AGENDA

North Plains Downtown Improvement Plan
Public Advisory Committee (PAC) Meeting #1

Tuesday, August 3, 2021, 5:30 – 7:30 pm
Jessie Mays Community Hall, 30975 NW Hillcrest St, North Plains

5:30 pm – Introductions

5:40 – Project Overview – Brief review and discussion of:
- Project area boundary
- Project goals and objectives
- Overall schedule, tasks, and deliverables

6:00 – Review Community Engagement Plan
- Target stakeholders
- Community engagement activities and tools

6:20 – Opportunities, Challenges, Priorities, Desired Outcomes
- Project team to share initial observations, including photos from site visit.
- Share initial input from stakeholder interviews.
- PAC members to discuss opportunities and challenges for Downtown North Plains, and their priorities and desired outcomes for the Downtown Improvement Plan.

7:20 – Wrap up and Next Steps

Attachments:
- Project Summary (Webpage Content)
- Community Engagement Plan
Project Overview
The City of North Plains is working on a plan to strengthen its downtown. The North Plains Downtown Improvement Plan (“NPDIP”) will identify ways to support and enhance existing and potential future new businesses, identify potential site-specific development options for vacant parcels, create downtown ‘gateway’ elements, address conflicts among uses, reduce vehicle miles traveled and greenhouse gas emissions through active transportation solutions, and establish a more cohesive look and feel for the area. Products will include needed changes to the City’s development code, suggested transportation and other improvement projects, and other implementation strategies. These initiatives will help encourage mixed-use development and diverse housing types, multi-modal transport options, and a Main Street framework for economic development.

The project Study Area is the City’s downtown, generally bounded on the north by NW Wascoe Street, on the east by NW Glencoe Road, on the south by NW Cottage Street, and on the west by Northwest Road.

Key elements of the project will include an assessment of existing conditions downtown, development and refinement of potential land use and transportation projects, and preparation and adoption of the Downtown Improvement Plan and associated implementation strategies. The project is scheduled to be completed by July, 2022. This project is funded by a grant from the Transportation and Growth
Management program co-managed by the Oregon Departments of Transportation and Land Conservation and Development (ODOT and DLCD). A consulting team led by Angelo Planning Group is assisting the City with this effort.

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<td>Develop Downtown Improvement Plan</td>
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Community Engagement Process
The City will use a variety of methods to ensure that North Plains community members are informed about the process and have opportunities to weigh in with their thoughts and suggestions regarding the results and recommendations of the planning effort.

Project Advisory Committee. The City has appointed a Project Advisory Committee (PAC) to help guide the process. Committee members are expected to represent a variety of interests, likely including but not limited to the following:

- City Council
- City Planning Commission
- North Plains Economic Development Committee
- Oregon Department of Land Conservation and Development
- ODOT
- Business owners, property owners, residents, and other members of the public
- Friends of the North Plains Public Library
The committee is expected to meet approximately five times at key junctures during the process to review and provide comments on guidance on the analysis and recommendations being developed by City staff and its consultant team.

[Insert link to PAC roster once available.]

**Community open house events.** Two community meetings will be held during the NPDIP process to provide updates on the project’s progress and receive directive and useful feedback. Due to the ongoing COVID-19 pandemic, community may occur virtually or may include a hybrid of virtual and in-person activities.

**This Project Webpage.** The City will continue to maintain and periodically this webpage to include information about the project, including a schedule of meetings; access to project memos, maps, reports and presentation materials; and links to other online activities. Please check this webpage regularly to continue to keep abreast of our progress, learn more about our recommendations, and tell us what you think.

**Stakeholder Meetings.** The project team is conducting a series of one-on-one or small group interviews with key project stakeholders. The interviewees represent a cross-section of community members, business owners and subject matter experts as selected by City staff. The interviews will help identify the stakeholders’ desired outcomes for the project and will inform the analysis of existing conditions in the study area.

