

COOPER MOUNTAIN COMMUNITY PLAN PUBLIC ENGAGEMENT PLAN

May 19, 2020

Prepared by:

City of Beaverton

JLA Public Involvement



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Acronyms and Abbreviations

Community Advisory Committee (CAC): stakeholders and residents from throughout Beaverton, including businesses, developers, residents-at-large, local government agencies, schools, and underrepresented communities who will provide a community perspective on the Plan.

Civil Rights Act of 1964 Title VI: states that no person shall be subjected to discrimination on the basis of race, color or national origin under any program or activity that receives federal financial assistance.

Cooper Mountain Community Plan (CMCP): a multi-year effort to complete a detailed plan for the area previously designated as the Cooper Mountain Urban Reserve Area that involves working with community members and stakeholders to develop future zoning and implementation strategies.

Cooper Mountain Urban Reserve Area (referred to as the **Cooper Mountain Community Plan project area**): As of 2018, the Metro Council voted to expand the region's urban growth boundary to include this 1,232-acre area. An urban reserve area is defined as an area of land suitable for accommodating new development during the next 50 years.

Cooper Mountain Utility Master Plan and **Beaverton Multicultural Community Engagement on Housing project:** two, closely related projects with which the CMCP will be coordinated.

Diversity, Equity, and Inclusion (DEI) Plan: a plan to advance racial equity and ensure Cooper Mountain is inclusive and welcoming to all communities by engaging historically underserved and underrepresented communities.

<https://www.beavertonoregon.gov/DocumentCenter/View/27768/Diversity-Equity-and-Inclusion-Plan-2019-Update>

Guiding Boards: entities such as the City Council, a Planning Commission, or a Community Action Committee (CAC).

Housing Five-Year Action Plan: identifies future development of Cooper Mountain as a primary means to help the city expand its housing supply.

<https://www.beavertonoregon.gov/DocumentCenter/View/28082/HAP-1920-Final-Plan-Web-Version?bidId=>

Impacted Parties: key stakeholders such as property owners and residents in and around the CMCP project area; under-represented communities in the Cooper Mountain area and citywide; and developers.

Key Messages: the why, what, and how of the process that constitutes basic talking points the project team will use when communicating with external stakeholders about the project.

Key Stakeholders: potentially affected and/or interested individuals, neighborhoods, businesses and organizations.

Multicultural Engagement: efforts to engage historically underserved and underrepresented communities by incorporating their ideas and feedback into the Plan document.

Project Management Team (PMT): staff who will provide the day-to-day management of the project scope and schedule, comprised of City of Beaverton employees and the City's consultants.

South Cooper Mountain Concept Plan (SCMCP): describes a future vision for the area that includes new livable, walkable neighborhoods that honor the unique landscape and ensure a legacy of natural resource protection and connection.

<https://www.beavertonoregon.gov/1210/South-Cooper-Mountain>

Technical Advisory Committee (TAC): technical experts who will review and comment on deliverables and provide technical and policy advice according to member expertise.

Urban growth boundary (UGB): a regional boundary, set in an attempt to control urban sprawl by mandating that the area inside the boundary be used for urban development and the area outside be preserved in its natural state or used for agriculture.

Project Description

The Cooper Mountain Community Plan (CMCP) is a multi-year effort led by the City of Beaverton to complete a detailed plan for the Cooper Mountain Urban Reserve Area, an area that was recently added to the urban growth boundary. The planning process will involve working with diverse community members and stakeholders to develop future zoning and implementation strategies, including: transportation improvements; infrastructure funding; natural resource protection; and other strategies to support new opportunities to live, work, and play in this area of Beaverton.

The CMCP will be coordinated with two closely related projects: The Cooper Mountain Utility Master Plan project and The Beaverton Multicultural Community Engagement on Housing project.

Why Now?

The Beaverton community is growing and so are its housing and infrastructure needs. Development within South Cooper Mountain is proceeding rapidly, and full build-out over the entire area is anticipated as early as 2023 or 2024.

Background

The CMCP builds on the results of the South Cooper Mountain Concept Plan (SCMCP). Approved in 2015, the SCMCP describes a future vision for the area that includes new livable, walkable neighborhoods that honor the unique landscape and ensure a legacy of natural resource protection and connection.

In December 2018, the Metro Council voted to expand the region's urban growth boundary to include the 1,232-acre Cooper Mountain Urban Reserve Area. Metro applied conditions of approval to the decision, including a requirement that cities develop public engagement plans that focus efforts to engage historically marginalized populations throughout the planning process.

The city's Housing Five-Year Action Plan identifies future development of Cooper Mountain as a primary means to help the city expand its housing supply. The Cooper Mountain Urban Reserve Area is anticipated to bring at least 3,760 homes to the city over time, including a mix of single-family, multi-family homes, and "middle housing" types such as duplexes, townhomes, and cottages.

