

Washington County Committee for Community Involvement (CCI)

www.co.washington.or.us/CAO/CPO/CCI

Tuesday, November 20, 2018

7:00 - 9 p.m.

Edward's Center
4375 SW Edwards Place
Aloha, OR 97078-2116

CPO Mission

Community Participation Organizations in Washington County encourage and empower public involvement.

www.co.washington.or.us/cpo

CCI Vision

Individuals and their Washington County communities will be meaningfully engaged in collaborative, dynamic processes of open and responsive government.

CCI Values

Civility, Community, Compassion, Diversity, Education, Equity, Improvement, Inclusiveness, Information, Learning, Process, Respect, Transparency

Washington County recognizes CCI as a resource committee devoted to the success of community participation in government decision-making processes. The CCI serves to assist the County in complying with Goal 1.

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- 7:00 Welcome, Introductions, Prior Meeting Summary
 - 7:05 Significant Natural Resources Issue Paper
Michelle Miller, Wash Co. Senior Planner
 - 7:35 Washington County Community Engagement Manager
Amanda Garcia-Snell
 - 7:50 Election of CCI Steering Committee Members
 - 7:55 Sub-Committees
Election of Sub-committee Chairs
Code and Ordinance Report
 - 8:10 CPO Boundary Changes - CPO 4B, 4K, and 10
 - 8:20 Program Updates and Announcements
Beaverton Development Requests
Openings for Washington County and Metro
Recap of CPO Leaders Training
Recap of Candidates Forum
CPO Bylaws
December CCI Meeting
 - 8:40 Emerging Issues: Relevant, request for help, spark an idea
 - 8:50 Public Comment
 - 9:00 Adjourn

CCI Steering Committee

Meets 2-4 pm fourth Mondays, Tualatin Valley Fire & Rescue, 13730 SW Butner Rd., Beaverton

CCI Subcommittees

- Code & Ordinance – Meets monthly, typically second Wednesdays
- Legislative
 - CPO Marketing

Contact the Community Engagement Program for more information.
Call 503-846-6283 or visit www.co.washington.or.us/CAO/CPO/CCI.

DRAFT CCI Meeting Summary
July 17, 2018 | 7pm – 9pm
Community Room, Edwards Center, 4375 SW Edwards Place, Aloha

Meeting attendees: Stan Houseman (CPO 3), Kathy Stallkamp (CPO 4K, CCI Chair), Jim Long (CPO 4M), Fran Warren (CPO 6), Liles Garcia (CPO 6), Marbeli Medel-Díaz (CPO12F) Paul Johnson (CPO 15)

Guest Presenters: Mike Dahlstrom Community Engagement Program Manager

County Staff: Tamara Falls, Community Engagement Coordinator; Mike Dahlstrom Community Engagement Program Manager

Welcome, Introductions, Prior Meeting Summary: Meeting called to order at 7:00pm

Meeting summary accepted with the following amendments: Under Emerging Issues, CPO 4M information should read: no nomination for officers (as no one volunteered), instead of nomination for officers. Instead of makes request for cities to notify CPOs of land use applications, should read 4M reports major concerns and a request of the CCI to discuss/address issues with the city of Tigard failing to give requested notifications of land use applications.

Motion to approve meeting summary with amendments listed above: motion seconded, unanimous approval

CPO Leaders Training scheduled for August 21st – see handouts (now postponed to a later date TBD)

- The leaders training is for new and existing CPO leaders
- The training will be one evening for 3 hours
- Jim – concerns regarding low turnout due to the training being scheduled in August. Most CPOs are not meeting in August and there are also neighborhood night outs scheduled in August.
- Mike -Information about the training postponement will go out via email to CCI and CPOs, in addition, there will be a County wide email to encourage people to take the opportunity to find out what CPOs do and get involved in CPOs

Motion by Jim to postpone the CPO Leaders Training until September or October

Lyles proposed an amended motion to have the CCI Steering Committee determine a date for the CPO Leaders Training versus selecting a date at this meeting: Motion seconded, unanimous approval

Action Item: Staff will send out notification of the change of date (TBD) for the Leaders Training within the next week.

Fall County Chair Candidates Forum

- Kathy suggested the Forum could be held on the date in October that CCI regularly meets (10/16). There was discussion regarding whether or not that date is too close to the election and whether or not multiple forums are needed in different areas of the County to make it easier for people in all areas of the County to attend.
- Kathy pointed out there is a need for someone to take the lead and organize/set up the candidates forums and this usually falls on the CCI Steering Committee. Fran said she would help with organizing the forums and Kathy agreed to consider two forums, potentially one in East County and one in West County.

