

City of Sherwood Economic Opportunity and Housing Needs Analyses
Public Involvement Plan
June 4, 2018

I. Project Overview

The City of Sherwood is preparing an updated inventory of employment lands, Goal 9 Economic Opportunities Analysis and policy recommendations to complete a Goal 10 Housing Needs Analysis and Assessment. The process will:

- Promote economic development and create jobs for residents of Sherwood and surrounding communities.
- Promote the diversification of housing types to meet the needs of current and future Sherwood residents.
- Update a buildable lands inventory of residential and employment lands.
- Compile and analyze data on economic development trends.
- Identify commercial and industrial land needs.
- Develop policies to ensure adequate land to accommodate identified residential and employment needs.
- Provide the basis for updating Sherwood’s Municipal Code to implement housing and economic development policies.
- Update the comprehensive plan to demonstrate compliance with planning goals.

II. Community Participation Objectives

A meaningful community engagement plan incorporates opportunities for participation throughout the process using diverse methods. The purpose of the Public Involvement Plan is to describe ways in which the City will engage with key stakeholders and the community in the Economic Opportunity and Housing Needs Analyses project. The community participation process is designed to meet the following objectives:

- Provide a forum to share, develop and refine useful information and data.
- Ensure a shared understanding of current conditions, issues, concerns and opportunities.
- Provide avenues for the public, applicable committees, and supporting agencies to be involved.
- Build support for eventual adoption and implementation.

III. Public and Stakeholder Engagement Activities

Technical Advisory Committee

The project will employ a technical advisory committee (TAC) composed of local government, state agency staff and others. The role of the TAC is to review materials and advise on technical issues throughout the project. Individual TAC members will be responsible for communicating with officials from their respective jurisdictions and to assure that policy issues are incorporated into technical work at the appropriate time and in the most effective way.

The TAC will meet four times to review technical analyses and recommendations prepared by City staff and the consultant.

Approximate TAC Meeting Dates and Topics

	Month	Topic(s)
1.	June	Discuss framework for the EOA and how one does it, preliminary results of BLI, preliminary findings of EOA, and begin to discuss policies (comp plan policies).
2.	August	Discuss revisions to EOA and conclusions, revise comp plan policies, discuss implementation actions.
3.	September	Finalize economic development strategy and actions, begin discussion on housing strategy.
4.	October	Review draft HNA policies.

Technical Advisory Committee List

Name	Affiliation
Lana Painter	Sherwood Chamber of Commerce
Gregg Jacot	Sherwood Main Street
Pam Treece	Westside Economic Alliance
Jeffery Raker	Metro
Matt Millar/Lloyd Purdy	Greater Portland Inc
Read Stapleton	DOWL
Jim Rose	Sherwood School District
Ken Rencher	Washington County
Seth Brumley	Oregon Department of Transportation
Anne Debbaut	DLCD
Julia Hajduk	City of Sherwood
Erika Palmer	City of Sherwood
Bob Galati	City of Sherwood
Joe Gall	City of Sherwood

Citizen Advisory Committee

Since the EOA and HNA policy recommendations are part of a comprehensive plan update, the project will also rely on the Comprehensive Plan Citizen Advisory Committee (CAC) to supplement the recommendations of the TAC. This committee will review technical analyses, policies, and documents and make recommendations to the planning commission and elected officials. In addition to helping shape policy options, the CAC will guide stakeholder and community engagement strategies, act as liaisons to specific constituencies or groups, host public events and encourage community members to participate in the process.

The CAC will meet at least two (2) times to discuss this project, though City staff will hold an introductory meeting early in the project in June, and have provided contextual information for the CAC about the HNA prior to their meeting in October.

Approximate CAC Meeting Dates and Topics

	Month	Topic(s)
1.	August	Discuss framework for the EOA and how one does it, preliminary results of BLI, preliminary findings of EOA, and begin to discuss policies (comp plan policies).
2.	October	Review draft HNA policies.

Community Advisory Committee List

Susan Claus	Thomas Quesenberry
John Davis	Rachel Schoening
Patricia Distler	Damon Starnes
Angi Ford	Jamie Stasny
Frank Funk	Megan Thornton
Jacqueline Head	Tess Kies
Paul Mayer	Matt Staten
Melanie Mildenberger	Jason Wuertz
Russell Griffin, CC Liaison	Jean Simson, PC Liaison

Key Messages

The consultant team and City staff will develop key messages to use throughout the course of the project. The key messages will provide context for the project in relation to other City-wide planning efforts, including the Vision, Comprehensive Plan update, Metro's 2018 UGB expansion request, and others. Key messages will explain the project's purpose, objectives and desired outcomes, and communicate the relationship between growth and livability and its implications for housing affordability and economic development.

Stakeholder Interviews

The consultant team and City staff will conduct stakeholder interviews about the City of Sherwood's strengths, challenges and opportunities related to housing and economic development. Feedback will be used to develop and refine Sherwood's vision for economic development, economic development goals and implementation measures, as well help inform an overall strategy for providing housing to meet the forecasted need.

Specific stakeholder groups may include, but are not limited to:

- Sherwood Chamber of Commerce
- Sherwood Main Street
- Westside Economic Alliance
- Property owners
- City of Sherwood Assistant City Manager

Online surveys

The consultant team and City staff will administer two online surveys to gather community perspectives on housing and economic development opportunities. In addition to the online version of the questionnaire, community members will be able to complete paper copies at the two community meetings.

Community Meetings

The City and CAC will host two community meetings to review information about the City of Sherwood's economic and housing trends and help develop policies and strategies for the future. These community meetings can be scheduled in conjunction with relevant Planning Commission sessions and/or Comprehensive Plan Update activities. Community members will be invited to share their vision for Sherwood through online surveys and paper questionnaires.

Approximate Community Meeting Dates and Topics

	Month	Topic(s)
1.	September	Review draft economic policies
2.	November	Review draft housing policies

IV. Communication Tools

The consultant team will support City staff on a variety of methods to notify community members about opportunities to participate in the planning process. These methods include:

- *Project Website.* Content for a project website, including project overview and timeline, important contacts, schedules for public events, opportunities for public engagement, draft and final documents and updates on the project's status.
- *Electronic mailing list.* A database of e-mail addresses of people who express interest in the planning process. Interested parties will have several opportunities to join the mailing list, such as on the project website and at public meetings and events. We also can prepare messages for distribution via Facebook and Twitter to increase project awareness and provide multiple avenues for community input.
- *Media Contacts.* Media releases for the local newspaper to announce community meetings, which will also be used as "e-blasts" for City to distribute to help notify people about community meetings and online surveys.
- *Meeting flyers.* Notices to inform the community about opportunities to be involved in the planning process. The CAC can help identify locations and contacts to assist in publicizing public events and other opportunities for involvement

V. Project Schedule

Sherwood EOA/HNA Timeline	2018									
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Task 1. Project Management and Public Involvement										
Task 2. Economic Opportunity Analysis										
2.1 Demand Analysis of Employment Growth Potential										
2.2 Inventory of Employment Lands										
2.3 Updated Economic Development Strategy and Policies				●		●	■			
2.4 Draft Economic Opportunities Analysis							●	★		
2.5 Final Economic Opportunities Analysis								▲		
Task 3. Housing Needs Analysis Policy Recommendations										
3.1 Housing Strategy Memorandum										
3.2 Draft HNA Policy Recommendations								●	■	★
3.3 Final HNA Policy Recommendations										▲

- TAC Meeting (4) ●
- CAC Meeting (2) ■
- Public Meeting/Online Survey (2) ★
- Planning Commission/City Council ▲