

The logo features a stylized green illustration of a cityscape with a tree, a house, a multi-story building, and a construction site with scaffolding. Below the illustration, the word "SPRINGFIELD" is written in green, all-caps, sans-serif font. Underneath that, the words "DEVELOPMENT CODE" and "UPDATE PROJECT" are stacked in a larger, grey, all-caps, sans-serif font.

SPRINGFIELD
DEVELOPMENT CODE
UPDATE PROJECT

Community Engagement Plan

Approved by the Committee for Citizen Involvement on December 18, 2018

The Community Engagement Plan will serve as a guide for outreach and community engagement activities for the Development Code Update Project.

I. Introduction

The Community Engagement Plan describes activities that the City of Springfield will implement to ensure that interested and affected parties have adequate opportunities to provide meaningful input to the Development Code Update Project. The Community Engagement Plan highlights the expected outcomes, and is designed with the general public, decision makers, technical advisory committee members, and the project team in mind as the intended audience.

The Purpose of the Development Code Update Project is to change the Springfield Development Code to support efficient, timely, and clear development review. The updated Development Code will support Springfield's economic development priorities and will honor Springfield's home town feel now and in the future.

II. Community Engagement Goals

Throughout this project, we are committed to sharing information and gathering input.

The Community Engagement goals are to:

- Ensure the Springfield community has opportunities to be informed about the project
- Ensure the Springfield community has opportunities to provide input on the project.
- Ensure the community understands the key issues related to the Development Code.
- Foster and sustain a collaborative and mutually respectful process while completing the Development Code Update Project.
- Communicate complete, accurate, understandable, and timely information to the community and partners throughout the Development Code Update Project including explanation of potential impacts from the proposed changes.
- Demonstrate how input has influenced the process and is incorporated into the final Development Code update.
- Adhere to the City of Springfield community engagement guiding principles.

III. Project Objectives

The established project objectives were developed in conjunction with the Springfield City Council and Planning Commission. The Project objectives are to:

1. Enable quick review of development applications.
2. Provide easy to understand code language presented in a clear and user-friendly format.
3. Provide a straight-forward processing path to development decisions.
4. Support/further economic development in all sectors.
5. Protect and enhance the beauty of our city to boost or stabilize property values, encourage investment, and improve the image of the community.
6. Comply with mandatory regulatory requirements.
7. Implement the City's adopted policies.

IV. Key Messages

The use of key messages throughout project communications is helpful in maintaining consistent messaging about the project goal and project objectives. These messages are to be used both on written communications and as talking points.

Key messages within the Community Engagement Plan can be updated to include feedback and themes from the various phases of the project.

- The City of Springfield is committed to:
 - Reducing development barriers to allow for efficient utilization of the available land supply inside the Urban Growth Boundary.
 - Encouraging and facilitating development of more attached and clustered single-family housing in the low density and medium density residential zones.
 - Providing a variety of housing options for all income levels in both existing neighborhoods and new residential areas.
 - Enhancing the quality and affordability of new development within existing neighborhoods and of multi-family housing.
 - Promoting compact, orderly, and efficient urban development.
 - Making development decisions predictable, fair, and cost-effective.
 - Promoting efficient and economical patterns of mixed land uses and development densities.
 - Broadening, improving, and diversifying the Springfield economy.
 - Maintaining or enhancing environmental qualities and Springfield's natural heritage.
- There will be multiple ways and opportunities for the Springfield community to receive project information and provide input on the project.

