

MILWAUKIE PARKS

COMMUNITY ENGAGEMENT, DESIGN, AND DEVELOPMENT SERVICES PROJECT

PUBLIC INVOLVEMENT AND COMMUNICATION PLAN

Prepared for

City of Milwaukie
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Date

April 2022

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Introduction

The Public Involvement Plan (PI plan) is a living document that will guide public involvement during the design process for three parks in the City of Milwaukie, Oregon. The PI plan reflects commitments from the City of Milwaukie to coordinate and carry out outreach activities that will allow interested parties an opportunity to provide input on the designs for Scott, Balfour, and Bowman-Brae Parks.

Project Overview

The purpose of the project is to finalize designs and construct three Milwaukie parks: Scott Park, Bowman-Brae Park and Balfour Park. The project will refine the master plans for Bowman Brae Park and Balfour Park, then create updated designs and construct amenities for each of the parks. Scott Park will embark on a new community-driven design process that will present alternatives and a final design for community input. The goal is to ensure that these parks best meet the needs of the community and create welcoming parks for all. The public will be asked to weigh in on all park designs to help the City determine what features will help each of these parks be welcoming and inclusive. All parks are anticipated to be constructed and open to the public by October 2024. Equitable and diversity-based engagement is at the heart of this project with an emphasis on bringing in new voices to the conversation with a particular focus on reaching residents who are Black, Indigenous, and People of Color.

Public Involvement Goals

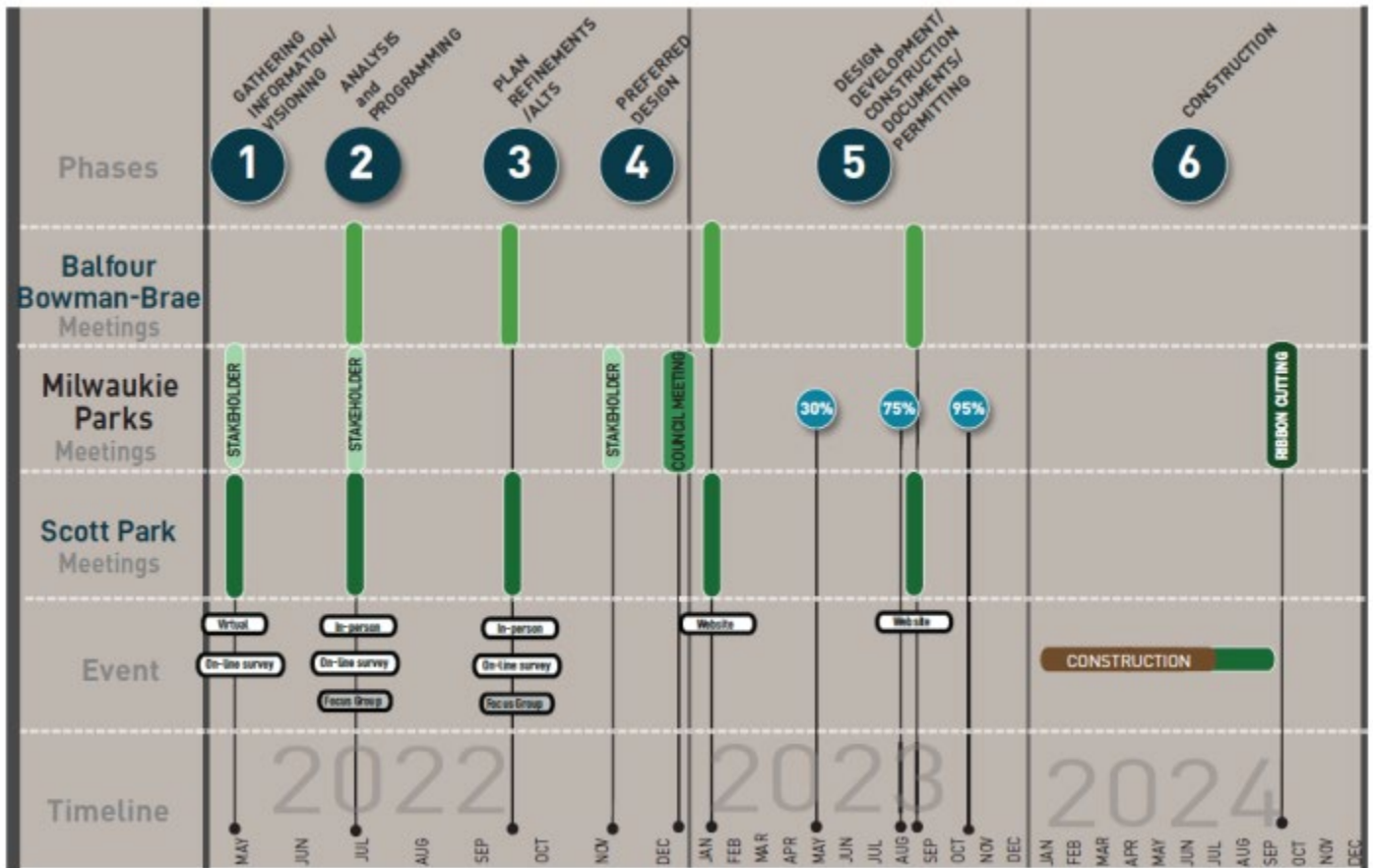
Throughout this project, we are committed to sharing information and gathering input regarding the needs and issues of the public, stakeholders, and affected parties related to this planning effort.

