



JOINT CITY COUNCIL AND PLANNING COMMISSION AGENDA

520 E. Cascade Avenue - PO Box 39 - Sisters, Or 97759 | ph.: (541) 549-6022 | www.ci.sisters.or.us

Thursday October 15, 2020 4:00 P.M.
520 E. Cascade Avenue, Sisters, OR 97759 - Council Chambers

The Planning Commission meeting will be open to the public via Zoom. The public is invited to join the meeting via computer or telephone by going to the following link:

<https://us02web.zoom.us/j/89764073013?pwd=RXFHUmpyN0tQMUE5bldWTm5vZjNTQT09>

JOINT CITY COUNCIL AND PLANNING COMMISSION MEETING

- I. **CALL TO ORDER / ROLL CALL / DETERMINATION OF QUORUM**
- II. **ADOPTION OF AGENDA**
- III. **APPROVAL OF MINUTES:** None
- IV. **VISITOR COMMUNICATION:** *There will be no verbal Visitor Communication. Written communication can be submitted for the record to nmardell@ci.sisters.or.us or dropped in the utility mail drop by 3:00 pm on Thursday, October 15, 2020.*
- V. **WORKSHOP**
 - A. Discussion of Sisters 2040 Comprehensive Plan Update - Community Engagement Plan
- VI. **ADJOURN**

This agenda is also available via the Internet at www.ci.sisters.or.us. The meeting location is accessible to persons with disabilities. Requests for an interpreter for the hearing impaired or for other disability accommodations should be made at least 48 hours before the meeting by contacting Kerry Prosser, City Recorder at kprosser@ci.sisters.or.us



PLANNING COMMISSION & CITY COUNCIL

Agenda Item Summary

Meeting Date: October 15, 2020

Staff: S. Woodford & C. Misley

Type: Joint Meeting

Dept: CDD & CMO

Subject: Discussion of Comprehensive Plan Community Engagement Plan

Action Requested: Direction to move forward with the Community Engagement Plan to solicit public input on the Sisters 2040 Comprehensive Plan.

Summary Points:

Work on the update to the City's Comprehensive Plan has been ongoing in the last month with a press release announcing the launch of the update, solicitation of volunteers for a Community Advisory Committee and the Stakeholder Advisory Committee, and consultant work on updates to the Housing Needs Analysis and Economic Opportunities Analysis.

The next step is for the Planning Commission and City Council to finalize the Community Engagement Plan (CEP), which will provide a road map for how the public can get involved in the update and how the City will solicit their feedback. This feedback, along with the technical studies prepared by the consultants, form the backbone of the Comprehensive Plan.

The consultant for the update, Angelo Planning Group (APG) prepared a draft CEP with staff input, which is attached to this report. The broader goals of the CEP are:

- Encourage the community to get involved early and stay involved;
- Create a wide range of opportunities to provide meaningful input;
- Document ways that community input is reflected in the final Plan;
- Provide the community with balanced and objective information to help them understand issues, alternatives, opportunities, and solutions;
- Offer reasonable accommodations to encourage participation of all people regardless of race, ethnicity, age, disability, income, or primary language; and
- Build on existing City communication networks, relationships, and resources.
- Provide safe options to the public to participate during the Covid-19 pandemic.

The CEP provides specific strategies for how input is collected, including:

- Project Website (www.sisters2040.com)
- Interested Parties List
- Social Media
- Community Events
- Advisory Committees (Community Advisory and Stakeholder Advisory Committees)
- Online Surveys



PLANNING COMMISSION & CITY COUNCIL

Agenda Item Summary

- Virtual Open Houses
- Additional Outreach Activities:
 - Tabling at local public events or public spaces such as Ray's Food Place, the Sisters Farmer's Market or popular local parks with the goal of increasing public awareness of the project, encouraging community members participation, and advertising upcoming community events.
 - Targeted outreach to youth at local schools that provide high-level project information and include interactive activities to solicit feedback.
 - Posting flyers or leave-behind postcards with links to the project website and/or advertisements for upcoming community events at popular local businesses such as restaurants, cafes, and grocery stores.
 - Conducting small-group community meetings held over Zoom to gather feedback from local groups and underrepresented populations in the community who might not otherwise participate in the planning process.

Public input will be gathered throughout the Comprehensive Plan Update process, which is anticipated to take approximately one year. Initially, the input will be geared towards what the community likes about Sisters, what they would like to change, and what they want Sisters be look and be like in 2040. This will occur from now through the end of the year.

