

## MEMORANDUM

August 24, 2023

To: John Floyd and Darren Wyss

Organization: City of West Linn

From: Talia Jacobson and Adrian Witte, Toole Design

Project: West Linn Waterfront Plan

Re: **Public Involvement Plan**

This Public Involvement Plan (PIP) outlines the approach for engaging the community and stakeholders in the West Linn Waterfront Plan. It details the responsibilities of the consultant team and City staff.

This plan aims to conduct true involvement rather than solely outreach. *Outreach* is defined as informing people and organizations about what is happening as a part of this planning effort. *Involvement* is defined as being open to hearing what people think, hearing their hopes and fears, integrating what we hear, and being open to that taking us in different directions, or resulting in us needing to be clear about what is and is not possible.

### Public Involvement Goals and Parameters

The main goal of our public involvement is to build on the pre-pandemic community vision for the waterfront and develop broad consensus that will carry proposed redevelopment and transportation changes through adoption and into implementation. Specific goals for the engagement process include:

1. **Identifying and gathering feedback** from current project area stakeholders and potential future users, including hard-to-reach constituents.
2. **Validating that the City honors and remembers the 30+ years of input** gathered in prior waterfront planning efforts.
3. **Supporting long-term government-to-government collaboration** with the Tribes who have interests in the history and future of Willamette Falls and the West Linn section of the Willamette River.
4. **Confirming and refining the pre-pandemic vision**, guiding principles, and community preferences.
5. **Creating space to build compromise and consensus** based on common interests and goals around revitalizing the waterfront and creating safe multimodal access for community members. This strategy defines consensus as reached when more project constituents support than oppose recommendations,

and when most of those who do not prefer the recommended solution agree that the decision was made for valid and understandable reasons.

6. **Building momentum and support** to adopt and implement the land use and transportation changes recommended in the plan.

## Project Scope Parameters

It is important to identify what topics and solutions lie within the project scope, and which aspects of the project are not open to change based on public input. Fixed aspects of the project include:

- **Project Boundaries:** the project includes the three districts shown on Figure 1.
- **Guiding Principles:** public conversation from 2017-2019 yielded four guiding principles: River Access, Celebrating Heritage, Reinvestment Opportunity, and Transportation Improvements. While elements of these principles may be refined and updated through the current process, they will remain foundational to our work and serve as key themes in our messaging. This project will utilize the vision, interests, and concerns shared from prior engagement as our starting point.
- **Other scope parameters:** new connections to or across I-205 are beyond the scope of the project. The West Linn Willamette Falls Drive 2021 Conceptual Design Plan has identified the transportation solution for the intersection with OR-43.

