City of Stevenson
Planning Department

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TO:	**Planning Commission**
FROM:	**Ben Shumaker**
DATE:	**July 12th, 2021**
SUBJECT:	**Planning Commission Public Involvement Framework**

Introduction

This memo introduces the results of the discussion of public involvement expectations related to the Planning Commission activities. At the May 10th, 2021 meeting the Planning Commission appointed Commissioner Jeff Breckel to head a public involvement subcommittee. The subcommittee consists of:

- Mike Beck (Planning Commissioner)
- Jeff Breckel (Planning Commissioner)
- Phil Crawford (Resident/Property Owner)
- Tracy Gratto (Resident/Property Owner)
- Brian McNamara (Resident/Property Owner)
- Julie May (Resident/Property Owner)
- Rick May (Resident/Property Owner)
- Pat Rice (Resident/Property Owner)
- Ben Shumaker (City staff)

The subcommittee has met via a series of emails (Attachment) and held face-to-face meetings on Friday, June 11th at 5:00pm, Thursday, July 1st at 5:00pm, and Thursday, July 8th at 5:00pm.

Subcommittee Recommendation

Verbal reports on the attachments will occur at tonight's meeting by members of the subcommittee.

Prepared by,

Ben Shumaker
Community Development Director

Attachment
- Draft Submission of Public Involvement Framework for Review
- Example Project Flow Chart
- Engagement Methods/Analysis - Draft

Planning Commission Public Involvement Taskforce
Draft Submission of Public Involvement Framework for Review

Submitted by: Commissioner Breckel, Commissioner Beck, Rick May, Julie May, Pat Rice, Phil Crawford, Brian McNamara, Tracy Gratto, **Staff:** Ben Shoemaker

Draft Visual of Workflow
🅿 **PE workflow.pptx**

DEFINE ISSUE

- **Define problem clearly with the following considerations:**
  - **How was the problem identified and by whom**
  - **Identify who is driving? Who's impacted?**
  - **Available Information, Observations, Public Concerns, Data (Adequate? More Required?)**

Issue/Opportunity Definition Process

1) **Decision to proceed step - Yes or No to the following:**
   a) **problem accepted, city agency/ability to impact, city responsibility, city capacity**
2) **Determining Stakeholders**
   a) **who identifies problem**
   b) **who benefits/suffers from problem**
   c) **who benefits/suffers from solution**
3) **Proposing solutions - what to propose, who proposes, how many proposals**
4) **Selecting Involvement Strategy -**
   a) **Who is involved**
   b) **How are they involved**
   c) **What tactics are used**

5) **Assess Capacity Needed for Engagement (see Public Involvement Workflow)**

INFORM/EDUCATE/OUTREACH - *uni-directional information sharing* - notification and education

Important Step: Make the invitation and/or early education Accessible, Understandable, Timely, Compelling
   - **Simple information sharing for broad outreach with access to more detailed information available.**
   - **Make available Source documents - reference materials**

Surface Latent Stakeholders

MENU of METHODS - Timeframe = 1 month effort of outreach (general guide)
- **Physical media - poster or informational flyer, ad in Pioneer/newspaper, postings on bulletin boards (laundry, apts, post office, workplaces, school/gov/semi-public spaces)**
- **Targeted media - postcards with links, invites to participate**
- **Requests for neighborhood/group participation**
- **Electronic media - facebook page, nextdoor, websites of partners and City**
- **Press release, interviews, guest editorial**
- **Sandwich boards - Downtown Stevenson Association office front, front lawns**
- **Guest appearances at events and meetings**
- **Informal community and interest networks**
- **concise, short and well written flyers delivered to resident's front door by volunteers** - *See example of outreach comm below*

ENGAGE - *bi-directional information exchange* between the public and city staff/elected officials

The level of engagement should match the need for input assessing the impact of the change.   It should be a multifaceted approach.

