

# West Linn's Waterfront Public Engagement Plan

## Introduction

The City of West Linn has been working for several years to create a redevelopment plan for the underutilized area at the base of the Arch Bridge. This area is historic but does not fulfill its potential for new investment in public and private uses, redesigned and better functioning streets, and serving as a major focal point in which the community will benefit, find value and excitement, and have great civic pride. This planning work culminated with the publication of a draft Arch Bridge-Bolton Concept Plan in December 2014. The City Council did not move that draft forward for adoption, but instead, in February 2016, adopted a Council Goal which reads:

### *Refine Arch Bridge Area Master Planning & Assess Potential Property Acquisitions*

- *Reengage contract to hold property owner meetings, community engagement, neighborhood association outreach, and town hall meetings to prepare potential development alternatives and examine zoning options and other potential measures to preserve property values and meet long-term planning goals.*
- *Use the alternatives to determine the cost related to property acquisition and master plan financing options.*

During 2016 the City staff developed an assessment of the prior planning work and scoped out the options for renewed planning that will move to actual adoption and implementation. On December 19, 2016 the Council concurred in a general scope of work for the planning to bring the project to successful conclusion. These core elements for future planning were approved:

- *Plan for the entire waterfront area with redevelopment potential upstream from the I-205 Bridge*
- *Plan in the context of the Willamette Falls area and the several focused groups and projects actively involved in significant enhancement of the area and programs surrounding the falls.*
- *Integrate more public spaces and experiences in the project designs and plans*
- *Work to create transportation systems which minimize negative impacts on the development potential of the area*
- *Work within a framework of financial feasibility based on market and financing realities*
- *Broadly engage the community in establishing project values and direction and in developing plans and programs*

This document is a key part of the strategy for moving forward. It identifies the community engagement process which will be the underpinning of the planning work.

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## Engagement Plan Goals

- *Broadly engage the community in establishing project values and direction and in developing plans and programs*
- *Adopt and implement the Master Plan and the District Area Plans for West Linn's Waterfront with broad community support, ownership, and commitment for moving forward to completion*

## Engagement Plan Objectives

- *Create a strong sense of community ownership and support of the West Linn's Waterfront Project plan and implementation*
- *Offer educational and meaningful input opportunities throughout the engagement and implementation processes*
- *Proactively engage citizens where they are, meaning attending community events, meetings, and other gatherings to provide information and gather input*
- *Provide opportunities for the community to come together to learn about the project, review its directions, and offer meaningful comment*
- *Create the result of a positive adoption process*

## Engagement Plan Strategy

### Engagement Participants

- *Citizens*
  - *Engage where they are*
  - *Provide opportunities to engage in larger forums*
- *Organizations*
  - *Neighborhood Associations*
  - *Community Organizations*
  - *Civic Organizations (Chamber of Commerce, Rotary Club, etc.)*
  - *Groups associated with the West Linn-Wilsonville School District*
- *Business Community*
  - *Property Owners*
  - *Business Owners*
    - *Generally – Chamber, etc.*
    - *In the planning area*
  - *Residential Owners*
- *Partner Agencies*

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- *Oregon City*
- *Clackamas County*
- *Metro*
- *Oregon Department of Transportation*
- *TVF&R*
- *DLCD*
- *Willamette Falls Heritage Project*
- *Willamette Falls Legacy Project*
- *Willamette Falls Locks Task-Force*

## Strategy

- *Goal: Create meaningful input*
  - *Citizens have the information they need to make meaningful input*
  - *Decision makers receive meaningful input to help make good decisions*

### Strategy Element One – Electronic and Social Media

- *Utilize existing and new social media platforms to promote information and events related to the core elements of the Project:*
  - *Project Facebook Page*
  - *Project Website*
  - *City of West Linn Facebook page link to project page*
  - *City of West Linn Twitter*
  - *City of West Linn YouTube*
  - *West Linn Instagram*
  - *Nextdoor*
- *Create project emailed newsletter*
  - *Published no less than bi-weekly*
  - *Project updates*
  - *Upcoming events*
  - *Key stories*
  - *Human interest stories*
  - *Distribution list*
    - *Starts with current City email list*
    - *Active and persistent solicitation of new subscribers*

### Strategy Element Two – Presentations – Phase One

- *Make presentations with two key, reciprocal elements:*
  - *Here is what we have learned*
  - *What do you think?*
- *Compile results and provide feedback to all groups participating in presentations*
- *Targeted Groups:*
  - *Neighborhood Associations*
  - *Civic Groups (Rotary, etc.)*

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- *School related groups*
- *Others upon request*

## Strategy Element Three – Community Engagement

- *Hold open houses (in-person, virtual)*
- *Creative process deriving from Phase Two engagements*
- *Focus on ideas and solutions*
  - *Traffic circulation*
  - *Land uses*
  - *Design*
- *Results in general consensus on solutions to the major issues*
- *Conduct site and project tours for groups and all-comers on a regular basis*
- *Provide copies of informational material to local groups, businesses*

## Strategy Element Four – Presentations – Phase Two

- *Return to the groups participating in “Presentations – Phase One”*
- *Make presentations with two key, reciprocal elements:*
  - *Here is what the community has created so far*
  - *What do you think?*
- *Compile results and provide feedback to all groups participating in presentations*

## Strategy Element Five - Media Relations

- *Persistent activity throughout project*
- *Publicity gained via news outlets (The Tidings, The Oregonian, TV stations, etc.)*
- *Actions to earn publicity include:*
  - *Press releases*
  - *Encourage reporters to attend community and group events*
  - *Encourage reporters to subscribe to project accounts for email, twitter, etc.*
  - *Personal relationships and reliable responses to reporters*

## Strategy Element Six – Project Advisory Task Force

- *Provides information, feedback, and advice to project staff and City Council*
- *Represents the broad community and a wide variety of interests and abilities*
- *Meets generally monthly up until making a final recommendation to the Council*
- *Proposed Task Force Structure:*
  - *Economic Development Committee (2)*
  - *Planning Commission (2)*
  - *Youth Advisory Council (2)*
  - *Property Owners (1 large property – 1 small property)*
  - *Neighborhood Associations (1 adjacent neighborhood – 1 other neighborhood)*

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- *Chamber of Commerce (1)*
- *Tribes (1)*
- *At-Large (2)*

Public Engagement Plan Schedule - West Linn Waterfront Project

Task	2017				2018			
	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
Electronic and Social Media								
Presentations: Phase One								
Community Engagement								
Presentations: Phase Two								
Media Relations								
Public Advisory Task Force								
Adoption Process								