



BEAVERTON COMMITTEE FOR COMMUNITY INVOLVEMENT (BCCI) MEETING

Monday, June 23, 2014 (6:30 PM)

**Beaverton City Hall, First Floor Conference Room
4755 SW Griffith Drive, Beaverton, OR 97076**

The information contained in this agenda was developed by members of the Beaverton Committee for Community Involvement (BCCI). It is distributed by the City of Beaverton's Neighborhood Program in an effort to promote and encourage public involvement. For additional information, please call the Neighborhood Program at 503-526-2543.

RHONDA COAKLEY, CHAIR
503-707-5123
rhondacoakley@comcast.net

AGENDA

- 6:30 – 6:35 **Call Meeting to Order and Introductions** - Rhonda Coakley, Chair
- 6:35 – 6:40 **Public Participation** - Visitor Introductions
- 6:40 – 6:42 **Review and Approve May Minutes** – David Harrison, Recorder for May 19
- 6:42 – 6:44 **Treasurer's Report** - Terry Lawler, Treasurer
- 6:44 – 6:54 **City Council Report** - Betty Bode, City Councilor
- 6:54 – 7:04 **City Report** - Lani Parr, Neighborhood Program
- 7:04 – 7:24 **Comprehensive Plan Update** – David Levitan, City of Beaverton Senior Planner (please review attached materials emailed to you on 6/18/14)
- 7:24 – 7:44 **BCCI NAC Representative Updates** - Report about projects you are currently working on, future project plans for 2014 and any challenges you may be facing that the group can assist you with.
- 7:44 – 7:55 **Updates on Events & Opportunities**
Voters' Forum Recap
Remaining Picnics in the Park- June 25 and June 27
- 7:55 – 8:00 **Discussion to cancel July board meeting**
- 8:00 **Adjourn**

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NEIGHBORHOOD PROGRAM

www.BeavertonOregon.gov/Neighborhoods

Jason Wachs, Program Coordinator
503-526-2543 jwachs@BeavertonOregon.gov

Lani Parr, Program Manager
503-526-2243 lparr@BeavertonOregon.gov



VISIT THE CITY CALENDAR

www.BeavertonOregon.gov/Calendar.aspx

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Beaverton City Library, 12375 SW Fifth Street

City of Beaverton Comprehensive Plan 2035

Draft Public Involvement Plan

I. Background

The City of Beaverton's Comprehensive Plan is a long-range planning document that guides our community's growth for the next 20 years, consistent with Statewide Planning Goals. The current Comprehensive Plan is largely unchanged since the last major update in 2002. Since that time, the community has experienced economic and demographic shifts, and through input on City projects such as the Civic Plan and the Beaverton Community Vision, has expressed interest in integrating major themes such as sustainability, equity, resiliency, transportation efficiency and community health into City plans, policies, and operations.

In early 2014, the City of Beaverton began the process of updating the Economy and Housing elements of the Comprehensive Plan ("the Project"), with an update to the Transportation element expected to follow starting in 2015 (in coordination with the update to the Transportation System Plan). A Community Advisory Committee (CAC) has been created to help shape community outreach and engagement strategies. This Public Involvement Plan (PIP) has been developed to identify a range of public involvement opportunities, tools, and techniques that will engage Beaverton's diverse community in the update process, which is expected to take approximately 18-24 months.

II. Objectives and CAC Operating Principles

Meaningful and inclusive public input is the key to a successful process and final adopted plan. The City's PIP has been developed with the following in mind:

- **Utilize the CAC as a working group:** Members of the Community Advisory Community (CAC) were selected based on their interest in the topics of housing and economic development, as well as their relationships with community and business groups throughout the Beaverton area. CAC members will meet on a quarterly basis and will be a vital resource in reaching out to the diverse stakeholders in the City, and reporting back to the CAC, City staff, the Planning Commission and City Council.
- **Keep the BCCI updated and involved:** The Beaverton Committee for Community Involvement (BCCI) monitors and evaluates citizen involvement programs in the city, and has two member representatives on the CAC. The BCCI is a vital resource for interaction with the City's Neighborhood Association Committees (NAC's), and shall be briefed regularly on public engagement efforts for the Project by BCCI members of the CAC and by staff as appropriate.

