

Envision Eugene Comprehensive Plan Phase II

Public Involvement Plan – August 2018

This Public Involvement Plan is meant to serve as a guide through the process of developing and adopting the second phase of the Envision Eugene Comprehensive Plan, or Eugene Comp Plan. This plan outlines the approach to public involvement for the life of the project, and contains goals, key messages, and a plan for project communications, which addresses when and how we communicate with key stakeholders and the general public. The Public Involvement Plan:

- Describes opportunities and different ways people can engage in the planning process;
- Details how individuals and organizations with a stake in the outcome of the Comprehensive Plan Phase II can effectively participate; and
- Is consistent with the City’s Public Participation Guidelines and Statewide Planning Goal 1.

I. Goals

The Project Management Team is committed to a public engagement process that is:

- **Meaningful:** We will use the input received to help craft the draft comprehensive plan phase II proposal.
- **Accountable:** We will respond to ideas, critique, comments and praise.
- **Inclusive:** We will strive to communicate with all stakeholders, including under-represented groups, in ways that people understand and can relate to.
- **Transparent:** We will make decisions public and share information in a variety of ways.
- **Realistic:** We will inform people about the project’s constraints, scope and timeline.
- **Outcome-oriented:** We will create a community-supported and City/County-adopted Comprehensive Plan Phase II

The City of Eugene [Values and Principles for Public Participation](#) will guide the project, and the specific project goals of the public involvement plan will include:

- Building on previous engagement and visioning from the Envision Eugene process
- Early input and collaboration from local subject matter experts
- In-depth engagement with representatives from boards, commissions and local partners, including neighborhood associations
- Input and guidance from the Eugene Planning Commission project resource group
- Outreach materials and opportunities for the general public to provide input through a variety of events and formats differing
- Balancing differing community input with the seven pillars of Envision Eugene and the requirements of Oregon’s Statewide Planning Goals
- A public hearing and adoption process with City of Eugene and Lane County elected officials and planning commissions

II. Key Messages

Background

- Phase I of the Envision Eugene Comprehensive Plan was adopted in 2017 and only included policy chapters required to adopt the Urban Growth Boundary. This included the following components: Introduction, Economic Development, Transportation, Administration and Implementation, the Eugene Urban Growth Boundary and a Glossary.
- Phase II will include seven new chapters along with updates and additions to the chapters adopted in Phase I, with the exception of the Economic Development chapter as no updates are needed. The new chapters include:
 - Public Involvement
 - Compact Development and Urban Design
 - Housing
 - Community Health and Livability
 - Natural Resources and Environmental Quality
 - Community Resiliency
 - Public Facilities and Services
- Considerable work has been done by community members, staff, Planning Commissioners, and other Boards and Commissions to lay a foundation for the content of chapters to be completed in this phase, including best practice research, input from the Planning Commission subcommittee, work sessions with the full Commission, and a 2015 workshop with representatives from various boards, commissions and local partner groups to provide input on the majority of the entire Comp Plan's goals and some policies.
- This process will build on the seven pillars and robust engagement through the Envision Eugene process, with additional outreach and engagement with subject matter experts, a roundtable of representatives from boards, commissions, neighborhood associations and local partners, as well as the general public.

Process

The chapters in this phase will be grouped into topic areas to allow for focused engagement. The first two groups of chapters will build on previous outreach along with developing goals and policies with subject matter experts as detailed in the project charter. These two chapter groups will then go through a workshop, or workshops, with representatives from boards, commissions and local partners. We will work with staff from Human Rights and Neighborhood Involvement and neighborhood leaders and boards to determine the best way to engage these groups in the process.

While Envision Eugene and technical expertise provide the foundation for the initial development of draft chapters, additional community and stakeholder input will be valuable in refining the drafts. Staff will consider all community input and work to balance differing viewpoints with the seven pillars of Envision Eugene and the requirements of Oregon's Statewide Planning Goals.

New Draft Chapters 1-5 (except Ch. 3)

- Public Involvement
- Compact Development and Urban Design

- Housing
- Community Health and Livability

New Draft Chapters 6-8*

- Natural Resources and Environmental Quality
- Community Resiliency
- Public Facilities and Services

**Note:* The University of Oregon’s Community Service Center will be providing consulting services to assist with the draft policy development for this chapter group.

The remaining two groups of chapters require primarily administrative and formatting updates and will be addressed by City staff and incorporated into the public review and adoption process.

