



Communications and Engagement Plan

DISCUSSION DRAFT – February 7, 2018

The purpose of the Communications and Engagement Plan for the Milwaukie Climate Action Plan is to establish public involvement objectives, clarify key messages for communicating with the community, identify project stakeholders, describe the array of tools and activities best suited to inform and engage Milwaukie residents and business owners, describe communications roles and responsibilities and to establish a schedule for implementation.

Communications and Community Engagement Objectives

- ✓ Invite the community to co-create a Climate Action Plan that respects Milwaukie's identity and focuses on preserving and improving long-term livability.
- ✓ Engage a broad cross-section of people who live and work in Milwaukie.
- ✓ Facilitate, spark and foster public engagement by conveying importance of the issue, concerns and opportunity.
- ✓ Utilize this opportunity to develop relationships with new partners, including local industry.
- ✓ Ensure traditionally overlooked voices are involved throughout the process.
- ✓ Keep City Council informed throughout the process.
- ✓ Share information about what the future could look like to inspire residents to imagine, describe and create the outcomes we all want.
- ✓ Co-create a dynamic, realistic, iterative and human-centered plan with action items for residents, businesses and community partners.

Key messages

Key messages will be refined and augmented throughout the project as further conversations with the community occur and Council goals are defined.

We—the Milwaukie community—have an opportunity to act on climate change and together, create a plan for our future.

- Climate change is an undesired yet real challenge facing our planet. If we as a community work together to adapt and mitigate the effects, current and future generations will benefit.
- We're already witnessing more extreme weather and climate events in our region. Together, we can identify strategies that will help preserve what is unique and special about Milwaukie.
- Acting together early ensures that we are more empowered and prepared to preserve our health and quality of life for current and future generations.

Coming together to create a Climate Action Plan is a powerful, crucial step in preserving our future.

- The Climate Action Plan will provide a realistic and meaningful roadmap of community-led actions. As a Plan co-created by community members, this plan can include opportunities for people who live and work in Milwaukie to opt in to join the effort.



- Milwaukie will draw on known strategies as well as emerging innovative trends to develop a plan that suits our unique community. The Climate Action Plan will be developed using the best science and the best of our community’s thinking.
- Each of us is a vital part of the community. Everyone has a role to play. Let's figure out what works by and for Milwaukie today and in the future.

This Climate Action Plan reflects a priority identified by the community in our Community Vision.

- Climate Action Planning was a leading element in the Community Vision.
- City Council and City leadership care about this issue. Work with us to create a path forward, together.
- Taking on this challenge allows us to create a stronger local economy, take care of those that might be struggling and create a place that is more comfortable in which to live.
- Even though climate change may seem overwhelming, the steps we take as a community have direct impact. When we each make a change, that benefits us all.

You are a vital part of the Climate Action Plan. We need your thoughts and ideas.

- Public engagement and guidance is essential to developing a compelling, vibrant, practical path forward.
- This is an ongoing conversation, and we want to hear from a broad cross-section of people who live and work in Milwaukie throughout the planning process.
- Comments and questions can be submitted at any time to Peter Passarelli, Public Works Director, at passarellip@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.

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 Hispanic or Latino residents make up 8 percent of Milwaukie’s population.

Figure 1: Race and Ethnicity, Milwaukie and Oregon (2012-2016 American Community Survey)

Race/Ethnicity	Milwaukie	Oregon
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¹ U.S. Census. 2012-2016 American Community Survey (5-year estimate).

² Ibid.

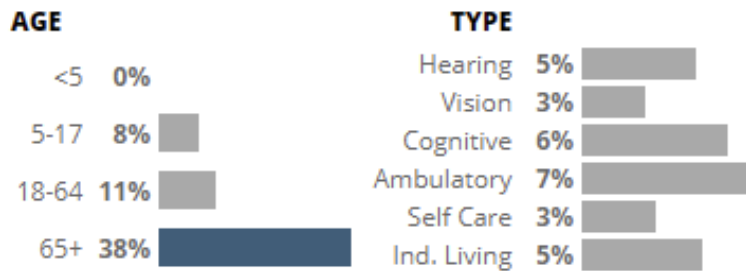


White	89%	85%
African American	2%	2%
Asian	3%	4%
Native Hawaiian and other Pacific Islander	0.1%	0.4%
American Indian or Alaskan Native	1%	1%
Other race	1%	3%
Two or more races	3%	4%
Hispanic or Latino (any race)	8%	12%

The majority of 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).³ Coordinating outreach with organizations that serve these communities will be important for engaging non-Native English speakers.

