

ALIGN planning
Fresh Look Milwaukie: Downtown Road Map
COMMUNITY ENGAGEMENT PLAN

PROJECT DESCRIPTION

Objective: To introduce community members to our project in a quick and friendly manner that does not overwhelm them with information, but intrigues them to become further engaged. This introduction can be used at meeting introductions, at various public events, on the street, talking to business owners, before interviews, etc.

Example Script:

Hi! I am working with a group of PSU graduate students finishing our masters in urban planning. A major and final component of our program is to act as a consultant planning group for a local client to address a community need. Our group, ALIGN Planning, is collaborating with the City of Milwaukie to help understand the community's aspirations for its Downtown. This project is called *Fresh Look Milwaukie: A Downtown Road Map*.

Downtown Milwaukie has many completed planning efforts that need to be Aligned with present-day community values and changing circumstances. This project will provide direction to coordinate plans for Downtown by means of a Road Map. This coordinating effort will be driven by community values and input.

The Road Map project is Phase I of a two-phase project. Phase II will take recommendations from Phase I and move toward implementation.

INTERVIEWS

April 1st – May 9th

Objective: Get a sense of what people really think more nuanced and in-depth understanding based on findings from initial public engagement efforts. Informal interviews with a flexible question format.

Activity:

- Conduct up to 30 interviews (5 per group member)*
- Informal-style, approximately 30-45 minutes long
- Use “interview guide” (provided) to guide conversations, ensuring we get relevant information out of the interviews
- Conduct approximately two interviews for each type of individual or community group identified (may be more or less for some stakeholder groups)
- Best done in person, if possible.

SEE INTERVIEW GUIDE FOR DETAILED INFORMATION ABOUT THIS ACTIVITY

*Please clear interviewee list/contact with the City contact person before scheduling interviews.

Data collection and analysis:

Data will be qualitative and anecdotal, and entered into a team googledoc spreadsheet (*Interview Results*) by each interviewer. Data will be compiled thematically with a particular focus on identifying common areas of excitement and concern regarding Downtown—and used to guide future engagement activities in a manner that is broad, inclusive and effective for collaborating with the community to establish common priorities for Downtown.

Deliverables

- Written interview materials (notes, etc.) in electronic format

SURVEY – ONLINE & HARD COPY

PUBLIC LAUNCH: Monday April 8th

Close: Begin May 1st, Finalize by May 3rd

Objective: To reach people we aren't reaching through other means, as well as gather quantitative data to complement the qualitative data we collect through interviews and other engagement activities.

City of Milwaukie Roles:

- City staff will review and revise draft survey questions
- City staff will facilitate input of survey questions onto site, as well as publicizing of survey link
- City staff to print surveys for publicly owned places (e.g. Library)

ALIGN Planning Roles:

- Provide City with any needed materials
- Design format and questions of the survey
- Advertise the survey to places City of Milwaukie have not already visited
- Data Analysis (described in detail in data section)

Implementation:

- Survey posted online at City of Milwaukie website and ALIGN webpage
- Survey publicized by City via email list and NDAs
- ALIGN to provide design and provide advertising materials
- ALIGN to distribute surveys to business owners and places of gathering in downtown

Data:

- Data will be primarily quantitative, and analyzed in an Excel spreadsheet to identify patterns and trends among different stakeholders and community groups.
- The trends and patterns from the data will be synthesized with the data from all other engagement activities, helping to form the basis of final recommendations for Downtown Milwaukie's next steps.
- Validity of the samples collected will depend on the response rate. Higher response rates will enable the group to perform crosstab analysis via SPSS.

Deliverables:

- Written analysis of survey results, including summary of responses, key data points, graphics, and charts.

PUBLIC EVENT #1

Kickoff Event

DATE: Monday, April 1st

TIME: 5:30-7:30 pm

LOCATION: North Main Village, 10558 SE Main St

Event Description:

Please join the City of Milwaukie Planning Department and ALIGN Planning—a group of Graduate Urban Planning students from Portland State University—to kick off the Downtown Milwaukie Roadmap project! We will be providing information about the project, but more importantly, we need your feedback. What is your favorite thing about Downtown Milwaukie? Do you have a great idea about how to make it better?