📄 **Public Engagement Methods**

REFINE -
Iterations of the problem statement and possible solutions are expected given major issues are complex.

Goals:
- **We aim to solicit input and expertise that builds upon the work of City staff and elected officials**
- **We want to be responsive to the public and this input will improve upon or help inform the final decision.**

CHECK-IN - **Once input has been collected, this will be distilled by staff and electeds to inform next steps and / or a decision.**

Next steps could include a feedback loop to the public or participants and/or further public engagement as determined necessary.

DECIDE
- **Document and Communicate broadly**

Flier example
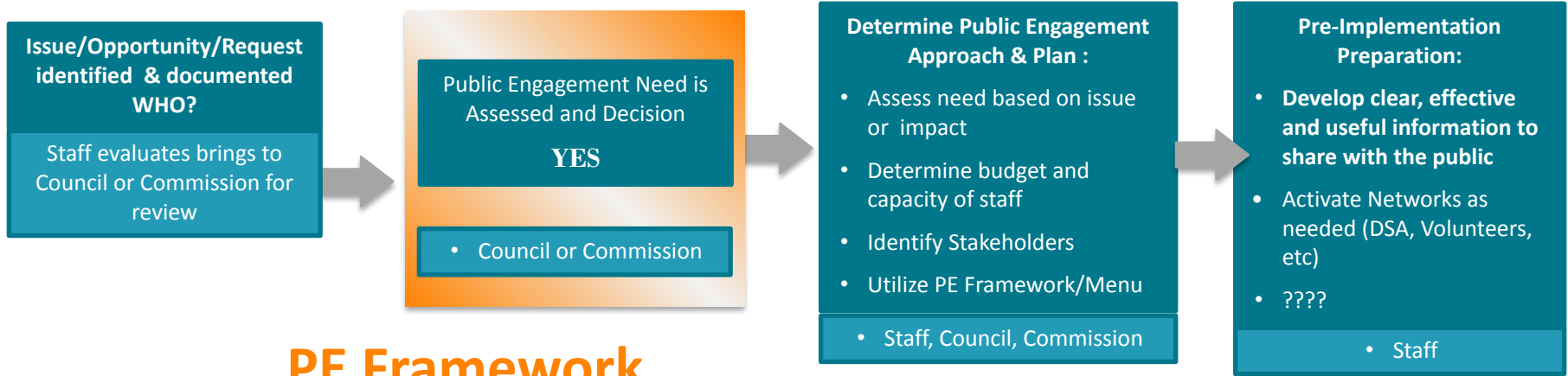
ZONING - Your neighborhood could change

We will be discussing how it might change at a meeting next week. Please come.

Then we'd give the time and place where the meeting was going to be held.
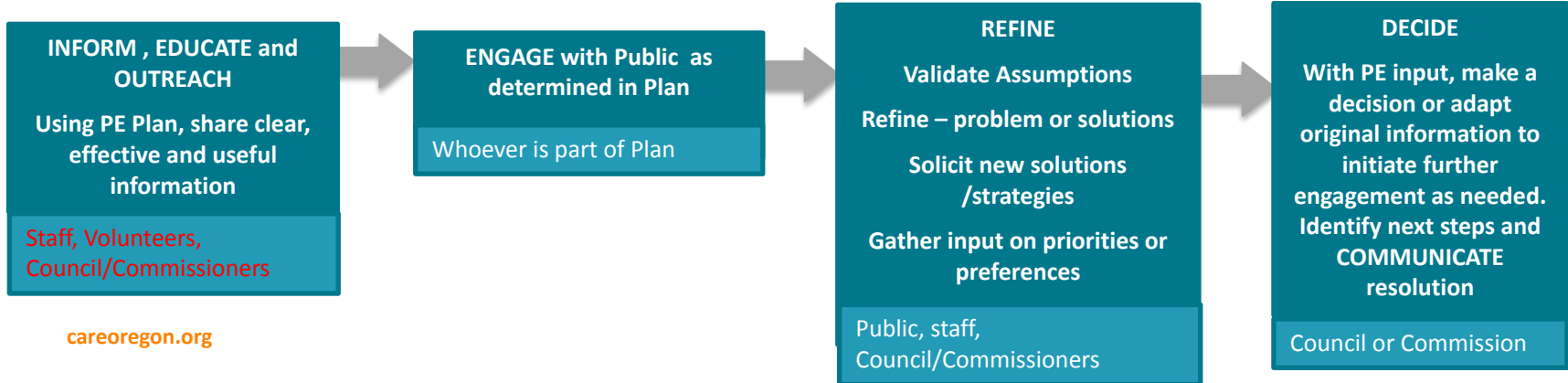
Then we would have ended the flyer this way:

For more information on the proposed changes contact _____. *Then we'd give three ways to contact this person.*

Public Engagement Decision

Issue/Opportunity/Request identified & documented WHO?

Staff evaluates brings to Council or Commission for review

Public Engagement Need is Assessed and Decision

YES

- Council or Commission

Determine Public Engagement Approach & Plan :

- Assess need based on issue or impact
- Determine budget and capacity of staff
- Identify Stakeholders
- Utilize PE Framework/Menu

- Staff, Council, Commission

Pre-Implementation Preparation:

- **Develop clear, effective and useful information to share with the public**
- Activate Networks as needed (DSA, Volunteers, etc)
- ????

- Staff

PE Framework

INFORM , EDUCATE and OUTREACH

Using PE Plan, share clear, effective and useful information

Staff, Volunteers, Council/Commissioners

ENGAGE with Public as determined in Plan

Whoever is part of Plan

REFINE

Validate Assumptions

Refine – problem or solutions

Solicit new solutions /strategies

Gather input on priorities or preferences

Public, staff, Council/Commissioners

DECIDE

With PE input, make a decision or adapt original information to initiate further engagement as needed. Identify next steps and COMMUNICATE resolution

Council or Commission

careoregon.org

Engagement Methods / Analysis - draft

Engagement - bi-directional information exchange between the public and city staff/elected officials

Below is a range of simple to more complex engagement methods with an attempt to identify the impact and cost associated with each one.

This would be attached to an Issue Report as a tool for the Planning Commission and (as applicable) shared out to the public to inform of the current process steps of involvement and future engagement/outreach efforts. *This is a living document and may be edited during the Refinement process if additional input is needed*.

Method	Impact	Resource Needed $, $$, $$$	Notes	YES/NO
1. Public Workshops -	H	$$$	Accessible and welcoming to all	
2. Survey Monkey	?	$	Special attention to language and readability needed	
3.Meet & Greets with staff or elected officials	H	$	Requires data collected and staffing of elected, along with public notice	
4.City/Commissioner meetings with focused methods for input/dialogue	H/M	$	Build upon Commission meetings and allow for back and forth between electeds and community. Add more time for PE. Change physical arrangement. Actively promote/welcome PE	
5.Town Hall - debates or educational forums	?	$$$	Cross talk between electeds, experts, staff with Q&A from audience	
6.Story boards - data collection or voting	H	$$	Placing story boards in key location to collect input about very specific things OR to get votes on X or Y preference Mimicking this on social media also *Key to have right issue and right language	
7. Listening sessions	H	$		

between staff/electeds and public				
8. Attend existing meetings of currently organized groups, events and board meetings.	M-H	$	Social service agencies, neighborhood groups, special interest networks, etc	
9. Attend large employers meetings (as applicable)	M-H	$		
10. Pioneer articles from Council/Commission with key topics needing to be discussed and solicitation of questions for next issue to be answered	M	Free?		
11. Form task forces, interest groups, focus groups, etc	H	$		
12. Pizza party/cook off - casual event	M	$$		
13. Postcards soliciting input	L	$$		