- **Reach out to the entire community:** Public engagement efforts should be designed to gather input from all sectors of Beaverton’s diverse community. The City’s diverse community includes residents and business owners/employees of all ages and socioeconomic levels within the City’s 11 different neighborhoods, and comprise dozens of different ethnic groups that speak more than 90 languages.
- **Don’t limit input to just Housing and the Economy:** While the primary focus of community input should be related to housing and the economy, it is understood that other topics such as transportation, land use, and natural resources are also interrelated, and merit discussion.
- **Coordinate with the update to the Beaverton Community Vision:** The Beaverton Community Vision is undergoing its 5 year Action Plan Update in 2014 and 2015, and is undertaking an ambitious and comprehensive public outreach campaign. Where possible, the Project should coordinate public engagement opportunities with the Visioning Advisory Committee (VAC), especially during the early phases of public engagement.
- **Include multiple levels and styles of engagement:** Engage the public in a variety of ways, giving people options for how they choose to participate in the Project. These include traditional in-person events such as presentations, open houses, community events and public hearings, as well as a strong online presence, including the City’s dedicated online public engagement site, What’s Next, Beaverton.

Reducing traditional barriers to public involvement, especially for groups that have been historically underrepresented in the planning process, is integral to producing a plan that is representative of the entire community. To help reduce these barriers, the City will offer select materials in multiple languages, as well as utilize CAC members and staff that are fluent in languages other than English.

- **Don’t just engage; re-engage:** The Project is the first step in a larger conversation about the future of the City, and should help to develop long-term collaborative relationships. Reaching out to the public once is not enough. Information gathered from early phases of public engagement shall be reviewed, inventoried, summarized, and presented in a way so as to encourage additional stakeholder discussion.
- **Identify major themes to be incorporated into the Comprehensive Plan:** Previous public outreach by the City through the Community Visioning process and the Civic Plan planning effort have identified a number of different themes as being important to the Beaverton community, including, but not limited to; equity, sustainability, transportation movement, jobs, community health, and resiliency. Early public outreach efforts should confirm the importance of these topics to the Beaverton community and identify additional themes that should be addressed throughout the Comprehensive Plan.

- **Keep the Planning Commission and City Council updated:** The Planning Commission and City Council have requested periodic updates on the status of the Project, including public engagement. City staff should work with the CAC to summarize past, current, and future outreach efforts, as well as the status of other Project work products such as technical analyses, draft policies, etc. Quarterly or semi-annual public engagement reports are an excellent way to keep City leaders informed and involved.

III. Public Engagement Strategies

City staff has worked with the CAC to develop a variety of engagement and outreach strategies, in the hopes of engaging as many community stakeholders as possible. These strategies have been developed to reach a truly representative sample of the Beaverton community, and to achieve the aforementioned objectives and operating principles. The City intends to utilize a variety of outreach tools throughout the planning process, including:

Quarterly CAC meetings

As discussed, the CAC will be responsible for helping to guide the Project's public outreach and engagement efforts, and working with a variety of community groups to gather input. The CAC will meet on a quarterly basis and members will attend community events of interest.

Quarterly TAC meetings

In addition to the CAC, a Technical Advisory Committee (TAC) has been formed for both the Housing and Economy elements. Comprised of local experts in these fields, the TAC will review technical studies for the Project and help develop policies that are consistent with these studies, consistent with member's expertise, and which incorporate input received from the community.

Planning Commission/City Council Updates

The Planning Commission and City Council have requested quarterly to semi-annual updates on the status of the Project, including public engagement efforts and major themes that have resulted from community input. Staff anticipates approximately 2-3 work sessions during the first 9-12 months of the project. In later stages, the Planning Commission will provide feedback on the draft Housing and Economy elements, and ultimately make a recommendation to the City Council, which will hold public hearings to adopt the updated elements.

Comprehensive Plan Update Website

The Project website will be a vital source of information, providing updates on the status of the project and future meetings and events, as well as background information on the existing Comprehensive Plan, related technical studies and reports, and the regulatory (City, County, Metro and State) framework for comprehensive planning.

