

## Citizens Advisory Committee Meeting #1

**May 23, 2018, 6pm-8pm**

*Newberg Public Safety Building (401 E Third St.) – Council Chambers/Court*

### 1. Welcome and Introductions (25 min)

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- a. Welcome
- b. Introductions and Roundtable
- c. Committee Roles and Meeting Guidelines

### 2. Project Overview (25 min)

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- a. Study Area and Riverfront Context – Part 1 (*Andrew Parish, APG and Morgan Maiolie, Walker Macy*)
- b. Project Schedule highlights (*Joe Dills and Andrew Parish, APG*)
- c. Public Involvement Plan (*Kyra Haggart, APG, and Rosa Olivares, City of Newberg*)

### 3. Envisioning a Great Riverfront (55min)

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- a. Goals and opportunities in previous work (*City staff*)
- b. Precedents – learning from other riverfronts (*Ken Pirie, Walker Macy*)
- c. Visioning exercise (*all*)

This item will be a Committee discussion of ideas for the vision and goals for the project. The discussion question is:

*Imagine you had to leave Newberg tomorrow to go live on a beautiful South Sea island. You return to Newberg in twenty years and the Newberg Riverfront Plan has been successfully implemented. You are very pleased and impressed – you really like what you see.*

*What do you see?*

### 4. Public Comment (15 minutes)

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*ACCOMMODATION OF PHYSICAL IMPAIRMENTS: In order to accommodate persons with physical impairments, please notify the City Recorder's Office of any special physical or language accommodations you may need as far in advance of the meeting as possible and no later than two business days prior to the meeting. To request these arrangements, please contact the Office Assistant at (503) 537-1240. For TTY services please dial 711.*

*For additional project information, visit the project website at [www.newbergoregon.gov](http://www.newbergoregon.gov) or contact Cheryl Caines, City of Newberg, at [cheryl.caines@newbergoregon.gov](mailto:cheryl.caines@newbergoregon.gov) or (503) 554-7744*

# MEMORANDUM



## Meeting Guidelines

DATE 5/21/2018  
TO Technical Advisory Committee and Citizens Advisory Committee  
FROM Joe Dills and Andrew Parish, APG  
CC

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## OVERVIEW

The following guidelines are suggested in order to facilitate productive meetings and a clear process for developing project recommendations.

## PURPOSE AND ROLES OF THE COMMITTEES

The Citizens Advisory Committee (CAC) is a volunteer committee consisting of local stakeholders with unique perspectives and viewpoints on how the City can revitalize its riverfront. The committee will meet four times throughout the course of the project to provide input to the project's consultant and ultimately to the Newberg Planning Commission and City Council.

The Technical Advisory Committee (TAC) is made up of local and state agency representatives who will provide guidance on the project too, particularly in regard to legal requirements, planning and engineering analyses, inter-jurisdictional coordination and similar technical issues. They will also meet four times during the course of the project.

## MEETING AND COMMITTEE GUIDELINES

### General Guidelines

- a. Meetings will be facilitated by the project consultant.
- b. Discussions are generally intended to develop consensus and a common direction from the Committee, but consensus is not required to move forward.
- c. Meetings will begin and end on time. If an agenda item cannot be completed on time, the group will decide if the meeting should be extended or items continued to the next meeting.
- d. Committee members will strive to:
  - a. Share comment time so all can participate
  - b. Be respectful of a range of opinions
  - c. Focus on successfully completing the agenda
  - d. Voice concerns as needed at the meeting
  - e. Seek consensus where possible
- e. The public is welcome to attend CAC meetings, and time will be reserved for public comments.

- f. Committee members are encouraged to share the project's progress with their respective networks and constituencies.

### Guidelines for Developing Advice and Recommendations

1. The Committees will seek to develop advice and recommendations by consensus. Consensus means a member either supports the proposal or can live with it in the interest of moving forward.
2. If consensus cannot be reached, the facilitator will ask for a vote. The vote will be captured in the meeting summary, along with the various points of view on the issue.
3. The facilitator may ask for straw polls during the course of discussion to gage the level of support for various issues and help identify areas of compromise.

# Public Involvement Plan

Rev. 5/21/2018

**To:** Newberg Riverfront Master Plan Citizens & Technical Advisory Committees  
**From:** Andrew Parish, Kyra Haggart, and Joe Dills, APG  
**Re:** Public Involvement Plan

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This public involvement plan provides a working list of the public involvement activities taking place as part of the Newberg Riverfront Master Plan. It is intended as a living document and includes notes about specific activities that are in-progress.

