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KEIZER COMMUNITY DIVERSITY ENGAGEMENT COMMITTEE **AGENDA**

Thursday, November 7, 2024, 6:00 PM
Robert L. Simon Council Chambers

MISSION STATEMENT: 'Exists to foster justice, diversity, equity and inclusion and to strengthen our community through active listening in order to strengthen and encourage civic engagement, understanding and empowerment and to advise the City Council on issues that are critical to connecting our community.'

1. **CALL TO ORDER**
2. **APPROVAL OF MINUTES**
 - a. **October 2024**
3. **APPEARANCE OF INTERESTED PERSONS**
4. **COMMITTEE MEMBER REPORTS**
5. **NEIGHBORHOOD ASSOCIATION REPORTS-OUT FROM COMMITTEE MEMBERS**
6. **MARCH 11TH WORK SESSION RECOMMENDED ACTION ITEMS**
 - a. **Minutes from the March 11th City Council Work Session with the Community Diversity Engagement Committee**
 - b. **Volunteer Coordinating Committee's Interview Questions & Rubric for the CDEC (attached) ~ Re-visit**
 - c. **Definitions ~ see attached Resolutions**
 - d. **Community Engagement Framework ~ Chair Rodick's Updated Document**
7. **OTHER BUSINESS/STAFF LIAISON REPORT**
 - a. **Community Engagement Framework (modeled after Clackamas County)**
8. **ADJOURN**

EQUITY AGREEMENTS: Stay Engaged | Listen to Understand | Speak Truth Responsibly | Expect and Accept Non-closure | Be Willing to do Things Differently and Experience Discomfort | Practice Confidentiality | Be Committed To Hold People In Positive Regard | Recognize Intent vs. Impact.

“Agenda Management Services are being supported, in whole or in part, by federal award number 21.019 awarded to City of Keizer by the U.S. Department of the Treasury.”



MINUTES
KEIZER COMMUNITY DIVERSITY ENGAGEMENT COMMITTEE
Thursday, October 3, 2024
Robert L. Simon Council Chambers

Call to Order

Chair Thais Rodick called the meeting to order at 6:04 p.m. Attendance was noted as follows:

Present:

Thais Rodick, Chair
Benita Picazo, Vice Chair
Tammy Kunz
Carrie Brown
Stephanie Cross
Shaney Starr

Absent:

Laura Reid
Open Position
Open Position - Youth Member

Staff:

Dawn Wilson, Deputy City Recorder
Tim Wood, Assistant City Manager

Approval of Minutes

a. September 2024

Tammy Kunz moved for approval of the September 2024 Minutes.
Stephanie Cross seconded. Motion passed as follows: Picazo, Kunz, Starr, Rodick, Cross, and Brown in favor with Reid absent and two open positions.

**Appearance of
Interested Persons**

Kris Adams, Keizer, expressed her appreciation for this Committee, especially for being so inclusive. Ms. Adams shared that she saw some balls go over the fence at Keizer Rapids Park and suggested adding something to the top of the fence to keep the balls from going over the fence. This suggestion would go to the Parks and Recreation Advisory Board.

Public Meetings Law

**a. Q & A Session
with City Attorney
Joseph Lindsay**

City Attorney Joseph Lindsay addressed some of the changes to the Public Meetings Law. The idea behind Public Meetings Law from the Attorney General's Manual when governing bodies have quorum meetings or deliberations, they would be open to the public and accessible to anyone who wishes to attend. They also want minutes taken so everyone would know what was discussed at the meetings.

Mr. Lindsay explained that problems could occur when several members gather and have discussions. Business cannot be discussed without following the Public Meetings Law.

The new House Bill 2805 was about meetings not just being a physical place to meet. This bill uses the word "meeting" as the convening of a public body. Convening was a physical gathering, using intermediaries, or via electronic means, such as email or a series of emails, telephonic means or other types of communications.

He advised that members need to be careful not to have a quorum outside of a public meeting. If a few members talk and then some of those members talk with other members, this could be considered a serial meeting.

Under the Oregon Ethics Law, members could be fined up to \$1,000 per member for each instance. He referenced a section on working together with less than a quorum from 2023 Attorney General's Public Records and Meetings Manual: a gathering of less than a quorum of a governing body was not a meeting, but since however, members of the governing body should not gather as a group or groups composed of less than a quorum for the purpose of conducting business inside of Public Meetings Law because it not only creates an appearance of impropriety but runs contrary to the public policy of the Public Meetings Law and would be in danger of having serial meetings. This language supports keeping the public informed of deliberations of governing bodies. In addition, such a gathering creates the risk of violation through serial communications.

Mr. Lindsay suggested that they could meet in work groups with two or three members to work together, as long as they don't share it with other members until a public meeting.

Mr. Lindsay shared the new mandatory training for members of a governing body (boards and committees) that have control of over one million dollars in the budget. One of the trainings would take place on November 15th in the Event Center.

One change in the law was if discussion was educational or was not substantive such as scheduling, it would be fine to communicate. In other words, there can't be any deliberations or decisions.

Mr. Lindsay talked about members using their personal email and what happens when there was a public record request. Everyone who had email communications or records that were created for the purposes of City business could be subject to public records requests. He recommended that emails be kept for 10 years.

Committee Member Reports

Tammy Kunz was working on an upcoming collaborative meeting with Salem-Keizer Area Transportation Study, Salem-Keizer Neighborhood Family Councils and the Salem and Keizer neighborhood associations on community engagement for community safety and awareness.

