



# CITY OF MILWAUKIE

## PUBLIC OUTREACH AND EDUCATION STRATEGY

### STORMWATER UTILITY



DRAFTED SEPTEMBER 2022

## 1.0 MILWAUKIE STORMWATER PUBLIC OUTREACH SUMMARY

The City of Milwaukie manages a stormwater utility to control and mitigate surface water quantity and quality in the community. The stormwater division in Public Works facilitates the maintenance, operation, construction and programming of public stormwater assets and related surface water topics. Mandatory state permits influence the management and planning of the utility and assign public outreach and education requirements for the city. The stormwater division has drafted key community messaging points for public outreach and education on stormwater in Milwaukie. These messaging points address internal goals which combine the regulatory and infrastructure requirements as well as local community goals and policies around sustainability, livability, and equity.

Key messages and associated priority audiences for outreach include:

### **KEY MESSAGE: 'KEEP THE STORM SYSTEM CLEAN AND CLEAR'**

Focus on communication with intent to reduce point source and nonpoint source pollution by encouraging participation in maintenance of gray/green infrastructure, preventing illicit discharge, and raising awareness of regulations and permit requirements.

**PRIORITY AUDIENCE:** Residents, businesses, youth

### **KEY MESSAGE: 'HEALTHY WATERSHEDS HELP STORMWATER SYSTEMS'**

**INTENT:** Perform outreach to increase the quantity and quality of natural resource assets, including urban canopy, greenspaces and undeveloped lands, and green infrastructure in the community to maximize stormwater benefits and mitigation from healthy watershed management.

**PRIORITY AUDIENCE:** Residents, businesses, youth, developers

### **KEY MESSAGE: 'FOLLOW RULES FOR DEVELOPMENT AND DISCHARGE'**

**INTENT:** Perform outreach to ensure awareness of and development site compliance with erosion and sediment control regulations, private facility operation and maintenance, and industrial discharges to stormwater systems.

**PRIORITY AUDIENCE:** Developers, City Staff

## 2.0 MILWAUKIE STORMWATER PROGRAM OVERVIEW

Milwaukie's stormwater utility manages numerous projects and programs related to infrastructure maintenance and management, surface water quality regulation, green infrastructure, and natural resources. Milwaukie engages a variety of audiences to ensure system efficacy, promote environmental stewardship and enforce regulatory requirements.

### 2.1 STORMWATER DIVISION OPERATIONS

The stormwater division provides effective management and financing of the stormwater system within the city's public right-of-way through dedicated staff and resources funded by stormwater utility rates. The division protects the health, safety, and welfare of the public by providing safe, efficient capture and conveyance of stormwater runoff which in turn promotes healthy surface water systems.



#### MAINTAINING STORM SYSTEMS

Milwaukie's stormwater team is responsible for routine maintenance of the city's stormwater systems to remove pollutants and prevent and resolve blockages. Each season brings unique hazards to the storm system, such as leaves in fall or heavy rain in spring.

As of July 2022, the Milwaukie stormwater team maintains 41 miles of storm mainlines, 1,603 catch basins, 210 drywells, 122 sedimentation manholes, 539 manholes, five detention ponds and 46 rain gardens, with new assets being constructed annually to meet the service needs of the growing community.

The stormwater division is also responsible for the promotion of natural systems and sustainable development practices to promote community resiliency. Milwaukie's topography includes areas of low land without drainage to waterways, resulting in reliance on infiltration (the seepage of surface water through soil) to drain stormwater. These low elevation lands experience greater natural hazard events like flooding and require a higher need for monitoring and management to promote infiltration and mitigate failure susceptibility.

