

Public Engagement Plan HB2001 Phase 2



Middle Housing Code Amendments

HB2001 Phase 2 Public Engagement

I. Overview

Housing Bill 2001 (HB2001), also known as the “housing choices” bill, requires jurisdictions to allow for middle housing and was passed by the Oregon Legislature in 2019. The City of West Linn is required to implement the bill through compliance with the associated state administrative rules.

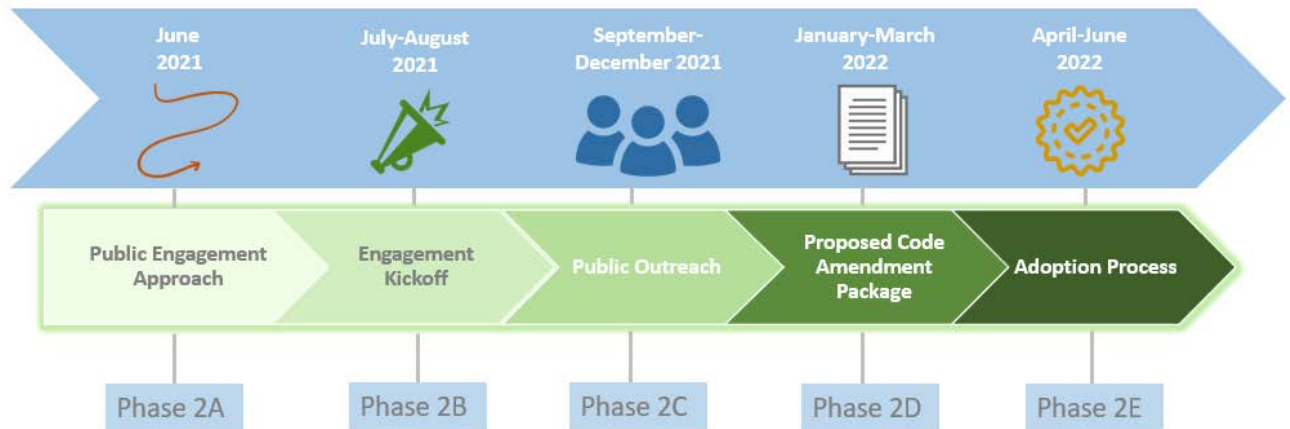
HB2001 requires the City of West Linn to amend its Community Development Code to accommodate various types of middle housing. The bill requires duplexes to be permitted on all residentially zoned lots and parcels that allow for the development of detached single-family dwellings. Triplexes, quadplexes, cottage clusters, and townhouses are to be permitted in areas zoned for residential use that allow for the development of single-family dwellings.

The City has commenced work on HB2001 implementation and is treating it as a two-phase project. Phase 1 is complete and was a technical exercise, while Phase 2 will be policy discussions with the community and the legislative adoption process with the Planning Commission and City Council. To complete Phase 1, the City secured grant funding from the Department of Land Conservation and Development (DLCD) to contract with consultants to conduct the technical analysis. That work included a code audit to identify actions the City will need to take to comply with HB2001 and a community survey to gauge interest in going beyond minimum compliance. The consultant team’s work was completed in June 2021. The outcome was recommended comprehensive plan and code changes to comply with the rules of HB2001 as well as some policy questions to address during the public engagement process.

II. Public Engagement Plan

The purpose of Phase 2 engagement will be to get community feedback on policy choices and programs that could help promote the development of middle housing types in the community. That feedback will be used to help decision-makers determine whether the City adopts the minimum to comply with HB2001 or adopts code language to implement some of the policy choices. Using the consultant’s recommended Community Development Code amendments, the City will be able to edit the code language as necessary to better fit the community’s needs and state laws through the engagement efforts and outreach. The final action of Phase 2 will be adoption of Community Development Code amendments. This includes public hearings by both the Planning Commission, who will provide a recommendation, and City Council, who makes the final decision on the amendments that are adopted.