**Neighborhood
Association Reports-
Out from Committee
Members**

Tammy Kunz, Greater Northeast Keizer Neighborhood Association, shared the last meeting where they talked about an Open House in which safety information and community resources would be included.

Chair Thais Rodick attended the West Keizer Neighborhood Association. They reported on activities they participated in, such as cleanup and the Keizer Art Walk. They were excited about the Keizer Rapids Park turf fields and upcoming pickleball courts.

Council President Starr reported her attendance at the Greater Gubser Neighborhood Association meeting. They had a debrief of their National Night Out in August, their plans for the upcoming year, and the initial conversation on the Miracle of Holiday Lights.

**a. See Chart in
Packet**

**March 11th & Sept.
23rd Work Session
Recommended
Action Items**

**a. Community
Engagement
Framework Work
Session ~ Go through
input/recommendations
from Members & start
building methods on
how this Committee
can communicate in a
more systematic way.
Please Refer to
Attachments.**

Chair Rodick's summarized and explained various parts of her proposed Engagement Framework.

Discussion ensued on the verbiage and edits were noted by Chair Rodick. It was requested to include the youth voice of ages 18 and over. Assistant City Manager Tim Wood shared that 24% of 38,000 population in Keizer was under age 18.

It was suggested to let residents know how the City would be communicating and engaging with them so that the majority of the community was heard. Chair Rodick asked for recommendations on how to accomplish this objective.

The members felt that this proposed framework clarifies the process. It was suggested to test the various communication channels by asking residents to respond when they see the communications. It was requested to resurrect the responses and data from the survey and communication channels on the strategic plan, so this Committee could receive that information.

Mr. Wood offered to establish a policy document similar to Clackamas County that would incorporate this Committee's feedback to use as a communication tool, as well as listing what the City was currently doing to engage the community. Mr. Wood would bring back an Appendix A with the engagement tools and includes communication channels.

Council President Starr was concerned about not being able to fund a communications person and to be cognizant on wanting to hire a communications person at the risk of having to lose a law enforcement position. It was noted that everything has a cost, and even staff time to increase community engagement.

Corri Falardeau, Executive Director for the Chamber of Commerce, suggested having high school students or student interns who have to write policies and procedures to help out.

- b. **Minutes from the March 11th City Council Work Session with the Community Diversity Engagement Committee** This item would be discussed at a future meeting.
- c. **Volunteer Coordinating Committee's Interview Questions & Rubric for the CDEC (attached) ~ Re-visit** This item would be discussed at a future meeting.
- d. **Definitions ~ see attached Resolutions** Tammy Kunz, Carrie Brown, and Stephanie Cross would meet to create definitions for justice, equity, diversity, and inclusion. The members could send their work to the Deputy City Recorder Dawn Wilson to share with all the Committee members.

Other Business/Staff Liaison Report

- a. **Member to Report at the November 4th City Council Meeting ~ Native American Heritage Month** The Committee asked that Chair Delores Pigsley from the Tribal Council in Siletz be invited to present on Native American Heritage Month and receive the Proclamation because they really enjoyed her last presentation.

Adjourn ~ Next Meeting: November 7th Meeting Adjourned: 7:29 p.m.
Minutes approved: 11/07/2024

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MINUTES KEIZER CITY COUNCIL

Monday, March 11, 2024
Robert L. Simon Council Chambers
930 Chemawa Road NE
Keizer, Oregon

CALL TO ORDER

Mayor Clark called the meeting to order at 6:01 p.m.

ROLL CALL

Roll call was taken as follows:

Present:

Cathy Clark, Mayor
Shaney Starr, Council President and
Community Diversity Engagement
Committee (CEDC)
Robert Husseman, Councilor
Kyle Juran, Councilor
Daniel Kohler, Councilor
Laura Reid, Councilor and CEDC
Thais Rodick, Chair, CDEC
Benita Picazo, Vice Chair, CDEC
Tammy Kunz, CDEC
Carrie Brown, CDEC
Stephanie Cross, CDEC
Nevaeh Music, CDEC
Jill Gust, CEDC

Absent:

Soraida Cross, Councilor

Staff:

Adam Brown, City Manager
Tim Wood, Assistant City Manager
Joseph Lindsay, City Attorney
Melissa Bisset, City Recorder

DISCUSSION

a. Facilitation Slides Community Diversity Engagement Committee (CDEC) Chair Thais Rodick reviewed the accomplishments of the CDEC, which included:

- Keizer's 40th Birthday Party
- Input on the Strategic Plan
- Input on the Neighborhood Traffic Management Plan
- Climate-Friendly Equitable Communities Legislation
- Collaboration with the Neighborhood Associations
- The Resource Fair

- The monthly, National Observances and Contributions by the CDEC Members
- Education of Community Members

CDEC Member Music shared that one of her favorite accomplishments was the participation and involvement of the CDEC with Keizer's 40th Birthday Party and the CDEC's collaboration with the neighborhood associations mostly through Tammy Kunz. She felt that, in the beginning, the CDEC floundered, but it had made great strides in becoming a working part of the City.

CDEC Member Kunz shared about attending many neighborhood association meetings. She found that the neighborhood associations would like the CDEC to have more engagement with them and action by taking part in the various neighborhoods.

CDEC Member Reid had been impressed with the CDEC with its progress. The list of accomplishments is a step in the right direction. She was encouraged by the CDEC getting some footing, and they have a clearer idea of the things they can do. They acknowledged that there could never be too much community engagement, so they were always striving to do better.

