

# City of Wilsonville Town Center Plan

## Public Engagement and Communication Plan

### December 6, 2016 DRAFT

#### Overview

The Town Center Plan (the Plan) will guide development in Town Center to create a cohesive, unified district that enhances existing assets in the area and sets the stage for new development. The Plan will provide a community-driven vision for Town Center and strategic actions that will establish a clear path forward to advancing the vision. These actions may include new projects, programs, partnerships, or policies.

Town Center is a community hub. It is home to City Hall, Town Center Park, and a Korean War Memorial, as well as a diversity of businesses, services, and residences. Town Center is an integral piece of the city's physical and social landscape. The success of the Town Center Plan and the future of this area depend on engaged and invested community members. This Public Engagement and Communication Plan outlines the project's approach to engaging the community, describing the methods, tools and activities that will be utilized and specifying expected **goals, outcomes, and target participants**.

#### Outreach Goals and Outcomes

This planning process will be driven by Town Center residents, employees, patrons, property owners, and business owners, as well as the Wilsonville community at-large, including underserved communities, community leaders, City staff and elected officials. The planning process is built around collecting and incorporating ideas, input, and feedback from a wide range of community members to ensure it reflects the whole community and is accessible to all. The Project Team – consisting of City staff and the Consultant Team – will work diligently to encourage community members to get involved and stay involved in the planning process.

#### GOALS

The approach behind the Public Engagement and Communication Plan includes the following goals:

1. **Build relationships in Wilsonville.** Create opportunities for stakeholders and the public to meet and engage with others interested in the future of Town Center.
2. **Create opportunities for inclusive participation.** Provide multiple and varied opportunities for a wide range of community members and stakeholders to provide meaningful input.
3. **Balance the diverse interests of the community.** Work with community members across Wilsonville, including employees, patrons, residents, and business and property owners, to meet current and future needs and facilitate future uses. Participants' demographics and areas of interest will be tracked throughout the process to ensure that a diversity of community members are being heard.
4. **Generate excitement and community ownership.** Tell a story that captures Town Center as a geographic, economic, and cultural hub in Wilsonville and that carries forward the city's unique history, character, and role in the region. The Town Center Plan will support Wilsonville's evolving identity and sense of place.

5. **Collaborate and inform decision-making.** Collect useful and relevant public input that reflects local expertise and values and informs the decision-making process related to future development of the Town Center.
6. **Build long-term capacity for civic engagement.** Build social capital and support from community members and stakeholders who will continue to stay involved and share their issues and concerns, as well as participate in solutions and strategies necessary to develop the Town Center.
7. **Align with Wilsonville planning city-wide.** Coordinate Town Center Plan recommendations with other ongoing and proposed efforts throughout the city.

## GUIDING PRINCIPLES

The following guiding principles for public engagement provide focus and inspiration for the project's outreach methods and activities. These principles guide the implementation of the public engagement goals.

- **Inclusive, Flexible and Innovative.** The Town Center Plan Project Team will proactively reach out and engage a full range of stakeholder groups across Wilsonville. The public participation process will accommodate engagement in a variety of settings, both in-person and online. Engagement opportunities will be adjusted as needed if specific community groups or perspectives are found to be underrepresented in the planning process.
- **High-Touch and High-Tech.** Many people respond well to face-to-face communication. Interactive public events and meetings will allow direct communication between the Project Team and community members, reaching people in a more direct setting. Materials and engagement activities, including questionnaires, infographics, and presentations/videos, will also be adapted to online formats so that they are accessible by tablet, smartphone and home computer. The digital approach helps reach a wider range of community members, especially those who typically do not or cannot attend traditional meetings. Providing multiple platforms for engagement throughout the planning process will also allow people to contribute to multiple aspects and phases of the plan. There is not one community engagement phase to this planning process but rather the community is shaping the plan throughout the process.
- **Authentic and Meaningful.** The Project Team's technical analysis will be shared with community members and stakeholders to foster a shared understanding of opportunities and constraints. Community member and stakeholder's ideas, input and feedback will be collected and analyzed throughout the planning process to inform the Project Team's technical analysis and shape the Plan recommendations.
- **Clear, Focused, and Understandable.** The project materials will be relatable and relevant. Project content will be described in language that is easy to understand by people from a diversity of backgrounds and areas of expertise.

## TARGETED OBJECTIVES

The following public engagement objectives are specific, measurable actions that will advance the engagement goals.

1. **Accessibility.** The process should provide community members with diverse abilities and needs multiple opportunities to engage.