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)⁴



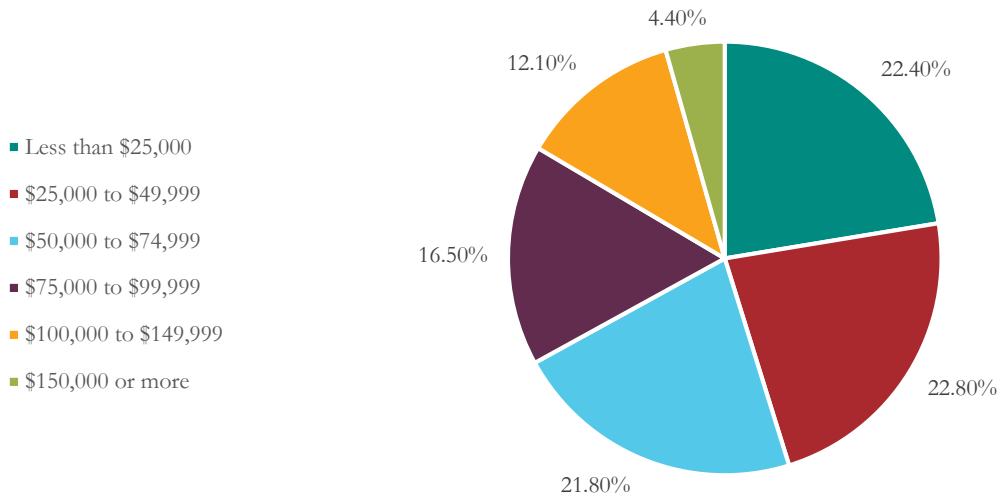
In 2016, the median household income in Milwaukie was \$55,880, which is lower than the County average (\$68,915).⁵ Figure 3 shows the distribution of media incomes in the community.

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

³ U.S. Census. 2011-2015 American Community Survey (5-year estimate). 2016 data not yet available at individual language level

⁴ Chart created by Community/Attributes at <https://caimaps.info/CAILIVE>

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



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).⁶

Stakeholders

Developing an implementable, realistic and impactful CAP will require the engagement of a diverse range of stakeholders and a cross-section of people who live and work in Milwaukie. The following table summarizes the key interest groups the project team will engage through the efforts set out in this plan. The project team will continue to identify specific organizations and groups within these interest areas as the project develops.

⁶ Ibid.



Stakeholder interests and key organizations

Interests	Specific Organizations/ Groups to Engage	Potential Engagement Method			
		Implementation Partner Workshop	CAPC	CAP Summit	Briefing/ other outreach
Schools	North Clackamas School District	X	X		
Parks	North Clackamas Parks and Recreation District	X	X		
Industry and business (large/medium/ small)	Precision Castparts Blount Bob's Red Mill Dave's Killer Bread Sock It to Me Breakside Brewing Dark Horse Comics Anderson Pots	X	X		
Public safety	Public Safety Advisory Committee Milwaukie Police Department Clackamas Fire Department	X	X		
Utilities	PGE Citizens Utility Advisory Board NW Natural	X	X		
Developers	Guardian Real Estate Services	X			
Health	Providence	X	X		
Tree Board		X			X
Active Transportation	Bike community Pedestrian groups	X		X	X
Watershed Councils	Johnson Creek Watershed Council North Clackamas Watershed Council	X			X
Housing/ homelessness		X		X	X
Low income population				X	X
Community members with disabilities			X	X	X
Non-native English speakers	Spanish, Russian, Vietnamese and Chinese speakers Spanish, Russian, Vietnamese and Chinese community serving organizations		X	X	X
Youth			X	X	X
Arts and culture	ArtMOB			X	
Seniors			X	X	X
Neighborhood District Association	Liaison from the Comprehensive Plan Citizens Advisory Committee		X	X	X



State legislators	Sen. Kathleen Taylor Rep. Karin Power			X	X
City Council liaison			X		X

Strategies and Key Engagement Opportunities

Climate Action Plan Committee

A Climate Action Plan Committee (CAPC) will be established to advise the City throughout the planning process, represent community interests and help inform the community about the effort. Committee members will provide guidance to shape public involvement for the process and review project materials. The CAPC will also provide feedback on establishing short, medium and long-term goals for the plan. The committee is expected to meet three times during the process, starting in February 2018.

