

Beaverton Brownfields Assessment Project

**Public Involvement Plan**

Involvement Plan sections included herein:

- 1 OVERVIEW Description of project and project implementation team
- 2 WHY Purpose for public involvement and desired outcomes
- 3 WHO Stakeholders, community to engage
- 4 WHAT/HOW Tools for public involvement, public involvement activities to inform, involve, and collaborate with stakeholders and a framework
- 5 WHEN Involvement timeline and milestones
- 6 HOW WELL Evaluation process to determine and adjust for effectiveness and meaningfulness of public involvement activities

# 1

## **OVERVIEW:** Description of project and project implementation team

The City of Beaverton has received a Brownfields Assessment Grant from the U.S. Environmental Protection Agency (EPA) which will help build a formal brownfields program that can help meet the City's goals and policies to preserve and expand existing development, attract development, protect and enhance public and environmental health, boost economic development potential, and increase property values and tax revenues. The City Council authorized the EPA Brownfields Assessment Grant cooperative agreement in October 2013, thereby initiating a Beaverton Brownfields Program.

The EPA grant funding must be used to assess occupied, vacant, and/or underutilized brownfields<sup>1</sup> to foster the growth of manufacturing and technology-based businesses and other industries that may already be operating on brownfield sites. The City's efforts are especially focused on properties with suspected environmental contamination within Beaverton's Enterprise Zone boundary, which makes up a significant portion of the city's industrial and downtown core. As such, the City will inventory brownfield sites and develop a process to provide information and for property and business owners to assess brownfields.

As part of its commitment to using the EPA funding to the greatest community benefit, the City seeks to work in partnership with property and business owners, community-based organizations, neighborhood associations, industry leaders, employees and/or residents adjacent to assessment sites, and other interested stakeholders as property assessments and reuse planning get underway.

This document outlines the Public Involvement Plan ('Involvement Plan') to guide how the community is informed and engaged in (1) providing educational information about what a brownfield is, (2) building community awareness of the value in cleaning and reusing brownfield sites, and (3) identifying, assessing, and planning for redevelopment of brownfield sites.

### **Project Implementation Team**

The purpose of this section is to define the roles of the project team, comprised of City staff and the project consultant; the Technical Advisory Committee, comprised of City staff from relevant departments; and the Community Engagement Team, which consists of a diverse group of community members who represent affected neighborhoods, business and industry, public health, property owners, housing advocacy, and immigrant and refugee communities.

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<sup>1</sup> The EPA defines a brownfield site as meaning, "real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant."

**Table 1.** Roles and Responsibilities for the Beaverton Brownfields EPA Assessment Grant Project Implementation Team



## Project Team

In addition to meeting the overall program and project goals, the project team’s public involvement responsibilities include: (1) managing the process for the good of the community as a whole; (2) convening and facilitating community meetings; (3) developing and distributing information and education materials; and (4) providing technical analysis of program alternatives and assessment proposals.

The project team is led by City staff from the Economic Development Division. The project consultants, as a part of the project team, include the primary contractor Maul Foster & Alongi, and three subcontractors: Communitas, Groundwork Portland, and ECONorthwest. Maul Foster & Alongi is an environmental firm who works on all aspects of the project from project management and public involvement to site inventory, site assessment, and cleanup planning. Communitas specializes in public outreach and is responsible for writing the Involvement Plan and coordinating the public meetings. Groundwork Portland has expertise in grassroots community organizing and will work to involve the community in several ways as the site-specific assessments allow. ECONorthwest applies economic and financial principles and methods in order to evaluate potential investments and will assist with cleanup planning as needed for site-specific assessments.

## Technical Advisory Committee

The Technical Advisory Committee (TAC) will be made up of key Beaverton staff. When appropriate, the group will invite brownfield grant partners who have responsibilities for implementing elements of the Brownfields Program and/or for reviewing issues specific to brownfield redevelopment and other technical experts to participate in addressing specific, discrete issues. The TAC will provide input and advice on project proposals, products, and stakeholder processes at monthly or quarterly

meetings. They will also serve as liaisons between their work teams and the Brownfields Program to ensure the final program and projects address a suite of City policies, goals, and interests.