As a stormwater system operator, the division is required to obtain appropriate National Pollutant Discharge Elimination System (NPDES) permits through the Oregon Department of Environmental Quality (DEQ). These permits contain requirements to minimize impacts from point source pollutants carried into area streams, rivers, and wetlands via direct discharges to the stormwater system. The city's permit is for a stormwater system separate from the wastewater system is known as a Municipal Separated Storm Sewer System (MS4). In addition to the MS4 permit, the city must comply with the federal Clean Water Act and possess and implement a Total Maximum Daily

Load (TMDL) Implementation Plan to report city efforts and strategies to reduce non-point water pollutants which may enter water bodies on the state’s polluted waters list (see [DEQ’s Integrated Report](#) for listing). The city must make intentional efforts to mitigate and enforce on potential and active pollution sources in violation of these regulatory requirements as detailed in city code (MMC 13.14).

## 2.2 COMMUNITY GOALS

Milwaukie’s Stormwater Division works to accomplished larger city goals and policies adopted by the community. City strategic plans direct municipal operations and programming and contain numerous goals related to stormwater work (Table 1). Each plan implements robust public engagement in their design process for community feedback and support.

<b>TABLE 1: RELEVANT ADOPTED PLANS GUIDING MUNICIPAL GOALS</b>	
<b>Plan or Report:</b>	<b>Purpose:</b>
<a href="#">Milwaukie Community Vision and Action Plan</a>	To describe community visions for Milwaukie in 2040 and help direct city investments and services - <i>Adopted 2017</i>
<a href="#">Milwaukie Community Climate Action Plan (CAP)</a>	Outline city-led strategies to achieve community carbon neutrality through emission reduction and climate adaptation - <i>Adopted 2018</i>
<a href="#">Milwaukie Urban Forest Management Plan (UFMP)</a>	Guide city efforts to plant, preserve, protect and promote trees in Milwaukie to expand urban forest canopy to 40% by 2040 - <i>Adopted 2019</i>
<a href="#">Milwaukie Natural Hazard Mitigation Plan</a>	Assess current city preparedness and outline strategies to increase community resiliency to natural hazards - <i>Adopted 2019</i>
<a href="#">Milwaukie Comprehensive Plan</a>	Create long-term goals and policies for the entire community related to land use, operations, services, and livability - <i>Adopted 2020</i>
<a href="#">City Budget Documents</a>	Establish resource allocations for city operations, services, and programming - <i>Adopted biennially</i>

Summarizing the key themes from the adopted goals and policies related to stormwater, Milwaukie is dedicating resources to:

- Become a carbon-neutral community by 2045 by reducing carbon emissions and preparing the community for a changing climate
- Expand urban canopy to 40% canopy cover by 2040 by planting, protecting and promoting trees on public and private lands
- Support riparian habitat and upland habitat through city initiatives, land use policy, and partnerships with community organizations and residents
- Promote equitable access to greenspaces and their contributions to health, culture, and livability for all community members
- Encourage and implement low impact development practices when possible
- Increase system resiliency to natural hazards and the impacts of climate change
- Utilize strategic and transparent decision making in utility planning and programming to maximize the utility, ecosystem and economic value of investments



## 2.3 STORMWATER GOALS

Considering the community goals outlined previously, Milwaukie's stormwater division has dedicated resources to support work that helps achieve these goals of the community along with regulatory requirements in state permits. The below goals are informal goals established by staff within the stormwater division and public works administration to guide program and project implementation and ensure goal alignment:

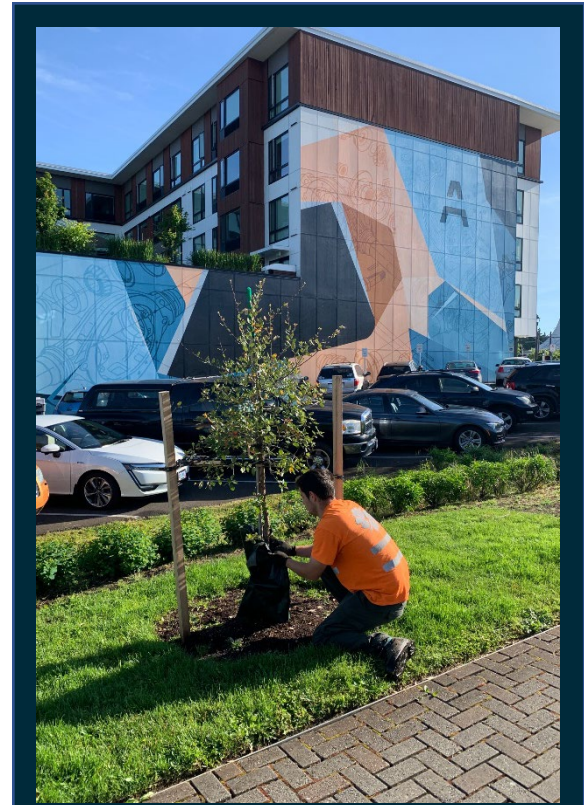
**GOAL 1:** Proactively manage Milwaukie's stormwater infrastructure to ensure system efficacy, meet regulatory requirements and promote system resiliency in a changing climate.

