



Memorandum

Date: January 24, 2024

To: Committee for Community Involvement

From: Chris Myers, Associate Planner

Subject: VISION43 Draft Community Engagement Plan

The VISION43 project consulting firm (MIG) has, with City staff input, created a Community Engagement Plan (CEP). City staff are requesting the Committee for Community Involvement offer input and feedback to ensure all community members and critical organizations are given the opportunity to provide input during the project.

Please see the attached draft VISION43 Community Engagement Plan.



Community Engagement Plan

INTRODUCTION

The Community Engagement Plan (CEP) outlines the approach to achieve a thorough and effective community engagement process for the City of West Linn's Highway 43 Corridor Vision (Vision43) project. The CEP identifies engagement goals, measures for success, tools, techniques, resources, partners, and anticipated timing for project events. The CEP will also identify the demographics in the corridor that may require focused outreach strategies and provide direction on the type and location of meetings, potential partnering opportunities with existing community-based organizations and community leaders, events, and social media outreach.

APPROACH AND GOALS

The CEP is an evolving document and will be updated during the planning process, as needed to adjust to changing conditions and needs as the project progresses. The Project Team will use this document to measure the effectiveness of outreach efforts to ensure all key audiences within the Corridor are represented. These metrics will be periodically evaluated to respond to gaps in representation and assist the Project Team with focused engagement strategies, with a particular focus on reaching those who may not typically participate in traditional public engagement.

Our approach includes the following goals:

- **Identify barriers to participation.** Cultivate an understanding of existing or potential barriers to participation of all community members within the Corridor.
- **Leverage local networks, community events, and existing engagement efforts.** Build on the variety and depth of existing community involvement initiatives within West Linn to engage the public effectively and efficiently in the development of the Corridor Vision. Participate in major community events, conduct engagement activities at familiar and comfortable community gathering spaces particularly within the corridor, and tap into existing community-based networks and groups to connect with a wider range of community members.
- **Ensure voices are heard from all demographics and interest groups in the Corridor.** Reach the range of community members that are representative of the broader community interests and demographics in the Corridor, including the business community, younger residents, and those who may not typically participate in community engagement efforts.
- **Ensure an accessible planning process.** The community involvement process will be accessible, understandable, and welcoming to all who wish to participate.
- **Collaborate and inform decision-making.** Collect useful and relevant public input that reflects local knowledge and values and informs decision-making related to the Corridor Vision.
- **Ensure accountability.** Provide summaries, updates, and useful information to report back to the community and decision makers about how their input was used to shape the Corridor Vision and make adjustments as needed.

MEASURING SUCCESS

The Project Team will rely on the following metrics of success to help evaluate the CEP and its strategies to ensure objectives outlined below are being accomplished. The Project Team will monitor outreach metrics throughout the process and adjust as needed to ensure we are reaching a range of community members throughout the Corridor.

Accessibility

Metrics may include use of accessibility features for online meetings such as closed captioning; availability of translation/interpretation; use of a broad array of methods that allow different audiences to participate in stakeholder engagement activities, including historically underrepresented groups; and scheduling engagement activities at various times for ease of participation, using both digital and non-digital methods.

Extent or Reach

Metrics may include recruitment data for interviews, neighborhood meetings, focus groups; registration and attendance records for meetings and events to confirm participation of stakeholder audiences; number of survey responses via all methods and languages; and digital media outreach analytics.

Diversity and Equity

Metrics may include recruitment data for interviews, neighborhood meetings, focus groups and advisory committees; collecting demographic data to assess success in reaching percentages of population, as well as the issues on which their perspective differs from the broader public; and input from organizations engaging with diverse populations or promoting equitable solutions and policies.

Follow-through and Feedback Loops Completed with Stakeholders

Metrics may include engagement summaries shared with advisory groups, stakeholders and/or the general public as appropriate; and stakeholder and public feedback on summaries and deliverables received and incorporated as appropriate.

