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KEIZER COMMUNITY DIVERSITY ENGAGEMENT COMMITTEE **AGENDA**

Thursday, September 5, 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. August Minutes
3. **APPEARANCE OF INTERESTED PERSONS**
4. **COMMITTEE MEMBER REPORTS**
 - a. Report submitted by Tammy Kunz
5. **NEIGHBORHOOD ASSOCIATION REPORTS-OUT FROM COMMITTEE MEMBERS**
 - a. See Chart in Packet
6. **MARCH 11TH 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 Attachment.
 - b. Minutes from the March 11th City Council Work Session with the Community Diversity Engagement Committee
 - c. CDEC Application Questions and Rubric (attached) ~ Re-visit
7. **OTHER BUSINESS/STAFF LIAISON REPORT**
 - a. Recommended Keizer Public Art Policy Submitted by Tammy Kunz

8. **ADJOURN ~ NEXT MEETING: SEPTEMBER 23RD (MONDAY) - JOINT MEETING WITH THE CITY COUNCIL**

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.

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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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Tammy Kunz

CDEC report July and Aug

Community café'

To start off things are going great in the community. We have hosted a community café and have the next 2 planned and speaker for both. Sept 3rd and Dec 3rd at City Hall from 6pm to 8:30 pm. Plus I have schedule for Feb or March of next year with speakers lined up.

Community engagement; had been going really well and the more Jacqueline Green and I are out and just talk to folks the more we find out. This has been a learning curve and a great experience to see how the community receives the partners and the different needs we get to meet with each one.

Next is GNEKNA has sent in letters to traffic and the Arts commission for art displays to help solve a couple of problems.

1 would be parks for tagging if we place art in the parks, we can help stop the tagging going on.

2. If we place a blank panel that can be repainted every month then people can express how they feel on that wall panel. Say the 4th of each month it can be repainted and photos taken for records, this should help give them places to show off the work.

3. Art for slowing speeding, traffic control, calming traffic and making it safer for our families.

This is also some other NA have been working on and trying to get support on. So, I am really hopeful to have this side of things start to take off.

SKATS;

Has several meeting I attend and the Verda Lane project will be coming in early 2025 as long as things keep moving in the right direction.

They are working on several different items; and preparing for the upcoming cycle of funding and looking at what jobs may need more funding and how well each one is doing in the cue. This is also going to work well with the Safety Action items we have been working on. We have created a list of the top 10 most important safety items and as one falls off, we can add the next one to the list until we have conquered them all.

Safety with **safe route to school** has been working out well and money is available for grants to help fund items for the school, and Beth has been working hard to get each school on task with items like the Ruby Bridges Walk, Bike skills in our classes for PE, and so much more that will enhance our education for Families.

Meeting I have attended one is **CBEL (Community Business leader and Education)** had a training on how to handle conflict. This was a great and we have been working on Bring a new Neighborhood Family Council on Board with Cummings Elementary, this will be amazing to have this council work with in this part of the community and see how well it helps unite the community.

- I also met with Keizer Fire to help set up first aid and CPR training for the Neighborhood Associations and the Neighborhood Family Councils.

I attended the Parks meeting in July learned more about the effect of having a Gold medal honor placed in our park located at Keizer station. The Congressional Gold Medal (CGM) is the highest civilian award given by the United States Congress to people or units who have made a significant and long-lasting impact on American history and culture. It can also be awarded for an outstanding act of service to the country's security, prosperity, and national interest.

This would be great for Keizer and help that family honor the service given freely. Parks took some time to talk about this and are looking at taking out the fountain that hasn't worked in 10 plus years and a tree and will be looking at the design of this project, while the family raises funding to have this done.

Hallman-Northgate Neighborhood Family Council; Fun Friday report July 12th 2024

We hosted 39 community partners, 576 participants came out, more than 300 children and teens. We had a DJ to play music, one of the partners led Amdor and his wife led a dance (Enlace), We had water games and 4 bikes, 2 for older kids and 2 for the younger ages 1 for a boy and 1 for a girl, 50 raffle prizes and gifts for the community, we cooked 1000 hotdogs and 600 Hamburgers, cheese, Apples for everyone, Chips and items for toppings for the hotdogs and hamburgers. 2000 bottles of water and ice to keep them cold and so much more. Some of the things we came with are photo frames for the community to decorate, and photo station for families to capture those memories. Shirts for the volunteers to have, everyone had a post and we were able to serve the community and do it well.

Kennedy Neighborhood Family Council July 19th 2024

For this fun Friday event we hosted 564 families, handed out over 1200 flyers and hung-up posters around the community 2 weeks before the event. Served 1200 Hotdogs and ,500 Hamburgers, with chips and water. We hosted 45 community partners with resources and had a raffle of over 100 items and it was an amazing opportunity for us to give back.

Greater Northeast Keizer gave support with handing out resources for what they are doing, people to help serve and really took time to listen to some of the community needs. It was truly a blessing to partner with this group, as they helped get a bike skills fair to our 1st event and would like this to be added to all the community events as a way of sharing resources.

July 26th 2024

Highland Neighborhood family Council served the following Friday and 485 families attended the first event. This was quite the experience for them and KNF and Hallman-Northgate NFC provided support for this event. Tammy, Jeannette, Ron and Jacqueline cooked for all 3 fun Friday event it was amazing.

SKATS

I also attended SKATS meeting and we are looking and taking feedback on the safety action plan we have been working on. Looking at doing some updating for some of the processes, and how we look at what is coming open for jobs in the queue. Looking at creating a pot of money for agencies to be able to request help with funding and what this part of the process may look like and grant season is approaching and looking at this and steps of action items this could be used for.

We looked at upcoming items getting ready to be started for 2025, example Verda Lane project is getting ready for the sidewalk side of things in 2025. What other funding needs to be done for this to be completed.

