



# Strategic Plan 2030

## Community Engagement Plan

### Overview

The City of Camas is developing a strategic plan that will guide the City's priorities for the next five years. Through a robust engagement process the City aims to foster inclusive and meaningful participation from both internal city staff as well as external community members and residents, ensuring all voices have access to provide input in shaping the future priorities for the City.

This Community Engagement Plan outlines a multi-faceted approach. This approach includes listening sessions, a survey, and a Community Advisory Committee with diverse representation from internal city staff and partners as well as external community voice.

### Engagement Goals

The engagement goals for this strategic planning effort will focus on ensuring broad participation, gathering diverse perspectives, and building trust with both the internal and external community to inform the City of Camas's 2030 Strategic Plan.

1. **Inclusive Participation:** Ensure that all community members, including historically underrepresented groups, have the opportunity to participate in the planning process.
2. **Transparency and Trust-Building:** Foster trust by being transparent about the planning process, decision-making, and how community input will be used. Clear communication and regular updates are essential.
3. **Data-Driven Input:** Gather quantitative and qualitative data from the community to inform the strategic plan. This includes surveys, listening sessions, and direct outreach to capture a broad range of perspectives.
4. **Community Empowerment:** Empower community members to take an active role in the planning process through the formation of the Strategic Planning Advisory committee.
5. **Actionable Feedback:** Translate community input into actionable goals within the strategic plan. This ensures that the community sees tangible results from their participation, which can encourage future involvement.

6. **Sustainable Engagement:** Develop strategies for ongoing community engagement during and beyond the planning process. This ensures that community voices continue to be heard.

## Community Members and Interested Groups

The following table describes the public engagement strategies that will be implemented throughout the Community Engagement process. The table below includes the identification of the intended audience, and a description of their role while highlighting opportunities for engagement. These engagement opportunities are geared towards allowing City Staff and Community Members additional opportunities for input.

Community Members	Role/Outcome	Engagement Opportunities
<b>Elected and Appointed Officials</b> <ul style="list-style-type: none"> <li>City Council</li> <li>Mayor</li> <li>Planning Commission</li> <li>Parks and Recreation Commission</li> </ul>	Council members will share their expectations and experiences that will guide the strategic planning process reflective of the Camas way. They will provide steady guidance alongside project leadership.	<ul style="list-style-type: none"> <li>Individual one-on-one interviews (Mayor / Council Members)</li> <li>Community Advisory Committee (2 City Council representatives and 1 Appointed representative)</li> <li>Workshops</li> <li>Council Retreat</li> </ul>
<b>City Staff Members</b> <ul style="list-style-type: none"> <li>City Administrator</li> <li>Department Heads</li> <li>City Staff</li> </ul>	Staff will be invited to provide input on the City's strategic direction and will gain a clear understanding of how the plan will support their work. Staff will feel a sense of ownership of the plan once completed.	<ul style="list-style-type: none"> <li>Individual one-on-one interviews (Department Heads)</li> <li>Community Advisory Committee (2 Department Heads, 3 Staff Representatives)</li> <li>Workshops</li> <li>Listening Sessions</li> <li>Survey</li> </ul>
<b>Camas External Community Members</b> <ul style="list-style-type: none"> <li>Residents</li> </ul>	Community members will feel connected to this process and invited to provide input as to the strategic direction for the City of Camas.	<ul style="list-style-type: none"> <li>Community Advisory Committee (3 At-Large representatives)</li> <li>Survey</li> <li>Listening Sessions</li> </ul>
<b>Business and Employers</b> <ul style="list-style-type: none"> <li>Camas-Washougal Rotary</li> <li>Columbia River Economic Development</li> </ul>	Local businesses and employers will contribute insights on economic conditions, workforce needs, and market trends that are vital	<ul style="list-style-type: none"> <li>Community Advisory Committee (2 Business and Employer Representatives)</li> <li>Survey</li> <li>Listening Sessions - invitation to participate and</li> </ul>