- Stan brought up the potential to partner with other agencies/groups interested in holding or hosting forums (such as the Washington County Public Affairs Forum) and adding the CPO point of view/questions to an existing or planned forum.

Action Item: Kathy and Fran will begin planning candidate forums for the fall.

Sub-Committees, Chairpersons, & Committee Members Approval

Kathy noted that requests for Chairpersons and Committee members were sent out electronically, however, were not included in the paper meeting packets sent out

- Code and Ordinance
 - Mary Manseau is considering chairing code and ordinance; however, she would request that the code and ordinance notices be mailed to her.
 - Staff will contact LUT to find out how to arrange to have the CCI Code and Ordinance Sub-committee chair receive long range planning ordinances.
 - Jim agreed to serve on the CCI Code and Ordinance Sub-committee
- Marketing
 - Kathy is willing to Chair the CCI Marketing Sub-committee
 - Fran noted she will continue with the sub-committee
 - Jim agreed to serve on the CCI Marketing Sub-committee
- Legislative
 - Barbara Rhodes volunteered to serve on the CCI Legislative Sub-committee

Paul said he would consider serving on a committee, however, would need a description of the structure of the committee, including the meeting scheduled, before committing.

Jim suggested sub-committee reports be a part of the regular CCI agenda

Action Item: Staff will look into getting code and ordinance notices mailed to CCI Code and Ordinance Sub-committee Chair.

CCI Marketing Plan – presented by Mike Dahlstrom

Plan Overview

- Mike presented on the CPO marketing plan and acknowledged the plan was developed by Stan, Jim, and Fran and thanked them for all their hard work in developing the CPO marketing strategies. He presented four key steps of the marketing plan: 1) identify market 2) define messaging 3) identify tools and 4) define success – performance measures
- The plan is meant to be used to build a toolkit for CPOs to use; with the CCI designing the toolkit and getting the information/materials out to the CPOs to use in whatever format they see fit (Facebook, Nextdoor, etc...)
- Jim would like more details and clarifications on all the activities that will need to happen in regards the marketing plan at the CCI level versus CPO level (who is responsible for what). Mike and Kathy discussed CCI starting out with 1) identifying consistent branding/messaging and 2) identifying marketing tools to use

Select Possible Messaging

- Stan created a list of taglines, phrases, and messages and has done some research on which messages resonated with people (listed on page 13 of the marketing plan (sent out with the

meeting agenda) under proposed alternative messaging tests for A/B testing). There is also a list of marketing sub-committee drafted messages on page 11 of the marketing plan.

- The CCI Steering Committee agreed to review all of the messaging phrases and proposed alternative messaging at their next meeting on Monday, 7/23, and narrow the list of potential messages/phrases to 10 to 12.
 - If CCI members have additional messaging or want to give input on the existing messages/phrases listed in the marketing plan on pages 11 and 13-14, they were instructed to contact Kathy by this Friday, 7/20, and she will take that information to the Steering Committee meeting on Monday, 7/23.
- Mike and Stan suggested sending out a survey and having people rank the messages to identify the message that resonates with people and that they are most likely to respond to. The Steering Committee will also create the survey context used to rank the messages/phrases such as which of the following phrases would peak your interest and make you want to join a CPO, etc...
- Mike said staff will send the survey out once the list of messages is narrowed down to 10 to 12 (by CCI Steering Committee). The survey will go out to over seven thousand people, who will be asked to rank the messages/phrases and identify their top 3 choices.
- Jim suggested limiting the response time of the survey to one week to make sure the information is collected within a reasonable time frame.
- Stan pointed out that data can continue to be collected on which messages work best for specific situations, such as if you want to encourage people to turn out for a meeting use this message, if you want people to respond to a land use ordinance use this message, etc...

Select graphics

- Mike displayed some of the CPO graphics currently being used and asked for feedback on a design with the CPO logo with stick figure people over it. He reminded the group that because the CPOs are not staff of County government, the County logo cannot appear on CPO generated materials.
- Feedback regarding the proposed CPO graphic with the stick figures was as follows:
 - It's hard to tell that the figures/shapes are supposed to represent people
 - There should be something to convey action - such as a person speaking out (megaphone)
 - Fran mentioned she has found when she uses certain phrases such as speak up, take action, or your vote counts, with her other organizational involvements, she gets increased engagement.
- Kathy requested that by the next CCI meeting there will be around five different logos at different scales for the group to consider. The proposed logos can also be in line with the messages that ranked highest in the message/phrases survey.

