

# Coburg Development Code Update

## Community Outreach and Engagement Plan

### I. Project Objectives

The project objective is to amend the Coburg Zoning and Subdivision Codes culminating in a combined Coburg Development Code. The scope of work outlines a number of specific concepts and provisions (Page 16). The tasks and deliverables outlined in the Intergovernmental Agreement (IGA) for the Coburg Development Code reflect a strong commitment to broad and equitable public involvement. This Community Outreach and Engagement Plan (Plan) will outline public involvement provisions and tasks from the Statement of Work (SOW) included in the (IGA) and provide greater specificity for achieving stated public outreach objectives and standards.

### II. Outreach and Engagement Approach for Development Code Update

Public involvement for the Coburg Development Code Update will allow residents and business owners an opportunity to provide input into the planning process. LCOG and the City will consider potential issues of ***environmental justice***, which is the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies.

***Fair treatment*** means that no group of people, including a racial, ethnic, or a socioeconomic group, should bear a disproportionate share of the negative environmental consequences resulting from industrial, municipal, and commercial operations or the execution of federal, state, local, and tribal programs and policies.

***Meaningful involvement*** means that: (1) potentially affected community residents have an appropriate opportunity to participate in decisions about a proposed activity that will affect their environment and/or health; (2) the public's contribution can influence the regulatory agency's decision; (3) the concerns of all participants involved will be considered in the decision making process; and (4) the decision makers seek out and facilitate the involvement of those potentially affected.

This Plan includes specific steps to provide opportunities for participation in accordance with the 1964 Civil Rights Act, Title VI. As required, the Plan is tailored to the community's demographic composition; includes community organizations, and complies with civil rights, environmental justice, social equity, and other Title VI requirements. LCOG and the City have utilized ODOT Title VI guidance to formulate outreach and engagement strategies. ([http://www.oregon.gov/ODOT/CS/CIVILRIGHTSIPages/nd\\_def.aspx](http://www.oregon.gov/ODOT/CS/CIVILRIGHTSIPages/nd_def.aspx)).

In accordance with the Statement of Work (SOW), the Plan assures that individuals who lack formal organization or influence have an opportunity to have a meaningful impact, including

people who are low income and people with limited English-speaking proficiency. The Plan identifies the party responsible for the specific outreach element, the reviewers of the draft products, and related deadlines.

#### **A. Project Tasks Directly Related to Community Outreach and Engagement**

- **Task 1.5, of the project SOW, outlines the creation of a Project Webpage (or pages) on the City’s website.** Web-based resources are becoming standard and critical for facilitating and encouraging broader transparency in project work. The Project Webpage will include, at minimum, a description of the project, a project FAQ, staff contact information (including name, email address, and telephone number), opportunity to join a project email list, and a project timeline.

***Responsible Party:** With LCOG’s assistance, the City will regularly update the Project Webpage to include information about opportunities for comment, public meetings or hearings, code drafts, project memos and reports, virtual open houses, and any other information City or PMT deems important to publish. The City will print any information from the Project Webpage to be distributed at public meetings.*

***Reviewers of Draft Products:** LCOG, PMT and City Staff*

***Due:** Project webpage exists as of the writing of this Plan. Webpage updates will be ongoing with current information posted no less than seven days before any public meeting.*

- **Under Task 2.2 of the project SOW, LCOG and City will conduct up to three Stakeholder Interviews** with key community stakeholders, either with individuals or small groups of up to three individuals at a time (none of these interviews will be with members of the Planning Commission or City Council). Stakeholders may include: citizen smart growth advocates, bike/pedestrian advocates, realtors, builders, City staff responsible for development review (e.g., planning, public works), local business leaders, or other relevant community members.

***Responsible Party:** The City will arrange the Stakeholder Interviews (including choosing the number of interviews to hold), identify the stakeholders, distribute the Draft Evaluation Memorandum and other background information to the stakeholders, and schedule the Stakeholder Interviews for a single trip by LCOG. LCOG will conduct the interviews.*

***Reviewers of Draft Products:** LCOG will review and provide feedback on scheduled interview times, dates and interviewees. Interview summary notes will be reviewed by PMT no later than 10 days after the interviews are conducted*

*Due: Interviews scheduled by the end of January, 2017. Interviews conducted by the end of February, 2017.*

- **Task 3.9 of the SOW follows up on Task 2.2. LCOG and City will hold a Stakeholder Work Session** to present and receive comment on the first draft of Revised Code Amendments.

