



Public Involvement Plan

PREPARED FOR: Urban Renewal Advisory Board (URAB)
PREPARED BY: Joe Dills and Matt Hastie, Angelo Planning Group
DATE: April 2nd, 2019

Introduction

This public involvement plan provides a working list of the public involvement activities taking place as part of the Core Area Project (CAP). It is intended as a living document and includes notes about specific activities that are in-progress.

Overall Public Involvement Goals

The public outreach process should inform the decision-making process for the Core Area Project. The goals of the Core Area Project community engagement process include:

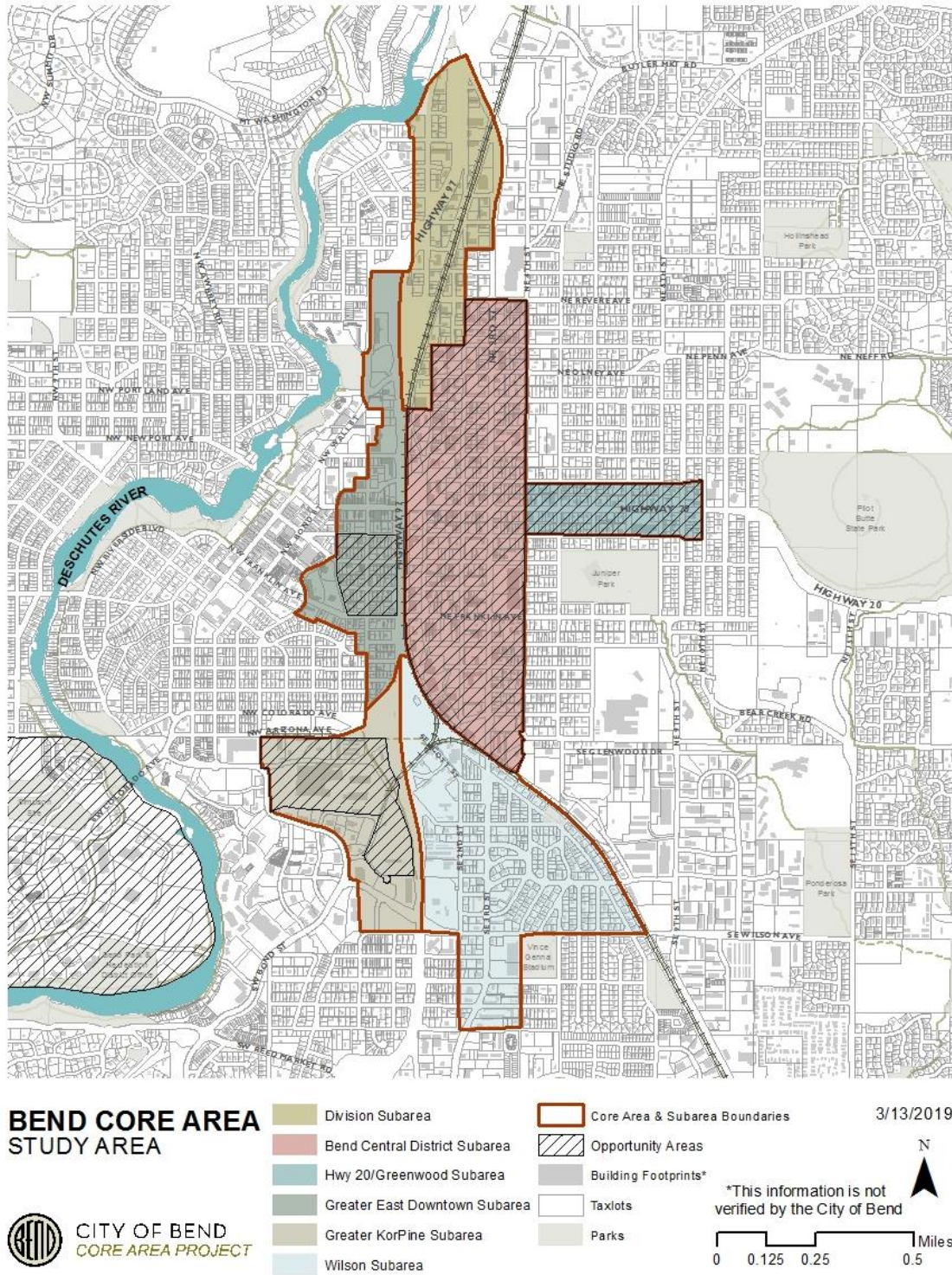
- Provide the public with balanced and objective information to help them understand issues, alternatives, opportunities, and solutions;
- Provide meaningful ways to participate and engage the community and stakeholders;
- Facilitate equitable, productive, and constructive communication between the public and the project team;
- Engage input from stakeholders and reflect it in the plan;
- Offer proactive outreach and reasonable accommodations to encourage participation of all stakeholders regardless of race, ethnicity, age, disability, income, or primary language; and
- Combine and coordinate engagement activities associated with other Bend planning initiatives (e.g., Bend TSP/MTP Update, TSDC Update, Southeast Area Plan, etc.).

