



MINUTES
KEIZER COMMUNITY DIVERSITY ENGAGEMENT COMMITTEE
Thursday, August 1, 2024
Robert L. Simon Council Chambers

Call to Order

Chair Thais Rodick called the meeting to order at 6:01 p.m. Attendance was noted as follows:

Present:

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

Absent:

Nevaeh Music
One Open Position

Staff:

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

Approval of Minutes

a. June Minutes

Tammy Kunz moved for approval of the June 2024 Minutes. Benita Picazo seconded. Motion passed as follows: Picazo, Kunz, Starr, Rodick, Reid, Cross, and Brown in favor with Music absent and one open position.

**Appearance of
Interested Persons**

Tammy Saldivar, Keizer and Chair of Traffic Safety, Bikeways and Pedestrian Committee asked for feedback on the Neighborhood Traffic Management Program (NTMP).

Councilor Reid suggested that the graphic of the speed table on the first page could be off-putting. She pointed out that page 10 (3.1) and page 12 need to be consistent. 75% of residents vs. homeowners. "Contracted for support" on p. 10 was vague; on page 12 it specifies that 75% of homeowners must sign a letter of support, and the evidence being the signed petition.

Councilor Reid thought this Committee talked about other avenues besides a signed letter (ie. social media). This could be an equity issue. She asked why the 75% remained the same after our extensive discussions, and Ms. Saldivar explained that it was the staff recommendation. Councilor Reid appreciated how clear the process would be once it had been received by Public Works.

Councilor Reid suggested that when the police are conducting traffic studies that Neighborhood Associations or other community representatives be invited to witness the process. People may better understand what they see as speeding may not actually be speeding. On page 14 (5.0), the term "community diversity" seems to be irrelevant here. Based on the subsequent links, "community equity" would be more accurate. On page 15, she asked what "underserved" means. Based on this Committee's discussion it was recommended that "underserved" be changed to "project need/recency of other projects" or something along those lines.

Chair Rodick felt that the Census Tract could be used as a scoring. The term higher needs or higher priority would be for lower socio-economic areas and to look at project needs and how long ago the area was serviced.

There was a question about outreach with the Community on the NTMP. Chair Saldivar commented that the idea was to modernize the document. It was suggested to include everyone in the Neighborhood Associations. Feedback was asked from the Neighborhood Associations. Member Tammy Kunz has chaired it with the Greater Northeast Keizer Neighborhood Association and the Family Council.

Crista Medrano, Keizer, and Ms. Saldivar spoke about a newsletter they produce. Everyone has an opportunity to share their story, and they asked about having a place on the Website for people to share their stories with the community. They thought it would be nice for people to find and relate to other people sharing their stories on their hardships and growth.

Chair Rodick invited Ms. Medrano to attend a Council meeting on September 16th at 7:00 p.m. for awareness month so she could share with them. Councilor Reid cautioned that the stories should be constructive, and the submitter could be anonymous.

Chair Rodick commented that this could be in alignment with Commemorative Month so that stories could be featured on the website for a limited time or archived.

Committee Member Reports

Council President Starr noted National Night Out would be next Tuesday.

Neighborhood Association Report-Out from Committee Members

There were no Neighborhood Association reports.

a. See Chart in Packet

Other Business/Staff Liaison Report

**a. Neighborhood
Traffic
Management
Program ~ Final
Review by the
CDEC**

Discussed out of order.

**b. 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
Attachment.**

The Committee discussed the framework for a work session. Chair Rodick shared that the framework from Clackamas County that Tammy Kunz provided a few months ago was a good tool to systematically engage the community, inform, consult, empower, and collect feedback. She would like to see a matrix for communication, and the question to ask would be, "Who does this impact?"

Chair Rodick asked what the modes of communication should be. Every Neighborhood Association in Keizer matches with Census Tract, which shows demographics. The distribution and numbers were fairly consistent across the Neighborhood Associations.

Tammy Kunz shared that her Neighborhood Association has been trying to translate everything into Spanish and would be working on also translating documents into Russian. She said that the Russian-speaking people feel like they are being left out and not heard. Seniors are feeling very left out and technically-challenged, so they prefer hard copies.