GNEKNA

National night out numbers are in. We had 7 different areas in our community host this year. We hosted a total number of 175 families for national night out, Keizer Police came by with the cadets. Gave out treats and one of our finest raced on scooters with the kids and played basketball, as well as talked to families to see what the needs are. Some of what was shared is sidewalks for keeping our kids safer, lighting for our communities, one father shared more interactions with cops to break down some of the barriers. One of the other reports from a family was gain support to help keep kids from being involved in this kind of activity. More knowledge of what to look at and how we can prevent this kind of problem.

- We gave out 225 kits for mental health for families; each one included 211 cards, 988 business cards, some of what we included is Calming steps cue card (boy/girl), Calming steps visual ring (boy/girl), Social narrative book, how do you feel sentence strips, stickers, pencil for school, play dough, and some had slime, business cards for the Neighborhood Association for additional information if needed. Some had lollypops, and mints for smells to help calm, pop its and other fidgets to help when overload hits.

We also gave out 150 flyers for the community cafe in Sept 3rd, safe route to school information we got from Beth. It was great to really see the different games and items at each one.

Jacqueline and I also went to southeast Keizer for that night out it was well attended about 20 families, and the food was great Colleen had the environmental board from Jenny it was great hit with the kids.

Keizer United;

I attended Keizer United and it was great to hear what is going on in our community and learn more about Cathy McInnis and the work being done with SK Community Foundation and the different programs offered to support our schools.

Keizer Arts;

We are working on a program for community art and putting the policy together. GNEKNA and Jacqueline and I have been working on this collaboration to be able to have it ready for Keizer Art Commission and they can submit to the Keizer City Council for approval.

Tammy From Traffic Safety has been working on the portion for street art and how to get this policy so we can meet the needs for calming traffic. While art is not seen from this point of view, we have seen it does help in some cases, but due to liability we can not call it a calming devise.



COMMUNITY DIVERSITY ENGAGEMENT
Neighborhood Association Meetings
Updated May 16, 2024

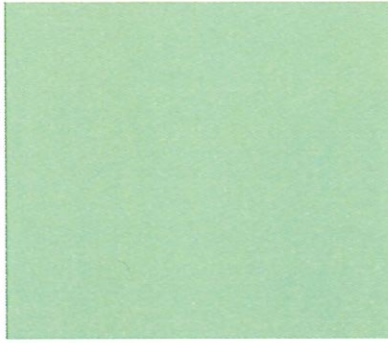
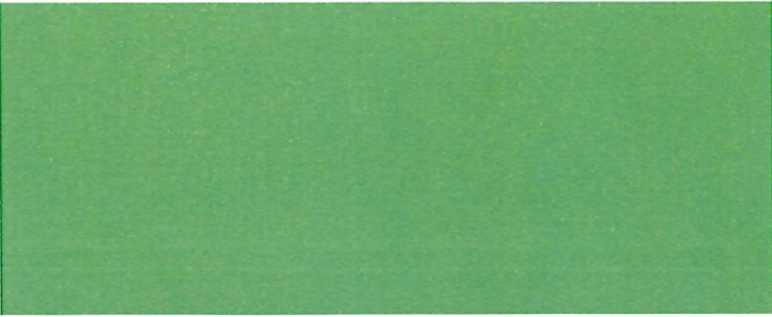
Neighborhood Association	When (monthly meetings) & Time	CDE Committee Member to Attend Meeting
Southeast Keizer Neighborhood Association (SEKNA) Chair: Ken Gierloff kengierloff@hotmail.com , 503-400-0801	1st Thursday 6:30 pm <i>(doesn't meet in June/July/Aug/Dec)</i>	Carrie Brown
Greater Gubser Neighborhood Association (GGNA) President: Patti Tischer patische@aol.com 503-949-4129	2nd Tuesday 6:30 pm <i>(doesn't meet in June/July/Aug/Dec)</i>	Shaney Starr
West Keizer Neighborhood Association (WKNA) President: Rhonda Rich rhondarich9@aol.com	2nd Thursday 7:00 pm <i>(doesn't meet in June/July/Aug/Dec)</i>	Thais Rodick Laura Reid
Northwest Keizer Neighborhood Association (NWKNA) Chair: Hersch Sangster info@northwestkeizer.org	3rd Wednesday 7:00 p.m.	Tammy Kunz Stephanie Cross
Greater Northeast Keizer Neighborhood Association (GNEKNA) President: Tammy Kunz t_kunz@yahoo.com 503-991-1671	1st Tuesday 6:30 p.m.	Tammy Kunz Laura Reid Benita Picazo

Keizer Neighborhoods	Census Tract	White HH	Hispanic/Latino HH	Black or African American HH	Asian HH	American indian/Native Americ	Two or more races	Pacific Islander/Native	Some other race/not hispanic HH	
Northwest Keizer Neighborhood	14.01	4,148	1,312	98	31		24	289	32	0
West Keizer Neighborhood	14.02	4,388	757	50	63		8	431	191	0
Greater Gubser Neighborhood	15.01	3,595	1,004	60	74		0	268	0	0
Northeast Keizer Neighborhood	15.02	3,625	1,780	0	133		132	255	0	0
Southeast Keizer Neighborhood	15.03	3,027	1,418	44	0		51	296	0	6
Wheatland to Parkmeadow	25.03	3,377	1,977	0	77		0	282	0	0
North of Parkmeadow/Clear Lake	25.04	3,289	1,121	1	20		29	46	0	12
		25,449	9,369	253	398		244	1867	223	18

* American Community Survey 2021

Data gathered here <https://mwvcog.maps.arcgis.com/apps/webappviewer/index.html?id=c62511a653084df3a7391095f6af8d6d>

Census Tract: Census tracts are small, relatively permanent geographic entities within counties (or the statistical equivalents of counties) delineated by a committee of local data users. Generally, census tracts have between 2,500 and 8,000 residents and boundaries that follow visible features.



Clackamas County Community Engagement Framework



Introduction

Community engagement is the cornerstone of a successful public process. It builds lasting relationships, trust, and transparency, and achieves deep understanding of the lived experiences of those who live and work in the community we serve. Successful community engagement involves people in the decisions that affect them and about what matters to them most. It enables better outcomes for both the community and the county by allowing those involved to identify concerns, risks, opportunities, options and solutions through more informed and mutually beneficial decision making.