This input will be compiled into a set of draft goals and policies that fit into one of the required Statewide Planning Goals (such as housing, transportation, urbanization, recreation, etc.). At the same time, the Housing Needs Analysis, Economic Opportunities Analysis and the Urban Growth Boundary Evaluation are being conducted with the outcomes of the studies due in late January to March. All of the input and the recommendations of the studies will be made available to the public on the website and an Open House in April will allow further community discussion.

After that, the Draft Plan will be compiled and will again be available for public review and comment as part of the public adoption hearings, which include Planning Commission and City Council.

Throughout the process, the CAC and the SAC will meet regularly (up to seven times) to review and discuss the progress of the Plan and advise staff and the consultants, in addition to regular briefings provided to the full Planning Commission and City Council.

Financial Impact: N/A

Attachments: Draft Community Engagement Plan



Community Engagement Plan

DRAFT | 10/8/2020

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Introduction

The purpose of this public engagement plan is to describe the public engagement process, strategies, goals, and key messages for the Sisters Comprehensive Plan update process. This plan also identifies important avenues and audiences for sharing project messaging and materials, lists key decision points where community input is needed, and clarifies responsibilities for implementing specific engagement strategies.

Community Engagement Goals

The Comprehensive Plan update process will be guided by the Sisters community, including residents, property owners, business owners, underserved populations, community leaders, City staff, and elected officials. The planning process will listen to and incorporate feedback to achieve the overarching goal of this project: to develop a Plan that reflects the whole Sisters community and is accessible to all community members. The 2040 Comprehensive Plan update process will:

- Encourage community members to get involved early, and stay involved throughout the planning process;
- Facilitate equitable and constructive communication between community members and the project team, including City staff and consultants;
- Create a wide range of opportunities for community members to provide meaningful input on specific topics that will be addressed by the Comprehensive plan (such as housing, the economy, resiliency, and future growth) as well what they want Sisters to be like in 2040 generally;
- Document the ways that community input is reflected in the final Plan so that the final outcome is a document that is representative of the whole community;
- Build from and expand on the input that was received as part of the Sisters Country Vision process;
- Provide the community with balanced and objective information to help them understand issues, alternatives, opportunities, and solutions;
- Offer reasonable accommodations to encourage participation of all community members regardless of race, ethnicity, age, disability, income, or primary language; and
- Build on existing City communication networks, relationships, and resources.

Key Messages

Key messages summarize the **what, where, why, who, and how** of the process, and constitute the basic talking points when communicating with the public about the project. The entries below are a first draft for early phases of the process—they will change and expand as the project evolves.

- **What:** The City of Sisters is updating its Comprehensive Plan. The Comprehensive Plan is the City's long-range plan for how it will grow and serve its community members in the future. It has a strong emphasis on how land is used, developed, and/or conserved. Primary topics in the Plan include community involvement, housing, economic development, natural resources and hazards, and public infrastructure and facilities, among others. The Plan describes conditions related to each element of the community and provides overarching guidance for future City decisions, in the form of a set of goals, objectives and policies. These policies will drive future decisions and actions undertaken by City staff, advisory groups, and decision-makers. The Comprehensive Plan update also will include an Economic Opportunities Analysis (EOA), an

update to the City's Housing Needs Analysis (HNA), and an examination of land need in the Sisters UGB.

- **Where:** The Sisters Comprehensive Plan generally addresses land within the City's Urban Growth Boundary. One element of the project will be to assess the potential to expand the UGB and some areas adjacent to the UGB also may be examined during this effort.
- **Why:** Oregon state law requires that all cities adopt, and periodically update, Comprehensive Plans that are consistent with the state's 19 Statewide Planning Goals. The City's current Comprehensive Plan was adopted in 2005. Since that time Sisters has experienced rapid population growth and shifts in demographics. Although many of the recommendations of the current Plan still hold value, the fundamental data, trends, and land use categories used to establish the recommendations are outdated. Additionally, a full update of the City's Comprehensive Plan is identified as an action item in the Sisters Country Vision.
- **Who:** The Project Management Team includes City staff from the Sisters Community Development Department, supported by a team of consultants led by Angelo Planning Group that includes Johnson Economics and NXT Consulting. The process will be guided by a Stakeholder Committee of local agency partners to provide technical expertise, as well as a Community Advisory Committee to ground-truth Plan policies and concepts.
- **How:** The Comprehensive Plan update process will provide numerous opportunities for community members to engage with and provide feedback on the goals, policies, and objectives of the Plan, with a focus on making feedback opportunities accessible to the full range of Sisters community members. Outreach efforts will incorporate a variety of activities and strategies to ensure that everyone is able to provide feedback in a meaningful way.