KEY AUDIENCES

The following key audiences are critical to the Highway 43 Vision. Community engagement efforts should be intentional about gathering feedback from these audiences.

- Community Advisory Group established for this project
- City Boards and Commissions
- Neighborhood Associations with a presence in the Corridor (Robinwood and Bolton Neighborhood Associations)
- Youth and youth-focused organizations (e.g., Youth Advisory Council, youth sporting events, High School Civics class)
- Older adults (e.g., Adult Community Center, retirement communities)
- Business community – (E.g., West Linn Chamber of Commerce)
- Equity-focused groups (e.g., High School DEI groups)
- Communities with limited English proficiency
- Accessibility advocacy organizations and individuals experiencing limited mobility and disabilities
- Community-based organizations (e.g., The West Linn Alliance, Faith-based groups – several churches along the corridor)

- Regional partners (e.g., TriMet, ODOT, Metro, Clackamas County)

The Project Team will continue to add collaborators and key audiences as needed to the contact list to ensure strong representation from across the City.

ENGAGEMENT METHODS, ACTIVITIES, AND TOOLS

Project Website

City staff will create a dedicated project web page using the City's website and the City's Engagement HQ platform. The project website will be used as an outreach tool to connect online with audiences throughout each phase of the update process. The website will provide a broad spectrum of information on the planning process, including a document library, a schedule of events, and plan updates. When documents are available to the public, the Project Team will provide the documents in PDF format and make them available on the website. The website will be used as a public portal to access and complete online surveys, digital mapping exercises, or other digital engagement activities. In general, MIG staff will provide content for the website, with input and support from City staff who will be responsible for also posting information to the website. The website will also include a project email address for community members to submit general comments or questions.

Interviews/Neighborhood Discussions

The Project Team will facilitate up to 10 individual meetings, focus groups, or round table interviews to identify key issues and opportunities that should be addressed for Vision43. This may include listening sessions with the Bolton and Robinwood Neighborhood Associations, as well as targeted outreach to other key community groups or stakeholders. Meetings or focus groups also may be organized with the Youth Advisory Council. The Project Team will facilitate the meetings and provide a summary of input following the conclusion of all meetings, interviews, and focus groups. These meetings are expected to take place throughout the course of the project.

Pop-up Outreach Toolkit

Traditional meetings and workshops often attract an active group of residents who regularly attend similar planning events. To attract a larger audience beyond the usual participants, the project team will develop an outreach toolkit to assist community partners and City staff with communicating project updates and soliciting feedback at key locations within and near the Corridor, including key businesses, gathering places (e.g., Robinwood Park, Robinwood Station Community Center, churches, major grocery stores, etc.), or major community events. The City will share an events calendar to coordinate pop-up activities with major community events. The pop-up outreach toolkit will include substantive components needed for the City to conduct pop-up events and other outreach activities. Toolkits will include the following items:

- A guide that identifies the purpose and the desired outcomes of the activity
- A postcard that provides a basic introduction to the project and information about how to learn more about Vision43
- Pop-up event display boards and instructions
- Agenda templates and sign-in sheets
- Instructions for providing feedback through the City's website

- A “Frequently Asked Questions” factsheet
- Comment forms or brief questionnaires to solicit feedback and/or direct people to participate in online survey activities

The **pop-up** materials will be visual, colorful, and allow for brief interactions so a person can participate on their own terms. The pop-ups will include information about the planning process, visualizations and, if available, related graphics/imagery completed to date, and an interactive exhibit that solicits feedback from community members. When possible, the pop-up will include a method to collect demographic information to understand how representative participation is.

To reduce engagement fatigue while promoting the project and engage the community, activities, informational materials, and pop-up events will be held in areas with high foot traffic and community events that draw in the public. The City will share information for the target locations for pop-up engagement with the project team.

