomination

FROM: Tamra Mabbott, Planning Director

I am pleased to nominate the Rural Engagement and Vitality (REV) Center and Euvalcree for the 2024 Achievement in Community Engagement Award. REV is a new non-profit organization that began as a special program within Eastern Oregon University and Wallowa Resources. <https://www.revcenter.org/> Euvalcree is a community-based organization advocating for Hispanic community members. <https://euvalcree.org/>

In 2023, Morrow County was awarded a Rural Transit Equity grant to study ways to engage traditionally underserved community members to identify opportunities to improve access to transit. The Planning Department's vision was also to learn how to engage traditionally underserved populations with planning. At the time, Morrow County operated a demand-ride bus service available to all residents. Ridership of Latinx community was low, yet Morrow County population is 39% Latino. <https://www.arcgis.com/apps/dashboards/10e7b25c4c944dd181100d21c29a4180>

After being awarded the grant, Morrow County worked closely with DLCD Transit Planner, Madeline Phillips, to engage directly with Eastern Oregon University and specifically the REV Program Staff. This was important given the grant timeline and familiarity of REV with rural issues and Morrow County. Once the MOA was completed, Morrow County, REV and Ms. Phillips set up a Technical Advisory Committee (TAC) comprised of businesses, special districts and KAYAK, the Confederated Tribes of the Umatilla Indian Reservation (CTUIR) who provides a free transit service throughout the region.

REV then engaged with Euvalcree to develop an outreach strategy to directly engage with Spanish speaking community members. Planning staff met with special districts, KAYAK and businesses who agreed to distribute the survey to their employees. The survey was translated into Spanish and Euvalcree conducted extensive outreach with individual community members where they met directly and assisted in completion of the survey. The result was over 200 surveys submitted! Very exciting for a county with a total population of 12,000.

REV staff, including Grace Donovan, Executive Director, and Dr. Daniel Costie, Assistant Professor of Public Administration, along with two EOU undergraduate students, carefully developed the survey with the input of county staff and the Technical Advisory Committee. Dr. Costie and his students then launched the ambitious task of understanding the survey results.

The results identified many ways to engage the public, particularly the non-English speaking Spanish speakers in Morrow County. The final report describes unique outreach methods and also includes a variety of recommendations for transit and for land use planning. County and REV staff involved in the process have utilized many of the techniques identified in the final report.

[https://www.co.morrow.or.us/sites/default/files/fileattachments/planning/page/16730/rev -
_rtemc_report_2023.pdf](https://www.co.morrow.or.us/sites/default/files/fileattachments/planning/page/16730/rev_-_rtemc_report_2023.pdf)

Since the project was completed, County Planning and Transit (The Loop) staff have implemented many of the recommendations that were derived from the planning project. For example, Planning now provides translation services and has engaged community members with current and long-range projects. The Loop now provides brochures and other information in both Spanish and English, especially valuable now that The Loop now includes a fixed-route service in and around the Boardman community.

Please consider this nomination for REV and Euvalcree for their unique approach to engage residents of Morrow County and for their insightful and thoughtful recommendations.

#6

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, May 20, 2024 11:10:10 AM
Last Modified: Monday, May 20, 2024 3:07:28 PM
Time Spent: 03:57:17
IP Address: 208.65.217.158

Page 2: ACE Award Application

Q1

Name of Project:

Rural Transit Equity

Q2

Jurisdiction or Local Government:

Morrow County

Q3

Applicant name:

Rural Engagement and Vitality (REV)

Q4

Contact email:

tmabbott@co.morrow.or.us

Q5

Contact phone number:

5415615011

Q6

Name of organization or agency:

Morrow County

Q7

Optional: Upload a cover letter or memo describing your project. Please limit document length to less than one two-sided page.

CIAC%20award%20nomination%20memo.doc (53.5KB)

Page 3: Project Team and Partners

Q8

Community based organization

Who led the community engagement effort for this project?