Note: due to the ongoing COVID-19 pandemic, the majority of public engagement activities are expected to occur virtually. The Project Team will continue to monitor the situation and may resume in-person events and meetings if and when it becomes safe to do so.

Overview and Project Background

At the last major update of the Sisters Comprehensive Plan in 2005 the City's population was approximately 1,660. Today, the City has grown to 2,985 people and is projected to grow to approximately 5,000 people by 2040.¹ The City continues to see a strong tourism sector, a desire for a full range of housing options for its residents, a priority placed on access to natural areas, and a need to accommodate future growth in an efficient manner while retaining the qualities that make Sisters a special place. It is time to take stock, update the City's Comprehensive Plan, and look forward to the community's next 20+ years of growth and prosperity.

This project is not starting from scratch; it will be built on a solid foundation of past efforts, including the Sisters Country Vision, which was adopted in 2019 and is actively being implemented, as well as other recent planning processes related to housing, transportation, parks and recreation, public facilities, and natural hazards. In the years since its original adoption, the Plan has been updated in a piecemeal manner, with various studies added as appendices to the document. Although many of the recommendations of the current Plan still hold value, the fundamental data, trends, and land use

¹ Deschutes County Coordinated Population Forecast for 2018 through 2068, PSU Population Research Center

categories used to establish the recommendations are outdated. The updated Plan needs to reflect contemporary policies and views regarding housing and housing affordability; recreation; livability; economy; sustainability; resilience to natural hazards and economic obstacles; diversity, equity, and inclusion; creating an age-friendly community environment; and historic preservation.

This project represents an opportunity to reinforce and strengthen the livability of the Sisters community in the face of rapid local and regional growth. The Comprehensive Plan should reflect the unique values and priorities of the community it is planning for. This Comprehensive Plan Update will be an open and transparent planning process that is inclusive of all community members and ultimately produces a Plan that resonates with and is reflective of the Sisters community.

Relationship to the Sisters Country Vision Process

In 2018-2019 the City of Sisters, in collaboration with Deschutes County and Central Oregon Intergovernmental Council, sponsored a community visioning process to engage area residents in a comprehensive conversation about the future of Sisters Country—to renew and update the community's existing but dated vision statement, but also develop a long-term community-based overarching vision to engage the City and key partners in achieving that vision over time.

Nearly 2,000 participants from Sisters Country² were involved in the visioning process, engaging in numerous community meetings and forums, online surveys, and related activities resulting in a long-term Sisters Country Vision for the community. Twenty priority strategies were identified in four focus areas: Prosperous Sisters, Livable Sisters, Resilient Sisters, and Connected Sisters.

Subsequently, the Vision Action Team, a 31-member stakeholders task force, developed a preliminary action plan to guide the City, local businesses and organizations, and the wider community in implementing the Vision. With the conclusion of the process, a smaller community-based Vision Implementation Team was formed to oversee Vision implementation going forward.

The Vision, as well as a large volume of public comments gathered, offer a diversity of perspectives and ideas on the planning of Sisters, covering a range of land use topics and issues—from vehicular traffic and downtown development, to economic development and affordable housing, to future urban form, including potential development of strategic properties within or bordering the City's Urban Growth Boundary (UGB).

As a first step in the Comprehensive Plan update, the consultant, working with the City, will “mine” this content for relevant information, opinions and visionary ideas to inform the planning process.

Target Stakeholders and Participants

The following is a preliminary list of groups that the project team will make a targeted effort to engage through the Comprehensive Plan update process.

The project team will coordinate with City commissions, boards and other local public agencies, including but not limited to the Sisters Planning Commission (PC), Sisters Housing Policy Advisory Board

² 'Sisters Country' describes the part of Deschutes County in Central Oregon that is served by the Sisters School District 006, including the city of Sisters itself, surrounding unincorporated communities and residential areas, local ranches and farms, as well as a small area outside the District. Even though it lies within Jefferson County, Camp Sherman is typically considered part of Sisters Country.

(HPAB), Sisters City Parks Advisory Board (CPAB), Sisters Urban Forestry Board (UFB), as well as Sisters School District, Sisters-Camp Sherman Fire District, U.S. Forest Service/Deschutes National Forest, and Economic Development for Central Oregon (EDCO) locally through the Sisters Country Economic Development (SCED) Board.