***Responsible Party:** LCOG will lead the Stakeholder Work session, and ensure that each interviewed stakeholder receives the Revised Code Amendments at least one week before the Work Session. LCOG will prepare Stakeholder Work Session summary notes.*

***Reviewers of Draft Products:** The City and PMT will review work session summary notes. Summary notes will also be available for review by public and other stakeholders.*

***Due:** Stakeholder Work Session #2 held by the end June, 2017*

- **Tasks 3.3. and 3.10 of the SOW describe Planning Commission Work sessions #1 and #2.**

***Responsible Party:** The City shall schedule the work session either for a regular or special meeting of the Planning Commission and ensure that the members receive the Final Evaluation Memorandum and Draft Code Amendments Matrix in their packets. LCOG shall review the TGM goals and smart development principles, project objectives, review the Final Evaluation Memorandum and Draft Code Amendments Matrix, and solicit comments from commissioners. LCOG shall prepare Planning Commission Work Session #1 summary notes.*

***Reviewers of Draft Products:** Work Session summary notes will be reviewed by PMT and made available on the project webpage no later than 10 days after the worksessions*

***Due:** Planning Commission Work Session #1 held by the end of April, 2017. Planning Commission Work Session #2 held by the end August, 2017*

- **Tasks 3.4 and 3.13 of the SOW are Development Code Update Community Meetings #1 and #2.** The purpose of these meetings is to inform the community about the project and solicit input from community members.

***Responsible Party:** At Community Meeting #1, LCOG will present the principles of Smart Development and give an overview of the project objectives, schedule, and next steps. Meeting #1 will also include an introduction to the Draft Code Amendments Matrix. LCOG will prepare meeting summary notes.*

*At Community Meeting #2, LCOG and the City will present Revised Code Amendments and offer another opportunity for public input.*

*City will provide a venue and widely advertise Community Meetings #1 and #2 The City will collect the contact information of participants at Community Meeting # 1 who want to be on a project mailing list (email and post).*

*The SOW does not include detail on publicity for community meetings. The following will be used to publicize the meetings:*

- *Flyers and Posters will be printed and distributed (posted) through critical activity centers, including the post office, City Hall, Coburg Community School, senior meals program and at least 4 cooperative business locations.*
- *A social media campaign including the posting of flyers and invitations promoting both meetings*
- *Any property owners who may be subject to eventual legal Measure 56 hearing notice will receive courtesy meeting notice by the City, unless such notice is required for more than 10% of City properties.*
- *The City will include Community Meeting details in its official outreach mechanisms including a reader board, the City's "Our Town" newsletter, and its webpage calendar.*

***Reviewers of Draft Products:*** *LCOG and the City will consider input from the PMT in the development of outreach material and messaging.*

***Due:*** *Community Meeting #1 held by the end May, 2017, Community Meeting #2 held by the end of September, 2017.*

- **Under Tasks 3.5 and 3.14 of the SOW, LCOG will develop two separate online "Virtual Public Workshops" (VPWs).** VPWs can be viewed at any time on a computer with internet service. VPWs are designed for those who cannot (or choose not to) attend Community Meetings #1 and #2. The VPW will provide online access to graphic materials, presentations, and tools for providing input and feedback.

The VPWs will be available no fewer than five days before, and end no fewer than three days after, Community Meeting #1. The VPWs will include the same content presented at the respective Community Meeting presentations.

The SOW does not provide further details about the VPWs. LCOG will use a web based outreach tool MindMixer for accomplishing the objectives of the VPWs. MindMixer is a program that serves as a space for people to share their ideas and help community partners solve problems. It provides a venue individuals can access anytime from almost anywhere, making these conversations easier and, therefore, more likely for some. LCOG can provide this support under its existing "Lane Voices" MindMixer license.

LCOG will develop a “topic” to serve as Coburg’s Development Code VPW. Those who access the MindMixer VPWs will be presented with questions and concepts related to the Coburg Development Code. Unlike a survey, MindMixer allows for iterative conversation and feedback on a topic, as long as the topic is active. The ideas can also be sorted and rated.