- City sponsored public events will be held in an ADA accessible location near public transit lines, when possible. All opportunities for community input, including online surveys and community workshops, will be made accessible for visually and hearing impaired participants, as needed.
  - When feasible, City sponsored public events will be scheduled at varying times to allow participation by people with a range of different work schedules.
  - Stakeholder meetings will be held in a variety of locations and formats to accommodate the different needs of participants.
  - Materials will be translated into non-English languages as needed. Translation at community events will also be provided, if a need is determined.
2. **Extent.** The process should involve and inform as many members of the community as possible.
- Opportunities for involvement will be publicized broadly using an array of City of Wilsonville communication channels.
  - The total number of participants will be tracked across all outreach activities to measure the number of people reached against participation goals. If goals are not being met, outreach strategies can be adjusted.
  - Participation goals will be set for the following individual outreach methods at each phase of the project:
    - Social media engagement
    - Online survey responses
    - Stakeholder interview/meeting discussions
    - Public event attendance
3. **Diversity.** The process should engage a range of people that reflects the diversity of interests, ethnicities, incomes, and needs of the Wilsonville population.
- Outreach activities will collect demographic data, where practical, to help assess how well we are reaching community members who are reflective of Wilsonville’s population.
  - Populations of special concern include business and property owners, renters, and residents who speak a language other than English at home. These populations typically do not participate in public engagement processes.
  - We will adjust the public engagement plan if engagement activities are not resulting in diverse participation.
4. **Impact.** The public outreach process should inform the decision-making process for the Town Center Plan.
- Major themes and trends identified through the public engagement efforts will be recorded and presented to City staff, the Planning Commission, and City Council members. These themes will inform the Plan analyses and recommendations.

## TARGET PARTICIPANTS

As described above, the Town Center Planning process aims to build enduring community relationships and partnerships across the community. The high profile of this planning area and its central role in the community presents an opportunity to engage and mobilize community members, including those who might not traditionally participate in public planning processes. The commercial nature of the project area also provides a catalyst for engaging private business and property owners.

Target participants include:

- Residents, in and adjacent to Town Center, and from throughout the city
- Employees in Town Center
- Property owners, commercial and residential, in Town Center
- Business owners, retail and non-retail, in Town Center
- Major Employers in Wilsonville
- Wilsonville Chamber of Commerce
- Community-based organizations, including arts, culture, and services
- Tenant and neighborhood association representatives
- Local and state agencies
- Relevant utilities
- Non-English speakers
- Senior community
- Youth

## Communication and Outreach Methods and Tools

A variety of engagement tools and activities will encourage community and business leaders, Wilsonville residents and employees, City and partner agency staff, and other interested community members to become active participants in the Town Center planning process. This strategy includes multiple opportunities for input so that community members can participate in a manner that is convenient for and accessible to them. This inclusive approach to outreach is especially important for reaching people whose voices are often underrepresented in planning processes.

## PUBLIC OFFICIAL AND CITY STAFF INVOLVEMENT ACTIVITIES

Throughout the planning process, public officials will be updated with the community's input and the results of the technical analysis, and provided with opportunities for input.

- **City Council Updates.** The Project Team will facilitate two joint meetings with Council and the Planning Commission and two works sessions with City Council. The Project Team will also present at two work sessions and a Council hearing in preparation for the adoption of the final plan. MIG will prepare the presentations, which will summarize key work products, and support City staff in completing the City Council meeting materials. City staff is responsible for submitting the City Council meeting materials.
- **Planning Commission Updates.** In addition to two joint meetings with Council, the Project Team will facilitate three work sessions with the Planning Commission. The Project Team will also present at two work sessions and a Commission hearing in preparation for the adoption of the final plan. MIG will prepare the presentations, which will summarize key work products, and

support City staff in completing the Planning Commission meeting materials. City staff is responsible for submitting the Planning Commission meeting materials.

## PUBLIC INVOLVEMENT ACTIVITIES

### **Project Task Force**

A Project Task Force will be recruited through various channels, including a mass mailing of invitations to individuals and groups representing the target participants as well as a call for applications through the City's news blast. The Project Team will review Task Force applications and select members that represent a variety of perspectives (target participants listed on the previous page). Those who are interested in being involved in the Town Center planning process but are not selected for the Task Force, or would prefer a different role in the project, will be invited to participate through stakeholder meetings, interviews, and/or other public events.

The Task Force will meet up to six times during the planning process to provide guidance on project deliverables and engagement activities. Members of the Task Force will also be asked to communicate opportunities for public participation to their constituents and communities. MIG will organize and facilitate the meetings and provide meeting materials and summaries.