The Kickoff meeting will go from 5:30 to 7:30 pm on April 1, 2013, and all are welcome! There will be light snacks and beverages, fun activities and a short presentation and group conversations starting at 6:00 pm.

This event is the beginning of a two month-long community engagement process. The project team (the City of Milwaukie and ALIGN Planning) is seeking to get input from as broad and diverse a range of Milwaukie community members as possible—whether or not you live in or visit Downtown! Future opportunities for involvement will include informal interviews with community members, “community conversations” with groups of interested people at local places, walking tours and photo contests, an online survey, and a second public event which will be a workshop to prioritize strategies for enhancing Downtown Milwaukie on May 9th (at the Masonic Lodge). We hope you will join us!

Objectives:

1. Provide a fun and meaningful opportunity to introduce the project and project team to the community
2. Build a network of engaged stakeholders with the purpose of generating interest in future public engagement activities related to the project.
3. Identify major areas of interest and concern regarding the future of Downtown
4. Solicit input from attendees on how to most effectively contact and engage a broad and diverse range of community member, especially underrepresented groups (i.e. in addition to the “usual suspects”)
5. Facilitate stakeholder prioritization of opportunities for enhancing Downtown Milwaukie.

Desired takeaways:

- Relationship building
- Contact information for attendees
- List of groups and people to reach out to
- Visual representation of geographic areas of interest
- Issue ID and prioritization

Deliverables:

- Electronic files of maps and materials
- Event photos
- Event summary

Stakeholders groups to reach out to:

- Institutional
- Residential
- Business and property owners
- Employees
- Education-related
- Development-related, entrepreneurs
- Community social orgs and non-profits, advocacy groups
- Low-income, minority, disabled, elderly, young (vulnerable and underrepresented groups)
- Experts
- Previously involved (usual suspects)
- Community leaders

COMMUNITY CONVERSATION #1

Walking Tour

DATE: Saturday, April 27th

TIME: 10:00am-12:00pm

LOCATION: Milwaukie City Hall, 10722 SE Main St

Objective:

A fun, engaging activity to gather people's opinions about what they like or don't like about specific elements of Downtown, and where they see "hidden gems," i.e. elements with potential to become a greater asset to Downtown Milwaukie. The findings from this even will provide the May 9th event with visual and qualitative backdrop, to identify what some of the Milwaukie community members would like to see more or less of in the downtown.

A walking tour provides an outdoors, interactive alternative that is more casual and creative than the traditional open house or workshop format. Having participants express their desires through photos will provide specific visual imagery to be included in our final report and recommendations, and also add an increased level of specificity/visualization to other data sources such as the survey, workshop comments, and interviews.

Participants are only required to take photos and orally provide ALIGN team members with a brief description/explanation of the photo they took. ALIGN team members will then record the description on the photo log. This event also provides an opportunity for ALIGN team members to observe how community members interact with the built environment Downtown, as well as with each other.

Goals:

Follow up on the fundamental concepts of the framework and other existing plans to see where there are changes or consistencies. The concepts generally are as follows:

- Reconnecting Milwaukie to the River
- Revitalization of historic buildings
- Designing new buildings that harmonize with the town's character
- Creating anchors and attractors, such as a transit center, grocery store or arts/entertainment/office campus
- Strengthening the Main Street "retail armature"

Desired Takeaways:

- Obtain qualitative feedback through discussions and photographs, suggesting elements that are necessary for a vibrant downtown, based on present day downtown Milwaukie.
- Plans have theorized the pedestrian experience in downtown – feedback will provide insights to suggest if or where the intended pedestrian experiences have been realized.

FRESH LOOK MILWAUKIE: DOWNTOWN ROAD MAP

- Connect with people not typically seen in public events
- Provide an educational experience of the downtown in terms of what is there today and what can or will be there in the future
- Obtain visual representations of the desires of the Milwaukie community for its downtown, to be used in the May 9th event as part of the instant polling activity.

Deliverables:

- Electronic files of maps and materials
- Event photos
- Event summary

COMMUNITY CONVERSATION #2

Downtown Business Owner Coffee Klatch

DATE: Tuesday, April 30th

TIME: 8:00-9:00am and 6:30-7:30pm

LOCATION: Ledding Library Pond House, 2215 SE Harrison St

Objective: Outreach to downtown business owners, in order to identify concerns and aspirations for downtown development.

