South Cooper Mountain Concept & Community Plans

Public Involvement Plan and Communications Strategy

Purpose and Goals

The overall purpose of the Public Involvement Plan (PIP) is to facilitate a robust public planning process that identifies and addresses community issues and concerns while satisfying the requirements of the City of Beaverton, Washington County, and Metro.

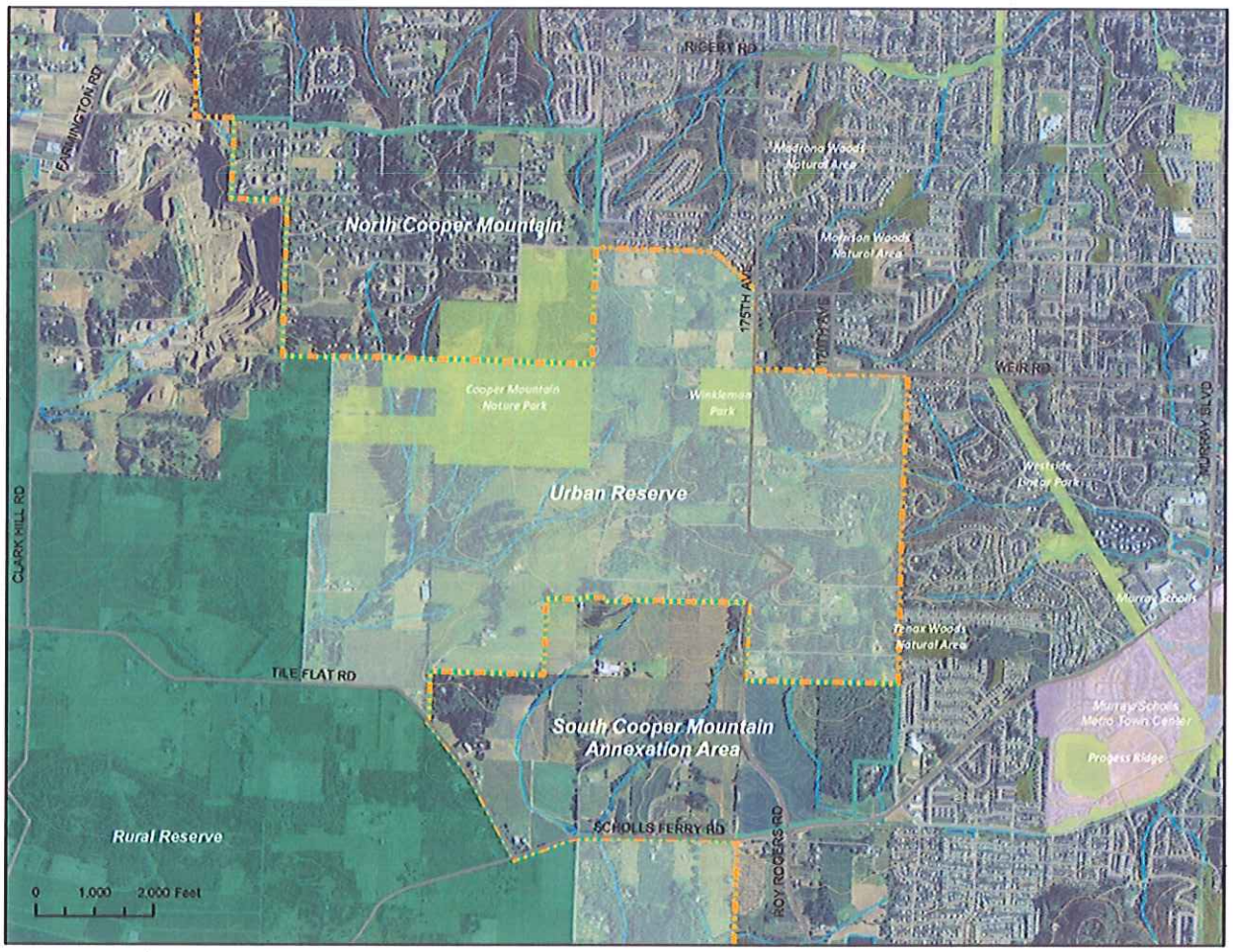
This PIP has been developed based on interviews with City of Beaverton staff, elected and volunteer community leaders, and feedback from the Beaverton Committee for Citizen Involvement. The goal of this document is to provide a communications strategy that will facilitate ongoing participation opportunities for community members and stakeholders during the creation of the South Cooper Mountain Concept and Community Plans.