### **Technical Partners**

Throughout the process, the Project Team will work with agency partners, such as local utilities, transit, the County, and Metro to ensure consistency with other local planning efforts and processes. These technical partners will review technical analyses and provide input on recommended strategies and project priorities, as appropriate.

### **Stakeholder Meetings**

Up to ten individual or small group stakeholder meetings, facilitated by MIG, will provide an opportunity for individuals or small groups who could have a significant influence on the project but may not be part of the Task Force, to provide input. The intent of the meetings is to gain information on existing conditions and best practices for redevelopment in the Town Center, engage landowners and businesses, vet potential goals and objectives for the project, and identify regulatory challenges and desired land use patterns. This is an opportunity for the City's leadership to connect with some of Town Center's larger non-local land owners and invite them to be involved in the planning process. Interviews are anticipated to take between 30 and 60 minutes each and will be documented with notes prepared by MIG and combined into one brief summary document. The City will lead the scheduling of these meetings.

Stakeholders may include, but are not limited to, representatives from the following organizations:

- Landowners
- Business
- City Council
- Planning Commission
- Local neighborhood and community groups
- Chamber of Commerce
- Rotary
- Development experts

### **Community Kick-Off**

A public event will introduce the Town Center Plan to the community at large and set the stage for an ongoing public engagement process. The Project Team will provide event participants with a brief project background presentation including infographics summarizing current conditions in project area. Presentation materials will also highlight best practices in urban design and successful examples of town

centers in other communities. Urban design, land use, and real estate market experts will be at the event to speak with community members and public officials about the Town Center Plan and best practices that Wilsonville can consider for Town Center. Interactive activities and/or small group discussions will focus on developing a vision and project goals. Workshop participants will also identify and discuss opportunities and constraints for Town Center. Interactive workshop activities could include the following:

- Workshop participants describe their desired future Town Center on a placard and have their photos taken with their future Town Center. This prompts people to start thinking big picture about what's possible in Town Center. The placards displayed in public venues and future community events and posted to the website.
- Workshop participants use graphic stickers on large maps to mark assets and issues in Town Center. This activity allows workshop participants to describe their experiences in Town Center, such as where they enjoy spending time and where and how they travel. This activity may be conducted in small groups and facilitated by a Project Team member. Facilitators will graphically record small group discussions.

### **Mapita Online Survey**

Mapita is an online map-based survey platform through which participants respond with place-based feedback. The survey will launch directly following the Community Kick-Off and will run through early Spring 2017. The survey will provide people who were not at the Kick-Off event with the opportunity to identify opportunities and constraints in Town Center. The survey will ask questions about how community members perceive, use, and move through Town Center. The survey may also ask participants to locate and describe any issues and barriers they face while accessing Town Center, and their transportation and land use preferences. The response data will dovetail with the environmental and multimodal transportation analyses to provide insights into how current conditions impact community members' transportation and use patterns.

### **Community Design Workshop #1**

Design Workshops are collaborative public events that invite community members to make choices about the future of the planning area. These events are accessible to all ages and abilities, and in addition to informing The Plan, they also help build community and generate excitement about the Plan. Community Design Workshop #1 will be a ½-day Saturday event for the general public to kick off the design process. Interactive and accessible activities will allow participants to visualize potential development and multimodal transportation options, density, massing, urban design. The concepts developed by the workshop participants will be shared with the wider community via an online survey. The results of the workshop and survey will be compiled into a presentation-style report. The concepts will be refined by the Project Team and shared at Community Design Workshop #2.

### **Community Design Workshop #2**

Community Design Workshop #2 will provide participants with the results of the community outreach and project analyses to-date. The workshop will introduce the design options developed by the Project Team coming from the ideas identified during the first workshop, and refined by community input and technical analysis. The Project Team will confirm the workshop format as it approaches, but assume it will include:

- Keypad polling to allow participants to anonymously provide feedback on aspects of the design concepts that they agree or disagree with. Results are shown instantly.
- Facilitated small group discussions to refine the concepts

- Small group report-outs to the larger group. MIG will capture the discussion using wall-graphic techniques.

### **Pop-Up Event**

An interactive pop-up event(s) in Town Center will raise awareness about the Town Center Plan and help refine the final recommendations of The Plan. The event will be held in late August after completion of the Draft Urban Design and Land Use Plan and Priority Projects. The event should align with an existing well-attended event, such as a city-wide BBQ or a Rotary Concert.