Mayor Clark stated that the CDEC would have a role as a conduit for the community with the Neighborhood Traffic Management Program (NTMP). She commended the CDEC for their tremendous help with the NTMP.

CDEC Member Brown shared that the monthly, National Observances and the CDEC's contributions were powerful. She had heard positive feedback from the information that was shared.

Mayor Clark thanked the CDEC for attending the Proclamation readings and bringing stories to tell about living and the community, which had been impactful and powerful for the viewers.

Council President Starr encouraged the City Council to be willing to think outside the box in how to engage the CDEC.

CDEC Vice Chair Picazo felt that the biggest accomplishment was continuing to build a CDEC team that showed up every month to collaborate as to how they could contribute.

CDEC Chair Rodick shared that they had really good discussions and often ask what the CDEC was there to do. The CDEC was ready to tackle the Strategic Plan and to do more overall. She added that their goal was to be a City that had already thought of the people before they moved to the City.

Councilor Husseman shared that there were several universities removing their Diversity Equity Inclusion (DEI) and Belonging policies and programs. He felt a sense of urgency as more of the anti-DEI laws came into focus. The National Collegiate Athletic Association (NCAA) had called on black student-athletes to boycott universities in Florida. He asked the CDEC to share the struggle behind the Proclamations with the Council and let them know how they can help.

CDEC Member Brown noted that there had been recent discussions at the CDEC about eliminating DEI policies and that the CDEC could not let that happen in Keizer. She asked that the Council believe in the CDEC's philosophy and accept their thoughts and priorities.

Mayor Clark displayed the purpose of the Community Diversity Engagement Committee.

Councilor Juran was encouraged that the Committee had made some strides in the last several months. He hoped that the scope could be worked on during the Work Session.

CDEC Member Gust was a new member who hoped to learn more about the scope and purpose of the CDEC.

Councilor Kohler shared that Committee Member Gust was the fourth person that he had appointed to the Committee. He had received feedback from former members who felt like they weren't doing anything. He stated that he enjoyed working with the CDEC on Keizer's 40th Birthday Celebration.

Former Councilor Roland Herrera wanted the City of Keizer to maintain its commitment to DEI work. He was concerned about the movement to remove DEI. He noted that DEI work helps with retention, collaboration, engagement, and giving people a voice.

Mayor Clark reviewed the scope of the CDEC. She asked if it was relevant, current, and if any changes should be made.

CDEC Member Kunz was hoping that a representative from the CDEC would attend each of the various Boards, Commissions and Committee to build a stronger collaboration so information could be shared and problems could be solved together.

Council President Starr wanted a standardized approach where an equity lens could be used. She wanted an agreed upon framework to evaluate things through to provide feedback.

CDEC Chair Rodick shared some examples of questions that could be

asked. She noted that DEI work can look different in each community and that the committee could look at what would be best for the City of Keizer.

CDEC Member Music suggested looking to some other larger cities for their frameworks.

Councilor Reid stated that there should be some flexibility built into a rubric as an equity lens.

Mayor Clark challenged the CDEC by asking them what questions they asked when they reviewed the Neighborhood Traffic Management Program, Strategic Plan, and the Climate-Friendly Equitable Community. Those types of questions could be used to review the Scenario Planning that is underway.

Ken Gierloff, Chair of the Southeast Keizer Neighborhood Associations (SEKNA), asked the CDEC for more advocacy rather than reaction. Mr. Gierloff noted that there was a lack of engagement with diverse populations in their neighborhood, and they were looking for suggestions on how they might be able to engage residents in their neighborhoods.

CDEC Member Picazo suggested that time was very limited for families and caused a lack of participation so finding other ways to engage through the use of technology could be helpful.

Councilor Kohler commended Mr. Ken Gierloff for his work on SENKA.

Mr. Gierloff, Southeast Keizer Neighborhood Association, noted that he is able to have an impact in his local community. They just want Council advocacy and to be told what they can do.

Tammy Saldivar, Northeast Keizer Neighborhood Association, stated that they are struggling with how to do the outreach, attendance, and receive resources from the City as to how outreach can happen.

CDEC Music suggested using Instagram Live was well received by younger generations and shorter videos of two-three minutes. She felt that there were youth that would be interested in being involved.

Chair Rodick suggested adding content and sharing content on the City's Instagram page.

CDEC Chair Picazo suggested reaching out to Advancement Via Individual Determination (AVID) and Leadership Students. There was a suggestion for the youth councilor and youth liaisons to share snippets from City meetings with the youth to help get the word out.

Mayor Clark asked for the CDEC to complete the follow tasks and bring back recommendations to the City Council:

1. Review the scope of the CDEC for possible changes.
2. Consider what it meant or looked like to engage with other boards, commissions, committees, and neighborhood associations.
3. Schedule a consultation with the neighborhood associations based on the feedback they had received.
4. Discuss what an equity lens would look like.

Discussion ensued regarding the status of the Strategic Plan and how the CDEC would like to include it in their work plan

Mr. Brown expressed his appreciation for Chair Rodick stating in a prior CDEC meeting that it was better to progress with a mistake of translations rather than not translating at all. Chair Rodick stated that grace should be expected. She added that it was better to show that you tried to translate rather than not having the translations.

Council President Starr suggested that the CDEC discuss if it was time to have the Volunteer Coordinating Committee appoint the members of the CDEC and then bring back a recommendation to the City Council. She noted that the CDEC was created to be an advisory Committee to the Council. She asked that the Council listen to the Committee's request.