Expected Project Outcomes

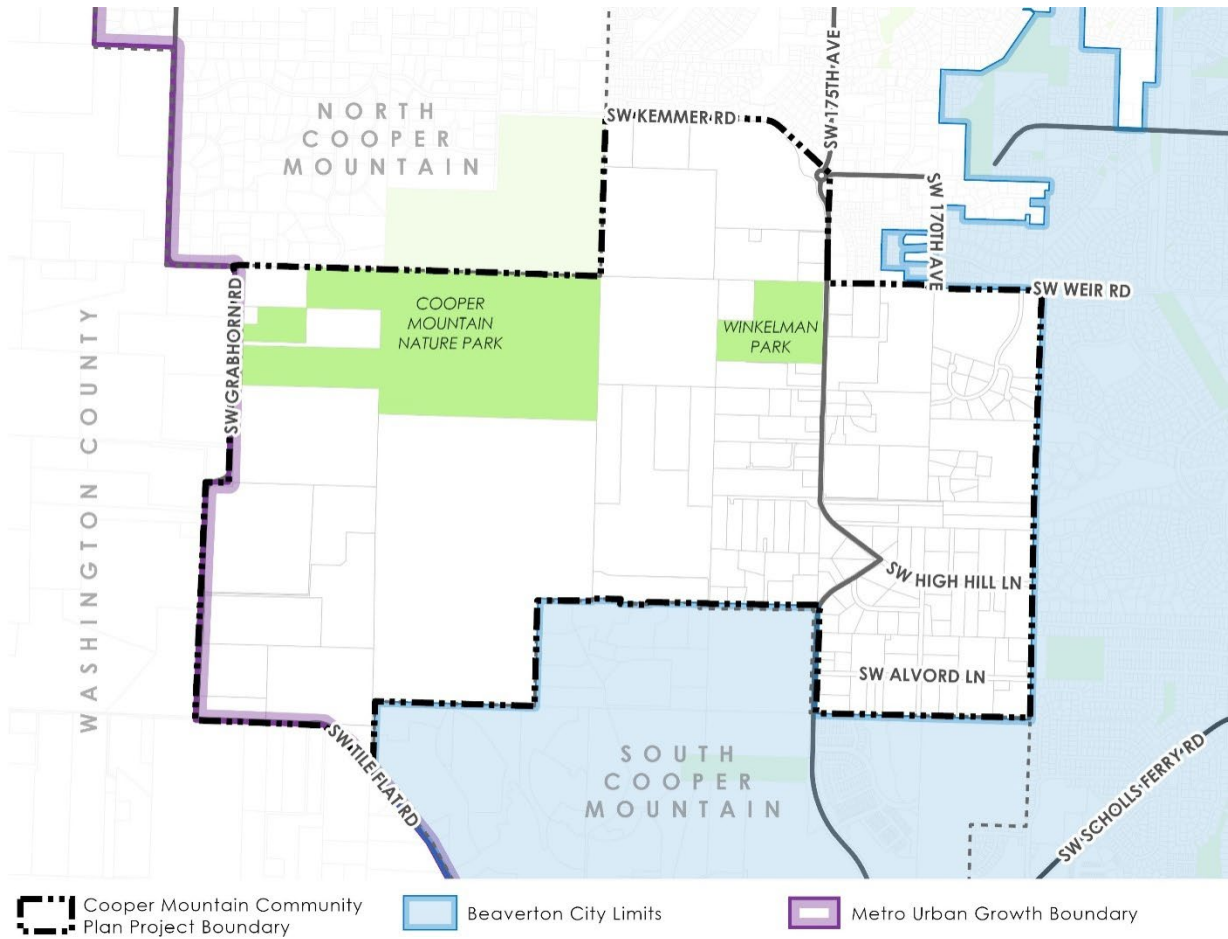
The CMCP process will result in the following outcomes:

- **A Community Plan document** supported by City leaders and stakeholders (community members, partner agencies, property owners, developers) that describes the vision, goals, policies, and intended outcomes for Cooper Mountain to comply with applicable state requirements, Metro Code Section 3.07.1120, and Metro conditions of approval specific to urban growth boundary (UGB) expansion areas.
- **City Comprehensive Plan designations and intended zoning designations** that provide housing capacity for at least 3,760 dwellings and allow housing types consistent with state housing laws and Metro conditions of approval specific to UGB expansion areas.
- **Development Code changes that implement Community Plan objectives** including a broader array of housing types in residential zones, standards for hillside development, and natural resource rules that consider the context of Cooper Mountain.

Project Area

The following map (Figure 1) shows the Cooper Mountain Urban Reserve Area, which will be herein referred to as the Cooper Mountain Community Plan project area.

Figure 1. Project Area



Public Engagement Plan Purpose and Objectives

The purpose of this public engagement plan is to describe the public engagement process for the CMCP. The public engagement objectives for the Cooper Mountain Community Plan are to:

- Advance racial equity and ensure Cooper Mountain is inclusive and welcoming to all communities.
- Recruit diverse and historically marginalized community members to serve on the community advisory committee and ensure feedback from multicultural engagement is integrated into project.
- *(Please note: all outreach activities will Comply with Civil Rights Act of 1964 Title VI , which states that no person shall be subjected to discrimination on the basis of race, color, or national origin under any program or activity that receives federal financial assistance.)*
- Communicate complete, accurate, understandable, and timely information to the public throughout the project.
- Help the public understand the benefits of creating a community plan for the Cooper Mountain area.
- Actively seek public input from a broad, diverse audience at key project milestones to understand the needs and desires of the community.
- Involve the community with identifying issues, developing solutions, and evaluating alternatives.
- Provide meaningful public involvement opportunities and demonstrate how input has influenced the process.
- Seek participation of potentially affected and/or interested individuals, neighborhoods, businesses, and organizations.
- Implement the City's adopted Diversity, Equity, and Inclusion (DEI) Plan to:
 - Build proactive, long-term relationships with historically underrepresented communities to reduce barriers, increase trust, and promote civic engagement.
 - Expand partnerships with community-based organizations to support outreach.
 - Offer meaningful engagement opportunities to historically underrepresented youth and expose them to networks and opportunities to influence their community beginning at a young age.
 - Promote community service, civic engagement, and other learning opportunities for youth.
- Ensure that the public involvement process is consistent with applicable state and federal laws, requirements, and local policies.

