



EQUITY STEERING COMMITTEE

AGENDA

Zoom Video Conference (www.milwaukieoregon.gov)

APRIL 27, 2023

The committee will hold this meeting in-person and through video conference. The public may participate in this meeting by coming to the Ledding Library Community Room or joining the Zoom webinar.

To participate in this meeting by phone dial 1-253-215-8782 and enter Webinar ID 867 1222 8372 and Passcode: 919717. To raise hand by phone dial *9. **Written comments** may be submitted by email to ocr@milwaukieoregon.gov. For Zoom webinar login information visit <https://www.milwaukieoregon.gov/bc-esc/equity-steering-committee-12>.

Note: agenda item times are estimates and are subject to change.

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1. **Parks Design Update with the Park and Recreation Board (PARB)** (6:00 p.m.) 1
Staff: Adam Moore, Parks Development Coordinator
2. **Committee Priority Reevaluation: Houselessness, Police Partnership, Events, Youth Engagement Discussion** (7:15 p.m.)
Staff: Ann Ober, City Manager
3. **Note Taking – Discussion/Action** (7:45 p.m.)
Staff: Jon Hennington, Equity Program Manager
4. **Adjourn** (8:00 p.m.)

Meeting Accessibility Services and Americans with Disabilities Act (ADA) Notice

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MILWAUKIE PARKS COMMUNITY ENGAGEMENT, DESIGN AND DEVELOPMENT SERVICES PROJECT

PI KICK-OFF MEETING SUMMARY

Date: March 14, 2022, 5:00 – 7:00 pm

Location: Zoom meeting

Attendees:

Ann Ober, City of Milwaukie

Adam Moore, City of Milwaukie

Aneesa Turbovsky , Equity Steering Committee

Corey Hester, Equity Steering Committee

Jon Hennington, City of Milwaukie

Virginia Pai, Parks and Recreation Board

Martín Alvarez, Parks and Recreation Board

Natalie Rogers, City of Milwaukie

Ali Feuerstein, Parks and Recreation Board

Heather Koch, North Clackamas Parks and Recreation

Consultant Team: Matthew Crampton (Greenworks), Anthony Veliz (izo), Daniel Franco-Núñez (izo), Jessica Pickul (JLA), Nicole Metildi (JLA)

Meeting Purpose: Discuss and determine the public engagement approach and opportunities for more diverse engagement with this project.

Welcome and Introductions

Jessica Pickul (JLA) opened the meeting, reviewed the agenda, and facilitated introductions. The purpose of the meeting was to discuss ways to center equity in Milwaukie's park design and public engagement efforts and to brainstorm ways to engage BIPOC community members in the process.

Project Overview

Matthew Compton (Greenworks) gave a project overview. The city is reassessing the goals and initial plans developed in 2015 for Balfour Park and Bowman-Brae Park. At the same time, the city is beginning new engagement around the design for a reimagined Scott Park. Several public involvement activities will seek community input on the design and programming for all three parks being focused on in this project.

Adam Moore (City of Milwaukie) reiterated that the project has two goals – **to build meaningful, lasting relationships with the community with future projects in mind and find ways to speak with people who**

have historically been left out of the planning process. Due to funding deadlines, the project has a condensed timeline, which will need to be factored into the public engagement goals.

Jessica asked the group if they had any questions.

What is the project timeline? Adam responded that conceptual plans must be completed by December 2022; the permitting and planning commission will be completed in Fall 2023; and construction is expected to start in Fall 2023 and continue through September/October 2024. He also mentioned that the city will be working on all three parks at the same time, but with staggered milestones.

Discussion Summary

Equity Goals and Approach

Daniel Franco-Núñez (izo) introduced and facilitated a discussion around equity and how it relates to this project. The intent of this discussion is to help the project team develop a shared understanding of equity for the project. **Equity is relationship building** and is necessary because of the historically disproportionate allocation of funds and opportunities. Equity is **a conscientious effort to repair past harms** and equitable engagement necessitates honesty and transparency throughout the project.

