Sherwood Comprehensive Plan

Public Involvement Plan
Version 2. May 13, 2019

DRAFT

Plan Contents

Project Overview

Sherwood has changed dramatically over the years, yet the community's vibrant small-town character has endured. When the City's Comprehensive Plan was last updated in 1990, Sherwood was home to 3,000 residents. Since then, Sherwood has doubled in physical size and now has over 19,000 residents with changing demographics. A conscious effort must be made to maintain and improve Sherwood's celebrated livability for another 20 years.

To guide future growth and development, the City of Sherwood is updating its Comprehensive Plan. The Comprehensive Plan addresses issues such as housing, parks, transportation, natural resources, economic development and public facilities. In order to ensure the Comprehensive Plan reflects the needs of community members, a robust public involvement process that reaches a large segment of Sherwood's population is essential. The purpose of this document is to outline strategies that will be employed to reach Sherwood community members who will help guide the development of the Comprehensive Plan.

Public Involvement Goals and Strategy

Community members, partners and stakeholders will have many opportunities to help shape Comprehensive Plan for Sherwood. The purpose of the public involvement strategy is to describe ways in which the City will engage with key stakeholders and the community in the Sherwood Comprehensive Plan process. The public involvement process aims to meet the following goals:

- **Inform:** Inform the community with timely, transparent and accurate information.
- **Consult:** Consult and involve the community in the identification, refinement and prioritization of policy updates needed to guide growth and development in Sherwood over the next 20 years. Ensure community members understand how decisions are made, their concerns are heard, and they know how their feedback influenced decisions.
- **Partner:** Partner with city and agency representatives to ensure officials are engaged in the planning process and key decisions.
- **Reach:** Reach a diversity of stakeholders who reflect Sherwood's greater community.

Key Messages

These key messages will be refined and augmented throughout the project to meet evolving needs.

The Comprehensive Plan sets out a series of goals and policies that will guide growth and development in our community over the next 20 years.

- The Comprehensive Plan is Sherwood's primary land use planning document.
- Oregon state law requires that all cities and counties adopt Comprehensive Plans that are consistent with statewide planning goals.
- The Comprehensive Plan helps articulate Sherwood's goals for the future housing, economy, community, infrastructure, government and ecosystems.

The 2040 Comprehensive Plan will reflect our community's vision and priorities.

- In the nearly 30 years since the Comprehensive Plan was last updated, Sherwood has more than quadrupled in size and seen large changes in demographics and land use. We need an updated Comprehensive Plan.
- A complete update to the Comprehensive Plan will serve to create a central document that reflects the vision for the entire Sherwood community.
- Sherwood's Community Vision and Goals, adopted in 2019, will serve as the foundation for the Comprehensive Plan.

The City of Sherwood is committed to an inclusive and transparent planning process. Community engagement is crucial to guide the development of a representative, sustainable plan.

- There will be opportunities for community involvement at several points throughout the planning process, with a focus on accessible opportunities to provide feedback.
- Members of the community can provide comments or ask questions at any time by visiting the project website: sherwood2040.org

Stakeholders and Partners

The following table is a sample of the interests and stakeholders the project team will work to engage through the comprehensive planning process. With guidance provided by the Community Advisory Committee, Technical Advisory Committee, and Project Advisory Team, the project team will continue to identify specific organizations and groups within these interest areas.

Interests	Specific Organizations/Groups to Engage
Schools	Elementary Schools Sherwood Middle School Laurel Ridge Middle School Sherwood High School Sherwood Charter School St. Francis School
Parks and nature	City of Sherwood Parks and Recreation Tualatin River National Wildlife Refuge
Industry and business (large/medium/small)	Sherwood Area Chamber of Commerce Sherwood Main Street Allied Systems Pride Disposal
Public safety	Tualatin Valley Fire and Rescue City of Sherwood Police Department
Utilities	Sherwood City Public Works Clean Water Services
Developers	TBD