A/B testing on Nextdoor

- Nextdoor will be available soon and once main CPO messaging and logos have been established, A/B testing can be used for future specific messaging and ongoing feedback on CPO messaging.

Marketing Tools

- Kathy reiterated that once the messaging is firmed up then the CCI Marketing Sub-committee can make recommendations to CCI about marketing tools to use and a timeline for printing materials.
- Jim mentioned looking at changing the CPO name to something simpler and catch such as PI (public involvement). The group agreed this is something to consider at a later date.

Live Streaming

- Kathy reiterated CPOs currently have the ability to livestream via Facebook for free.
- Stan mentioned there is a lot of new technology available for live streaming that can be explored at a later date. The group agreed to start with Facebook for now since it's free and fairly easy to use.

Action Item: CCI Steering Committee will review all marketing plan messages/phrases and narrow the list down to 10 to 12 to use for the survey. The Steering Committee will also create the survey contextual question.

Once the marketing messages/phrases have been narrowed down, staff will create the marketing messages/phrases survey and send the survey out to the countywide email list (containing over 7,000 people).

Staff will bring back more logo options to the next CCI meeting in September for review/feedback.

Emerging Issues

- CPO 15 – Paul shared that as a Coordinator for the Transit Committee for Washington County, he is requesting input regarding use of spending grant money to reach underserved areas. This is specific to rural areas needing assistance with transportation to and from rural areas. Mike and Kathy suggested Paul reach out the Chairs of CPOs 13, 10, and 8 to get input.
- CPO 3 – Stan informed the group CPO3 is still without a Chair. He asked for position descriptions for CPO leadership such as the Chair. Mike said the County has a list of duties that the Chair fulfills; however, it's up to the CPOs to create a position description. Stan is looking to create a description that's dynamic and interesting that will make someone want to serve as Chair. CPO 3 will have LUT present part 2 of a two part presentation on LUT at the next meeting on Thursday, 7/19.
- CPO 6 – Liles had 68 people turn out at the June meeting for CPO 6 but is concerned the count is not being included in the attendance tally since most did not sign in. They will have a presentation from a Metro Council Member in August and a presentation from Moving Forward TV Highway in September.
- CPO 4M – Jim will have Metro Senior Communications Specialist, Eryn Kehe, present on the SW Corridor light rail plans at the July 25th meeting as well as conduct officer elections if there are candidates.
- CPO 12F – Marbeli shared that 12F will hold a homeless forum at their next meeting.

Public Comment:

None

Motion to adjourn meeting: motion seconded, unanimous approval. Meeting adjourned at 9:02pm

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Washington County Committee for Community Involvement (CCI)
155 N First Avenue
Hillsboro, OR 97124

November 20, 2018

Washington County Board of Commissioners
c/o Andy Back, Planning and Development Services Manager
Department of Land Use and Transportation
155 N First Avenue, Suite 450
Hillsboro, OR 97124

Dear Commissioners and Mr. Back,

The CCI Code and Ordinance Subcommittee (Code Group) meets monthly to discuss and respond to issues related to the Annual Work Program. CCI's requests for the 2019 Work Program, based upon the work of the Code Group, are as follows:

Significant Natural Resources

We look forward to the release of the second issue paper on the Significant Natural Resource issue; we are hopeful this new issue paper will provide solutions and implementation strategies to address the illegal destruction of Significant Natural Resources within our communities. With the release of this issue paper, we recommend a robust public involvement campaign, including both physical and online open houses, to help staff evaluate the suggested solutions and to gather additional input. Changes to the Community Development Code (CDC) must be adopted in 2019 with clear and objective standards to provide the needed protections for our Significant Natural Resources and to bring Washington County into compliance with Goal 5.

Walkway Gaps and Dedication of Right-of-Way to Current County Standards

We support the Commission's historic commitment to explore and implement funding and regulatory solutions to eliminate gaps in the pedestrian infrastructure in Urban Unincorporated Washington County as identified in the 2016 Walkway Gap Issue Paper. We encourage solutions to walkway gaps in 2019 by the adoption of new rules requiring dedication of right-of-way to current standards for *all* new residential construction, including replacement dwellings.

Tree Code

Protection of existing tree canopy during new development is a top priority for residents of Urban Unincorporated Washington County. Tools need to be developed to create developer incentives to protect existing trees. CCI welcomes the opportunity to partner with staff and developers in 2019 to create tools to provide protections for trees from new development.