**Responsible Party:** *LCOG will develop two separate online “Virtual Public Workshops” (VPWs) using LCOG’s MindMixer account. The SOW outlines only that LCOG and the City will link the VPWs through Project Webpage. LCOG and the City will also publicize the VPW as a possible alternative in outreach materials publicizing the Community Meetings.*

**Reviewers of Draft Products:** *The City and PMT will review the VPW content before it is shared.*

**Due:** *Virtual Public Workshop #1 held by the end of May, 2017, Virtual Public Workshop #2 held by the end of September, 2017.*

- **Task 3.15 is a Joint PC & CC Work Session.**

**Responsible Party:** *The City will schedule a Joint Planning Commission and City Council Work Session either for a regular or special meeting of the City Council and ensure that the members receive the Final Evaluation Memorandum and Revised Code Amendments Draft #2 for review at least one week before the Joint Planning Commission and City Council Work Session.*

*LCOG will review the smart development orientation of the project, review the project deliverables to date, and solicit feedback from the councilors and commissioners. LCOG will also prepare Joint Planning Commission and City Council Work Session summary notes.*

**Reviewers of Draft Products:** *Work Session summary notes will be reviewed by PMT and made available on the project webpage no later than 10 days after the worksession*

**Due:** *Joint PC/CC Work session held by the end November, 2017*

- **Tasks 4.3 are 4.4 are legally required public hearings.** LCOG and City will present Final Draft Code Amendments to the Planning Commission at a Planning Commission Public Hearing. Additional notice will be given to any interviewed stakeholders and those on an interested parties list (generated at meetings, and by request). The result of the Planning Commission Public Hearing is a recommendation to City Council. LCOG and City will then present Final Draft Code Amendments and the Planning Commission’s

recommendation to the City Council at a City Council Public Hearing. Both public hearings present an opportunity for members of the public to present testimony in support or opposition of proposed code amendments.

**Responsible Party:** *LCOG and City will present Final Draft Code Amendments to the Planning Commission and City Council at properly noticed Public Hearings.*

**Reviewers of Draft Products:** *Hearing summary/minutes will be reviewed by PMT, and available for review by public and other stakeholders on the project website no later than ten days after the hearings*

**Due:** *PC/CC hearings held by the end February, 2018*

- **Task 5.3 anticipates the possibility for up to three Contingent Meetings.** LCOG and City will attend any necessary additional meeting (including an additional public meeting or hearing).

**Responsible Party:** *LCOG and the City*

**Reviewers of Draft Products:** *LCOG, City and PMT*

**Due:** *As necessary before April, 2018*

## **B. Title VI and Environmental Justice**

Title VI of the Civil Rights Act of 1964 states that:

*"No person in the United States shall, on the ground of race, color, or national origin be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."*

Subsequent legislation has extended the protections under Title VI of the Civil Rights Act to prohibit discrimination based on gender, disability, age, and income status. In short, Title VI aims to ensure that public funds are not spent in a way that encourages, subsidizes, or results in discrimination. TGM funds supporting the Coburg Development Code Update are, in part, federal Fixing America's Surface Transportation Act ("FAST Act"). The project is, therefore, subject to Title VI.

*What is Environmental Justice?*

In 1994, Executive Order 12898 was enacted instituting Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations. The Executive Order provides that:

*"...each Federal agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human*

*health or environmental effects of its programs, policies, and activities on minority populations and low-income populations."*

There are three fundamental Environmental Justice principles:

1. To avoid, minimize, or mitigate disproportionately high and adverse human health or environmental effects, including social and economic effects, on minority populations and low-income populations.
2. To ensure the full and fair participation by all potentially affected communities in the decision-making process.
3. To prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority populations and low-income populations. Environmental justice must be considered in all phases of planning and focuses on enhanced public involvement and an analysis of the distribution of benefits and impacts.<sup>1</sup>

### **1) City of Coburg Demographics**

Environmental justice and Title VI concepts focus on understanding and properly addressing the unique needs of diverse socioeconomic groups. For this reason, a community must characterize its demographics (including its minority and low-income populations). With that information the community can better assure that protected populations have been appropriately involved with the planning process.