Target Audiences and Key Stakeholders

As stated in the public involvement objectives, engagement efforts will seek participation of potentially affected and/or interested individuals, neighborhoods, businesses and organizations in the project area such as:

Impacted Parties:

- Property owners and residents in and around the CMCP project area
- Historically underserved and under-represented communities in the Beaverton area
- Developers

Interested Parties, Boards, and Organizations:

- Technical Advisory Committee (TAC)
- Community Advisory Committee (CAC)
- Housing Leadership Cohort
- Beaverton Neighborhood Association Committees (NACs)
- Community Participation Organization (CPO)-6
- Beaverton Committee for Community Involvement (BCCI)
- Beaverton Planning Commission
- Beaverton City Council
- Beaverton Diversity Advisory Board (DAB)
- Beaverton Visioning Advisory Committee (VAC)
- Beaverton Committee on Aging
- Other City departments
- Faith based and community-based groups
- Tualatin Riverkeepers
- Home Builders Association
- General public, area residents
- Media
- Metro
- Washington County
- School districts
- Tualatin Hills Park & Recreation District (THPRD)
- Youth
- Clean Water Services

Key Messages

Key messages summarize the why, what, and how of the process and constitute basic talking points the project team will use when communicating with external stakeholders about the project. The key messages may change and expand as the project evolves.

Project Overview

In January 2020 the state approved Metro's decision to add the Cooper Mountain urban reserve area to the Beaverton urban growth boundary. Now, the City of Beaverton is leading a planning effort to determine how to provide urban services to this area in the future. The Cooper Mountain area is more than 1,200 acres and is expected to provide over 3,700 homes. The CMCP will establish a long-term vision and guide for the area's growth and development to support livable, walkable neighborhoods that honor the unique landscape and ensure a legacy of natural resource protection and connection.

The city will plan this new community:

- With the public's input, through surveys, open houses, workshops, and more.
- By intentionally engaging historically underserved and under-represented communities.
- In coordination with regional partners and concurrent planning efforts, such as Beaverton's Multicultural and Utility Master Plans.

The Community Plan will build on past efforts, including:

- The South Cooper Mountain Concept and Community Plans.
- The City's Housing Five-Year Action Plan.
- The Beaverton Community Vision Action Plan.
- The Beaverton Diversity, Equity, and Inclusion Plan.
- The Beaverton Climate Action Plan.

Working Goals of the project include:

- Create equitable outcomes for residents, including historically underserved and underrepresented communities
- Provide new housing in a variety of housing types and for all income levels
- Preserve, incorporate, connect, and enhance natural resources
- Improve community resilience to climate change and natural hazards
- Provide public facilities and infrastructure needed for safe, healthy communities
- Provide safe, convenient access to important destinations while supporting transportation options, including walking and biking

- Provide opportunities for viable commercial uses, including places to work and places to buy goods and services
- Identify feasible, responsible funding strategies to turn the vision into a reality

The Cooper Mountain Community Plan project is expected to take three years to complete and to conclude in 2023. Following adoption of the plan, the City will begin accepting annexation requests. Development is expected to begin in 2024 at the earliest.

Demographic Data and Racial Equity Information

Demographic Data*

- One in two people in West Beaverton and Aloha is a person of color.
- The estimated ethnic breakdown of the area is: 1,062 Africans, 3,357 African Americans, 20,359 Asians, 21, 289 Latinos, 3,201 Middle Eastern and North Africans, 2,382 Native Americans, and 2,236 Slavics.
- Estimated population sizes of disaggregated Asian communities in this jurisdiction are: 4,971 Asian Indians, 2,951 Chinese, 2,431 Filipinos, 3,801 Koreans, and 3,011 Vietnamese.
- All communities of color in this jurisdiction include people who are bilingual. Many speak Asian or Pacific Island languages.

**Data gathered from the report "Leading with Race: Research Justice in Washington County."*

Racial Equity

Based on expected housing capacity, Cooper Mountain will be home to over 8,000 future residents. Based on the Beaverton area's demographic information, it will be important to reach out to communities of color, limited English proficient populations, renters, youth, elderly, persons with disabilities, and others who have not been involved in planning efforts for Cooper Mountain thus far. These communities will be affected by project impacts and should be able to access the potential benefits of this new area in Beaverton.

The outreach program for the CMCP project will provide opportunities for the groups mentioned above to provide meaningful information and input with the overarching aim to create equitable outcomes.

The multicultural engagement work being done on housing in partnership with Unite Oregon will be crucial in fulfilling this need. This collaboration will help ensure CMCP efforts are incorporating the ideas and feedback of historically underserved and underrepresented communities into the Plan document.

Other steps will be taken to remove barriers and amplify access for equitable and inclusive participation in engagement activities including offering translation and interpretation services, and by providing childcare and food at events. Targeted outreach to under-represented populations will also occur at key points in the project to recruit diverse participation in community meetings, listening sessions, advisory boards, and community surveys.