The public involvement goals are to:

- **Value community investment of time and input for this process.** This means making sure engagement opportunities ask meaningful questions that directly influence park design. This also includes providing incentives for participation for those who may have barriers to participation.
- **Engage people in non-traditional, non-elite, and community trusted places.** Cultivate inclusivity by meeting people where they are. This means showing up to places where people already feel comfortable and in ways that feel welcoming and specific to a community's interests and needs.
- **Seek to establish non-transactional relationships with people and communities.** Be clear with the community that participation in this project is not a one-time investment, but rather an ongoing commitment to community relationships. Throughout the process, the project team will identify and document specific opportunities for longer-term opportunities and investment in the community.
- **Value all types of information and data.** Look for opportunities to listen to the community and gather stories or peoples' lived experiences to inform park design and future City efforts.
- **Be clear about decision-making at every step.** We will communicate complete, accurate, understandable, and timely information to the public and partners throughout the project. Community members will know their role in shaping the plan and will be able to understand how important decisions are made.

- Conduct engagement with an equity-based lens.** The City and its partners will conduct community engagement that focuses on bringing new voices into the conversation with a deliberate focus on those members of the black, indigenous, and people of color communities and others who may have previously been left out of the local government decision making process.

Project Schedule



Key Messages

Key messages summarize the why, what, and how of the process, and constitute basic talking points that the project team will use when communicating with target audiences. Key messages may change as the project evolves.

Background

- The City of Milwaukie is a member of the North Clackamas Parks and Recreation District (NCPRD), and the City's 20 parks are managed and maintained by NCPRD.
- The NCPRD developed initial master plans for Bowman-Brae and Balfour Parks in 2015, incorporating feedback from neighbors and community members.

- Scott Park is central to downtown Milwaukie, adjacent to the Ledding Library and popular Farmers Market. The future of this park will support a thriving downtown where people can gather outdoors.

Process

- The project's grant requirements require that all construction is complete and that all three parks are open by October 2024.
- The City will work to create new relationships within the community and work with existing stakeholder groups such as the Equity Steering Committee, Parks and Recreation Board, the Ledding Library Board, and neighborhood associations that surround the three parks.
- The final master plans will be reviewed and approved by Milwaukie City Council before permitting and construction can begin. Designs for the parks will also need to be approved by the City of Milwaukie Planning Commission. Partners, like NCPRD, will provide input on plans and designs before final approval to weigh in on programming and long-term maintenance.

A focus on diverse outreach

- In 2020, City Council adopted a goal focusing on equity, inclusion and justice.
- The City has refocused outreach efforts to engage with communities of color and people with disabilities.
- The City will work with the new Equity Steering Committee, Parks and Recreation Board, and leaders who represent communities of color throughout design to have meaningful community-focused meetings.
- In designing this project, the City will listen carefully to diverse communities, especially those who may have not been historically represented or who may not have engaged in parks planning before.
- Emphasizing the needs of people traditionally left out of planning processes is important to the future of our city that helps everyone thrive. This includes working with people who live in the unincorporated areas adjacent to Milwaukie, particularly those who live within the City's Urban Growth Management Area (UGMA).