What's Next, Beaverton? (MindMixer online engagement tool)

Mindmixer is an online public engagement website that allows for input and interaction through a variety of open-ended questions, photo shares, surveys, etc. Mindmixer will be used to facilitate discussions on a variety of topics related to the Economy and Housing Elements, as well as major themes for the Comprehensive Plan and the Community Vision 5 Year Action Update.

Community Events

High profile public events present an opportunity to interact with a large number of people in one location. Summer 2014 events may include the Beaverton Farmer's Market, THPRD Summer Concert Series, National Night Out, the Beaverton International Celebration, Beaverton Celebration Parade, and Beaverton Last Tuesday. Additional events will be selected as the Project moves forward. Staff will distribute project materials, transcribe comments provided by event patrons, and prepare an interactive display board that identifies the Comprehensive Plan and other department projects.

Quarterly newsletters

Staff will prepare a quarterly newsletter with a summary of recent work/events, an updated project schedule, and a list of upcoming public involvement opportunities.

Community Vision events

The Visioning Advisory Committee will be presenting to a wide variety of community groups (neighborhood associations, local PTO's, City boards and commissions) over the course of Summer and Fall 2014. City staff and CAC members will attend several of these events to discuss how the Comprehensive Plan is related to the Community Vision, and to solicit input for the Project.

Community Group Meetings

Working with the CAC, staff will reach out to local groups and organizations and offer to attend their regularly scheduled meetings and provide information on the Project, ask questions, and solicit feedback.

Speaker Series/Educational Forums

The City anticipates holding a series of speaker education forums in late 2014 and early 2015 on topics related to housing and the economy that focus on current trends and future needs of the Beaverton community. Topics will include predominant themes and areas of interest identified in the early phases of public involvement, and may include discussions of the Buildable Lands Inventory, Economic Opportunities Analysis, and Housing Market Analysis.

Social Media Updates

Staff will utilize the City's Facebook and Twitter profiles to keep the community updated on upcoming events and the status of the Project. Links to the Project and What's Next

Beaverton websites and information on upcoming events will be prominently featured in these updates.

Economy and Housing Survey Flyer

Staff will prepare a one page flyer for distribution at community events that includes a series of questions on housing and the economy.

Email Subscription Updates

Interested parties will be able to sign up to receive regular email updates (project schedule, upcoming meetings, etc.) via the Project website, or by providing an email address at in-person events.

Chamber of Commerce Economy Survey Email Blast

Staff will work with the ETAC to develop a short survey that can be distributed to local businesses, via the Beaverton Chamber of Commerce's email listserv.

Water Bill Inserts

City of Beaverton water customers will receive an insert with their July 2014 water bill that includes information on the project (including a link to What's Next, Beaverton?) and ways for them to become involved. Future water bill inserts will be utilized to assist with our outreach as well.

Library Bookmarks

Staff will create bookmarks with information on the project (including a link to What's Next, Beaverton?) for distribution at the Beaverton Main Library and Murray Scholls Branch Library.

Multi-lingual Materials

More than 90 languages are spoken in Beaverton schools. Working with the CAC and local organizations, City staff will work to translate key materials into several different languages, with the aim to involve traditionally underrepresented populations in the process.

Press Releases

Staff will provide press releases via the City website and local media to inform the public of major events and milestones for the Project.

Existing Boards and Commissions

Staff will reach out to the City's existing Boards and Commissions who represent the City's demographic diversity and serve in an advisory role on a wide variety of issues and topics related to housing, the economy, and transportation. Their experiences and interests in the community will help augment broad community values and interests.

IV. Public Engagement Reports (Evaluation)

Evaluating and reporting back on public engagement efforts will provide an opportunity to review early engagement efforts and successes, as well as focus on ways to better reach out to groups and individuals that have not yet become involved. These public engagement reports will be prepared by staff and the CAC, presented to the Planning Commission and City Council, and made available on the City website.