Q9

Project start date: Generalizations acceptable: e.g. "Spring 2021" or "2019"

Fall 2022

Q10

Target project completion date:

Spring 2023

Q11

What organizations participated in the project team and/or as project partners? If a project team or partnership includes a community based organization as a fundamental project team participant, please include them here.

Rural Engagement and Vitality Center and Euvalcree.

Q12

If community-based or community-serving organizations were involved in community engagement efforts, please identify the community or communities they represent in your response.

Euvalcree works in rural Oregon, Washington and Idaho.

Q13

To what extent were Oregon's tribes or tribal voices engaged in this conversation?

The Confederated Tribes of the Umatilla Indian Reservation (CTUIR) were part of the technical advisory committee. Additionally, CTUIR operates a free transit service in the region and therefore provided insight into the service and access. Staff involved included JD Tovey, Planning Director and Dani Schulte, CTUIR Transportation Planner and interim KAYAK Administrator.

Q14

No

Was a compensation model used for participation? If so, briefly describe.

Q15

Yes, this project received grant funding from::
DLCD

Was this project supported through grant funding?

Page 4: Project Description

Q16

Please describe the area affected by this project.

Morrow County

Q17

93

Where is your project in the planning cycle?

Q18

What is the desired outcome of this planning process? What will this land use planning effort accomplish?

Desired outcome was to better understand the needs of traditionally underserved communities and identify methods and programs to increase use of transit service.

In terms of land use, the project provided valuable insight and many tools county will utilize in the future to engage certain communities, especially

non-traditional and non-conventional forms of communication as a method to reach especially Spanish speaking residents. Many of the techniques invoked by Euvalcree have already been implemented as a way to meet with Spanish speaking residents and to get their input into planning work.

Page 5: Community Engagement

Q19

What are the community engagement objectives for this plan or project?

The primary objective was to connect with traditionally underserved populations and better understand their transit needs and opportunities. The primary planning objective was to learn methods to learn methods to engage traditionally underserved members of the community.

Q20

How did decision-makers use or consider this information in the decision-making process? (if applicable)

County was able to adapt the location of transit stops and transit schedule based on input from the report. The transit organization, "The Loop" also implemented bi-lingual marketing materials. The Loop implemented fixed route service in Boardman to the Port of Morrow and more service for Hispanic residents. Continuing to look at ridership data over the next year.

Q21

What tools did you use for communication and community engagement? Refer to Putting the People in Planning for descriptions of the tools below.

Translation Services,
Advisory Committee or Group,
Fact Sheets, Brochures or Flyers,
Other,
In person presentations,
Community Listening Session

Q22

If you answered "other" to the previous question, please describe what additional communication and community engagement tools were or are used.

Euvalcree went out into the community and met one on one with many non-English speaking residents. They met at restaurants, laundromat, stores, and at churches.

Page 6: Active Outreach and Engagement

Q23

Please describe the commitment to Diversity, Equity and Inclusion and how it influenced or is influencing this work.

Morrow County complies with all federal and state requirements. Additionally, Planning Department has implemented additional programs to be more inclusive based on the recommendations of the study. Finally, Morrow County recently updated policies.

Q24

What process did you use to identify priority populations/underserved communities affected by this work?

County and REV provided general input to Euvalcree, however, Euvalcree was already familiar with underserved communities in county based on their prior work during COVID.

Q25

What intentional efforts did you make to include priority populations/underserved communities?

Multiple outreach efforts were utilized by Euvalcree staff and county, including distributing bi lingual flyers and surveys, meeting one on one with people and working with the school district to distribute the survey to families.

Page 7: Monitoring, Evaluation and Documenting Your Community Engagement Program

Q26

What assessments/evaluations have you conducted of the community engagement work to date?

Tracking public meeting attendance,

Project team debrief after events,

Multiple opportunities for communities, individuals, or organization to express concerns about engagement

,

Synthesis of public comments and feedback

Q27

If the project is ongoing, describe assessments or evaluations planned as the project moves forward.