## Community Engagement Team

City staff will assemble a CET that will help supplement, from a community perspective, subject-area expertise in economic development, community development, public health, outreach, education, and planning from a diverse cross-section of the community. Table 2 lists the representative stakeholder categories that the CET membership should generally cover to help ensure a diverse cross section of the community and topics are appropriately represented. The CET will work to develop and implement strategies that enhance the involvement of the public. The CET, with the project team, is responsible for implementing this Involvement Plan. The CET will also help ensure the public involvement program includes activities that are workable in practice and that embody the community's interests in creating the Brownfields Program. The CET will operate on a consensus basis and will be guided by an operating charter. For an effective team and to encourage collaborative dialogue, it is recommended that the CET consist of approximately 8 to 12 members.

**Table 2.** List of Representative Stakeholder Categories for CET Membership

<b>Representative Stakeholder Categories</b>
Residents/Employees
Property/Business Owners
Youth/Seniors
Public Health/Environmental
Business/Industry
Healthcare
Places of Worship
Housing/Transportation
Education
Immigrant/Refugee

# 2 **WHY: Purpose for public involvement**

The Involvement Plan seeks to build a community knowledge-base of Beaverton brownfields and partner private property and business owners with experts in the fields of community and economic development, business, public health, equity, and planning. This plan also outlines the community's role in private property redevelopment initiatives that may be undertaken in the Brownfields Program.

As a result, an initial focus of the Involvement Plan is to raise awareness of the Brownfields Program, both internally and externally. The program seeks to leverage existing expertise and community initiatives underway, strengthening connections and integrating the program within the City's work. The project team recognizes economic development and job creation as an issue of importance throughout the City, as well as with outside public agencies, property owners, businesses, industry, area employees, and the community at-large.

This section outlines the specific reasons why the public is being involved and how the project implementation team will conduct itself in this outreach work. Included are: the desired outcomes the City seeks to attain through involving the public and the operating principles that will guide its outreach activities.

## **Desired outcomes of public involvement**

There are property owners, businesses, and policy-makers who could be directly affected by implementation measures crafted through the Brownfields Program. Additionally, there are employees, community-based organizations, partnering governments, residents, visitors, and other community members interested in how the City seeks to support and improve economic development and community health through its development decisions.

Specific engagement activities and outreach efforts will be sensitive to the diverse set of stakeholders and specifically directed to meet the needs of traditionally underrepresented and underserved people of Beaverton.

The initial work to develop the Beaverton Brownfields Program has been guided by existing policies and plans, project team expertise, City staff who have roles in implementing policies, and best practices research.

## **The primary desired outcomes of public involvement:**

- Increased knowledge of brownfield sites in the community
- Increased awareness of the value of brownfield redevelopment in the community
- Increased support for brownfield redevelopment in Beaverton

## Additional **aspirational outcomes** of the Involvement Plan:

- Community members who are traditionally underrepresented in public processes<sup>2</sup> are genuinely involved in brownfield-related efforts and are more engaged in the civic life of Beaverton. They are supported through the process with accurate, relevant, and timely information, and encouraged to shape the future of their community.
- Private land and business owners have an increased awareness and understanding of the challenges and opportunities of cleaning and expanding or redeveloping their properties in economically-feasible ways that also meet community goals.
- Emerging businesses and entrepreneurs are aware of the growth opportunities in Beaverton.
- The City understands the brownfield needs and opportunities at a level that could not be gained without stakeholder insight and participation.
- The planning process for sites actively engaged may double as work skills training opportunities for Beaverton's young people as well as under and unemployed neighboring residents.

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<sup>2</sup> Historically underserved and underrepresented populations in Beaverton include young people, people of color and those who are recent immigrants, persons and families with low income, citizens with disabilities, small and micro-business entrepreneurs, and residents who rent their homes.

# 3 **WHO: Stakeholders, community to engage**

It is a public participation best practice to analyze stakeholders in relationship to their individual abilities to impact or be impacted by decisions and/or their authority over project decision making (“direct stakeholders”), those who are generally interested in civic affairs but who will not necessarily be impacted by the outcomes of the project or program (“indirect stakeholders”), and those who are leading and managing the process and resultant efforts (“project leaders”).