Update to County Infill Policy

As the pace of new development in existing neighborhoods increases, it becomes clear that sensitive siting and design of infill projects is needed to protect livability in established neighborhoods. During the 2017 Ordinance Season, as the protections provided by CDC 430-72 for R-5 and R-6 zones were stripped from code, promises were made that a broader look at the infill policy would occur during the 2018 Ordinance Season. Unfortunately, this broader look was bumped to Tier 2 in 2018. We support identifying an infill policy Issue Paper as a Tier I priority in 2019 with ample opportunity for Code Group, CPO and CCI input into an infill policy Issue Paper.

Elimination of the Ordinance Season

Too often, needed changes to code are rushed through the approval process to ensure the ordinance is adopted before the end of the Ordinance Season. The March 1-October 31 Ordinance Season needs to be eliminated to allow ordinance public hearings and ordinances to be adopted anytime during the year.

Wireless Telecommunication Facilities

Wireless Telecommunication Facilities (WTFs), including cell antennas, can create visual clutter and can have a major impact on view sheds and property values for nearby homeowners. Changes to the CDC are needed to protect existing property owners from the negative impact of WTFs. Exemptions from development permit requirements for height modifications and/or addition of equipment to existing poles within county right-of-way should be eliminated. Required minimum distance between WTFs and minimum setbacks from road edges, drainage ditches and residential structure for WTFs should be established. All WTF requests requiring discretion must, at minimum, be evaluated through a Type II procedure.

Improvements Needed to Public Access to Online Information

There is a wealth of information available on the county website. Unfortunately, for the typical user, ferreting out the desired information can be quite difficult. For most community members, it is nearly impossible to track when new material is posted to the website.

- Concerns have been raised, by members of the public, about the difficulty in finding on-line information about specific development sites using the county's website. Both the City of Beaverton and City of Tigard have been identified as models with user-friendly websites where the development application information is easily accessed by the general public. A map-based system showing all types of development activity would be easier to use and could be built into the LUT workflow. It is time to update the county's online tools to make information more accessible to the public.

- The county needs to maintain an interested party list for Planning Commission (PC) by providing similar communication to the interested party list for the Board of County Commissioners. With the PC interested party list, ideally an email would be issued with the posting of the PC agenda, the filing of any ordinance, and the issuance of any Issue Paper. The current email notification is inadequate to allow community members to easily track ordinances in process.

Issue Paper on Governance

Washington County includes unusually large urban unincorporated areas (e.g. Cedar Mill, Bethany, Aloha, Hillsdale). Large-scale annexation by cities seems unlikely for many of these communities. While the existing Service Districts provide some services typically provided by cities, the county has faced challenges in providing planning, economic development, code enforcement, and cultural and community-building services.

CCI requests an Issue Paper to study the governance of these areas, focusing on gaps in urban services and alternatives for the future. These might include: updating Community Plans with their outdated zoning and transportation plans; creating Urban Service Districts to provide locally focused services; providing consultation to communities to coordinate and improve economic development; exploring ways to include cultural and community support for these areas that are more commonly provided by cities.

The study would necessarily include options for funding, community involvement, and staffing.

Updates to CDC 107 and R&O 86-58 are Needed

CDC 107-8 Neighborhood Organizations or Associations needs to be more inclusive:

- Section 107-08 allows for only geographic based organizations to be identified as planning participants. CDC 107-8 has a requirement for a group to have at least 50 members representing 60 percent of the registered voters within a geographic area to allow a group as a planning participant. There is no provision for communities of identity—whether a community of color, a faith-based organization, or an issue-based group-- to fully participate in the planning process. Home Owner Associations (HOAs) of less than 50 homes could be shut out as planning participants as well.
- CDC 107-8 references to “citizen” should be replaced with “community.”

R&O 85-58 needs to recognize changes from CPO Transition and to update to 2018 standards:

- R&O 86-58 still makes references to Committee for Citizen Involvement, Citizen Participation Organizations and OSU Extension.
- R&O 86-58 was adopted 32 year ago. CCI sees a need for more thorough review and update.

Posting of Development Sites

We continue to support a code change that would require the posting of development sites with contact information of a responsible party, beginning with the required neighborhood meeting posting and continuing through completion of all construction activity.

Thank you for this opportunity to provide input into the 2019 Work Program.

Sincerely,

Kathy Stallkamp
CCI Chair

Vote: November 20, 2018 –Aye: X Nays: X Abstains: X

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