As an informal gathering, we will ask business owners to share their experiences, identify the barriers they may experience in doing business in downtown, and discuss what they would like to see it become. We realize that concerns for business owners are different from other members of the Milwaukie community, which is why they are gathered together separately.

At this point, we will have heard different things from several business owners in our interviews. Our goal for this event is to verify what concerns most impact downtown business owners. Conversely, we also want to verify if business owners share the same aspirations in terms of solutions.

Format:

Discussion format will be around the table, with each business owner responding to issue identification and then solution seeking.

Desired Outcomes:

- Provide a forum for the business community to share their individual experiences
- Foster joint solution seeking ideas from one another

Questions for Discussion:

1. Introduction (5 min)

2. Business Owner Issue Identification/Prioritization (25 min)

- As a business owner in Milwaukie, do you also happen to live in the city?
- What is it about Downtown Milwaukie that attracted you to do business here?
- Where else have you considered opening up a business?
 - How does Milwaukie stack up to those other places?
- How will light-rail impact your business?
- Is parking an issue for your business? If so what kind of challenges does it present?
- Feedback from our outreach activities suggests that community members feel like a unified business-driven vision for downtown would have a really positive impact on the city's image.
 - Do you think this vision exists? If not, why?

3. Solution Seeking (25 min)

- (Overview of issues identified in Step 2) – Note taker: write down the issues for everyone to see.
- One of the issues identified suggest that X is an issue: what do you think is some sort of initiative or mechanism that could help provide a solution to that issue?
- What would it take in Milwaukie to make that happen?
- How would this impact your business in Milwaukie?

Activity Details:

- Target time: one hour
- Invitation extended to all Downtown business owners via e-mail and flyers
- Frame conversation to be positive and productive
- Establish ground rules for respectful discussion
- Coffee/Light refreshments with snacks

Roles :

- One Facilitator – ALIGN team member
- One Note-taker/time keeper – ALIGN team member
- City staff member(s), for addressing questions that ALIGN team cannot
- City staff member(s) for photographs

Deliverables:

- List of attendees
- Event photos
- Event Summary, including comments and themes of discussion

COMMUNITY CONVERSATION #3

Outreach to specific groups

DATE: Friday May 3rd

TIMES: 5:30-8:30 (Parents), 7:30-9:30 (Artists)

LOCATION: First Friday, ArtMOB Event

Objective: Engage and get input from members and leaders of community organizations (i.e. PTA, church members, and senior center) that may not be attending other workshops or public outreach events.

Purpose: Provide a more intimate/casual setting for those who may not feel comfortable attending a large public workshop, but would like to be more involved than more passive activities such as filling out the survey or small group discussion.

Desired Outcomes:

- Interaction with groups with specific/special interests
- Opportunities for future engagement with identified groups

Outreach Efforts:

- **Seniors** – Contact Milwaukie Center and Hillside Manor to get on schedule for events or meetings.
- **Parents** – Visit PTA meetings from the schools, and engage parents on Friday, May 3rd at the First Friday event
- **Artists** – Engage artists at ArtMOB event on May 3rd, at 7:30pm
- **Renters** – Identify renters through survey and interviews, follow up with invitation to community conversation.
- **Hispanic Community** – Provide Spanish translated survey and engage the Hispanic community at churches nearby Downtown Milwaukie
- **Various** – Presence at the Farmers market, Sunday May 5th 9:30 to 11:00 and 11:30 to 2pm

Format:

Two formats depending on the venue:

- If the outreach effort takes place behind a booth at a specific event (i.e. farmers market)
 - ALIGN will provide a poster, featuring a map with a brief statement of preliminary findings.
 - Participants can then provide their responses on the map, with a sticky dot (similar to the kickoff meeting) and/or provide responses to two questions:
 - What would you like to see in downtown that would support you as a (x)?
 - X signifies the type of group that is being outreached to (e.g. parent)

- What would it take for this happen in Milwaukie?
- If 'piggybacking' off another event – brief presentation stating:
 - What is the purpose of this activity, what are we doing with the feedback?
 - Background and context – what we've done so far, what we've heard so far
 - As time allows, in round-robin order, ask the following questions:
 - What do they want to see in downtown that is not there?
 - What would it take for this to happen in Milwaukie?