The purpose of the analysis is to match stakeholder interests and level of impact with their participation. There is an acknowledgment that differing levels of participation are legitimate and will depend on the overarching and site-specific goals, time frames, resources, and levels of concern in the decisions to be made. Typically, the direct stakeholders are the audiences a public process interfaces with most frequently and involves in decision-making. Indirect stakeholders also play an important role in bringing the community’s vision and values to the process, bringing innovative and fresh ideas to identified community problems, and often assisting with disseminating public information and knowledge to a greater audience.

## **Identifying stakeholders**

The project team has identified an initial list of stakeholders related to Beaverton brownfields. In developing the list, the team put thought into who is responsible for the project(s), who will make decisions, who can influence decisions, who are the partners, who will be impacted by the projects’ outcomes, who benefits and does not from improvements, who might disagree with the process/project, and who can make the system more effective.

Table 3 includes a preliminary list that is expected to change and grow as the program rolls out and brownfield assessment projects are identified. It is further expected that the City staff team will use this list as a starting point and will update the list as needed. Not all stakeholders will be engaged in every aspect of the project. Assessments and redevelopment planning for private properties will engage different people at different levels, depending on the geographic location and nature of the brownfield work on any particular site.

The Involvement Plan has been crafted to expand civic opportunities to traditionally underrepresented and underserved populations in Beaverton. The project team will work closely with the CET and other partners to engage and expand the capacity of these community members not historically included in the planning process.

**Table 3.** Preliminary List of Suggested Stakeholders for the Beaverton Brownfields EPA Assessment Grant Project

Direct Stakeholders	Indirect Stakeholders	Project Implementation Team
<p><b>Critical program stakeholders</b></p> <ul style="list-style-type: none"> <li>▪ Property owners in Beaverton Enterprise Zone</li> <li>▪ Business owners in Beaverton Enterprise Zone</li> </ul> <p><b>Stakeholders associated with identified brownfield project site(s)</b></p> <ul style="list-style-type: none"> <li>▪ Brownfield site land owners</li> <li>▪ Brownfield site business owners</li> <li>▪ Brownfield site employees</li> <li>▪ Residents and regular visitors of properties adjacent to a brownfield site</li> <li>▪ Businesses and employees adjacent to a brownfield site</li> <li>▪ Neighborhood Association Committees of affected areas</li> <li>▪ Faith-based organizations and places of worship serving affected areas</li> <li>▪ Portland Community College, Beaverton School District</li> <li>▪ Community organizations that can assist with brownfield-related outreach: Community Partners for Affordable Housing, Center for Intercultural Organizing, Muslim Educational Trust, Beaverton Hispanic Center, Asian Health &amp; Services Center, Korean Business Association</li> <li>▪ Community health: Oregon Health Authority, Washington County Public Health, Upstream Public Health, Groundwork Portland</li> </ul> <p><b>Other direct stakeholders</b></p> <ul style="list-style-type: none"> <li>▪ Commercial lenders active in Beaverton development</li> <li>▪ Commercial real estate brokers active in Beaverton development</li> <li>▪ Active commercial and industrial developers in Beaverton</li> <li>▪ Business and industry organizations: BESThq, Microenterprise Services of Oregon (MESO), Adelante Mujeres, Beaverton Area Chamber of Commerce, Washington Economic Alliance, Hispanic Metropolitan Chamber of Commerce, Beaverton Downtown Association</li> </ul>	<p><b>For overall program and project sites</b></p> <ul style="list-style-type: none"> <li>▪ Corporate supporters</li> <li>▪ Health clinics and hospitals</li> <li>▪ Community gathering places: senior centers, nursing homes, places of worship, parks</li> <li>▪ Neighborhood association committees (not in affected areas)</li> <li>▪ Beaverton’s boards and commissions, including the Beaverton City Council, Beaverton Urban Redevelopment Agency (BURA), Beaverton Urban Renewal Advisory Committee (BURAC), Diversity Advisory Board, Beaverton Planning Commission, Beaverton Committee on Community Involvement (BCCI)</li> <li>▪ Clean Water Services</li> <li>▪ Other community-based organizations</li> <li>▪ Generally interested residents, businesses, and property owners</li> <li>▪ Other property and business owners</li> </ul> <p><b>Other potential public involvement partners</b></p> <ul style="list-style-type: none"> <li>▪ Greater Portland Inc.</li> <li>▪ Business Oregon</li> <li>▪ Virginia Garcia</li> <li>▪ Homeplate</li> <li>▪ WorkSource Oregon</li> <li>▪ WorkSystems Inc.</li> <li>▪ Oregon Technology Business Center</li> <li>▪ Portland YouthBuilders</li> <li>▪ Homeplate</li> <li>▪ Westside Transportation Alliance</li> <li>▪ Media outlets</li> </ul>	<p><b>Program leaders</b></p> <ul style="list-style-type: none"> <li>▪ Community Engagement Team (CET)</li> <li>▪ Technical Advisory Committee <ul style="list-style-type: none"> <li>• Beaverton Mayor’s Office</li> <li>• Beaverton Economic Development</li> <li>• Beaverton Community Development, Finance, and Public Works Departments</li> <li>• Oregon Department of Environmental Quality (DEQ)</li> <li>• Environmental Protection Agency</li> </ul> </li> <li>▪ Internal communication with City Departments/Divisions</li> </ul>