Health	Legacy-GoHealth Providence
Transportation	Trimet Yamhill County Transit Area Washington County
Service nonprofits	CASA of Oregon Helping Hands Food Pantry Willowbrook Food Pantry Rotary Club of Sherwood Sherwood Regional Family YMCA American Legion Post 56 Sherwood Elks
Non-native English speakers	Spanish Speakers (5% of the Sherwood Population)
Arts and culture	Sherwood Center for the Arts
Seniors	Sherwood Senior Community Center Senior residential communities
County and State Agencies	Washington County Department of Land Conservation and Development
Elected and Appointed Officials	City Council Planning Commission All City Boards and Commissions

Community Demographics

The following demographic profile will help the City tailor outreach efforts to meet the needs of specific community groups. The City of Sherwood is a town in Washington County that is south and west of the City of Portland. Approximately 17,752 people lived in the City of Sherwood in 2016.[1]

Race and ethnicity

According to the 2013-2017 US Census data, around 88 percent of Sherwood residents identify as White, while 4 percent identify as Asian, 6 percent identify as two or more or other races, 1 percent identify as Pacific Islander, and 1 percent identify as American Indian. Census figures show Hispanic or Latino residents make up 8 percent of Sherwood's population. [1]

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[1] U.S. Census. 2013-2017 American Community Survey (5-year estimate). (https://www.policymap.com/maps)

[2] U.S. Census. 2011-2015 American Community Survey (5-year estimate). 2016 data not yet available at individual language level (https://datausa.io/profile/geo/sherwood-or/)

[3] U.S. Census. 2012-2016 American Community Survey (5-year estimate). (https://ejscreen.epa.gov/mapper/demogreportpdf.aspx?report=acs2016)

Race/Ethnicity	Sherwood	Oregon
White	88%	85%
African American	0%	2%
Asian	4%	4%
Native Hawaiian and other Pacific Islander	1%	0.4%
American Indian or Alaskan Native	1%	1%
Other race	2%	3%
Two or more races	4%	4%
Hispanic or Latino (any race)	8%	12%

Languages spoken at home

Census data indicates that most Sherwood residents speak only English at home (89 percent), while 11 percent speak a language other than English. The most commonly spoken languages other than English in the city include Spanish (5 percent), Chinese (1 percent) and Other Pacific Island language (1 percent). [2]

Income

From 2013-2017, the median household income in Sherwood was $95,309 which is higher than the County average ($74,033) and the state average ($56,119). However, almost a quarter (23 percent) of Sherwood households earn less than $50,000 per household. [1]

Figure 2: Income, Sherwood and Oregon[3]

Income	Sherwood	Oregon
<$15,000	5%	12%
$15,000-$25,000	7%	11%
$25,000-$50,000	14%	24%
$50,000-$75,000	19%	19%
$75,000+	55%	34%

People with disabilities

Census data[1] indicates that 7.84% of Sherwood residents live with a disability. This is lower than the Oregon state average of 14.6% and the county average of 10.2%.[1]

Housing[1]

Census data[1] indicates that a large portion (79.6%) of Sherwood residents own a single-family home. Less than 1/5th of Sherwood residents (18.3%) occupy multi-family homes. However, over a quarter (26.4%) are renters and 73.7% are homeowners.

Housing Type	Sherwood	Oregon
Single-family home	79.6%	68%
Multi-family home	18.2%	20.6%
Homeowners	73.7%	61.7%
Renters	26.4%	38.3%

Engagement Activities and Tools

The following table summarizes key engagement opportunities and tools to inform, consult and involve community members in the comprehensive planning process.