The CAPC is comprised of 17 members. Recruitment for CAPC members occurred between November 28 and December 15. Members of the public were invited to apply online or via a paper application available at several locations. Nine seats on the committee were filled by community members who applied at-large, and six seats were reserved for appointed members from leadership levels of key interest groups identified by the City. In addition, two City Council liaisons sit on the committee. The draft CAPC charter is appended to this plan.

Implementation partner workshops

The consultant team will conduct six workshops in spring 2018 with potential implementation partners who work on the following topics:

- Building energy and efficiency
- Vehicle fleets and fuels
- Materials purchasing, use and recovery
- Land use and transportation planning
- Public health and emergency preparedness
- Natural resources

The partner agencies, businesses, NGOs and other organizations identified for involvement in these workshops will play a crucial role in implementing the CAP and its mitigation strategies. A list of proposed implementation partners is appended to this plan.

At the workshops, technical and program leaders from implementation partner organizations will provide feedback on proposed mitigation and adaptation strategies, help develop contextually-relevant versions of these strategies, identify local priorities and clarify what they can help deliver. The workshops will be structured around the following actions:

- Inform participants of local context
- Discuss identified mitigation actions to determine locally relevant versions of these strategies
- Learn what implementation partners need to start or expand efforts and discuss feasibility



- Discuss likely funding sources
- Prioritize actions
- Solicit commitment from participants

Climate Action Plan summit and online survey

A Climate Action Plan Summit will be held in April 2018 to present the draft mitigation scaling work completed to date and collect feedback on the CAP chapter topics. The summit will feature stations corresponding to each chapter of the CAP. CAPC members and City staff will be encouraged to attend.

The summit will be advertised via the City website, by email and in local news outlets, including the *Milwaukie Pilot*. Specific outreach to non-native English speaking communities, community members with disabilities, and low-income residents will be conducted and accommodations will be made at the meeting to increase accessibility.

Comments will be accepted at the summit and through an online survey conducted over a two-week period in April. Feedback gathered through these comment opportunities will support development of the draft CAP in May.

Existing forums and opportunities to engage

The project team will seek opportunities to inform the community about the planning process through existing forums and ongoing efforts. These opportunities include:

- Updates to City Council at Council meetings and through written memos
- Presentations at Comprehensive Plan Citizens Advisory Committee meetings
- Other City committee and board meetings, including meetings of the Tree Board and Public Safety Advisory Committee
- Presentations at Chamber of Commerce meetings

Framing informational materials

The following tools will be developed by the project team and shared with the public via the City of Milwaukie's website, at CAPC meetings, at implementation workshops and at the April 2018 summit:

- *Climate Action Plan planning process fact sheet*: Provides a high-level overview of the planning process, including objectives, schedule milestones, public engagement opportunities, and contact information
- *Technical memos*: Short documents developed throughout the process to summarize technical work and findings; shared with CAPC, during briefings and published online
- *PowerPoint presentation*: Slide deck summarizing technical information contained in memos for use at implementation workshops and CAPC meetings

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)
- CAPC applicants
- People who contact the Public Works department about the project during the planning process
- People who sign up for e-updates at public events

Peter Passarelli, Public Works Director, will be the primary point of contact at the City for this project. Peter's email (PassarelliP@milwaukieoregon.gov) will be included on public information materials.

Milwaukie website

Informational materials—including technical memos, the project fact sheet, and CAPC meeting notes—will be available on the City of Milwaukie's website.

News releases

The City will distribute news releases about public engagement opportunities (including CAPC meetings, the April 2018 summit and online survey) 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.



Roles and Responsibilities

The following table summarizes roles and responsibilities associated with the public engagement tasks set out in this plan. More detailed work back plans will be prepared for individual events and activities as the project develops.

Task	Lead	Support
CAPC		
CAPC recruitment	City	EnviroIssues Good Company
CAPC meeting logistics and scheduling	City	EnviroIssues
CAPC agenda and materials development	EnviroIssues	City Good Company
CAPC facilitation and notetaking	EnviroIssues	
Implementation workshops		
Implementation workshop invitations and logistics	City	Good Company
Implementation workshop facilitation	Good Company	City
April summit and online survey		
Summit logistics coordination and notification	City	EnviroIssues
Summit staffing	EnviroIssues Good Company	City
Online survey development	EnviroIssues	City Good Company
Accessibility coordination for summit	EnviroIssues	City
Publishing online survey	City	
Existing forums and other opportunities to engage		
City Council briefings	City	Good Company EnviroIssues
Briefings/presentations at other existing forums (City committees, community groups, Chamber of Commerce)	City	Good Company EnviroIssues
Informational materials		
Web and social media content development	EnviroIssues	City Good Company
Publishing updates to web and social media	City	
Technical memo development	Good Company	EnviroIssues
PowerPoint development	Good Company	EnviroIssues
Fact sheet development	EnviroIssues	Good Company
Communications		
Email list management	City	
Media relations	City	