### **Direct Stakeholders associated with brownfield project sites**

Each brownfield assessment site will have a unique collection of 'direct stakeholders' - those who have the potential to directly impact or be impacted by property changes associated with the brownfield assessment. Participating property and business owners are the primary, direct stakeholders, but others with interest in the site assessment, plans, environmental and public health aspects, and eventual changes will also be identified on a case-by-case basis. Brownfield property and business owner participation will be the most critical to the successful implementation of brownfield redevelopment, as they are the primary investors.

### **Indirect Stakeholders**

Indirect stakeholders include, but are not limited to: the general public, members of Beaverton boards and commissions, residents, property owners, business owners, and Neighborhood Association Committees (inside and outside the Enterprise Zone boundary or brownfield sites), visitors and those who travel through the city, service providers, and civic organizations.

# 4 **WHAT/HOW:** Tools of public involvement, public involvement activities

The process will include one-on-one interactions, presentations, networking events, up-to-date website content, timely collateral materials, briefings/e-updates, and project meetings. Additionally, the consultant team will seek to engage Beaverton’s young people and under/unemployed community members by working with the City of Beaverton, area schools, workforce development partners, engineering firms, and property owners to provide education, career exposure, and job training opportunities through brownfield site assessments. The team will work with the schools and workforce partners, such as Oregon Tradeswomen and WorkSource Oregon, to recruit participants.

The program will use translation and interpretation services as needed and will seek guidance from the CET and other community leaders, such as the Beaverton Diversity Advisory Board, to determine the most culturally appropriate approaches. Furthermore, the assessment work will build on the existing networks and expand the City’s relationships with its diverse population going forward.

The project team will provide meaningful forums and will work with property and business owners to ensure they are aware of the opportunities and benefits of assessment work that can lead to cleaning and reusing brownfields.

The City, through the EPA work plan, has identified initial public involvement activities to communicate with the community. The CET is tasked with developing and assisting with implementation of strategies to enhance involvement of the community.

Table 4 includes the structure of public involvement activities related to Beaverton brownfields. It illustrates the three levels of public involvement with which the project team and CET will use in working with the various stakeholders – to inform, to involve, and to collaborate. The table also describes how the various activities undertaken as part of the Beaverton Brownfields Assessment Project relate to the list of stakeholders identified in section 3. This table is based on the model “*Public Participation Spectrum*” document produced by the International Association for Public Participation - IAP2 Federation. Modifications have been made to more closely align with the City’s public involvement goals and Brownfields Program needs.

**Table 4.** Structure of Public Involvement Activities for the Beaverton Brownfields Assessment Project

<b>Inform</b> (direct/indirect stakeholders)	<b>Involve</b> (direct stakeholders)	<b>Collaborate</b> (project implementation team)
One-way communication from the City to provide community members with balanced, objective, and educational information about brownfields and help in understanding the associated problems, alternatives, opportunities and/or solutions.	Work directly with stakeholders throughout the process to ensure that issues and concerns are consistently understood and considered. Includes elements of information, but also a third dimension of two-way communication, of seeking feedback or a response to proposals.	Collaborate with stakeholders on some or all aspects of the planning, including the development of alternatives and identification of the preferred solution.
<b>Commitment to Stakeholders</b>		
We will keep the community informed and will provide educational materials and opportunities about brownfields, so that all interested community members have the opportunity to participate.	We will keep stakeholders informed, listen to and acknowledge concerns and aspirations. We will work with stakeholders to ensure that their concerns and aspirations are considered in the alternatives developed.	We will work closely with stakeholders in formulating solutions and seek to incorporate their recommendations to the extent possible.