Target Activities and Locations

- Tabling events at:
 - Movies in the park
 - Concerts in the park
 - Farmer’s Market
 - Large high school sporting events
- Intercept surveys at local grocery stores
- Presentations at the Adult Community Center (ACC) during the weekly lunch
- “Living room” sessions which consist of a community member hosting city staff and up to ten friends to discuss the project
- “Coffee and cookies” at the library, which will include serving coffee and cookies in the atrium of the library and discussing the project and handing out materials to community members

Virtual Community Kickoff

MIG will use an online survey to engage residents in a discussion of potential mixed use development opportunities and pedestrian and bicycle improvements for key locations in the corridor. MIG will work with the City to determine the most appropriate survey tool to use to conduct the virtual survey. City staff will use a variety of methods to encourage participation in the survey, including announcements via the City Website, social media channels, interested parties email lists, and other measures.

Project Working Group and Technical Advisory Group

The planning process will be guided by a Project Working Group (PWG) and Technical Advisory Group (TAG), who will meet throughout the work period to shape project goals, identify needs, and develop recommendations. The PWG and TAG will be made up of community members representing an array of backgrounds, viewpoints, and interests. To make sure the project is capturing feedback from other interest groups across the city, the PWG will include liaisons from the following City Advisory Boards:

- Youth Advisory Council
- Economic Development Committee
- Planning Commission
- Parks and Recreation Board

- Public Safety Advisory Board
- Sustainability Advisory Board
- Transportation Advisory Board
- Utility Advisory Board
- Diversity, Equity, and Inclusion (DEI) Advisory Group
- Additional community members selected through an application process and who represent a range of interests and perspectives

The TAG will comprise of representatives from the following:

- City of West Linn Public Works
- City of West Linn Parks and Recreation
- City of West Linn Economic Development
- TriMet
- ODOT
- Clackamas County Transportation
- Metro Transportation Division

The process will include five PWG and five TAG meetings over the course of the project. Meetings will coincide with major deliverables and City Council meetings. Meetings are expected to take place in-person, with hybrid and/or virtual options available if needed. Liaisons to other City Committees/Boards will also be asked to keep their respective boards apprised of current progress, and outreach opportunities, any issues relevant to that group that may arise.

Outreach Advertising, Notification, and Promotion

A variety of methods will be used to publicize and promote opportunities for the different audiences to provide input and feedback that informs the Corridor Vision project.

To advertise outreach activities, MIG will provide the following:

- *Event announcement and press release text:* MIG will provide a brief text overview of the planning process and short description of options to participate in outreach activities.
- *Meeting flyers or posters:* MIG will provide flyers or posters to advertise larger-scale community events. In addition to information about the meeting objectives, date, time, location, and format, the flyers will include a QR code and link to the project website with additional information about outreach activities.
- *Bitly links and QR codes:* MIG will provide a shortened link and QR code for the webpage that the City can use in other advertising materials, as needed and desired.

The City should consider advertising activities through the following:

- The Vision43 project website
- City website homepage
- City newsletters and other local journals (print, online, and Facebook)
- The Youth Advisory Council
- City social media feeds (Facebook, Twitter, NextDoor)

- Utility bills
- City email lists
- Other group email lists
 - Sports associations
 - HOA/neighborhood groups
 - Senior associations
 - Service clubs
 - Civic groups
 - Neighborhood Associations and Neighborhood Chairs Committee
- Radio and TV news
- School Facebook pages and newsletters
- Library pages and newsletters
- Churches, social service providers, cultural service providers, and other trusted liaisons to underrepresented groups
- Signs/posters/flyers with QR at businesses, parks, or other community assets within the Corridor.

Corridor Concepts Workshop and Online Survey

MIG will work with the City and community partners to host and facilitate a workshop to provide input and evaluate the preliminary connectivity improvements and code concepts. The City will be responsible for selecting and reserving the event space to hold the in-person workshop. Concurrently, MIG will launch an online, map-based survey where users can provide input on the design concepts and potential development code concepts and implementation measures. MIG will use the Maptionnaire survey tool to gather feedback on the concepts.

