

The purpose of the Community Engagement Plan for the Milwaukie Comprehensive Plan Update is to establish community engagement objectives, clarify key messages for communicating with community members, identify stakeholder interests, describe the array of tools and activities best suited to inform and engage Milwaukie residents and business owners, establish a schedule for implementation, and set out evaluation metrics.

Communications and Community Engagement Objectives

- ✓ Involve the community in the identification, refinement and prioritization of policy updates needed to guide growth and development in Milwaukie over the next 20 years.
- ✓ Conduct an inclusive and transparent planning process.
- ✓ Engage a broad cross-section of people who live and work in Milwaukie.
- ✓ Ensure traditionally overlooked voices are represented throughout the process.
- ✓ Keep City Council and the Planning Commission informed.

Key messages

Key messages will be refined and augmented throughout the project.

The Comprehensive Plan sets out a series of goals and policies that will guide growth and development in our community over the next 20 years.

- The Comprehensive Plan is Milwaukie’s primary land use planning document.
- The Comprehensive Plan is implemented through the Development Code, Land Division Code, and other City codes and ordinances.
- Oregon state law requires that all cities and counties adopt Comprehensive Plans that are consistent with statewide planning goals.
- It helps articulate our vision for physical form and quality of community attributes – built and natural.

The new Comprehensive Plan will reflect our community vision and priorities.

- In the nearly 30 years since the Comprehensive Plan was last updated, Milwaukie has experienced many significant changes, including the emergence of new housing types, industries, and the opening of the Orange Line light rail line.
- A complete update to the Comprehensive Plan will serve to create a central document that reflects the vision for the entire Milwaukie community.
- Milwaukie’s Community Vision Statement, adopted in 2017, is an aspirational document that describes the ideal Milwaukie of 2040. The Vision and will serve as the foundation for the Comprehensive Plan.

The City is committed to an inclusive and transparent planning process. Community engagement is crucial to guide the development of a representative, sustainable plan.

- There will be opportunities for community involvement at several points throughout the planning process, with a focus on accessible opportunities to provide feedback.
- Materials will be available in multiple languages and through different formats and venues.
- Members of the community can provide comments or ask questions at any time by emailing planning@milwaukieoregon.gov.

Demographics

The City of Milwaukie covers an area of 4.85 square miles and is located 6.8 miles south of downtown Portland in the northwest corner of Clackamas County. Approximately 20,643 people lived in the City of Milwaukie in 2016.¹ Estimates suggest around 12,000 people come into the city each day for work and 7,000 commute out of Milwaukie for employment. Between 2012-2016, 18 percent of the city's population was under 18 years old, while 17 percent were older than 65.

Race and ethnicity

According to the latest US Census data, around 89 percent of Milwaukie residents identify as white, while 3 percent identify as Asian or two or more races respectively, 2 percent identify as African American, and 1 percent or fewer identify as American Indian or Alaskan Native, Native Hawaiian, other Pacific Islander or as "other."² Census figures show Hispanic or Latino residents make up 8 percent of Milwaukie's population.

Data from North Clackamas School District #12 about the race and ethnicity of students in schools in the Milwaukie Feeder System differ from US Census information. Overall, 30 percent of Milwaukie students identify as Hispanic and 7 percent identify as multi-racial, more than Census figures would suggest.³

Figure 1: Race and Ethnicity, Milwaukie, Milwaukie students and Oregon

Race/Ethnicity	Milwaukie (2012-2016 US Census American Community Survey)	Students in Milwaukie feeder school system	Oregon
White	89%	56%	85%
African American	2%	3%	2%
Asian	3%	2%	4%
Native Hawaiian and other Pacific Islander	0.1%	1%	0.4%
American Indian or Alaskan Native	1%	1%	1%
Other race	1%	--	3%
Two or more races	3%	7%	4%
Hispanic or Latino (any race)	8%	30%	12%

Languages spoken at home

Census data indicates that most Milwaukie residents speak only English at home (90 percent), while 10 percent speak a language other than English. The most commonly spoken languages other than English in the city include Spanish (5 percent), Russian (1 percent), Chinese (1 percent) and Vietnamese (1 percent).⁴ School district data, however, suggests much higher proportions of non-native English speakers. Around 73 percent of Milwaukie students speak English as a first language, while 21 percent speak Spanish at home, 2 percent speak Russian or Ukrainian and 1 percent speak Chuukese.⁵ The other most commonly spoken languages among students include (in this order) Vietnamese, Amharic, Chinese

¹ U.S. Census. 2012-2016 American Community Survey (5-year estimate).