Community Members	Role/Outcome	Engagement Opportunities
<p>Council (CREDC)</p> <ul style="list-style-type: none"> <li>● Camas Washougal Chamber of Commerce</li> <li>● Downtown Camas Association</li> <li>● Workforce Southwest Washington</li> </ul>	<p>for shaping the strategic plan. They will provide feedback on how the plan can support economic growth, job creation, and sustainable development within the community. Additionally, their involvement will help align the City's strategic goals with the business community's aspirations, ensuring a thriving local economy.</p>	<ul style="list-style-type: none"> <li>● share with membership</li> <li>● Community Presentations</li> </ul>
<p><b>Community and Civic Based Organizations &amp; Service Organizations</b></p> <ul style="list-style-type: none"> <li>● Camas Lion's Club</li> <li>● Camas Farmers Market</li> <li>● Camas-Washougal Rotary</li> <li>● Parks Foundation of Clark County</li> <li>● Camas-Washougal Community Chest</li> </ul>	<p>Community and civic-based organizations, along with service organizations, will play a role in representing the needs and interests of the diverse populations they serve. Their participation will also help in identifying opportunities for collaboration and resource sharing to achieve the city's strategic goals.</p>	<ul style="list-style-type: none"> <li>● Community Advisory Committee (1 CBO representative)</li> <li>● Survey</li> <li>● Listening Sessions - invitation to participate and share with membership</li> <li>● Community Presentations</li> </ul>
<p><b>Schools &amp; Youth</b></p> <ul style="list-style-type: none"> <li>● Camas School District</li> </ul>	<p>Schools and youth will be integral in shaping the city's future by sharing perspectives on education, youth development, and the needs of younger residents. Youth voices will be encouraged to ensure that the plan reflects their aspirations and addresses issues relevant to their generation, fostering a vibrant and inclusive community for the next generation.</p>	<ul style="list-style-type: none"> <li>● Community Advisory Committee (1 Camas School District representative)</li> <li>● Survey</li> <li>● Listening Sessions - invitation to participate and share with membership</li> </ul>
<p><b>Developers/Property Owners</b></p> <ul style="list-style-type: none"> <li>● Port of Camas-Washougal</li> <li>● Vancouver Housing Authority</li> </ul>	<p>Developers and property owners will provide critical insights on land use, housing, and development trends that will shape the City's growth and</p>	<ul style="list-style-type: none"> <li>● Community Advisory Committee (1 Port of Camas / Washougal representative)</li> <li>● Survey</li> <li>● Listening Sessions -</li> </ul>

Community Members	Role/Outcome	Engagement Opportunities
<ul style="list-style-type: none"> <li>● Homeowners Associations</li> <li>● Building Industry Association of Clark County</li> <li>● Clark County Association of Realtors</li> <li>● Property Owners</li> </ul>	<p>infrastructure. Their participation will be essential in balancing growth with the preservation of community character and environmental stewardship.</p>	<p>invitation to participate and share with membership</p> <ul style="list-style-type: none"> <li>● Community Presentations</li> </ul>

## Outreach Activities

Effective outreach is the cornerstone of this community engagement strategy. Our outreach activities are designed to be inclusive, accessible, and responsive to the unique characteristics of the City of Camas community. We seek to connect with residents, local organizations, businesses, and other community members and interested parties, ensuring that participation is broad and representative.

These activities are carefully planned to not only inform the community about the strategic planning process but also to invite meaningful participation at every stage. By fostering open dialogue and creating opportunities for continuous interaction, we hope to build trust, gather valuable insights, and ultimately develop a strategic plan that embodies the collective vision of our city.

In the following section, we outline the specific outreach activities we will undertake, and the tools and channels we will use to engage the community effectively.

## Community Advisory Committee

The Community Advisory Committee (CAC) will provide an opportunity for internal and external community members to actively participate in the strategic planning process. The role of the CAC will be to advise the process and plan for developing the values and priorities for the City’s next strategic plan. The CAC will meet up to five (5) times between September 2024 to February 2025. CAC members will:

- Serve as an ambassador to the community soliciting input and encouraging involvement in the strategic planning process
- Seek input from the Camas community to inform the development of the Strategic Plan
- Review community engagement findings and develop themes to inform our planning
- Participate in developing the values, priority areas, goals and measures of success for the strategic plan
- Provide recommendations on the strategic plan to the City of Camas Council and City Administration for consideration

The CAC is composed of no more than 17 members representing City Council, City Administration, City Department Heads, City Staff, City Appointed Committee Members, Business Owners, Community Based Organization, Camas School District, Port of Camas Washougal, and the Community At Large.

Meeting Date	Meeting Topics
Monday, September 9, 2024	Onboarding, Values, Vision
Wednesday, October 9, 2024	Engagement Outreach, City Priorities
Thursday, November 21, 2024	Draft Framework
Wednesday, January 15, 2025	Draft Framework / Engagement Report
Tuesday, February 11, 2024	Review Final Plan

*These topics are subject to change*

## Survey

A community-wide survey will be distributed to gather insightful input utilizing Engage Camas launching the week of October 21 and closing November 15, 2024. A direct mail postcard will be sent to community members and interested parties (see distribution list on page 2) with relevant information describing how to participate in the survey. Survey content will focus on narrowing down a list of proposed values that reflect the City of Camas and providing input on priority areas of focus for the next 5 years.