Build support for the CAP Key Messages

Key messages summarize the **what, where, why, when**, and **how** of the process, and constitute the basic talking points when communicating with the public about the project. The entries below are a first draft for early phases of the process—they will change and expand as the project evolves.

- **What:** The City of Bend is developing an implementation strategy for the Core Area of Bend. The Core Area Project will create a common vision and implementation plan for the Core Area by combining tools, incentives, and programs such as Urban Renewal.
 - This is an opportunity to shape the heart of Bend and connect the East and West sides of Bend.
 - This project will look at various tools to achieve the vision for this area. This project will specifically look at the feasibility of Urban Renewal as a tool to achieve the vision.
- **Where:** The Core Area encompasses several areas adjacent to the City's downtown, including the Bend Central District, East Downtown, Inner Highway 20/Greenwood, and KorPine (see Figure 1).

Figure 1. Project Area Map



- Why:** When the City expanded the UGB in 2016, the locations within the Core Area were identified as opportunity areas to accommodate projected population growth through the year 2028. The Bend City Council and Bend Urban Renewal Agency identified the Core Area or a portion of it as a location for potential adoption of a new urban renewal district. The Core Area Project will result in a common vision for the area, include an urban renewal feasibility study for the area, and identify actions needed to implement city goals for the area—all crafted with the involvement of the Bend community.

- **When:** The project began in January, 2019 and the bulk of the planning work and resulting plans is expected to be completed by May, 2020. Adoption hearings are tentatively planned for late summer/early fall of 2020. The attached workplan schedule provides more information about the timing of specific activities.
- **How:** For information and notifications about CAP, you can sign up for project emails on the City's [project web page](#). By signing up for project emails, participants will receive regular updates about the project and be reminded when important events, such as public meetings or open houses, will occur. For assistance or more information, the contacts are:
 - Allison Platt, Senior Planner
(541) 322-6394 / aplatt@bendoregon.gov
 - Matthew Stuart, Urban Renewal Project Manager
(541) 323-5992 / mstuart@bendoregon.gov

Public meetings include meetings of the Urban Renewal Advisory Board (URAB), community workshops, and briefings and hearings with the Bend Planning Commission, City Council and Bend Urban Renewal Agency (BURA).

Reaching Underserved Communities

Demographic research conducted for the Bend Central District Plan indicates that area has a higher proportion of minority households and households with lower incomes in comparison to the rest of the City. Outreach activities will collect demographic data, where practical, to help assess how well we are reaching community members who are reflective of the Core Area's population. A variety of strategies can be used to reach these and/or other underserved residents in the Core Area, including:

- Work with local stakeholder groups that serve underserved populations to publicize and promote participation in outreach activities. Example groups could include Head Start, low-income or affordable housing advocates such as Habitat for Humanity, United Way of Deschutes County, senior center or retirement homes, Central Oregon Community College, Central Oregon Council on Aging, Deschutes County Health Services, Latino Community Association of Central Oregon, Central Oregon Disability Support Network, Central Oregon Coalition for Access (COCA), Full Access, Housing Works, Volunteers in Medicine, Deschutes County Developmental Disabilities Program, The Arc of Central Oregon, Boys and Girls Club, Abilitree, Salvation Army, and City of Bend Accessibility Advisory Committee.
- Provide translation services or other special accommodations through the City of Bend or other partner agencies at community engagement events.
- Ask local business owners in the area who may serve non-English speaking customers to help publicize and attend outreach events and encourage their customers to attend.
- Hold engagement events in an ADA accessible facilities and publish ADA accessible documents and information.