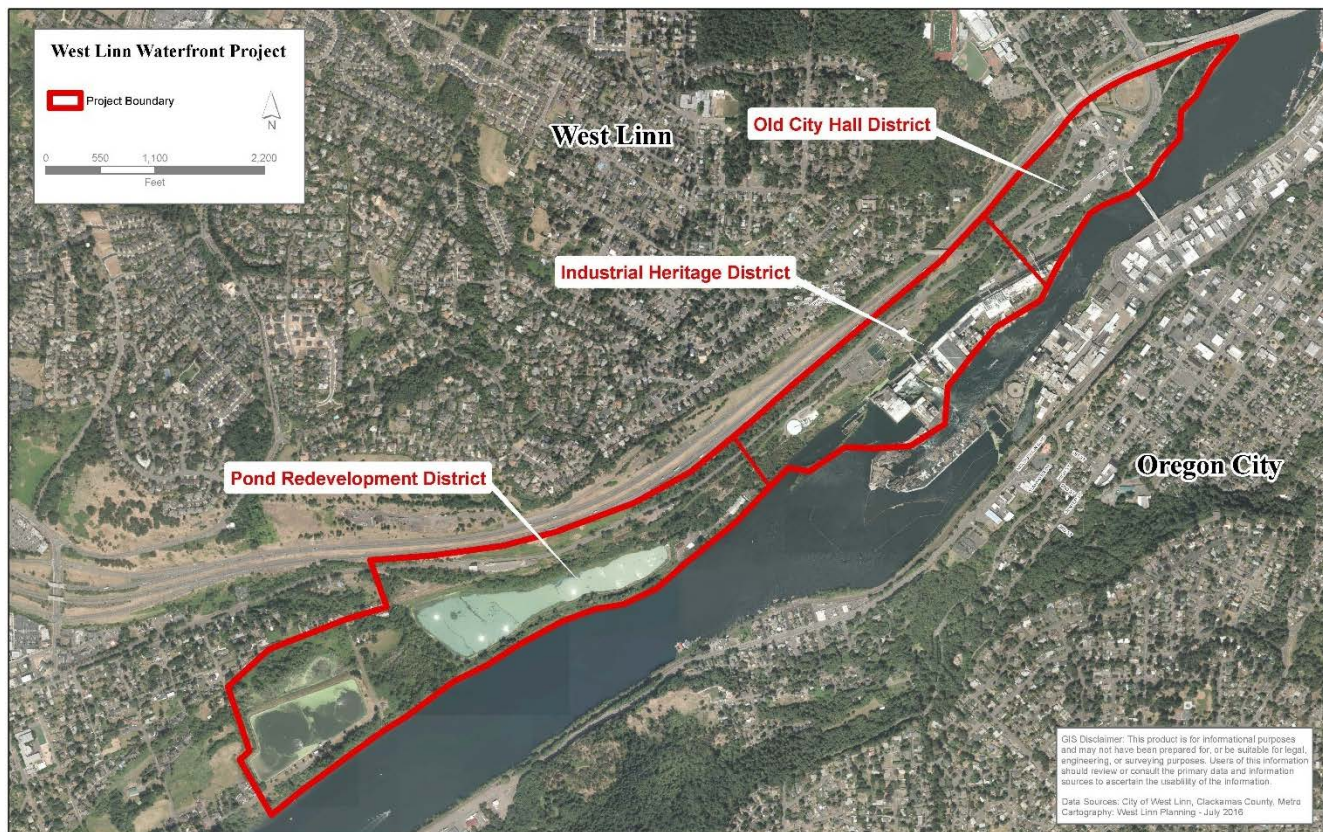


Figure 1: West Linn Waterfront District Map and Project Boundaries.<sup>1</sup>

## Key Audiences

As stated in the goals section, the public involvement process seeks to involve waterfront stakeholders and potential users, including constituents who are harder-to-reach. The table below lists primary and additional constituencies that make up the key audiences targeted by this involvement plan. Input from all key audiences will be sought and considered throughout the process, but methods of engagement will focus on involving primary constituencies. *Key stakeholders* are indicated with an asterisk – they may benefit from one-on-one interviews or meetings periodically during the project to build trust and reach agreements.

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<sup>1</sup> The area labeled Industrial Heritage District on this figure is now referred to as the Cultural Heritage District. All future project materials will incorporate this change.

Primary Stakeholders and Constituencies	Additional Stakeholders and Constituencies
<ul style="list-style-type: none"> <li>• <b>Major project area property owners*</b> including PGE, Belgravia, and Schultz Development Group.</li> <li>• <b>Project area residents</b> including both owners and renters.</li> <li>• <b>Project area business owners</b> including the West Linn Paper Company.</li> <li>• <b>Youth</b> in the City of West Linn, particularly West Linn High School students.</li> <li>• <b>Willamette Falls Trust*</b></li> <li>• <b>Willamette Falls and Landings Heritage Area Coalition*</b></li> <li>• The <b>Confederated Tribes of the Grand Ronde*</b></li> <li>• The <b>Confederated Tribes of the Siletz Indians*</b></li> <li>• The <b>Confederated Tribes of the Umatilla Indian Reservation*</b></li> <li>• The <b>Confederated Tribes of Warm Springs*</b></li> <li>• The <b>Confederated Tribes and Bands of the Yakama Nation*</b></li> <li>• People who live, work, play, and own businesses in the City of West Linn, including marginalized people who experience unequal access to the Willamette River.</li> </ul>	<ul style="list-style-type: none"> <li>• The <b>Bolton, Sunset, and Willamette Neighborhood Associations.</b></li> <li>• The <b>West Linn Historical Society.</b></li> <li>• Organizations advocating for stewardship of the Willamette River, such as the <b>Willamette Riverkeepers</b> and the <b>Human Access Project.</b></li> <li>• Residents of the greater Portland metro and mid-Willamette regions who may be interested in project area river access.</li> <li>• City developers and property owners without a current stake in the project area.</li> <li>• The <b>Nez Perce Tribe</b>, who holds treaty rights but is not currently a partner in the Willamette Falls Trust or the Willamette Falls Coalition efforts.</li> </ul>

## Timeline and Activities

Below is a high-level timeline for involvement phases. Each phase includes breadth and desired outcomes of involvement, as well as methods for gathering information and potential questions to ask.



### PHASE 1: SEPTEMBER – DECEMBER 2023

#### *Intent:*

- Conduct broad community engagement.
- Confirm and refine prior visioning.
- Gather initial preferences for land use, urban form, river access, and multimodal transportation, building on the feedback gathered through previous visioning.
- Establish communication with key stakeholders.

#### *Questions for stakeholders and the public:*

- How would you like to be able to access the river?
- What public and private land uses would you like the waterfront to support?
- What urban form would support new investment while celebrating the area's heritage?
- What transportation connections or improvements would support safe access to a revitalized waterfront?