Three new parks by October 2024

- **Scott Park** is an important part of downtown Milwaukie. It provides both a community gathering place near the library and a needed respite for the community to play or unwind outdoors. Scott Park is also home to urban wildlife, waterfowl, and important conservation areas that will need to be protected, while also providing opportunities for people to view and enjoy these natural resources.
 - We want to understand current uses for the park, as well as desires for its design and programming.
 - Community input will shape the park design, including the facilities and programming. This could include trails, areas for eating or a small play area and new or big ideas that uniquely meet community needs.
- **Balfour Park**

- A master plan was developed for Balfour Park in 2015 that outlined an initial design and goals for the park. Through this process, we will discuss whether that design still meets community needs before finalizing the park design.
- Clackamas County is redeveloping affordable housing one block south of the park, which will bring in new neighbors who can benefit from a newly designed park.
- Developing Balfour Park today will provide much-needed outdoor community space for new and current neighbors.
- **Bowman and Brae Parks**
 - The 2015 master plan for Bowman-Brae Park addresses functional needs such as circulation and right-of-way improvements.
 - The master plan established initial design based on community input.
 - Community engagement will pick the conversation up where it left off, by reassessing the prior design to see if it still meets the community's needs.

Decision Making Process

Final plans will be approved by the Milwaukie City Council. Input from the community will be used by the project team to inform the designs and make a recommendation to City Council. Throughout the process, the project team will work to create buy in with residents and stakeholder groups in a way that leads these groups to recommend and support the plans before City Council.

Audience and Stakeholders

The following groups have been identified as potentially interested and impacted stakeholders who may be added to the stakeholder list and contacted during the project. The following stakeholders are not listed in any particular order.

- City Council
- City Staff
- North Clackamas Parks and Recreation District Staff
- Agency Partners
- Nearby schools
- Residents within 1/2 mile of each park
- Visitors to downtown Milwaukie
- Under-represented and under-resourced community members, including representatives from: Black communities, Spanish-speakers, Spanish speaking parents, youths, seniors, people with disabilities, LGBTQIA2S+
- Spanish speaking PTA groups
- Hillside Development Residential Board near Balfour Park
- Providence Hospital
- TriMet

- Downtown businesses
- Downtown Milwaukie Business Association (DMBA)
- Neighborhood District Associations (All, especially Historic Milwaukie, Ardenwald-Johnson Creek, and Lake Road)
- Milwaukie’s Parks and Recreation Board (PARB)
- Ledding Library Board and Library users
- Vietnam Partnership (Scott Park memorial)

Outreach Approaches

Phase 1: Kick Off, Gathering Information and Visioning (Spring 2022)

Goals: Introduce project to the public, identify and analyze existing conditions, define park needs and opportunities.

Strategy	Purpose	Timeline	Leading Effort
Equity + Public Involvement Kick Off Meeting	Review the public involvement plan with members of the PARB and City Equity Steering Committee, finalize <i>IAP2 Public Engagement Level:</i> Collaborate	March 14, 2022 (Completed)	JLA / izo facilitates
Postcard	A bilingual postcard will be mailed to residents of Milwaukie to build awareness of the parks project and encourage engagement through the first survey and first live event <i>IAP2 Public Engagement Level:</i> Inform	March 2022 (Completed)	JLA develops content and design in City template, izo completes transcreation process, City mails
Scott Park Online Survey #1	The first online survey is intended to elicit feedback for Scott Park and broader community input. Considering that Scott Park has not had any recent planning work or an officially-adopted master plan, initial feedback in the form of an online survey will be important for the team to establish a community vision and goals for Scott Park. Questions in this survey will mirror the questions and discussion shared during the first Live event for Scott Park.	May 2022	JLA provides support on survey questions, City designs survey and manages implementation. JLA provides high-level survey summary. izo to transcreate survey and produce Spanish-language version.

