



Project Memorandum

December 3, 2020

To: Milwaukie Comprehensive Plan Implementation Project Management Team

From: Kimi Sloop, Barney & Worth, Inc.

Re: Community Survey #1 Results Summary

The first virtual open house and community survey for the Milwaukie Comprehensive Plan Implementation Project, Phase 1, was open from November 12 through November 29, 2020. There were over 450 visits to the open house site, and 93 people provided feedback through the community survey. The following summary provides the key takeaways from the feedback, the actual responses to the questions, and an analysis of lessons learned for future outreach efforts.

Key Takeaways

- **Priorities that benefit the entire Milwaukie community are the most important to survey respondents.** They identified "providing greater equity throughout Milwaukie by increasing housing options, protecting/increasing the tree canopy and reducing parking requirements" as the most important priority, followed by the need to "balance the community needs of providing more housing, protecting the environment, and reducing the focus on the car."
- **Consistency of the middle housing design with the scale and form of the existing neighborhoods was ranked the least important priority** in relation to providing greater equity, balancing community need, and building housing that is affordable. However, it was identified as a **concern to almost half of the respondents.**
- **Respondents felt more positively than negatively about middle housing.** Most people listed three different benefits compared to one perception (concern) of middle housing. The benefits identified most frequently include increasing the supply of housing, housing choice, and housing diversity.
- **Almost all (90%) of the respondents believe that tree protections will provide shading/cooling and environmental benefits.** On average, people noted three benefits compared to one negative impact of tree preservation.
- **Reducing parking requirements appeared to be of the greatest concern to the survey respondents.** People identified more negative impacts than benefits and were particularly concerned about the availability of parking and the lack of existing multi-modal networks in neighborhoods.

- For all three topics (providing middle housing, tree preservation, and reducing parking), respondents were concerned that the desired goals may not be achieved with implementation. For example, the housing may not be affordable, it will be too easy for developers to get exceptions to tree preservation regulations, and reducing parking requirements will not make neighborhoods more accessible or affordable.

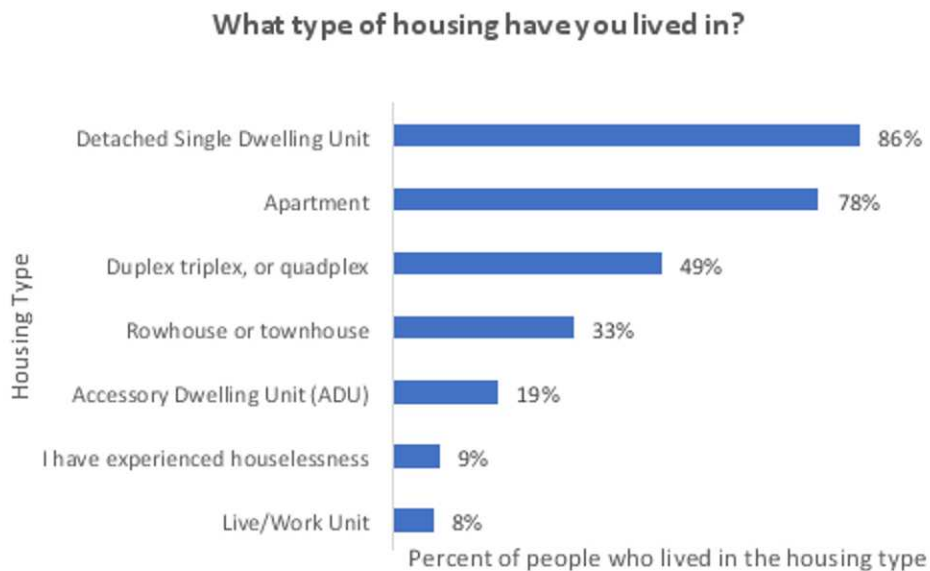
Survey Demographics

- There were over 450 visits to the open house site. Over 200 people looked through multiple stations, with the earlier stations (background, housing, trees) being more popular and stations later in the sequence (parking, next steps, provide input) receiving fewer visits. It also appears that many people may have gone straight to the survey without clicking through the open house stations.
- Ninety-three people completed the survey. All surveys were completed in English. Approximately one-third of the responses came from people living in the Ardenwald-Johnson Creek neighborhood.
- On average, respondents have lived in three different types of housing, with apartments and single dwelling units being the most popular housing types. Currently, 80% of the respondents own their own home.
- Approximately 89% of the respondents self-identified as Caucasian, 5% as people of color and 9% as other.