Below is a timeline for the HB2001 Phase 2 Public Engagement Plan:



Phase 2A- Public Engagement Approach (June 2021)

Develop Educational Materials

The consultant teams will create presentation materials as part of Phase 1. The presentation will be used to foster discussion during the Phase 2 engagement process. Other materials will include handouts and graphics that show the connection between the recommended minimum compliance code amendments, the state rules they implement, and policy choices the City could implement beyond minimum compliance.

FAQ Brochures

Develop FAQ Brochures that provide concise and easily understood answers to frequently asked questions regarding HB2001. Some critical topics to address include: what is HB2001, why was it signed into law, the City's approach for compliance, and opportunities created potential impacts to the community. Brochures will also define common terms (i.e. what is middle housing with graphic examples), what zoning designations the bill applies to, and explanations about the policy choices. Members of the public will be welcome to submit questions and give feedback, with the FAQ brochures updated accordingly.

Website Updates

Staff will update the website to include the final Phase 2 Public Engagement Plan, all educational materials, and the FAQ brochures. A detailed calendar of events and meetings will be maintained for the community to identify engagement opportunities that fit into their schedules. Details on the final legislative adoption process will also be available. Summary notes of all meetings will be made available on the website, including feedback specific to the policy choice questions. City staff will also work with the consultant team contracted to help with Phase 2 outreach to develop an online feedback tool to community members. The goal is to make the website as user-friendly as possible and provide materials and information to clearly communicate timelines and proposed changes as the process of HB2001 implementation moves forward.

Phase 2B- Engagement Kickoff (July-August 2021)

Refine Educational Materials

Work with the Committee for Citizen Involvement to refine the educational materials and FAQ brochures produced in Phase 2A. The goal will be for the City to provide clear messaging to the community that is easily accessible and understood.

Produce Explanatory Videos

Link videos to the project website providing information on why zoning matters, the need for middle housing, minimum compliance with HB2001 and associated policy choices, and other related educational materials that explain why the Oregon legislature required more inclusive zoning that could help build more middle housing across the state.

Video participants could include elected and appointed officials, City staff, consultant staff, and community members.

Schedule Outreach Events

Staff will schedule the following events and contact the presidents of all 11 Neighborhood Associations to schedule time on an upcoming agenda for HB2001 policy discussion.

- Open Houses (Sept. and Nov. 2021)
- Planning Commission Briefings (Oct. and Dec. 2021)
- City Council Briefings/Policy Discussions (Oct. and Dec. 2021)
- Economic Development Committee Briefing (Oct. 2021)
- Historic Review Board Briefing (Nov. 2021)
- Neighborhood Association Discussions (Sept. to Dec. 2021)

Press Release (project kick-off)

Develop press release to kick off HB2001 Phase 2 public engagement events and distribute to the Tidings, social media, and other various outreach platforms.

Phase 2C- Public Outreach (September-December 2021)

Social Media Outreach (weekly)

Use existing City social media accounts (Instagram, Facebook, and Twitter) to provide information, post videos and educational materials, and advertise engagement opportunities.

Website Updates (as needed)

Provide project information and documents (fact sheets, general process timeline, videos, summaries of outreach efforts, etc.)

Press Releases (as needed)

Develop press releases to provide updates on the HB2001 public engagement process and upcoming meetings/events and distribute to the Tidings, social media, and other various outreach platforms.

Tidings Articles

Coordinate with Tidings staff for one or more articles focused on the City's implementation of HB2001, including a call for public participation.

City Newsletter Outreach (bi-weekly)

Use existing City E-Newsletters to provide project updates and information, links to videos and educational materials, and advertise engagement opportunities.

Visit 11 Neighborhood Associations

Attend existing neighborhood meetings or events to provide an overview of HB2001 implementation and glean feedback on the policy choice questions. Some neighborhood associations meet monthly and others bimonthly or quarterly; therefore, it is important to coordinate in advance during Phase 2B to get the 11 invitations scheduled.

