

CHAPTER TWO: Community Involvement Element



Overview

Engaging the community early and often in the decision-making process is critical to the success of any planning effort. Statewide Planning Goal Number One establishes a mandatory policy that county and municipal jurisdictions must adhere to. Among the provisions, it dictates that;

“Citizens shall have the opportunity to be involved in the phases of the planning process as set forth and defined in the goals and guidelines for Land Use Planning, including Preparation of Plans and Implementation Measures, Plan Content, Plan Adoption, Minor Changes and Major Revisions in the Plan, and Implementation Measures”.

The City of Beaverton embraces and supports community input as a critical component in establishing fair and representative policy outcomes. This value is reflected in the City Council’s goal to “Enhance citizen involvement and participation” and is hereby formalized within the Comprehensive Plan as follows:

Goal #1: The Planning Commission, City Council, and other decision making bodies shall use their best efforts to involve the community in the planning process.

In keeping with this goal, the City of Beaverton uses a variety of community involvement tools designed to encourage people to offer their voices and participate in the City’s policy adoption process. Correspondingly, the City has also adopted a framework of notice requirements designed to inform individuals and their communities of issues that could adversely affect them in some way.

Public Outreach and Notice Requirements

All land use applications and proposals to amend City policy must require the applicant to demonstrate that sufficient effort has been made to notify affected residents of the proposed action. This standard applies to all applicants whether it be a private interest or the City itself. Notice requirements vary and are intended to be proportional to the degree of change proposed and/or the number of residents that may be adversely affected. These requirements range from a simple letter to the affected property owner to a city-wide vote required to approve or deny the proposal. Descriptions and various protocols reflecting the City’s public notice practices are noted in Chart 1.

Chart 1: City Notice Standards

Decision-Making Process ¹	Mailing ²			Notice Posting ²			Personal Contact ²	Opportunity to Influence Decision ²	
	Subject Property Owner	Parties to Receive Notice ⁴	Other Affected Property Owners	Newspaper Publication	Notice on affected property	Post Notice in City Hall, Library, & on City Website	Neighborhood Review Meeting	Input Mechanism	Decision Notification
Administrative 1 (Type 1 Land Use Application)	Upon decision	N/A	N/A	N/A	N/A	N/A	N/A	Appeal after decision	Written
Administrative 2 (Type 2 Land Use Application)	At least 7 days after application completeness	Chairs of BCCI, & NAC or area CPOs between 20 & 40 days prior to decision	All prop owners < 300 ft.	20 days before decision	1 Posting	N/A	N/A	Written comments prior to and/or appeal after decision	Written
Quasi-Judicial (Type 3 Land Use Application)	At least 7 days after application completeness	DLCD, Metro, & Chairs of BCCI, & NAC or CPO for area 45 days prior to decision	All prop owners < 500 ft.	20 days before decision	2 Postings	Required	Required	Written comments prior, oral testimony during, and/or appeal after decision ³	Public Hearing: Planning Commission
Legislative 1 (Legislative Comp Plan Amendment)	At least 20 days prior to hearing	DLCD, Metro, & Chairs of NACs, BCCI, Wa.Co. DLUT	All affected prop owners	10 days before the decision	N/A	Required	N/A	Written comments prior, oral testimony during, and/or appeal after decision ³	Public Hearing: Planning Com Recommend to City Council
Legislative 2 (Charter Amendment)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	City-wide vote	Ballot Measure

¹ Questions pertaining to the information within this chapter or the process outlined within this table can be directed to the City's Community Development Department at (503) 526-2420 or on the city's website at www.beavertonoregon.gov.

² Translation services for all notices, reports, and written testimony can be made available in various languages spoken within the city. Information is also available in large print or in audio tape upon request. Additionally, assisted listening devices, sign language interpreters, and bilingual interpreters will be made available at any public meeting or program with 72 hours advance notice. To request these services please call (503) 526-2222/Voice/TDD.

³ To avoid confusion or the potential for unnecessary debate during a hearing, the applicant may want to consider a work or design session with the decision making body prior to the scheduled hearing.

⁴ BCCI refers to the Beaverton Committee for Citizen Involvement, NAC refers to Beaverton's Neighborhood Advisory Committees, CPO refers to Citizen Participation Organizations in Unincorporated Washington County, Wa. Co DLUT refers to Washington County's Department of Land Use and Transportation, and DLCD refers to the Oregon Department of Land Conservation and Development.