	<i>IAP2 Public Engagement Level:</i> Consult		
Scott Park Live Event #1	Introduce the project through an in-person event hosted at Ledding Library. Focus on opportunities/constraints, collect feedback on the park vision (how people hope to use it) and demonstrate potential options for the park to gather initial feedback. <i>IAP2 Public Engagement Level:</i> Consult	May 1, 2022	JLA facilitates event and support question development, GW to provide content for presentation and final questions
Website and Engage Milwaukie	All meetings and events will be posted on the City calendar on the website: milwaukieoregon.gov and the city meeting section: milwaukieoregon.gov/meetings A project website for documents and information will be provided at milwaukieoregon.gov/parkprojects Engage Milwaukie: Each park will have a separate Engage Milwaukie project page where questions and comments can be made. Public surveys will be issues through Engage Milwaukie. <i>IAP2 Public Engagement Level:</i> Website: Inform Engage Milwaukie: Consult	Ongoing	City
Social Media	Social media posts will promote public engagement activities. In this phase it will promote the first Scott Park event and what was heard at that event. <i>IAP2 Public Engagement Level:</i> Inform	Ongoing	City
Milwaukie Pilot	Regular Pilot articles will be written the month prior to engagement session and newsletters are delivered midmonth. <i>IAP2 Public Engagement Level:</i> Inform	Ongoing	City
Community	The City provides informational	Ongoing	City

Meetings + Presentations	<p>project updates every month at PARB meetings (3rd Wednesday of every month at 4:30pm project update at 5:30pm) special PARB meetings may also be schedule. These public meetings are recorded and provided on the city website for review.</p> <p>The city will provide regular City Council updates currently scheduled for June, September, and November 2022. Neighborhood District Associations (NDAs), the Library Board, Equity Steering Committee, and other groups are encouraged to participate in these updates.</p> <p><i>IAP2 Public Engagement Level:</i> Inform, Consult</p>		
Yard Signs	<p>They will announce the project and direct people to website and Engage Milwaukie and provide contact information.</p> <p><i>IAP2 Public Engagement Level:</i> Inform</p>	April 2022	City

Phase 2: Analysis and Programming (Late Spring 2022)

Goals: Present initial ideas for Scott Park and the master plan designs for Bowman-Brae Park and Balfour Park to gather input on whether the design meet community needs or are missing important elements. Input will help refine the master plan concepts and initial concepts for Scott Park.

Strategy	Purpose	Timeline	Leading Effort
Postcard #2	<p>A bilingual postcard will be mailed to residents of Milwaukie to build awareness of the parks projects and encourage engagement with the survey and live event.</p> <p><i>IAP2 Public Engagement Level:</i> Inform</p>	June 2022	JLA develops content and design in City template, izo completes transcreation process, City mails
<p>Live Event for All Parks (Scott second event; Bowman Brae and</p>	<p>Present initial ideas for Scott Park and the master plan designs for Bowman Brae Park and Balfour Park to gather input on whether the</p>	July 2022	JLA facilitate event and support question development, GW to provide content for presentation and final

Balfour first event)	<p>design meet community needs or are missing important elements. This will include design and programming ideas. Outreach will include high-level concepts for all three parks.</p> <p><i>IAP2 Public Engagement Level: Consult</i></p>		questions
Online Survey for All Parks (same as live event above)	<p>The online survey will replicate the live event with the same input questions and content and will be conducted in English and Spanish.</p> <p><i>IAP2 Public Engagement Level: Consult</i></p>	July 2022	JLA provide support on survey questions, City designs survey and manages implementation. JLA provides high-level summary at survey closing. izeo to transcreate survey and produce Spanish-language version.
Social Media	<p>Same as above</p> <p><i>IAP2 Public Engagement Level: Inform</i></p>	Ongoing	City
Community Meetings + Presentations	<p>Same as above</p> <p><i>IAP2 Public Engagement Level: Involve</i></p>	Ongoing	City
Focus Group Meetings	<p>Introduce project through a series of neighborhood and community-based organization presentations with a focus on gathering rich feedback on parks needs.</p> <p>Focus group meetings will be tailored to reach underserved community groups, with an emphasis on Latinx community members. Each meeting may gather input however that can influence the planning for all three parks and future parks planning efforts.</p> <p><i>IAP2 Public Engagement</i></p>	June and July 2022	izeo, with JLA and GW supporting

	<i>Level: Involve</i>		
Project website + Engage Milwaukie	Same as above <i>IAP2 Public Engagement Level: Inform</i>	Ongoing, with survey launched in July	City
Yard signs	Same as above <i>IAP2 Public Engagement Level: Inform</i>	Ongoing	City

Phase 3: Plan Refinements and Alternatives

Goals: Present alternatives for Scott Park and gather input on which components best match community needs; Present the final draft design for Bowman-Brae Park and Balfour Park.

