

Terrebonne Community Plan Update

Community Engagement Strategy

Draft – October 2025

Introduction and Purpose

Engaging the community in this project is essential for its success. This document describes the goals, audiences, tools, and schedule considerations for the community engagement process. Some elements of this plan are intentionally less defined or flexible at the outset to allow for adaptation to meet the project goals.

Engagement Goals

- The Terrebonne Community Plan update project will provide targeted outreach to residents in the Rural Community of Terrebonne and the surrounding rural area. This will include multiple, targeted methods to hear the perspectives of:
 - Community members living in Terrebonne and adjacent areas (geographic coverage)
 - Community members that the Community Development Department doesn't typically hear from (demographic diversity, less-vocal communities, younger residents under 30)
 - Residents and stakeholders who are disproportionately impacted by planning decisions (people of color, low-income residents, veterans, those with disabilities, linguistically isolated communities)
 - Recent and long-time residents (length of residency)
- 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.
- Activities will be designed to maximize the diversity of voices heard and avoid having the conversation dominated by individual perspectives.
- Venues that are familiar and comfortable for community members, including the potential for outdoor meeting spaces, will be prioritized for meetings and events.
- Pop-up or informal events will be utilized to engage youth and families.
- We will be mindful of and seek 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.
- We will make it clear to community members how feedback will be used and the limitations at this level of planning and jurisdiction.
- We will involve other agencies, organizations, and nonprofits in community outreach activities.

Demographic Questions

To track progress toward the engagement goals, individual activities will include an opportunity to collect self-reported demographic data about participants. This information in aggregate will be one way to measure success in the goals stated above.

Questions

Standardizing questions for different activities will allow the information to be aggregated across the project. While not all questions will necessarily be asked in each activity, the answer choices should remain the same.

Standard message about data use: The following questions are optional and may not perfectly represent how you identify yourself. Your closest answers will help us understand who we have reached in this effort.

- 1 Your relationship to Deschutes County (check all that apply):
 - ☐ Rent a home
 - ☐ Own a home
 - ☐ Live here, do not rent or own a home
 - ☐ Own a local business
 - ☐ Work in a local business
 - ☐ Go to school
- 2 I live in the following Zip Code:
 - ☐ 97707
 - ☐ 97739
 - ☐ Other: _____
- 3 My age is:
 - ☐ Under 18
 - ☐ 18-30
 - ☐ 30-44
 - ☐ 45-60
 - ☐ 60-74
 - ☐ Over 75
 - ☐ I prefer not to answer
- 4 I have lived in Deschutes County:
 - ☐ Less than 5 years
 - ☐ 5-9 years
 - ☐ 10-19 years
 - ☐ 20 years or more
- 5 Gender
 - ☐ Female
 - ☐ Male
 - ☐ If you prefer to self-describe your gender identity, please do so here:
- 6 Which of the following most accurately describes your race and ethnic identities. (check all that apply)
 - ☐ Alaskan Native
 - ☐ First Nation/American Indian/Indigenous
 - ☐ Asian or Asian American or South Asian
 - ☐ Black or African American
 - ☐ Hispanic or Latino/a or Chicano/a
 - ☐ Middle Eastern/North African
 - ☐ Pacific Islander
 - ☐ White/European American
 - ☐ If you prefer to self-describe your racial/ethnic identity, please do so here:
- 7 My yearly household income is:
 - ☐ Less than \$35,000
 - ☐ \$35,000-\$50,000
 - ☐ \$50,000-\$75,000
 - ☐ \$75,000-\$100,000
 - ☐ \$100,000-\$150,000
 - ☐ \$150,000 and above
 - ☐ I do not know
- 8 In my household, we speak:
 - ☐ English as a primary language
 - ☐ Spanish as a primary language
 - ☐ A primary language neither English nor Spanish (please specify):
- 9 Are you a veteran of or active duty in any US armed service?
 - ☐ Yes
 - ☐ No

Demographic Data Collection

The project team will collect demographics in different ways, depending on the activity. These could include:

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- **Demographic/comment card** – good for informal events, where people are walking in/up to the activity
- **Surveys and online platforms** – where other single or multiple-choice questions are being asked, these questions should be offered (and optional)
- **Live polling** – in workshop settings if live polling clickers or digital polling is available

Accommodations

As a public agency, Deschutes County has an obligation to ensure that participating in this process meets the standards of the Americans with Disabilities Act (ADA). Beyond this, the County has a goal to maximize community conversations, including with those who do not typically engage in land use issues. The guiding question to ensure meaningful public involvement will be: **What can we do to remove barriers to participating in this process?** This will include access to the physical, technological, cultural, and linguistic resources that are a part of the process.

Physical and Technological Accessibility

For all activities:

- Ask early and often if there are any accommodations needed to be a part of the process. Most accommodations can be made with a bit of advance planning.
- The project team should allow for at least one week as a final deadline for accommodation requests to allow for proper preparation.

For in-person activities:

The selection of locations will consider:

- Physical access, such as path-of-travel and restrooms
- Locations where the community is accustomed to gathering, with a preference for locations with transportation alternatives that do not require a private automobile
- Language interpretation including Spanish and American Sign Language as appropriate
- Availability and usability of assisted listening devices
- Technology availability, such as not requiring (or providing) internet access or internet-enabled devices to complete activities

For digital meetings:

- Engage built-in features and best practices for participants reliant on adaptive technology to overcome differences in hearing and vision
- Allow phone-in or video streaming options that do not require specific programs to participate
- Include participants on the phone or who were unable to attend the digital meeting in questions
- Provide printed materials on request (potentially in larger formats for limited vision participants)

For on-demand digital tools:

- Acknowledge the limitations and advantages of digital tools
 - Expanded reach and efficient data collection from large numbers of participants
 - May create a barrier to those who have limited access or familiarity with technology
- Use on-demand digital tools to complement and expand upon other engagement tools

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- Avoid unique or exclusive information/input through digital platforms
- Create alternative channels (such as a point of contact at the County) for information and engagement

Language and Culture

The project team seeks to expand the County's ability to continue conversation and engagement with residents who speak languages other than English. This process will help build relationships with community leaders and residents with hesitancy about engaging with government. We anticipate:

- In-language landing page for Spanish language email and social posts describing the project, connecting to translation/interpretation contact, and explaining digital translation tools available.
- Simultaneous interpretation will be provided on advance request for in-person and digital meetings.
- Any activities advertised in languages other than English will direct people to resources in those languages.
- Outreach to community leaders to create a path for information to flow to communities that are hesitant or have not engaged before.
- Compensate community ambassadors for their investment of time and social capital.

Tools

The team will use a variety of tools and resources as described in the following scoped tasks. The attached matrix identifies the purpose of each task and identifies tools for target audiences, needed accommodations, and schedule considerations.

Project Webpage

The project website will serve as the primary information source, including at a minimum project background, current/upcoming events, a process schedule, a document library, and an ongoing method for providing comments or input.

Email and Social Media

Email lists and social media platforms will be utilized to advertise the project and specific events. Project activities will include opportunities to expand the County's contact list through opt-in "Sign up for updates" messages. Paid, targeted advertisements for the study area will be utilized as necessary to reach community members who may not already follow Deschutes County on social media. Additionally, materials developed for social media and email blasts will be shared with project partners for posting on their respective channels.

Direct Mailings

Informational materials, including surveys, may be directly mailed to community members in the plan area. Due to the expenses associated with direct mailings, staff assumes one mailing during the project, which may include general information and/or opportunities to participate in engagement activities.

Informal Pop-Up Events

These events are intended to build relationships, encourage feedback on the broader community vision, and increase awareness of the project. Events will be casual in nature and offer an incentive or hands-on activity for participation (e.g., root beer social, cocoa and crafts, etc.). Activities will promote opportunities to provide meaningful feedback during quick interactions (under 5 minutes) and engage community members who may not otherwise participate in planning processes (e.g., youth, families, and/or low-income individuals). Budget assumes between 2-3 community events, depending on duration and purchase of incentives (raffle items, prizes, food) to encourage participation.