Project is complete and county is implementing.

Page 8: Lessons Learned

Q28

What did you learn through the assessment and evaluation of the community engagement process?

We learned that the traditional process for public involvement, e.g. public notice to adjacent property owners, or Legal Notice is not a good approach to engage non English speaking populations. The variety of recommendations will be utilized for long range planning.

Q29

Do any lessons learned have the potential to inform other, future phases, or new community engagement efforts? If so, please explain.

Yes, especially for long range planning (not land use decisions) county will utilize newly learned tools such as bi lingual flyers and outreach, direct calling of stakeholders.

Q30

How does the community engagement for this project align with overall community engagement efforts for this organization?

County will update Goal 1 to better implement the recommendations. Current Goal 1 makes broad reaching commitments to public engagement.

Dear ACE Award Committee,

I am writing on behalf of the Portland Housing Bureau (PHB) to submit our application for the 2024 Achievement in Community Engagement Award for the [North/Northeast Preference Policy](#).

The N/NE Preference Policy addresses the harmful impacts of urban renewal by prioritizing families and individuals with generational ties to North and Northeast Portland. Since its inception in 2014, the staff, partners, and stakeholders involved in this policy have demonstrated unwavering dedication to deep and meaningful community engagement.

Our comprehensive engagement strategies span a wide geographic area to connect with community members most impacted by the City's urban renewal actions. These strategies include public oversight meetings, community forums, in-person application assistance opportunities, and phone and email support. We have expanded our outreach to include social media engagement, recurring email blasts, print and advertisements, and frequent attendance at community resource-sharing events to disseminate information and build relationships and trust within the community.

Thank you for considering our application for the ACE Award. We believe our dedication to excellent community engagement for the N/NE Preference Policy, and in all of the Portland Housing Bureau's programs makes a difference to Portland residents, and to all of our deserving stakeholders. I look forward to the opportunity to discuss our application as needed, and to hearing from you soon.

Sincerely,

Gwen Thompson (*she/her*)

Communications and Community Engagement Strategist

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503-865-6776

#7

COMPLETE

Collector: Web Link 1 (Web Link)
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Page 2: ACE Award Application

Q1

Name of Project:

North/Northeast Preference Policy

Q2

Jurisdiction or Local Government:

City of Portland

Q3

Applicant name:

Portland Housing Bureau (PHB)

Q4

Contact email:

Gwen.S.Thompson@portlandoregon.gov

Q5

Contact phone number:

503-865-6776

Q6

Name of organization or agency:

Portland Housing Bureau

Q7

Optional: Upload a cover letter or memo describing your project. Please limit document length to less than one two-sided page.

ACE%20Award%20Cover%20Letter%20-%2005202024_GT.docx (20.3KB)

Page 3: Project Team and Partners

Q8

City government

Who led the community engagement effort for this project?

Q9

Project start date: Generalizations acceptable: e.g. "Spring 2021" or "2019"

2015

Q10

Target project completion date:

No project completion date is specified as it is expected that the N/NE Preference Policy will continue to serve its stakeholders for many years into the future.

Q11

What organizations participated in the project team and/or as project partners? If a project team or partnership includes a community based organization as a fundamental project team participant, please include them here.

During the early development phases of the policy in 2014, PHB sponsored five community forums throughout communities touched by displacement—both where displacement had occurred (in North and Northeast Portland) and in places where people who had been displaced now lived in East Portland and Gresham.

Throughout the existence of the policy, a large number of CBOs have been engaged to partner with PHB in developing affordable housing strategies and to conduct direct engagement and outreach work with both existing and potential new residents of Preference Policy homes (rental and home ownership). In some cases, this work involved meeting with community members to listen to and address their concerns, and to learn from them what types of homes and amenities they require. To ensure accessibility, a specific number and email address was created for community members to easily give feedback—especially for those unable to attend in person meetings. We also sent out 48,000 postcards to residents in seven (7) zip codes included in the study area and those where BIPOC residents had been displaced to.