**Meetings with community organizations.** The City will meet with local groups upon request to discuss and solicit feedback on project findings, recommendations, and priorities. If you are interested in scheduling a meeting for your group, please contact City staff via the contact info at the bottom of this page.

**Social media and other communication tools.** The City will use Social media tools to share information about the project, advertise upcoming events or online surveys, and/or increase community awareness about the project. The primary social media tool will be the City of North Plains Facebook page. Other tools will include the MyNorthPlains app, the City’s monthly print newsletter (*North Plains Connected*), and monthly e-newsletter (*North Plains E-Connect*).

**Interested Parties Email List.** The City will use this list to provide ongoing email communications with current project information to keep interested community members engaged and informed about the project’s progress. Updates may include invitations to community events, reminders about active or upcoming online surveys, and notices when meeting materials or key deliverables are posted to the project webpage.

**Upcoming Meetings and Events**
The planning process will include numerous opportunities for community members to learn about the project and provide meaningful input through public events, online surveys, and public meetings. If you would like to stay updated about the project’s progress and upcoming opportunities to participate, sign up with your email address below.

[Insert interactive box to allow people to sign up for an email distribution list.]
Information about upcoming meetings, public events, and other opportunities to get involved will be posted here.

[Placeholder for info re: dates, times, locations, and connection info for upcoming PAC meetings, open houses, surveys, etc.]

Project Documents
Project Advisory Committee (PAC) Meeting Materials
Materials for the PAC meetings will be posted here throughout the process.

[Post links to meeting materials here as they are available.]

Other Documents
Project memos, reports, and other work products will be posted here throughout the process.

[Post links to meeting materials here as they are available.]

Have a question? Contact us.
For more information about the study, please contact Finance Director Bill Reid at bill.reid@northplains.org or 503.647.5555.
MEMORANDUM

Community Engagement Plan (FINAL)
North Plains Downtown Improvement Plan

DATE       July 26, 2021
TO          Andy Varner and Bill Reid, City of North Plains
            Glen Bolen, Oregon Department of Transportation
FROM        Kate Rogers and Matt Hastie, APG
CC          Martin Glastra van Loon, SERA Architects
            David Brokaw, Wallis Engineering
            Mary Bosch, Marketek

Introduction
The purpose of this community engagement plan is to describe the public engagement process,
strategies, and goals for the North Plains Downtown Improvement Plan (NPDIP). This community
engagement plan identifies important stakeholder groups, including historically underrepresented
groups, and describes the array of tools and activities best suited to inform and engage each group.
The plan also clarifies responsibilities and important dates for implementing specific engagement
strategies.

Project Overview
The NPDIP will identify strategies and recommendations to guide public investment in downtown
North Plains related to land use, transportation, economic development, and urban design. The
North Plains 2035 Vision Statement sees downtown as “a vibrant, walkable, attractive place to
shop, dine, and gather,” and describes NW Glencoe Road and NW Commercial Street as “business-
friendly, mixed-use areas for residential and commercial development.” Recommendations
identified through the NPDIP process will work toward achieving this vision by addressing potential
conflicts among uses, reducing vehicle miles traveled and greenhouse gas emissions through active
transportation solutions, producing site-specific development options for vacant parcels, creating
downtown ‘gateway’ elements, and establishing a more cohesive look and feel for the corridor.
Action items include land use/code amendments and refinements to City’s Transportation System
Plan (“TSP”), adopted in April 2019, to encourage mixed-use development and diverse housing
types, multi-modal transport options, and a Main Street framework for economic development.
Policy changes and public investments identified in the plan will foster confidence in private
investment and improve the area, moving it toward the multi-use center envisioned by the
community.
Community Engagement Goals

The NPDIP process will be guided by the North Plains community, including residents, business owners, property owners, underserved populations, community leaders, City staff, and appointed and elected officials. The planning process will listen to and incorporate feedback to achieve the overarching goal of this project: to develop a Plan and planning process that reflect the North Plains community and is accessible to all community members. The NPDIP process will:

- Encourage community members to get involved early, and stay involved throughout the planning process;
- Facilitate equitable and constructive communication between community members and the project team, including City staff and consultants;
- Create a wide range of opportunities for community members to provide meaningful input on the NPDIP;
- Provide the community with balanced and objective information to help them understand issues, alternatives, opportunities, and solutions;
- Offer reasonable accommodations to encourage participation of all community members regardless of race, ethnicity, age, disability, income, or primary language; and
- Build on existing City communication networks, relationships, and resources.