Community engagement is core to the county's strategic priority to ensure safe, healthy, and secure communities. The county's ability to successfully fulfill this priority will require ongoing community involvement and engagement in any current and future efforts.

Vision Statement

The county supports effective and genuine community engagement by ensuring an inclusive and equitable process so that every voice is heard and decisions reached result in an improved lived experience for all residents of the county.

Guiding Principles

Clackamas County can achieve its vision by adopting a cohesive and robust community engagement framework that ensures the public process is representative of the community's voice and needs. The framework is built on five guiding principles:

1. Focus on the best interests of the community
2. Facilitate open, honest, and meaningful dialog, with clear milestones for providing input
3. Foster inclusive and equitable representation
4. Provide timely, accurate, and accessible information
5. Be transparent with decision making

These principles will be embedded into our normal operating procedures as we seek public input at the onset of any planning or decision-making needs that arise within the county.

Core Beliefs

As we aspire toward universal goals that bring better outcomes for the communities we serve, we recognize the strategies we develop may require targeted efforts and resources that are responsive to structures, culture, inequities, and lived experiences with whom we engage. While our strategies may vary, our core beliefs remain the same:

- Community stakeholders have a right to be involved in the decision-making process.

- Community stakeholders' contributions shall influence the county's decisions.
- The county recognizes the needs and interests of all participants.
- The county seeks out and facilitates engagement of those potentially affected by or interested in a decision.
- The county seeks input from community stakeholders in designing how they participate.
- The county provides information community stakeholders need to participate in a meaningful way.
- The county communicates to community stakeholders how their input impacts or affects a decision.
- The county engages stakeholders by meeting them where they are.

Community Stakeholders

Clackamas County recognizes the value of community engagement as an essential part of strategy development, project planning, and decision making to deliver better outcomes for the community and the county. The county also recognizes we have many stakeholders with whom we work, partner, and collaborate. They are the people who live, work, and play in the county. These community stakeholders may have different needs and expectations and the county's engagement strategy will reflect this.

1. Advisory boards and commissions (ABCs) are county-organized boards of community members appointed by the Board of County Commissioners (BCC) to provide insight on specific county programs. The board members offer their lived experience and sometimes professional experience as their expertise to help guide the BCC and staff to ensure programs meet the community needs and reflect community values.
2. Community planning organizations (CPOs) are community groups that help ensure community engagement in the county's land-use process. CPOs are one of the county's methods to achieve Oregon State Planning Goal 1. CPOs are supported by the county, but are not agents of the county to ensure they can legally oppose land-use decisions. CPOs serve as a regular meeting body to offer a place for community dialogue about land use and provide their feedback to the county.
3. Hamlets and villages are community groups in unincorporated county regions that serve to connect their communities to county government. As agents of the county, hamlets are extensions of county leadership in the community. Hamlet board members serve in a unique position to share key information with their communities and to share community perspective with the Board of County Commissioners and county staff.
4. Community-based organizations are the bridge to reach the communities we serve. They are key stakeholders in the community with established relationships and are trusted by the community. Community-based organizations are nonprofit groups organized and operated by community members to support community needs.
5. Youth play an important role in strengthening programs, encouraging innovation, and ensuring

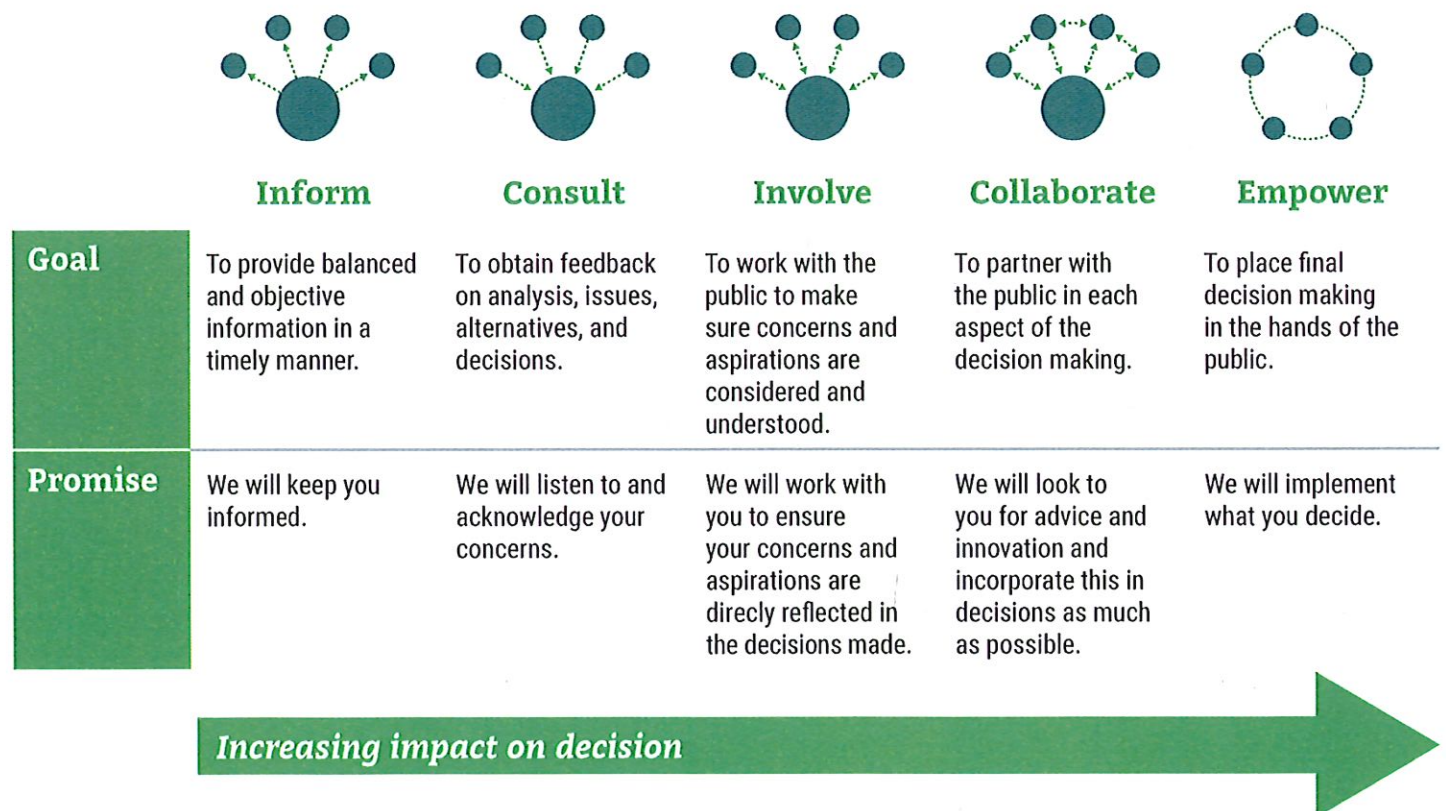
longevity and sustained outcomes. They need to be engaged as fully active participants who will inform county initiatives and help build a future community of educated, engaged, and community-minded leaders.