**GOAL 2:** Invest strategically in the maintenance, operation, construction, and replacement of infrastructure in the community, considering both economic and environmental costs.

**GOAL 3:** Provide appropriate utility service to all community members and make efforts to align programs with city equity goals and environmental justice principles.

**GOAL 4:** Educate and encourage residents and businesses on practices that support surface water quality and foster environmental stewardship in the community.

**GOAL 5:** Support and enforce development practices that appropriately mitigate harmful stormwater impacts and encourage inclusion of beneficial design features including green infrastructure and tree canopy.



### GREEN INFRASTRUCTURE

Both the tree and pervious pavers shown above allow water to soak into soil. These design features are installed like pipes, filtration technology, and other 'gray' infrastructure, but use natural processes instead of man-made technology. Thus, they are referred to as 'green infrastructure'.

Green infrastructure is one type of low impact development, development which includes systems and practices that use or mimic natural processes that result in stormwater management on site and protects water quality and associated aquatic habitats.

### 3.0 MILWAUKIE STORMWATER **PATHWAYS FOR PUBLIC OUTREACH**

Milwaukie is a vibrant community of homes, greenspaces, public gathering locations, businesses and industry. Each of these community elements invites unique audiences to participate in city services, including the stormwater utility. Direct outreach to each audience may not be required for all projects, but staff should consider the appropriate level of engagement and tailor project, or program-specific outreach plans accordingly.

The city manages a comprehensive list of communication platforms which can be found in the Community Engagement Guide (Rev Aug 2022) on the Milwaukie intranet. This document may be made available to other stakeholders upon request.

### 3.1 AUDIENCES FOR STORMWATER OUTREACH

Milwaukie performs audience specific outreach and works to be inclusive in public communication, considering both residents and businesses receive, process, and engage individually and for different reasons. Communication extends inwards as well, as city staff and stakeholders must work closely together on both city-led and stakeholder-led projects and programs in the community. The below table (Table 2) outlines the **priority audience types** currently identified for stormwater utility-related messaging and typical communication pathways (avenues or venues for messaging) for each audience.

**It is important to note that these audience types are generalizations and not comprehensive.** Community members may share similarities and differences with each audience, or they may align or identify with an audience not included below. This list is not exhaustive, and unique communication pathways may need to be identified for particular audiences, particularly if robust engagement is required. Demographic information for the community (updated April 2022) can be found in Appendix 1.

<b>TABLE 2: AUDIENCE TYPES and KEY COMMUNICATION PLATFORMS</b>		
<b>Audience:</b>	<b>General description:</b>	<b>Key communication platforms:</b>
<b>RESIDENTS - GENERAL</b>	Resides within Milwaukie city tax limits.	<ul style="list-style-type: none"> <li>• City website</li> <li>• Dedicated online engagement platforms</li> <li>• Monthly newsletter</li> <li>• Direct mailings</li> <li>• Neighborhood District Associations (NDAs)</li> <li>• City events and forums</li> <li>• Doorhangers</li> </ul>
<b>RESIDENTS - YOUTH</b>	Resident 21 and younger that lives in Milwaukie or attends an institution (educational or other) in Milwaukie.	<ul style="list-style-type: none"> <li>• City events and forums</li> <li>• Social media accounts (group/age specific)</li> <li>• Education institutions</li> <li>• Online platforms with engaging content</li> </ul>