Decision-Making Structure

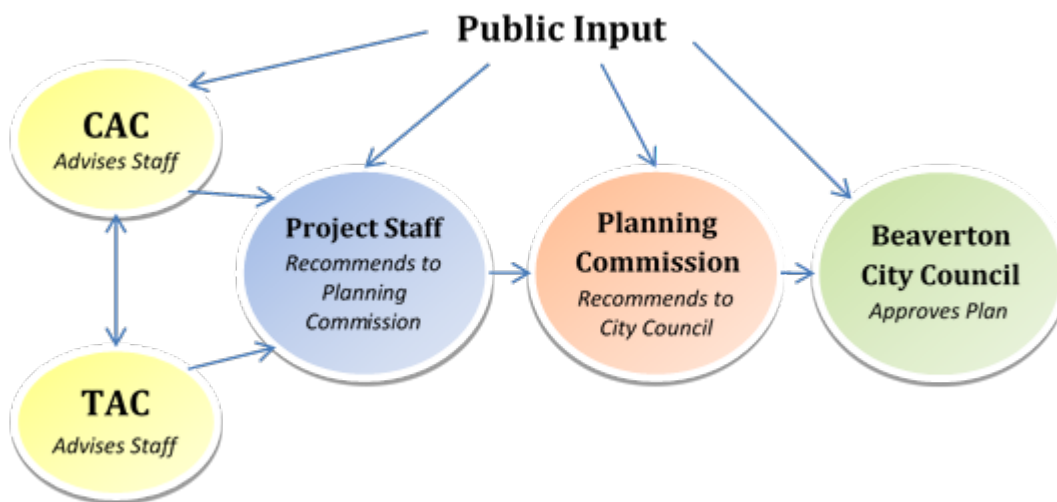
The Community Advisory Committee (CAC) and Technical Advisory Committee (TAC) will provide ongoing advice and input to the project team as they prepare recommendations to the Planning Commission and City Council. The Project Management Team (PMT), comprised of City of Beaverton staff and the City's consultants, will provide the day-to-day management of the project scope and schedule.

Final decisions about the CMCP will be made by the Beaverton City Council (advised by the Planning Commission) for areas within the city's current and future jurisdiction. Public input will be welcome at each level of the decision-making process. Coordination and consultation will occur with Metro, Washington County and other partner agencies on an ongoing basis. Metro will review project recommendations for consistency with regional requirements.

The CAC will be comprised of stakeholders and residents from the Beaverton area, including businesses, developers, residents-at-large, local government agencies, schools, and underrepresented communities. The CAC will be charged with reviewing and commenting on deliverables and providing a community perspective on the Plan. All CAC meetings will be open to the public and will include a public comment period.

The TAC will review and comment on deliverables and provide technical and policy advice according to member expertise.

Figure 2. Project Decision-Making Process



Communications and Outreach Tools

The City is committed to engaging the public on this project and is employing tools to be accessible to a broad audience. Appropriate participation tools are critical to building awareness of the project and soliciting input that informs the development of the Community Plan. Table 1 includes informational tools and activities that will be used throughout the project to inform a broader public audience and solicit input related to needs and possible planning concepts. Work will take place in phases as indicated in the following schedule:

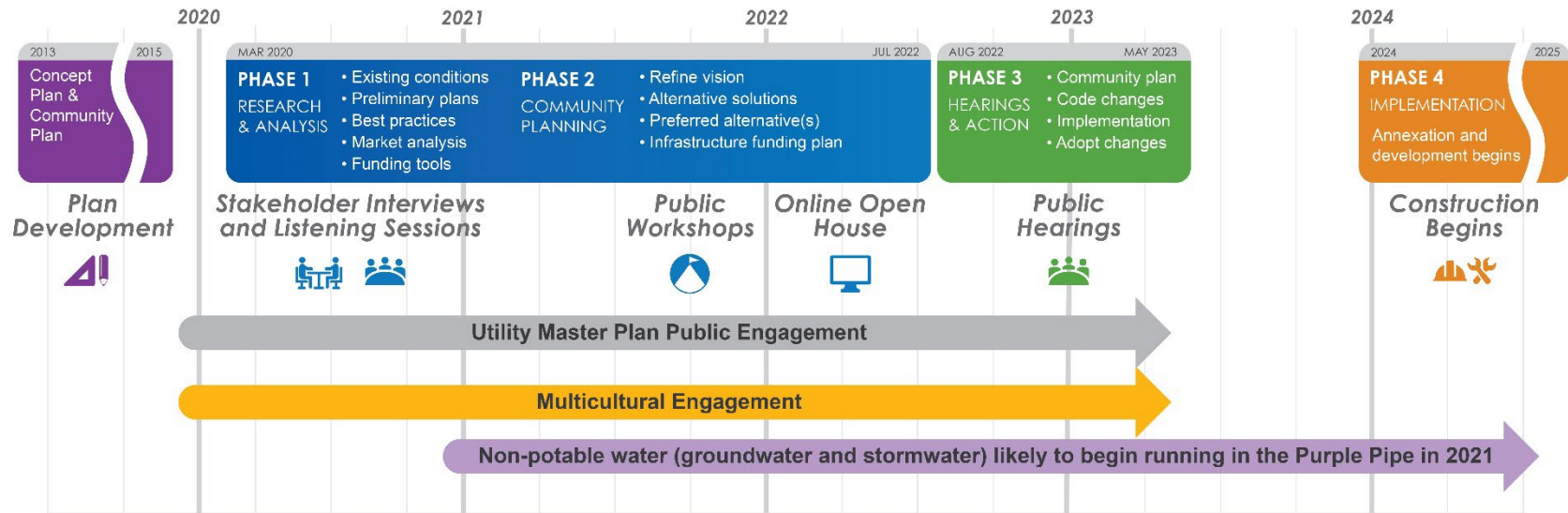


Table 1. Project Engagement Tools and Activities

Tool/Activity	Description	Lead	Timing
Project Website	<p>A project webpage, hosted on the City’s website, will be used as the main repository of project information.</p> <p>The webpage will be frequently updated throughout the project to keep interested parties up to date on new information and opportunities to be involved.</p>	JLA content; City posting	Initial update April 2020; Continuous
Stakeholder database	<p>A database will be created that includes important stakeholder groups and interested parties in the project area. The database will be updated as the project progresses and will track individuals and groups who express interest in the project. The database will be used for notification of engagement opportunities and communicating key milestones.</p>	JLA	April 2020; Continuous
Fact Sheet	<p>A project fact sheet will be developed and updated as the project progresses. The fact sheet will include a description of the project, a timeline, and opportunities for engagement.</p>	JLA	April/May 2020 (and up to two additional updates)
Stakeholder Interviews	<p>Discussions with the following individuals and groups will take place at the outset of the project to solicit input on the possible goals, vision, challenges, and opportunities to consider as the plan takes shape.</p> <ul style="list-style-type: none"> • Transportation representative • Developers (1 or 2) • THPRD/Parks representative • Natural resources representative • Property owners (up to 3) • Schools • Underrepresented population/community-based organization/social services representative 	JLA & APG	April-May 2020

Tool/Activity	Description	Lead	Timing
<p>Community Advisory Committee (CAC)</p>	<p>City staff will lead the recruitment of CAC members and:</p> <ul style="list-style-type: none"> • Establish preferred makeup of committee (authorized by the Mayor) • Develop application and selection process • Promote CAC recruitment • Interview and select committee members • Appoint CAC members (authorized by Mayor) <p>The CAC will meet up to 14 times throughout the project, beginning in December 2020 until the fall of 2022.</p>	<p>City & APG</p>	<p>Mar-Oct 2020</p>
<p>Technical Advisory Committee (TAC)</p>	<p>City staff will lead the recruitment of TAC members.</p> <p>The TAC will meet up to 14 times throughout the project, beginning in December 2020 until the fall of 2022.</p>	<p>City & APG</p>	<p>Mar-Oct 2020</p>
<p>Stakeholder Listening Sessions</p>	<p>Discussions with the following individuals and stakeholder groups will be conducted to solicit input on the initial project vision and to better understand any issues and opportunities that may exist to be aware of. The meetings will serve as an opportunity to meet and greet the project team and provide an overview of the project to better understand the purpose and need of the plan and learn how and when to participate in future activities.</p> <p>These sessions will be held as small group meetings and involve up to several representatives of each of the following stakeholder groups.</p> <ul style="list-style-type: none"> • Transportation representatives • Developers • THPRD/Parks representatives and natural resources representative • Property owners (owners in groups – see below for options) 	<p>JLA & APG; City to attend</p>	<p>June and Oct 2020 and winter 2022.</p>

Tool/Activity	Description	Lead	Timing
	<ul style="list-style-type: none"> Underrepresented population/community-based organization/social services representative <p>A series of four meetings will be conducted at key project milestones in June and October 2020 and again in the winter of 2022.</p>		
<p>Promotional Materials/Posters & Social Media</p>	<p>Posters will be created to promote engagement events and online surveys. Posters may be distributed to community spaces and public facilities throughout Beaverton. Poster content may include the project purpose and need, the type of input needed, the project timeline, and contact information (including the website). Social media content will be shared on the City's social media platforms to promote engagement events and feedback opportunities.</p> <p>Promotional materials will be bilingual. Raffle prizes may be offered to provide an incentive to survey participants.</p>	<p>JLA & City</p>	<p>Community Planning Phase to begin in 2021</p>
<p>Open Houses/Summits</p>	<p>Three community open houses/summits will be held for the broader public to have an opportunity to review and comment on issues, alternative approaches, and draft project recommendations.</p>	<p>JLA & APG; City to review materials and attend</p>	<p>Community Planning phase in the summer and fall of 2021 and early 2022.</p>
<p>Online open houses/surveys</p>	<p>Three online open houses/surveys will be created in conjunction with the in-person open house/summit events. Online surveys may be translated into other languages. Bilingual staff will attend tabling events.</p>	<p>JLA & APG; City to review</p>	<p>Community Planning phase in the summer and fall of 2021 and early 2022.</p>
<p>Tabling Events</p>	<p>Three rounds of outreach will be conducted to: share information with the general</p>	<p>JLA & City</p>	<p>Community Planning</p>

Tool/Activity	Description	Lead	Timing
	<p>public, gather feedback and opinions concerning needs, and explore future planning concepts. Materials will be created for up to 4 tabling events during each round of outreach to promote in-person and online engagement opportunities which will be posted on the project website.</p> <p>Tabling events will occur at high traffic locations, such as the Beaverton Farmers Market (both weekend and mid-week events) and the Beaverton library.</p>		<p>phase in the summer and fall of 2021 and early 2022.</p>
Canvassing	<p>Door-to-door outreach/canvassing may occur to promote engagement events such as open houses/online surveys.</p>	<p>City</p>	<p>Community Planning phase in the summer and fall of 2021 and early 2022.</p>
Press releases	<p>Up to three press releases will be developed to inform local news media about the project to promote engagement opportunities.</p> <p>News releases will be copied to the project distribution list and appropriate neighborhood groups for inclusion in neighborhood newsletters.</p>	<p>JLA content; City distribution</p>	<p>Community Planning phase in the summer and fall of 2021 and spring 2022.</p>
Presentations to elected bodies and advisory boards	<p>The following groups and advisory boards may receive regular updates on the project at key milestones to keep decision-makers informed and help garner feedback. The City will take the lead on engaging the following elected or advisory bodies:</p> <ul style="list-style-type: none"> • Planning Commission • City Council • Diversity Advisory Board • Beaverton Committee for Community Involvement • Neighbors Southwest • CPO-6 	<p>City & APG</p>	<p>Ongoing at key milestones</p>