Council President Starr reminded everyone that the Neighborhood Association was one avenue and not the only avenue, and she wanted to be clear where the information could be found.

Councilor Reid summarized that a list was needed, such as things that impact everyone. The process needs to be more inclusive, the committee's needs on how frequently to meet and the timeline to bring items to Council. Chair Rodick prepared the following Communication Engagement list:

- What is the decision-matrix for when/what time of communications are deployed
- What communications are compliance driven, i.e. public notice on newspaper (Public notice, urban growth boundaries)
- Is that enough for communication engagement
- How can we make sure that the process is more inclusive
- Can we establish timelines for:
 - When something needs community input (Turf fields at Keizer Rapids example)
 - When all members of the community are impacted (raise in recycling/public works fees)
 - When only a few members of the community are impacted

- (certain neighborhoods vs. others)
- When certain groups/communities are impacted
- Need to balance the speed to market/efficiency with making sure all inputs were considered, decision-matrix
- What are the current existing modes of communication employed by the city?
 - Keizer Times
 - City website (cumbersome, difficult to find information from a customer experience perspective)
 - City's social media channels
 - City-wide email
 - City-wide notification system
 - Utility bills
 - Partnering with Keizer Chamber of Commerce for certain communications

In terms of framework, Chair Rodick suggested utilizing the IAP2 Federation's three pillars: spectrum, core values, and code of ethics.

Tools for communication:

Open houses, fact sheets, websites, public comment, focus groups, surveys, public meetings, committee meetings, neighborhood associations, ballots, delegated decisions, voting, meeting participation, and word clouds.

Chair Rodick asked what modes of communication currently exist. Mr. Wood would pull the list of various places the City communicates with and provide it to this Committee.

It was suggested to have volunteers produce a City newsletter or post on the City's social media.

Benita Picazo feels that if everything should not be shared one way, so defining the framework was necessary.

Carrie Brown felt that members need to attend the Community Diversity Engagement Committee meetings consistently. She felt that the Clackamas County framework was most applicable to Keizer and wants definitions included in Keizer's Framework.

It was clarified on the record at the June meeting that Councilor Kohler's appointees had only attended one or two meetings, and Councilor Reid corrected Councilor Kohler on the record. Carrie Brown shared that one

of Councilor Kohler's appointees had commented to him that it was a waste of time to be on this Committee when they had only attended these meetings once or twice and couldn't have had the insight like those who consistently attend these meetings.

It was suggested to revisit the application questions and rubric at the September 5th meeting.

- c. Update on Where this Committee's Recommendations are for Committee Member Appointments**
- Chair Rodick clarified that at the meeting on June 6th, the Volunteer Coordinating Committee could make suggestions and have questions and a scoring rubric. When the process was presented at the June 17th Council meeting, it was asked to bring the questions and rubric to Council, but they didn't have the documents.
- Assistant City Manager Tim Wood clarified that the process got separated from the questions that were pushed to a work session to see if the process would be for all the Committees. At the July 1st Council meeting, staff brought back the changed Resolution and Appendix for the Council's review. For the record, the City Council didn't see the questions or rubric, but the Council knew they existed.
- Chair Rodick wants the record to show that there has been confusion about this Committee not doing a lot of work, but the questions and rubric were finished.
- Councilor Reid suggested that the Community Diversity Engagement Committee Members talk with the Councilors who made appointments about this Committee's progress.
- Stephanie Cross had a discussion with the Councilor who appointed her and explained the objective of this Committee regarding the process.
- The Committee discussed their recommendations for Committee Member appointments.
- d. Joint CDEC/City Council Meeting on September 23rd. Would you like to keep or cancel the September 5th meeting?**
- The Committee decided to keep the September 5th meeting to prepare for their Work Session with the City Council on September 23rd.
- e. Japanese Students' Visit ~ August 22nd - 26th**
- Mr. Wood shared that middle-school students would be coming to Keizer from Japan for about a week. They would be using the Event Center two days for classroom time, and they visit various sites in the community.

**Adjourn ~ Next
Meeting: September
5th**

Meeting adjourned: 7:28 p.m.

Minutes approved: 09/05/2024

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