Daniel posed two questions to the group:

- 1) **What are ways we can center equity for this project?**
- 2) **What should be considered for equitable engagement?**

Key takeaways from the group discussion:

- Include multiple perspectives when thinking about engagement.
- See barriers as an opportunity to problem solve rather than as an obstacle. Address the barriers to make engagement more equitable and accessible.
- Identify large communities in the area that have been historically underrepresented and partner with representatives from those groups.
- Consider doing engagement activities at community centers.
- Practice direct face-to-face engagement to get to know community members on a personal level.
- Be intentional and specific when engaging with specific community groups.
- Develop multi-language content and materials.

Adam followed-up with: "**What are some barriers that exist for you or others that we will want to overcome when we do our outreach?**" The participants offered the following suggestions:

- Host multiple meetings to accommodate various schedules.
- Host shorter, one-hour meetings.
- Increase access to the meetings by communicating about the events effectively, including information about transportation options.
- Provide opportunities to give feedback outside of meetings (asynchronously and/or virtually).

- Have diverse representation in project leadership. People want to see someone who reflects them and who might understand them better.
- Utilize social media - Facebook (97222 group), Instagram, Nextdoor, Reddit, etc.
- Advertise in the Milwaukie Pilot and Clackamas Review.
- Include ways to participate for people who don't have reliable access to internet or technology.
- Advertise in a newsletter, radio, etc.
- Canvas homes and businesses to have one-on-one conversations with community members.

Public Engagement Goals

Jessica facilitated a discussion around public engagement goals and asked the group the following question:

What does successful public engagement look like or feel like? The following list includes the main thoughts proposed by the group:

- **Accessible:** Communicate project information and feedback opportunities in multiple languages, in different formats, and at different times.
- **Representation:** Engage with diverse groups in ways that they can see themselves reflected in the conversations and outcomes.

Participants also offered a list of **places the project team can meet people where they are:**

- Food cart pods
- Pietro's restaurant
- Farmer's markets
- Coffee shops
- Schools: Primary and secondary schools, school events, Clackamas Community College
- Waterfront (on a sunny day)
- City parks (consider passive information like billboards or signs)
- Areas that have big hubs of people that should be engaged due to being impacted by the project or traditionally under-represented in the process (Lake Crest apartments and similar affordable housing apartment complexes)
- Don't forget unincorporated areas of Milwaukie (near 82nd, Johnson Creek, and I-205)

Adam continued the conversation and asked, **"What are some things we can do at our in-person meetings to make it easier to attend?"** The participants offered the following thoughts:

- Host short, informal meetings at different locations and in different neighborhoods.
- Include food and something fun to do.
- Offer activities for kids and promote it as a family event.
- Encourage city officials to attend and ask individuals for their thoughts, like a meet-and-greet with people who are elected and run the city.
- Host neighborhood potlucks.

Adam also asked the group **when they would feel comfortable having in-person events.** The consensus was that people are currently open to in-person meetings if they are hosted outdoors.

Key Messages

Jessica reviewed the current plan, which includes multi-language engagement, specifically with the Latinx community.

She asked the group, **"What do people want to know about or what should they know about?"** and a follow up question **"How do we get information to you that will invoke action?"** The participants responded with the following suggestions:

- Create something that brings people to the space.
- Be more culturally responsive about the activities in the parks and/or offer events that are specific to the Latinx community.
- Offer live music.
- Complete a demographic analysis to inform these events.

To follow this conversation, Adam asked, **"If we sent a mailer, what should it say to encourage people to attend the event? What would get you to participate?"**

- Be transparent on how the feedback will be implemented into the process and design.
- Include authentic pictures (not stock images) of people from diverse backgrounds.
- Offer food.
- Present a clear agenda and follow-up with a report out.

Adam then asked, **"How can we create ambassadors? How do we get your help in reaching your community groups/networks?"** One participant suggested using hashtags, podcasts, and live videos on Instagram to showcase community happenings. Another participant suggested letting people know that their time is a resource and valuable, that their participation is meaningful.