6. Communities of interest are groups of people who share a particular experience, interest, or characteristic, such as communities of color, culturally specific organizations, grass-roots groups focused on diversity and inclusion, LGBTQIA+, faith groups, older people, people with disability, migrant groups, cultural and ethnic groups, and others. Clackamas County is diverse yet this diversity is often missing in our public process. We recognize communities of interest have unique needs and are not homogenous groups, as each group can hold multiple intersections of identity calling for nuanced solutions. The county must continue to explore and invest in culturally sensitive and informed outreach to build relationships with the diverse communities that call Clackamas County home.

Community Engagement Model

The public engagement spectrum developed by The International Association for Public Participation (IAP2) will serve as the county's community engagement model. The county will apply the model's community engagement best practices countywide and invest resources necessary to prioritize authentic, transparent, inclusive, and equitable engagement.

Depending on the goals of the project and level of engagement necessary, the community stakeholders will have clear expectations for how the engagement process will proceed, how they will be engaged, what they will have influence over, and how their input will impact outcomes.



Community Engagement Plans

Clackamas County's community engagement plans will embody the vision, principles, and strategies outlined above, and will be tailored to meet the needs of each community stakeholder group. At a minimum, each engagement plan will include the following:

- The purpose and scope of engagement.
- The desired objectives the engagement process will achieve.
- Stakeholder and issues analysis, including a context analysis to understand how local, regional, state, and national issues may affect the engagement process.
- A recruitment strategy that ensures inclusive representation and diversity of views.
- Engagement phases including timelines and schedules, and the level of engagement required or needed from community stakeholders to achieve engagement objectives.
- Clearly defined engagement methods or tools to inform community members, gain input, feedback, or collaboration to achieve engagement objectives.
- A process identifying how community input will be collected and how it will be used to inform decisions.
- A communication plan to raise awareness or understanding about the planning or development phases, how feedback will be provided to the community about the engagement process, what has been heard, and how the feedback will be considered in the planning and development stages.
- A list of resources needed (e.g., financial, time, human) to deliver the defined engagement methods.
- Evaluation measures to evaluate the success of the engagement.

Community Engagement Tools

Clackamas County will consider and implement a myriad of community engagement tools that are most appropriate for varying levels of engagement to deliver a successful community engagement process and achieve the engagement objectives desired. Our biggest challenge remains reaching residents and communities with limited English proficiency—one that requires adequate resources.

While the county will continue to use traditional tools, such as print materials, advertisement, and in-person engagement, we will also expand our engagement strategies to leverage the evolution of digital tools. As digital communication continues to change how people access information and communicate with government on important issues, the county will continue to explore and implement a wide range of online tools, forums, workshops, surveys, and polling.

Not all residents have time to be active in their community. With 97% broadband coverage in Clackamas County and 94% of households with computers, online and digital engagement offers a level of accessibility not available in the past. Along with accessibility, online platforms are portable, interactive, and provide real-time information. Key benefits include:

- Providing access to a more diverse group of community stakeholders and bringing more people into the conversations that affect their community: busy people, working parents, younger people, senior citizens, shift workers and people with mobility, vision or hearing impairment.
- Providing a secure space for people to learn and test assumptions, positions, and options.
- Offering cost-effective and efficient engagement systems.
- Improving transparency and responsiveness.
- Supporting community ownership at all levels of the engagement spectrum.

A list of engagement tools is available as Appendix A at the end of the document.

Conclusion

A well-defined and structured community engagement framework is an important first step toward building deep and lasting relationships with the communities we serve. The proposed plan will help Clackamas County build upon its existing efforts while pivoting toward a more forward-looking, inclusive, and meaningful strategy. This strategy is defined through core engagement principles and a well-established engagement model developed by the International Association for Public Participation.

The framework not only guides the county's efforts in community engagement, but also provides a roadmap as we seek to build authentic and ongoing relationships with community stakeholders. Successful implementation will rest on our commitment to inclusive engagement and ability to adapt to new methods of engagement as emerging technology and tools become available. Our success will depend on the priority we place on community engagement and ensuring appropriate resources are available to help us reach our fullest potential.

Appendix A. Engagement Tools

The table below lists many traditional and emerging tools to consider when implementing a community engagement initiative.

Tool	Description	Level of Participation <i>Inform-Consult-Involve-Collaborate-Empower</i>	Benefits	Considerations
Print materials	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	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	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 that are accessible to all. • Can provide links to online surveys.	• Expensive • Hard to target or monitor effectiveness. • Can miss minority groups.
Email feedback	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 email is a properly made submission, when it may not be.