The public involvement activities integral to the development of the Concept and Community Plans will be jointly carried out by members of the project team, including: Angelo Planning Group, JLA Public Involvement, Fregonese Associates, and City of Beaverton staff.

Project Description and Maps

The South Cooper Mountain (SCM) Concept Plan project area contains approximately 2,300 acres, comprised of three unique but proximate sub-areas: 1) the 544-acre SCM Annexation Area (added to the Urban Growth Boundary in 2011 and annexed to the City of Beaverton in 2012); 2) the largely developed 510- acre North Cooper Mountain area (located outside of the city and added to the UGB in 2002); and 3) the 1,232-acre Urban Reserve area between North and South Cooper Mountain. The intent of the Concept Plan is to look at the area as a whole, recognizing that there are unique needs, issues and regional requirements (but connected geography) for each of the three sub-areas. Community plans identifying appropriate comprehensive plan and zoning designations that implement the overall vision in the concept plan will be developed for the areas that are currently within the UGB.

Metro has also required the city to address specific conditions attached to the entire South Cooper Mountain area, including provisions for 4,651 dwelling units in the SCM Annexation Area, trail planning, protection of natural areas, and other requirements. The area is a key component of the city's Civic Plan housing strategy, and will help satisfy the city's future need for new housing. Completion of the concept and detailed community planning for South Cooper Mountain is a critical step in achieving several city and regional priorities and goals.



South Cooper Mountain Concept Plan project area.

Target Audiences

The following groups were identified as the primary stakeholders who should be involved in this project:

- **Landowners** and residents within the project area.
- **Neighborhoods and homeowners associations** directly adjacent to or overlapping with the project area, represented by: CPO6, Neighbors Southwest NAC, and Sexton Mountain NAC.

Important stakeholders from outside of the project area included:

- **Stakeholders impacted by traffic**, particularly travelers who routinely pass through the area on their way to other destinations, as well as neighborhoods outside the study area along both sides of Scholls Ferry Road: Progress Ridge, South Beaverton NAC, Greenway NAC, Summerlake-Scholls, CPO10 and Tigard North.
- **Prospective future residents and businesses, including stakeholders interested in workforce housing.** This group may include: non-citizen employees of major regional employers such as Intel and Nike; residents seeking more accessible (single-level) housing; workforce housing agencies and advocacy groups; as well as community youth who may someday wish to own homes in the project area after it is developed.

Other impacted organizations and groups were identified:

- **Local and regional service providers** including: Beaverton city services, utility providers, Tualatin Hills Parks and Recreation District, the Beaverton School District, Hillsboro School District and emergency services (police, fire and hospitals).
- **Regional and state partner agencies**: Washington County, Metro, the City of Tigard, TriMet, and the Oregon Department of Transportation.

Key Messages

Key messages summarize the *why*, *what*, and *how* of the process, and constitute the basic talking points when communicating with target audiences about the project. They will change and expand as the project evolves.

WHY is the project happening? WHY should I care?

Community Vision...

- **This process is about defining what South Cooper Mountain looks like in the future.** It will help achieve the goal of creating a complete, connected, and vibrant community – the region's next great community.
- **This process will support the Beaverton Community Vision and other city planning goals.** For example: providing more housing choices elsewhere in the city to support the vision for a vibrant, compact downtown; improving mobility by planning for 20-minute neighborhoods; and enhancing livability by balancing growth and open space.
- **This process implements regional requirements** to ensure that areas brought into the Urban Growth Boundary are urbanized efficiently and become - or contribute to - mixed-use, walkable, transit-friendly communities.

Housing and Economic Growth...

- **This plan will support future job growth in the employment areas of** the City of Beaverton, Washington County, and the wider Metro area. Modest employment (schools, neighborhood retail, work-at-home) will also be accommodated within the South Cooper Mountain community.
- **This process will help provide land supply for needed housing** identified by the City of Beaverton's Civic Plan housing strategy. This area can help meet the city's identified need for single-family housing, as well as mix of housing choices within the community. This process will determine what housing types are the most appropriate and where they should be located.