Strategy	Purpose	Level of Public Involvement	Leading Effort
Postcard #3	A bilingual postcard will be mailed to residents of Milwaukie to build awareness of the parks projects and encourage engagement to review the park designs <i>IAP2 Public Engagement Level: Inform</i>	September 2022	JLA develops content and designs in City template, izo does transcreation process, City mails
Live Event for All Three Parks (Scott third event; Bowman Brae and Balfour second and final event)	Present alternatives for Scott Park and gather input on which components best match community needs; Present the final draft design for Bowman Brae Park and Balfour Park. Event is anticipated to be held in-person. <i>IAP2 Public Engagement Level: Consult</i>	October 2022	JLA facilitates event and support question development, GW to provide content for presentation and final questions
Online Survey for All Parks (same as live event above)	The online survey will replicate the live event with the same input questions and content, and will be conducted in English and Spanish. <i>IAP2 Public Engagement Level: Consult</i>	October 2022	JLA provide support on survey questions, City designs survey and manages implementation. JLA provides high-level summary at survey closing. izo to transcreate survey and produce Spanish-

			language version.
Social Media	Same as above <i>IAP2 Public Engagement Level: Inform</i>	Ongoing	City
Additional Focus Groups (TBD)	Discuss the project through a series of neighborhood and community-based organization presentations with a focus on gathering rich feedback on parks needs. <i>IAP2 Public Engagement Level: Involve</i>	September and October 2022	JLA, izo, City
Community Meetings + Presentations	Same as above, plus a meeting to discuss playground design and safety. <i>IAP2 Public Engagement Level: Involve</i>	Ongoing	City, GR Morgan, GreenWorks
Project website + Engage Milwaukie	Same as above <i>IAP2 Public Engagement Level: Inform</i>	Ongoing, including survey in October	City
Yard signs	Same as above <i>IAP2 Public Engagement Level: Inform</i>	Ongoing	City

Phase 4: Preferred Design

Goals: Present final preferred design to the public to gather final input prior to presenting a final design to City Council.

Strategy	Purpose	Level of Public Involvement	Leading Effort
Postcard #4	A bilingual postcard will be mailed to residents of Milwaukie to inform them when a final design for all three parks is ready to view. <i>IAP2 Public Engagement Level: Inform</i>	November 2022	City develops content and designs, translates and mails
Project website + Engage Milwaukie	Same as above <i>IAP2 Public Engagement Level: Inform</i>	Ongoing	City
Social Media	Same as above <i>IAP2 Public Engagement Level: Inform</i>	Ongoing	City
Live Public Meeting	Meeting to present the final plans to the public prior to the City Council meeting for approval. <i>IAP2 Public Engagement Level: Inform</i>	November 2022	City
Yard signs	Same as above <i>IAP2 Public Engagement Level: Inform</i>	Ongoing	City

Nearby or Related Projects

Scott Park

- Henley Place will be a new mixed-use development
- CoHo Point will be a new mixed-use development (SW corner of Main Street and Washington)
- City Hall will be relocating to the Advantis Credit Union Building on Main Street summer 2023
- Milwaukie Bay Park has a final design. Construction start date is TBD. Current timelines are subject to change though construction is expected to be complete in 2025.

Balfour Park

- Hillside residential development
- Street and sidewalk improvements to occur after the park is completed

Communication Protocols

It is anticipated that all communications will be produced using the City of Milwaukie design templates and style guide. Materials that are being mailed or printed for the project will also be reviewed by the City of Milwaukie's communications team. Whenever possible, communications will be produced in both English and Spanish.

- Designated Spokespersons: Adam Moore; moorea@milwaukieoregon.gov; 503.786.7624
- Project URL: milwaukieoregon.gov/parksprojects
- Email Address: parkprojects@milwaukieoregon.gov

Measures of Success

- Number of participants attending meetings or events (in person and online).
- Number of people participating in meetings or events for the first time.
- Number of organizations representing historically underrepresented communities engaged with.
- Number of organizations representing low-income and BIPOC communities are represented on the CAG.
- Percent of total people participating in events, meetings, and open houses that are from historically underrepresented demographic groups.
- Number of BIPOC-owned establishments that are engaged throughout the project.
- Number of website views during the project duration.
- Number of project comments received (comment cards, online).
- Whether the comments are relevant to the project (indicates project understanding).
- How project decisions have been modified as a result of public input.