Project Web Page and Email Lists

The City's [project web page](#) will play an important role in getting information to the public about this project, and also in receiving feedback from the public.

- The project web page will be the primary location for project information oriented to the public, including project background, objectives, schedule, upcoming meetings, meeting agendas and summaries, and project memoranda and reports.

- The project web page will include a place for people to sign up to receive regular project email updates via an interested parties email list.
- The project web page will allow community members to submit public input about the project. City staff will maintain a log of public input received via the project web page for use in public input summaries, and follow up on inquiries, as needed, in a timely manner.
- The web page will include information in English which will be translated into Spanish on request.
- All outreach efforts should encourage community members to visit the project web page for more information.
- Use of the project web page and other informational materials and activities will be coordinated with use of the City's social media platforms as well.

Interested Parties Email List

The interested parties email list is intended for interested groups and individuals to receive ongoing email communications with current project information to keep them engaged and informed.

- The City will establish and maintain an interested parties email list. People on this list will be the recipients of regular project update emails.
- It is a goal to build the interested parties email list to be as robust as possible. All outreach efforts should encourage community members to sign up for the interested parties email list.

Project Updates

- Project updates should go out to the interested parties email list every 1-2 months to keep community members engaged and informed. Updates can and should occur more often when news is available.
- Email notifications may include:
 - Invitations to public events and meetings;
 - Reminders about online public surveys;
 - Notices when meeting materials, memoranda, reports, or other deliverables are posted to the project web page

Outreach Activities

The Core Area Project process will be open and transparent and provide many opportunities for participation and input by a wide variety of stakeholders and community members. A preliminary list of stakeholders is attached as Exhibit A. The Core Area Implementation Strategy process will include the following types of outreach activities.

Urban Renewal Advisory Board (URAB) Meetings

The newly formed URAB will serve as the advisory committee for the project. They will provide feedback to the project team on project progress and the products developed for City Council adoption and make recommendations to BURA, the Planning Commission and City Council. URAB is comprised of 13 members and two alternates as well as ex-officio appointees from the Bend Parks and Recreation District, Deschutes Library District, Bend-La Pine School District, Deschutes Rural Fire District #2, and Central Oregon Community College (see Exhibit A).

- The URAB will be the central forum for stakeholder involvement and guidance to the project team. Information about the URAB, including membership and meeting dates and materials, will be available on the project web page.
- URAB meetings will be open to the public and include opportunities for public comment on the agenda.
- The City will serve as lead staff for their meetings, supported by the APG team. The APG team will prepare the agenda and lead the packet preparation. City staff will prepare “cover memos” and staff report-type packet materials, as needed, that introduce the consultant-prepared deliverables. Other city staff deliverables include: lead staff role in meetings; minutes, logistics, coordination with members between meetings.
- The APG team will participate in the URAB meetings and provide packet materials (scoped deliverables) and a presentation for each meeting.

The anticipated URAB meetings and their meeting topics are listed below. These are preliminary and subject to change, especially in response to issues and ideas that emerge during the process.

- **URAB Meeting 1** – Orientation, background information and Committee guidelines, Urban Renewal 101 (City staff will lead this meeting).
- **URAB Meeting 2** – Existing conditions and plans, urban design analysis, public engagement plan discussion, development feasibility analysis.
- **URAB Meeting 3** – Conceptual urban design framework, visioning discussion, Urban Renewal boundary discussion, initial list of projects, Workshop 1 plan, implementation strategy concepts.
- **URAB Meeting 4** – Reflecting Workshop 1 results: updated urban design framework, vision and goals, project list, initial tax increment finance projections and maximum indebtedness estimate, implementation framework
- **URAB Meeting 5** – Projects, costs, project prioritization, Workshop 2 plan, draft implementation strategies
- **URAB Meeting 6** – Reflecting Workshop 2 results: refined urban design sketches, updated project costs and project prioritization, discussion of additional funding sources, draft urban renewal boundary
- **URAB Meeting 7** – Draft Core Area Action Plan, with initial materials for the Urban Renewal Plan and Report
- **URAB Meeting 8** – Final Core Area Action Plan, with materials for the Urban Renewal Plan and Report