The event will feature display boards that describe the key components of the Draft Urban Design and Land Use Plan strategies and describe how public input shaped the strategies. The interactive display boards will encourage further public feedback on strategy and policy recommendations. Pop-up events are also good opportunities for tactical urbanism interventions, such as temporarily reconfiguring streets to show proposed new alignments, pop-up stores, public art, parklets (parking spaces converted into public amenities such as mini parks, café seating, or street libraries with a seating area), or activating vacant lots with temporary uses. The public input from this event will help the Project Team to refine the draft plan and implementation strategy.

### **Idea Centers**

The City will host neighborhood “Idea Centers” in high-visibility locations such as the City Library, Parks and Recreation Center, and Community Center. These “Idea Centers” will provide information about the Town Center Planning process and be updated regularly with project material, including results from the Kick-Off Event and Community Workshops, and the design options. The Idea Centers can also serve as platforms for feedback, inviting passersby to comment on maps or write their responses to “Questions of the Month” on post-its. The Idea Centers will promote the online surveys and community events to encourage viewers to get involved in the Plan.

### **Neighborhood Pop-Ups**

City staff will go out into the community to receive input at casual and accessible venues, such as coffee shops and pubs, and/or bring mobile workshops to popular shopping locations or events. These on-the-ground outreach methods reach people during their daily routines and are low-barrier access points to the planning process, especially for those who are intimidated by traditional workshops or surveys.

### **Targeted Engagement Activities**

The Consultant Team will support the City in executing ongoing community outreach and engagement activities that engage people where they are and provide opportunities for input from targeted groups or input about specific issues. These activities will be completed on an as-needed basis. Supplemental engagement activities will be deployed in response to the following conditions:

- If the analysis surfaces an issue or topic that requires additional input or feedback from a specific community or stakeholder group.
- If the demographics of participants in the other public involvement activities are not reflective of the Wilsonville community and there is a significant gap in representation. The Project Team will review participation after every significant community event as well as surveys to evaluate levels of participation across target community groups and participants.
- If a group of community members or stakeholders expresses a high level of interest in working with the City to bring the planning process to their constituents.

The following is a list of potential targeted outreach services. Not all the following activities will necessarily be used during this planning process:

- Neighborhood/district workshops and forums
- Outreach materials at community festivals and events
- Intercept surveys in high traffic areas and events
- Live Q & A on Facebook
- Presentations at Community Groups like Chamber, Rotary Club, Kiwanis Club
- Workshops with high school students

*For all community events:* The Consultant Team will lead the workshops and develop materials. City staff will lead and staff ongoing community events. The City will be responsible for identifying and providing a location for the workshop or event, providing logistical support and publicizing the event to the public through the various communication methods and protocols (described below).

## PROMOTIONAL TOOLS

- **Project Website.** MIG will develop and maintain a branded project website to provide project updates, ways to get involved and current plan status. The website will include interactive features, such as monthly polls. City staff will assist in updating the website with current information about the project.
- **Social Media Engagement.** MIG will work with the City to ensure that the City's social media platforms are used to raise awareness about the Town Center Plan and promote opportunities to get involved in the planning process. Facebook can also serve as a platform for discussion, where input and feedback can be collected.
- **Boones Ferry Messenger:** MIG will work with the City to ensure that the City's newsletter, the Boones Ferry Messenger is used to raise awareness about the Town Center Plan and promote opportunities to get involved in the planning process.
- **Press Releases:** MIG will work with the City to use press releases issued to the local media to raise awareness about the Town Center Plan and promote opportunities to get involved in the planning process.
- **Idea Centers:** MIG will work with the City to prepare rotating materials aimed at sharing information and gathering input for community bulletin boards located at the City Library, Parks and Recreation Center, and Community Center (described above).

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OUTREACH TOOLS MATRIX

	Project Task Force	Stakeholder Meetings	Public Events	Targeted Engagement Activities	Surveys	City Council / Planning Commission Updates	Website Updates & Boones Ferry Messenger	Media Relations (press release and media outreach)	Social Media
General public, including the senior community and youth	x		x	x	x	x	x	x	x
Non-English Speaking Community Members			x	x	x	x			
Employees in Town Center		x	x	x	x	x	x	x	x
Employers in Town Center	x	x	x		x	x	x	x	x
Property owners, commercial and residential, in Town Center	x	x	x		x	x	x	x	x
Business owners, retail and non-retail, in Town Center & Chamber of Commerce	x	x	x	x	x	x	x	x	x
Developers/Brokers		x				x	x	x	
Local/State agencies (transportation, land use, education)		x	x		x	x	x		
Residents in and adjacent to Town Center	x		x	x	x	x	x	x	x
Tenant and neighborhood association representatives	x	x	x	x	x	x	x	x	x
Community-based organizations, including arts, culture, and services	x	x	x	x	x	x	x	x	x