



**City of Sherwood
Vision for Comprehensive Plan Update
Community Engagement Plan
May 2, 2018**

I. Project Overview

The City of Sherwood is updating its Comprehensive Plan. Like all cities in Oregon, the City must plan for current and future generations. Communities that plan for growth have the best chance of managing their destiny in a way that retains Sherwood's treasured qualities: small town character, forests and farms, excellent schools, thriving businesses, and parks and public spaces.

The Vision will be an aspirational document that relies on community preferences to describe Sherwood in the year 2040 and will inform updates to the Comprehensive Plan. Over the next year, the Vision process will explore, balance and prioritize community issues that will allow the Sherwood community to determine how to grow and continue to provide quality places to live, work and play over the next twenty years.

II. Community Participation Objectives

The purpose of the Community Engagement Plan is to describe ways in which the City will engage with key stakeholders and the community in the Comprehensive Plan Vision process. The community engagement process is designed to meet the following objectives:

- ✓ Ensure a shared understanding of current conditions, issues, concerns and opportunities.
- ✓ Provide a forum to share, develop and refine useful information.
- ✓ Engage a broad cross-section of Sherwood residents, businesses and partners.
- ✓ Use a variety of opportunities for participation throughout the process and using diverse methods.
- ✓ Inspire and create a vision that can be used as a decision-making tool for City Council in the years to come.
- ✓ Build support for eventual adoption and implementation.

III. Public and Stakeholder Engagement Activities

Community Advisory Committee

A Community Advisory Committee (CAC) representing a range of informed and committed stakeholder interests. Members include:

Name	
Susan Claus	Paul Mayer
John Davis	Melanie Mildenberger
Patricia Distler	Thomas Quesenberry
Angi Ford	Rachel Schoening
Frank Funk	Damon Starnes
Megan Thornton	Jamie Stasny
Anne Ivans	Matt Staten
Tess Kies	Jason Wuertz
Russell Griffin, City Council Liaison	Jean Simson, Planning Commission Liaison

The CAC will review and comment on work products, guide public outreach and engagement efforts, act as liaisons to specific constituencies or interest groups, host public events and encourage community members to participate in the process, and act as champions of the ultimate Sherwood Vision that emerges from this process. The CAC will meet four (4) times during the project.

Community Conversations/Stakeholder Interviews

The consultant, CAC members and City staff will take the vision process out to community groups through a series of Community Conversations. These conversations will prioritize “going to where people are” – both in meetings and online, focusing on the spaces where people gather and the channels through which they receive information. The consultant will train City staff and CAC members to extend outreach efforts. The conversations will provide community members with information about the project and engage them in discussion about what they value about Sherwood today and what could make it a better place to live in the future.

Conversations will be held with a broad spectrum of groups such as the Sherwood Chamber, School District and neighborhood schools, homeowner’s associations, civic and faith-based organizations, and others.

At the April 25th, 2018 CAC meeting, the group brainstormed a preliminary list of stakeholders:

- Rotary Clubs
- Chamber of Commerce
- Sherwood Main Street
- Elks/Masons
- Sherwood School District
- Student government
- Youth sports boards
- Honors Society
- Library Board
- Police Advisory Board
- Parks Board
- YMCA
- HOAs/Neighborhood Associations
- Churches
- School PACs
- Sherwood Senior Center
- Historical Society

Community Events. Community events provide a unique opportunity to engage a large number of people in one place. Community Events may include Music on the Green, Movies in the Park, Storytime in the Park, Robin Hood Festival, and Sherwood Wine Festival. A variety of activities ranging from a booth to intercept interviews will be used. Activities will be designed to create awareness of the project and engage youth and adults in identifying what they love about Sherwood today and what they would change to make Sherwood an even better place to live, work and play in the future. City staff and CAC members will be the primary staff at these events.

At the April 25th, 2018 CAC meeting, the group brainstormed a preliminary list of community events:

- Cruise-In (June 9th)
- Boots and Bling (May 9th)
- Community Services Fair (May 19th)
- Robin Hood Festival (July 20-22nd)
- Music on the Green (Wednesdays July/August)
- Movies in the Park (August 5, 12, 19 & 26)
- Sherwood Wine Festival (June 29-30)
- Farmer's Markets (Saturdays)

Online Engagement. Three online engagements will supplement in-person community engagement activities. The engagements will provide an alternative opportunity to comment for those who may not come to a meeting or feel comfortable voicing their opinions among others. The questionnaires will coincide with the Community Conversations, Vision Summit #1 and Vision Summit #2.

Youth Engagement. The consultant and City staff will work with the Sherwood School District and other youth organizations to identify the most appropriate opportunities to engage students in the process of planning the community's future.

At the April 25th, 2018 CAC meeting, the group brainstormed a potential list of youth organizations to connect:

- 4H/FFA
- Sherwood High School-civics classes
- Student governments
- Sherwood High School Leadership
- Youth sports boards
- Honors Society
- School PACs
- YMCA

Vision Summits. The City will host two Vision Workshops. At Vision Summit #1, participants will review the information gathered through research and community outreach activities and engage in conversations about topic areas that align with comprehensive plan chapters. The results of these conversations will be used to draft the Community Vision and topic area goals.

At Vision Summit #2, participants will use keypad polling to confirm the draft vision and goals and indicate priorities in response to specific policy questions.

IV. Communication Tools

The consultant and City staff will use a variety of methods to notify residents about public events and other opportunities to be involved in Vision process. We seek a proper balance between these tools to achieve maximum engagement:

Vision logo. Create a project identity that is unique and compelling. This “look” will appear on all project materials and provide continuity and visibility for the vision process.

Project Website. The consultant will design and administer an informative, accessible and interactive website that includes a project overview and timeline, important contacts, schedules for public events, opportunities for public engagement, updates on the project’s status, and the ability to view or download documents.

Social media. The consultant will provide City staff with content for their social media platforms, such as the City’s Facebook and Twitter accounts to increase project awareness and provide multiple avenues for community input.

Media contacts. The consultant will prepare media releases to local newspapers for the City to distribute.

Public information materials. The consultant will prepare flyers, newsletters, facts sheets and other materials to educate and inform the public.

Electronic mailing list. The City will maintain a database of e-mail addresses of people who express interest in the planning process. The consultant will prepare e-blasts for the City to distribute to help notify people about events and activities. Interested parties will have several opportunities to join the mailing list, such as on the project website and at public meetings and events.

At the April 25th, 2018 CAC meeting, the group brainstormed a potential list of engagement methods and avenues for information dissemination:

- Sherwood Archer + Gazette
- School Art Contest
- Sherwood West mailing list
- Display at Arts Center
- Bulletin Board/Display at Senior Center
- Youth Page on website
- Facebooks groups – Sherwood Moms, Sports groups, neighborhood groups
- Library Display
- School Art Contest
- Instagram/Photo contest
- Youth page on website

V. Schedule

SHERWOOD COMPREHENSIVE PLAN VISION

	March	April	May	June	July	August	Sept	Oct	Nov
TASK 1: Project Management & Identification of Roles		‡		‡		‡		‡	
TASK 2: Stakeholder Identification, Outreach & Community Engagement		 							
TASK 3: Community Vision									
TASK 4: Comprehensive Plan Integration Strategy									

‡ Citizen Advisory Committee

 Vision Summits