Environment...

- **This process will enhance access to natural resources.** Plans for trails and pedestrian and bicycle travel will ensure appropriate access to Cooper Mountain Nature Park, regional trails, other parks and open spaces, and existing neighborhoods.
- **This process will complete the concept planning process for the broader Urban Reserve Area** to help protect and enhance public lands, natural features, and natural resources such as water quality and fish and wildlife habitat.

Transportation...

- **Although the plan won't solve all regional transportation problems, a carefully thought-out plan can help identify feasible improvements that contribute to solutions and provide transportation options.** A well-planned community that integrates transportation and land use will improve livability, help support future transit, and facilitate growth that addresses key transportation issues.

WHAT will be the outcome of the project?

- **The Concept Plan will establish a vision** that serves as a long-term guide for future growth and development of the South Cooper Mountain area.
- **The Concept Planning process provides an opportunity to identify long term needs of the area and how to proactively address future challenges.** This process will produce a map, implementation report, and approach towards future investment that recognizes the unique needs of the three distinct subareas (North Cooper Mountain, the Urban Reserve Area, and the South Cooper Mountain Annexation Area) while developing a holistic understanding of how the three areas could integrate and grow sustainably.
- **The South Cooper Mountain Annexation Area Community Plan and Implementation Strategy** will designate specific areas for a range of housing types and densities, commercial and civic uses, and parks; preserve natural resources; provide for green infrastructure; and plan for new utilities, streets, trails and paths.
- **The North Cooper Mountain Community Plan and Implementation Strategy** will reflect the needs of current residents in this already developed area, and result in an appropriate plan for the area's future.
- Planning for the **Urban Reserve Area** will guide how best to protect natural areas and Cooper Mountain Nature Park, where future urban development may occur, and where connecting streets, water lines, and other utilities should be located.

HOW will we reach the desired outcomes?

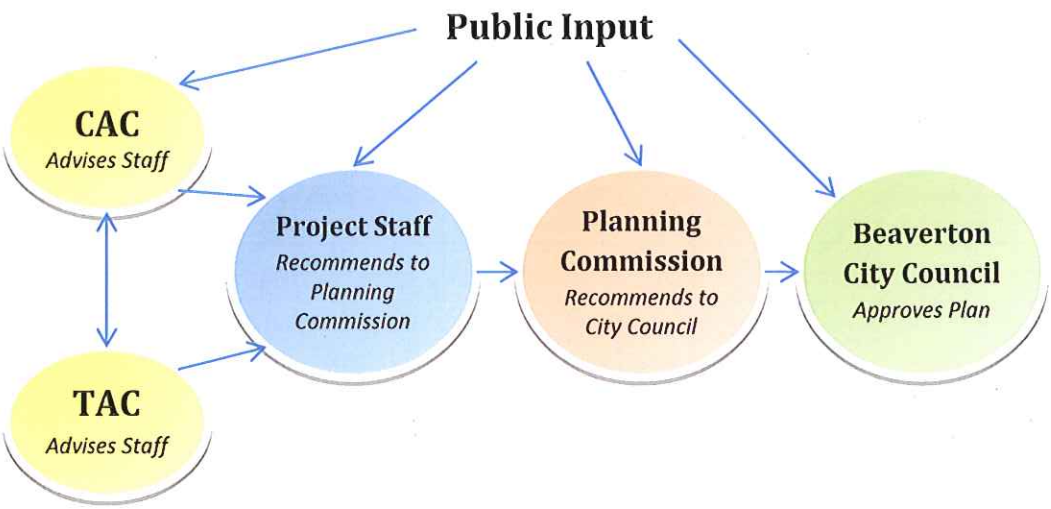
- **We will work to ensure that the affected public is involved** through surveys, public open houses and workshops, visits to the community, and written public information materials.
- **We will consider possible scenarios developed through the public involvement process** and analyze the alternatives to determine their feasibility.
- **We will look at infrastructure financing early and refine our financing strategies** throughout the process to ensure the plans are fiscally responsible and implementable.
- **We will coordinate with regional partners** and concurrent planning efforts, such as the River Terrace planning in Tigard.

