



Oregon

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NOTICE OF ADOPTED CHANGE TO A COMPREHENSIVE PLAN OR LAND USE REGULATION

Date: 09/19/2014
Jurisdiction: City of Medford
Local file no.: CP-13-047 DCA-14-023
DLCD file no.: 005-14

The Department of Land Conservation and Development (DLCD) received the attached notice of adopted amendment to a comprehensive plan or land use regulation on 09/17/2014. A copy of the adopted amendment is available for review at the DLCD office in Salem and the local government office.

Notice of the proposed amendment was submitted to DLCD 50 days prior to the first evidentiary hearing.

Appeal Procedures

Eligibility to appeal this amendment is governed by ORS 197.612, ORS 197.620, and ORS 197.830. Under ORS 197.830(9), a notice of intent to appeal a land use decision to LUBA must be filed no later than 21 days after the date the decision sought to be reviewed became final. If you have questions about the date the decision became final, please contact the jurisdiction that adopted the amendment.

A notice of intent to appeal must be served upon the local government and others who received written notice of the final decision from the local government. The notice of intent to appeal must be served and filed in the form and manner prescribed by LUBA, (OAR chapter 661, division 10).

If the amendment is not appealed, it will be deemed acknowledged as set forth in ORS 197.625(1)(a). Please call LUBA at 503-373-1265, if you have questions about appeal procedures.

DLCD Contact

If you have questions about this notice, please contact DLCD's Plan Amendment Specialist at 503-934-0017 or plan.amendments@state.or.us



NOTICE OF ADOPTED CHANGE TO A COMPREHENSIVE PLAN OR LAND USE REGULATION

FOR DLCD USE
File No.: 005-14 {22338}
Received: 9/17/2014

Local governments are required to send notice of an adopted change to a comprehensive plan or land use regulation **no more than 20 days after the adoption.** (See [OAR 660-018-0040](#)). The rules require that the notice include a completed copy of this form. **This notice form is not for submittal of a completed periodic review task or a plan amendment reviewed in the manner of periodic review.** Use [Form 4](#) for an adopted urban growth boundary including over 50 acres by a city with a population greater than 2,500 within the UGB or an urban growth boundary amendment over 100 acres adopted by a metropolitan service district. Use [Form 5](#) for an adopted urban reserve designation, or amendment to add over 50 acres, by a city with a population greater than 2,500 within the UGB. Use [Form 6](#) with submittal of an adopted periodic review task.

Jurisdiction: City of Medford

Local file no.: **CP-13-047**

Date of adoption: 9/4/2014

Date sent: 9/17/2014

Was Notice of a Proposed Change (Form 1) submitted to DLCD?

Yes: Date (use the date of last revision if a revised Form 1 was submitted): 6/25/2014

No

Is the adopted change different from what was described in the Notice of Proposed Change? Yes No

If yes, describe how the adoption differs from the proposal:

Local contact (name and title): Carla Angeli Paladino, Planner III

Phone: 541-774-2395

E-mail: carla.paladino@cityofmedford.org

Street address: 200 S. Ivy Street

City: Medford

Zip: 97501-

PLEASE COMPLETE ALL OF THE FOLLOWING SECTIONS THAT APPLY

For a change to comprehensive plan text:

Identify the sections of the plan that were added or amended and which statewide planning goals those sections implement, if any:

Citizen Involvement Element; Statewide Planning Goal 1

For a change to a comprehensive plan map:

Identify the former and new map designations and the area affected:

- Change from _____ to _____ acres. A goal exception was required for this change.
- Change from _____ to _____ acres. A goal exception was required for this change.
- Change from _____ to _____ acres. A goal exception was required for this change.
- Change from _____ to _____ acres. A goal exception was required for this change.

Location of affected property (T, R, Sec., TL and address):

The subject property is entirely within an urban growth boundary

The subject property is partially within an urban growth boundary

If the comprehensive plan map change is a UGB amendment including less than 50 acres and/or by a city with a population less than 2,500 in the urban area, indicate the number of acres of the former rural plan designation, by type, included in the boundary.

Exclusive Farm Use – Acres:	Non-resource – Acres:
Forest – Acres:	Marginal Lands – Acres:
Rural Residential – Acres:	Natural Resource/Coastal/Open Space – Acres:
Rural Commercial or Industrial – Acres:	Other: – Acres:

If the comprehensive plan map change is an urban reserve amendment including less than 50 acres, or establishment or amendment of an urban reserve by a city with a population less than 2,500 in the urban area, indicate the number of acres, by plan designation, included in the boundary.