Target Stakeholders and Participants

The following is a preliminary list of groups that the project team will make a targeted effort to engage through the NPDIP process.

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<tr>
<th>Stakeholders Identified in Project Scope</th>
<th>Other Potential Stakeholders</th>
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<tr>
<td>City Council</td>
<td>Downtown business owners and property owners</td>
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<td>City Planning Commission</td>
<td>North Plains Chamber of Commerce</td>
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<td>North Plains Economic Development</td>
<td>Residents</td>
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<td>Local real estate developers</td>
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<td>Committee</td>
<td>Washington County Visitors Assn</td>
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<td>Washington County</td>
<td>Bike groups</td>
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<td>Oregon Department of Land Conservation</td>
<td>North Plains Senior Center</td>
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<td>ODOT</td>
<td>Washington County Housing Services</td>
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<td>Hillsboro School District</td>
<td>Centro Cultural de Washington County</td>
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<td>Ride Connection</td>
<td>Virginia Garcia Medical Center</td>
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<td>Pumpkin Ridge Golf Course</td>
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<td>Anthony Garbarino (Garbarino Disposal and Recycling)</td>
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<td>Tualatin Valley Fire &amp; Rescue</td>
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Engagement Activities and Communication Tools

Project Webpage

The project webpage will play an important role in getting information to the community about this project and also will provide a platform to receive general feedback on the planning process and draft products. The project webpage will:

- Be the primary location for project information oriented to the public, including project background, schedule, and key project deliverables. Links to meeting materials will be added to the project webpage.
- Include a place for people to sign up to receive regular project email updates via an interested parties email list (see next section).
- Allow community members to submit comments about the project, including an option to have a City staff person contact them to follow up.

Responsibilities: APG will provide initial content for the webpage. ODOT will translate key webpage content into Spanish and provide it to the City. ODOT may also provide interactive webmap content (e.g., ArcGIS Online), if desired. City staff will maintain the contents of the project webpage by posting upcoming event details and draft and final deliverables.

Dates: Post webpage content by early August 2021.

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 about the project’s progress. Project updates should go out to the interested parties email list when project deliverables or other news is available. Updates may include invitations to community events, reminders about active or upcoming online surveys, and notices when meeting materials or key deliverables are posted to the project webpage.

Responsibilities: City staff will maintain the interested parties email list and send project email updates. APG may assist with developing content for email updates as needed. In most cases, content will be adapted from content for Webpage updates and/or materials provided to the Project Advisory Committee.

Dates: Establish interested parties list by mid-July 2021.

Social Media and Other Communication Tools

Social media tools should be used to share information about the project, advertise upcoming events or online surveys, and/or increase community awareness about the project. Use of social media can be particularly effective at reaching a broader range of community members who may not typically participate in the planning process. The primary social media tool will be the City of North Plains Facebook page. In addition, the City will share updates via the MyNorthPlains app, the
monthly print newsletter (North Plains Connected), and monthly e-newsletter (North Plains E-Connect).

Responsibilities: City staff will lead all social media outreach efforts and will coordinate updates via the MyNorthPlains app, print newsletter, and e-newsletter. APG will advise on development of content and timing of social media, app, and newsletter outreach, as needed.

Dates: Post updates throughout project. The deadline for the print newsletter is the 15th of each month. The deadline for the e-newsletter is the end of each month.