Engagement Tool/Activity	IAP2 Spectrum	Description	Audience
Community Advisory Committee Meetings (CAC)	Inform Consult Involve	The CAC is a committee composed of Sherwood community members. They will review and comment on work products, guide public outreach and engagement efforts, act as liaisons to specific constituencies or interest groups, host public forums, encourage community members to participate in the process, and act as champions of the ultimate Comprehensive Plan Update that emerges from the process.	General public
Technical Advisory Committee Meetings (TAC)	Inform Consult Involve	The TAC is a committee composed of technical city staff, agency partners and service providers. They will work alongside the CAC, reviewing project materials and advising on technical issues throughout the project.	Agency partners, service providers
Planning Commission, City Council and Project Advisory Team (PAT)	Inform Consult Involve	The PAT is composed of Planning Commission and City Council members. The PAT will convene before major public outreach efforts, including public forums and online surveys, to review methods and format. In addition, city staff will conduct regular communications with the Planning Commission and City Council throughout the process, including ongoing staff briefings to ensure that the City is aligned with the Comprehensive Plan process.	City staff, general public
Theme Profile	Inform	A narrative and infographic profile that details the key considerations and messages for each planning theme to help inform conference participants and interested community members about the topic.	General public
Public Forums	Inform Consult Involve	A series of public forums and smaller focus groups throughout the course of the project will engage community members in person. Each public forum will touch on one of the six themes outlined in the 2040 Vision and Goals. Each conference will introduce the topic, feature a speaker, and describe best practices.	General public Specific audiences relative to each theme

Community Surveys	Inform Consult	An online survey for each theme will facilitate community feedback. The survey will allow community members the opportunity review of draft policies and may include an interactive online mapping activity.	General public
Social Media	Inform	The City's social media accounts will be used to share information, increase project awareness and provide avenues for community input.	General public
E-newsletters	Inform	The City's e-newsletter will be shared with past and current subscribers to share information, increase project awareness and provide avenues for community input.	General public
Website Updates	Inform	A relaunch of the Comprehensive Plan Vision website will act as a hub for project information. The website will include a project overview and timeline, important contacts, schedule of opportunities for public engagement, updates on project status, a library of documents, Vision materials and a form to submit comments.	General public
Print materials	Inform	Print materials about the project and each theme will provide concise project information. There will be flyers, newsletters, facts sheets, media releases and other materials to educate and inform the public.	General public

Risks and Mitigation

The following table summarizes potential risks and suggested mitigations.

Risks	Mitigation	Stakeholder(s) Affected
Low attendance at public forums	Public forum notices are shared through e-newsletter, social media, website, at public forums and in print materials; Additional communications are tailored for key stakeholder groups for each theme; Public forums are hosted at accessible venues relevant to the theme.	General public
Low response rate for 6 surveys	Surveys are shared through e-newsletter, social media, website, at public forums and in print materials.	General public
Limited communication and buy-in from agency and city partners	PAT committee meets regularly; CAC meeting summaries are shared in a timely manner with city and agency partners.	Agency partners, City, general public
Inadequate or poor media coverage	Press release published at the beginning of each theme; Press invited to attend committee meetings and public forums; Detailed and up to date information on the website.	Agency partners, City, general public

Lack of variety in stakeholders engaged	Committee meetings and public forums held at a variety of venues that meet stakeholder needs; Print materials translated into Spanish; Reach out to stakeholders from the visioning process to ensure they have the opportunity to stay involved.		General public

Evaluation

The following table describes the key metrics and processes for evaluating progress on meeting the goals set out in this public engagement plan. The project team will evaluate progress made toward meeting these goals throughout the duration of the project.

Goal	Objective	Metric	Tool
Inform: inform the community with timely, transparent and accurate information.	• Community forum attendees report high satisfaction with information shared at forums • Web traffic increases throughout the process • Social media engagements increase throughout the process	• >75% attendees are satisfied with information shared • >75% attendees are satisfied with transparency of process • Increase in web traffic throughout process • Increase in social media engagement throughout process	• Forum survey • Web analytics • Social media analytics
Consult: consult and involve the community in the identification, refinement and prioritization of plan updates. Ensure community members understand how decisions are made, have their concerns heard and learn how their feedback influenced project decisions.	• Community forum attendees report high satisfaction with opportunities to engage in sharing feedback • Stakeholder feedback is plentiful • Stakeholder feedback and decisions are published within a timely manner • Information is shared back with stakeholders about how their feedback influenced the plan update in a timely and transparent manner	• >75% attendees are satisfied with opportunities to share feedback • 200+ residents respond to surveys • 200+ residents attend public forums • Website includes information on feedback and how it influenced policy • CAC meeting summaries are uploaded to website within 20 days • Public forum summaries are uploaded to website within 20 days • E-newsletters share survey and event results within 20 days	• Forum survey • Online survey analytics • Community forum sign-in sheet • Web content (Project library) • Email analytics