Exclusive Farm Use – Acres:	Non-resource – Acres:
Forest – Acres:	Marginal Lands – Acres:
Rural Residential – Acres:	Natural Resource/Coastal/Open Space – Acres:
Rural Commercial or Industrial – Acres:	Other: – Acres:

For a change to the text of an ordinance or code:

Identify the sections of the ordinance or code that were added or amended by title and number:

For a change to a zoning map:

Identify the former and new base zone designations and the area affected:

Change from	to	Acres:
Change from	to	Acres:
Change from	to	Acres:
Change from	to	Acres:

Identify additions to or removal from an overlay zone designation and the area affected:

Overlay zone designation:	Acres added:	Acres removed:
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Location of affected property (T, R, Sec., TL and address):

List affected state or federal agencies, local governments and special districts:

Identify supplemental information that is included because it may be useful to inform DLCD or members of the public of the effect of the actual change that has been submitted with this Notice of Adopted Change, if any. If the submittal, including supplementary materials, exceeds 100 pages, include a summary of the amendment briefly describing its purpose and requirements.

ORDINANCE NO. 2014-117

AN ORDINANCE approving a Class 'A' (major) amendment to the *Citizen Involvement* Element of the *Comprehensive Plan* pertaining to the Citizens Planning Advisory Committee.

THE CITY OF MEDFORD ORDAINS AS FOLLOWS:

Section 1. A major amendment to the *Citizen Involvement* element of the *Medford Comprehensive Plan* by removing the responsibilities of the Citizens Planning Advisory Committee and updating the entire element is hereby approved and adopted.

Section 2. This major amendment to the *Medford Comprehensive Plan* is supported by the Staff Report dated August 28, 2014, attached as Exhibit A and incorporated herein.

PASSED by the Council and signed by me in authentication of its passage this 4 day of September, 2014.

ATTEST: Karen M. Spicciardi
City Recorder

APPROVED September 4, 2014.

[Signature]
Mayor
[Signature]
Mayor



CITY OF MEDFORD

PLANNING DEPARTMENT

STAFF REPORT – COMPREHENSIVE PLAN AMENDMENT

Date: August 28, 2014

To: Mayor and City Council for September 4, 2014, hearing

From: Carla Angeli Paladino, Planner III *CA*

Reviewer: John Adam, AICP, Senior Planner *JA*

Subject: Comprehensive Plan Amendment - Citizen Involvement Element (CP-13-047)

BACKGROUND

Proposal: The proposal is to amend the Citizen Involvement Element of the Comprehensive Plan. In June 2013, the City Council approved Resolution No. 2013-74 authorizing initiation of an amendment to the Municipal Code and the Citizen Involvement Element of the Comprehensive Plan (See Exhibit A).

The Citizen Involvement Element was created at the time of adoption of the Medford Comprehensive Plan in the 1970s. It ties directly to the City's responsibilities to adhere to Goal 1 of the Statewide Planning Goals and outlines the City's interaction with citizens on the planning process and city governance. The amendment proposed will completely update the Citizen Involvement Element and the major change includes the removal of the Citizens Planning Advisory Committee (CPAC). This pioneer group was the first citizen-led committee in charge of addressing the issues and challenges of a growing community. Today, the City has over fifteen committees and commissions and numerous other ad hoc committees that address city issues including everything from art and parks to transportation and housing.

The Comprehensive Plan Amendment is filed in conjunction with a Development Code Amendment (DCA-14-023) to modify Chapters 2 and 10 of the Municipal Code related to the CPAC and other housekeeping elements.

Authority: A Major Comprehensive Plan Amendment is a Class 'A' legislative decision. The Planning Commission is authorized to recommend and the City Council to approve amendments to the Comprehensive Plan.

Plan Amendment Criteria: The criteria for Comprehensive Plan Amendments are identified in the Comprehensive Plan under Criteria for Plan Amendments.

EXHIBIT A

"Working with the Community to Shape a Vibrant and Exceptional City"

Lausmann Annex • 200 South Ivy Street • Medford OR 97501
Phone (541)774-2380 • Fax (541)618-1708
www.ci.medford.or.us

APPROVAL CRITERIA COMPLIANCE

COMPREHENSIVE PLAN – REVIEW AND AMENDMENTS SECTION

The Comprehensive Plan provides different criteria for evaluating proposed amendments to the Plan. There are four sets of criteria that need to be addressed for the proposed amendment to the Citizen Involvement Element including Conclusions, Goals and Policies, Implementation Strategies, and the Citizen Involvement Program. The Planning Commission's findings regarding these criteria are provided below.

Conclusions: Amendments (to conclusions) shall be based on the following:

Criterion 1. A change or addition to the text, data, inventories, or graphics which substantially affects the nature of one or more conclusions.