CDEC Committee Member Brown asked that if there were frustrations with the CDEC, that it would be helpful to hear, and invited suggestions. She provided an example of inclusion, stating it meant being active and reaching out and making a personal invitation.

Former Mayor Lore Christopher, stated there were four non-profits within the Keizer Heritage Museum, that there was an event on April 5th, celebrating Chinese American History with Dr. Russell Low signing books. All of the information was on the Keizer Cultural Center Facebook Page.

ADJOURNMENT

Mayor Clark adjourned the meeting at 7:39 p.m.

MAYOR:

APPROVED:

Cathy Clark

Dawn Wilson, Deputy City Recorder

COUNCIL MEMBERS

Councilor #1 – Laura Reid

Councilor #4 – Soraida Cross

Councilor #2 – Shaney Starr

Councilor #5 – Robert Husseman

Councilor #3 – Kyle Juran

Councilor #6 – Daniel R. Kohler

Minutes approved: _____

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Volunteer Coordinating Committee's Interview Questions for the Community Diversity Engagement Committee (CDEC)



CDEC Mission Statement:

To act in an advisory capacity to the Keizer City Council and to advise on action for community engagement by:

1. Listening to understand. Keizer wants to let everyone know we are all included when we talk about the Keizer community and are important for our community to thrive holistically.
2. Using what is heard to create recommendations for action plan(s) for increasing community engagement and communication on progress in civic processes.
3. Acting on the values included in the Resolution for Justice, Equity, Diversity and Inclusion.

Name:
Last First Middle

Date:

Address:

City/ State/Zip:

Telephone No.: Home Work Cell/Mobile

E-Mail Address:

Present Occupation:

Keizer Resident: ? ☐ No ☐ Yes – since year:

1. Please provide personal, professional, and volunteer background or perspective you would bring to the efforts of promoting community engagement, diversity, and inclusion, to the committee:

2. How do you describe community engagement, diversity, equity, inclusion, and justice?

3. Please provide an example of a time you worked with someone with a different background or viewpoint. What was the outcome and how did you contribute to it?

4. What do you envision for Keizer in the future related to community engagement?

5. What do you hope the committee will accomplish? What specific ideas do you hope to implement during your time on the Committee?

--

Signature:

Date:

For office use only:

Please return this form to:

Date Received:	Deputy City Recorder's Office 930 Chemawa Rd NE Keizer, OR 97303
Date Considered:	
Action by Council:	503-856-3418 503-393-9437 (FAX)
Term Expires:	wilsond@keizer.org

**Volunteer Coordinating Committee
Interview Questions & Scoring Rubric
for the Community Diversity Engagement Committee (CDEC)**



CDEC Mission Statement:

To act in an advisory capacity to the Keizer City Council and to advise on action for community engagement by:

1. Listening to understand. Keizer wants to let everyone know we are all included when we talk about the Keizer community and are important for our community to thrive holistically.
2. Using what is heard to create recommendations for action plan(s) for increasing community engagement and communication on progress in civic processes.
3. Acting on the values included in the Resolution for Justice, Equity, Diversity and Inclusion.

Name: _____

Selected Position: CDE Committee

Interviewer's Name: _____ Date: _____

Numeric Scoring Guide:

- 1 = Responses were too vague and/or didn't answer questions.
- 2 = Answered the questions with general concepts or examples.
- 3 = Outstanding, thoughtful response with specific and relevant examples

The numeric score should take into consideration the applicants for the work of the CDEC. Responses should be appropriate within the context of the committee work and should highlight personal strengths and qualities for the CDEC.

Interviewer Comments Guide: Please use the space provided to give specific feedback to the Volunteer Coordinating Committee.

PART 1 – Interview Questions:

1. Please provide personal, professional, and volunteer background or perspective you would bring to the efforts of promoting community engagement, diversity, and inclusion, to the committee. Did applicant provide specific examples in their answers?

Circle Numeric Score: 1 2 3 Interviewer Comments

2. How do you describe community engagement, diversity, equity, inclusion, and justice? Circle Numeric Score: 1 2 3 Interviewer Comments (Did applicant specifically explain their answer?):

3. Please provide an example of a time you worked with someone with a different background or viewpoint. What was the outcome and how did you contribute to it? Circle Numeric Score: 1 2 3 Interviewer Comments (Did applicant provide clear example and explain the outcome and their contributions?):

4. What do you envision for Keizer in the future related to community diversity engagement?

Circle Numeric Score: 1 2 3 Interviewer Comments (Did the applicant demonstrate inclusion and have a vision for a more inclusive Keizer?)

5. What do you hope the committee will accomplish? What specific ideas do you hope to implement during your time on the Committee? Circle Numeric Score: 1 2 3 Interviewer Comments (Did applicant answer both questions?)

Score: ____/15

PART 2 – Skills:

Demonstrated knowledge and understanding of CDEC role and requirements

Shared information about personal skills/experience to demonstrate qualification for committee

Demonstrated through stories self-awareness of personal experiences

PART 3 – Interviewer Comments:

Please write additional feedback that you believe will help the council in their decision-making.
For example, if you had a recommendation as to why you rated them as you did.

Thank you for sharing your time and expertise!