<b>Table 2: Cont.</b>		
<b>BUSINESS - SMALL BUSINESS OWNER</b>	Owens, manages, or is employed by a small business in Milwaukie. Includes small restaurants, shops, and retail.	<ul style="list-style-type: none"> <li>• Direct mailings</li> <li>• Economic development staff</li> <li>• Local business associations</li> <li>• Finance Staff</li> <li>• Email lists</li> <li>• Service specific advocacy groups</li> </ul>
<b>BUSINESS - LARGE COMMERCIAL / INDUSTRIAL</b>	Owens, manages, or is employed by a large business in Milwaukie. Includes large industry, large retail, and office spaces.	<ul style="list-style-type: none"> <li>• Direct mailings</li> <li>• Economic development staff</li> <li>• Local business associations</li> <li>• Finance Staff</li> <li>• Email lists</li> <li>• Service specific advocacy groups</li> </ul>
<b>DEVELOPERS</b>	Individuals or businesses siting, constructing, or remodeling structures in Milwaukie.	<ul style="list-style-type: none"> <li>• Internal development meetings</li> <li>• Economic development team</li> <li>• Direct mailings</li> <li>• Development advocacy groups</li> <li>• State Building Codes Division</li> <li>• Building Code Official</li> <li>• Site visits/Direct handouts</li> <li>• Permits</li> </ul>
<b>CITY STAFF - OPERATIONS</b>	City staff involved in utility design, construction, maintenance, and planning. Includes stormwater division staff and other utility staff with continued education requirements.	<ul style="list-style-type: none"> <li>• SOPs and internal guides</li> <li>• All staff meetings</li> <li>• Department coordination meetings</li> <li>• Continued Education</li> <li>• Jobsite meetings</li> <li>• Emails/online communication</li> <li>• Internal staff website</li> <li>• Onboarding</li> </ul>


### 3.2 EQUITABLE COMMUNICATION

Milwaukie has adopted an equity lens to apply to city operations, including communication. The city engagement team has been coordinating internally with the city equity program manager to identify policies and practices for revision or inclusion. This work has only just started, and staff are to collaborate with engagement and equity staff for recommendations on applying an equity lens to a particular outreach campaign. Equitable engagement should consider a multitude of elements not discussed in this document, including power dynamics, accessible communication and language, intentional engagement efforts for marginalized communities, and other diversity, equity and inclusion principals. Reference the Milwaukie Community Engagement Guide for more information or reach out to the city engagement staff or equity program manager.


A component of this work is translation and transcreation – the intentional effort to recreate messaging in another language to match the intent, style, tone, and context. Translation services are available to city staff and members of the public, and staff should consider appropriate transcreation for materials to ensure consistent messaging for all community members.

### 3.3 LEVELS OF ENGAGEMENT

When developing a public outreach campaign for a particular message, it is important to identify the level of engagement associated with the project. The city participates and looks to the International Association of Public Participation (IAP2) spectrum of public participation (below) to identify the level of engagement required. Using the determination, staff may scale up or down the level of outreach needed and determine appropriate type and number of communication/outreach pathways to engage the widest number and diversity of community members and audiences.



IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

INCREASING IMPACT ON THE DECISION 

	<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>PUBLIC PARTICIPATION GOAL</b>	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
<b>PROMISE TO THE PUBLIC</b>	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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## 4.0 MILWAUKIE STORMWATER **OUTREACH IMPLEMENTATION**

Considering the division goals (Section 2.3), stormwater staff have identified the following appropriate messages and audiences to focus on for public outreach and engagement. These messages are subject to change based on feedback from the community, operation and program priorities and city resources. Specific messaging may also need to be modified depending on target audience or stakeholder input if the outreach mechanism is part of a collaborative effort.

For each message, additional outreach tracking metrics and measures of success have been identified. Tracking metrics are for staff to track outreach work performed annually. Measures of success are relevant reporting data included in MS4 permits to assess influence and impact of messaging. Qualitative analysis through further engagement and feedback solicitation to assess overall outreach success should be considered when resources are available.

