

South Cooper Mountain Concept & Community Planning Process

Citizen Engagement and Public Involvement Summary

A *Public Involvement Plan (PIP)*¹ was developed at the onset of the South Cooper Mountain Concept & Community Planning process in March 2013 to ensure robust public outreach and citizen engagement. The PIP was based on interviews² with City of Beaverton staff, elected and volunteer community leaders and feedback received from the Beaverton Committee for Community Involvement (BCCI) at their March 25, 2013 meeting. The goal of this document was to provide a communications strategy to facilitate ongoing participation opportunities for community members and stakeholders as the South Cooper Mountain Concept and Community Plans were crafted.

The PIP identified target audiences and established key messages, along with project identity and decision-making protocols. A broad array of public involvement tools listed in the PIP was employed to successfully engage citizens and provide a variety of opportunities for public participation as the concept and community plans were developed.

The primary public involvement tools used throughout the planning process included:

- **Project Committees** – The City established a Citizen Advisory Committee (CAC) and Technical Advisory Committee (TAC) to provide ongoing advice and technical assistance to project staff (CAC and TAC rosters attached).
 - **Citizen Advisory Committee** - comprised of twenty-one community representatives including residents, property owners, businesses, developers, city and county planning commissioners, citizen involvement organizations, advocacy groups and other affected stakeholders. Sub-committees from the CAC and TAC were convened as needed during the project to focus on different aspects of the plans, including: real estate market analysis; infrastructure funding; schools and parks; stormwater management; water and sewer; transportation; and natural resources and wildlife.
 - **Technical Advisory Committee** comprised of nineteen staff from affected jurisdictions, agencies, service providers and districts, charged with providing ongoing input and guidance to project staff about technical aspects of the planning process.
- **Community Open Houses**– Three open houses were held at key milestones during the plan development phase of the project: Review of existing conditions; review of planning scenarios; and review of draft plan recommendations. All three open houses were held at Scholls Heights Elementary School to provide convenient, accessible opportunities for residents in the project vicinity and interested parties to meet with the project team, learn about the project, discuss concerns, and participate in hands-on activities to give feedback. Open houses were promoted

¹ *Public Involvement Plan* link <http://www.beavertonoregon.gov/DocumentCenter/View/5677>

² Those interviewed included: Barbara Fryer, Sr. Planner; Holly Thompson, Mayor's Office; Lani Parr, Neighborhood Program Mgr.; Jabra Khaso, City Transportation Engineer; Daniel Vasquez, Cultural Diversity Coordinator; Kim Overhage, Planning Commission Chair; Eric Squires, CPO6 Chair; Cate Arnold, City Council President; Betty Bode, City Councilor; and David Harrison, BCCI Chair.

through the following: project website www.BeavertonOregon.gov/SouthCooperPlan; press releases on the City website; announcements and articles in the Oregonian and Your City Newsletter; posters in City Hall, the Main Library and Murray Scholls Branch Library, New Seasons Market at Progress Ridge and other businesses; direct mailings and email blasts to the project subscriber list, NAC subscriber lists, and CPO subscriber lists maintained by Oregon State University Extension. Open house summaries including compilations of public comment were published on the project website.