Public Engagement Schedule

	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug
Planning and logistics	Refinement of public engagement plan CAPC recruitment and selection			Logistics coordination and notification of April summit and survey opportunity		Public feedback summarized to inform draft CAP				
Events				CAPC #1 Implementation Partner Workshops		CAPC #2 Presentation to City Council and Council goal setting Summit Public survey		CAPC #3 Recommended draft plan		
Ongoing	Public information materials developed and refreshed Website updated Project updates in <i>Milwaukie Pilot</i> Email list updates									

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
✓ Invite the community to co-create a Climate Action Plan that respects Milwaukie's identity and focuses on preserving and improving long-term livability	<ul style="list-style-type: none"> CAP is aligned with policies and goals identified in the City's Vision and emerging Comprehensive Plan update Public comment received in April suggests strategies 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 April summit and online survey
✓ 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
✓ Facilitate, spark and foster public engagement by conveying importance of the issue, concerns and opportunity	<ul style="list-style-type: none"> Public comment and media coverage convey a sense of understanding about the need to plan for climate changes but not panic 	<ul style="list-style-type: none"> Monthly review of media (news and social media) and public commentary around the project



		<ul style="list-style-type: none"> • Comment summaries produced after April summit and online survey
<ul style="list-style-type: none"> ✓ Utilize this opportunity to develop relationships with new partners, including local industry 	<ul style="list-style-type: none"> • At least three new points of contact identified between the City and industry groups in Milwaukie 	<ul style="list-style-type: none"> • Conversations during weekly project team check ins to discuss progress
<ul style="list-style-type: none"> ✓ 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 April summit 	<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
<ul style="list-style-type: none"> ✓ Keep City Council informed throughout the process 	<ul style="list-style-type: none"> • Update about the CAP process provided to the Council either in writing or through a briefing each month 	<ul style="list-style-type: none"> • Conversations during weekly project team check ins to discuss progress and briefing opportunities
<ul style="list-style-type: none"> ✓ Share information about what the future could look like to inspire residents to imagine, describe and create the outcomes we all want 	<ul style="list-style-type: none"> • Public comment reveals a high level of understanding of the issue and need for a plan; little misinformation shared 	<ul style="list-style-type: none"> • Ongoing monitoring of any comments or questions received via email • Comment summaries produced after April summit and online survey
<ul style="list-style-type: none"> ✓ Co-create a dynamic, realistic, iterative and human-centered plan with action items for residents, businesses and community partners 	<ul style="list-style-type: none"> • CAP includes action items and strategies that are directly informed by public feedback 	<ul style="list-style-type: none"> • Explanation in the public engagement chapter of the CAP of how feedback was utilized to develop and refine mitigation strategies



APPENDIX A: Charter of the Climate Action Plan committee

Review Draft: January 31, 2018

This document has been prepared to articulate and guide the role and operation of the Milwaukie Climate Action Plan Committee (CAPC).

Purpose

The purpose of the CAPC is to advise City staff and City Council in creating a community-driven Climate Action Plan, help shape community and stakeholder engagement for the process, review project materials and recommend a final plan to City Council. Committee members will help represent community interests in planning discussions, help share information with the Milwaukie community, and encourage community participation.

Term

The CAPC is expected to meet three times between February 2018 and July 2018. This draft charter will be discussed and approved at the inaugural committee meeting on February 8, 2018.

Outcomes

The Climate Action Plan Committee will seek to achieve the following outcomes:

- The delivery of a dynamic, realistic, iterative, and human-centered Climate Action Plan co-created with City staff and the community that respects Milwaukie's identity and focuses on preserving and improving long-term livability;
- The implementation of a stakeholder and community engagement process that reaches a broad cross-section of people who live and work in Milwaukie;
- The development of recommendations around climate priorities, actions, goals and objectives based on review of technical and scientific information.

The Climate Action Plan will be developed through an iterative process based on feedback and recommendations provided by committee members, potential implementation partners, and the Milwaukie community. The Climate Action Plan Committee will review and comment on technical papers as well as the draft plan. The committee serves an advisory role. Final adoption of the Climate Action Plan will require City Council approval.

Membership

The CAPC is comprised of 17 members, including two City Council liaisons, six appointed representatives of regional agencies and employers, and nine community members.