Tool/Activity	Description	Lead	Timing
	City staff will attend the meetings and consultant staff will provide materials.		
Housing Leadership Cohort	The Housing Leadership Cohort, organized and trained by Unite Oregon staff, will provide feedback on the project and support in engaging historically underrepresented communities.	City	Ongoing
Stakeholder emails	Emails will be sent to all stakeholders to share the latest project information and engagement opportunities. Individuals will be able to sign up for the project mailing-list through the project website.	JLA & City	In conjunction with other activities
Public Engagement Activity Log	A log of public engagement activities will be maintained as they occur throughout the project and will include the number of community members reached and/or participated.	JLA	Ongoing
Public Involvement Summary Reports	Individual summary reports will be produced for all engagement activities that include key themes heard from the public. A comprehensive summary report will be produced at the culmination of the project.	JLA	Ongoing

Project Team Roles and Responsibilities

Primary Point of Contact

Cassera Phipps will serve as the primary point of contact for the project:

Cassera Phipps
Senior Planner, Community Development
City of Beaverton, PO Box 4755, Beaverton, OR 97076-4755
503.526.2247 | cphipps@beavertonoregon.gov

JLA Public Involvement

- **Adrienne DeDona, Public Involvement Manager.** Adrienne will oversee all public involvement activities. She will lead the logistics of developing all public information and engagement tasks and will manage the review process of public information.
- **Kalin Schmoldt, Creative Services.** Kalin will oversee online engagement activities.
- **Darren Cools, Graphic Design.** Darren will produce project graphics and information materials, including developing the overall project identity and logo.
- **Jenny Clark, Public Involvement Specialist.** Jenny will provide support on the implementation of public involvement activities.

City of Beaverton

- **Cassera Phipps, Senior Planner.** Cassera will provide project oversight to ensure that the project meets the requirements and objectives of affected community members and organizations within the project area. She will coordinate and attend jurisdictional briefings as needed, provide input and review of public information, and will be a part of project team meetings, TAC and CAC meetings, and engagement events.
- **Jena Hughes, Associate Planner.** Jena will provide input and review of public information materials and be a part of the project team meetings, TAC and CAC meetings, and engagement events.
- **Brian Martin, Long Range Planning Manager.** Brian will provide supervision of the city's planning staff, attend jurisdictional briefings as needed, and provide input into project deliverables.
- **Nicole Walters, Marketing Manager.** Nicole will provide input and review of public information. She will also perform logistical tasks for web updates, distribute press releases, serve as the main news media contact, and help develop communications strategies.

Angelo Planning Group

- **Joe Dills, Project Manager.** Joe oversees the consultant team and is APG's senior project manager. In addition to his responsibilities to guiding the work of the consultant team, he will provide input on involvement strategy and activities, and develop agendas for and facilitate CAC meetings.
- **Andrew Parish, Senior Planner/Assistant Project Manager.** Andrew will provide day-to-day project management and serve as the lead on land use planning efforts and technical analysis. He will provide content for engagement materials, including the online surveys and review all public information.
- **Kyra Haggart, Planner.** Kyra will be a key project planner, support the APG team in conducting the technical analysis and documentation, and will support public involvement activities. She will participate in TAC and PAC meetings and engagement events and will provide content alongside Joe and Andrew.

Walker Macy

- **Ken Pirie, Principal.** Ken will Walker Macy will lead the assessment of existing natural features, parks and open spaces, and design elements of the community planning process.

DEA

- **Ethan Rosenthal, Ecologist.** DEA will lead the wetland a natural resource inventories, as well as the development of future street profiles for the community planning process.

DKS

- **Garth Appanaitis, Senior Project Manager.** Garth will lead the transportation needs, opportunities, and improvements elements of the community planning process.

ECONorthwest

- **Becky Hewitt, Project Manager.** Becky will lead the ECO team's preparation of the market analysis and infrastructure funding plan.

Measuring and Monitoring Outreach Activities

At key milestones, the Project Management Team will meet to discuss and assess how well the program is meeting the public involvement goals listed in this plan. While evaluation of these goals is necessarily subjective, the team will also consider the following more measurable objectives as the team assesses program effectiveness:

- Number of participants attending meetings or events.
- Participant demographics to ensure representative sample from the Beaverton community collected at key milestones when feedback is influencing decisions, at open houses and via online surveys. At these points will provide optional questions about income, race, etc. to help us compare with available demographic information.
- Number of website hits or downloads occurring during a specific time period.
- Number of people who have signed up for the project mailing list.
- Number of project comments received (phone, email, online).
- Whether the comments are relevant to the project (as an indicator of project understanding).
- How project decisions have been modified as a result of public input.
- Voice and tone of any media stories about the project.