Table 5 provides a summary of the public involvement activities the City has generally outlined in order to involve the public in the Beaverton Brownfields Assessment Project. Please note, however, that public involvement is dynamic and the details presented here and in Table 4 are likely to change in order to address community needs and conditions at the time of engagement.

**Table 5.** Summary of Public Involvement Activities

<ul style="list-style-type: none"> <li>▪ <b>Inform 1:</b> Project overview brochure/fact sheet* (Task 1.5: Consultant - Communitas)</li> <li>▪ <b>Inform 2:</b> Two public meetings – one general public, one property owner (Task 1.3: City, Consultant - Communitas)</li> <li>▪ <b>Inform 3:</b> Webpage, social media* (Task 1.6: Consultant - Communitas)</li> <li>▪ <b>Inform 4:</b> Articles in Your City newsletter and media outlets* (Task 1.7 - City)</li> <li>▪ <b>Inform 5:</b> Serve as liaison for outreach activities (Tasks 1.3, 1.8: CET)</li> <li>▪ <b>Inform 6:</b> Speakers’ bureau as needed/requested (Task 1.8: City, CET)</li> <li>▪ <b>Inform 7:</b> Internal communication within City through e-newsletters, flag properties in Building Division database (Task 2.0)</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Involve 1:</b> Evaluation questionnaire at public meeting(s) to assess level of brownfield awareness and understanding* (Tasks 1.3, 1.6, 1.9 – City, Consultant - Communitas)</li> <li>▪ <b>Involve 2:</b> Door-to-door interviews and surveys of potentially affected community members (Task 1.3.3: Consultant – Groundwork Portland)</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Collaborate 1:</b> Site-specific reuse planning meetings with property owners and developers (Task 1.3.3 – City, Consultant - ECONorthwest)</li> <li>▪ <b>Collaborate 2:</b> Job skills training opportunities, as appropriate for after school programming and/or environmental job shadow opportunities for Beaverton’s youth/under and unemployed. (Task 1.3.3: Consultant – Groundwork Portland)</li> </ul>
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\*Note: Written outreach materials will be made available as needed in the following languages: English, Spanish, Korean, Japanese, Somali, and Hindi.

# 5

## WHEN: Involvement timeline and milestones

Implementation of the Involvement Plan will begin in October 2014 and continue through the project assessments and planning efforts (anticipated through September 2016). The CET will begin meeting in fall 2014 and continue throughout the project as needed. Table 6 below lists some of the tasks as part of the Involvement Plan. These tasks, as well as the timeline, may change as planning and implementation gets underway, but the purpose is to provide a general overview of the schedule to assist the project team and CET with planning and coordination efforts.

**Table 6.** Public Involvement Planning Schedule

Task Number and Name		2014			2015			2015-16
		Jul-Aug	Sep-Oct	Nov-Dec	Jan-Feb	Mar-Apr	May-Jun	Ongoing
1.1	Public Involvement Plan	Develop		Implement				
1.2	Community Engagement Team	Establish		Coordinate				
1.3	Host Meetings							
1.3.1	Introductory Public Meeting							
1.3.2	Property Owner Meeting							
1.3.3	Site-specific Reuse Planning Meetings							
1.4	Evaluation Criteria							
1.5	Project Overview Fact Sheet							
1.6	Launch Website							
1.7	Media Efforts							
1.8	Speakers' Bureau							
1.9	Mid-course Evaluation							
2.0	Internal/External Communication							

# 6 **HOW WELL:** Evaluation of public involvement

Public involvement is an evolving process of learning – gathering input and ideas from stakeholders and discovering what methods are effective or ineffective. In order to ensure usefulness and participant satisfaction with the involvement, a midpoint evaluation is recommended.

Partway through the work plan implementation the project team and CET should evaluate the stakeholder involvement process to determine the following:

- Number of meetings held
- Number of comments received
- Number of fact sheets developed
- Number of people attending meetings
- Number of community organizations participating
- Number of property owners willing to participate in program
- Number of pre/post knowledge and awareness surveys complete

Staff will track input received, how public input is used, and provide a summary report of involvement efforts for the CET and public to review.