Livability is a priority of the policy, and the N/NE Oversight Committee, working in tandem with our partner agencies and supportive CBOs, engage with the community to accomplish much more than promoting housing opportunities or the Preference Policy. We provide direct support to residents in applying for the program, and we develop and implement engagement strategies (town halls, information sessions, etc.) to ensure we can hear directly from our stakeholders. Residents can learn about the program, the opportunities, and how to apply—and they can provide input on the decisions that will continue to impact their community. This includes offering in-person, one-on-one support, and regular community listening sessions. In addition, the North/Northeast Oversight Committee meets every other month to oversee the implementation of the North/Northeast Neighborhood Housing Strategy (which includes the N/NE Preference Policy). During these sessions, all stakeholders, including community members, are able to weigh in and offer recommendations for the policy—thereby directly impacting decision-making at the initial stages to ensure their input and needs are considered throughout the policy development phases.

In 2018, after considering the complications and confusion that resulted from having multiple counseling and education options for Preference Policy applicants pursuing homeownership, PHB contracted with the Portland Housing Center (PHC), to be the counseling and education provider for most applicants from the original application round, and all applicants from any future rounds. This partnership allows for a single standard in identifying and preparing mortgage-ready buyers who purchase on the open market, as well as a referral source to development partners such as Habitat for Humanity and Proud Ground in order to purchase affordably priced new construction homes.

In 2018, PHB also launched in-person information sessions to promote the waitlist and Preference Policy buildings. These sessions were promoted via email to a large group of community members who had expressed interest in the policy, signed up at community events, or signed up on our website. Our bi-monthly N/NE Newsletter serves to connect with the community, and provide news, updates, stories of resilience about our program participants, and a calendar of community events that align with the Preference Policy, such as free financial counseling and cultural events, such as Good in the Hood, and Juneteenth.

PHB relies on its partners to serve as representatives of the community. Our collaboration with community organizations focuses on financing affordable housing and expanding the services we contract with them to provide. We understand that community members may not engage directly with PHB due to mistrust of government, time constraints (most public meetings are during business hours), or other reasons. Therefore, our relationships with these agencies are vital. They help us expand our reach, extend our services, and gather valuable feedback from the communities they serve. PHB staff, along with the N/NE Oversight Committee, engages with current and former residents of North and Northeast Portland and their descendants, as well as the broader communities. Engagement partners include:

- Albina Vision Trust is a Black-led organization that serves the historic Albina community in Portland, Oregon, a home to majority of the city's Black population. Their work focuses on supporting and revitalizing this historically Black neighborhood.