1 CITY COUNCIL, CITY OF KEIZER, STATE OF OREGON

2
3 Resolution R2020- 3135

4
5 ADOPTING
6 KEIZER STATEMENT OF VALUES -
7 JUSTICE, EQUITY, DIVERSITY AND INCLUSION
8
9

10 WHEREAS, All people shall be treated with dignity and respect; and

11 WHEREAS, "All" people includes but is not limited to the Federal and State

12 Definitions of Protected Classes of people:

13 a. Federal definition – Race, color, religion, national origin, sex,
14 familial status, disability

15 b. State of Oregon additions – Source of income, marital status,
16 sexual orientation, gender identity; and

17 WHEREAS, equity is both a process and an outcome; and

18 WHEREAS, we recognize that government practices, policies, laws and
19 regulations have historically resulted in discrimination and disparity against people based
20 on any protected class listed above; and

21 WHEREAS, the belief system of white supremacy is defined as follows: "that the
22 white race is inherently superior to other races and that white people should have control
23 over people of other races; the social, economic, and political systems that collectively
24 enable white people to maintain power over people of other races;" and

25 WHEREAS, we acknowledge that the land upon which the people of Keizer live
26 has historical and cultural roots in native Tribal Nations.

1 NOW, THEREFORE,

2 BE IT RESOLVED by the City Council of the City of Keizer that the City of
3 Keizer has taken action and commits to continuing to take action to be a city that
4 welcomes every person regardless of their race, color, religion, national origin, sex,
5 familial status, disability, source of income, marital status, sexual orientation, or gender
6 identity.

7 BE IT FURTHER RESOLVED that the City of Keizer repudiates the belief
8 system of white supremacy and condemns racism and is committed to the elimination of
9 all forms of racism everywhere it exists.

10 BE IT FURTHER RESOLVED that the City of Keizer affirms its commitment to
11 ensure that all members of the community are free from acts that are rooted in racism,
12 discrimination, intolerance, bigotry, and hostility. We will strive to inspire and
13 continually pursue a culture of safety and wellbeing.

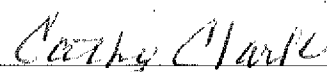
14 BE IT FURTHER RESOLVED that this Resolution is an aspirational statement
15 and does not create any legal cause of action or modify any existing rights.

16 BE IT FURTHER RESOLVED that this Resolution is not a legislative action.

17 BE IT FURTHER RESOLVED that this Resolution shall take effect immediately
18 upon the date of its passage.

19 PASSED this 7th day of December, 2020.
20 SIGNED this 7th day of December, 2020.

21
22
23
24
25



Mayor


City Recorder

1 CITY COUNCIL, CITY OF KEIZER, STATE OF OREGON

2
3 Resolution R2021- 3225

4
5 ESTABLISHING COMMUNITY DIVERSITY
6 ENGAGEMENT COMMITTEE
7

8 WHEREAS, the City Council adopted Resolution R2020-3135 (Adopting Keizer
9 Statement of Values-Justice, Equity, Diversity and Inclusion) on December 7, 2020;

10 WHEREAS, the Community Diversity Engagement Work Group was formed by the
11 City Council in April 2021 as part of the Goals and Work Plan;

12 WHEREAS, the Community Diversity Engagement Work Group made a recommendation to
13 the City Council to form a Community Diversity Engagement Committee;

14 WHEREAS, the Keizer City Council considered the matter in a work session on October 11,
15 2021 and directed staff to revise the Resolution forming the Committee;

16 WHEREAS, the Keizer City Council has considered the recommendation from the
17 Community Diversity Engagement Work Group and finds it necessary and appropriate to appoint a
18 committee to advise the Council on action for community engagement as outlined in Appendix "A"
19 attached hereto;

20 NOW, THEREFORE,

21 BE IT RESOLVED by the City Council of the City of Keizer that the Community Diversity
22 Engagement Committee is hereby established as outlined in Appendix "A", which is attached hereto
23 and by this reference made a part hereof.
24
25

1 BE IT FURTHER RESOLVED that this Resolution shall take effect immediately upon the
2 date of its passage.

3 PASSED this 1st day of November, 2021.

4
5 SIGNED this 1st day of November, 2021.
6
7

8 *Cathy Clark*
9 Mayor

10 *Maury De*
11 City Recorder
12

Appendix "A"

City Council Committee

Name: Community Diversity Engagement Committee

Purpose: To act in an advisory capacity to the Keizer City Council and to advise on action for community engagement by:

1. Listening to understand. Keizer wants to let everyone know we are all included when we talk about the Keizer community and are important for our community to thrive holistically,
2. Using what is heard to create recommendations for action plan(s) for increasing community engagement and communication on progress in civic processes,
3. Acting on the values included in the Resolution for Justice, Equity, Diversity and Inclusion.

Tasks: To assist in developing action recommendations for community engagement in civic processes in the following areas:

1. Collaboration with Council, other city committees, commissions and neighborhood associations to increase active participation and recommend culturally responsive actions,
2. Collaboration with other organizations (historical/cultural/arts, business organizations, faith community, community based organizations, education, and additional sectors not usually included),
3. Collaborating in community opportunities to have conversation, celebration, relationship building,
4. Recommending additions or subtractions of national observances/commemorative/heritage months,
5. Help develop metrics and yearly report on tasks identified and the data needed to better understand culturally responsive provision of services and public participation,
6. Assist in identifying leaders and build leadership capacity of underrepresented and underserved communities.