Community Open Houses and Workshops

Larger community workshops may be held to engage residents on key policy choices throughout the process – such as density and form of development allowed following establishment of a community sewer system. Workshops will provide the opportunity for community members to evaluate and provide feedback on various policy options and ideally result in community consensus on preferred alternatives. Meeting materials, including interactive activities, presentations, and project fact sheets, will be developed as necessary. Budget assumes up to two rounds of open houses/workshops at different points in the process, 2 meetings in each round (4 total).

Virtual Participation

Online story maps that are informative, engaging, and easy to access regardless of technology will also be developed alongside project partners to reach larger audiences. These events may include

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components that are live, such as facilitated Zoom sessions and drop-in “office hours” to allow for County staff to answer questions. Phone-in options, hard copies of materials, Facebook livestreaming, and Spanish interpretation can be offered to overcome technology, time, and language barriers. Other activities will be on-demand, available for a period of time, or as needed, including videos that walkthrough issues with a lay audience and add personality and accessibility to the project. These activities will be timed to coincide with the Community Open Houses/Workshops for those who prefer to attend virtually.

The County has previously used ArcGis storymaps as an on-demand open house to share important project information. A storymap could be combined with Consider.it, a secondary community forum tool, to gather community input.

Community Working Group and Stakeholder Interviews

A community working group will be established to serve as local advisors to the plan update process. This working group will have an open recruitment and seek to represent the varied interests of community members in Terrebonne. This group will provide direction to staff on the final vision and plan document for review by the Planning Commission.

The project team will conduct stakeholder interviews with key community members, including business owners, special districts, and agency representatives. These interviews may occur twice throughout the process – once in establishing the broader community vision and subsequently in refinement of policy direction for key community issues.

Tool	Purpose	Audience Targets and Considerations	Accommodations (as requested)	Resources	Iterations
Project Webpage	Primary information source, including at a minimum project background, current/upcoming events, a process schedule, a document library, and an ongoing method for providing comments or input.	All interested parties	Printed or large-format materials on request	In-house, minor staff resources to update.	Initial content + updates once every 1-3 months
Social Media and Email Listserv	Identify and provide project updates and questions in social media-sized bites, with images, video, or animation if possible.	Existing social media channels Targeted social media advertisements to reach new audiences	Include text on any images in post	County staff for content creation and design work. Cost of paid advertisements on social media channels	Up to 10 email updates, 2 rounds of social media posts, including targeted advertisements.
Direct Mailings	Provide direct engagement opportunity to all property owners in Terrebonne.	Local, geographically specific audiences	Large format or translation of materials.	Cost of mailings, optional method utilized upon receipt of DLCD grant funds	One direct mailing
Informal Pop Up Events	Short, casual interactions to gather feedback on community vision.	Underrepresented populations, families, and youth	Interpretation, large format	County staff to conduct events and prepare materials. Cost of space rental, prizes, food, etc.	Two to three events
Community Workshops	In-depth exploration of topics with the planning team available for questions. Collaborative process to reach consensus on key policy choices. Informational opportunities on associated projects	Local, geographically specific audiences	Interpretation (as requested) Printed materials translated?	County staff, partner organization staff to facilitate, prepare materials, and summarize feedback	Up to two sets of events
Virtual Participation	Extending the in-person events to a longer time period,	Those who can't easily travel aren't typically involved	Video translation captions/voice-over Text translated Paper version (or is this part of the community events package?)	County staff	Up to two sets of events mirroring in-person events
Community Working Group and Stakeholder Interviews	Providing a localized advisory group to provide recommendations to the Planning Commission and BOCC. Interviews as needed to understand varied interests.	Those who can't travel, aren't typically involved, low-income veterans, linguistically isolated communities, and interest groups	Printed or large-format materials on request, translation services, and accessible meeting locations	County staff, partner organization staff	Up to 2 meetings