Administrative Updates:

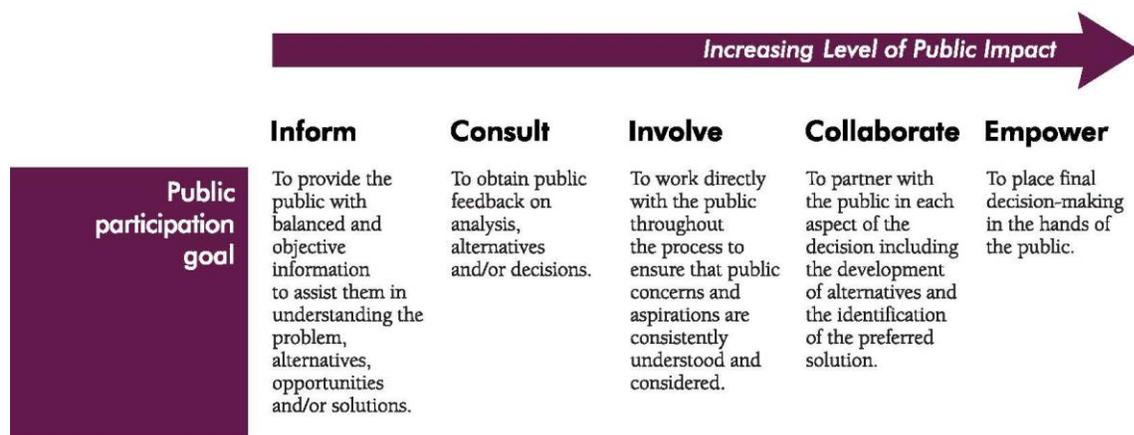
- Transportation
- Administration and Implementation
- Eugene Urban Growth Boundary

Supportive Elements:

- Introduction
- Glossary

Decision-Making

After staff assembles draft chapters from analysis and feedback as outlined above, the comprehensive plan chapters will go through an adoption process with the City of Eugene and Lane County elected officials and planning commissions before moving to the State for acknowledgement. This decision-making process is outlined in the project charter. The figure below is the International Association of Public Participation (IAP2)’s spectrum of public participation, which shows varying levels of engagement based on the level of public impact. The bulleted points below show how this relates to the general public and key stakeholders for this process.



IAP2 Spectrum of Public Participation (source: www.iap2.org)

- Empower:** Eugene City Council and Lane County Board of Commissioners (elected to decide), and Eugene and Lane County Planning Commissions (appointed by elected officials to review and recommend)
- Collaborate:** Boards, Commissions and Local Partners; Eugene Planning Commission project resource group

Involvement:

Subject Matter Experts

Consult and

Inform: General public

Coordination with Other Projects:

The project management team will coordinate with other local and regional projects and initiatives to increase efficiencies and collaboration.

- Parcel-Specific Plan Diagram – This project will have a separate charter and public involvement plan, which is being developed following technical analysis to better understand the project scope. When developed and adopted, the parcel-specific plan diagram will be incorporated in the Eugene Comp Plan.
- Growth Monitoring Program
- Urban Reserves Planning
- Clear and Objective Housing Approval Criteria Update
- Climate and Energy Action Plan update
- 2035 Transportation System Plan update
- Moving Ahead
- River Road Santa Clara Neighborhood Plan
- Parks and Rec System Plan update
- Housing Tools and Strategies process

Future steps

Completion of this project reduces reliance on the *Metro Plan* by the City of Eugene and supports future growth monitoring efforts and urban reserves planning. Goals and policies included in the comprehensive plan will be implemented by action items in the Envision Eugene Action Plan.

III. Communications and Public Engagement Activities

This section outlines various communication methods along with an estimated timeline of when certain project milestones will occur. The majority of these engagement activities focus on developing and receiving input on the new draft chapters to be developed in this phase. The Administrative Updates and Supportive Elements will primarily be addressed by City staff and incorporated into the public review and adoption process. Staff will evaluate the effectiveness of different methods and adapt as we proceed.

- **Website** –house detailed project information and documents (fact sheets, general process timeline, outreach summary, etc.)
- **City Newsletters** – use existing City E-Newsletters to provide regular project updates including: Envision Eugene, City Council Newsletter, Neighborly News and others.
- **Social Media** – use existing City accounts on Nextdoor.com, Facebook and Twitter to get messages out and advertise engagement opportunities.
- **Local Media** – The Register Guard, Eugene Weekly
- **Outreach Summary** – Staff will track public comments and prepare summaries on outreach efforts to be shared on the project website.
- **Roundtable Workshop(s)** – Representatives from Boards, Commissions and Local Partners will collaborate with staff to provide input and update draft chapters.
- **Public Open House(s)** –The community will have in-person and online opportunities to review and give input on all revised draft chapters from the roundtable workshop(s), and administrative updates and supportive elements from City staff. Staff will consider meeting times and locations to provide equitable access to all community members.
- **Community and Stakeholder Presentations** – Open invitation for informational presentations at existing community and neighborhood meetings or events. ***See note below for more detail.**