The City's formal decision-making processes include several opportunities for community involvement. The community is invited to present their views at the various City board and committee meetings, including but not limited to City Council, Planning Commission, and Traffic Commission. Public notices, complete with the hearing date, time, location, and hearing body, are mailed out at least twenty (20) calendar days prior to the date of the public hearing. Notices are also posted on the City's web site.

Final agendas are posted at least seven calendar days in advance of the meeting at the Beaverton Building, (12725 SW Millikan Way, Beaverton, OR) and at the Beaverton Main Library, (12375 SW 5th St., Beaverton, OR). Agendas and meeting notices are available upon request from the City. Documents containing the proposals to be considered at the public hearings are available at the Public Counter of the Community Development Department (4th floor of the Beaverton Building) at least seven (7) calendar days in advance of the hearing.

All meetings are held in locations accessible to persons with disabilities. Foreign language interpreters, listening devices or other auxiliary aids, sign language interpreters for people with hearing impairments, and readers for people with visual impairments are provided if requested at least three working days (72 hours) prior to the meeting.

The City may also conduct public meetings, workshops, and focus groups on particular issues to solicit input and involvement in various planning issues. Adopted plans are available for review at the Community Development Department and the Beaverton Library, and are posted on the City's internet web site. Copies may be purchased at cost at the Community Development Department.

Community Involvement Program

Oregon's Statewide Planning Goal One charges governing bodies with preparing and adopting a comprehensive program for community involvement that clearly defines the procedures by which the general public can become involved in the planning process. Specifically, it directs government entities with the following charge:

To develop a citizen involvement program that insures the opportunity for citizens to be involved in all phases of the planning process.

COMMUNITY INFORMATION RESOURCES

- [City of Beaverton Website](#)
- [Social Media](#)
 - [Facebook](#)
 - [Twitter](#)
- [Beaverton Public Library](#)
- [Your City Newsletter](#)
- [City of Beaverton email blasts](#)
- [City-Issued Flyers, Brochures, Postcards, and Notices](#)
- [Newspapers](#)
 - [The Oregonian](#)
 - [Beaverton Valley Times](#)
 - [Portland Business Journal](#)
 - [Daily Journal of Commerce](#)
- [City Committee/Board Meetings](#)
- [City Council Meetings](#)
- [Open Houses and Workshops](#)
- [Tualatin Valley Community Television \(TVCTV\)](#)
- [Posting Boards](#)
 - [Beaverton City Hall](#)
 - [Beaverton Library](#)
 - [Beaverton Community Center](#)
 - [Beaverton U.S. Post Office](#)
- [Beaverton Special Districts](#)
 - [Tualatin Hills Park and Recreation District](#)
 - [Clean Water Services](#)
 - [Tualatin Valley Water District](#)
 - [West Slope Water District](#)
 - [Tualatin Valley Fire and Rescue](#)
 - [Beaverton School District](#)
- [Washington County](#)

Public participation provides information and assistance to staff and policy makers in dealing with issues of interest to the public. When the community and its decision-makers work from a common base of information, proactive, rather than reactive policies can evolve. Aside from the notice requirements described above, which are primarily intended to notify and solicit input when a policy or land use action is proposed, there is a broad-based program that empowers the community to help direct its future should be instituted.

Community Involvement Opportunities

The City of Beaverton has established a variety of public processes, interest groups, and community involvement opportunities, which together, comprise a program sufficient to address the community involvement goals it regards as essential to good policy. Several existing mechanisms ensure city-wide public involvement in Beaverton’s planning process. The City’s primary outreach mechanisms are through:

Beaverton Community Involvement Objectives

- *To involve a cross section of the community in the planning process.*
- *To ensure effective two-way communication between the City and the public.*
- *To provide an opportunity for the public to be involved in all phases of the planning process (e.g., scoping, analysis, plan preparation, adoption, implementation, and monitoring).*
- *To ensure that technical information is presented in an understandable form.*
- *To ensure that the community will receive a response from policy-makers.*
- *To ensure appropriate funding for the community involvement program.*

- A. The Beaverton Committee for Community Involvement (BCCI), an advisory committee to the City Council;
- B. The Neighborhood Program Office;
- C. The Neighborhood Association Committees;
- D. Specific committees and special interest groups;
- E. Public workshops and focus groups; and
- F. Public hearings.

Each community involvement opportunity is tailored to meet the needs and conditions of the outreach effort, and techniques are often combined.