Tool	Description	Level of Participation <i>Inform-Consult-Involve-Collaborate-Empower</i>	Benefits	Considerations
Hotlines	Information provided through a 1-800 number.	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	Opportunity for stakeholders to voice their point of view on important issues. Require a strong moderator to ensure meeting flow properly.	Inform – Consult	- Offers community opportunity to attend and have opinion heard. - Allows for most important issues to be raised and gives people for whom these issues are most relevant opportunity to discuss. - Can enable community members to share issues and to move on.	- Difficult to get a nuanced understanding from a single meeting. - Challenging for quieter community members. - Tendency to focus on the squeaky wheels and those who are confident enough to speak in front of a large group. - Potential for a mob mentality to form.
Telephone surveys/polls	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. - Higher response rate than mailed surveys, as participants are recruited and researchers continue until they have achieved their sample size.	More expensive to deliver and more labor intensive than mailed surveys.

Tool	Description	Level of Participation <i>Inform-Consult-Involve-Collaborate-Empower</i>	Benefits	Considerations
Interviews	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 of planning projects, or observations about their local community, at a level of detail that can be difficult to obtain by any other method. • Good way of raising community understanding about planning concepts. • Good way of finding and recruiting other community members who may be able to help with other engagement techniques. • Opportunity for in-depth information.	• Expensive and more labor intensive, depending on the number of community members being interviewed.
Small group meetings	Generate discussion and insight on aspects of a project from a known group of stakeholders. Need a clear agenda and strong facilitator to keep the meeting on track.	Inform – Consult – Involve	• Opportunity for planners to have a more detailed conversation about projects and process with interested community members. • Opportunity to meet with community groups that support people with disabilities, older people, younger people, and indigenous people.	• May need to reimburse group members for travel and offer meals if meeting lasts longer than two hours. • Not a broad sample from which to draw.
Public displays/Community events	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 planners. • 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.

Tool	Description	Level of Participation <i>Inform-Consult-Involve-Collaborate-Empower</i>	Benefits	Considerations
Open houses	An informal event that provides information relating to a range of topics and issues. Multiple engagement techniques can be used to encourage and capture conversation.	Inform – Consult – Involve	• 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. • Food and entertainment can be provided to encourage attendance. If this is the case, event could also be referred to as a festival or a fair.	• Based on scale and number of interested participants, events could be expensive to hold. • Robust information-capture processes need to be in place.
Workshops	Stakeholders, project team, planning and design professionals, technical experts, and community members who work in small groups to present ideas and approaches to a defined problem or opportunity.	Inform – Consult – Involve – Collaborate	• Broad consensus of stakeholders and community representatives in a short period. • Opportunity to build an understanding of design processes with community members.	• Resource intensive, but effective method for working through complex problems relatively quickly. • Lead time for planning is resource intensive.
Steering groups	A group of high-level stakeholders or experts who provide guidance on key issues. These are not usually representative of the broader community, but more a panel of experts who guide decision making.	Inform – Consult – Involve – Collaborate	• The purpose can vary greatly from members providing their own feedback or ideas about planning processes, to members acting as a conduit between the broader community and organization. • Can lead to stakeholder decision making and input over time, depending on the terms of the group.	• Defining demographic relevance can be challenging. • Not all parties may be adequately represented. • Power dynamics may emerge and stifle authentic engagement.
Community reference groups	A broad-based structured group of stakeholders and community representatives who meet regularly and operate under clear terms and objectives.	Inform – Consult – Involve – Collaborate	• The purpose can vary greatly from members providing their own feedback or ideas about planning processes, to members acting as a conduit between the broader community and organization. • Can lead to stakeholder decision making and input over time	• Can involve a slow-paced decision-making process. • Can be good for broad consensus, but not necessarily demographically representative.

Tool	Description	Level of Participation <i>Inform-Consult-Involve-Collaborate-Empower</i>	Benefits	Considerations
Resident panels	Large number of people who are selected to be representative of the population to deliberate on a range of issues over a set period.	Inform – Consult – Involve – Collaborate	• If recruitment process is rigorous, resident panels can be effective method for securing input from a representative sample of community members over time. • Provides opportunity for community members to understand planning concepts and process.	• Can be expensive and resource intensive to manage both recruitment and management time. • Members may confuse the panel's deliberative process with a decision-making role.
Engagement apps	Mobile platforms that engage audiences who are unlikely to attend traditional engagement events, and to reach younger and more mobile audiences.	Inform – Consult – Involve	• A broad range of information types can be loaded into an app including interactive content. • Can gather live data. • Mobile usage is at an all-time high. • Cost-effective way to engage people where they are, essentially bringing engagement to them. • As new engagement tools emerge, they can be loaded into an app, which can function as a platform for progressive advancements and additions to the engagement tool.	• Resources to develop content. • Time to allow for approvals and uploading of apps to Apple and GooglePlay. • A degree of technological comfort is required to use apps. • This type of technology may not be appropriate for all comments.
Social media	Online social engagement platforms that allow for broad based comments and feedback.	Inform – Consult	• More direct format to submit ideas and provide 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.
Online survey/polling tools	A quick and effective way to get a snapshot of community sentiment.	Inform – Consult – Involve	• More direct format to submit ideas and provide 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.

Tool	Description	Level of Participation <i>Inform-Consult-Involve-Collaborate-Empower</i>	Benefits	Considerations
Online survey/polling tools	A quick and effective way to get a snapshot of community sentiment.	Inform – Consult – Involve	• Good for fast data and community sentiment in relation to emergent issues. • Quantitative data. • Relatively cost effective.	• No complexity of data. • No opportunity to interrogate data in more detail.
Hardcopy surveys/questionnaires	A standard set of questions conducted through face-to-face interviews, self-completion, over the phone, or electronically.	Inform – Consult – Involve	• Popular method of collecting point-in-time qualitative and quantitative information from a population. • Good way to find out opinions of local people on a particular planning topic in a structured way that can be extensively analyzed. • Good way to inform people about the project. • Good way to reach many people and involve those who may not be able to engage in other ways. • Input from those who may not attend public meeting. • Provides a mechanism for extending a mailing list. • Provides a cross-section of the community, not only activists.	• Response rate can be low. • To get statistically valid results, can be labor intensive and expensive. • Level of detail may be limited. • Less effective in obtaining responses to complex issues. • Effective analysis of data can be labor intensive and requires a high level of expertise.
Online forums	A virtual gathering space for stakeholders to connect and share ideas, thoughts, and recommendations. Forums can be open or closed. Recruitment of participants is critical as are rules of engagement. These may have a formal moderator or be self-moderated.	Inform – Consult – Involve	• Can build a robust community and deep relationship over time. • Allows engagement based on participants' time and availability. • Great potential for detailed qualitative data. • Can be moderated by a community manager or self-moderated. • Can be an open or closed forum.	• Can be expensive if additional website functionality is required. • Strong moderation is necessary for success. • Can be resource intensive, requiring maintenance, review and refresh of content, and monitoring and responding to community comments.