## Listening Sessions

The City will host a series of 45-minute listening sessions from September through November 2024, available both in-person and virtually to engage internal and external community members. These sessions will focus on refining the City Vision, Values, and Strategic Priorities, with notes capturing feedback to inform the strategic plan. Alongside a public-facing survey, both City staff and community members will have ample opportunities to provide input.

Type / Listening Session Date	Topic / Discussion
Internal Staff (45 mins) <ul style="list-style-type: none"> <li>September XX, 2024 (in-person)</li> <li>September XX, 2024 (in-person)</li> </ul>	Vision, Values and Priorities
External Community (45 mins) <ul style="list-style-type: none"> <li>October xx, 2024 (in-person)</li> <li>October xx, 2024 (virtuall)</li> </ul>	Vision, Values and Priorities

Type / Listening Session Date	Topic / Discussion
Internal Staff (45 mins) <ul style="list-style-type: none"> <li>• November xx, 2024 (virtual)</li> <li>• November xx, 2024 (virtual)</li> </ul>	Draft Framework / Priorities

*Listening Session dates will be set based on space and availability and coordinated with other City and community events.*

## Community Presentations

City Staff and leadership will engage community groups (see table above) through brief presentations aimed at sharing the City’s strategic planning approach, timeline, and a call-to-action to provide feedback and contribute to building the City’s next strategic plan through tools like live polling. Community Presentations will take place throughout October and November 2024.

## Communications Tools

### Digital Materials

Digital materials encompass information shared via digital channels, such as Engage Camas, social media channels, and the City’s website. Digital materials will be used in addition to print materials to ensure we are reaching the broadest possible range of the community. Additionally, a slide deck will be developed to be utilized during Community Presentations.

### Email Communication

Email distribution lists maintained by the City in addition to a contact list developed as part of the engagement program will be used to distribute periodic emails with project updates, or to announce upcoming engagement opportunities. For the internal community members, we will rely on the Weekly Wrap Up (Friday’s to Council and Monday’s to Staff).

### Print Materials

Printed materials such as postcard mailers, factsheets, flyers and postcards will be used to share project information, timelines, and announcements about engagement activities and public events related to the comprehensive planning process. The materials will utilize plain language to be easy to digest and understand.

Printed materials will be distributed through in-person engagement activities or postal mail channels. They can also be linked as digital copies on the project website or social media sites.

# Timeline

*These dates are subject to change*

## Phase 1 | Explore - COMPLETE

June 2024	July 2024	August 2024
<ul style="list-style-type: none"> <li>• Project Kick Off</li> </ul>	<ul style="list-style-type: none"> <li>• Department Heads Interviews</li> </ul>	<ul style="list-style-type: none"> <li>• City Council Interviews</li> </ul>

## Phase 2 | Engage

September 2024	October 2024	November 2024	December 2024
<ul style="list-style-type: none"> <li>• 9/3: City Council Workshop</li> <li>• 9/9: CAC Meeting</li> <li>• XX: Internal Listening Sessions               <ul style="list-style-type: none"> <li>○ Public Works Operations - In-Person</li> <li>○ All Staff - Virtual</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• 10/9: CAC Meeting</li> <li>• XX: External Listening Sessions               <ul style="list-style-type: none"> <li>○ XX - Virtual</li> <li>○ XX - Virtual</li> </ul> </li> <li>• 10/21: Launch Survey</li> </ul>	<ul style="list-style-type: none"> <li>• 11/15: Survey Closes</li> <li>• XX: Internal Listening Session               <ul style="list-style-type: none"> <li>○ XX - Virtual</li> <li>○ XX - Virtual</li> </ul> </li> <li>• 11/21: CAC Meeting</li> </ul>	<ul style="list-style-type: none"> <li>• 12/6: Dept Head Workshop - CE Summary</li> </ul>

## Phase 3 | Elevate

January 2025	February 2025	March 2025	April 2025
<ul style="list-style-type: none"> <li>• 1 / 6: Dept Head Workshop - Draft Framework</li> <li>• 1/15: CAC Meeting</li> <li>• 1/24-25: Planning Retreat - Vision, Values, Draft Framework</li> </ul>	<ul style="list-style-type: none"> <li>2/11: CAC Meeting (Final)</li> <li>2/24: Dept. Heads Workshop: Goals / Objectives</li> </ul>	<ul style="list-style-type: none"> <li>3/3: Dept. Head Workshop: Final Plan</li> <li>3/17: City Council workshops: Final Plan</li> </ul>	<ul style="list-style-type: none"> <li>4/1-21: City Council Approves</li> </ul>