Publications and Mail Notification

Your City newsletter is distributed city-wide. It provides information on current issues to the residents of Beaverton. Published approximately six times per year. *Your City* includes notification of regularly scheduled Board, Commission, Advisory Committee and Neighborhood Association Committee meetings, articles of interest to residents, and educational opportunities relating to planning and other community issues. Specific mailings, public notices, flyers, surveys and questionnaires, as well as the City’s web site, cable broadcasts and other media, are used by the City to provide information, solicit input, and encourage attendance at events.


Levels of Community Involvement

Public participation may occur at individual or collective levels. In the interest of promoting a full range of participation alternatives, each level is addressed separately.

Individual participation

Determining the appropriate level of public participation desired should be made in the early stages of any planning activity. Residents should, therefore; be acquainted with the various information outlets and input opportunities that are available for them to make their voices heard. The chart on the next page represents the basic elements available to individuals interested in tracking and, if desired, increasing their involvement in the planning process.

Chart 2: Community Involvement Levels



INDIVIDUAL INVOLVEMENT	GET INFORMED				GET INVOLVED		ADVOCATE		ADVISE		PROPOSE
	Read City's Webpage	Read Your City Newsletter	Keep Abreast of Public Notices	Get on City's List for Email Blasts	Participate in On-line Information Blog	Attend Meetings	Meet with Elected Officials	Public Comment Period	Provide Evidence / Advice	Testify at Hearings	Submit Application
Increase Awareness (Learn)	Green	Green	Green	Green	Green						
Review Proposal	Green	Green	Green	Green	Green						
Discuss/ Consult					Green	Green	Green				
Raise an Issue						Green	Green	Green			
Advocate a Position							Green	Green	Green		
Affect Decision / Policy Outcome										Green	
Offer a Land Use / Planning Product											Green

Group Participation

Conventional wisdom dictates that there is power in numbers. Accordingly, individual residents who seek to maximize their influence in local government will find that there is considerable benefit in associating with a larger community. As a result, group affiliation lends weight and credibility to a stated position.

There are other benefits, however, that individuals may want to consider in taking that next step. Aside from the additional influence that a community group affords, a few others include:

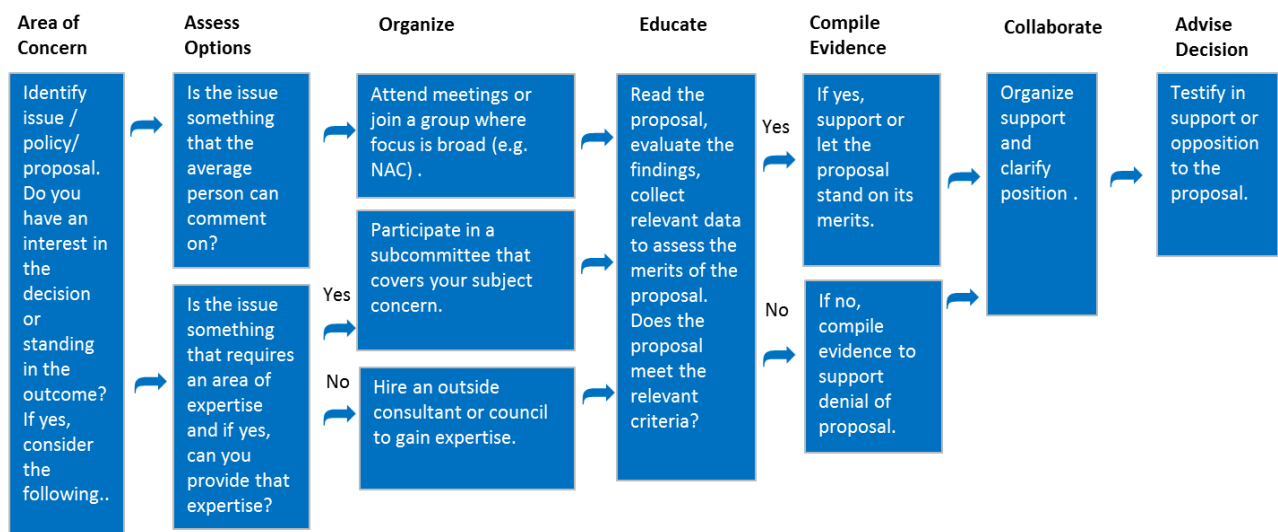
- Cost sharing – communities function as an economy of scale whereby costs are shared by a larger number of individuals – reducing the individual contribution required.
- Access to resources – communities tends to have a broad base of contacts and know-how in functioning within the system.
- Expertise – communities are often made up of individuals with a variety of backgrounds and knowledge in areas that benefit the efforts of the group.
- Division of time / labor – as participation in government can be very labor intensive. A teamwork approach can prove valuable to help manage workload.