#### *Focus of elected official and leadership engagement:*

- Introduce the project.
- Summarize past planning and public input.
- Solicit input on the PIP and desired outcomes.
- Determine which aspects of the project most interest or concern them.

#### *Meetings and events:*

##### **Place-Based Tabling**

In-person outreach events will include tabling activities at existing community events (e.g., the farmer's market, Christmas tree lighting ceremony, etc.), as well as informal in-person engagement where staff can be present and discuss the project with the public (such as tabling at local grocery stores, food pantries, coffee shops, major transit stops, and other gathering places).



### **Project Working Group (PWG) and Technical Advisory Committee (TAC)**

A Project Working Group (PWG) has been developed to include key stakeholders in the area. A Technical Advisory Committee (TAC) will also be developed to represent staff from the City of West Linn and other relevant agencies including ODOT, Oregon City, TriMet, and others.

Communications with these groups during Phase 1 of public engagement will include messaging to kick-off the project and a request to promote outreach events through their contacts lists; and a meeting with each group to update them on community outreach and to gather initial feedback from these stakeholders.

### **Stakeholder Interviews**

Interviews will be conducted with key stakeholders to go into more depth about certain topics, e.g., meetings with major property owners to understand future development plans, etc.

### **Tribal Coordination**

City staff will contact Tribes with connections to the project area to brief them on the project. Tribal representatives are included as stakeholders on the Project Working Group (see description above) and stakeholder interviews may be conducted with the Tribes to go into depth on certain topics. Four of the Tribes are represented through the Willamette Falls Trust.

### **Youth Advisory Council (YAC)**

The project team will attend a Youth Advisory Council Meeting (second Tuesday of every month) to introduce the project, gather feedback from the group, and to identify and encourage ways for the YAC to help promote the project and the public engagement process.

### **Vancouver Waterfront Site Visit**

The project team will conduct a site visit of the Vancouver Waterfront with members of Council, the Planning Commission, and other key stakeholders to discuss lessons learned from one of the most successful local waterfront redevelopment projects.

### **Civic Presentations**

City staff will conduct briefings and present at existing community group meetings as needed to introduce the project, gather feedback from those groups, and to promote the community outreach process. This may include presentations to the following groups: the Bolton, Sunset, and Willamette Neighborhood Associations, Willamette Riverkeepers, West Linn Historical Society, Human Access Project.

### **Decision-Maker Briefings**

Staff will conduct briefings for the Planning Commission and Council to update them on the public engagement process.

*Materials and tools:*

**Project Website**

The project website will provide information about the project, its timeline, and how the public can get involved. The site will include links to the online survey and webmap, advertise outreach events, provide a running FAQ section, and provide links to project materials (e.g., the first update will include a summary of prior planning and engagement). The website will be updated for each phase of public involvement (see below) and as other materials are approved for public release.

**Online Survey**

The online survey will introduce the project and ask questions to confirm the outcomes of prior outreach and community visioning. It will allow people to provide input on their preferences for land use, urban form, river access, and multimodal transportation, using example images. It will incorporate a map of the project area with callouts to explain what is currently known about opportunities, constraints, and existing features. The online survey will be distributed in a variety of ways, including linked via the project website, linked via a QR code on the project flyer and public information boards, and distributed via email distribution lists, social media, and other channels. The online survey is intended to be consistent with the meeting-in-a-box materials (described below), to provide comparable opportunities for online and in-person involvement.

**Webmap**

A webmap will be developed that allows community members to identify a specific location in the study area and add comments about the opportunities and challenges they see for that location. It will be linked via the project website and a QR code on the project flyer and public information boards.

**Project Flyer**

A project flyer will be developed for pinning on community notice boards or handing out to community members that might not have time to engage with staff at public events. The flyer will include a brief description of the project, a link to the project website, and a QR code to link to the online survey and webmap.

**Meeting-in-a-Box**

Materials will be developed that can be used by consultant or city staff to conduct public meetings, information sessions, and briefings. “Meeting-in-a-box” materials will include a slide deck and speakers notes for virtual and in-person presentations, and project boards for interactive conversations at in-person tabling events. These materials will be designed consistent with the online survey and webmap, to provide comparable opportunities for online and in-person involvement.

**Press Release**

A press release will be developed to kick-off Phase 1 of the public engagement process that can be distributed via the City’s website, to media outlets, and on social media.

## **PHASE 2: JANUARY 2024 – JULY 2024**

### *Intent:*

- In-depth involvement with working groups and key stakeholders.
- Analyze zoning options for meeting the community vision.
- Share code and transportation recommendations for feedback.
- Maintain transparency with the broader public.

### *Questions for stakeholders and the public:*

- Which land use option will best achieve the community vision?
- Which transportation and code changes are necessary, feasible, and beneficial?
- How should we finance implementation efforts?
- What barriers to success can we anticipate and overcome?