Partner: partner with city and agency representatives to ensure officials are engaged in the planning process and key decisions.	• PAT members meet regularly • PAT members are satisfied with frequency and quantity of information shared	• 6 PAT meetings occur from Jan. 2019-Dec. 2020 • The PAT receives a planning update either in writing or through a briefing at least once per theme for a total of 6 updates	• PAT committee sign in sheet
Reach: reach a diversity of stakeholders that reflect Sherwood's community.	• Each stakeholder interest is represented • Community forums are hosted at accessible and representative venues • Specific outreach methods are used to reach minority populations including people of color, low-income people, renters, and seniors	• Community members from all interests identified in the stakeholder interest matrix are engaged at some point throughout the process • 100% of venues are ADA accessible • Venue reflects diverse interests within the current theme (example: housing theme at senior living apartments) • Print and web materials are translated into Spanish	• Community forum sign in sheets • Venue list • Print materials

Social Media Plan

The social media plan outlines key recommendations for social engagement for each of the public involvement plan goals. For each of the goals, the plan outlines the suggested approach, the key messages that the content aligns with and the post types that should be used for each goal.

| Goal	Implementation Plan
Inform: inform the community with timely, transparent and accurate information.	Reading Level: • Strive for a reading level of 7-9th grade. This standard should apply to all outreach materials, including social media. Timeliness: • To ensure that social media posts are timely, schedule out posts in advance. Hashtag Research: • Always complete hashtag research before using a hashtag. Ensure hashtags align with your desired content and tone. Peak Hours: • Schedule posts during peak hours. During week days, post around lunch hours and evenings. During the weekend, post in the mid-morning. Regularity: • Avoid going silent on social media for more than a month.

	Share New Resources: • Whenever new resources are created, share them on social media. • Fact sheets, flyers, and meeting materials can be informative. Key Messages • The Comprehensive Plan sets out a series of goals and policies that will guide growth and development in our community over the next 20 years. • The 2040 Comprehensive Plan will reflect our community's vision and priorities. • The City of Sherwood is committed to an inclusive and transparent planning process. Community engagement is crucial to guide the development of a representative, sustainable plan. Post Types: • Share project updates.
Consult: consult and involve the community in the identification, refinement and prioritization of plan updates. Ensure community members understand how decisions are made, have their concerns heard and learn how their feedback influenced project decisions.	Appropriate Tone: • Ensure social media tone matches the tone of the City. • Put an emphasis on opportunity for feedback and community involvement. Designate a Moderator: • Assign a project staff member the role of moderator to ensure stakeholders get timely responses. • The moderator can respond to DMs, comments and forum page comments. FAQs as a Template: • Ensure the moderator has a pre-approved list of FAQs so that messaging is consistent and timely. Facebook Event Pages: • Create an event page on Facebook for public forums and meetings to engage stakeholders. Survey Promotion: • Share surveys regularly on social media to solicit feedback. Individualized Messaging: • Focus social media content on the individual. Example: The city of Sherwood is doing... vs. What do you want to see the city of Sherwood do? Key Messages: • Help Sherwood plan for the future of our housing, economy, community, infrastructure, government and ecosystems. Post Types: • Share survey opportunities. • Share community forums.
Partner: partner with city and agency representatives to ensure officials are engaged in the planning process and key decisions.	Tags: • Tag involved partners. • Use the hashtag #Sherwood2040 to encourage patronage. Partners Share: • Encourage political figures to share community forums with their constituents. • Avoid asking them to share survey opportunities to reduce perception of bias.