Tool	Description	Level of Participation <i>Inform-Consult-Involve- Collaborate-Empower</i>	Benefits	Considerations
Gamefication	The use of game thinking and game mechanics in a non-game context to engage users in solving problems.	Inform – Consult – Involve	• Can provide a fun way to encourage community participation and greater community understanding of project concepts. • Helps users to explore scenarios, understand impacts of planning choices, or to understand different perspectives.	• May not be appropriate for your engagement purposes. • Concept or idea may not be compelling enough for people to play it.
Conversation kits	Self-guided discussion that allows interested community members to explore and contribute to planning processes at their own pace and at a location of their choice.	Inform – Consult – Involve	• Allows community members to engage in conversation about project processes and concepts in an environment they feel comfortable in. • Helps to build social networks within the community. • If background information is well designed and easy to understand, community awareness and understanding will improve. • Kits can be designed for use in school environments.	• Relies on community members being motivated to access and use kit, and capture and submit a record of the conversation. • Success relies on comprehensive promotion of the kit.
Community summits	An event that brings together many participants to explore and discuss an issue. These can be interactive, collaborative, and deliberative. Participants can either be selected or self-nominate.	Inform – Consult – Involve – Collaborate	• The approach to participant selection can range from invitation-only, directly invited randomly selected community members, self-nominated, or a combination of all three of these approaches. • The selection of engagement techniques incorporated as part of the summit is dependent on the purpose of the event and the budget. • Depending on approach and topic, summits can attract considerable media interest.	• Event needs to incorporate feedback processes, so that participants can understand what has been discussed. • Based on scale and number of participants, event can be expensive to stage.

Community Diversity Engagement Framework

Tammy Kunz

Community engagement is the cornerstone of the successful public process, as it builds relationships, trust, and transparency achieves a deeper understanding of the lived experiences of Keizer. Community is the Heart and Soul for Keizer residents which is the process that engages the entire population of a town in identifying what they love most about their community, what future they want for it, and how to achieve it. Based on three powerful principles that involve everyone, focus on what matters most, and empowerment for our communities.

Engagement for the Community helps towns move toward a brighter, more prosperous future by bringing residents closer together. We do this in several ways, fostering community provides strength in many ways. Successful community engagement involves layers of people in the decisions that affect them in what matters most. It enables communities to identify concerns, problems, risks, as well as opportunities for solutions. Let's not forget it is also the core for us to ensure safe, healthy, and secure communities.

I think it is an important part of the process to start off with the terms of the language we will talk about are as follows; for me when I use these words this is the context I am looking at with the point of view or perception I want people to understand.

Diversity - is the various identities that we have as human beings. Our identities go beyond what we can see and include beliefs, ideology, religion, as well as other identities. Identities are how we as individuals define ourselves, which are different from labels which are how others see us.

Equity - Is a process of differentiation so that people in the community can have access to city support and services. The process of differentiation understands that not everyone will have their needs met in the same way. To differentiate effectively means that we must have a relationship with those we serve to understand what their needs are to have access to city services and support.

Inclusion - Is the ability to feel valued and trusted as a part of the community. Inclusion includes being able to participate in city services and activities while having our voices heard regardless of our perspective or ideology.

Our mission and purpose are to serve the community and help be the voice for Diversity, Engagement and Committee serves to connect Keizer to the diverse perspectives and lived experiences of its people. We advocate for equitable access and opportunity for every community member. We identify barriers to participation and inclusion, and pursue programs, policies, partnerships and ideas that remove those barriers for each person and group.

The vision is to be able to support the Keizer City Council, Neighborhood's and provide Diversity, Equity, Justice and Inclusion Committee is a beacon of connectivity, empowered to

take thoughtful action to ensure sustained community collaboration to foster a climate of inclusion and belonging for all residents in and visitors to the city of Keizer. Building connectivity that empowers each person who may enter our city and our communities.

Community based organizations are the bridge to reach the communities we serve. They are key businesses and residents in the community with established relationships and are trusted by the community. Community based organizations are nonprofit groups organized and operated by community members to support community needs.

Objective 1:

Community Engagement Creating a voice for under-represented people in Keizer & effectively engaging the community Assumptions or Goals

As we aspire toward universal goals that bring better outcomes for the communities we serve, we recognize the strategies we develop may require targeted efforts and resources that are responsive to structures, culture, inequities, and lived experiences with whom we engage. While our strategies may vary, our core beliefs remain the same:

- ◆ This will include our aging population, Students they are our future and need to be nurtured, every race, every walk of life and so much more.
- ◆ Transparency is vital to the growth and development of gathering and sharing information part of this is to Facilitate open, honest and meaningful dialog with clear milestone input
- ◆ Listening and developing priorities from the information we gather focused on what is best for Keizer
- ◆ The city recognizes the needs and interests of all participants.
- ◆ The city seeks out and facilitates the engagement of those potentially affected by or interested in a decision.
- ◆ The city seeks input from community residents in designing how they participate.
- ◆ The city provides information community residents need to participate in a meaningful way.
- ◆ Connecting with local businesses and collaborating with the Chamber of Commerce, other committees and boards, and communities.