COMMUNITY GROUPS

- City of Beaverton
 - Arts Commission
 - Bicycle Advisory Committee
 - Board of Construction Appeals
 - Citizens with Disabilities Advisory Committee
 - Committee for Community Involvement
 - Diversity Advisory Board
 - Human Rights Advisory Commission
 - Library Advisory Board
 - Mayor’s Youth Advisory Board
 - Neighborhood Association Committees
 - Planning Commission
 - Senior Citizen’s Advisory Committee
 - Sister Cities Advisory Board
 - Social Services Funding Committee
 - Traffic Commission
 - Visioning Advisory Committee
- Washington County Community Participation Organizations

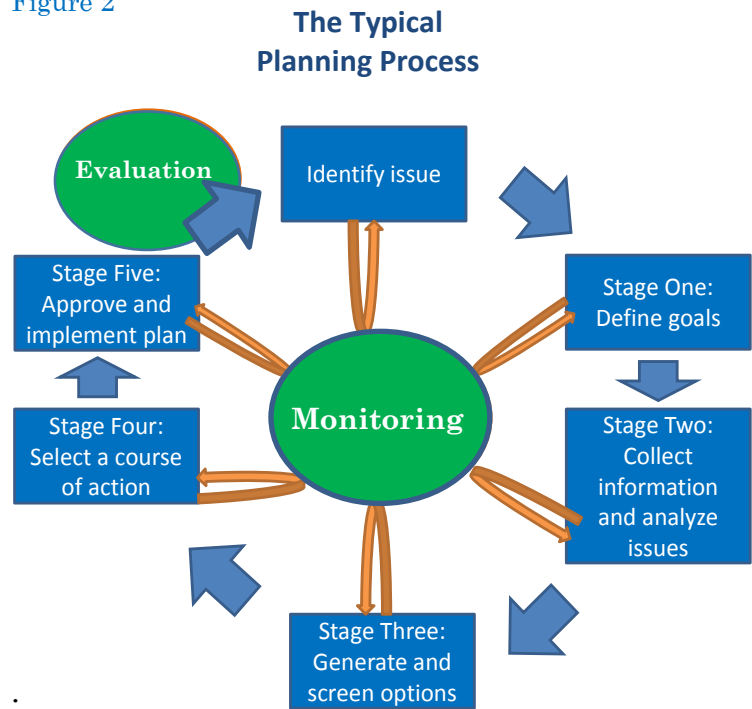
In choosing to form an affiliation with an established group, residents may find it useful to consider the following process track.

Figure 1



Policy that furthers the interest of a community or neighborhood often originates from the group itself. These groups in general are made up of individuals who have a common interest or stake in policy outcomes that affect them. Community members that desire to have input should consider active membership in one of the City-sponsored committees or boards. In devising plans, these groups often follow a formalized process which involves rigorous review, comment, and revision components. A graphic of the basic model is shown at right.

Figure 2



This model typically results in a well-considered and formally tested document.

Primary Community Involvement Organizations

Council Resolution 2058 (1978) established the Beaverton Committee for Community Involvement (BCCI), defining its responsibilities as an advisory committee to the City Council. The *Beaverton Code* specifies membership of the BCCI as eight at-large members appointed by the Mayor and confirmed by the Council and one member from each recognized Neighborhood Association Committee. The BCCI's official duties consist of the following:

- To recommend to the Council, planning commission and planning staff a program to assure the continuous opportunity for affected citizens to exchange ideas and information with City government
- To monitor and evaluate community involvement programs that the Council may adopt and publicize
- To report to the Council on a regular basis in the following manner:
 1. Through written or verbal monthly reports and minutes of meetings; and
 2. As a standing committee periodically on the Council's agenda.
- To perform such other duties as the Council may authorize from time to time by approval of amendments to BCCI bylaws as are proposed by BCCI.

* *Beaverton Code, 1982*, as amended (BC 2.03.050 through 2.03.054).

The Beaverton Citizen Involvement Program, adopted by Resolution 2229 (1980), established a formalized public participation program for the BCCI and provided a method by which the committee and other members of the community could communicate their opinions and inquiries about City departments, committees, or the Council.

The program also provides for a newsletter and calendar of City meetings, informational flyers, community meetings, and funding for these activities as well as staff support and public hearing notices. The City is committed to providing financial support for public outreach and public participation processes. Staff and resource needs are determined during work program development for each plan, program, and project. In addition, the City's Neighborhood Program Office staff are available to coordinate outreach and work with City departments to realize the full potential of each public participation effort.