Survey Responses

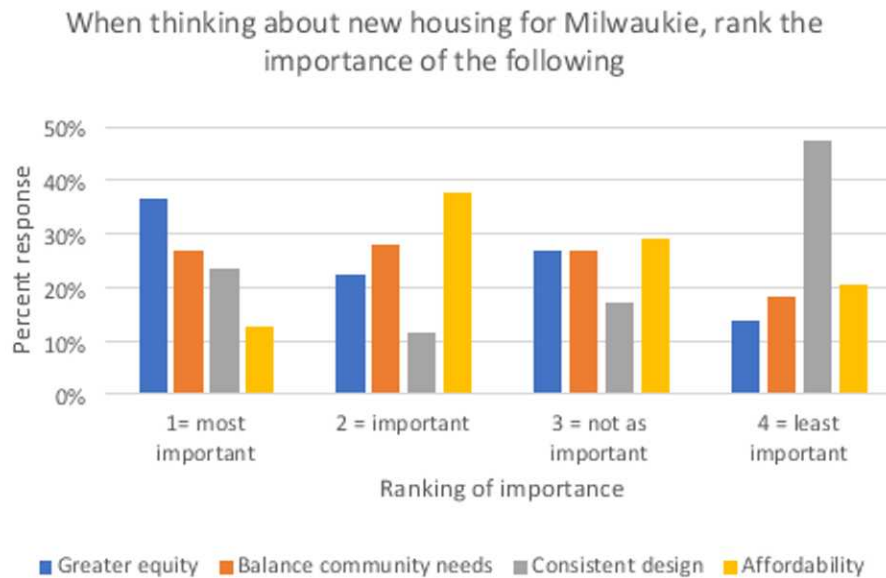
Types of Housing

On average, people responded that they had lived in three types of housing, with detached single dwelling units being the most popular (86%) followed by apartments (78%).



Priorities for New Housing

- "Providing greater equity throughout Milwaukie by increasing housing options, protecting/increasing the tree canopy and reducing parking requirements in all residential neighborhoods in Milwaukie" was identified as the most important priority (37% ranked it as 1 being important).
- "Designing new housing consistent with the scale and form of the surrounding neighborhood" was identified as the least important priority (47% ranked it as 4 being less important).
- For those that identified equity as the most important priority, over half identified "building housing that is affordable as rentals and creates more opportunities for home ownership" as the second most important priority.



Greater equity = Providing greater equity throughout Milwaukie by increasing housing options, protecting/increasing the tree canopy and reducing parking requirements in all residential neighborhoods in Milwaukie.

Balancing community needs = Balancing the community needs of more housing, protecting the environment and reducing the focus on the car.

Consistent design = Designing new housing consistent with the scale and form of the surrounding neighborhood.

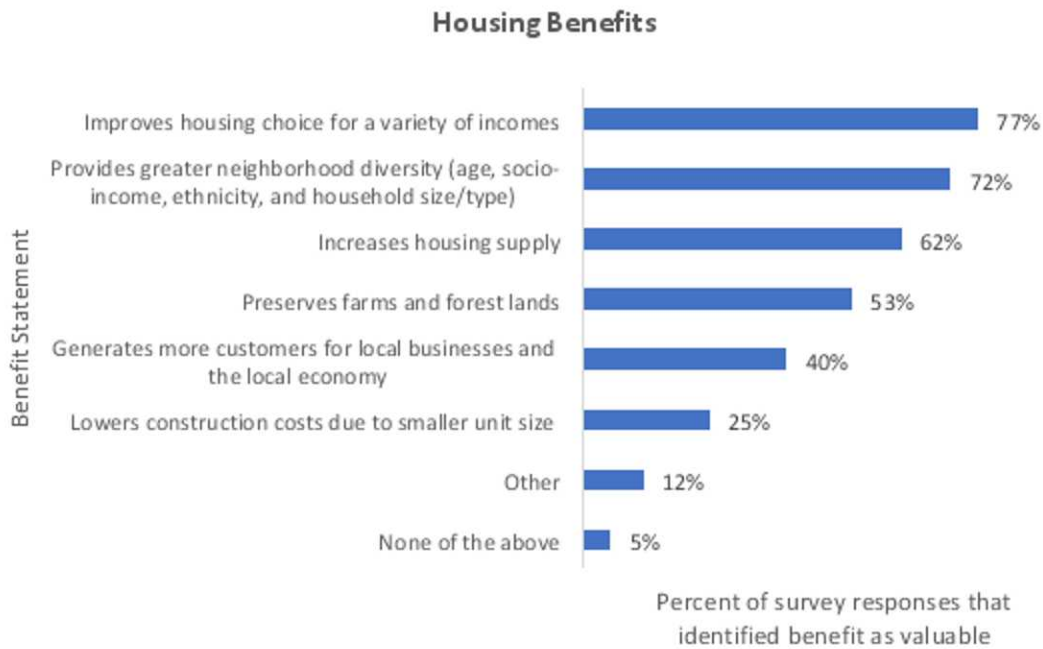
Affordability = Building housing that is affordable as rentals and creates more opportunities for home ownership.

- When grouping the statements ranked one and two as being most important, the priority is as follows:

	Important (ranked one or two)	Not as important (ranked three or four)
Providing greater equity throughout Milwaukie by increasing housing options, protecting/increasing the tree canopy and reducing parking requirements in all residential neighborhoods in Milwaukie.	59%	41%
Balancing the community needs of more housing, protecting the environment and reducing the focus on the car.	55%	45%
Designing new housing consistent with the scale and form of the surrounding neighborhood.	35%	65%
Building housing that is affordable as rentals and creates more opportunities for home ownership.	51%	49%

Benefits of middle housing

People were asked to identify the benefits of middle housing (duplex, triplex, quad, townhouse and cottage cluster) they find to be the most valuable. On average, people identified between three and four benefits. Housing choice and neighborhood diversity were mentioned the most.

