



Planning and Building Services Department Memorandum

TO: Comprehensive Plan Citizen Advisory Committee

FROM: Laura Weigel, Associate Planner

DATE: September 17, 2010

SUBJECT: Overview of Public Involvement Objectives and Approach for “We Love Lake Oswego:”
Planning for People, Places and Prosperity

A very similar version of this memo was provided to the City Council and Planning Commission at a joint meeting on June 28, 2010.

The We Love Lake Oswego Plan (Plan) will represent the City’s statement of aspirations for the future and will be the basis for all land use planning and growth management actions in Lake Oswego for the next 25 years. At its best, it will inspire community pride and a commitment to realize the future it describes. Therefore, creating an outreach strategy that is designed to engage as many people as possible in a fun, engaging process that fosters citizen ownership of the plan and its implementation is of utmost importance. The public involvement for the Plan is designed to achieve **five objectives**:

- 1. Engage Those Who Aren’t Usually Involved.** Involving citizens who do not have time to attend City events is a considerable challenge. Parents with very young and school-aged children, young adults, those under the age of 18, and citizens who are heavily involved in “other” community activities, such as parent-teacher, business or sports organizations are often too busy to attend “yet another” event. Therefore, instead of expecting citizens to come to us, we will go to them physically and electronically.
- 2. Foster Community Ownership of the Process.** At the end of the Comprehensive Plan update project, the community should feel that this is their plan, for their community, for their future, and be poised to take responsibility to ensure its success. Although the review of the City’s Comprehensive Plan is a task required by the State of Oregon, it is also a wonderful opportunity for the citizens of Lake Oswego to assess their values and examine how those values are reflected in future plans for the built and natural environment. The City has dedicated staff to the planning process, but their role is to support and help guide the process, not make decisions. These decisions will be made and implemented by the citizens and the elected and appointed leaders of Lake Oswego.
- 3. Build on Existing Networks and Information Channels.** Lake Oswego has highly involved, very organized networks including City-appointed boards and commissions and over 90 community organizations. To maximize limited resources, it is critical to reach out to citizens through these and related channels.
- 4. Educate the Community about Sustainability and the Natural Step Guiding Principles.** The City is part of a global movement to create a more sustainable future. The planning process should provide a common understanding of sustainability and how the four system conditions outlined in The Natural Step can help guide policy choices through the process and into the future.

- 5. Create Enthusiasm and Excitement about Planning for the Future.** The We Love Lake Oswego planning process is a unique, once-in-a-generation opportunity to inspire citizens to think about possibilities for the future of the City. While planning is a serious subject and tough topics have to be tackled, planning is also the foundation for creating the vibrant, inspiring spaces and places that Lake Oswego value. People have a love for and enthusiasm about living in Lake Oswego. The planning process should build upon that rare and valuable community culture.

It is important to note that each phase of the planning process will require unique tasks to achieve the involvement objectives; therefore each phase of the plan will have specific involvement strategies. Phase two tasks will be outlined towards the end of 2010.

Approach

Achieving these objectives will require creativity and flexibility. This will include approaching the outreach process in the following ways:

- Use both high-tech (electronic) and high-touch (personal) methods to solicit input and disseminate information.
- Actively seek out the opinions of those who can not attend City sponsored meetings.
- Encourage interactive, participatory workshops as an important component of the engagement program.
- Use respected leaders and organizations to help disseminate information and solicit public outreach.
- Plan fun activities that will engage different ages of people who have different desires for the future.

Outreach and Project Communication

- Send press releases to the *LO Review* regarding public events and updates on planning progress.
- Develop a website for both disseminating and collecting information. In addition to having the ability to post comments, people will be able to post videos and photos about what they love about Lake Oswego.
- Develop an inspirational video encouraging people to talk about what they love about living in Lake Oswego and show the video at meetings and post on-line.
- Develop mailings/invitations to participate in City planning events including a mailer/poster that provides an overview of the project.
- Provide frequent project updates to existing organizations for distribution through their newsletters and on their websites.
- Provide the City Council and Planning Commission with brief, monthly update about the status of the project.
- Attend Sustainability Advisory Board meetings frequently to garner feedback and solicit ideas.

Techniques to Solicit Public Input

Complete

Appoint a Citizen Advisory Committee.

Develop a highly interactive website.