Project Identity

Project materials will be consistent with regard to presentation and format in order to help distinguish the planning process from other regional and local projects. Materials will include the approved project logo and adhere to a consistent color scheme. When appropriate, project materials should also include the City of Beaverton logo and conform to the city's branding protocols to identify this process as a city sponsored effort.

Decision Making

The Citizen Advisory Committee (CAC) and Technical Advisory Committee (TAC) will provide ongoing guidance and input to staff as they form a recommendation to the Planning Commission. Project staff, comprised of project consultants and City of Beaverton Staff, will make day-to-day project management and work-plan decisions. Final decisions about the South Cooper Mountain Concept and Community Plans will be made by the Beaverton City Council for areas within the city's jurisdiction. Washington County approvals will be required for areas within the county's jurisdiction. Public input will be welcome at each level of the decision making process. Coordination and consultation will occur with Metro and Washington County on an ongoing basis. Metro will review project recommendations for consistency with regional requirements.



Public Involvement Tools

Appropriate participation tools are critical to building public ownership of the process and final products. The following is a list of recommended public involvement tools that will be used during the process:

- **Project Committees** – The City has established a Citizen Advisory Committee (CAC) and Technical Advisory Committee (TAC) to provide ongoing advice and technical assistance to project staff. The consultant team will prepare agendas and meeting materials. CAC meetings will be conducted by the elected chair (Mimi Doukas, Beaverton Planning Commission representative). TAC meetings will be facilitated by Beaverton planning staff. The City of Beaverton will be responsible for securing meeting spaces, securing refreshments, and providing written summaries of each meeting. The City of Beaverton will maintain distribution lists and distribute meeting materials in advance of each meeting. Meetings of the CAC and TAC are open to the public. CAC meetings will provide public comment opportunities as managed by the Chair. TAC meetings are technical in nature and generally will allow only limited public comment during the meetings.
    - **Citizen Advisory Committee (CAC)** – an advisory committee comprised of community representatives including residents, property owners, businesses, developers, city and county planning commissioners, citizen involvement organizations, advocacy groups, and other affected stakeholders. Sub-committees from the CAC may be convened as needed.
    - **Technical Advisory Committee (TAC)** – an advisory committee comprised of staff from affected jurisdictions, agencies, service providers and districts, charged with providing ongoing input and guidance to staff about technical aspects of the planning process. TAC meetings will generally be held 1-2 weeks prior to CAC meetings to allow time to incorporate comments and feedback.

- **Open Houses** – Open houses will provide opportunities for the public to meet with staff, learn about the project, discuss concerns, and participate in hands-on activities to provide feedback. Open house summaries will be prepared after each meeting and shared through the project website. Open houses will be held at accessible locations close to the project area. The open houses will be staged at the key milestones of the project: Existing Conditions, Review of Scenarios, and Draft Recommendations.

- **Visioning Workshop** – The Scenarios phase of the project will begin with a community visioning workshop. This is a key participatory event intended to provide a hands-on opportunity for citizens to shape the plan alternatives.

- **Online Community Surveys** – An online community survey will be initiated at the beginning of the project. It will serve two purposes: 1) obtain input on key issues and draft guiding principles; and 2) make the public aware of online resources for the project and the first open house. Online information and feedback will also be made available for the open houses and visioning workshop. In general, these tools are intended to bring attention to the project and collect broad community feedback on issues at key milestones. Survey summary reports will be posted to the website and shared with project committees as needed.