## Overall Public Involvement Goals

The Newberg Riverfront Master Plan Update public engagement process will:

- Provide early and ongoing opportunities for stakeholders to ask questions or raise issues and concerns
- Facilitate equitable and constructive communication between the public and the project team
- Empower residents and community members to become involved with the project
- Provide the public with balanced and objective information to help them understand issues, alternatives, opportunities, and solutions
- Actively seek participation of community members who do not typically engage in planning processes
- Offer reasonable accommodations to encourage participation of all stakeholders regardless of race, ethnicity, age, disability, income, or primary language
- Build on existing communication networks and resources

## Key Messages

Key messages summarize the **what**, **where**, **why**, 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 Newberg is undertaking long-term visioning for a prosperous riverfront area that is connected to the larger Newberg community. We want YOU to be involved.
- **Where:** The Study Area is shown on the project website. It is generally the area between E Ninth Street and the river, encompassing about 460 acres.
- **Why:** The riverfront is a great opportunity, and an underutilized amenity for our community. With construction of Phase 1 of the Bypass, the closure of the WestRock plant, and recent planning efforts by the City, it is time to craft a new vision for Newberg's riverfront.
- **How:** Sign up for project emails at the City's website. You can learn more details about the project, and be reminded when important events occur. For assistance or information, you may contact Cheryl Caines, Senior Planner ([cheryl.caines@newbergoregon.gov](mailto:cheryl.caines@newbergoregon.gov)).

## Project Web Page

The project web page will play an important role in getting information to the public about this project, and also in receiving feedback from the public.

- The project webpage will be the main location for project information oriented to the public, including project objectives, project schedule, list of deliverables, meeting announcements, meeting agendas and summaries, and project memoranda/reports.
- It will be hosted and maintained by the City, with content developed primarily by the consultant. The URL should be easy to remember, and the site should be easy to find from the City's main website.
- The web page will allow community members to submit public input about the project. City staff will maintain a log of public input received via the project web page for use in public input summaries, and follow up on inquiries, as needed, in a timely manner.
- The website should contain a page for Spanish speakers. Consultants will work with the City's Community Engagement Specialist to determine what materials should be available in Spanish.
- All outreach efforts should encourage community members to visit the project website.
- Web page will include a place for people to sign up to be on the interested parties email list.

## Project Information

- Project information should go out to the interested parties email list approximately every 1-2 months; and more often when news is available.
- Email notifications may include: Notice/invitation to public events and meetings; Reminders about online public event survey; Notice when TAC/CAC meeting materials are posted to the web page
- If possible, communications should be translated, perhaps using a Spanish-language email list.

## Interested Parties Email List

- The City will establish and maintain an "Interested Parties" list.
- Email list for groups and individuals to receive ongoing email communication of project information.
- Goal is to build it up to be as robust as possible.
- Stakeholders will be encouraged to sign up at public events and on the project web page. The project team should actively seek email addresses to include from community members as an ongoing practice.
- Mailchimp is a suitable tool for managing email lists like this, but the City may use whichever platform it prefers.

## Advisory Committees

- The Citizen Advisory Committee (CAC) will be the central forum for stakeholder involvement and guidance to the project team. Information about the CAC will be available on the web site.
- The Technical Advisory Committee will provide technical review and a forum for intergovernmental coordination.
- TAC is open to the public to attend and listen. Input is handled on a meeting by meeting basis.
- CAC is open to the public and includes opportunities for public comment on the agenda.
- City will provide sign-in sheets and document participant attendance and public comment summaries for each meeting.
- City will write a summary of the committee meetings within one week of the meeting, and these summaries will be available to the public on the Project Website.

## Public Events and Online Public Events

Community events will be held at key points in the process. These events will be paired with an online public event, where the same information is presented and stakeholders who can't or don't want to attend the event in person can participate. Dates below are tentative.

- **Public Event #1, Mid-August:** Project overview, vision and guiding principles, existing and future conditions, desired development patterns
- **Online Public Event #1, Mid- to Late-August:** Online open house format with questions such as “To what extent do you support the draft vision for the area...”
- **Public Event #2, Early December:** Presentation of land use and transportation alternatives, infrastructure needs, and strategies for implementation.
- **Online Public Event #2, Early- to Mid-December:** Online open house format with questions such as “Which alternative do you prefer and why?”

The consultant will prepare materials for in-person public events, including display boards, PowerPoint presentations, comment forms, a sign-in sheet, and a meeting summary (following the meeting).

Online public events will include a survey with visuals and information available at the in-person public events, and will begin the same day as the in-person public event.