### 4.1 GLOSSARY:

**KEY MESSAGE:** *Concise message to convey to all audience types.*

**INTENT:** *What the message is trying to influence, including actions, mentality, understanding, etc.*

**PRIORITY AUDIENCE:** *Who should hear the message? (See Section 3.1)*

**EXISTING STAKEHOLDER-LED OUTREACH:** *Existing outreach related to message being performed by city-sponsored stakeholders or participatory groups.*

**HIGHLIGHTED CITY WORK OR PROGRAMS:** *Existing city programs or projects where staff communicate with audiences on topics related to the key message. Communication can consist of the same message or differing message(s), but overall has same intent as the identified key message. These programs have been identified as areas where key messages may be incorporated into outreach efforts.*

**OUTREACH TRACKING METRICS:** *Quantitative metrics to track annual outreach efforts related to this message. This will be reported on the MS4 annual report.*

**MEASURES OF SUCCESS:** *Metrics associated with message intent to assess potential influence of outreach efforts. Ideally existing permit reporting data. This information may be reported out to leadership or available upon request to the public.*

## 4.2 KEY MESSAGE: 'KEEP THE STORM SYSTEM CLEAN AND CLEAR'

**INTENT:** Perform outreach to reduce point source and nonpoint source pollution by encouraging participation in maintenance of gray/green infrastructure, preventing illicit discharge, and raising awareness or regulations and permit requirements.

**PRIORITY AUDIENCE:** Residential, Business, Youth, City Staff

### **EXISTING STAKEHOLDER-LED OUTREACH:**

1. **Oregon DEQ Erosion Prevention and Sediment Control (EPSC) Program** – Information on permits and EPSC requirements for applicable development, resources for compliance to keep sediment out of storm systems.
2. **Regional Coalition for Clean Rivers and Streams 'River Starts Here' Campaign** – city sponsored regional interagency collaboration effort. Includes media, online, and material outreach with key actions for household and community actions benefiting stormwater and regional waterways, including messaging on household pollutant reduction. More information can be found online at <https://theriverstartshere.org/> or through the RCCRS provided report (available to public upon request).
3. **Clean Rivers Coalition 'Follow the Water' Campaign** – city sponsored regional interagency collaboration effort. From CRC scope "The goal of the Follow the Water campaign is to develop a strategy to expand, coordinate, and unify public education and outreach to connect Oregonians to their rivers and streams and encourage behaviors that lead to clean water. The collective effort will add efficiency and effectiveness to our individual efforts and supports Phase I, Phase II NPDES permit, and TMDL compliance efforts.". More information found online at <https://followthewater.info/> or through the CRC provided report (available to public upon request).
4. **Association of Clean Water Administrators (ACWA)** – ACWA convenes members at the State, Interstate and Territorial level who are responsible for the implementation of surface water protection programs throughout the nation. In addition to serving as a liaison among these agencies, ACWA facilitates local/state/federal communication and promotes public education. ACWA provides members with educational materials and resources, along with topic specific trainings and continued education credit opportunities. More information can be found online at: <https://www.acwa-us.org/>

## **HIGHLIGHTED CITY WORK OR PROGRAMS TO USE MESSAGE:**

### **Commercial Storm Drain Cleaning Assistance Programs (SCAP)**

Discounted storm drain cleanings for private commercial businesses

### **City Street Sweeping**

Component of city maintenance, key outreach platform due to physical presence in community and frequent communication with residents on leaf debris

### **Erosion Prevention and Sediment Control program**

Application of erosion/sediment control requirements outlined in city code and state permits. Frequent communication with residents, businesses, developers

### **1200-Z permit program**

Industrial discharge into stormwater system. Communication with industrial customers on permit requirements, inspections, and reporting occurs.

### **Private stormwater facility operations and maintenance program**

Requirements for private facility operations and maintenance. Communication with developers, residents and businesses on inspections and maintenance occurs.

### **City Green Infrastructure Maintenance**

Natural resources team weeds, plants, and maintains bioswales across the city. General community questions, requests, in-person visits lead to communication with residents and businesses. Developer communication occurs in regard to construction and maintenance requirements of adjacent property owners.