Findings: Satisfied. The proposal is to revise and update the Citizen Involvement Element of the Comprehensive Plan (See Exhibit B). The current document has been a part of the Comprehensive Plan since 1975 when the Plan was adopted. There have been minor changes over the years but a complete rewrite has not taken place since its adoption. The original Citizen Involvement Element highlights three topics: History, the Citizens Planning Advisory Committee, and the Committee for Citizen Involvement. The proposed changes aim to explain the history of citizen involvement in Medford and outline specific goals, policies, and implementation measures on how citizen involvement is and should be provided in the City. The Citizens Planning Advisory Committee is proposed to be removed and the Committee for Citizen Involvement will continue to be served by the Planning Commission members. In addition, new goals, policies and implementation measures will be added to the Comprehensive Plan. Currently, there are no conclusions in the Comprehensive Plan that are affected by the change to the citizen involvement element.

Conclusion: Criterion 1 is found to be satisfied.

Goals and Policies: Amendments (to the goals and policies) shall be based on the following:

Criterion 1. A significant change in one or more Conclusion.

Findings: Satisfied. As noted in Criterion 1 above, the proposed revisions will update the citizen involvement element to better reflect the City's current program and respond to changes related to the Citizens Planning Advisory Committee. The proposed amendment will create new goals, policies, and conclusions to be used in the future.

Conclusion: Criterion 1 is found to be satisfied.

Criterion 2. Information reflecting new or previously undisclosed public needs.

Findings: Satisfied. The Citizens Planning Advisory Committee last formally met as a group in March 2013. The City Council discussed the status of the CPAC at a study session a few months prior in December 2012 when the City's committees and commissions were being evaluated. In April 2013, the Planning Director provided the City Council with a memorandum outlining how the responsibilities of

the committee have changed over time with the formation of specialized committees and commissions (See Exhibit C). In June 2013, the City Council authorized a review of the Citizen Involvement Element through Resolution No. 2013-74. The role of the CPAC has changed over time with the addition of new City committees and commissions and their effectiveness is debatable. Information about this group and the relationship of the other city committees and commissions resulted in proposed changes to the citizen involvement program. The proposed amendment seeks to remove the CPAC from the Citizen Involvement Element.

Conclusion: An update to the Citizens Involvement Element is necessary and appropriate in order to address the changing role of the Citizens Planning Advisory Committee (CPAC) within the City's citizen involvement program.

Criterion 3. A significant change in community attitude or priorities.

Findings: Satisfied. The Citizens Planning Advisory Committee served the citizens of Medford since the 1970s and helped lead the way in reviewing and addressing community issues. Over time new committees and commissions have been appointed by the City Council to address specific and distinct topics such as housing or transportation and reduced the need for the CPAC. The role and function of the CPAC has changed, resulting in a change to the Citizen Involvement Element.

Conclusion: Criterion 3 is found to be satisfied. The role of the CPAC is no longer an essential function of the citizen involvement program for the city as new committees and commissions have taken on the community issues.

Criterion 4. Demonstrable inconsistency with another Plan provision.

Findings: Not applicable. The Citizen Involvement Element is important to all the Comprehensive Plan provisions and poses no inconsistencies with the other chapters.

Conclusion: Criterion 4 is found to be not applicable to the amendment.

Criterion 5. Statutory changes affecting the Plan.

Findings: Not applicable. The Citizen Involvement Element relates to Goal 1 of the Statewide Planning Goals and Oregon Administrative Rule 660-015-0000(1). No statutory changes have been made that affect the Comprehensive Plan.

Conclusion: Criterion 5 is found to be not applicable.

Criterion 6. All applicable Statewide Planning Goals.

Findings: Satisfied.

Goal 1 – Citizen Involvement

The amendment to the City's Citizen Involvement Element relates directly to the provisions outlined in Goal 1 of the Statewide Planning Goals, which is Citizen Involvement. The proposed changes to the City's element have been reviewed and amended in keeping with the provisions of Goal 1. The

amendment outlines the City's goals, policies, and implementation measures that will guide how the citizen involvement program is implemented.

The proposal has been discussed with the Planning Commission who also serves in the role of the Committee for Citizen Involvement (CCI). The CCI is responsible for reviewing and making changes to the City's citizen involvement program at least annually and as necessary. They assist with developing strategies in helping to increase citizen participation and involvement in the planning process. The Planning Commission reviewed the amendment at a study session meeting on June 23, 2014. A formal recommendation was made by the Planning Commission on August 14, 2014. The Commission members voted 6-0 to forward a favorable recommendation to the City Council. (Two commissioners were absent and there is one vacancy on the commission). The meeting minutes provide the full extent of the discussion related to this amendment (See Exhibit F).

In addition, the amendment is posted on the City's website for public review, comment, and input and will remain on the website until the final hearing with the City Council. The Citizen Involvement program is an evolving and dynamic component of the Comprehensive Plan that will continue to grow and change as new forms of outreach and communication are explored.

Conclusions: Criterion 6 is found to be satisfied.