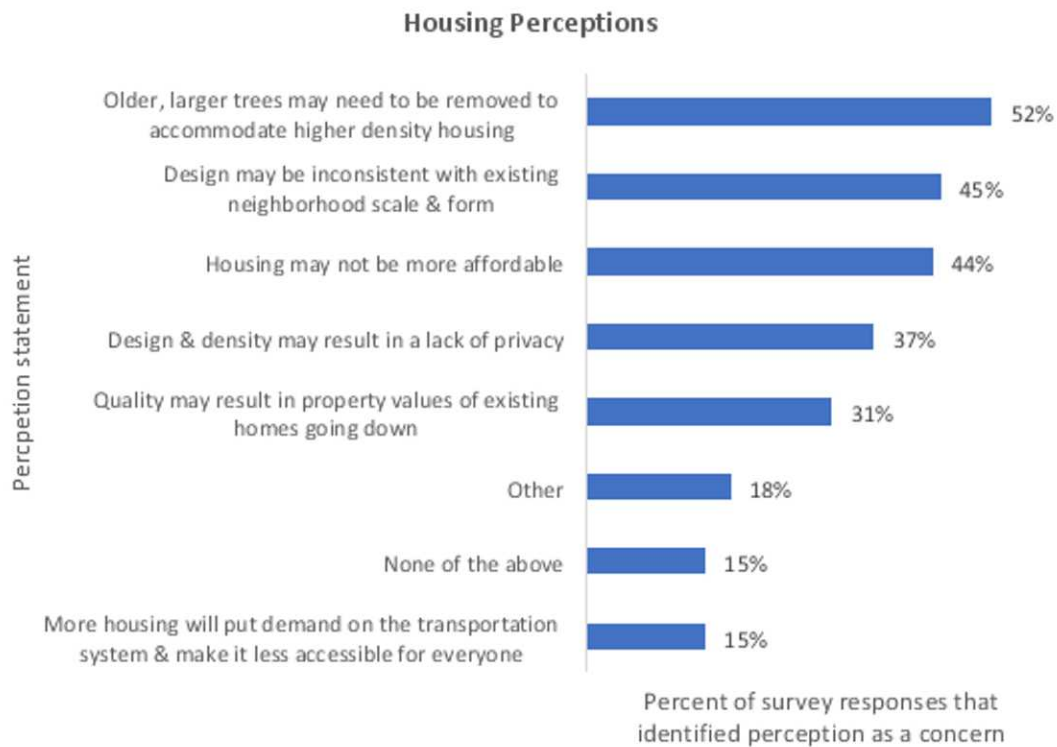


Other benefits identified included:

- Environmental benefits - opportunities for zero carbon transportation options, microgrids, water/wastewater systems, environmentally conscious infrastructure, and energy efficiency
- Increase city tax base
- Sense of community
- Preserve natural habitat areas
- Age in place
- Lower energy/maintenance costs

Perceptions of middle housing

People were asked to identify perceptions about middle housing they might have. On average, people identified between two and three perceptions. The need to remove larger trees, the design being inconsistent with the existing neighborhood scale and form, and the possibility that the housing may not be more affordable were identified the most.