## **OUTREACH TRACKING METRICS:**

- Dollars invested into new or existing sponsored stakeholders performing work related to key message
- Dollars allocated for outreach related work in biennial city budget document
- Number of outreach materials created and/or maintained by city related to key message for all audiences, resident audiences and business audiences
- Number of direct mailings to residential and/or commercial addresses per year that include content related to key message
- Number of general audience outreach events that include promotion or resource sharing of key message directly or indirectly.
- Number of youth-focused outreach efforts, including events and new/existing materials

## **METRICS OF SUCCESS:**

- Number of reported events of illicit discharge
- Number of erosion control citations
- Volume of debris removed through street sweeping
- Volume of debris removed from catch basins, dry wells and other stormwater infrastructure

#### **4.3 KEY MESSAGE: 'HEALTHY WATERSHEDS HELP STORMWATER SYSTEMS'**

**INTENT:** Perform outreach to increase the quantity and quality of natural resource assets, including urban canopy, greenspaces and undeveloped lands, and green infrastructure in the community to maximize stormwater benefits and mitigation from healthy watershed management.

**PRIORITY AUDIENCE:** Residents, Businesses, Youth, Developers

#### **EXISTING STAKEHOLDER-LED OUTREACH:**

- 1. North Clackamas Watershed Council (NCWC) 'Streamside Stewards' program and community programming** – A local community-based organization, NCWC is a formalized stakeholder group working for the health of the Kellogg-Mt. Scott, Boardman, River Forest, and Rinearson watersheds in or surrounding Milwaukie. NCWC manages the city-sponsored Streamside Stewards program which aids private landowners on restoration work adjacent to creeks, streams, and waterways. NCWC also performs local and regional restoration projects, advocacy on stormwater alignment with watershed health, low impact development, and natural resources conservation.
- 2. Johnson Creek Watershed Council (JCWC) community programming** – another local watershed community-based organization dedicated to the continued health and improvement of the Johnson Creek Watershed. Their city-sponsored work includes local programming, outreach and volunteer stewardship events, long with restoration projects and dam removal in and around the creek to restore natural hydrological processes.
- 3. Friends of Trees (FOT) community programming** – In coordination with city urban forestry staff, Friends of Trees assist community members with the planting, care, and promotion of trees in Milwaukie. Through city sponsorship they maintain outreach campaigns associated with their planting events in Milwaukie and tree resources for community members. They perform local and regional advocacy for urban forestry and natural resources and maintain a library of resources.
- 4. Portland Audubon Society and Columbia Land Trust 'Backyard Habitat Program'** – Milwaukie sponsors the Backyard Habitat Program which focuses on promotion of habitat and native plantings on private residential land. Their work includes stormwater best management practices for residential sites through landscaping, and they work directly with homeowners on improvements and certifications on completion of work. They create and manage a variety of outreach materials for residential properties.



## **HIGHLIGHTED CITY WORK OR PROGRAMS TO USE MESSAGE:**

### **Public Greenspace Maintenance**

In addition to the maintenance of smaller bioswales across the city, Milwaukie's natural resources team also maintains larger greenspaces that are designated detention facilities but provide wide ecosystem and watershed benefits. General community questions, requests, in-person visits lead to communication with residents and businesses, and education and resource information is available on the city website on natural lands. Natural resources team members also coordinate with parks and recreation district staff on the education, promotion and stewardship of park lands in Milwaukie.

### **Land Use Processes**

Planning staff coordinate with natural resources staff on land use protections for mapped natural resource areas and water quality resource areas. This work protects wetlands and other waterways and provides an education opportunity with land use applicants and/or surrounding properties on the requirements and stewardship of sensitive lands.

### **Milwaukie's Urban Forest Programming**

Expanding since 2017, Milwaukie's urban forest program promotes the planting, preservation and promotion of trees, urban canopy, and associated natural resources in Milwaukie. With the adoption and revision of tree code in the city, extensive public outreach is performed through permitting processes, community inquiries, and engagement-focused events and activities including Arbor Day celebrations and Earth Day. The city ties many restoration activities to canopy goal achievement and urban forest planning.