The website includes the ability for staff and the community to post videos, photos, and questions and comments. The site link to a Facebook page as well as an RSS feed.

Develop an inspirational video.

Create a video that explains what the Comprehensive Plan is, why it is important and encourage people to get involved.

On-going

Partner with the School District.

Develop fun and educational opportunities for students to get involved in the planning and process.

Attend meetings/events to generate interest.

Staff will continue to attend meetings of City appointed body boards and commissions and community organization meetings as well as City sponsored events to garner enthusiasm and to encourage people to participate in the planning process.

Underway

Survey

Administer a values survey based on the draft vision throughout the summer at meetings, events and online.

Upcoming

Community Workshops – October 12 & 16

See previously issued memo regarding the format of the community workshops.

Design Charrette

The City has a highly talented, knowledgeable citizenry with skills in sustainability, urban design, architecture, landscape architecture and development, which could be a high-value, low cost resource for developing and testing forward thinking concepts, as well as engaging sectors of the citizenry who aren't necessarily involved in local planning and implementation.

Focus Group

Impanel a random-sample focus group to compare to the qualitative work to date.

Create Enthusiasm

- Develop a new logo based on the "We Love Lake Oswego" theme for the planning project.
- Create pins and give them to people after they complete the survey that read "I Love LO."
- Wear "We Love LO" t-shirts at all planning and community events.

Roles

Staff will develop and administer the public involvement program with the strategic advice of the Cogan Owens Cogan (COC) team to ensure that a successful program is implemented. COC will facilitate the Citizen Advisory Committee and play a key role at the larger public meetings.

Monitoring and Evaluation

This plan will be reviewed and evaluated every three months. If the objectives are not being met, new strategies will be identified.

Attached:

An excel spreadsheet that staff uses to track public involvement tasks.

WE LOVE LAKE OSWEGO - COMPREHENSIVE PLAN PUBLIC OUTREACH ACTIVITIES

OUTREACH		ACTIVITY		NOTES
	Email Link/Survey	Presentation/ # of Attendees	Attended an Event	
All Neighborhood Assoc.	7/26/2010			
Individual e-mails to all NA chairs	8/23/2010			Request to send e-mail with survey link and Oct. mtg. dates to their e-mail lists.
Qtr. NA Chair Meeting		9/29/2010		Staff on agenda
Evergreen NA Board Mtg		10/26/2010		
City Boards/Commissions & Others	7/26/2010			
Planning Commission				
50 +				
CBC				
DRC				
HRAB				
LAB				
NRAB				
PRAB				
SAB				
TAB				
Adult Community Center				8/11/2010 Ask ACC to have students fill out the survey as part of the computer class in Aug/Sept. Also have a stack of postcards at the counter
Arts Council of Lake Oswego	8/2/2010			
LO Library				Distributed approx. 2,500 postcards at checkout
Community Groups				
Assisted Living Facilities				Currently coordinating to do a presentation/survey's with Mary's Woods, Stafford & Pearl, Greenridge Estate Mt. Park, & Carman Oaks

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OUTREACH		ACTIVITY		NOTES
Boy Scouts Troop 221		08/31/2010 - see notes		Sid met with Cooper Rienhart boyscout trying to get his civic merit badge. He'll talk with his troop (and all parents) about the importance of the Plan, how they can participate, and to take the survey. He'll also contact other troops in LO to encourage them to get involved/take the survey.
Carman Oaks Senior Living Comm		Sid 9/15		140 units independent living facility
Chamber of Commerce	7/28/2010		David D. handed out postcards at Chamber networking event 08/11/10	Linked Survey & Website in email newsletter late August
Friends of the Lake Oswego Library	8/2/2010	9.16.10 (15)		
Friends of Tryon Creek	8/2/2010			Will include link in Sept. eblast to members
Home Builders Assoc of Greater Portla	8/2/2010			Will include link in Aug. 10 email to all members
Hope Community Church	7/30/2010			Will fwd to other faith leaders asking them to take the survey & ask their congregation to take the participate/take survey. Will put notice in Sunday flyer. Also setting up meeting in Sept with community faith leaders to get their congregation involved.
Hunt Club	8/2/2010			Will forward email to HOA members
John's Woods	8/5/2010			Forwarded email to HOA members
Kruse Way Rotary Club	8/5/2010			
Lake Corp	8/10/2010			
Lake Grove BA	7/28/2010			Scheduled for 09.14.10
LO Junior Women's Club	7/29/2010			
Lake View Villas	8/5/2010			
LO Lacrosse	8/12/10 -Sally			Councilor Moncrieff sent email in late August
LO Lions Club	8/2/2010			
LO Little League	8/2/2010			