	Key Messages: • Help Sherwood plan for the future of our housing, economy, community, infrastructure, government and ecosystems. Post Types: • Share community forums.
Reach: reach a diversity of stakeholders that reflect Sherwood's community	Spanish Accessibility: • Acronyms often don't translate well. When making social media content for Spanish speakers that may be using translation tools, avoid using acronyms. Alt-Text: • Write alt-text for all images on Facebook and Twitter for visually impaired users. Image Size: • When determining image size and text, consider that the majority of users will be viewing content on a small cell phone. Key Messages • Help Sherwood plan for the future of our housing, economy, community, infrastructure, government and ecosystems. Post Types: • Share public forums. • Share survey opportunities. • Share project updates.

Project Schedule

The schedule outlines the cadence of the 6 themes throughout the comprehensive planning process. Each theme will have 5 months of focus time with one community forum, one online survey and enough time to advertise public input opportunities.
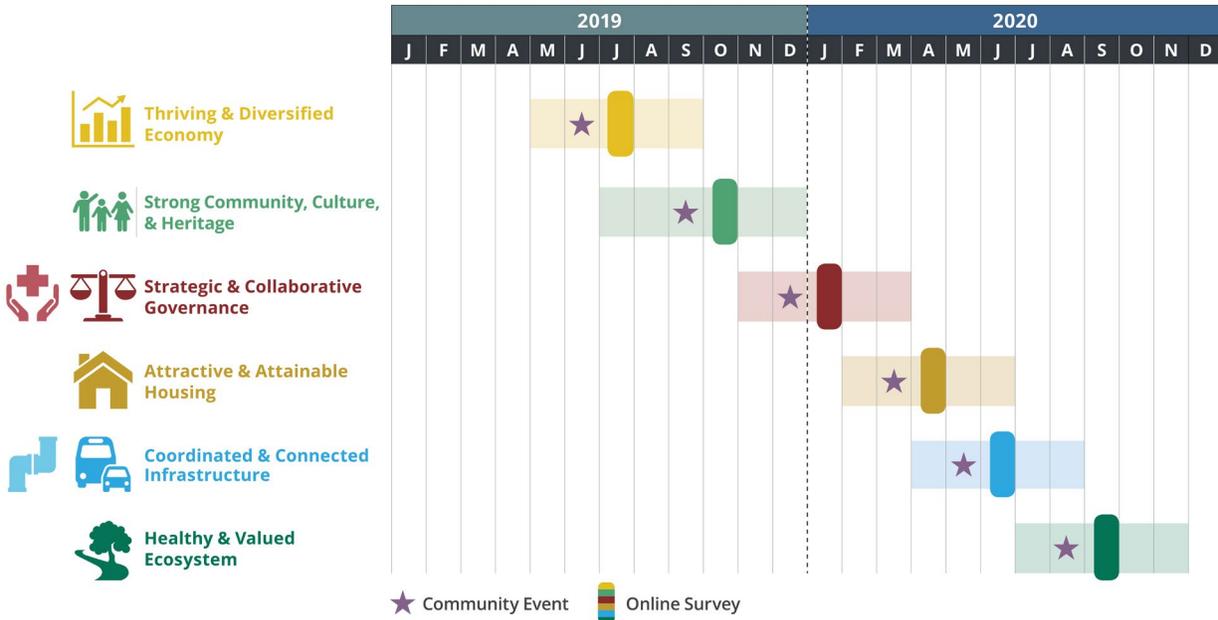
Communications Timeline

The graphic outlines a sample communications timeline during one of the six themes. This timeline ensures there is adequate time to promote engagement opportunities.

CAC meeting:
- Social media
- CAC meeting
- CAC meeting summary

Promote Public Forums:
- E-newsletter
- Social media
- Press release

Public Forum:

Online:
- Survey
- Social media

Findings:
- Survey and public forum summary
- Social media

CAC Meeting:
- CAC meeting
- CAC meeting summary