V. Community Engagement Strategies

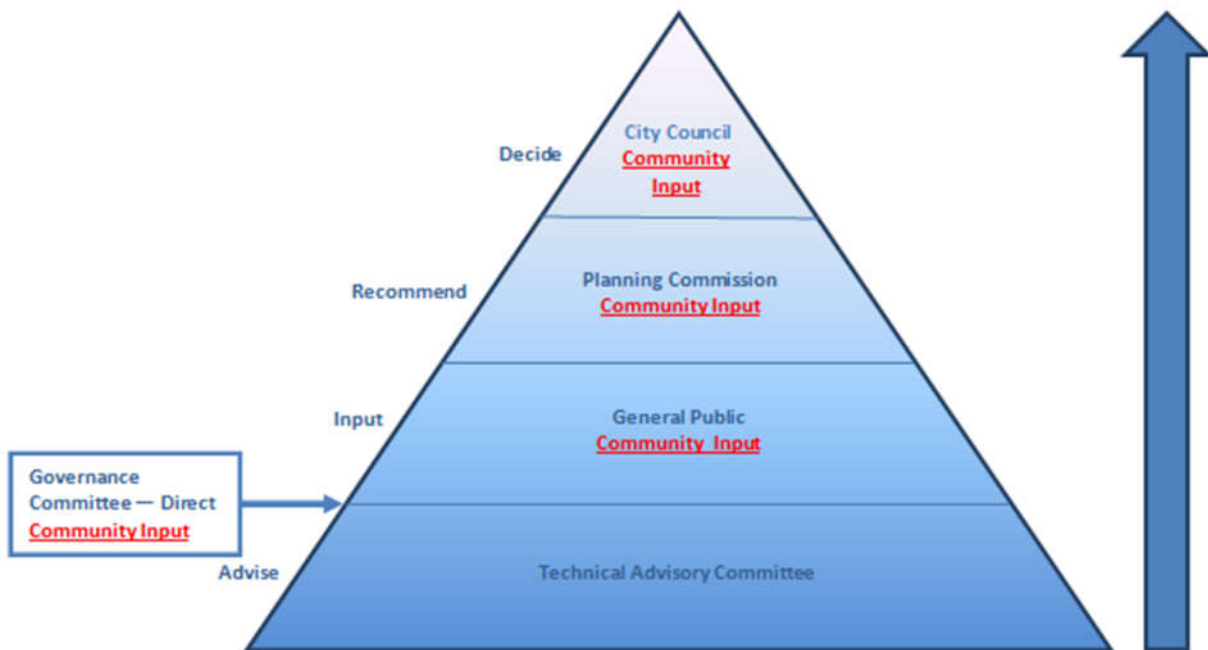
The activities listed below highlight the specific communication strategies that are anticipated to be used throughout the Development Code Update Project. These strategies will include explanation of the potential impacts from the proposed changes where applicable. Specific efforts will be made as part of the strategies to reach out to and engage the Spanish-speaking community. These efforts will include targeted efforts to involve and collaborate with the Spanish-speaking community members.

Community Engagement Strategies	Purpose	Timeline	Level of Community Engagement
Project webpage	Provides project information in one location.	Established 11/2018	Inform
E-Newsletter article(s)	Provide project information on specific topics or issues.	Edition(s) TBD	Inform
E-update(s)	Establish online sign up mechanism and share periodic project updates	Established 11/2018	Inform
Social Media Campaign (ex. LinkedIn, Facebook, Twitter, etc.)	Build overall awareness and promote project activities and findings.	On-going/as needed	Inform
Factsheet/FAQ's	Provide information about project and answer common questions.	Develop and update as needed	Inform
Open House – Online or in person (possible video)	Introduce project, present existing conditions and gather feedback	Date(s) based on project timeline	Consult, gather feedback
Key messages	Convey main points of project	As needed	Inform
Media release	Announce timely information	As needed	Inform
Presentations/Events/ Focus Groups (possible video)	Provide project information and receive feedback	As opportunities arise	Inform and gather feedback
Mailings/postcards	Provide information, invite to participate, request feedback	Create based on project timeline, update as needed	Inform
One-on-One meetings	Provide information, gather feedback	As appropriate	Inform and gather information
Technical Advisory Committee	Provide input and feedback on options to consider for code updates	Establish 12/2018 then throughout the project	Consult, gather input and feedback
Survey	To gather information and feedback	At the end of the project	Gather feedback
Analytics	Evaluate effectiveness of outreach	On-going	Analysis
Debrief meetings	After key project milestones	As needed	Analysis

VI. Community Involvement Process

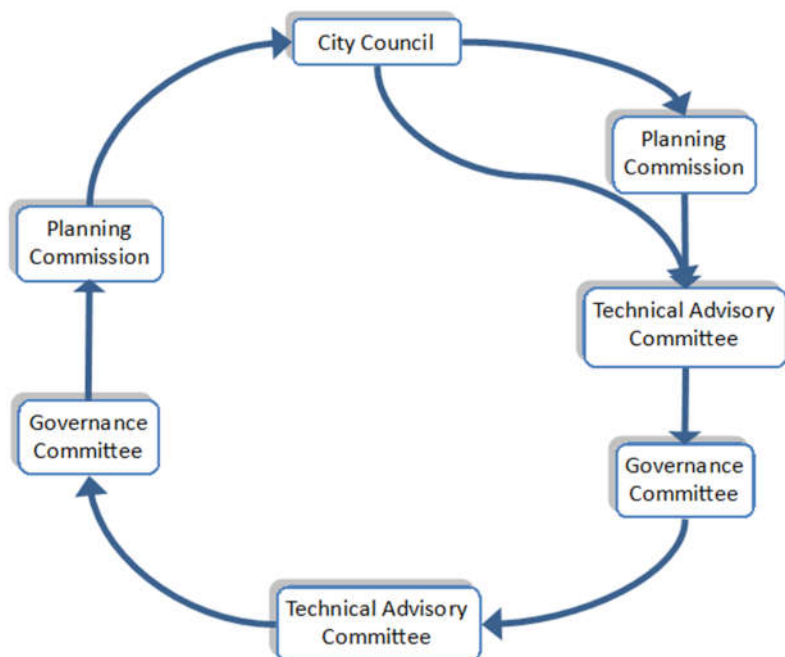
Advisory Bodies & Decision-Making Structure

The decision making structure is represented by the graphics below. The structure is designed to ensure that the community is engaged and consulted, and that the Springfield City Council and committees have the benefit of that community input at major milestones of the project.