Estimate	Task
Summer 2018	Envision Eugene newsletter for project updates
	Provide update to Planning Commission and request feedback and public comment on draft Project Charter and draft Public Involvement Plan
	Update the website to include Comp Plan Phase II content to announce project kickoff and keep the community informed throughout the process.
	Provide update to City Council, and receive input and/or direction on Charter and Public Involvement Plan
	Provide an update to Lane County Board of Commissioners, Planning Commission and staff on process
	Outreach and collaboration with local subject matter experts to form initial draft chapters. Provide an update and coordinate with Lane County staff.
Fall –Winter 2018	Extend request for 2-3 representatives from boards, commissions, and local partners to participate in roundtable workshop(s)
Winter 2018	Workshop(s) with Boards, Commissions and Local Partners Roundtable
	Updates to general public on project status and next steps, and Notices about upcoming Public Open House(s) & online public comment opportunity (website, E-newsletters, social media, etc.)

Spring 2019	Develop public outreach materials (fact sheets, summaries, etc.)
	Distribute outreach materials
	Public Open House(s) and online public comment opportunity – includes all chapters, although Administrative Updates chapter group is for informational purposes.
	Create an outreach summary from Public Open House(s) and online public comment results and notification of next steps (website, E-newsletters, social media, etc.)
	Review outreach summary and proposed revisions to draft chapters with Planning Commission project resource group
	Update on status of draft chapters and notification of upcoming adoption process to general public and key stakeholders
Summer 2019	Formal adoption/public hearing process begins with legal notices for Planning Commission public hearing

*Meetings or other outreach and engagement activities will be added to the above list as needed. Any interested person can request a meeting, and staff will work to adjust our engagement strategies.

Project Stakeholders

Subject Matter Experts

Bringing all chapters up to a fully drafted state will involve input from subject matter experts, in addition to research and coordination with other plans, including:

- **Chapter 1: Public Involvement and Chapter 2: Compact Development and Urban Design**
 - These chapters were fully drafted with best practices research and stakeholder input from 2015. Draft policies will be reviewed by City staff and updated if needed before being included in the Roundtable Workshop(s) along with other chapters.
- **Chapter 4: Housing –**
 - Urban Design Staff
 - Community Development staff
- **Chapter 5: Community Health and Livability –**
 - Public Health Professionals
 - AARP
 - Senior Care Professionals
 - Library, Recreation and Cultural Services Staff
 - Transportation Staff
 - Public Safety staff
 - Human Rights and Neighborhood Involvement staff
- **Chapter 6: Natural Resources and Environmental Quality –**
 - Parks and Open Space
 - Lane Regional Air Protection Agency (LRAPA)
 - Beyond Toxics
 - McKenzie River Trust

- Willamette Riverkeepers
- The Nature Conservancy
- **Chapter 7: Community Resiliency –**
 - Oregon Partnership for Disaster Resilience
 - City Emergency Management staff
 - City Sustainability staff
 - Eugene 350
- **Chapter 8: Public Facilities and Services –**
 - EWEB
 - Blachly Lane Electric
 - Transportation agency staff
 - Stormwater
 - Wastewater
 - Fire/Police
 - School Districts (4J and Bethel)

Boards, Commissions and Local Partners

The Boards, Commissions and Local Partners roundtable serve as key stakeholders and will collaborate with staff to develop and refine goals and policies. Staff will invite representatives from:

- Human Rights and Neighborhood Involvement
- Human Rights Commission
- Budget Committee
- Neighborhood Leaders Council/ Neighborhood Representatives
- Homebuilders (both single-family and multi-family)
- University of Oregon
- Lane Community College
- Subsidized Housing Professionals
- Public Health Professionals
- Senior Care Professionals
- Homeless Advocates
- Active Transportation Committee
- Housing Policy Board
- Historic Review Board
- Sustainability Commission
- Chamber of Commerce
- Eugene Association of Realtors
- Human Services Network
- Equity and Community Consortium
- Eugene 350
- City of Eugene Emergency Management
- City of Eugene Police/Fire
- Oregon Partnership for Disaster Resilience
- City of Eugene Parks and Open Space

- Beyond Toxics
- Eugene Water and Electric Board
- Blachly Lane Electric
- City of Eugene Transportation
- City of Eugene Stormwater
- City of Eugene Wastewater
- School Districts (4J and Bethel)
- City of Eugene Library, Recreation and Cultural services
- League of Women Voters of Lane County
- Lane Transit District
- Eugene Planning Commission
- Lane County Planning Commission

The Planning Commission project resource group is another key resource that will be engaged throughout the development of Phase II.

Members of the general public have provided input through the extensive visioning process of Envision Eugene, and will have multiple, new opportunities to provide additional input and stay informed through the website, newsletters and an open house, in addition to participating in the formal adoption process.