



CITY OF LAKE OSWEGO

380 A Avenue  
PO Box 369  
Lake Oswego, OR 97034

503-635-0270  
[www.ci.oswego.or.us](http://www.ci.oswego.or.us)

## MEMORANDUM

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**TO:** Comprehensive Plan Citizen Advisory Committee

**FROM:** Laura Weigel, Associate Planner  
Sarah Selden, Associate Planner  
Alex Steinberger, Planning Intern

**DATE:** December 9, 2011

**SUBJECT:** Analyzing Community Input and Where We Go From Here

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### ACTION

Review the citizen feedback for the Community Culture topic areas and provide feedback and revisions to the draft goals and policies to forward to the Planning Commission for their January 9, 2012 work session.

The revised goals and policies are highlighted in yellow in Attachment 3 of your packet materials. ***Please be sure to read over these goals and policies carefully prior to the meeting and be prepared to provide feedback at the meeting.*** There is 10 minutes allotted to discuss each of the six topics, so time is limited.

### BACKGROUND

On November 3, 2011 the CAC hosted the Community Culture Summit. Approximately 200 people were in attendance. Small group discussions were held for each of the six topics. Each topic included two policy questions. Comments were recorded by a note taker on flip charts during the discussions. The public, in addition to the small group discussions, had several other ways to provide feedback:

- Goals and policies related to Community Culture in the existing comprehensive plan were posted on a wall for comment (19 comments)
- Comment forms were provided (18 received)
- A Virtual Open House was posted online from November 3 – 13 (178 unique respondents)

### DISCUSSION

Staff has identified themes based on all of the input received. These themes are included in Attachment 3 “Draft Community Culture Goals and Policies” under each topic area to make it easier to analyze the feedback and see how/if it is reflected in the new/revised goals and policies.

In order to analyze and condense the large volume of public input received from the Virtual Community Summit, common themes among respondents and their associated comment snippets were identified and extracted. The first step in this process was an initial survey of common words and phrases related to each policy question using WORDSTAT, a text and data mining program. These common words and phrases were used to define a range of 5-10

common themes. A series of data dictionaries were created based on the themes identified for each policy question. Relevant comments were grouped using these dictionaries by flagging them based on keywords, phrases, and conditional statements. Once comment snippets were grouped by theme, they were manually reviewed and series of one-page reports were generated detailing the content and prevalence of each theme.

Staff also looked at all of the other vehicles used to provide feedback and has distinguished additional or contradicting themes identified from the virtual open house. Your feedback on these themes is important since most CAC members attended the summit and staffed a discussion table and therefore have firsthand knowledge of what people were saying.

Additionally, the Technical Advisory Committee looked at a first draft of the goals and policies and provided input on December 8.

**Question for CAC Discussion:**

Do the existing goals and policies reflect what you heard and the comments that were collected? If not, how should they be revised?

**Next Steps**

Attachment 2a provides a step-by-step outline of the tasks leading up to the tentative adoption of the goals and policies for Community Culture by City Council on April 17. The CAC will have two more opportunities for provide feedback prior to that date.

**Attachment**

- a. Community Culture Action Area Process & Schedule

# Community Culture Action Area Process & Schedule



## 2011

- November 3:** Community Culture Summit held
- November 1-13:** Virtual/Online Summit open for comments
- November 10:** TAC Meeting – Debrief of summit event and introduction of next topics
- November 16:** CAC Meeting – Debrief of summit event and introduction of next topics
- November 28:** Planning Commission Meeting – Review process and schedule, and introduce next topics
- December 13:** City Council quarterly update
- December 16:** CAC Meeting – Discuss goal & policy updates for Community Culture. Staff will ask the CAC to have reviewed public comments, and propose changes to the draft goals and policies based on their understanding of public input received to date. The CAC will forward a revised set of goals & policies for Planning Commission review.

## 2012

- January 9:** Planning Commission Work Session to review draft Community Culture goals & policies. The Commission will be asked for feedback including revisions and questions, which will be brought back to the CAC for review.
- January 25:** CAC Meeting – Review Planning Commission feedback on draft goals & policies and forward a recommended draft for the Planning Commission hearing.
- February 23:** Planning Commission Public Hearing on proposed Community Culture goals & policies. The Commission will be asked to forward a recommended draft to the City Council. The Council will be asked to adopt a resolution supporting a set of Community Culture goals and policies for final adoption into the updated Comprehensive Plan by April 2013.
- March 20:** **City Council Study Session**
- April 17:** **City Council Hearing – Resolution of intent to adopt Community Culture goals and policies.**

*\* This process will be repeated for each of the action areas, with adjustments as needed to respond to public process while ensuring completion within the City's Periodic Review timeline and budget.*