



DESCHUTES
COUNTY
2040

A PLAN FOR THE FUTURE

Community Engagement Audit #1

TO: Deschutes 2040 Project Management Team
FROM: Ryan Mottau, Emma-Quin Smith, Andrew Parish, and Matt Hastie, MIG
CC:
DATE: January 30, 2023

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 lays out the goals of the engagement process, the tools we have implemented and a status update to inform any redirection necessary at this stage of the project. The “Recommendations” section at the end of this memo includes suggestions for the next round of engagement.

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.

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	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	-	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 Opened Email ⁱⁱⁱ : 54 → 198 Impressions ^{iv} : 9,699	<input checked="" type="checkbox"/>	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	Round 1: 175 attendees News stories: 8	<input checked="" type="checkbox"/>	Repeat success in second round of open houses
Online Open Houses	500 Responses to each survey	Round 1 OH ^v : 205	<input type="checkbox"/>	<ul style="list-style-type: none"> - Round 2 Open House - Consider .it policy direction evaluation
Planning Commission Meetings	8 planned meetings	Have conducted 3 meetings; 2 scheduled in March	<input type="checkbox"/>	<ul style="list-style-type: none"> - Conduct remaining meetings - Continue to involve in other engagement activities
Informational Materials	Develop materials	FAQ Project Summary	<input checked="" type="checkbox"/>	Create other materials as needed

Tool	Target	Status	Evaluation	Remaining Effort
			<input checked="" type="checkbox"/> Meeting Target <input type="checkbox"/> Not Yet Meeting - No Trend	
“Meeting in a Box”	More than 75 stakeholder groups At least one group for each target perspective. ¹	Groups/Meetings: 56 Attendees: 283 Target Perspectives: 7/7	<input checked="" type="checkbox"/>	Continue meeting with new groups; reconvene with other groups in later phases.
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.	No consultant briefings to date Briefing in March.	<input 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 phase
Total Participation	Proportionate Geographic Representation by ZIP Code.	Online OH: representation by ZIP code was within 11% ²	<input checked="" type="checkbox"/>	Improve response from smaller population ZIPs

¹ Veterans, youth, people of color, low-income residents, linguistically isolated communities

² The project team tracked ZIP code participation in the online open house and compared that to the proportion of the population (by US Census Bureau ZIP code tabulation area) living in each. For the first round online open house (the only ZIP code data available) all ZIP codes were represented except for Brothers (97712) and the others were within +/- 11% of the Census percentage.

Tool	Target	Status	Evaluation	Remaining Effort
			<input checked="" type="checkbox"/> Meeting Target <input type="checkbox"/> Not Yet Meeting - No Trend	
Engagement Audits	At least three check in points	Engagement Audit 1: January 2023	<input checked="" type="checkbox"/>	Two additional check ins including an update to this audit

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

RECOMMENDATIONS

The following list represents the start of a discussion about specific actions the project team could take to improve performance connected to community engagement goals for the project:

- In general, the project should continue as planned. The reach of the initial engagement effort was good, though there is room for improvement.
- Consider an event in/near Brothers for the next round to improve geographic reach of the project.
- One press release advertising the open houses and project website was translated into Spanish. Staff worked with the Deschutes County Health Department staff who coordinate closely with Spanish speaking community members to offer “meeting in a box” meetings and presentations. No other project materials so far have been translated to Spanish and staff was unsuccessful in receiving a response from Spanish language outlets.
- No requests have been received by the project team for accessibility or language accommodations. Even so, the team should be proactive about Spanish-language engagement.
 - Possible channels include churches in Latinx communities and school-related organizations.
 - Consider a targeted set of materials to translate into Spanish, even though the County has not received and translation requests so far.
- Look for opportunities to directly contact other underrepresented groups, particularly County residents with lower incomes.
- Continue to create interim opportunities to speak with the project team or voice concerns.
 - Less formal and smaller than open houses.
 - Potentially self-scheduled online sessions, like providing the community opportunities to sign up for “office hours.”
 - Highlight these opportunities via the Project Website, the County’s social media channels and during other activities.
 - Highlight ongoing opportunity to comment at any time via the website (17 comments received as of January 2023).
- Use social media and email to frame large policy questions, such as destination resorts, water use, natural hazards, etc. and invite public participation through online events or direct (email) contact.
- Demographic cards distributed at meetings have been difficult to tabulate. For round two MIG will reformat the demographic card to facilitate automated (scanned) tabulation of results.

- Some locations have inherent limitations for access and accessibility but are the only known community meeting spaces. There may not be a good solution to this issue although conducting meetings outdoors in some of these locations, if space allows and weather permits, may be one possible solution.

ⁱ Google Analytics: Users

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