Appendix 1: Demographic Information

Demographic information is included to help the project team understand the population of the community we are trying to reach. These numbers help tailor outreach efforts to make them more relevant to the community, and thus more successful. Once engagement has been conducted, the project team can measure success in reaching under-represented and under-resourced populations using these numbers as a baseline.

DEMOGRAPHIC INFORMATION

Elementary school data is updated every year through the state of Oregon, so it is the most up-to-date demographic information available. Census data is updated every 10 years. The American Community Survey (ACS) is a higher level summary of data (fewer people surveyed) that is released more frequently. Elementary schools are the most current and fine grain detail available for demographic analysis. The report cards for each school and district are found at: <https://www.ode.state.or.us/data/reportcard/ReportList.aspx>. Numbers from the 2020-2021 school/district report cards.

	Ardenwald Elementary School	Rowe Middle School	North Clackamas School District
American Indian/Alaska Native	1%	1%	<1%
Asian	1%	2%	10%
Black/African American	3%	3%	2%
Hispanic/Latino	17%	31%	20%
Multiracial	8%	8%	9%
Native Hawaiian/Pacific Islander	<1%	2%	1%
White	70%	53%	58%
Ever English Learners	5%	23%	23%
Languages Spoken	10	23	76
Students with Disabilities	22%	24%	17%
Free/Reduced Price Lunch***	>95%	>95%	34%

CENSUS DATA | Census or American Community Survey (ACS)/year

Demographics data was found using the EPA EJScreen website: <https://ejscreen.epa.gov/mapper/>. Numbers are from the 2014-2018 ACS report for the City of Milwaukie.

Per Capita Income	\$32,826
Total Hispanic Population	2,104 / 10% of population
Non-Hispanic - White Alone	17,549 / 83% of population
Non-Hispanic - Black Alone	274 / 1% of population
Non-Hispanic – American Indian Alone	89 / <1% of population
Non-Hispanic – Asian Alone	634 / 3% of population
Non-Hispanic – Pacific Islander Alone	41 / <1% of population
Non-Hispanic – Other Race Alone	37 / <1% of population
Non-Hispanic – Two or More Races Alone	499 / 2% of population
Age 0-17	5,150 / 25% of population
Age 65+	3,567 / 17% of population
Less than 9 th Grade - Educational Attainment (over 25 years old)	217 / 1% of population
No high school diploma - Educational Attainment (over 25 years old)	690 / 4% of population
Bachelor's Degree or more - Educational Attainment (over 25 years old)	5,540 / 34% of population
Linguistically Isolated Households**	65 households

Linguistically Isolated Households** – Speak Spanish	15 / 22% of linguistically isolated households
Linguistically Isolated Households** – Speak Other Indo-European Languages	26 / 40% of linguistically isolated households
Linguistically Isolated Households** – Speak Asian-Pacific Island Languages	25 / 38% of linguistically isolated households
Linguistically Isolated Households** – Speak Other Languages	0 / 0% of linguistically isolated households
Households by Household Income <\$15,000 (extremely low-income)	763 / 8% of households
Households by Household Income \$15,000-\$25,000 (low-income/working poor)	995 / 11% of households
Households by Household Income \$25,000-\$50,000	1,754 / 19% of households
Households by Household Income \$50,000-\$75,000	1,854 / 21% of households
Households by Household Income \$75,000+	3,662 / 41%% of population
Common languages spoken at home	Spanish, 721 / 4% of population (ages 5 and above)

** Households in which no one 14 or over speaks English “very well” or speaks English only.

CENSUS DATA	Census or American Community Survey (ACS)/year
<i>Census data on disabilities in the City of Milwaukee was found via the United States Census at: https://data.census.gov/cedsci/vizwidget?q=1600000US4148650&infoSection=Disability&type=chart&chartType=bar. Numbers are from the 2019 ACS.</i>	
Disability	13% of population
Hearing difficulty	4.1% of population
Vision difficulty	2.2% of population
Cognitive difficulty	5.6% of population
Ambulatory difficulty	6.6% of population
Self-care difficulty	2.6% of population
Independent living difficulty	6% of population