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- BRIDGE CDC, which serves a broad range of communities in Oregon and California. Their focus includes providing affordable housing and supportive services to low-income individuals and families.
- Central City Concern, which serves a broad range of communities in Portland, Oregon. They primarily focus on providing services to individuals experiencing homelessness, addiction, and mental health challenges.
- Cascadia Health, which serves a wide range of communities in Portland, Oregon area. They specialize in providing mental health and addiction services to community members of all ages, including children, adolescents, adults, and seniors. Their services are designed to be inclusive and accessible to individuals from diverse backgrounds, including those who may be experiencing homelessness or other forms of social disadvantage.
- Community Development Partners is a multifamily and mixed-use developer that creates and preserve affordable housing communities. They focus on providing housing for low-income families, seniors, veterans, and those experiencing homelessness.
- Habitat for Humanity, which serves low-income families pursuing homeownership with newly constructed, affordably priced homes. They work with families with incomes as low as \$35K and who have housing payments that are around 33% of their monthly income.
- Innovative Housing, Inc., which serves communities in the Portland, Oregon area, focusing on providing affordable housing solutions. Their primary goal is to address the housing needs of low-income individuals and families, including those who are homeless or at risk of homelessness. Innovative Housing, Inc. works with a variety of populations, including families, seniors, individuals with disabilities, and other vulnerable groups.
- Kaiser Permanente is an integrated healthcare consortium with a significant presence in Portland, Oregon. Recognizing that access to safe, affordable housing is a critical actor in maintaining good health, Kaiser has donated land and is partnering with the Portland Housing Bureau to transform that site into safe, stable affordable housing for N/NE Preference Policy families and individuals.
- Northwest Housing Alternatives serves a diverse range of communities across Oregon. Their efforts particularly support seniors, people with disabilities, veterans and those experiencing homelessness.
- Portland Community Reinvestment Initiatives, which primarily works with low-income individuals and families, including communities of color who have been historically marginalized and underserved.
- REACH CDC, which serves diverse communities throughout the Portland, Oregon area. Their primary focus is on providing affordable housing and supportive services to low-income individuals and families. REACH is dedicated to addressing the needs of vulnerable populations, including seniors, people with disabilities, and those experiencing homelessness.
- Self Enhancement, Inc. (SEI), dedicated to guiding underserved youth to realize their full potential, works with schools, families, and partner organizations to provide support, guidance, and opportunities to achieve personal and academic success.
- Urban League of Portland' – has as it's mission to empower African Americans and others to achieve equality in education, employment, health, economic security, and quality of life.

Q12

If community-based or community-serving organizations were involved in community engagement efforts, please identify the community or communities they represent in your response.

In our community engagement efforts, we collaborated with several community-based and community-serving organizations to ensure a diverse range of perspectives were included. These organizations represented a variety of communities, including African American, Latine, immigrant/refugee, and low-income populations. Their involvement was instrumental in ensuring that the policy reflected the needs and priorities of these communities.

The North/Northeast Preference Policy itself addresses housing and homeownership needs for individuals and families primarily living in, or with ties to, the geographical area of the Interstate Corridor Urban Renewal Area (ICURA). Residents include those from a variety of nationalities, cultural and economic backgrounds including African Americans, Latine individuals, individuals with disabilities, Native Americans, first-time homebuyers, those experiencing housing insecurity/addiction/behavioral health challenges, systematically disadvantaged individuals, low-income households, working families, and marginalized groups.

Q13

To what extent were Oregon's tribes or tribal voices engaged in this conversation?

The Portland Housing Bureau partnered with Native American Youth and Family Center (NAYA) for the 2016 homeownership round. NAYA's focus is to serve Native American families and communities in the Portland Metro area.

Q14

Was a compensation model used for participation? If so, briefly describe.

Yes, we used a compensation model that::

Yes, a compensation model was used for participation. Gift cards are provided to participants who give their input on prospective and existing housing policy and also, individuals and families who purchase homes using PHB down payment assistance funds receive \$100 gift certificates for sharing their testimony about their home buying experience with our Community Engagement Strategist, who then shares their stories via newsletters and social media. PHB's Gift Card Use / Instructions Prompting Event Reason for Use Distribution PHB Table at Community Event To attract attendees to our table when we need to gather personal or demographic data. Raffle 1 gift card per 20-25 attendees PHB Sponsored Event To incentivize participants to share demographic data Raffle 1 gift card per 20-25 participants PHB Sponsored Focus Group As a participation incentive when seeking personal or demographic information in a small group setting. One gift card per participant. PHB Sponsored Personal Interview As a participation incentive when seeking personal or demographic information in a one-on-one setting. One gift card per participant, consider a higher incentive amount due to the nature of these settings. PHB Grant/Funding Reviewers (NOFA, RFQ, etc.) As a participation incentive when looking for expert area reviewers for grant and/or funding solicitations. Gift card of up to \$250 for participating in the grant and/or funding review process. We consider the following factors to determine the stipend amount: length of review process (number of months), number of meetings and trainings, barriers volunteers may face in participating, complexity of information to be reviewed and scored, total amount of time required for this volunteer role and the stipend parameters outlined above.