Membership: The Committee shall consist of nine voting members. Two (2) members shall be Keizer City Councilors to be appointed by the Mayor and announced at a regularly scheduled Council meeting, six (6) citizen-at-large members and one (1) youth member who is under 19 years of age at the date of appointment. Appointed members will be expected to think broadly in terms of how issues of racism, sexism, ableism, and other discriminatory and prejudicial biases that impact all residents in Keizer. The Committee will be staffed by a non-voting staff liaison to be appointed by the City Manager.

Term of Office: Each Councilor member shall be appointed for a two-year term by the Mayor pursuant to the Council Rules of Procedure. Each non-Councilor member shall be appointed for a three-year term, except for the initial terms. The initial terms of the non-Councilor members shall be staggered so that not more than three will expire in the same year. Each Councilor shall directly appoint one citizen-at-large member following the same process as appointments of Volunteer Coordinating Committee members. The Mayor shall appoint the youth member. Members may be reappointed.

Chair and Vice-Chair: The Committee will elect the Chair and Vice-Chair at the first meeting of each calendar year.

Meetings: Members of the Committee shall establish a regular meeting date and shall meet as deemed necessary by the Chair. All meetings of the Committee shall follow Robert Rules of Order Newly Revised and the Oregon Public Meeting Laws.

Attendance: It is the duty of each member to attend at least 75% of the meetings each calendar year. When a member is unable to attend a meeting, the member shall notify the Chair. Members of the Committee may be removed by a two-thirds majority vote of the City Council.

Community Diversity Engagement Committee

09/24/24

Thais Rodick

Community Engagement Framework

CDEC Purpose: to act in an advisory capacity to the Keizer City Council and to advise on action for community engagement by:

- Listening to understand. Keizer wants to let everyone know we are all included when we talk about the Keizer community and are important for our community to thrive holistically
- Using what is heard to create recommendations for action plans for increasing community engagement and communication on progress in civic processes.
- Acting on the values included in the resolution for Justice, Equity, Diversity and Inclusion.

Collaboration with Council, other city committees, commissions and neighborhood associations to increase active participation and recommend culturally responsive actions.

Introduction

Successful community engagement involves people in the decisions that affect them and about what matters to them most. Community members have a right to be involved in the decision-making process, especially when it impacts them, whether financially, socially, their health and educational outcomes, amongst others.

Community is the Heart and Soul for Keizer residents. We want to engage the entire population, valuing their opinions and what they love most about their community, the future they want for it, and how to achieve it. In the Inclusivity Resolution that preceded this committee, we find the following definition: *BE IT RESOLVED by the City Council of the City of Keizer that the City of Keizer has taken action and commits to continuing to take action to be a city that welcomes every person regardless of their race, color, religion, national origin, sex, familial status, disability, source of income, marital status, sexual orientation or gender identity.*

It is this committee's goal that by developing a community engagement framework, we will establish clear expectations for how the City of Keizer engages with its citizens and what actions we are seeking from them, so that we can ensure every voice is heard and every opinion counts. The International Association for Public Participation establishes five levels of civic engagement:

1. **Inform:** to provide balanced and objective information in a timely manner (decisions have been made)
2. **Consult:** to ask for feedback on analysis, issues, alternatives and possible decisions (decisions not yet made)
3. **Involve:** to seek public input to make sure concerns and aspirations are considered and understood (decisions not yet made)
4. **Collaborate:** to partner with the public in each aspect of the decision making (decisions not yet made)
5. **Empower:** to place final decision making in the hands of the public (public makes the final decision)

In this engagement framework, it is helpful for us to think through:

- 1) What do we want from our Keizer citizens?
- 2) How to engage to maximize citizen participation
- 3) Who we need to engage with to ensure all (or most) citizens are heard

1) What do we want from our Keizer citizens

There are so many decisions that impact the city that officially take place every other Monday, when the city council convenes. While the city meetings are broadcast and available in the City of Keizer website, few citizens know that the meetings are taking place, have the time to watch the meeting(s) or even know what is included in the agenda. Unless a citizen has been personally impacted by a city decision, this simply is not in their radar.

While there are ways to get involved, the city should proactively communicate with its citizens and make sure that it is providing information in a timely manner and clearly outlining what it expects from its citizens, to make the best possible decisions for all- or at least most- of its citizens. The city is currently doing the bare minimum to seek civic engagement. Not by intent, but by a lack of intentional engagement. That's where this committee can help.

Below are a few guiding questions as to what needs to be communicated:

- How many people will be impacted by this decision? What are the possible impacts (social, economic, financial, political, environmental?) Was a SWOT and PESTLE analysis done on the issue?
- What is the decision-matrix for when/what time/with whom we need to engage?
- Who should we engage with before making this decision?
- Did we hear from all possible interested parties?

- Who had input on this issue/opportunity in the past? Should we reach out to them now to seek their input?
- How will this decision contribute/harm the future of Keizer?
- How will this decision positively or negatively impact the citizens of Keizer?
- How does this decision align/or not with our values of pride, spirit and volunteerism?