Should a member need to resign their membership from the group, they should do so by informing City staff in writing. At that time, staff may decide to fill the vacancy by offering the place to a different applicant or continue with current membership.

Operations

Agenda:

The meeting agenda will be provided to CAPC members approximately one week prior to the meeting. Background materials will be shared for pre-reading and meeting preparation.

Meeting summary:

Consulting staff will prepare a meeting summary for each meeting. We will ask for corrections at the next meeting after which time they will be considered final. Draft and final summaries and other meeting materials will be posted on the City's website.

Media:

The media spokesperson for this process is Peter Passarelli, Public Works Director. While members are free to speak to the media, they should do so as an individual, not representing the view of the committee as a whole.

Meeting frequency and location:

The CAPC will meet three times between February 2018 and July 2018. Meeting times, dates, and locations will be determined with as much advanced notice as possible. Committee members will be notified via email by City staff as soon as dates are solidified.

Governance structure:

The Climate Action Plan Committee has no formal delegated powers of authority to represent the City of Milwaukie or commit to the expenditure of any funds. The committee may identify members to present recommendations to City Council on behalf of the entire committee, as needed. City Council is expected to consider and adopt a final Climate Action Plan.

Photography, recording and social media:

Photographs help provide a visual record of public processes. Members may choose to abstain from any photographs. If that is your desire, please let staff know.

Roles and responsibilities

Role of the facilitator:

Climate Action Plan Committee meetings will be guided by an independent facilitator. The facilitator will:

- Encourage open, candid, and robust dialogue



- Ensure meetings start and end on time, and the agenda is followed
- Help keep the discussion on track and within the scope of the meeting
- Help capture ideas and ensure accuracy in understanding
- Foster discussion and encourage active listening to all ideas

Agreements:

Member of the Climate Action Plan Committee agree to:

- Listen for a diversity of views and opinions
- Actively participate in discussions
- Focus on the purpose of the work
- Attend all meetings
- Review materials in advance
- Demonstrate respect for each other
- Respect the role of the facilitator to guide the process

Decision making and quorum:

The committee will operate by consensus, taking votes only where needed. Minority opinions will be included in the meeting summary.

A quorum must be present to vote on recommendations. A quorum is a simple majority of the total committee. As this is a very short process, members will not have formal alternates. The CAPC will not revisit previous decisions unless agreed to by a majority of members present.

Conflict of interest:

CAPC members should work to represent the interest of the community at large. Where they may personally or professionally benefit from a discussion or decision, they should disclose that for the committee. If they believe they can participate from a perspective of community benefit, they may participate in discussion. Otherwise, they may participate in discussion but should abstain from a vote.



APPENDIX B: Potential Implementation Partners

CAP Chapter	Organizations/Groups
Building Energy and Efficiency	Home Builders Association of Metro Portland
	City of Milwaukie Building Code Officials
	PGE
	Northwest Natural
	Enhabit
	Energy Trust of Oregon
	City of Milwaukie Wastewater and Storm Water
	City of Milwaukie Planning Department
	City of Milwaukie Community Development Department
	Oregon Opportunity Network
	Housing Oregon
	City of Milwaukie Facilities and Fleet Department
	City of Milwaukie Public Works Department
North Clackamas School District	
Vehicle fleets and Fuels	City of Milwaukie Facilities and Fleet Department
	McLoughlin Chevrolet
	Gladstone Mitsubishi
	Sequential
	Star
	PGE
	FORTH Mobility
	Ron Tonkin
Materials Purchasing, Use and Recovery	City of Milwaukie Purchasing Manager
	Metro
	ODEQ
	Waste Management
	Deines Brothers Sanitary
	Mel Deines Sanitary
	Wichita Sanitary
	Oregon Food Bank
	McFarlane's Bark
ReClaim It!	
ReBuilding Center	
Land Use and Transportation Planning	City of Milwaukie Planning Department
	Tri Met Social Equity
	Clackamas County Planning Department
	Oregon Department of Land Conservation and Development
	Metro
	City of Milwaukie Engineering Director
Public Health and Emergency Preparedness	City of Milwaukie Emergency Management
	Clackamas Fire District
	Milwaukie Police Department
	City of Milwaukie Public Works
	Providence
	CERT
	City of Milwaukie Community Development Department
	Portland Bureau of Emergency Management



CITY OF MILWAUKIE Climate Action Plan



Natural Resources	City of Milwaukie Wastewater and Storm Water
	Johnson Creek Watershed Council
	North Clackamas Parks and Recreation District
	City of Milwaukie Engineering Director
	Clackamas County Water Environment Services