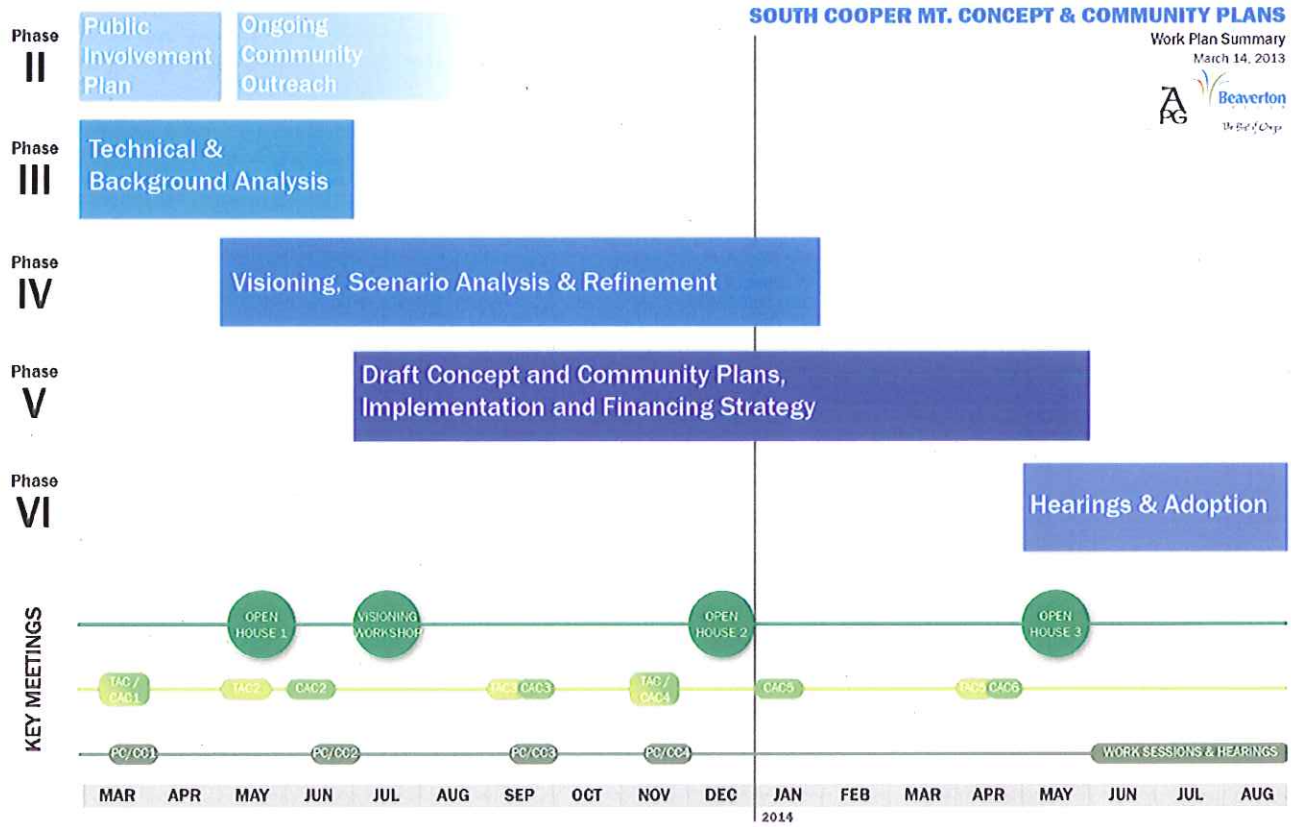
- **Community Outreach Meetings** – Meetings will be held with community groups as a means to supplement the larger concept planning process with focused dialogue on localized needs and issues. The purpose of these meetings is to inform, capture key input, and help to build trust within specific local groups, such as North Cooper Mountain residents. Example outreach meetings may involve structured

panel discussion or community forums, informal coffees at residents' homes, tabling/display outreach in high foot-traffic areas such as the Murray-Scholls Branch Library, or engagement with students from Beaverton schools. These meetings will specifically target nearby neighborhoods, including CPO6, Neighbors SW NAC, and North Cooper Mountain.