Open Houses (September and November)

Hold community open houses (virtual or in-person or both) to review and give input on proposed code amendments to allow middle housing. This will also be another opportunity to gather input on the policy choice questions. Staff will schedule a minimum of two events for each round to provide for more equitable access.

Planning Commission Briefing (October and December)

Provide briefings on community input and policy choices. Solicit feedback from the Planning Commission on the draft code amendments and policy questions.

Economic Development Committee Briefing (October)

Provide briefings on community input and policy choices. Solicit feedback from the Economic Development Committee on the draft code amendments and policy questions.

Historic Review Board Briefing (November)

Provide briefings on community input and policy choices. Solicit feedback from the Historic Review Board on the draft code amendments and policy questions, particularly how this may affect historic resources and landmarks.

City Council Briefings/Policy Discussions (October and December)

Provide briefings on community input and policy choices. Solicit feedback and direction from the City Council on the draft code amendments and policy questions.

Online Survey

Create an online survey to gauge community interest in implementing the policy choice questions. Create an outreach summary to compare the results of the survey with information gleaned from other outreach efforts in Phase 2C.

Phase 2D- Proposed Code Amendment Package (January-March 2022)

Neighborhood Association Presidents Meeting

Staff will attend and present the proposed code amendment package and Phase 2C outreach summary. The Neighborhood Association Presidents will have the opportunity to provide feedback, including on any policy choice amendments included in the proposal, and address any challenges they see with the adoption of the new code.

Final Open House

Hold an open house to present the final package of proposed code amendments and Phase 2C outreach summary. Solicit feedback from the community on the proposal, including on any policy choice amendments that are included.

Planning Commission Work Sessions

Hold two work sessions with the Planning Commission to review and provide feedback on the proposed code amendment package and any implemented policy choices.

City Council Work Sessions

Hold two work sessions with the City Council to review and provide feedback on the proposed code amendment package and receive final direction on implementing the policy choices.

Press Releases

Develop press releases to provide updates on the timeline for HB2001 implementation and upcoming meetings/events, and distribute to the Tidings, social media, and other various outreach platforms.

Social Media Outreach

Use existing City social media accounts (Instagram, Facebook, and Twitter) to provide information, post videos and educational materials, and advertise engagement opportunities.

Website Updates

Update the website to reflect the final code amendment package, Phase 2C outreach summary, and meeting calendar.

City Newsletter Outreach

Use existing City E-Newsletters to provide project updates and information, including key meetings dates.

FAQ Brochure

Update or add an additional FAQ brochure to include updated information related to the policy choices and adoption of HB2001 code amendments in the City of West Linn.

Phase 2E- Adoption Process (April-June 2022)

Press Release

Develop a press release to provide the timeline for the HB2001 code amendments package formal adoption/public hearing process.

Social Media Outreach

Use existing City social media accounts (Instagram, Facebook, and Twitter) to provide the timeline and information on how to participate in the formal adoption/public hearing process.

Website Updates

Update the website to reflect the decisions made on the final code amendment package.

City Newsletter Outreach

Use existing City E-Newsletters to provide the timeline and information on how to participate in the formal adoption/public hearing process.

Planning Commission Public Hearings (April/May)

Planning Commission public hearings will be held to receive community feedback and make a recommendation to City Council on the final package of code amendments to adopt for compliance with HB2001.

City Council Public Hearings (May/June)

City Council public hearings will be held to review the Planning Commission recommendation, receive community feedback, and make the final decision on adoption of a package of code amendments to comply with HB2001.

III. Summary

The City of West Linn is required to adopt code amendments to comply with HB2001 by end of June 2022. Through this engagement plan, the City will provide opportunities for the community to stay informed and provide input on the efforts to implement HB2001. A variety of outreach methods will be used in hopes of making the process as inclusive as possible and to help generate increased participation to help inform the final decision on HB2001.