Neighborhood Association Committees (NACs)

The *Beaverton Code* identifies the procedures by which residents can form Neighborhood Association Committees, add or delete areas of acknowledged NACs, and it provides a process for termination of NAC Recognition and NAC Grievances (BC 9.06.010 through 9.06.040). Boundaries of the NACs are shown on maps available at City Hall or on the City's website.

NACs provide a forum to identify, discuss, and offer solutions to neighborhood concerns such as traffic, safety, land use, and economic development. Supported by the Neighborhood Program Office, Beaverton's NACs are organized by volunteers, meet regularly, and participate in the public comment process. Monthly agendas and minutes are mailed to active participants. Neighborhood and city-wide issues are usually the main agenda topics.



COMMUNITY INVOLVEMENT TOOLS

Consensus Building

- Form a subcommittee, focus group or task force
- Conduct design charrettes and visual preference surveys
- Coordinate issue related retreats
- Organize a confidential ballot voting process
- Participate in third party mediation of discussions

Information Gathering/Distribution

- Conduct background literature searches
- Collect surveys and polling information
- Distribute newsletters, flyers, and create web postings
- Organize visioning and brainstorming sessions
- Set up a suggestion drop box
- Look for pertinent FAQs
- Review and distribute relevant white papers

Advocacy

- Form strategic partnerships
- Write a letter to a decision-maker
- Invite speakers to address the group
- Organize a candidate forum

Community Building

- Organize block parties and picnics
- Set up potlucks and brown bags
- Join a community garden
- Coordinate neighborhood cleanups
- Participate in hazardous waste, recycling and garbage pickups
- Coordinate board recruitment drives
- Attend open houses

The *Beaverton Code* (Section 2.03.002 – 2.03.300) identifies other City Boards, Commissions and Committees created by ordinance. Additional committees or review commissions may be established to address special projects, such as the Code Review Advisory Committee. These committees provide input to staff as they develop specific proposals, such as amendments to the Development Code.

Citizen Participation Organizations (CPOs)

Washington County CPOs bordering the City limits are also involved in City planning issues through their newsletters and processes. Each CPO's newsletter details issues of county, city, and region-wide interest to its readers. Public hearing notices and articles of interest concerning Beaverton issues are often included in the CPO newsletters.

Involving Beaverton's Diverse Community

Over the past fifty years, the City of Beaverton has evolved into one of the most diverse cities in the State of Oregon. What began as a small farming community of 5,937 in 1960 has evolved into a community of 91,935 in 2013 with a variety of livelihoods. An examination of Census 2010 has revealed that the homogeneous nature that characterized Beaverton in previous decades is rapidly changing.

In the 1960 US Census, 99.81 percent of the City's residents classified themselves as white. As of the 2009-2013 American Community Survey (ACS), one in three people in Beaverton was a person of color and one in four was born outside of the US. The largest communities of color in the city are Latinos, who made up approximately 16 percent of the population, and Asian & Pacific Islanders, who made up approximately 14.5 percent of the population (including 2% that identified themselves as Asian plus one or more other race). Additionally, 3 percent identified as African American and 1.6 percent as Native American (accounting for those that identified themselves as two or more races). The remainder self-classify under another race or two or more races. In 2014, over 90 languages were spoken in the homes of Beaverton School District students.

It is worth noting that if current growth trends continue, the non-white segment of the population will exceed 50 percent of the City's residents within a few years of the 2020 Census – a trend that has become a reality among certain sectors of the youth population. At that point, the traditional white non-Hispanic segment of the population, which characterized the City's residents in 1960, will comprise a minority of the City's residents. These qualities underscore the importance of the City's diversity as one of its most defining characteristics.

The City of Beaverton recognizes the ever greater need to incorporate the voices of historically underrepresented and underserved populations into leadership and decision-making roles at the City that will help define Beaverton's future. The City celebrates its cultural diversity, the ways this characteristic benefits all, and aspires

to include a representation of all backgrounds into its public processes and governing realm in order to ensure it has the knowledge and tools to best serve the community. To work toward this, the City has taken steps to reach out to diverse community leaders and culturally-specific organizations, as well as incorporate more non-traditional methods of outreach. It has also created a regular standing community advisory board focused on this subject called the Diversity Advisory Board that will help expand these efforts strategically into the future.

Goal #2: Actively work to recruit and include individuals of all ethnic, racial, age, cultural backgrounds, abilities, and sexual orientations, gender identities, and socio-economic status on City boards, commissions, and in public processes to reflect and correspond to the City's demographic profile.