PUBLIC ENGAGEMENT PLAN

Updated: 6/3/2021

This public engagement plan is an update to the Public Engagement Plan created in April 2020 and includes:

- A summary of the Cooper Mountain Community Plan public engagement objectives
- Lessons learned from outreach conducted during Phase 1 of the project
- A description of how public engagement are integrated with the planning process
- Planned engagement activities for May 2021 through May 2022



For a summary of outreach to date, please see the Public Engagement Summary available online at www.BeavertonOregon.gov/CM

Public Engagement Objectives

Public engagement objectives for the Community Plan include:

- Advance racial equity and ensure Cooper Mountain is inclusive and welcoming to all communities.
- Communicate complete, accurate, understandable, and timely information to the public throughout the project.
- Help the public understand the benefits of creating a community plan for the Cooper Mountain area.
- Actively seek public input from a broad, diverse audience at key project milestones to understand the needs and desires of the community.
- Involve the community with identifying issues, developing solutions, and evaluating alternatives.
- Provide meaningful public involvement opportunities and demonstrate how input has influenced the process.
- Seek participation of potentially affected and/or interested individuals, neighborhoods, businesses, and organizations.



What We've Learned from Engagement To-Date

Below are lessons learned from outreach conducted during Phase 1 and specific strategies and ideas for how we can engage the public moving forward.

Overall

- Create a collaborative engagement process that builds on past efforts and includes culturally specific outreach.
- Ensure timely, effective, and regular communication in priority languages through a variety of channels (i.e., e-mail, social media, postcard mailings or door-to-door flyers) that are accessible and convenient to access.
- Include contact information in all communications, especially a phone number in case people do not have access to internet.
- Utilize several engagement formats with authentic input opportunities that give everyone a voice at the table, such as listening sessions, tabling opportunities, online open houses, etc.

Engaging with target audiences

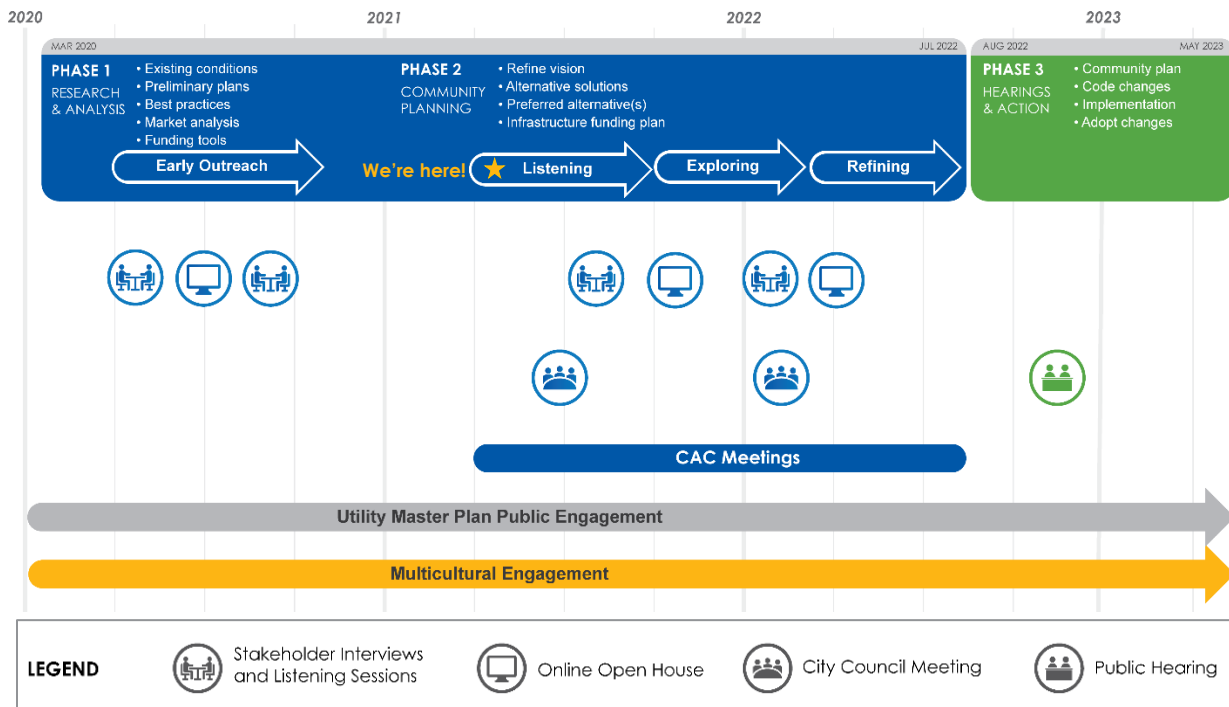
- English Language Learners, Renters, Immigrants, Refugees and Communities of Color:
 - Understand that historically underserved and underrepresented communities may have barriers to participation.
 - Focus groups and workshops hosted in partnership with community-based organizations are a well-established way of reaching historically underserved communities.
 - Include Spanish-language interpretation for public meetings and communications, and other languages upon request.
 - Simultaneous interpretation in several languages during virtual meetings is challenging for staff and meeting participants.
- Community Advisory Committee (CAC) Members
 - Provide discussion questions in advance of meetings.
 - The CAC supported the use of the Mentimeter online engagement tool during their meetings – seek to use similar tools during virtual meetings, especially ones that support multiple languages.
 - The CAC welcomed public comments.
- Non-profits:
 - Engagement needs to be intentional, equitable and paid.
- Youth:
 - Create authentic engagement through a “real-life” planning exercise with students.