² Ibid.

³ Data provided by North Clackamas School District #12 (2018).

⁴ U.S. Census. 2011-2015 American Community Survey (5-year estimate). 2016 data not yet available at individual language level

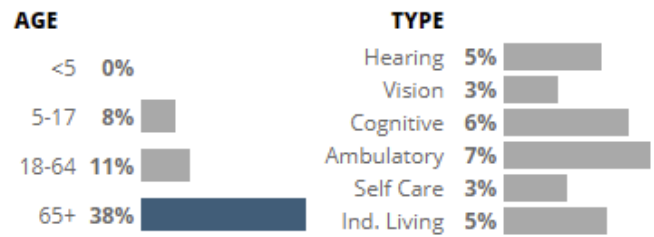
⁵ Data provided by North Clackamas School District #12 (2018).

and Tagalog/Filipino. Coordinating outreach with organizations that serve these communities will be important for engaging non-Native English speakers.

Community members with disabilities

According to American Community Survey data, 14 percent of Milwaukie residents have a disability. Around a third (38 percent) of seniors (65 years +) have a disability. Ambulatory, cognitive, hearing and independent living disabilities are the most common types in the city. Project staff will consider accessibility needs of community members with disabilities when planning public events.

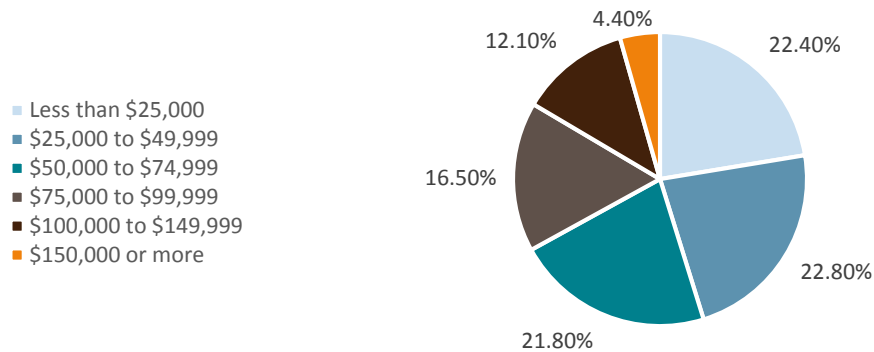
Figure 2: Disability demographics (2011-2015 American Community Survey)⁶



Income and employment

In 2016, the median household income in Milwaukie was \$55,880, which is lower than the County average (\$68,915).⁷ Almost half of Milwaukie households (45 percent) earn less than \$50,000. Figure 3 shows the distribution of median incomes in the community. School district data indicate 56 percent of Milwaukie students experience poverty.⁸

Figure 3: Median income (2012-2016 American Community Survey)



The most common industries Milwaukie residents work in include educational services, health care and social assistance (22 percent); manufacturing (13 percent); retail (12 percent); arts, entertainment, recreation, accommodation and food services (11 percent); and professional, scientific, administrative and waste management services (11 percent).⁹

⁶ Chart created by Community/Attributes at <https://caimaps.info/CAILIVE>

⁷ U.S. Census. 2012-2016 American Community Survey (5-year estimate).

⁸ Data provided by North Clackamas School District #12 (2018).

⁹ Ibid.

Stakeholder Interests

The following table summarizes a sample of interests the project team will work to engage through the process. With Advisory Committee guidance, we will continue to identify specific organizations and groups within these interest areas as the project develops.