For illustrative purposes, in this document, we will use the recent Keizer Turf Fields as an example:

- How many people will be impacted by this decision? *Close to 3,300 players from the Salem-Keizer area, their families, local businesses*
- Who should we consult with before making this decision? *The entire city of Keizer. Keizer Rapids Park is one of the biggest parks in Keizer and many residents use the park for recreation*
- Did we hear from all possible interested parties? *No*
- How will this decision contribute to/harm the future of Keizer? *The field were built with federal funds, but will be used locally by citizens of Keizer, Salem and surrounding communities. Setting the example that a local organization with ties to the city of Keizer and that wants to see the fields being used successfully aligns with the goals of pride, spirit, volunteerism.*

2) How to communicate to maximize citizen participation (38, 704 citizens- 2022 numbers)

Below is a list of the tools/vehicles the city of Keizer uses to communicate with its citizens:

- Council/Committee Meetings
 - a. Transmitted to K23 Public Access TV
 - b. Available at Keizertv.com
 - c. Livestreamed to Facebook in English and Spanish
 - d. Keizertv.com YouTube (*174 subscribers*)
- Website – Keizertv.com
- Council Work Sessions (audio recorded and posted to Youtube) 8 views from 9/16 meeting, *145 views from 8/5/24 meeting (Keizer Turf Fields)*
- K23 – Public Access Television
- Facebook (*4,300 followers*) /Instagram (*1,369 followers*)– City of Keizer

- a. City Manager's Weekly Update
- Facebook/Instagram – Keizer Police Department
- X – Keizer Police Department
- Next Door (Police Department)
- Website – www.Keizer.org
 - a. Scrolling Banner
 - b. News Update Notifications
 - c. Newsletter Capabilities (available but not currently in use)
 - d. Messaging (available but not currently in use)
 - e. 311 ticketing system (available but not currently in use)
- Reader Board on Chemawa Road
- Civic Clerk – Council/Committee Agenda Subscription/Notification
- City Services Billing Statement Messages
- CivicPay – Online Bill Pay Messages
- Everbridge - Emergency text message, email and phone call
- Flash Alert – Police Department
- Email Distribution List – Interested Citizens (specific to boards, commissions and committees)
- Survey Monkey
- Project Specific
 - a. Work Groups
 - b. Direct Mailings
 - c. Town Hall/Public Forums
- Legal Notices and Public Service Announcements in Keizertimes (*1,738 circulation, as audited by Oregon broadcast association in 2023*)
- Public Hearing Notices

- Recruitment Announcements - Website/Facebook/LOC/ELGL/Indeed/iMatchSkills/Keizer Chamber/LinkedIn/Etc.
- Brochure rack, bulletin board in City Hall
- Public Facing City Employees

If the outcome the city wanted was **to inform citizens of a change/decision that would impact them financially**, it should strive to communicate as soon as possible to as many citizens as possible, through a variety of methods. In this example, for instance, it could use:

- City service billing messages (water utility bills every other month, so a minimum of two months' notice to inform all citizens of Keizer)
- Reader board
- Flash alert/news release

If the outcome the city wanted was to **consult with citizens of Keizer on an issue/opportunity**, it could use the following methods:

- Facebook post- ask for input, comments
- Town halls
- Survey via survey monkey
- Email distribution
- Neighborhood associations
- City committee meetings

The city also needs to start letting citizens know how it will be engaging with them in the future, so that citizens can look for the information and expect to see it in advance, and what is asked of them. Currently, engagement is passive at best and haphazardly at worst. The result of not engaging in a conscious and planned community engagement effort can be seen by the recent example of the Keizer Turf fields. The city engaged in the typical ways it had engaged in the past, without considering all the interested parties in the process, and as a result, it lost trust, albeit temporarily, with citizens of Keizer, as it gave the impression that it circumvented the process. Better community engagement could have resulted in a better overall outcome for all involved.

3) Who we need to engage with to ensure all (or at least most) citizens are heard

We have several community organizations in Keizer, and we can start harnessing the power of community engagement and civic action to seek input, to provide information, to empower communities.

It is imperative that we seek out communities who are often not heard from. Below are a few examples of communities we need to purposefully engage with:

- Aging population
- Families
- Students
- Businesses (Chamber of Commerce as a conduit for communications)
- School district
- Local Churches
- Neighborhood associations
- Cultural groups
- Sports groups
- Food banks
- Keizer Fire department
- Keizer police department
- Local tribes (Confederated Tribes of Grand Ronde, Confederated Tribes of the Siletz)

Once we have established what level of engagement we're seeking, how we're going to communicate and from whom we need to hear, we can deploy the best possible community engagement strategy to achieve our desired outcome.

Below are a few guiding principles that we found on similar documents from Clackamas County and NYC department of health and mental hygiene:

- Focus on the best interests of the community.
- Facilitate open, honest, and meaningful dialog, with clear milestones for providing input.
- Foster inclusive and equitable representation. All voices.
- Provide timely, accurate, and accessible information to all citizens.
- Be transparent with decision making (the whys behind it) and acknowledge challenges and limitations.
- Treat participants with integrity and respect. We all have a vested interest in the prosperity of our community.
- Be willing to change and adapt through the process.
- Continually reflect, assess and communicate to maintain and deepen relationships for long-term action.

Appendix

Goal 1 – Citizen Involvement: The adoption of this ordinance followed notice, a public process involving public hearings, deliberation, and ordinance adoption. Public notice was provided in the Keizertimes newspaper. Public hearings were held before the Planning Commission and before the City Council. Citizens were afforded the opportunity to participate in the public process. This process is consistent with the provision for providing an opportunity for citizens to be involved in all phases of this proposed planning process as is required by this goal and with implementing administrative rules within Oregon Administrative Rules.

