

## **Springfield and Lane County - 2024 DLCD Minor Report**

### **Narrative summary (a)**

(a) A narrative summary of the state of coordinated land use and transportation planning in the planning area over the reporting year, including any relevant activities or projects undertaken or planned by the city or county;

- **Climate-Friendly Areas (CFAs) Selection:** In 2024, DLCD and Cascadia Partners supported Springfield staff in refining and selecting CFAs identified in the 2023 CFA Study. Efforts focused on evaluating benefits and trade-offs, community feedback, displacement risk, infrastructure, market conditions, and alignment with city plans. Two outreach rounds informed recommendations, which were presented to City Council in early 2025. Final CFA adoption is due by Dec. 2026.
- **Scenario Planning:** Springfield, Lane County, Eugene, and Coburg are updating the 2015 Preferred Scenario using new climate modeling. Performance measures and jurisdiction targets were shared with the Planning Commission and City Council. Adoption into the TSP is expected by Dec. 2029.
- **2024 Capital Projects Supporting Active Transportation:** West 'D' Street, S 28th Street, Traffic Signal Enhancements
- **Development Review:** Lane County and Springfield staff coordinate on land use applications and related street improvements.

### **Transportation System Planning (b)**

(b) The planning horizon date of the acknowledged transportation system plan, a summary of any amendments made to the transportation system plan over the reporting year, and a forecast of planning activities over the near future that may include amendments to the transportation system plan;

- 2035 Horizon Year

**Please provide a short summary of any TSP amendments in 2024:**

- no amendments occurred in 2024

**Please provide a forecast of future planning activities that may include TSP amendments:**

- **2026: South A Study and Concept Design – Mill St. to 19<sup>th</sup> St.**
  - Study will evaluate the existing roadway to make recommendations for safety improvements for all modes of transportation.
- **2026/27: TSP Bike and Pedestrian project feasibility and concept designs**
  - 48<sup>th</sup> / G / 52<sup>nd</sup> Street Multi-use Path
  - EWEB path extension to Don St, including connection to the Rosa Parks Path located in Pioneer Parkway
  - Flamingo Ave. Multi-use Path to Gateway St.

- **2026/27: Walk & Roll Springfield (Active Transportation Plan)**
  - TPR requirements for Bicycle and Pedestrian Planning
- **2029: CFEC Walkable Design Standards**
  - Jurisdictions must adopt land use regulations that promote walkable areas (consistent with OAR 660-12- 0330) with or before a major update to their Transportation System Plans (TSP).

### **Equity Reports and Analyses (c)**

(c) Copies of reports made in the reporting year for progress towards centering the voices of underserved populations in processes at all levels of decision-making as provided in OAR 660-012-0130 and a summary of any equity analyses conducted as provided in OAR 660-012-0135;

- Annual Report of Community Engagement

### **Alternatives Reviews (d)**

(d) Any alternatives reviews undertaken as provided in OAR 660-012-0830, including those underway or completed.

- No alternative review has taken place

# **Annual Report of Community Engagement in Comprehensive Planning**

*Approved by the CCI on Dec. 3, 2024*



## **Committee for Citizen Involvement**

The Committee for Citizen Involvement (CCI) has the same members as the Springfield Planning Commission. Per the City's adopted Citizen Involvement Program, the CCI's role is to ensure adequate opportunity for citizens to be involved in all phases of the land use planning process.

## **Planning Commission/CCI Meetings**

The Planning Commission/CCI holds meetings in a hybrid environment, offering opportunities to attend both in person and through Zoom. The Planning Commission/CCI and other committees supported by the Community Development Division utilize Springfield Oregon Speaks as the platform for meeting materials, including pre-recorded videos for certain projects, posting of meeting recordings, and as a venue for public comments.

## **Purpose of Annual Report**

This annual report summarizes Comprehensive Planning projects and programs that were active in community engagement over the past year. The purpose of the annual report is to help the CCI review, analyze, and evaluate processes used to encourage citizen involvement during the formation and adoption of major policies and legislation, as well as subsequent involvement when those policies or legislation are implemented. This approach is consistent with Council's goal to Foster an Environment that Values Diversity and Inclusion.

## **Comprehensive Planning Projects**

For each comprehensive planning project, the CCI approves Community Engagement Plans that identify tactics to provide opportunities for the public to participate in: (1) developing technical information; and (2) preparing and adopting policies, plans, and implementing ordinances, including amendments to the Springfield Development Code.

This report features the outreach and engagement efforts for comprehensive planning projects over the past year. See attached tables for each of the following projects that identify the target audience, tactics used, and participation levels:

- **Wastewater Master Plan**
- **Housing in Non-Residential Areas - Code Amendments**
- **Annexation – Code Amendments**
- **Climate-Friendly Areas**

Staff also included summaries of outreach efforts for the Housing and Transportation Programs. Although this work is not under the purview of the CCI, it may be helpful to become familiar with those outreach efforts.

## **Ongoing Dialogue with American Indian and Alaska Native (AI/AN) Community Members**

Connecting with Springfield's AI/AN community members continues along with partner agencies such as Willamalane Park and Recreation District, Lane County, and others. Page 5 of the [2023 annual report](#) to the CCI provides context for how this work began and its potential to inform the City's projects and services. 2024 was a year of building relationships and trust as one way to stay accountable to lessons learned. Looking to 2025, seasonal gatherings will hold space for community members and agencies to review progress toward accomplishing goals in adopted plans and provide input on projects, while also fostering moments to continue to learn and build skills.

## **Zencity Pilot**

The City was interested in exploring the potential of using the platform Zencity. This platform provides a suite of tools such as surveys, postings on social media and tracking of conversations in social and digital media, and a project hub (webpage). The Department of Development and Public Works decided to try it out with the Wastewater Master Plan Update. The City has decided to not continue with this platform given the challenges of interfacing with social media.