- **Visioning Workshop** – Mayor Doyle welcomed approximately 60 people to the workshop, held on a Saturday morning (July 13, 2013) at Scholls Heights Elementary School. Neighbors in the project vicinity and interested parties participated in hands-on exercises and instant keypad polling that provided opportunities to help shape plan alternatives. The workshop was publicized through the following means:
 - Workshop promotion: Article in Beaverton’s Your City newsletter; media coverage in the Oregonian and the Daily Journal of Commerce; a postcard mailing to 3,350 households in and within ½ mile of the 2,300-acre planning area; an email sent to over 1,900 people on the Beaverton Neighborhood Association Committee (NAC), CPO6, CPO10 and project website subscriber lists; tabling at a Beaverton “Last Tuesday” event, and the July 6th Beaverton Farmers Market; and posters distributed to local businesses. The workshop was also publicized on the City of Beaverton South Cooper Mountain project website several weeks in advance of the workshop.
- **Online Community Surveys, Open House, and Visioning Workshop** – Online participation opportunities were made available to collect feedback and input from interested citizens unable to attend the live events, or who wished to provide additional comment following an event. Summaries of the online comments were published on the project website.
- **Community Outreach Meetings** – Project staff met with numerous community groups and organizations to present information about the planning process and collect feedback. These meetings included: property owners informational meetings in the South Cooper Mountain Annexation Area (SCMAA); BCCI; South Beaverton NAC; CPO10 and CPO6; Westside Economic Alliance; Tualatin Hills Parks & Recreation Board; Tualatin River Watershed Council; Homebuilders Association; and North Cooper Mountain neighborhood and Homeowners Association meetings. (See attached Memorandum dated October 11, 2013 regarding public outreach in the unincorporated area).
- **City Council and Planning Commission Work Sessions & Briefings** – Presentations and project updates were given at two Planning Commission meetings, three joint City Council/Planning Commission meetings, two joint Beaverton and City Council meetings; and one regular City Council meeting. These meetings allowed the project team to keep policy and decision makers informed and able to offer feedback and direction at key milestones throughout the project. These meetings were all publicized and open to the public. Project staff also gave presentations to the Washington County Planning Commission and Board of Commissioners to inform them about the project and receive feedback.

- **Communication Outreach Materials** – Materials were developed at key project milestones to inform the public and promote participation in events and activities. Two documentary style videos were used to convey ideas and concepts to people unable to attend live events, or who prefer watching a video over reading written materials.
- **Distribution Lists** – Contact information for individual wishing to receive project information and event announcements was maintained through the subscriber list on the project website, with event notices also sent via regular mail and email to subscriber lists provided by the Beaverton Neighborhood Office for the Greenway, South Beaverton, Neighbors Southwest, and Sexton Mountain NACs, and by OSU Extension CPO Program office for CPO4B, CPO6 and CPO10.
- **South Cooper Mountain Website** – The project website is hosted and maintained by the City of Beaverton and serves as the primary means of distributing information about public meetings, events, reports, maps, surveys, and general project information. The project website can be accessed at this link www.BeavertonOregon.gov/SouthCooperPlan.
- **Citizen Engagement & Public Involvement Summary** – A compilation of public outreach and participation for the *South Cooper Mountain Concept & Community Planning Process* is included in the attached table.
- **Public Outreach and Citizen Engagement at a glance:**
 - *South Cooper Mountain project website www.BeavertonOregon.gov/SouthCooperPlan*
 - *13,500 large color postcards mailed to residents in the project area and nearby neighborhoods announcing public events*
 - *8,500 emails sent to subscriber lists announcing events and project updates*
 - *Dozens of email and telephone responses to citizen inquiries*
 - *Three community open houses and one visioning workshop with a combined attendance estimated at over 350*
 - *Over 50 online workshop and survey participants*
 - *Four press releases announcing public events*
 - *Over twenty in Oregonian, Daily Journal of Commerce*
 - *Four City of Beaverton Your City newsletter articles*
 - *11 CAC and TAC meetings open to the public*
 - *Four BCCI and NAC meetings*
 - *Two CPO meetings (CPO6 & CPO10)*
 - *One informational meeting sponsored by the City of Beaverton for CPO6, CPO10 and CPO 4B*
 - *Eight property owner, community organization and neighborhood meetings*
 - *Multiple one-on-one meetings with citizens and stakeholders*
 - *Eleven City Council, and Planning Commission, Washington County Planning Commission and Board of Commissioners meetings*
 - *Beaverton Farmers Market and Last Tuesday event booths*
 - *Posters at libraries, in City Hall, and various business locations announcing public events*