The City of Coburg and LCOG have used City level Census data (where available), and evaluated the following social and environmental characteristics: minority populations, low income populations, persons with disabilities, and seniors. This information is used to define potential communities of concern. Coburg's demographic profile was obtained primarily through US Census data (2010 Census) and 2015 American Community Survey (ACS) data.

#### ***Age***

Coburg's 2010 Census population was 1,035. In 2015 the ACS estimated Coburg's total population at 1,149 persons. The median age in Coburg in 2010 was 41.6, this is slightly older when compared to the median age in the United States of 37.2 and 38.4 in Oregon. The smallest age group (under 70) was 20-to 30-year-olds (9.6%), and the largest age group was 55-to 65-year-olds (19%). Residents 65 and older only make up approximately 9.6% of the population, which is quite low compared to Lane County's 17.5%, Oregon's 16.4% and the nation's 15%.

#### ***Race and Language***

According to the 2015 ACS, 4.3% of Coburg's population could speak a language other than English. However, only 0.5% of the population noted that they speak English "less than very well." All within that 0.5% identified their primary language as "Asian or Pacific Island." The 2010 US Census noted that the overwhelming majority of Coburg Residents are White (90.6%). Notable among the remaining 10% is a Non-white Hispanic or Latino population (about

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<sup>1</sup> Bend Oregon Metropolitan Planning Organization Title VI and Environmental Justice Plan (2010), Pg. 5

3.48%), followed by Asian (1.45%) and “Some Other Race Alone” (2.71%) (not Black or African American, Native Hawaiian or Pacific islander, or American Indian/Native Alaskan).

### ***Poverty***

The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. If a family's total income is less than the family's threshold, then that family and every individual in it is considered in poverty. According to the 2015 ACS, 13.5% of Coburg residents were living under the poverty level, lower than the poverty rates of both Lane County (20%) and Oregon (16.5%). Coburg's median annual household income (\$52,679) is significantly higher than Lane County's (\$44,103) and just higher than the state's median of \$51,243.

The city has a trailer park which is assumed to be the closest thing in Coburg to a “concentration” of residents living in poverty. Other notable distinctions relative to poverty include the prevalence, according the ACS, of poverty among those under 18 years old. At 20.8%, this percentage is more closely aligned with county and state figures. Also, according to the same source, women are more likely to be under the poverty level in Coburg. Whereas 5.7% of men are under the poverty level, 19% of females are under the poverty level. This proportion is very similar for employed men and women, but is far more pronounced for unemployed populations (5.6% of unemployed men living in poverty and 50% of unemployed females living in poverty in Coburg).

### ***Disability***

The 2015 ACS estimated that 10.4% of residents in the City of Coburg are identified as disabled. For this analysis, the “disabled” population was defined to be all civilian non-institutionalized persons 5 years and older that identified themselves as disabled. The most prevalent disability is “ambulatory difficulty” (difficulty walking or climbing stairs) (6.2%). This was followed by those with cognitive difficulty (4.5%). Other disabilities with particular relevance to the community outreach and engagement include hearing and vision difficulty. 1.7% of the population suffers from vision difficulty and 2.4% suffer from hearing difficulty.

Of note is the difference in prevalence of documented disability among the Hispanic or Latino population (25%) and the White alone population (8.2%).

## **2) Outreach and Engagement Strategies**

Based on the information outlined above, LCOG and the City of Coburg will apply, , the following additional strategies to give all of Coburg's residents and stakeholders an opportunity to be involved.

- Post public notices in locations or publications that serve Likely Underserved community members such as the public library, post office, senior meals gatherings and at the school.
- Note on outreach materials that a Community Outreach and Engagement Plan exists and describe how it can be obtained.



- Make the Community Outreach and Engagement Plan available by as many means as possible, including the project webpage, and as hard copy in City Hall.
- Assure that all meeting venues are ADA accessible.
- Maintain records of any complaints, as well as responses, final determination and corrective actions, if any, that have been taken.
- Solicit and consider input from all groups and citizens concerned with, interested in, and/or affected by Coburg Development Code updates.

Questions about this Community Outreach and Engagement Plan can be directed to:

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