- Include school districts, among others, in the discussion.
- Development community:
 - Involve them as early as possible in the planning and development review processes to prevent “surprises” at the final plan review and construction stages.
 - Tailor outreach formats – either small group meetings or one-on-one meetings - to what is best for the information to be discussed.
- Large employers in Washington County:
 - Engage large employers to help identify housing needs for future employees.
- Property owners:
 - Engage Cooper Mountain property owners before and throughout the decision-making process.

Integration of Public Engagement with the Planning Process

The following chart shows the phases of the Cooper Mountain Community Plan process and types of planned public engagement activities. Outreach is ongoing throughout the process.



Project Timeline for Phases 1-3



Phase 2, Community Planning is comprised of the three subphases summarized below.

What We've Done So Far (Phase 1)

Please see the Public Engagement Summary available online at www.BeavertonOregon.gov/CM.

Public Engagement Activities for the Listening Phase (Phase 2A)

Phase 2A is the “listening” phase of the Community Plan¹. Building off of existing conditions and opportunities findings, and community feedback to date, this phase of engagement will pose discussion questions and share initial plan concepts with the community and targeted stakeholder groups to gather input that will inform plan scenarios. The plan concepts include background information, preliminary ideas and options for housing types, neighborhoods, commercial uses, transportation systems, natural resource stewardship and community amenities. Input opportunities will be focused on collecting advice on “what does success look like” and identifying feedback on options and ideas.

The following engagement activities are planned to take place during the Listening Phase:

Listening Phase Engagement Activities (Spring – Fall 2021)

- March 10: Beaverton Inclusive Housing Cohort Meeting 3
- April 8: CAC Meeting 1
- April 21: Planning Commission Meeting
- May 6: CPO-6 Meeting
- May 12: Beaverton Inclusive Housing Cohort Meeting 5
- May 19: Unite Oregon: Creating Neighborhoods for All Community Event
- May 27: CAC Meeting 2
- June 23: Housing Technical Advisory Committee Meeting
- June 24: CAC Meeting 3
- June 30: Planning Commission Meeting
- July 13: City Council Meeting
- June – September: Listening sessions with target audiences to share plan concepts, answer questions and solicit input. Sessions will be tailored to the audience's interest

¹ Semantic note: “Listening” will of course occur at all stages of the process. Phase 2A uses this term to convey the intent that early community input is foundational to the subsequent phases.

area(s). Incentives and/or stipends will be provided for listening session participation. Target audiences include:

- Youth
- Natural resources
- Developers
- Community-based organizations, such as APANO, Unite Oregon, Centro Cultural, and affordable housing developers
- Property owners
- Large employers in the area
- July 15: Encourage public review of the Natural Resources Inventory
- July 29/August: Online Open House to share full set of plan concepts, what we've learned to date about each and collect feedback. Participants will be able to provide feedback on the plan concepts that interest them most or to engage with all plan concepts. The launch of the open house will include an Online Open House Kick-off (working title, preliminarily scheduled for July 29) that is a virtual public meeting to introduce participants to the project and on-line feedback tool.
- Tabling events to promote engagement opportunities (subject to City guidance on Covid-19 protocols).

Once the listening phase concludes, the team will report key themes that will be used in the Exploring Phase (Phase 2B), where alternative scenarios will be explored.

Public Engagement Activities for Exploring Phase (Phase 2B)

Phase 2B is the “exploring” phase of the Community Plan. The purpose of this phase of engagement will be to share the plan alternatives with the community and targeted stakeholder groups and gather input to further refine the direction of the preferred plan. The alternatives will include key themes based upon community preferences on the plan concept for housing types, neighborhoods, commercial uses, transportation systems, natural resource stewardship and community amenities. Input opportunities will be focused on narrowing the plan choices based upon an exploration of trade-offs.

Exploring Phase Engagement Activities (Fall 2021 - Winter 2022)

- September 2021: CAC Meeting 4
- October: CAC Meeting 5
- January: City Council
- January 2022: CAC Meeting 6
- January-February 2022: Listening sessions with target audiences to share the plan alternatives and solicit input.
- January-February 2022: Online open house to share preferred plan, demonstrate how earlier feedback was used to inform the plan development and collect comments to inform further plan refinement.



The dates above are preliminary and subject to change.

Once the exploring phase concludes, the team will report out key themes that will be used in the Refining Phase (Phase 2C), where the preferred plan will be further refined based upon community input, technical analysis and modeling.

Public Engagement Activities for Refining Phase (Phase 2C)

Phase 2C is the “refining” phase of the Community Plan. The purpose of this phase of engagement will be to present the preferred scenario for the plan, including exploring options for developing policies, code, and funding resources that are needed to implement the plan. This will include transportation impact analysis and utility plan coordination. This phase will rely on guidance from the CAC and the community will be kept informed along the way through ongoing outreach opportunities (to be defined).

Refining Phase Engagement Activities (Winter – Summer 2022)

- March 2022: CAC Meeting 7
- April: CAC Meeting 8
- May: CAC Meeting 9

The dates above are preliminary and subject to change.

Ongoing Outreach Activities

Below is a list of ongoing outreach activities that will occur throughout the above phases.

- Presentations to city decision-makers, advisory boards and community groups, such as the Planning Commission, City Council, Diversity Advisory Board, Beaverton Inclusive Housing Cohort, Beaverton Committee for Community Involvement, Neighbors Southwest NAC, and CPO-6.
- Project website updates.
- *Your City* newsletter updates.
- Social media posts.
- E-blasts to interested parties list.
- Media releases to local news sources.