The project team will also engage other governmental, business, and advocacy organizations, including but not limited to Deschutes County Community Development, Central Oregon Intergovernmental Council, Oregon Department of Land Conservation and Development, Sisters Area Chamber of Commerce, Central Oregon Builders Association, Central Oregon LandWatch, 1,000 Friends of Oregon, Citizens4Community (C4C), Habitat for Humanity, Age Friendly Sisters Country, and others.

City staff also will conduct regular briefings with the Planning Commission and City Council open to the public throughout the process to ensure that these groups are engaged in and aligned with the Comprehensive Plan update.

Engagement Activities and Communication Tools

Project Website and Interested Parties Email List

The project website will play an important role in getting information to the community about this project and also will provide a platform to receive general feedback on the planning process and draft concepts.

- The project website will be the primary location for project information oriented to the public, including project background, schedule, and key project deliverables. Upcoming meeting dates and meeting materials will continue to be hosted on the City's website, which is already well-used by community members. Links to meeting materials hosted on the City's meeting page will be added to the project website.
- The project website will include a place for people to sign up to receive regular project email updates via an interested parties email list (see next section).
- The project website will allow community members to submit comments about the project, including an option to have a City staff person contact them to follow up.

Responsibilities: APG will create the project website and may also assist with developing content and materials for updates to the project website as needed. City staff, supported by the RARE AmeriCorps Member, will maintain the contents of the project website by posting upcoming event details and draft and final deliverables.

Interested Parties Email List

The interested parties email list is intended for interested groups and individuals to receive ongoing email communications with current project information to keep them engaged and informed about the project's progress. Project updates should go out to the interested parties email list every month to keep community members engaged and informed. Updates can and should occur more often when news is available. Updates may include invitations to public meetings or community events, reminders about active or upcoming online surveys, and notices when meeting materials or key deliverables are posted to the project web page.

Responsibilities: City staff, supported by the RARE AmeriCorps Member , will maintain the interested parties email list and send project email updates. APG will draft initial content for email updates.

Social Media

The following social media tools should be used to share information about the project, advertise upcoming events or online surveys, and/or increase community awareness about the project. Use of social media can be particularly effective at reaching a broader range of community members who may not typically participate in the planning process. In addition to City-run social media accounts, the project team may develop content that can be shared on social media sites managed by local partners, advocacy organizations, and community groups, such as Citizens4Community.

- City of Sisters Facebook page
- The Nugget Newspaper
- NextDoor
- Sisters Country Vision website

Responsibilities: City staff, supported by the RARE AmeriCorps Member, will lead all social media outreach efforts. APG may assist with developing content for social media outreach and updates as needed.

Community Events

Due to the COVID-19 pandemic, the majority of engagement activities conducted during the course of this project are expected to occur virtually; however, the project team will be responsive to changes and may resume in-person meetings at such time that it is deemed safe to do so.

Online community events will be conducted at key points during the process in order to provide meaningful updates on the project's progress and receive directive and useful feedback. Online community events should be advertised in advance to increase attendance, including sharing event information through the interested parties email list and on Facebook, NextDoor, The Nugget Newspaper, the City's website, and the project website. Flyers posted in high-traffic areas such as grocery stores or the farmers market, as well as postcards mailed to residents, should also be utilized to advertise upcoming events, whenever possible and as resources allow.

Online community events should be fun and interactive, eye-catching, and appealing to multiple learning styles. Offering a door prize, such as a gift card to a local shop or restaurant, is recommended to encourage participation. In order to engage as many community members as possible, it is recommended that community events include both an active and a passive component. Active components typically include a live event (either online or in person) with presentations by project staff, Question & Answer sessions, or discussion forums, followed by a passive component, such as an online survey or interactive map that is available for participants to view on their own time if they were unable to attend the live event.

All online community events should include the following key components:

- Information about project background and work completed to-date provided in an attention-grabbing format that combines visually appealing graphics, clear and concise text, and interactive elements such as web maps to appeal to multiple learning styles.

- Online surveys and polls that provide the opportunity for community members to offer feedback on specific topics or draft policies, as well as on the project generally.
- A contact request form if community members would like a member of the project team to follow up with them to answer any additional questions.

Responsibilities: APG will develop content for and create the online open house component, draft content and/or materials to advertise events, and monitor and summarize online survey responses. City staff, with support from the RARE AmeriCorps Member, will advertise upcoming events as described above, follow up with community members who submit a contact request, and draft event summaries.