## **OUTREACH TRACKING METRICS:**

- Dollars invested into new or existing sponsored stakeholders performing work related to key message
- Dollars allocated for urban forest outreach in biennial city budget document
- Number of outreach materials created and/or maintained by city related to key message for all audiences, resident audiences, and business audiences, youth, and developers
- Number of direct mailings to residential and commercial addresses per year that include content related to key message and specific audience
- Number of general audience outreach events that include promotion or resource sharing of key message directly or indirectly.
- Number of youth-focused outreach efforts that incorporate or address the key message, including events and new/existing materials

## **METRICS OF SUCCESS:**

- Number of trees planted at city-sponsored community planting events
- Number of stormwater credit applications for incorporation of trees in design
- Number of land use applications for restoration work or green infrastructure maintenance
- Volume of invasive species removed from city-managed restoration sites
- Number of city-sponsored restoration projects

## **4.3 KEY MESSAGE: 'FOLLOW RULES FOR DEVELOPMENT AND DISCHARGE'**

**INTENT:** Perform outreach to ensure awareness or and development site compliance with erosion and sediment control regulations, private facility operation and maintenance, and industrial discharges to stormwater systems.

**PRIORITY AUDIENCE:** Developers, City Staff

### **HIGHLIGHTED CITY WORK OR PROGRAMS TO USE MESSAGE:**

**Erosion reduction and sediment control required trainings** – trainings and continued education required to maintain certified erosion control inspector licensure. Includes city staff from Public Works, Engineering, Planning and Building Departments.

**Development review teams** – staff collaboration groups around development in Milwaukie, focused on internal workflow processes and communication with developers, businesses and residents. Manages suite of information for developers and site managers on city Community Development website, and typically first form of communication for developers

**Economic Development team** – Staff engaging with businesses in milwaukie as city liaisons. Provides resources and guidance to local businesses, and coordinates with business advocacy groups to promote city policies and requirements.

**On-site Inspections** – Staff from Public Works and Engineering departments engaging with contractors, property owners and site managers on development sites may provide resources and information for stakeholders for regulatory compliance and stormwater-wise construction practices. They may also serve as first responders to spill events and code violations.

**OUTREACH TRACKING METRICS:**

- Number of outreach materials created and/or maintained by city related to key message for developer audience, city staff audience, and general audience
- Number of staff trainings on spill response, erosion control, or regulatory requirements where education on communicating with stakeholders is provided.

**METRICS OF SUCCESS:**

- Number of erosion control violations per year
- Number of illicit discharge events per year
- Number of 1200-Z inspections completed per year
- Number of 1200-Z inspections resulting in a warning and/or violation per year

**REVISION SCHEDULE:**

Date	Staff	Revision Notes:
9/27/22	N. Rogers	N/A

## Appendix 1: Demographic Information

Source: Park Development Engagement Strategy (2022)

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.

<b>DEMOGRAPHIC INFORMATION</b>			
<p>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: <a href="https://www.ode.state.or.us/data/reportcard/ReportList.aspx">https://www.ode.state.or.us/data/reportcard/ReportList.aspx</a>. Numbers from the 2020-2021 school/district report cards.</p>			
	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
<i>Demographics data was found using the EPA EJScreen website: <a href="https://ejscreen.epa.gov/mapper/">https://ejscreen.epa.gov/mapper/</a>. Numbers are from the 2014-2018 ACS report for the City of Milwaukie.</i>	
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 <sup>th</sup> 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
Census data on disabilities in the City of Milwaukie was found via the United States Census at: <a href="https://data.census.gov/cedsci/vizwidget?g=1600000US4148650&amp;infoSection=Disability&amp;type=chart&amp;chartType=bar">https://data.census.gov/cedsci/vizwidget?g=1600000US4148650&amp;infoSection=Disability&amp;type=chart&amp;chartType=bar</a> . Numbers are from the 2019 ACS.	
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