Sample stakeholder interests

Interests	Specific Organizations/ Groups to Engage
Schools	<ul style="list-style-type: none"> • North Clackamas School District
Parks	<ul style="list-style-type: none"> • North Clackamas Parks and Recreation District
Industry and business (large/medium/small)	<ul style="list-style-type: none"> • Precision Castparts • Blount • Bob’s Red Mill • Dave’s Killer Bread • Sock It to Me • Breakside Brewing • Dark Horse Comics • Anderson Pots
Public safety	<ul style="list-style-type: none"> • Public Safety Advisory Committee • Milwaukie Police Department • Clackamas Fire Department
Utilities	<ul style="list-style-type: none"> • PGE • Citizens Utility Advisory Board • NW Natural
Developers	<ul style="list-style-type: none"> • Guardian Real Estate Services
Health	<ul style="list-style-type: none"> • Providence
Tree Board	
Active Transportation	<ul style="list-style-type: none"> • Bike community • Pedestrian groups
Watershed Councils	<ul style="list-style-type: none"> • Johnson Creek Watershed Council • North Clackamas Watershed Council
Housing/ homelessness	<ul style="list-style-type: none"> • Northwest Housing Alternatives • Clackamas County Housing Authority
Low income population	<ul style="list-style-type: none"> • Witchita Center and associated service providers
Community members with disabilities	<ul style="list-style-type: none"> • ARC of Oregon (not Milwaukie specific)
Non-native English speakers	<ul style="list-style-type: none"> • Spanish, Russian, Vietnamese and Chinese speakers • Spanish, Russian, Vietnamese and Chinese community serving organizations
Youth	<ul style="list-style-type: none"> • North Clackamas School District
Arts and culture	<ul style="list-style-type: none"> • ArtMOB
Seniors	<ul style="list-style-type: none"> • AARP of Oregon
Neighborhood District Association	<ul style="list-style-type: none"> • Liaison from the Comprehensive Plan Citizens Advisory Committee
Service organizations	<ul style="list-style-type: none"> • Rotary • Elks
State legislators	<ul style="list-style-type: none"> • Sen. Kathleen Taylor • Rep. Karin Power
City Council liaison	<ul style="list-style-type: none"> • Mayor Mark Gamba, Councilor Lisa Batey

Strategies and Key Engagement Opportunities

Comprehensive Plan Advisory Committee

A Comprehensive Plan Advisory Committee (CPAC) has been established to advise the City throughout the planning process. The CPAC is comprised of 15 at-large members and liaisons from the City Council and Planning Commission. The CPAC will support the City by helping to involve a variety of different stakeholders in the decision-making process, offering feedback on draft goals and policies, and ensuring that the diverse interests of the Milwaukie community are reflected in the Comprehensive Plan Update. The CPAC are the primarily liaisons to the Milwaukie community, and will meet monthly throughout the Comprehensive Plan Update process. A total of 18 CPAC meetings are expected.

CPAC members are also encouraged to help facilitate meetings with their neighborhood district associations and other community organizations. The CPAC is encouraged to promote opportunities for public involvement, disperse information to the Milwaukie community, and solicit feedback concerning the Comprehensive Plan Update.

Community Town Halls

The City will host up to four town halls as part of the Comprehensive Plan Update process. Town halls will occur within each planning block and provide an opportunity for people who live and/or work in Milwaukie to provide public comment on proposed updates.

The City will publicize town halls via milwaukieplan.com, in the *Milwaukie Pilot*, by email to the project mailing list, and via the City's social media accounts.

Online open houses

The City will host three online open houses throughout the planning process. Online open houses will be timed in conjunction with community town halls and will be available for between one to two weeks. Online open houses are short-term, interactive websites that make the information and comment opportunities of a traditional in-person public meeting available online. Community members can visit the online open house and provide feedback in their own time. Online open houses will be instantly translatable into most languages via Google translate.

Online surveys

Up to four online surveys will be conducted throughout the planning process to gather feedback from the public. Online surveys may be embedded in the online open houses within each block. The City also plans to conduct a final outreach survey to gather feedback on the draft plan.