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OUTREACH		ACTIVITY		NOTES
LO Mom's	7/27/2010, Again 8/10/10, 8/12/10 Sally			Sent link to survey in September newsletter 8/13/10 forwarded email to approx. 800 participants
LO Recreation leagues				
LO Toastmasters Club	8/5/2010			
LO Transitional Shelter Ministry	7/29/2010			
LO Soccer Club	8/3/2010			
LONAC		~20 people Sid/Laura	8/7 general mtg	
LakeRidge Football Families	8/19/2010			
Lakewood Center for the Arts	8/3/2010			
League of Women Voters Cl.Co.	8/5/2010			
Oak Creek PTA		9.15.10		
Sister's of the Holy Names	8/11/2010	Scheduled 10.06.10 for all three highlighted here. Staff was told email would be forwarded to all residents		
Mary's Woods Marylhurst	8/5/2010			
				GM eblasted to 2300 residents. Mayor Hoffman distributed folder with web/survey information to board in Early Aug.
Mt. Park HOA Board	8/5/2010 & 8/10	Mayor Hoffman	8/9 Board Mtg	
Oswego Heritage Council	8/5/2010			
Rotary Club of Lake Oswego	8/5/2010			Provided Councilor Hennagin w/ postcards to hand out at 8/23 meeting
School District				
LOSD e-news	8/13 and 9/3			Included blurb and link to survey; sent by Nancy Duin; approx 7,000 recipients
Back to School Nights (will have table)				
	Hallinan		9/14	Sarah S. attended
	Lake Grove		9/15	Laura W. attended
	LOJHS		9/16	Sid. S. attended
	LOHS		9//22	Laura W. to attend

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OUTREACH		ACTIVITY	NOTES	
	Waluga		9/23	Laura W. to attend
	Lakeridge		9/29	Laura W. to attend
	Districtwide Advisory Committee Mtg		9/27	Will staff an info table at the meeting
	Eco Schools Network	9/1		Sarah S. presented 09.01.10
Community Wide Events				
	Centennial Event Luscher	Talked to approx. 150	7/17/2010	125 dots on the "where do you live?" map
	Centennial Sustainability Dinner			Will have postcards out
	Farmers Market		Mayor and Councilor handed out cards on 08/14/10, Staff Booth 10/9/2010	
	Sounds of Summer Concerts @ Westlake Park - Wed. 6:30-8:30		Staff attending Aug. 11(handed out approx. 40 cards), 18, 25	Parks stuffed 500 programs with postcard for 8/25 concert
	Summer Splash Concerts - Fridays @ noon		Staff stopped by on 8/6 & 8/13, but attendance pretty low	
	Electric Vehicle Show		Sarah, 8/22	
MEDIA ACTIVITIES				
LO Down				
	July 22 issue	Link to survey & Website		
Hello LO				
	August 2010 issue	Article Published		
	September 2010 issue	Article Scheduled to be published		
	October 2010 issue	Insert included		

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OUTREACH	ACTIVITY	NOTES
LO Review		
LO Review Article by Rebecca Randall	7/22/2010	
Citizen's View Councilor Moncrieff	8/5/2010	
Citizen's View - Pastor Keith	Tentative 9/16/10 Due by 5:00 9/13/10	
Citizen's View Mayor Hoffman	10/7/2010 Due 10/04/10 by 5:00	
Press Release		
Sent to LO Review & Oregonian, Nixle	8/16/2010	
List Serve		
Distributed through City listserve	8/17/2010	
Social Media		
Facebook		
24 active users as of	9/13/2010	
Twitter (through LakeOswegoInfo - Public Affairs)		
News release	8/17/2010	
300 surveys completed	8/17/2010	
LO Water bill		
Flyer included with 6,000 water bills	Mailing 09/20/10	
OTHER Outreach Efforts		
Chuck's coffee shop	Postcards distributed week of 8/09/10	