Keizer recognizes the value of community engagement as an essential part of strategy development, project planning, and decision making to deliver better outcomes for the community and the city, county. The county also recognizes we have many residents with whom we work, partner, and collaborate. They are the people who live, work, and play in the city and county. These community Residents may have different needs and expectations and the city's engagement strategy will reflect this.

Strategic Actions steps

- ◆ Develop community conversations on DEI-related topics (i.e. racism, sexism, ageism, classism, heterosexism, access, prejudice, discrimination, bias, naming etc.); address topics with sensitivity, conviction, and compassion.
- ◆ Collaborate with City boards and commissions, community, school district, other cities.
- ◆ Juneteenth as a springboard to develop new multi-cultural events. Collaborate with Juneteenth Subcommittee, community.
- ◆ Identify and compile best practices among City departments; develop consistency.
- ◆ Provide recommendations on meeting and event accessibility, as well as ADA enforcement
- ◆ Develop partnerships, collaboration with businesses

Outcomes: Provide events, educational opportunities and recommendations for community members, Neighborhood Associations, Neighborhood Family Councils and so many others and city departments.

Objective 2: Communications & Education

Increase social media impact by using best practices already occurring within the city of Keizer and sharing community voices.

Assumption or Goals:

- ★ Youth play an important role in strengthening programs, encouraging innovation, and ensuring 3 longevity and sustained outcomes. They need to be engaged as fully active participants who will inform city and county initiatives and help build a future community of educated, engaged, and community-minded leaders.
- ★ Increase social media impact by using best practices already occurring within the City of Keizer and grow more ways of connecting Community.
- ★ Actions speak louder than words. Actions should lead, and consistent communication is necessary to support the action
- ★ More Spanish, Russian and other translated content is necessary

Strategic Actions:

- ★ Provide recommendations for producing bilingual materials
- ★ Engage youth to provide regular social media content (to share on City platforms), Youth play an important role in strengthening help build a future community.
- ★ Highlight, share perspectives of community members to tie in with monthly themes.

Outcomes:

People feel heard, Committee makes new connections, engages followers on social media

Objective 3:

Inclusive Cultural Events, Celebrations and Holiday Recognitions Increase inclusive community events.

“Communities of interest are groups of people who share a particular experience, interest, or characteristic, such as communities of color, culturally specific organizations, grass-roots groups focused on diversity and inclusion, LGBTQIA+, faith groups, older people, people with disability, migrant groups, cultural and ethnic groups, and others. Keizer is diverse, yet this diversity is often missing in our public process. The city must continue to explore and invest in culturally sensitive and informed outreach to build relationships with the diverse communities that call Keizer home. (Clackamas County Community Engagement Framework)”

Strategic Actions:

- Develop a cultural calendar (highlight events, holidays, etc.)
- Visual representation (flags, symbols, holiday decor on City property)
- Work with other cities/school district to elevate, promote, support or partner in the development of cultural events (Pride, Dia de los Muertos, etc.)
- Collaborate with City departments (Library, Parks, etc.) and boards (Arts, Culture & Heritage Center, Traffic Safety Bikeways and Pedestrians Committees, Planning, Tourism, etc.)
- Provide recommendations regarding existing programs, meetings, events, etc. to make them more inclusive to all community members.
- Acknowledge and recognize our multicultural heritage including; Kalapuya Natives, German and Greek settlers and Chinese laborers.

Outcomes: Inclusive representation and community events.

About IAP2 Federation

Founded in 1990 by a group of dedicated P2 practitioners, the International Association for Public Participation (IAP2 Federation) has grown into an international federation of over 2600 professionals in 26 countries working to advance the practice of public participation (P2). National affiliates and their members benefit from research, training and networking opportunities with IAP2 Federation peers.

"IAP2 Federation's focus on practical tools and best practices has made it a vital resource for developing effective P2 processes."

Training Today's Practitioners for Tomorrow's Challenges

IAP2 Federation works with 33 international licensed trainers. Find one in your area: [Trainers List](#) or browse our [Training Calendar](#)

Become a Member

IAP2 Federation is composed of [national affiliates](#), including Australasia, Canada, France, Italy, Indonesia, Southern Africa, and the USA. Portugal is an emerging affiliate. To become a member, contact your [local affiliate](#) or iap2hq@iap2.org

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Public Participation Pillars



www.iap2.org

Helping you design and implement effective public participation programs

IAP2 Federation - The P2 Pillars

As an international leader in public participation, IAP2 Federation has developed three pillars for effective public participation (P2) processes. Developed with broad international input, these pillars cross national, cultural, and religious boundaries and form the foundation of P2 processes that reflect the interests and concerns of all stakeholders.

- 1 Spectrum
- 2 Core Values
- 3 Code of Ethics

Spectrum

IAP2 Federation has developed The Spectrum of Public Participation to help groups define the public's role in any public engagement process. The IAP2 Federation Spectrum is quickly becoming an international standard.

Public
Participation
Goal

Promise to
the Public

Example
Tools

inform	consult	involve	collaborate	empower
To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision	To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
• Fact sheets • Websites • Open houses	• Public comment • Focus groups • Surveys • Public meetings	• Workshops • Deliberate polling	• Citizen Advisory committees • Consensus-building • Participatory decision-making	• Citizen juries • Ballots • Delegated decisions

Core Values

IAP2 Federation's [Core Values](#) define the expectations and aspirations of the public participation process. Processes based on the Core Values have been shown to be the most successful and respected.

Core Values for Public Participation

- 1 Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
- 2 Public participation includes the promise that the public's contribution will influence the decision.
- 3 Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
- 4 Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
- 5 Public participation seeks input from participants in designing how they participate.
- 6 Public participation provides participants with the information they need to participate in a meaningful way.
- 7 Public participation communicates to participants how their input affected the decision.



Code of Ethics

IAP2 Federation's [Code of Ethics](#) is a set of principles that guides the actions of P2 practitioners and enhances the integrity of the public participation process.