Project Advisory Committee

The Project Advisory Committee (PAC) is intended to represent a wide variety of community interests. The committee will work with City staff and consultants to review and provide feedback on key project deliverables. The first meeting is expected to occur in early August 2021. Meetings will typically be held during the lunch hour or in the evening. Representation on the PAC may include:

- City Council
- City Planning Commission
- North Plains Economic Development Committee
- Oregon Department of Land Conservation and Development
- ODOT
- Business owners, property owners, residents, and other members of the public
- Friends of the North Plains Public Library

Responsibilities: City staff will form the PAC, schedule PAC meetings, and serve as the primary point of contact with PAC members, including the distribution of meeting materials and packets. APG, with assistance from other consultant team members, will prepare materials for and conduct PAC meetings. APG will take notes and prepare meeting summaries.

Dates: Five PAC meetings will be held at key stages of the project. The first PAC meeting is tentatively planned for early August. Meetings will typically be held during the lunch hour or in the evening.

Community Meetings

Two community meetings will be held during the NPDIP process to provide meaningful updates on the project’s progress and receive directive and useful feedback. Due to the ongoing COVID-19 pandemic, community may occur virtually or may include a hybrid of virtual and in-person activities. Community meetings should be advertised in advance to increase attendance, including sharing event information through the interested parties email list, Facebook, and the project webpage. Postcards mailed to residents and businesses should also be utilized to advertise upcoming events, whenever possible and as City resources allow.
Community meetings should be fun and interactive, eye-catching, and appealing to multiple learning styles. In order to engage as many community members as possible, it is recommended that community events include both an active and a passive component. Active components typically include a live event (either online or in person) with presentations by project staff, Question & Answer sessions, or discussion forums, followed by a passive component, such as an online survey or interactive map that is available for participants to view on their own time if they were unable to attend the live event.

All community meetings should include the following key components:

- Information about project background and work completed to-date provided in an attention-grabbing format that combines visually appealing graphics, clear and concise text, and interactive elements such as web maps to appeal to multiple learning styles.
- Online surveys and polls that provide the opportunity for community members to offer feedback on specific topics, as well as on the project generally.
- A contact request form if community members would like a member of the project team to follow up with them to answer any additional questions and/or if they would like to be included on the project’s interested parties email contact list.

**Responsibilities:** The consultant team will develop content for and conduct the community meeting. City staff will arrange and advertise upcoming meetings as described above, follow up with community members who submit a contact request, and draft event summaries.

**Dates:** Community Meeting #1 in September 2021; Community Meeting #2 in November 2021.

**Stakeholder Interviews**

The team will conduct one-on-one or small group interviews with up to 10 project stakeholders, chosen from the stakeholder list above. The interviewees should represent a cross-section of community members, business owners and subject matter experts as selected by City staff. Meetings will either be in-person or remote. The interviews will help identify the stakeholders’ desired outcomes for the project and will inform the existing conditions analysis.

**Responsibilities:** City staff will arrange stakeholder meetings. APG, with support from other consultant team members, will draft the interview questions and conduct the meetings. APG and other team members will provide summaries of the interviews.

**Dates:** August 2021

**Additional Outreach Activities**

In addition to the strategies identified above, the project team may identify other strategies and opportunities for direct outreach to reach community members who may not normally participate in planning projects. These outreach activities should utilize local advocacy groups as partners in outreach efforts and build on their existing social and community networks. Ideas for outreach activities include:
• Tabling at local public events or public spaces with the goal of increasing public awareness of the project, encouraging community members to sign up for the interested parties email list, and advertising upcoming community events.
• Targeted outreach to youth at local elementary, middle, and high schools that provide high-level project information and include interactive activities to solicit feedback.
• Posting flyers or leave-behind postcards with links to the project website and/or advertisements for upcoming community events at popular local businesses.

**Responsibilities:** City and/or ODOT staff would be expected to undertake the majority of additional outreach activities. APG will identify outreach content and materials prepared for community meetings, PAC meetings and the project webpage for use in these activities and will advise City or ODOT staff re: their use for additional outreach activities.