Each phase of the project, Housing, Commercial/Industrial, and Other, will go through a similar process as represented in these graphics.

- The Technical Advisory Committee will perform an analysis of the existing code and new code concepts and provide technical advice on how changes could be made and why the changes are proposed based on the Project Objectives.
- The Governance Committee will identify key issues and provide direction on areas of focus and opportunities at a policy level.

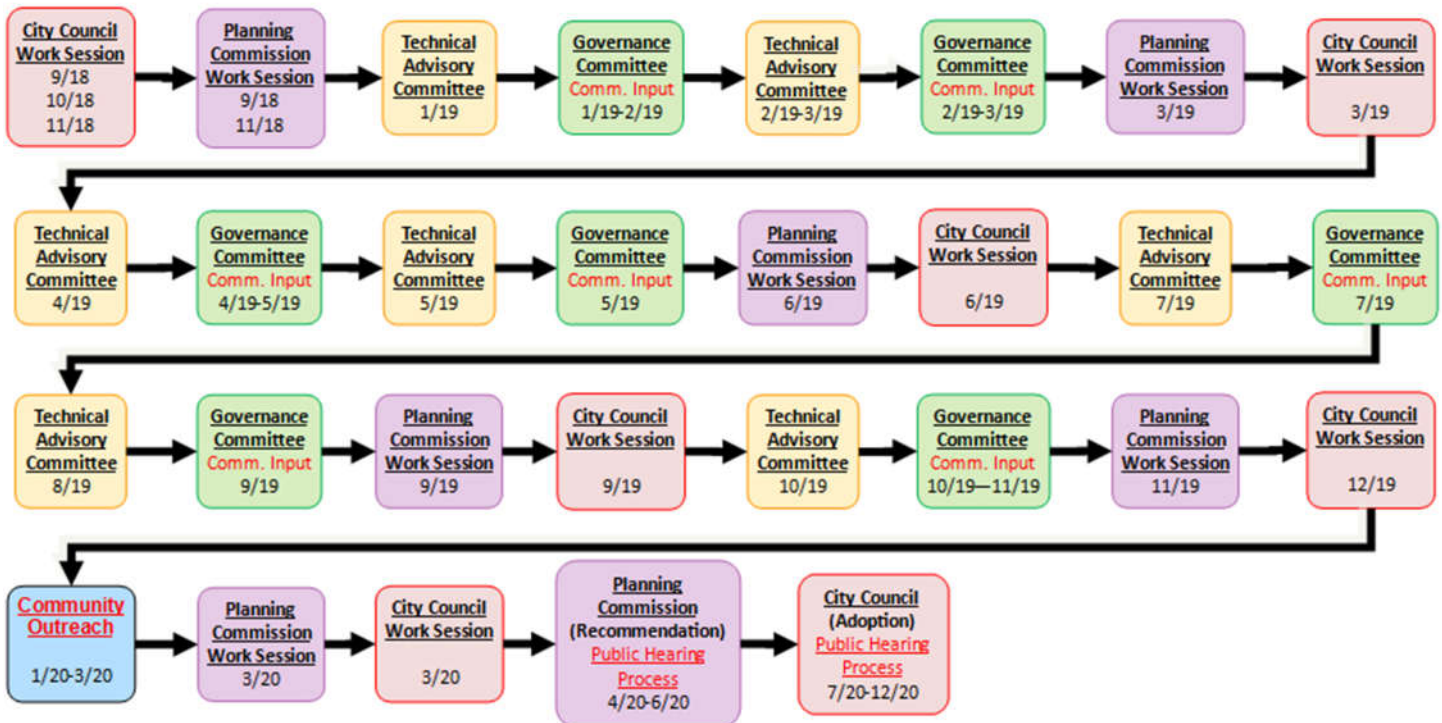


- The public will be engaged throughout the project as highlighted above in the engagement strategies. A concerted community outreach effort will seek input from the community on concepts and draft code language that is developed during each phase of the Project. All of this input will feed into a public hearing draft code that will be presented to the Planning Commission. The Planning Commission will conduct a public hearing process and make a recommendation to the City Council. The City Council will conduct a second public hearing process and take into consideration the Planning Commission recommendation as well as additional public input to make a final decision.

Process

The following diagram represents an example of how the dynamic process of the decision making between the different participants might look for the housing portion of the code update process.