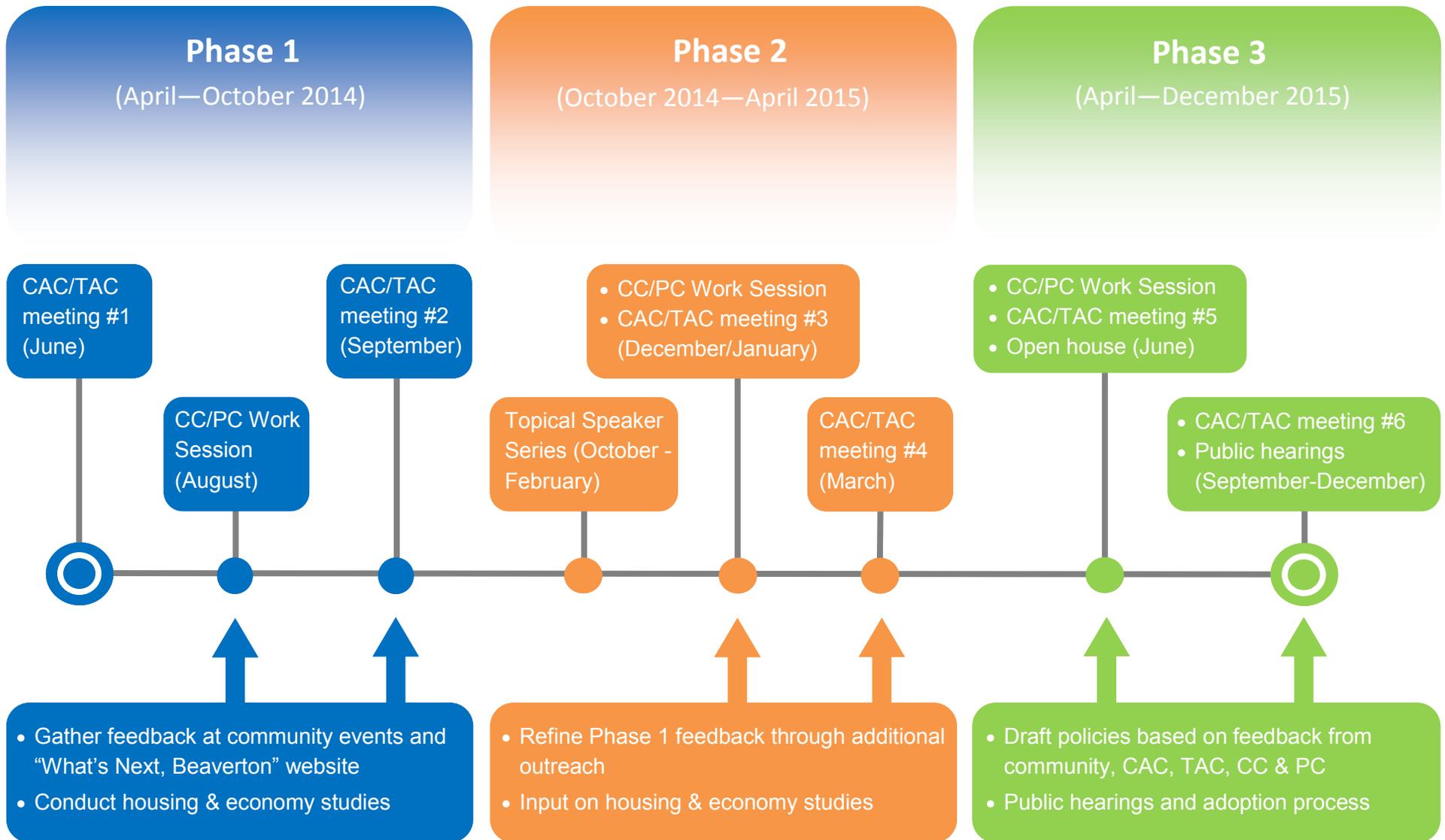
These reports will include information on:

- Number and diversity of stakeholders contacted through public involvement efforts
- Availability and accessibility by diverse communities
- Effectiveness of public outreach materials
- Documentation of efforts to coordinate with other programs and planning processes

DRAFT

Comprehensive Plan 2035 Project Timeline

Updated 5/23/2014



CAC = Community Advisory Committee CC = City Council
 TAC = Technical Advisory Committee PC = Planning Commission