One participant mentioned an example from Instagram that paired places within walking distance from coffee shops. They shared that we could inspire people to go to parks that are close to places that are already important to them. Another suggestion was to host family-friendly meetings with food to help people get to know what's great about or happening in Milwaukie.

Outreach Tools

Jessica shared the following resources that have been identified as effective ways to reach the community. These **engagement efforts** will be conducted in English and Spanish:

- Online surveys
- In-person or live online events
- Pop-up events at community events and in park
- NDA canvassing near parks
- Postcard mailings
- EngageMilwaukie websites for each park
- Social media
- Pilot articles
- Yard signs

- Project updates with PARB, other stakeholder groups invited

In addition to this list, participants identified outreach like **using emails, attending parent-teacher conferences, engaging with school librarians, and attending school events/festivals** as other ways to engage with the community.

It was noted that **circling back helps build trust**. It's also important to remember that the city may be seen as a public resource agency and people may ask about unrelated concerns at these events.

Next Steps

Jessica closed the meeting and shared her appreciation for everyone's helpful input. She also reiterated that this feedback will be incorporated into Public Involvement Plan. The project team will follow up when there are more opportunities for the Equity Steering Committee to help spread the word about engagement efforts and build momentum on these shared ideas.

She also encouraged people to reach out after the meeting if they want to continue meaningful conversations about topics that were brought up during the discussions.

Matthew and Adam echoed this appreciation for the different perspectives shared and creative solutions offered. The city will work to incorporate this feedback into the design and planning process.

Community Engagement Summary for Parks Planning

In 2020, City Council adopted a new goal focusing on equity, inclusion, and justice; this goal was renewed by Council in 2023. The City spent a significant amount of time this year honing outreach efforts to assure engagement with the Black, Indigenous, and People of Color (BIPOC) community and people with disabilities. In March 2022, the consulting team led by GreenWorks held an equity and public involvement discussion with members of the Parks and Recreation Board (PARB), the Equity Steering Committee (ESC), City staff, and North Clackamas Parks and Recreation District (NCPRD) staff to gather feedback and revise a draft on the project's public involvement plan (PIP). The PIP provides several recommendations to the City to ensure that community engagement is approachable and removes barriers from participation for all, especially members of the BIPOC community.

Over the course of the park engagement process, staff and the consulting team used a layered approach to engagement and communications. The planning process for each park started with an open house in the park that included food, games, and activities for families. These were followed by hybrid (in-person and online) planning meetings with meals. Each step of the planning process also had an accompanying online survey for those who could not attend in person. A combination of bilingual postcards, Pilot articles, social media, yard signs, and website postings were used to alert residents of the opportunities every step of the way. In some cases, postcards were mailed to the full 97222 zip code and Milwaukie's Urban Growth Boundary; at other times, the postcards only went to addresses within a half mile of each park. All meeting materials were in both English and Spanish and interpreters were on site. Participants also had the opportunity to request interpretation into other languages or other accommodations ahead of the meeting. Staff worked with Clackamas County Housing Authority staff to have text message alerts sent to their residents who live in the housing complex near Balfour Park.

Focus groups were also held for high-level conversations on park policy, access, and amenities. Focus groups convened people with disabilities as well as members of our local Spanish speaking population and the BIPOC community. Staff followed up individually with focus group attendees to ensure they were personally invited to other engagement meetings and events. Focus group participants received stipends in the form of Fred Meyer cards. Food and children's activities were provided at the meeting.

Staff provided regular updates to PARB during their meetings (NDA and Library Board members were also invited to attend these sessions). Updates were also provided at City Council to provide information and receive direction from City Council. These updates were recorded and posted online for those who were unable to attend.

In total, 276 people participated in the park planning process, with a total of 631 in-person or online surveys filled out. Twenty-eight percent (28%) of these surveys came from people who are new to the Milwaukie planning process; 13% came from members of our BIPOC community. Focus group participation was low in quantity, though the quality of the conversations was highly valuable to the planning process. Summaries of focus group discussions, all community engagement events, and the approved concept plans are available on the project website for review at:

<https://www.milwaukieoregon.gov/parksprojects>