Tool	Keizer Specific	General Description	Level of Participation Inform-Consult- Involve- Collaborate- Empower	Benefits	Considerations
Print Materials	Direct mailings, brochure rack at City Hall, bulletin board, billing statements and direct mailings.	Brochures, newsletters, fact sheets, articles in newsletters, or rates notices	Inform	• Can create awareness and interest within the community. • Can be tailored to specific groups and interests.	• Expensive to produce. • Hard to target or monitor effectiveness. • Can miss minority groups. • Timing can be a constraint.
Advertisements	Public service announcements, legal notices and public hearing notices through Keizertimes and Daily Journal of Commerce. Reader Board K23 Public Cable broadcasting Recruitment announcements on Website, Facebook, LOC, ELGL, Indeed, iMatchSkills/Keizer Chamber, Lindedin	Print, TV, radio, digital, media releases.	Inform	• Fast, efficient, and wide reaching. • Opportunity to position projects positively with key messages.	• Expensive. • Hard to target or monitor effectiveness. • Can miss minority groups.
Websites	www.keizer.org and www.keizertv.com CivicClerk meeting agenda notification system.	Provide accessible, clear, and appropriate information cost effectively. Can also be used for two-way information exchange.	Inform – Consult – Involve	• Can provide targeted information about projects cost effectively. • Can allow community members to ask questions and receive answers	• Expensive. • Hard to target or monitor effectiveness. • Can miss minority groups.

				that are accessible to all. • Can provide links to online surveys.	
Email feedback	City email system, Interested Citizens email distribution list	A cost-effective and easy way to obtain ideas on an issue or a range of issues.	Inform – Consult	• A quicker form of participation and may be attractive to those with little time. • Can ask specific questions and, potentially, have them answered.	• Emails received must be tracked carefully to make sure that they are acknowledged and, where this commitment has been given, responded to. • A Community member may believe the emails is a properly made submission, when it may not be.
Hotlines	Project specific call in numbers (tip line)	Information provided through a 1-800 numbers.	Inform	• Creates a single point of contact for enquiries and requests for information. • Allows community members to speak directly about their concerns and questions.	• Activation required to generate interest.
Public Meetings	City Council, Board, Commission and Committee Meetings and Work Sessions.	Opportunity for stakeholders to voice their point of view on important issues. Require a strong moderator to	Inform – Consult	• Offers community opportunity to attend and have opinion heard. • Allows for most important issues to be raised and gives	• Difficult to get a nuanced understanding from a single meeting. • Challenging for quieter

		ensure meeting flow properly.		people for whom these issues are most relevant opportunity to discuss. • Can enable community members to share issues and to move on.	community members. • Tendency to focus on who are confident enough to speak in front of a large group. • Potential for a mob mentality to form.
Surveys/Polls	Survey Monkey	Structured and quantitative responses on specific issues.	Inform – Consult – Involve	• Good way to quickly assess current awareness of, and attitude towards, particular issues. • A simple vote on a topic will give an indication of the level of local awareness and support. • Opportunity to capture views of community members who may not actively engage in a planning process or attend public displays or meetings. • Provides input from a cross-section of the community, which can be randomly selected and provide a statistically valid sample.	• More expensive to deliver and more labor intensive than mailed surveys • Anonymity and lack of control present a challenge. • Requires participants to have an account. • Monitoring can be labor intensive. • No complexity of data. • No opportunity to interrogate data in more detail.

				• Higher response rate than mailed surveys, as participants are recruited and researchers • More direct format to submit ideas and provide feedback. • High usage levels. • Good for overcoming geographic constraints. • Relatively easy to create and share content • Good for fast data and community sentiment in relation to emergent issues. • Quantitative data. • Relatively cost effective.	
Interviews	Public facing employees	A standard set of questions posed to individuals. Data gathered must be carefully analyzed to provide an accurate representation of public opinion.	Inform – Consult – Involve	• Provides important qualitative information about community perceptions • Good way of raising community understanding about planning concepts. • Good way of finding and recruiting other community members who may	• Expensive and more labor intensive, depending on the number of community members being interviewed.

				be able to help with other engagement techniques. • Opportunity for in-depth information.	
Public displays, Community Events	Keizerfest	Present at a local venue to gain informal input from a broad cross-section of stakeholders.	Inform – Consult	• Allows community members to discuss concerns about projects with local government. • Allows community members to gather information about projects and processes, and share their views. • A wider cross-section of community members is able to attend • Opportunity to share accurate information about projects and process.	• Potential for lack of clarity in purpose. • Requires intensive staff resources.
Open houses, Small Group Meetings, Workshops, Steering Groups, Community Reference Groups, Resident Panels	Work sessions, task forces, work groups, town halls.	Generate discussion and insight on aspects for a project from a known group of stakeholders.	Inform – Consult – Involve – Collaborate	• Open invitation, so all interested community members can attend. • Selection of engagement techniques depends on the nature of the topic and the purpose of the engagement process	• Robust information-capture processes need to be in place.

				• Opportunity to have a more detailed conversation about projects and process with interested community members. • Opportunity to meet with diverse or underrepresented community groups.	
Social Media	Facebook, Instagram, YouTube, LinkedIn, Next Door and X	Online social engagement platforms that allow for broad based comments and feedback.	Inform – Consult	• More direct format to submit ideas and provided feedback. • High usage levels. • Good for overcoming geographic constraints. • Relatively easy to create and share content.	• Anonymity and lack of control present a challenge. • Requires participants to have an account. • Monitoring can be labor intensive.
Emergency Contact Systems	Everbridge, Flash Alert	Immediate engagement tools in the event of a public emergency.	Inform	• Quick response	• Only for emergency use