Purpose

We support public participation as a process to make better decisions that incorporate the interests and concerns of all affected stakeholders and meet the needs of the decision-making body.

Role of Practitioner

We will enhance the public's participation in the decision-making process and assist decision makers in being responsive to the public's concerns and suggestions.

Trust

We will undertake and encourage actions that build trust and credibility for the process among all the participants.

Defining the Public's Role

We will carefully consider and accurately portray the public's role in the decision-making process.

Openness

We will encourage the disclosure of all information relevant to the public's understanding and evaluation of a decision.

Access to the Process

We will ensure that stakeholders have fair and equal access to the public participation process and the opportunity to influence decisions.

Respect for Communities

We will avoid strategies that risk polarizing community interests or that appear to "divide and conquer."

Advocacy

We will advocate for the public participation process and will not advocate for interest, party, or project outcome.

Commitments

We ensure that all commitments made to the public, including those by the decision-maker, are made in good faith.

Support of the Practice

We will mentor new practitioners in the field and educate decision-makers and the public about the value and use of public participation.

Communication Engagement – submitted by Chair Thais Rodick

- 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:
 - o When something needs community input (Turf fields at Keizer Rapids example)
 - o When all members of the community are impacted (raise in recycling/public works fees)
 - o When only a few members of the community are impacted (certain neighborhoods vs. others)
 - o 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?
 - o Keizer Times
 - o City website (cumbersome, difficult to find information from a customer experience perspective)
 - o City's social media channels [(FB, IG, LinkedIn(?))]
 - o City-wide email?
 - o City-wide notification system?
 - o Bills? Utility bills, water bills?
 - o Partnering with Keizer Chamber of Commerce for certain communications?

In terms of framework, utilize the IAP2 Federation three pillars: spectrum, core values, 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, word clouds.



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: _____

“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.”

COMMUNITY DIVERSITY ENGAGEMENT COMMITTEE APPLICATION



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, and inclusion?

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, diversity, equity, and inclusion?

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

Keizer Application Questions & Scoring Rubric for the Community Diversity Engagement Committee (CDEC)



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, and inclusion?

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, equity, and inclusion? 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!

Tammy Kunz

GNEKNA

8/13/24

Keizer Public art policy;

The Purpose is to promote Art throughout Keizer, acquisition, Construction, Restoration, and design programs for art in our communities from Parks to the streets.

Goals and Objectives of the Public Art Program

Develop a program which contributes to and enhances community identity and pride; while provide the highest quality artwork available, promoting excellence and demonstrating diversity and variety of media. This can enhance the volunteerism we are known for and help meet the needs of Keizer as we grow to, increase public exhibition opportunities for artists who live or work in the City of Keizer Oregon.

Areas of need are to encourage public participation and interaction with public spaces, kindling, and awareness of how surroundings impact experience; while we work to enrich the public environment for both residents and visitors through incorporation of the arts. This means art in and around Keizer from parks to communities where art is displayed. As each communities want to enhance the way they look or youth groups display art, from pour skate parks to art panels.

Throughout history art has been instrumental in creating unique public places that have yielded physical, social and economic benefits for a community. These guidelines outline the processes for selecting, commissioning, placing, maintaining and deaccessioning artworks purchased through the City of Keizer as we have displays throughout our city. This also enhances the pride and spirit and volunteerism in our communities.

Ways we can be encouraging early collaboration with artists on planning or design teams that contribute to the revitalization of neighborhoods and redevelopment areas throughout the region. Encouraging public dialogue about art and the various roles of artists. Encouraging the preservation of cultural traditions, including public

agency and community representatives in the selection process. Building the collection through gifts and donations. While ensuring proper cataloguing of the Public Art Collection is also a vital part of this process.

Criteria to be used for acquisition of artwork by either purchase or commission shall include: 1. Artistic quality. Strength of the concept, vision and craftsmanship of the artwork. 2. Context. The architectural, historical, geographical and/or socio-cultural context of the site. 3. Media. All art forms including disciplines and media that are temporary and which survive only through documentation after the life of the piece has ended. 4. Longevity. The structural and surface soundness and inherent resistance to theft, vandalism, weathering, and excessive maintenance or repair costs. 5. Public Safety. Meets City building, electrical and other codes for safety. 6. Diversity. Artwork that is diverse in style, scale, and media, and ranges from experimental to established art forms; also refers to artists from assorted backgrounds and ranges of experience. 7. Feasibility. Artist's ability to successfully complete the work as proposed based on experience, durability of materials, project budget, timeline, and city/county zoning/construction/design guidelines. 8. Duplication. Artwork is unique and an edition of one or of a limited edition.

Public Art Murals Program Murals approved as part of the Public Art Murals Program must remain in place for a minimum of three to five years. Additional criteria for approving public art murals include: 1. Artistic merit. Demonstrated strength of artist's concept and craftsmanship as well as originality of proposed mural; appropriateness of scale to the wall upon which mural will be painted/attached and/or to the surrounding neighborhood; and architectural, geographical, socio-cultural and/or historical relevance to the site scale. 2. Community Support. General support/advocacy from building owner/user, surrounding neighborhood, adjacent businesses and arts community. 3. Feasibility. Demonstrated ability to complete the proposed mural on time and within budget.

COLLECTIONS MANAGEMENT AND MAINTENANCE OF PUBLIC ART A.
Keizer Art Commission is responsible for the public art collections' documentation and management, as well as the care, handling and long-term maintenance for all works or

art acquired through the Percent for Art program and/or accepted as a gift. 1. For these purposes, Collections Management is defined as the process of managing the information and disposition of all objects for which Keizer Public Art Commission has permanently or temporarily assumed responsibility. This includes developing, maintaining and enforcing collection policies and procedures that address the care, handling, placement and storage of artwork. 2. Collections documentation includes such information as: collections inventory, acquisition records, incident reports, condition reports, legal ownership papers and histories, artist biographies, location histories and photographic images. 3. Maintenance technicians, who have been trained by a professional conservator, will be hired to provide routine and emergency maintenance for the City/County's public art collection.