Advisory Committees

The Comprehensive Plan update process will be guided by the following two committees:

Stakeholder Committee

The Stakeholder Committee will oversee the Comprehensive Plan process. They will provide feedback on work done by the Community Advisory Committee and ultimately acknowledge support of the draft goals/policies prior to the public hearing process. Agency partners on the committee will provide technical expertise to guide the process. Appointed City Council and Planning Commission members will provide the elected official perspective. The first meeting is expected to occur in mid-December 2020. Representation on the Stakeholder Committee will include:

- Sisters City Manager
- Sisters City Council
- Sisters Planning Commission
- Sisters Park and Recreation District
- Sisters-Camp Sherman Fire District
- U.S. Forest Service – Deschutes National Forest
- Sisters School District
- Deschutes County Community Development
- Sisters Area Chamber of Commerce
- Oregon Department of Land Conservation and Development
- Economic Development for Central Oregon – SCED

Community Advisory Committee

The Community Advisory Committee is intended to represent a wide variety of community interests. The committee will work with City staff and consultants to craft policies to be considered by the Stakeholder Committee, Planning Commission, and ultimately City Council. They represent on-the-ground community interests and perspectives. The first meeting is expected to occur in mid-December 2020. Representation on the Community Advisory Committee will include:

- Sisters Planning Commission
- Sisters Housing Policy Advisory Board
- Sisters City Parks Advisory Board
- Sisters Country Economic Development
- Sisters Urban Forestry Board

- Additional At-Large Community Members, including a combination of members from within and outside the City limits

Responsibilities: City staff will schedule advisory committee meetings and serve as the primary point of contact with advisory committee members, including the distribution of meeting materials and packets. City staff, with support from the RARE AmeriCorps Member, will also take meeting minutes and prepare meeting material packets. APG will assist in facilitating advisory committee meetings, draft content for meeting material packets, and may assist with preparing meeting packets as needed.

Additional Outreach Activities*

In addition to the strategies identified above, the project team should identify other strategies and opportunities for direct outreach to reach community members who may not normally participate in planning projects. These outreach activities should utilize local advocacy groups as partners in outreach efforts and build on their existing social and community networks. Ideas for outreach activities include:

- Tabling at local public events or public spaces such as Ray’s Food Place, the Sisters Farmer’s Market or popular local parks with the goal of increasing public awareness of the project, encouraging community members to sign up for the interested parties email list, and advertising upcoming community events. Tabling should be conducted throughout the project as opportunities for participation at other local events arise.
- Targeted outreach to youth at local elementary, middle, and high schools that provide high-level project information and include interactive activities to solicit feedback.
- Posting flyers or leave-behind postcards with links to the project website and/or advertisements for upcoming community events at popular local businesses such as restaurants, cafes, and grocery stores.
- Offering and conducting small-group community meetings held over Zoom to gather targeted feedback from local advocacy groups such as C4C and historically underrepresented populations in the community who might not otherwise participate in the planning process.

**Note: any outreach or engagement activities conducted in person will adhere to safe social distancing practices, including mask wearing and keeping a six-foot distance from others.*

Responsibilities: City staff, with support from the RARE AmeriCorps Member, are expected to undertake the majority of additional outreach activities. APG will assist with preparation of outreach content and materials and will assist with additional outreach activities if budget permits.

Responsibilities

The following table summarizes the roles and responsibilities of City staff and the consultant team for each of the engagement activities described in previous sections.

ACTIVITY	LEAD/SUPPORT ROLES
Project Website Creation	APG lead
Project Website Updates	City Staff / RARE AmeriCorps Member lead, APG support
Interested Parties Email List Management	City Staff / RARE AmeriCorps Member lead
Interested Parties Email Updates	City Staff / RARE AmeriCorps Member AmeriCorps Member lead, APG support

Social Media Outreach	City Staff / RARE AmeriCorps Member lead, APG support
Online Open House Creation	APG lead
Online Open House Summaries	City Staff / RARE AmeriCorps Member lead
Online Surveys	APG lead, City Staff / Rare AmeriCorps Member support
Advisory Committee Meetings	City Staff / Rare AmeriCorps Member lead logistics, APG lead facilitation
Advisory Committee Meeting Summaries	City Staff / Rare AmeriCorps Member lead
Additional Outreach Activities	City Staff / Rare AmeriCorps Member lead, APG support

Project Schedule

The following schedule outlines the key tasks that will be undertaken throughout the Comprehensive Plan update process, including potential dates for advisory committee meetings and community events.