Roles – Depending on Format:

If presenting as part of another event:

- Facilitator – ALIGN team member
- Notetaker/photographer – ALIGN team member

If attending another event behind a booth:

- Facilitator – ALIGN team member
- Notetaker/photographer – ALIGN team member

Deliverables

- Electronic files of materials
- Event photos & summary

PUBLIC EVENT #2
Community Workshop
DATE: Wednesday May 9TH
TIME: 6:30 – 8:30 pm
LOCATION: Masonic Lodge, 10636 SE Main St

Objectives: Since the kickoff event, ALIGN has been engaging the Milwaukie community through surveys, interviews, a walking tour, business coffee klatches and present at downtown Milwaukie events. This event marks the final opportunity for the ALIGN planning to engage with the Milwaukie community, for feedback of drafted recommendations.

Desired Outcomes:

1. Facilitate a fun and interactive opportunity for stakeholders to prioritize strategies to realize community goals for Downtown Milwaukie, as established by engagement efforts leading up to this event
2. Validate or question project results to date, including existing conditions, SWOC analysis, online survey and community conversations, and prioritization of issues based on community input
3. Generate good will and enthusiasm regarding the future of Downtown Milwaukie – get people pumped up!

Desired Takeaways:

- Feedback from Milwaukie Community on drafted recommendations, based on preliminary results from community engagement outcomes to-date
- Prioritization of opportunities and strategies for realizing community's goals for Downtown
- Positively-oriented common ground from which to gain momentum for positive change in Downtown
- Identification of short-term strategies for enhancing Downtown

Stakeholders groups to reach out to:

- Institutional
- Residential
- Business and property owners
- Employees
- Education-related
- Development-related, entrepreneurs
- Community social orgs and non-profits, advocacy groups
- Low-income, minority, disabled, elderly, young (vulnerable and underrepresented groups)
- Experts
- Previously involved (usual suspects)

- Community leaders

Methods for publicizing:

- Email/forwarding to listservs
- Facebook
- City website
- ALIGN website
- NDAs
- Posters
- Phone calls
- Door-to-Door postcard drop-off

Places for Publicizing:

- Public places (parks, library, city hall, schools, etc.)
- Private businesses – door to door postcard distribution
- Non-profits and community organizations

Deliverables

- Electronic files of maps and materials
- Event photos
- Event summary

PUBLIC PRESENTATION #1:
Planning Commission & Design and Landmarks Committee
DATE: Tuesday May 28TH
TIME: 6:30pm
LOCATION: City Hall Chambers, 10722 SE Main St

Objectives: This event marks the first opportunity for ALIGN planning to present findings and recommendations, based on the information collected from community engagement and existing conditions research. Feedback collected from this presentation will identify any issues to be addressed or changes to be made before presentation to City Council.

Desired Takeaway: Gather support and feedback for potential strategies and actions, based on the provided recommendations. This feedback will provide direction regarding areas to emphasize in the presentation to City Council.

Presentation Method & Materials:

1. PowerPoint presentation: Contains key project details, efforts, and findings and recommendations
2. Posters and key materials from engagement to be provided
3. Draft Road Map document

Timeline

- Provide 15 to 20 minutes of presentation and remainder for comment, questions and feedback.

PUBLIC PRESENTATION #2:
Milwaukie City Council
DATE: Tuesday June 4TH
TIME: 7:00pm
LOCATION: City Hall Chambers

Objectives: This event marks the final opportunity for ALIGN planning to present findings and recommendations, based on feedback provided by city staff, the Planning Commission, Design and Landmarks Committee, and Portland State University. The goal is to emphasize actions from the recommendations that are most relevant for potential action by City Council.

Desired Takeaway: Identifying potential approaches to addressing key issues discovered in ALIGN's involvement with the Milwaukie Community.

Presentation Method & Materials:

1. PowerPoint presentation: Succinct overview of key project information based on feedback from Planning Commission and the Design and Landmarks Committee
2. Draft Road Map document

Timeline:

- Provide 10 to 15 minutes of presentation and remainder of the time for comment, questions and feedback.