Community Workshops

Two Community Workshops are planned for hands-on engagement by community members and stakeholders. The Project Management Team (PMT) will seek innovative and non-traditional approaches to conducting these events, or supplementing them, such as conducting outdoor or pop-up events, partnering with local businesses or other organizations, and/or using interactive mapping and other exercises. For each of the workshops, the consultant will:

- Prepare a meeting plan;
- Lead the preparation of workshop handouts, displays, presentations, and materials for small group exercises; and
- Summarize the input received in a Workshop Summary Report.

Preliminarily, the workshop dates and topics will be:

- **Workshop #1:** Vision, urban design framework, project ideas, implementation ideas (mid to late June 2019)
- **Workshop #2:** Draft implementation strategies and urban renewal recommendations (early November 2019)

Two online open houses will coincide with the Community Workshops. The City will lead the preparation, administration, and reporting from the online survey components of the online open houses. This scope assumes Survey Monkey will be used as the online survey platform. As an alternative, use of FORMS could be considered. APG will provide graphic content, identify questions to be asked, and review materials and results summaries prepared by the City. APG's Survey Monkey license is available for use by the City.

Sub-area Outreach

Outreach to stakeholders in the sub-areas will be conducted to provide opportunities for input outside of the large workshop setting to reach a broader range of stakeholders and community members. The working sub-areas are: KorPine, Midtown, Division, East Downtown, Bend Central District, and Wilson. The project will include six sub-area outreach meetings. To reduce barriers to participation in the planning process, sub-area outreach meetings should be held locally to each sub-area at casual and accessible venues such as coffee shops or pubs or be held in the form of pop-up events or mobile workshops held at popular shopping locations, public spaces such as parks or community centers, or local events.

The City will lead the logistics, invitations to participate, and contact with attendees. The local consultants (KAI and SDA) will attend each meeting, and lead discussions/participatory sessions to discuss the vision and project needs in each subarea. Other project consultants may attend if local in Bend at that time.

Public Event Notices

- Notice prior to public events including CAP meetings and community workshops will be posted on the project web page, generally seven days in advance of the meeting.
- Notice prior to public events will be distributed to the interested parties email list, stakeholders, and interested local groups and organizations.
- Notice may also be posted in the local newspaper; adjacent neighborhood association publications; via the City's social media platforms.
- All notices will include information about, and a link to, the online public event survey for community members who are unable to attend the in-person event.
- Meeting notices must include an offer to make accommodations for people with disabilities with sufficient advance notice, with contact information for such notification.

Planning Commission and City Council Briefings

City staff will schedule regular check-ins with the Planning Commission, City Council, and BURA. The check-ins will be held after key meetings/events and for the purpose of providing updates and checking in on/establishing direction that the process and working products are on the right track. The goal is to use these check-ins to keep each body informed, check in on direction, and provide progress reports leading up to their respective work sessions and hearings.

Bend Advisory Boards Briefings

City staff will provide briefings for Bend Economic Development Advisory Board (BEDAB) or other advisory boards, as needed.

Coordination with City Departments

City staff will lead the coordination with, and involvement of, City departments. They will use existing communication structures and meetings to coordinate with City departments and stakeholders internal to the City. The “Operations Direct Reports” group is anticipated as being a primary meeting setting for on-going briefings and coordination with other departments. City staff will supplement this with other contact and involvement as needed.

Coordination and Interviews with Taxing Districts

City staff will conduct one-on-one meetings with key taxing districts (Bend-La Pine School District, Bend Park & Recreation District, Deschutes County, Library District) to identify issues and provide project background. The consultant team will provide staff with a preliminary list of questions to discuss with taxing districts approximately two to three weeks in advance of those meetings. City staff will conduct any needed follow up meetings and continue the coordination into Phase 2.

Developer Interviews

The team will conduct interviews with developers active in the Bend market, as part of the analysis of development potential.