### *Focus of elected official and leadership engagement:*

- Vet options and recommendations for major opportunities or fatal flaws.
- Inform them of the needs and preferences of different constituents.
- Build willingness to take action.

### *Meetings and events:*

#### **Virtual Open House**

A virtual open house will be advertised and conducted to present the results of community input and the draft Community Vision for feedback. The format will be a presentation plus time for facilitated Q&A. The virtual open house will be recorded and posted to the project website.

#### **Project Working Group (PWG) and Technical Advisory Committee (TAC)**

Two (2) meetings are anticipated with each of these groups during this phase. One meeting will review the results of community input and seek feedback on the draft Community Vision. The other meeting will review proposed land use plans and changes to the Comprehensive Plan, zoning, and Community Development Code.

#### **Youth Advisory Council (YAC)**

City staff will follow up with the YAC to update them on project progress, the results of community input, and to gather feedback on the draft Community Vision.

#### **Civic Presentations**

City staff will conduct follow-up presentations with stakeholder organizations and community groups as needed to update them on project progress, the results of community input, and to gather feedback on the draft Community Vision.



### **Planning Commission Meeting**

The project team will present the Community Vision and draft Land Use Plan at a meeting of the Planning Commission.

### **City Council Briefing**

The project team will brief City Council on the results of public outreach, the Community Vision, and draft Land Use Plan.

### **Tribal Coordination**

Tribal representatives are included as stakeholders on the Project Working Group and will be part of work sessions and asked to provide feedback on project deliverables. Four of the Tribes are represented through the Willamette Falls Trust.

### *Materials and tools:*

#### **Project Website**

The project website will be updated to reflect this phase of public engagement. This will include updating website text, adding to the running FAQ section, providing a summary of feedback heard during Phase 1, posting the recording of the virtual open house, and uploading any relevant documents summarizing work to date. For this phase of engagement, the project team will be looking for comment on the draft Community Vision and land use plans and will provide a generic email address or survey template for the public to submit comments on these documents.

#### **Recording of Virtual Open House**

The project team will record the virtual open house and post it to the project website.

#### **Press Release**

A press release will be developed to update people on Phase 2 of the public engagement process that can be distributed via the City's website, to media outlets, and on social media.

#### **Presentation Materials**

The project team will provide maps and graphics and prepare a slide deck for use in delivering civic presentations and decision-maker briefings.

### **PHASE 3: AUGUST 2024 – DECEMBER 2024**

#### *Intent:*

- Build momentum for implementation.
- Allow for public comment prior to adoption.

*Questions for stakeholders and the public:*

- Does this plan align with the community vision?
- What next steps do you hope the city will take?

*Focus of elected official and leadership engagement:*

- Finalize plan for adoption.
- Confirm commitment to implementing the plan.

*Meetings and events:*

**Virtual Open House**

A virtual open house will be advertised and conducted to present the draft Master Plan report for feedback. The format will be a presentation plus time for facilitated Q&A. The virtual open house will be recorded and posted to the project website.

**Project Working Group (PWG) and Technical Advisory Committee (TAC)**

A meeting will be conducted with each of these groups to review the draft Redevelopment Action Plan and transportation analysis. Comments will also be sought from these groups on the draft Master Plan report.

**Civic Presentations**

City staff will conduct follow-up presentations with community groups as needed to update them on project progress and to gather feedback on the draft Master Plan.

**Tribal Coordination**

Tribal representatives are included as stakeholders on the Project Working Group and will be part of work sessions and asked to provide feedback on project deliverables. Four of the Tribes are represented through the Willamette Falls Trust.

**Historic Review Board (HRB) Meeting**

The project team will brief the HRB on the project and present the draft Land Use and Redevelopment Action Plans for feedback.

**Planning Commission Meeting**

The project team will present the Redevelopment Action Plan and recommended amendments to the Comprehensive Plan and Zoning Map at a meeting of the Planning Commission.

**City Council Meetings**

The project team will present at up to three (3) City Council meetings to brief Council on recommended updates to the Comprehensive Plan, Zoning Map, and Community Development Code, the Redevelopment Action Plan, recommended amendments to the TSP, and to present the final Master Plan for Council adoption.

### *Outreach Materials and Tools*

#### **Project Website**

The project website will be updated to reflect this phase of the project. This will include updating website text, adding to the running FAQ section, and uploading any relevant documents summarizing work to date. For this phase of engagement, the project team will be looking for comment on the draft master plan. A generic email address or survey template will be provided for the public to submit comments on these documents.

#### **Recording of Virtual Open House**

The project team will record the virtual open house and post it to the project website.

#### **Press Release**

A press release will be developed to update people on Phase 3 of the public engagement process that can be distributed via the City's website, to media outlets, and on social media.

#### **Presentation Materials**

The project team will provide maps and graphics and prepare a slide deck for use in delivering civic presentations and decision-maker briefings.