Q15

Was this project supported through grant funding?

Yes, this project received grant funding from::
The N/NE Preference Policy and the implementation is funded through the Housing Bureau's General Fund and Interstate Corridor Urban Renewal Area (ICURA) Tax Increment Financing (TIF), and Community Development Block Grant (CDBG) funds are used to contract with Portland Housing Center for homeownership counseling services to participants.

Page 4: Project Description

Q16

Please describe the area affected by this project.

The Portland metropolitan and surrounding areas. Since the waitlist under the Preference Policy is accessible to everyone and prioritizes those displaced from North and Northeast Portland, it impacts not only the Portland metropolitan area but also areas outside the City of Portland, such as Fairview, Gresham, Troutdale, Wood Village, and some cities in Washington.

Q17

90

Where is your project in the planning cycle?

Q18

What is the desired outcome of this planning process? What will this land use planning effort accomplish?

The Preference Policy was developed to address the legacy of displacement in North and Northeast Portland through investments in new affordable rental housing, opportunities for first-time homebuyers, and home retention programs for longtime residents.

Page 5: Community Engagement

Q19

What are the community engagement objectives for this plan or project?

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The community engagement objectives for the N/NE Preference Policy include several key components to ensure comprehensive involvement and oversight:

- **Community participation:** We aim to collectively involve community in the planning and implementation processes. This includes soliciting feedback, hosting community meetings, and providing platforms for families and individuals to voice their opinions and concerns.
- **Oversight from the N/NE Oversight Committee:** The N/NE Oversight Committee plays a crucial role in monitoring the progress and effectiveness of the policy. This committee, made up of community representatives, ensures transparency and accountability, in all stages of the project. Community participation is encouraged at meetings to ensure we can address issues and take collective actions to continually improve the policy.
- **Language Access:** To ensure that everyone has equal access to information, services, and opportunities, while reducing barriers to and promoting inclusivity, we are committed to providing language access services. This includes access to translation for our informational materials and interpretation services at meetings ensuring all community members can fully participate.
- **Community Engagement:** Our approach to community engagement is multifaceted, involving direct outreach, community forums, and collaborative events. Prior to COVID-19, we hosted “Application Assistance Sites” at local libraries and CBO sites. We strive to build trust and foster strong relationships with community members through meaningful and continuous engagement.
- **Outreach:** We regularly attend community events and offer presentations to community-based organizations to ensure we are meeting people where they are, and share information about the program through various channels such as print and web publications, social media, quarterly newsletters, and through our partners.

How PHB seeks and encourages diverse stakeholder participation.

The City of Portland seeks inclusive structures, adaptive governance, and fulfilled and empowered Portlanders. We believe that Portlanders have the ambition and ideas to address the challenges that impact their communities. Support from and partnership with local government create opportunities for participation and encourage more people to help lead the way forward. In 2020 the City of Portland adopted its core values: Anti-racism, Equity, Transparency, Communication, Collaboration and Fiscal Responsibility. These values guide our daily operations and our engagement with residents.

The Portland Housing Bureau draws from both the City of Portland’s Core Values and the frameworks of Community Based Participatory Research (CBPR) and Popular Education (PE) in our outreach and engagement work. CBPR and PE are methods which highlight praxis, participatory and collective orientation, and action. These principles, expertly applied, can lead to community-generated, sustainable solutions. Applications of these principles include:

Targeted Communications: Efforts to understand the uniqueness of each stakeholder will be applied to demonstrate dignity. We deliver frequent, accessible, and transparent communications and community discussions. Sharing candid historic and current perspective which dignifies and contributes to an environment of respect for all, we will strive to communicate with no hidden agenda. PHB recognizes engagement as a co-learning opportunity where we learn from participants, participants learn from us, and participants learn from each other.