Other Outreach Efforts

In addition to the strategies identified above, the project management team will identify strategies and opportunities to provide Core Area Project information, including Urban Renewal basics, via direct outreach to a variety of stakeholders and community members, including those who may not normally participate in planning projects and/or those who may be engaged in similar efforts in Bend. In part, the objectives of these activities will be to clarify the goals and activities of the CAP project, understand activities being undertaken by other groups, and identify opportunities for coordination to ensure efficient use of City resources and clear communication with community members. These ideas include:

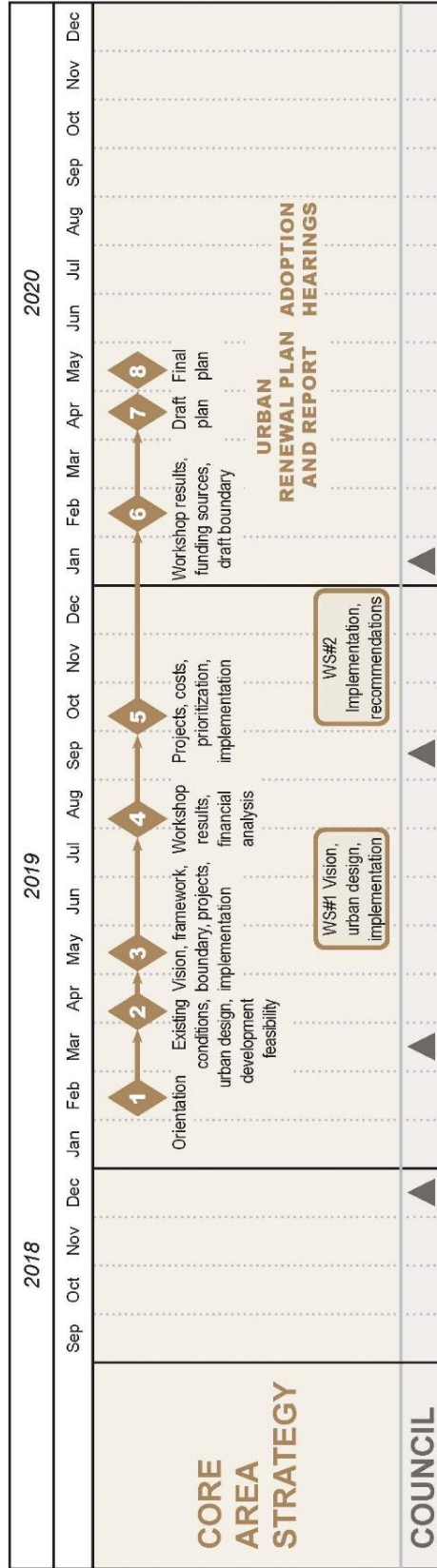
- Tabling/flyers at local City and public events
- Informational drop-in sessions or brown bags
- Presentations/tabling at neighborhood association annual meetings
- Promotion of upcoming workshops and sub-area outreach meetings through
 - Advertisements in local newsletters or papers
 - Flyers or brochures at local businesses, community centers, and public spaces throughout the Core Area
- Targeted interviews or meetings with community groups, such as:
 - Neighborhood associations
 - Social service organizations
 - Senior centers
 - Youth groups
 - Rotary Club, City Club, and similar groups
 - Advocacy groups, such as Building a Better Bend, Bend 2030, Bend Central District Initiative, and others

Project Schedule

The project schedule is attached on the following page.

Figure 2. CAP Work Plan Diagram

BEND TRANSPORTATION AND LAND USE PROGRAM
*Core Area Implementation Strategy Work Plan and Process**



*Preliminary schedule, subject to change

Exhibit A

Core Area Project Urban Renewal Advisory Board

Roster

Members:

- Dale VanValkenburg - Developer
- Robin Vora - UGB Steering committee
- Bart Bowen - Multi-modal transportation
- Elise Jones - Business owner
- Tim Page - Resident
- Dennis Pahlisch - Builder
- Adam Bledsoe - financing professional
- Whitney Swander - Social Service organization
- Michelle Rhoads - Transit
- Craig Davis - At-large community member
- Jim Landin - At-large community member
- Sonja Porter - At-large community member
- Steve Porter - At-large community member

Taxing Districts with Ex-Officio Appointees:

- Bend Parks and Recreation District
- Library District
- Bend La-Pine School District
- Bend Rural Fire District
- Central Oregon Community College