



DESCHUTES
COUNTY
2040

A PLAN FOR THE FUTURE

Community Engagement Audit #2

TO: Deschutes 2040 Project Management Team
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CC:
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INTRODUCTION

To help meet the community engagement goals of this project, an iterative process for setting, reviewing, and resetting the path for community engagement has been built into this planning effort. This memo, the second in the series, lays out the goals of the engagement process, the tools we have used to engage the public, and a status update to inform any redirection necessary at this stage of the project. The “Observations and Recommendations” section at the end of this memo includes suggestions any additional engagement conducted as part of this effort and future County projects.

ENGAGEMENT GOALS

The following goals were established in the Community Engagement Plan in June 2022 at the start of this project:

1. The Deschutes County Comprehensive Plan Update project will reach across the county and engage a broad spectrum of community members, including those who have not been a part of past comprehensive plan projects. This will include multiple, targeted methods to hear the perspectives of:
 - o All parts of Deschutes County (geographic coverage)
 - o Residents that the Community Development Department doesn't typically hear from (demographic diversity, less-vocal communities)
 - o Younger residents who will live with the direction of this plan (age under 25)
 - o Residents and stakeholders who are disproportionately impacted by planning decisions (people of color, low-income residents, veterans, linguistically isolated communities)
 - o Recent and long-time residents (length of residency)
2. Individual activities will be designed to not only collect input from large numbers of participants, but also allow for disaggregation of results to explore differences in opinion.



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3. We aim to hear directly from the individuals of Deschutes County; we will also reach out to community organizations and advocates representing the perspectives described above.
4. We will facilitate meetings to maximize the diversity of voices heard and avoid having the conversation dominated by individual perspectives.
5. At key points in the process, we will pause to reflect on the results to-date as well as engagement with social and web content. We will conduct a detailed Engagement Audit during the project to evaluate how well the County's goals are being met and make changes to tools and outreach methods as needed.
6. We will continue the commitment of Deschutes County to remove barriers to participating in community discussions. This will include access to the physical, technological, cultural, and language spaces that are a part of the process.
7. We will make it clear to community members how feedback will be used and the limitations at this level of planning and jurisdiction.

TOOLS AND METRICS

This section reviews the specific successes and shortcomings of individual tools based on metrics set at the beginning of the project.

Tool	Target	Status	Evaluation	Notes / Remaining Effort
			<input checked="" type="checkbox"/> Meeting Target <input type="checkbox"/> Not Yet Meeting - No Trend	
Project Webpage	Increasing number of unique visitors	Users ⁱ : 779 → 1,475	<input checked="" type="checkbox"/>	Continue to promote and monitor activity on website
Email and Social Media	Growth in contact list Increasing Clicks on Email Increasing Social Engagement	Email List ⁱⁱ : 83 → 390 → 466 Opened Email ⁱⁱⁱ : 54 → 198 → 306 Impressions ^{iv} : 9,699 → 28,878	<input checked="" type="checkbox"/>	Increasing trend across all metrics. Continue to provide engaging content via email and social media
Community Open Houses and Workshops	100+ attendees for each round 1 news story per event	Attendees: 175 → 121 News stories: 8 → 5	<input checked="" type="checkbox"/>	Slightly declining attendance and media interest
Online Open Houses	500 Responses to each survey	Round 1 OH ^v : 205 Round 2 OH ^{vi} : 156	<input checked="" type="checkbox"/>	In Round 2, a new platform, ConsiderIt, was used to allow richer, interactive engagement. A total of 686 unique visitors were recorded.

Tool	Target	Status	Evaluation	Notes / Remaining Effort
			<input checked="" type="checkbox"/> Meeting Target <input type="checkbox"/> Not Yet Meeting - No Trend	
Planning Commission Meetings	8 planned meetings	6 completed	<input checked="" type="checkbox"/>	- Conduct remaining meetings - County staff have also provided updates
Informational Materials	Develop materials	FAQ (updated) Project Summary	<input checked="" type="checkbox"/>	Create other materials as needed
“Meeting in a Box”	More than 75 stakeholder groups At least one group for each target perspective. ^{vii}	Groups/Meetings: 55 Attendees: 254 Target Perspectives: 7/7	<input checked="" type="checkbox"/>	Additional Round 2 meetings were compiled with the Open House stats above. Staff is continuing to meet with groups throughout the duration of the project.
County Staff Training	Conduct 2 sessions.	Complete 7/28/22	<input checked="" type="checkbox"/>	none
Board of County Commissioner Updates	2-3 planned work sessions. Additional briefings by staff.	1 consultant briefing	<input checked="" type="checkbox"/>	Support future briefings as directed by staff
Technical Advisor Coordination	Flexible use of technical experts.	Technical advisor involvement in policy updates	<input checked="" type="checkbox"/>	Continue to utilize technical advisors during public policy review and revision phase

Tool	Target	Status	Evaluation	Notes / Remaining Effort
			<input checked="" type="checkbox"/> Meeting Target <input type="checkbox"/> Not Yet Meeting - No Trend	
Total Participation	Proportionate Geographic Representation by ZIP Code.	Online OH: within 10% in each ZIP code area Open House Round 2 and Consider.it forum: within 10% in each ZIP code area	<input checked="" type="checkbox"/>	
Engagement Audits	At least three check in points	Audit 1: January 2023 Audit 2: May 2023	<input checked="" type="checkbox"/>	One remaining check-in including an update to this audit

For details about each tool, please see the Community Engagement Plan.

OBSERVATIONS AND RECOMMENDATIONS

The following list represents the start of a discussion about results and specific actions the project team could take to improve performance connected to community engagement goals for the project, as well as other County efforts:

- In general, the project should continue as planned. The reach of the second round of engagement effort improved on the initial engagement. Specific successes include:
 - Outreach to Brothers area improved representation of lower income and geographically remote locations
 - Topical posts (sending respondents to unique links related to that topic) were most successful in the topic of growth. The Instagram post focused on population growth had nearly twice the number of impressions of any other post, and the specific link had 347 clicks.
 - Posts on Instagram generated the most impressions and seem to have driven the most clicks to the Consider.it forum.
 - Scannable demographic forms created a quick way to summarize this data.
- Anecdotally, the Consider.it forum was well received by participants, who appreciated the intuitive platform and the ability to provide nuance and detail about positions. The County should consider continued use of the platform for other efforts.
- Pop-up events and meeting-in-a-box meetings continue to be a successful in-person tool to reach new community members and raising awareness of the project. Many participants expressed appreciation for County staffs presence at new and less formal locations throughout the County.

ⁱ Google Analytics: Users (total from October 1 to current date)

ⁱⁱ Constant Contact: Count of emails

ⁱⁱⁱ Constant Contact: Opens

^{iv} Post Analytics from Twitter, Facebook, LinkedIn, and Nextdoor: Total Impressions

^v Alchemer (MIG Account): Total Respondents

^{vi} ConsiderIt Policy Forum: Registered Users

^{vii} Veterans, youth, people of color, low-income residents, linguistically isolated communities