

Carla McLane Consulting, LLC

170 Van Buren Drive

Umatilla, Oregon 97882

541-314-3139

mclane@eoni.com

Inclusive Outreach and Engagement Plan

Grant Plan Requirements

Plan Framework and Proposed Plan Components

TAC Kick Off Meeting

May 4, 2022

GRANT PLAN REQUIREMENTS:

The following are found in the Grant documents and require that the consultant, with guidance from the TAC, develop a plan to ensure that outreach occurs to priority populations in the plan area, or the City of Stanfield. This would include identifying who those priority populations would be and how to best engage with them concerning this project. Prior to closing out the Grant the City is required to use the Inclusive Outreach and Engagement Plan created in Task 1 to evaluate the performance against the goals identified within that Plan as part of Task 5.

Task 1: Inclusive Outreach Plan:

The consultant, with guidance from the PST, will develop an inclusive outreach and engagement plan that supports participation in steering or citizen advisory committees.

Task 1 Products: Identification of impacted priority populations in project plan area, outreach and engagement plan for priority populations, an evaluation framework for inclusive participation.

Task 1 Timeline: May 31, 2022

Task 1 Budget: \$2,000

Task 5: Equity and Inclusion Self-Assessment:

Grantee to complete equity and inclusion self-assessment using evaluation framework developed in Task 1. Report describing grantee's performance against its goals for inclusive outreach and engagement for the project to be provided to DLCD.

Task 5 Products: Self-Assessment materials

Task 5 Timeline: May 31, 2023

Task 5 Budget: \$2,000

The Department of Land Conservation and Development has provided little to assist in the implementation of this requirement. A walk through the world wide web has provided some examples, but none of them have a direct correlation to this type of planning work. The following is a best first attempt to create a framework for discussion.

PLAN FRAMEWORK:

This Inclusive Outreach and Engagement Plan is designed to increase access to information, resources, and civic processes by people of color through the implementation of racially and culturally inclusive outreach and public engagement processes. The focus of this Plan is the update of the City of Stanfield Comprehensive Plan and Development Code. Inclusive public engagement for this project is about building strong and sustainable relationships and partnerships. One of the key components of making public engagement processes responsive, inclusive, and culturally appropriate is building the capacity to understand the implications of race, culture, and socio-economic status on public process. This plan is designed to provide the consultant and the TAC with the tools to:

1. Create effective public processes and forums with opportunities for communities of color to fully participate.
2. Identify and use mechanisms that help select racially and culturally appropriate public processes.
3. Identify strategies to generate increased interest and involvement in this planning process.

It is thought that a greater likelihood of engagement from underserved communities occurs when organizations take steps to enhance their relationships with those populations. Creating trusting relationships, increasing accessibility to facilities and services, and providing diverse opportunities to become involved, are key actions that reflect on organizational attitudes and values about developing equitable and sustainable engagement. Strengthening connections with communities through knowledge gathering allows those constituents to play a key role in determining relevance and appropriateness of organizational programming. Exchanging information, rather than collecting it, provides an incentive for engaging in conversations and collaborations, as well as a greater sense of ownership in the outcome. Effective community engagement takes careful planning and acknowledgement that each population that we work with is a unique opportunity to broaden our understanding of what makes a community. The following strategies and questions should be helpful to creating and implementing this Plan.

- Build personal relationships with target population
 - Are there key individuals or constituents you already have or should be building a relationship with?
 - Are there venues for you to attend to or explore to find out who are natural community leaders?
- Create a welcoming atmosphere
 - Does your process reflect, honor, and welcome the community?
 - Do the venues you choose invite participation and engagement?
- Increase accessibility
 - Are there issues/barriers that should be considered throughout the whole process?
 - Are there ways to increase the level of input a community has in a process?
- Develop alternative methods for engagement
 - Do you have non-traditional methods of outreach to get people involved?
 - Do you offer multiple ways for contributing input and feedback?
- Maintain a presence within the community
 - Are there community driven events that you can participate in, and that people will already be gathering for?
- Partner with diverse organizations and agencies
 - Are there organizations that currently have relationships with your target populations that you can connect with?

- Have any agencies or organizations successfully implemented similar programs or initiatives that you can solicit advice from?

The following are key steps to Inclusive Outreach and Engagement:

What To Do	How To Do It
Define Scope of Work	For this process it is the update to the Comprehensive Plan and Development Code.
Identify Stakeholders	The stakeholders are those who implement or are affected by the Comprehensive Plan and Development Code. This includes residents and developers within the City of Stanfield.
Incorporate Appropriate Engagement Activities	See the six items outlined above.
Create the Inclusive Outreach and Engagement Plan	This Plan should include key activities, milestones, and products on the project timeline. Be specific in creating goals for engaging racial and ethnic communities.
Staffing and Organization	Identify and designate what staff or other resources are available to support the implementation of this Plan to include potential translation and interpretation.
Communications and Outreach	<ul style="list-style-type: none"> • Create a clear identify and message • Carry out broad outreach • Include targeted outreach • Have a single contact point • Use media strategically • Use public facilities • Use technology
Accessibility and Transparency	Assure that the process is open and accessible to all. Ensure that the public involvement process is transparent.
Evaluate the process	Include evaluation of the overall process and of specific public activities. Use evaluation forms. Track and record participation in the process by communities of color.

An evaluation, completed to document the effectiveness of the public involvement process and its level of inclusion, using the following criteria would provide a guide to assessing its effectiveness.

- Public involvement plan is developed for the entire project and includes strategies for inclusive engagement. Specific activities are identified for inclusion. The Plan includes mechanisms for ongoing communication and feedback.
- Public involvement results are clear and have been incorporated into the project. This Plan will assist in documenting what the public said and how their input, advice, or work was used. Participation by diverse community members is documented. Results of the public involvement process are communicated to the decision makers and the Department of Land Conservation and Development.
- The public involvement process is deemed successful. This is accomplished when the stakeholders are satisfied that the process has been fair, accessible, and effective in involving the public.

PROPOSED PLAN:

The City of Stanfield Inclusive Outreach and Engagement Plan for the update to the Comprehensive Plan and Development Code will:

- Seek to educate the public about the Comprehensive Plan and Development Code and the need for this Update. This will be done through the City of Stanfield website and other mailings or public notices, including newspaper articles. Translation of public notices will be accomplished.
- Keep the landowners, citizens, and developers within the City of Stanfield informed about the process, will listen to and acknowledge concerns, and provide instruction on how the public can provide input to the decision-making process. This will be achieved through workshops, working sessions, and public hearings as appropriate with the TAC, the Planning Commission, and the City Council. Translation of public notices will be accomplished.
- Work with the public to ensure that their concerns and issues are reflected in the documents proposed for adoption or the staff report(s) that support that adoption. Through the TAC various groups will be engaged to provide input and comment to the process.
- Implement a Comprehensive Plan and Development Code that incorporates public input and desires as can be allowed by law.

Specific items to be accounted for:

- ✓ Public Notices and other meeting notices published or provided in both English and Spanish.
- ✓ Communication about the Comprehensive Plan and Development Code Update to be done through the City of Stanfield website, the local school system, and other avenues identified by the TAC, City Manager, or Consultant.
- ✓ Utilize print, news, and social media in both the English and Spanish market (East Oregonian, Tu Decides).