Community engagement: Collaborating with residents, CBOs, and government to create an environment for diverse perspectives; efforts to alert, involve and explore ideas and solutions--providing space for diverse voices. PHB will work to provide the resources and structures to allow for active participation by all residents. These often include, but are not limited to, expert facilitation, practical resources that allow residents to participate (childcare, meals, and stipends), and resource connection, including to government and other community-based organizations.

Equity: We recognize the diversity of our communities and honor those in it. Committing to co-learning, we will facilitate partnerships that are equitable, collaborative, and empowering. Equitable partnerships require sharing power, resources, knowledge, results, and credit. Our teams recognize that equity is not only an approach but also an outcome.

Q20

How did decision-makers use or consider this information in the decision-making process? (if applicable)

As noted elsewhere, all decisions about how to structure and update the N/NE Preference Policy have been made with a great deal of respect for the feedback provided by our partners and community stakeholders. The N/NE Oversight Committee is a chief example of this model, working from day one to incorporate community concerns and recommendations into the program.

Q21

What tools did you use for communication and community engagement?Refer to Putting the People in Planning for descriptions of the tools below.

- Project website,
- Email updates,
- Newsletter or newsletter articles,
- Translation Services,
- Advisory Committee or Group,
- Focus Groups,
- Traditional Open Houses,
- Online Open Houses,
- Fact Sheets, Brochures or Flyers,
- Fact Sheets, Brochures or Flyers (translated),
- Online survey,
- Online survey (translated),
- Other,
- FAQs,
- Infographics,
- Media Packet or Media Kit,
- TV, Radio or Newspaper Interviews,
- Newspaper ads,
- Radio ads,
- Television ads,
- Online ads or promoted posts,
- In person presentations,
- Community Listening Session,
- Stakeholder Interviews,
- Neighborhood Association meetings,
- Social Media

Q22

If you answered "other" to the previous question, please describe what additional communication and community engagement tools were or are used.

In April 2024, Preference Policy staff were interviewed on the Black Rose Podcast. Here, PHB staff shared information about available Preference Policy rental and homeownership opportunities, and the legacy of displacement in N/NE Portland that led to the creation of the policy.

Page 6: Active Outreach and Engagement

Q23

Please describe the commitment to Diversity, Equity and Inclusion and how it influenced or is influencing this work.

The mission of the Portland Housing Bureau (PHB) is to meet the housing needs of the people of Portland. The bureau focuses its work on our lowest-income residents, who, due to systemic racism, social stratification and marginalization resulting from complex historical and contemporary systems of oppression are disproportionately Black, Indigenous, immigrant and refugee, people of color, and/or people with disabilities. It is these communities that we center as we develop, implement, and deliver programs throughout the year.

Q24

What process did you use to identify priority populations/underserved communities affected by this work?

PHB did a study of the impact of City action on marginalized communities utilizing census and ACS data dating back to 1970. We found that certain actions displaced certain communities more than others, and that they tended to be Communities of Color, specifically more than 10,000. African American/Black residents had been displaced from the NNE Study Area. PHB then created the Preference Policy, which was a way to provide those marginalized and displaced families priority access to City funded housing support whether that be affordable rental or homeownership opportunities.

Q25

What intentional efforts did you make to include priority populations/underserved communities?

PHB intentionally partners with a large group of culturally specific organizations to help define and market the N/NE Preference Policy and other affordable housing opportunities. This has been discussed in previous questions, however, the CBOs offered great insight into the policy during its development, and continue to serve in that capacity, as well as providing direct engagement and outreach to underserved communities. We specifically held forums in areas of town where impacted residents were currently living, one in particular was held in Gresham's city hall. Additionally, 48,000 postcards were sent to zip codes where displaced individuals were currently residing.

Page 7: Monitoring, Evaluation and Documenting Your Community Engagement Program

Q26

What assessments/evaluations have you conducted of the community engagement work to date?