- **City Council/Planning Commission Work Session Briefings** – Meetings with the City Council and Planning Commission will allow the team to keep decision-makers informed and able to offer feedback throughout the project. These meetings will be open to the public.
- **Communication Outreach Materials** – Materials will be developed at project milestones to inform the public and to promote participation in milestone activities. The City of Beaverton will manage the project email list and coordinate logistics for the distribution of materials through the Beaverton Neighborhood Office as appropriate. The extent and nature of materials prepared at each milestone will be shaped by project resources and needs. For the four communication outreach milestones in the work plan, the working assumption is that the consultant team will provide a *Your City* article (250 words and graphic), a press release, postcard, and content to support an email notification to the interested parties list.
- **Videos** – Two documentary-style project videos will be used to convey ideas and concepts to people who would not attend a public meeting or event or otherwise be engaged by written project materials. Videos will be shared through the project website.
- **News Releases and Media Coordination** – Media coordination will be led by the City of Beaverton. News releases will be drafted and distributed prior to open houses and key project milestones. News releases will be copied to the project distribution list and appropriate neighborhood groups for inclusion in neighborhood newsletters.
- **Distribution Lists** – Contact information will be maintained by the City of Beaverton for individuals who wish to receive project information and general meeting announcements. These lists will include interested parties, stakeholders, regional partners, and other groups identified in the Targeted Audiences section above. Individuals will be able to sign up for the project mailing-list through the project website.
- **Website** – The project website will be designed, hosted and maintained by the city. The website will be the primary means of distributing information about meetings, final reports, and basic project information. It will include a means for the public to ask questions and to join the project mailing list. The website will also serve as the portal to online workshops and surveys at key milestones. The website will be accessible via *www.BeavertonOregon.gov/SouthCooperPlan*. If determined feasible by city staff, the city will also host social media to support the project.

Schedule of Public Involvement Activities

All dates listed below are preliminary and subject to change.



Phase I – Project Initiation

Phase I included pre-planning efforts by the City of Beaverton and is substantially complete.

Phase II – Project Kickoff (March – April)

- **Stakeholder Interviews and Summary** (March 13) – This meeting with city staff and community leaders helped to develop the groundwork for this PIP document.
- **Joint CAC #1 and TAC** #1 (March 19) – The first CAC/TAC meeting introduced the project and participants, provided initial briefings, and solicited guidance on the PIP and guiding principles.
- **Review PIP with Beaverton Committee for Citizen Involvement** (March 25) – This presentation addressed key findings from initial stakeholder interviews and BCCI feedback helped to inform the development of the PIP.
- **Communication Outreach Materials #1** (April 1) – An article in the *Your City* newsletter that introduces the project and guides interested parties to the project website for more information about how to get

involved, and how to access the community survey. A postcard mailer will be prepared to invite community members in the area to the open house. These communication materials cover both project kick-off and the first open house.

- **Briefing to Planning Commission** (April 17). During this work session, the project consultant team and city staff will provide a project update and review the PIP. Feedback and input will be solicited from the commission.
- **Community Outreach Meeting #1: Activity TBD** (timeframe TBD) – This meeting could potentially be used for an initial discussion with North Cooper Mountain residents or representatives.
- **Online Community Survey** (May 1) – The initial community survey will introduce the public to the process while gathering feedback on existing conditions and the development of guiding principles leading into the first open house. The survey will also help to build the project interested parties list.

Phase III – Technical & Background Analysis (May – June)

- **Open House #1** (May) – The first open house will introduce the project and present working information from the existing conditions work for public feedback. This open house will include hands-on opportunities for the public to mark maps and provide feedback on the community's vision and values.
- **TAC #2** (May) – Review of existing conditions and future needs findings.
- **CAC #2** (June) – Review of existing conditions and future needs findings.
- **Outreach Briefings to Neighbors Southwest NAC and CPO 6 #1** (May – June) – Presentation of existing conditions and future needs findings. Informational updates to South Beaverton NAC, Sexton Mountain NAC, Greenway NAC, and CPO10 will be provided by the City.
- **Briefing to Planning Commission and/or City Council #2** (June).

Phase IV – Visioning, Scenario Analysis and Refinement (June 2013 – January 2014)

- **Workshop Promotion** (June) – The Visioning Workshop will be publicized in advance through email and mailed postcard invitations sent by the city to carrier routes in the project area, stakeholder groups, and interested parties. The event will also be promoted through news releases and notices in city publications, calendars, and via city-sponsored social media. Promotion may also include materials for tabling events at retail areas close to the Scholls Ferry Road travel corridor, the Beaverton Farmers Market, or other high traffic locations. Materials will also promote the online version of workshop.
- **Community Outreach Meeting #2: Activity TBD** (late summer - fall) – This outreach will remain flexible, so the project can best respond to community needs. Options include: (a) a second visit to the North Cooper Mountain community; (b) a "coffee klatch" with a homeowners association in the area; or (c) Community tabling. The goal of tabling is to engage passersby in dialogue about the process and to stimulate thoughtful feedback from audiences who might otherwise not engage with the project. Potential tabling locations include: retail areas at Progress Ridge, Murray-Scholls Library, or the Beaverton Farmers Market.
- **Visioning Workshop** (July) – The workshop will be a hands-on opportunity for participants to provide input into potential scenarios using the Guiding Principles adopted in Phase II. Participants will work to

design a future for the area that they feel best achieves the multiple goals of providing needed housing, preserving the natural setting and developing quality future neighborhoods.