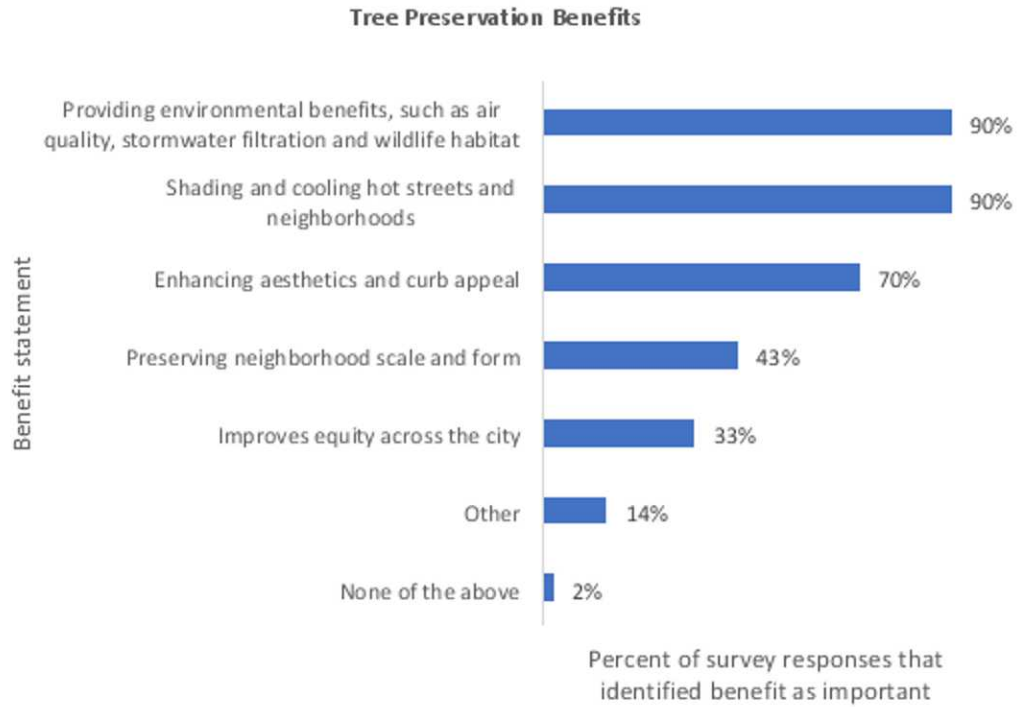


Other housing perceptions identified include:

- May not provide increased ownership opportunities
- Negative impacts to climate and watershed goals and natural ecosystems
- Lack of quality construction and design
- Parking and traffic problems, and need for increased street maintenance
- Potential to reduce access to green open space

Benefits of tree preservation

People were asked to identify the benefits of tree preservation they find to be the most important. On average, people identified between three and four benefits. Shading/cooling and other environment benefits (air quality, stormwater filtration and wildlife habitat) were mentioned the most.

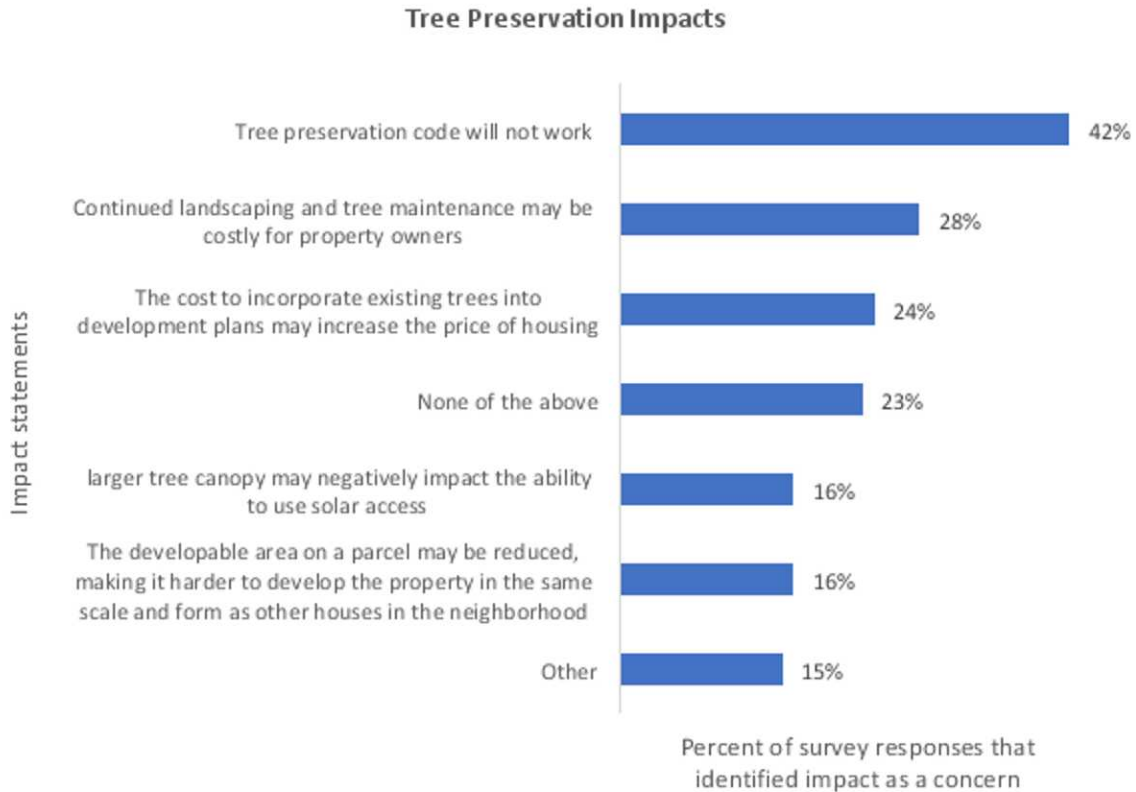


Other tree preservation benefits identified included:

- Food production potential
- Impacts on human health, physical and mental wellness
- Wildlife habitat
- Preserve urban foraging
- Provides an environment that encourages walking and biking
- Carbon capture
- Landscape that reflects the "wildness" of the river

Impacts of tree preservation

People were asked to identify the impacts of tree preservation they find to be of most concern. On average, people identified one or two impacts they are concerned about, with the potential of it being too easy for developers to get an exception to the tree preservation regulations being the top concern.