Tracking public meeting attendance,
Tracking website traffic,
Tracking social media impressions,
Tracking newsletter or email engagement,
Project team debrief after events,
Updating or changing plans based on evaluation,
Evaluation form for participants in engagement activities
,
Multiple opportunities for communities, individuals, or organization to express concerns about engagement
,
Open log of public comments available to the public,
Synthesis of public comments and feedback,
Other (please specify):
Assessment and evaluation is a critical component of the N/NE Preference Policy, and measure are built into the policy to ensure regular assessment and evaluation. These include, but are not limited to, providing opportunities for renters and homeowners to share “lessons learned” to help define and improve future developments and homeownership opportunities. In 2023, Dr, Lisa K. Bates and Amie Thuber of Portland State University conducted an evaluation/study on the N/NE Preference Policy. The study aimed to assess the effectiveness of the policy in achieving its goals and to provide insights into areas for improvement. The study sought to understand who sought housing through the policy and their motivations for applying, how the policy impacted the resident's well-being, and recommendations to improve community well-being, specifically, residents' sense of belonging and safety in the neighborhood, economic opportunities, resources and services, access to greenspaces, clean air and water; and pathways to participate in cultural and civic activities. The evaluation also highlighted the importance of community engagement in the policy's success. The study involved extensive input from residents of the apartment communities funded through this policy.

Q27

If the project is ongoing, describe assessments or evaluations planned as the project moves forward.

Assessment and evaluation are the central work of the programs Oversight Committee. This group of professionals meet regularly with PHB's leadership and staff to consider what is working and what improvements can be made. An excellent example of this process is the homeownership component of the program. PHB staff report to the Oversight Committee how well we are performing against our goals. The process includes a presentation, including graphs and a question-and-answer session. Our partners and the community are welcome to these meetings, and are provided an opportunity to weigh in. This is the manner in which the Preference Policy program started, engaging the community directly and building a network of partners to support the program and its' participants. It is our hope that the program is around for a very long time to serve a very deserving community.

Page 8: Lessons Learned

Q28

What did you learn through the assessment and evaluation of the community engagement process?

https://portlandoregon.gov-my.sharepoint.com/personal/dyvisha_gordon_portlandoregon_gov/_layouts/15/onedrive.aspx?ga=1&id=%2Fpersonal%2Fdyvisha%5Fgordon%5Fportlandoregon%5Fgov%2FDocuments%2FResources%2FPolicy%20Development%2FCommunity%20Forum%20Summary%2Epdf&parent=%2Fpersonal%2Fdyvisha%5Fgordon%5Fportlandoregon%5Fgov%2FDocuments%2FResources%2FPolicy%20Development

So much was learned through the assessment and evaluation of the community engagement process, including but not limited to: best practices for engaging the N/NE community and the Portland surrounding areas; what are the best methods for communication and outreach; how to best implement the strategy (equitable practices and policies); how to create opportunities and space for community members to engage directly with housing developers and partners, and how to build trust with community members and residents. Community members want to be heard, and to know their voices matter, and additionally they want to be partners in the work--to be engaged throughout the decision-making process. Promises made must be promises kept! As the N/NE Preference Policy was designed to repair past harms, residents expect and deserve a high level commitment to prevent harm, and promote well being.

Q29

Do any lessons learned have the potential to inform other, future phases, or new community engagement efforts? If so, please explain.

PHB has learned that a holistic community development strategy that attends to neighborhood safety, equity, inclusion, and affordability is necessary to meet the broader goals of advancing racial reparation of equity in N/NE Portland. This understanding will continue to inform other, future phases of our engagement efforts.

Q30

How does the community engagement for this project align with overall community engagement efforts for this organization?

Overall, the community engagement for this project both aligns with and serves as an example for other projects/program teams within the Portland Housing Bureau. It is our sincere hope that the N/NE Preference Policy will continue to also serve as a model for other U.S. cities as well (it has already served in this capacity.)