The consultant will summarize the online public event survey results.

## Public Event Notices

- Notice should be posted on the project web page (in both English and Spanish).
- Posted in local newspaper (in both English and Spanish).
- Posted in key locations (bulletin boards, signs in parks and along the riverfront).
- Public event information should be distributed to interested parties email list, stakeholders, and various local groups and organizations.
- Meeting notices must include an offer to make accommodations for people with disabilities with sufficient advance notice, with contact information for such notification.
- All notices should include information about, and a link to, the online public event survey for community members who are unable to attend the in-person public events.

## Engaging Spanish-Speaking Populations

- Public event and meeting notices, media publications, and public information and materials will be translated by the City's Community Engagement Specialist. The project team will work together to determine the amount and timing of translated material.
- Spanish interpretation services will be provided by the City at public events.
- Follow up with meeting participants about meeting outcomes in a way that is culturally appropriate and meaningful.

## Direct Outreach

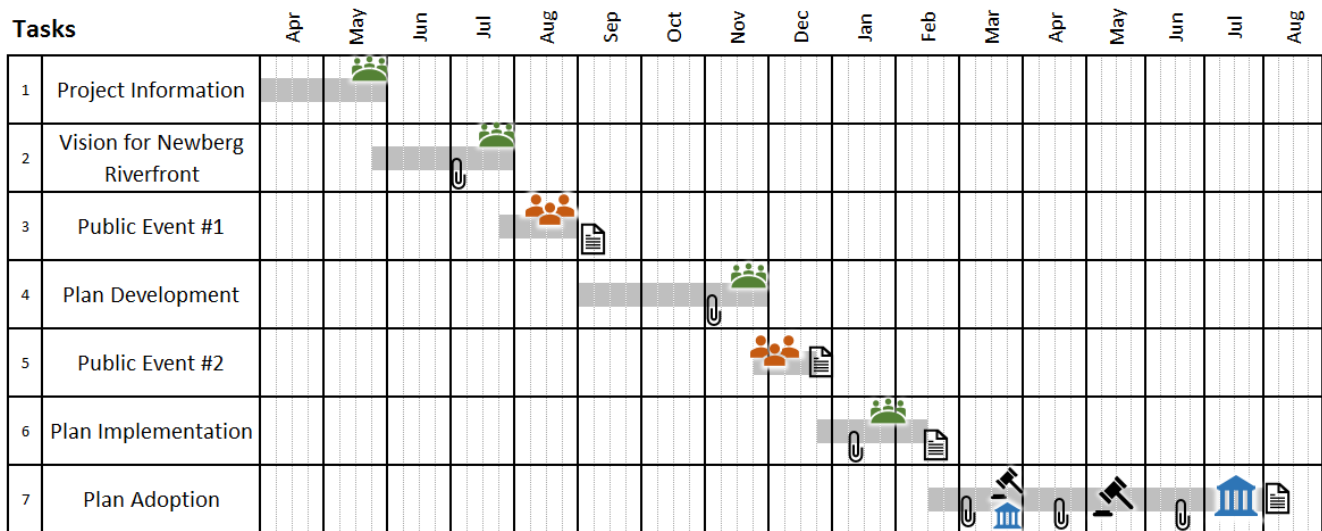
In addition to the strategies identified above, the project management team should identify strategies and opportunities for direct outreach to community members for a robust public process that reaches members of the community who may not normally participate in planning projects. Ideas include:

- Tabling/flyers at city and public events, such as:

- [The Newberg Farmers Market](#)
- [First Fridays by the Downtown Coalition](#)
- [Grand Opening of the Aquatic Center](#)
- [Memorial day boat races, Camellia Festival, Old Fashioned Festival, Oktoberfest, Dia De Los Muertos](#)
- Social media outreach (at least every other month)
- Building on networks with existing community groups, such as:
  - Youth groups and schools
  - Senior centers
  - Rotary Club, City Club, Kiwanis, and similar groups
  - Hispanic/Latino community groups (Second Thursday Latino Parent Meetings at schools, Migrant Summer School Program)
  - Advocacy groups (Trolley group, and others)

### Public Involvement Schedule

The project schedule is shown below. Each event/deliverable in the project is identified by an icon, and should have some amount of public engagement associated with it. The key public events are shown by the orange icon, while advisory committee meetings are shown in green. Draft and final deliverables and City hearings/work sessions are also shown. The schedule is subject to change.



Citizens Advisory Committee / Technical Advisory Committee Meeting	
Public Event	
Draft Deliverable	
Final Deliverable	
Planning Commission Meeting	
City Council Hearing	