## **Reflections on the Past Year**

### **What Worked Well**

1. Tabling at events and community gathering spaces that are well-known and well attended (little need for additional marketing, fewer resources used for hosting such as food or materials setup)
2. Partnerships with the Springfield Public Library and Museum
  - Library events during Walktober
  - Tabling at Wednesday Library Events during the summer
  - Consolidated Plan display in the Museum during 2<sup>nd</sup> Friday Artwalk
  - As Library Staff have regular contact with the public, they have a sense of who will show up to an event and what type of outreach is worthwhile. They can also provide input on the appropriateness/relevance of our material.
3. Partnerships with Willamalane Park and Recreation District
  - Coordination on distributing Climate-Friendly Areas project information
  - Distribution of helmets and lights during May is Bike Month
  - Collaboration with AI/AN community
  - Tabling at Concerts in the Park
4. May is Bike Month and Walktober benefited from colorful and engaging promotional materials.
5. The social media posts for the Wastewater Master Plan survey generated a high number of hits due to the combination of image and wording. It included a bold statement and a call to action.
6. Graphically created art catches more attention than stock images.
7. People are likely to read postcards as they don't have to open anything. Postcards can include a QR code to



- link to a survey or project webpage.
8. Providing incentives or compensation helps increase participation. These incentives or compensation can also be really useful to the participants.
  9. Fact sheets were helpful for explaining code amendments, especially for the Housing in Non-Residential Areas project



## **Lessons Learned**

### Workshops/Events

1. Need more promotion for stand-alone events.
2. The amount of potential outreach events surpasses staff time available, so rotating attendance by year could be helpful in reaching a diversity of events and community members.
3. Schedule in-person events prior to on-line events as it is easier to establish trust at in-person events.
4. Some people are nervous walking or driving at night, so consider this when planning dates, times, and locations for meetings. If possible, schedule some earlier in the day and/or online.
5. Do not underestimate the impact of food.
  - Food will bring people to the table. Consider having snacks on hand to use for pop-up events. Even simple snacks are helpful.
  - Choose snacks that can either be returned or saved for use at a future event if there are leftovers.
6. Conducting pop-up events at Springfield Station was easier than expected. Still suggest coordinating with other agencies at least 6 weeks in advance.
7. Tables at the Willamalane Adult Activity Center and at Springfield Station resulted in more community engagement for Climate-Friendly Areas than the drop-in sessions at City Hall and online.
8. The in-person Annexation Code project workshop felt like a public hearing.
  - Explore how to set it up differently so people feel welcome to make their thoughts heard and in a way that we can still record the event.
  - Need to help people keep comments succinct and on-topic.
9. Expect to talk about topics that are not related to your project.
  - People are going to tell what they are interested in or what they are stressed about, even if not directly related to the input sought for a specific project and it's important to listen as a way to build understanding and relationships with community members.
  - Bring handouts for other projects and business cards of other staff as a way to respond to questions unrelated to the featured project.

### Responding to Comments

1. We want to show people that they have been heard.
2. Sometimes people aren't looking for a response.
3. We want to make sure the information circulating is accurate so responding with clarifications may be helpful.
  - It may be useful to create an FAQ (Frequently Asked Questions) in response to common questions/comments.
  - Based on the survey responses and comments on social media, staff realized the need to create an FAQ for Climate-Friendly Areas.

4. We do not want to come off as defensive.
5. If there is no website for the project/program, staff has an additional responsibility to answer questions as one of few sources of information.
6. Responding to social media comments in a timely, thoughtful manner takes time, so account for this in the project schedule.

### Surveys

1. There are tradeoffs when choosing which survey platform to use.
  - Keep it accessible for city staff to manage and respondents to answer
    - Typeform (used by Climate-Friendly Areas' consultants) was more complicated for respondents to use.
    - Googleform and Survey Monkey are simpler.
  - Look at how the survey will appear on various devices (telephone, monitor, tablet).
  - If providing outreach materials in Spanish, the survey form will need to accommodate both English and Spanish.
2. The second survey for Climate-Friendly Areas is more complex, which is likely resulting in a lower number of respondents.
3. Survey or project webpage links and flyers with links or QR codes are easy to share.
4. There is some survey burnout as there are so many surveys happening.
  - Do not rely solely on surveys for community input.
  - Surveys are best for getting general public input, but focus groups are a better approach when engaging with particular groups/organizations, especially with more detailed topics.



### Considerations Going Forward

1. Going to where people already are continues to be most effective way to reach people.
2. Consider community events where city staff can present on several projects at once.
3. Listen for opportunities to improve engagement approaches (e.g., specific activities or events) as community members participate. They may offer suggestions and state preferences or needs that can inform how the project team can adapt along the way for increased and more meaningful participation.
4. It is still a question as to how far to go with providing materials in Spanish.
  - Translating materials adds to the project timeline and costs.
  - We don't have the ability to quickly update materials in Spanish.
5. When reaching out to families with children, consider partnering with Willamalane on an event as Willamalane may be set up to provide childcare.
6. Work with the Communications Team early in the project to take photographs, develop a set of graphics, and create a "look/branding" that Planning staff can then use in materials throughout the project.
7. People don't always have a lot of time to read lengthy or technical text, so keep it simple.

#### Coordination with Other Partners/Community Leaders

1. Reach out early, but don't wait too long to follow-up so it does not feel like "a cold call" having to reintroduce an effort again or determine which staff to work with.
2. Maintain relationships with the development community so we can reach out to them on specific topics.
3. Be humble and do not expect others to always take an interest in our projects as they are busy and may have a different focus.
4. Consider what level of effort we need to invest in maintaining other community relationships given staff capacity and target audiences of upcoming projects.