Housing Code Update Process



Decision-Making Groups

Springfield City Council: The Springfield City Council has oversight and decision making responsibilities for the Project. The project team will provide briefings to the City Council and solicit feedback and guidance at regular check in meetings, either quarterly or on an as needed basis. The Springfield City Council holds the ultimate local authority on the approval and adoption of the final Development Code.

Governance Committee: A Governance Committee will be established to provide informed direction on the Project to the Project Core Team. The Governance Committee will be comprised of two City Councilors and two Planning Commissioners. One role of the Governance Committee

will be to provide an additional opportunity for the community to provide input. The committee members will provide updates to their respective bodies (Planning Commission and Council).

Planning Commission: The Springfield Planning Commission will provide recommendations to the City Council on the draft project materials. The Planning Commission will act in its capacity as the Committee for Citizen Involvement (CCI) to approve the Community Engagement Plan. Throughout the process the Planning Commission will conduct meetings and a public hearing that will provide opportunity for community input.

General Public Input

Springfield community members will have multiple opportunities to provide input at key points throughout the project as outlined in the Community Engagement Strategies. The Decision Making Structure and Process diagrams above also identify points where community members can provide input and comments for consideration.

Advisory Group

Technical Advisory Committee (TAC): The role of the Technical Advisory Committee is to provide the Project Core Team with support necessary to develop code revisions by:

- Establishing a forum to identify, discuss, and resolve technical issues and concerns.
- Establishing a forum to maintain interdepartmental and interagency communication.
- Providing data and information, as requested.
- Reviewing and providing feedback on draft work products in a timely manner.

Membership: Upon formation, the TAC will be comprised of various interests from within the community. The Project Core Team will actively reach out to potential participants to invite them to the TAC. There will be multiple compositions of the Technical Advisory Committee over the life of the project. At the outset of the Project a Housing related TAC will be formed. Later on a TAC focused on Economic Development, and finally a TAC to address many other areas of the Development Code. It is also anticipated that focus groups related to specific topic areas may be formed to address identified areas of the Development Code.

Part of the TAC will include City staff, other government agencies staff, and utility provider participants on a topic specific basis. TAC meetings will be open to the public for observation. The list of proposed TAC member representatives is below.

Members of the TAC will be invited to representative the following areas:

Housing participants:

1. Home Builders Association of Lane County
2. Residential developer
3. Residential contractor
4. Non-profit housing developer
5. Consultant (land use, engineering, architect, etc.)
6. Springfield Board of Realtors - residential realtor
7. Historic Commission
8. Housing/low cost housing advocate
9. American Disabilities Act (ADA) representative
10. Insurance/financing representative
11. Property management/multi-family housing developer
12. Springfield resident
13. Springfield youth

Economic development participants:

1. Springfield Chamber of Commerce
2. Commercial Industrial Developer
3. Commercial/industrial contractor
4. Business owner
5. Consultant (land use, engineering, architect, etc.)
6. Commercial realtor
7. Commercial appraiser
8. Springfield consumer

Utility participants (on a topic specific basis):

1. SUB Water
2. SUB Electric
3. Rainbow Water District
4. Comcast
5. Charter
6. EWEB
7. Sanipac
8. NW Natural Gas

Government agencies:

1. Oregon Department of Land Conservation and Development (DLCD) - South Willamette Valley Regional Representative
2. Lane County – Land Management
3. Lane County – Engineering, Transportation Planning
4. Lane County – Health and Human Services
5. Willamalane Park and Recreation District
6. Springfield School District
7. Lane Transit District
8. Oregon Department of Transportation

City participants (on a topic specific basis):

1. Building program
2. Fire Marshalls Office
3. Economic development
4. Emergency management
5. Civil engineering program
6. Transportation engineering
7. Transportation planning
8. Current planning
9. Comprehensive planning
10. Storm water Program
11. Housing

VII. Measures of Success

Measures of success will help determine the effectiveness of community involvement efforts. Measures are based on the established Community Engagement Goals specified in Section II of this plan. The City will evaluate the effectiveness of the community engagement throughout and at the end of the Project. The following factors can be used to assess the engagement efforts in addition to or in relation to the Community Engagement Goals.

- Number of participants attending meetings or events.
- Number of responses received to a survey.
- Number of website views during a specific time period.
- Number of people who sign up for the project mailing list.
- Number of people who opened and clicked through on e-updates.
- Number of project comments received (phone, email, comment cards, online).
- How project decisions have been modified as a result of public input.
- Whether the comments received are relevant to the project (project understanding).
- Was the Project executed as planned, or did changes support the goals.
- Level of acceptance of Project outcomes.
- Survey participants to assess the level of understanding of process and changes.

Project Timeline

This high level project timeline shows and demonstrates how the project is intended to be phased.