Youth engagement

The City will engage high school youth in Comprehensive Planning efforts throughout the project by coordinating with Milwaukie High School staff as well as North Clackamas School District and El Puente Bilingual Elementary School

Focus groups with Latino community members

The City aims to coordinate up to three focus groups (one per planning block) with Spanish speaking community members. The planning team will coordinate with Latino community organizations to plan and recruit for these focus groups. Key materials will be translated into Spanish for these meetings. Simultaneous translation will be provided at all Town Halls.

Neighborhood meetings

The City will conduct up to 14 neighborhood meetings with community groups and Neighborhood District Associations (NDAs) throughout the Comprehensive Plan Update process.

CPAC members suggested a town hall event for persons of color and differently abled, as well as tabling or intercept surveys at transit stops, fairs and festivals.

Communication Methods

Project email list

City staff will maintain an email list of people who express interest in receiving updates about the project. E-notifications will be delivered prior to public engagement events and when significant new information is available on the web. Emails will be added to the list from the following sources:

- Existing contact list of individuals who have expressed interest in participating in City planning processes (maintained by David Levitan, Senior Planner)
- People who contact the Planning department about the project during the planning process
- People who sign up for e-updates at public events

David Levitan, Senior Planner, will be the primary point of contact at the City for this project. David's email (LevitanD@milwaukieoregon.gov) or the Planning Department email address (planning@milwaukieoregon.gov) will be included on public information materials.

MilwaukiePlan.com website

Informational materials—including technical background documents, the project fact sheet, and CPAC meeting summaries and information—will be available on the City of Milwaukie's website.

News releases

The City will distribute news releases about public engagement opportunities (including town halls and the online open houses) as needed.

Milwaukie Pilot

Project status updates and notification of upcoming public engagement opportunities will be published in the monthly Milwaukie newsletter, the *Milwaukie Pilot*. Content is due approximately two weeks before the end of each month.

Social media and digital advertising

The City will share updates about the project and notify community members of opportunities to engage via social media accounts. If budget allows, paid Facebook and Twitter ads may be used to further promote engagement opportunities.

Evaluation

The following table describes the key metrics and processes for evaluating progress on meeting the objectives set out in this public engagement plan. The project team will evaluate progress made toward meeting these objectives monthly throughout the duration of the project.

Objective	Metric	Evaluation Process
✓ Involve the community in the identification, refinement and prioritization of policy updates needed to guide growth and development in Milwaukie over the next 20 years.	<ul style="list-style-type: none"> • Comprehensive Plan is aligned with policies and goals identified in the City's Vision • Public comment received throughout the process suggests policies are feasible and align with community values 	<ul style="list-style-type: none"> • Consistency review across policy documents throughout drafting process • Comment summaries produced after town halls, online open houses and online surveys
✓ Engage a broad cross-section of people who live and work in Milwaukie.	<ul style="list-style-type: none"> • Community members from all interests identified in the stakeholder interest matrix are engaged at some point throughout the process 	<ul style="list-style-type: none"> • Monthly review to identify which interests are not being reached
✓ Conduct an inclusive and transparent planning process.	<ul style="list-style-type: none"> • Public comment and media coverage convey a sense of understanding about the Comprehensive Plan process and purpose, as well as satisfaction with public notification and involvement • Project contact list grows throughout planning process 	<ul style="list-style-type: none"> • Monthly review of media (news and social media) and public commentary around the project • Comment summaries produced after town halls, online open houses and online surveys
✓ Ensure traditionally overlooked voices are involved throughout the process.	<ul style="list-style-type: none"> • Project team staff engage in conversations with non-native English speaking communities, community members with disabilities, and low-income residents during the course of the project • Specific outreach methods are utilized to reach these groups in advance of town halls 	<ul style="list-style-type: none"> • Equitable engagement strategy will be embedded into every meeting plan • Monthly review to identify which groups are not being reached
✓ Keep City Council and the Planning Commission informed throughout the process.	<ul style="list-style-type: none"> • Update about the planning process provided to the Council and Planning Commission either in writing or through a briefing at least once per block 	<ul style="list-style-type: none"> • Conversations during weekly project team check ins to discuss progress and briefing opportunities

Project schedule diagram