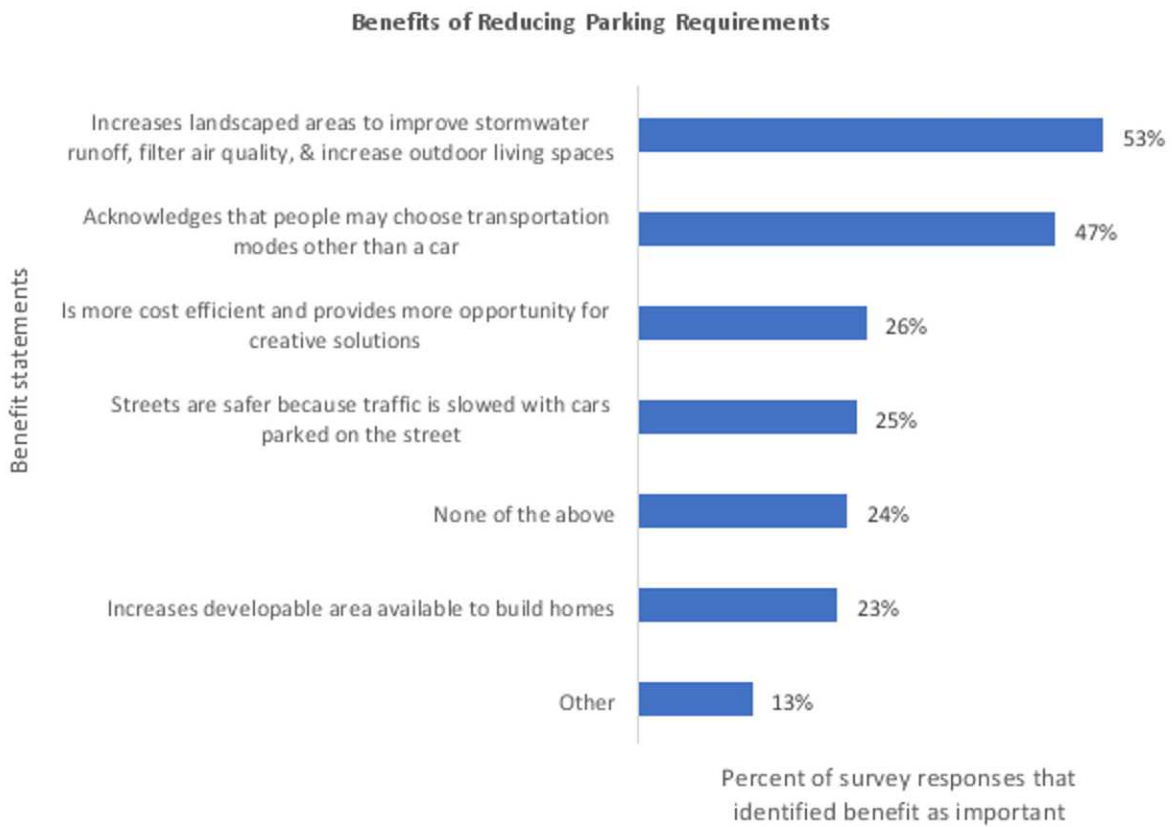


Other tree preservation impacts identified included:

- Limitations on the bigger environmental benefit of higher density living (zero carbon transportation, solar energy)
- Less light for gardening/creating independent food sources
- Damage caused by large tree limbs falling during windstorms
- Possible reductions in buildable area of a property
- Tree root damage to home foundation and streets
- Requiring sidewalks may result in removing trees

Benefits of reducing parking requirements

People were asked to identify the benefits of reducing parking requirements they find to be the most important. On average, people identified two benefits. The benefits of "increasing the landscaped areas to improve stormwater runoff, filter air quality and increase outdoor living space," and "acknowledging other transportation modes beside the car" were mentioned the most.