- **Online Workshop** (July) – This online version of the workshop will use short videos to explain the goals and exercises. Participants will be able to provide general feedback and answer questions as they would at the physical event. The online version of the workshop will continue for a window of time following the event so that people who were not able to attend can participate.
- **Communication Outreach Materials #2: Content TBD (August-September)** – Follow-up to Vision Workshop: The second round of communication materials will be focused on a follow-up and staying in touch with the community after the workshop.
- **Community Outreach Meeting #3: Activity TBD** (fall) – This outreach will remain flexible, so the project can best respond to community needs. Options include: (a) a second visit to the North Cooper Mountain community; (b) a "coffee klatch" with a homeowners association in the area; (c) Community tabling as described above.
- **Joint CAC #3/TAC #3** (September) – Presentation of scenarios to TAC and CAC for feedback.
- **Outreach Briefings to Neighbors Southwest NAC and CPO 6 #2** (fall) – Presentation of scenarios highlights. Informational updates to South Beaverton NAC, Sexton Mountain NAC, Greenway NAC, and CPO10 will be provided by the City.
- **Communication Outreach Materials #3: Content TBD** (fall) – The third round of communication materials will be focused on informing participants about scenario analysis and refinement in the fall.
- **Briefing to Planning Commission and/or City Council #3** (September).
- **Joint CAC #4 /TAC #4** (November) – Refinement of scenarios before public review.
- **Briefing to Planning Commission and/or City Council #4** (November).
- **Open House #2** (December) – Public review of refined scenarios.
- **Online Open House** (December) – Will mirror the second open house and provide opportunities for public review and feedback on the refined scenarios.
- **CAC #5** (January 2014) – Meet with CAC to approve the preferred scenario and associated parameters for land use, density and infrastructure.
- **Project Video #1** (timeframe TBD) – The date and content of the first video will be determined in the fall. In general, the videos are intended as a tool for learning about project recommendations and information without having to read a report. Project Video #1 may therefore focus on the theme of the preferred scenario.
- **Communication Outreach Materials #4: Content TBD** (timeframe TBD) – The fourth round of communication materials will be focused on informing participants about the preferred scenario in the winter.
- **Community Outreach Meeting #4: Activity TBD** (timeframe TBD) – This outreach will remain flexible, so the project can best respond to community needs.

Phase V – Draft Concept /Community Plan Documents, Including Implementation & Financing Strategy (February – May)

- **TAC #5** (April) – Presentation of draft plan highlights.
- **CAC #6** (April) – Presentation of draft plan highlights.
- **Outreach Briefings to Neighbors Southwest NAC and CPO 6 #3** (spring) – Presentation of draft plan highlights. Informational updates to South Beaverton NAC, Sexton Mountain NAC, Greenway NAC, and CPO10 will be provided by the City.
- **Open House #3** (spring) – Concept/Community Plans working draft roll out.
- **Project Video #2** (timeframe TBD) – The date and content of the second video will be determined in the spring. The second video could explain the Concept/Community Plans and build awareness of the project outcomes leading into the hearings and adoption phase.

Phase VI – Hearings & Adoption (June – August)

- **Presentation to Planning Commission** for recommendation (June).
- **Presentation to City Council** for public hearing and adoption (August).
- **Presentation to Metro** policy-makers (September).
- **Presentation/work session with Metro Council** (September).

Project Contact

Valerie Sutton will serve as the primary point of contact for the project with the City of Beaverton:

Valerie Sutton, AICP
Senior Planner
City of Beaverton Community and Economic Development Dept.
P.O. Box 4755
Beaverton, OR 97076-4755
Phone: (503) 526-2496