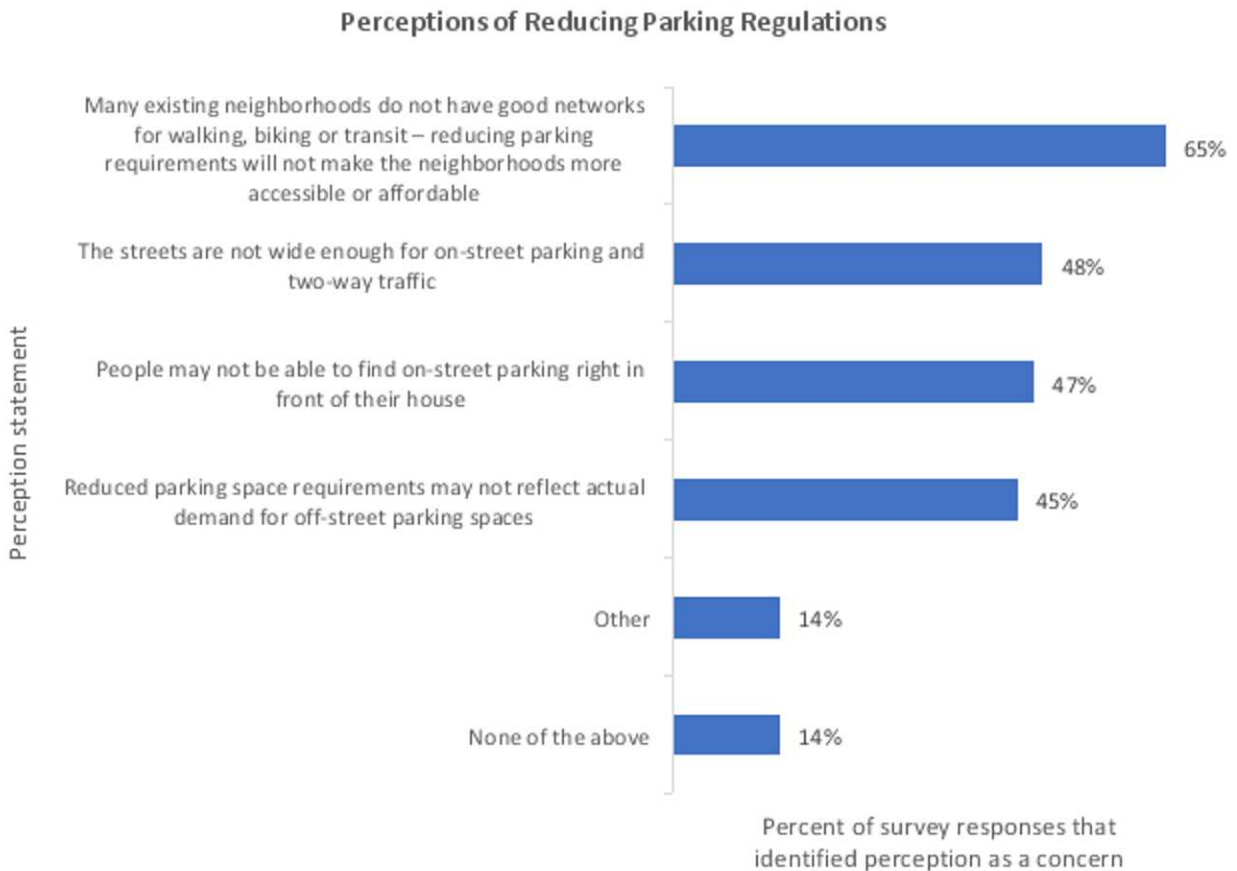


Other benefits of reducing parking requirements included:

- Encouraging community discussions on reducing dependency on the car
- Potential to open up more space for green infrastructure
- Ability for trees to absorb water
- Acknowledges reduction of car ownership
- Potential for more attractive, nature filled areas in front of homes and porches closer to the street
- Increases housing supply

Perceptions of reducing parking requirements

People were asked to identify perceptions about reducing parking requirements they might have. On average, people identified between two to three perceptions. The lack of good networks for walking or biking and availability of transit in existing neighborhoods was mentioned the most, followed by streets not being able to accommodate on-street parking, a concern that the reduced parking requirements will not reflect actual demand, and a lack of on-street parking close to people's destinations.



Other perceptions related to reducing parking requirements included:

- Resistance to bike parking requirements
- Immediate neighbors might be impacted by reduced parking requirement for multi-unit complexes
- Streets would not safe or friendly for pedestrians and cyclists – poor lines of sight and lack of sidewalks make it dangerous
- Negative impacts on lower economic groups because they rely on their car for work
- Concerns about electrical vehicles charging stations

Outreach Lessons Learned

There were over 450 visits to the open house main page, including 42 who visited the open house's Spanish language version, although only 93 completed the survey. We will continue to analyze the data to determine how to improve the conversion rate of those who visit the site to those who provide input. The open house site will remain active, and we will provide "discussion boards" and comment forms for people to continue to provide input.

Some of the lessons learned from this round of outreach include:

- **People did not register on Bang the Table, and therefore could not provide feedback.** Less than half the people who visited the open house registered with Bang the Table. The project team will work with the City's communications team to better explain to the public the purpose of registering in hopes to reduce concerns about how the demographic information is being used.
- **The response rate from the BIPOC community in particular was low.** The most recent City demographic data (2016) identified 89% of Milwaukie residents as white and 11% as people of color. Our survey response rate was 5% for people of color. Although we did do directed outreach to people of color, we know more specific outreach is needed. For the next round of community input, we will work with the City's new Equity Program Manager to enhance our outreach efforts.
- **The people who did respond to the survey did so as a result of a personal "ask."** Over 75% of the people heard about the open house from their neighborhood association, a personal invitation from a friend, or a direct email from the City. We will continue to focus our outreach efforts using more personal approaches. Ideas under consideration for the next round of outreach include a meeting in a box and focus groups.
- **No paper survey responses were received, nor were any surveys completed in Spanish.** Although these efforts did not yield public input, we believe that the City needs to continue to provide these opportunities. More advertising and more one-on-one invitations can help to raise awareness and encourage feedback.
- **Current events out of our control may have reduced participation.** Although we did take the November election into consideration when we scheduled the outreach, we did not anticipate a state-wide COVID "freeze" which resulted in not being able to implement all the outreach strategies as planned. Based on general sentiment, it also appears that there is a desire to un-plug from the computer whenever possible.



PROJECT MEMORANDUM

To: Comprehensive Plan Implementation Committee (CPIC)

From: Jason Wachs, Community Engagement Coordinator

Date: Dec. 15, 2020

Re: Engage Milwaukie

Introduction and Purpose

As you are likely aware Planning was the first department to use the city's new engagement tool Bang the Table. The city is excited about this new tool and we understand there have been some questions about how it. This memo is being provided to CPIC in order to provide some additional background and context about the new tool.

The three areas that will be addressed below include:

1. The purpose of Engage Milwaukie is to build an online community of engaged people across multiple projects.
2. Registration is critical to building an online community of engaged people and is informed by best practices.
3. The metrics on how round one of engagement performed for the Comprehensive Plan Implementation: Phase 1 Open House requires appropriate and helpful context.

1. Purpose of Engage Milwaukie

Note: What is included below is taken from the [FAQ section](#) of the project page on Engage Milwaukie called "**About Engage Milwaukie,**" which you can find at <https://engage.milwaukieoregon.gov/welcome-to-engage-milwaukie>. This page was created to introduce the public to the site, answer questions, and provide contact information should people need to reach out to the city.

How will the Engage Milwaukie site help the city achieve its engagement goals?

The city's [Community Vision for 2040](#) states that "Milwaukie's government is transparent and accessible, and is committed to promoting tolerance and inclusion and eliminating disparities. It strongly encourages engagement and participation by all and nurtures a deep sense of community through celebrations and collective action." Engage Milwaukie is one of the tools used to achieve this mission through the following core objectives of the site:

- Enhance the city's online engagement to include an interactive experience for community members to provide feedback, share ideas and ask questions about a variety of current city projects, initiatives and decisions on their own time.
- Reach a more representative cross-section of the community by using online engagement in conjunction with in-person engagement activities (when safe to do so) to achieve [City Council's 2020-21 Diversity, Equity, Inclusion and Justice goal](#).
- Generate more consistent data to evaluate online engagement efforts through an equity lens that will also apply to other engagement activities.

2. Why Registration is Critical to Building an Online Community of Engaged People

Are responses to engagement tools (surveys, quick polls, ideas, etc.) on Engage Milwaukie tied to registration?

The answer is yes, however, no personally identifiable information is collected, including name, address or phone number. Those who sign up for the site create a login name with an associated email, along with a password. The login name could be their name, if they choose, but it can be anything they would like in accordance with the site's [moderation policy](#). Next, they are asked to answer four required questions, including the year they were born, gender, race/ethnicity and connection to Milwaukee. A fifth question asks if they would like to provide additional information about themselves to help city staff with their engagement efforts. If they click yes, they are asked additional questions. If they click no, their registration is complete after verifying their email through an email that is sent automatically to complete the process. The option to not answer additional questions was developed so the registration process isn't perceived as being too long, which could result in less people registering. This is one of the best practice tips that we followed when developing the registration process. At this point, more than 80% of the people who are registering are also answering the additional questions that include income, language used most at home, sexual orientation and neighborhood.

- A lot of information is included below about how we are trying to communicate on the site about privacy to its users, but I did want to point you to the footer of every page on the site that includes various policies people can refer to. The [Privacy Policy](#) gets into this topic a lot more if you want to take a look as well.

Is registration a limitation of this platform?

Registration is a feature, not a bug. In fact, it is the most powerful function of this type of engagement platform. As we grow this online community, we will know who we are and are



not reaching so that we can better target our outreach. Engage Milwaukie has already been very useful in this regard. Those who registered on the site because of interest in the Comp Plan Open House subsequently learned about the City Hall Open House. The City Hall Open House has already drawn many people who did not engage with the Comp Plan Open House. Now that those individuals are registered, we can engage with them about the next Comp Plan engagement activity on the site. Registration also ensures consistency of data across all of our projects. This consistency is of utmost importance. If we collected the demographic data survey by survey that consistency would be extremely difficult to maintain. It would also be very difficult to analyze since the system would not be able to cross tabulate results. Lastly, if we ask demographics each time we have a survey on the site, users could grow fatigued to have to answer demographic questions over and over again. By registering up front users provide us with that information one time and can then use the site for years to come on every project added to the site.

As of today (Dec. 15, 2020), 281 people have registered and it grows every day. When we launch our next project on the site this week, staff will be able to tell those 281+ people that the project has been added to the site and the chances that they will engage on the project are very high.

Why do I need to register to this site to participate in the engagement tools?

Note: What is included below is taken from the [FAQ section](#) of the project page on Engage Milwaukie called "**About Engage Milwaukie,**" which you can find at <https://engage.milwaukieoregon.gov/welcome-to-engage-milwaukie>.

While registration is not required to access Engage Milwaukie, it's necessary for many of the more interactive engagement opportunities. We ask you to register to the website for several reasons:

- It helps ensure that a broader set of perspectives have an opportunity to be represented by attributing feedback and frequency of feedback to individuals.
- As the city grows this online community, we will know who we are and are not reaching so that we can better focus our outreach.
- It promotes accountability and encourages people to provide more thoughtful responses.
- It also means that we can let you know any news if something major changes about projects that you are interested in.



3. Context Around the Engagement Results for the Comprehensive Plan Implementation Phase 1 Open House

The Comprehensive Plan Open House for Phase I was the first project included on the site so it was launched when we had zero registered users. Having 96 people take the survey in only two weeks is a significant achievement. This engagement activity was a substantial commitment given the length of the material and depth of the topic. As the registered users on the site continue to grow and people become more and more familiar with how to use the site, participation will inevitably grow. The same thing occurred when we began building a social media following many years ago. Thanks to a study discussed at the end of this memo, we also know that participants who don't sign up straight away are likely to revisit the sign-up during their second and third interactions after visiting project pages.

- **The visitor number to the site should not be interpreted as a count for unique individuals looking at the site, but only as an approximation.**
 - The information in your packet reports that there were over 450 visits to the open house main page, including 42 who visited the open house's Spanish language version, although 93 (3 people took the survey since the packet was written for a total of 96) completed the survey. This can be very misleading because the amount of visits will always be higher than the amount of visitors. There is a fairly complicated reason for this and if you are interested you can read all about it in an article on the Bang the Table site called ["How 'site visits' and 'visitors' are captured."](#) To summarize, this occurs because the same person can contribute multiple counts to the visits number over the course of a day/week/month. If someone visits the site in the morning, at lunch and again in the afternoon in the same browser, they contribute +1 count to the visitor number and +3 to the visits. This happens because they start a new session for each visit with at least 30 minutes in-between. This is the rule, but there are exceptions to this that you can also read about in the article mentioned. Over time the goal is to interpret the data to gauge how much interest projects have generated rather than trying to determine individual visits. That is why the number of site visits is best used to compare projects with each other rather than using the number to interpret how well a project did on its own.
- Here are just a few quick examples of what we know about the people who took the Comprehensive Plan Open House survey in English. This type of information wouldn't have been gathered without registration. Now that they are registered, we can reach out

to them again about the comp plan and invite them to participate in other projects included on the site.

- A breakdown of gender
 - 50 – Woman
 - 39 – Man
 - 1 -Transgender
 - 3 – Non-binary, genderqueer, or third gender
 - 3 – A gender not listed
- Racial or Ethnic Identity
 - 85 – White
 - 1 - Native American, American Indian, or Alaska Native
 - 2 – Asian or Asian American
 - 2 – Hispanic or Latino/a/x
 - 8 – A race or ethnicity not listed
- On Nov. 23, 2020, we sent a newsletter to 130 people who had registered for the site up to that point. In it, we let them know about the City Hall Open House and Mini-Umbrella Decorating Contest and reminded them to take the Comp Plan survey. **Of the 130, 88 people opened the email. That is 67.7%.** Industry standard for emails sent and opened is about 21%. In other words, those 130 people registered on the site are engaged and will likely continue to engage with us over time. Without requiring registration, we would always be starting from scratch for each project rather than building a base of engaged and informed people over time.
- As the city uses Engage Milwaukie more over time, we will continue to develop more tips and best practices to maximize engagement on the site, including the number of people who participate in the engagement tools included on the site, which usually require registration. Some of the lessons that we have already learned include:
 - Keep the material as concise as possible. That includes the introduction, call to action, and the engagement tools that are chosen.
 - Which engagement tools we choose from on the site to acquire the type of feedback that we need is very important and the more we use each of the nine tools available we will get better and better at choosing the tools that makes the most sense for a given project. We learned some of the quirky things about a few of the tools already and can use that knowledge for the next project that we add to the site.
 - Lastly, as discussed earlier, we have begun to develop a better understanding of what the numbers tell us about a particular project and that will continue to be fine-tuned over time as more projects are added to the site. That way we will be able to consistently communicate what the results mean in an accurate and



meaningful way both internally and externally. The ability to compare projects to other projects on the site will be very helpful to this process so this will evolve over time.

Study that asked “Is Registration a barrier to participation?”

A study from a few years ago looked at Google analytics for all Bang the Table sites in 2016 and analyzed behavior. The city used advice included here to design our registration process with the goal of maximizing participation. **Here is what they found:**

- 80% of people who reached the signup form page completed registration or continued browsing
- Participants who didn't sign up straight away were likely to revisit the signup during their 2nd and 3rd interactions after visiting project pages
- Participants who landed on sites via the login page spent three times longer engaging with projects and had a longer overall session duration
- A sites homepage was the greatest factor influencing participation. i.e. bounce or through traffic.
- Returning users spent longer on average engaging with client sites
- The entire article is at - www.bangthetable.com/blog/is-registration-a-barrier-to-participation/

For any further questions about Engage Milwaukie, please reach out at wachs@milwaukieoregon.gov or at 503-786-7568.