Implementation Strategies. Amendments shall be based on the following.

Criterion 1. A significant change in one or more Goal or Policy.

Findings: Satisfied. The existing Citizen Involvement Element does not specify goals and policies. The proposed amendment outlines the goals of the element based on Statewide Planning Goal 1 and the Medford Strategic Plan. In addition, two policy statements have been added to the element as part of the revisions. These new goals and policies will be used to guide the City in evaluating its citizen involvement program over time.

Conclusion: Criterion 1 is found to be satisfied.

Criterion 2. Availability of new and better strategies such as may result from technological or economic changes.

Findings: Satisfied. A review of the citizen involvement program by the Committee for Citizen Involvement and City staff for the City of Medford has found that it is strong program. The CPAC group was the original "eyes and ears" of the community, addressing the issues of a growing community and providing feedback to the elected officials and staff. Today, their role has become less important as other city committees and commissions have been created and taken on the issues and challenges that the CPAC group once addressed. These new groups are charged with reviewing and providing recommendations on specific topics such as housing, bicycle and pedestrian issues, and art. With an increased number of committees and commissions, the issues once the responsibility of the CPAC have now been divided among a large number of appointed citizen groups, thereby increasing citizen involvement occurring in the City.

In addition, the way the City is able to communicate with the public through technology such as televised public meetings and the City website has increased citizen participation in a way that was not available when the CPAC was originally established.

Conclusion: The use of technology and a diverse group of appointed committees and commissions addressing City issues provides a sound citizen involvement program for the City of Medford. Criterion 2 is found to be satisfied.

Criterion 3. Demonstrable ineffectiveness of present strategy(s).

Findings: Satisfied. The City's Citizen Involvement Program has been in existence since the 1970s. The pioneer group, the CPAC addressed and dealt with the issues associated with a growing community since then. Over the years, new committees and commissions have been appointed by the City Council to address specific topics that affect the citizens of Medford. As these new groups were formed the role of the CPAC members has lessened. Difficulty with finding and keeping members engaged on the CPAC has been an issue in the recent past that resulted in a lack of quorum at meetings. In addition, City resources, including staff time dedicated to the CPAC, were being expended for this committee that was diminishing in effectiveness because of a lack of interest and stability of membership.

The CPAC was an important part of the history and success of the citizen involvement program for the City of Medford since the 1970s. However, in the past few years its responsibilities and effectiveness have changed, resulting in a review of the group and their role as outlined in the Comprehensive Plan and Municipal Code. The proposed changes to the Plan and Code are appropriate and necessary to maintain a dynamic and productive citizen involvement program for the City.

Conclusion: The revisions to the Citizen Involvement Element include the removal of the CPAC due to their changing role. The City's citizen involvement program continues to be strong as other committees and commissions have taken on the topics and challenges that the CPAC once dealt with. Criterion 3 is found to be satisfied.

Criterion 4. Statutory changes affecting the Plan.

Findings: Not Applicable. The Citizen Involvement Element relates to Goal 1 of the Statewide Planning Goals and Oregon Administrative Rule 660-015-0000(1) (See Exhibit D). No statutory changes have been made that affect the Comprehensive Plan.

Conclusion: Criterion 4 is found to be not applicable.

Criterion 5. Demonstrable budgetary constraints in association with at least one of the above criteria.

Findings: Not Applicable. There are no specific budgetary constraints associated with the Citizen Involvement Element and the outlined program.

Conclusion: Criterion 5 is found to be not applicable.

Criterion 6. All applicable Statewide Planning Goals.

Findings: Satisfied. See Criterion 6 above.

Citizen Involvement Program: Amendments shall be based on recommendations from the Committee for Citizen Involvement (CCI) and on Statewide Goal 1 and any other applicable Statewide Goals.

Findings: Satisfied. The proposed revisions to the Citizen Involvement Element are based on review of Statewide Planning Goal 1, review of other Oregon jurisdictions' programs, and input from the Planning Commission who serves as the Committee for Citizen Involvement (CCI) (See Exhibit E). The layout of the amendment provides the history of the citizen involvement program, explaining the original role of the CPAC. The element outlines the goals of the City based on Statewide Planning Goal 1 and the City's Strategic Plan. It provides policy statements and implementation measures on how the City will carry out the citizen involvement program. The implementation measures identify the participants and their role in advancing citizen involvement. In addition, the element outlines how the City will keep the public informed about the planning process and other city issues. It draws from the "Communication Outreach Plan" (See Exhibit G) and the "Public Engagement with Diverse Communities in Medford" (See Exhibit H) documents to help tie together the relationship between City officials and the media, and outreach to minority groups.

The proposed element is updated and revised to provide a robust citizen involvement program that is reflective of the community needs and considers new forms of communication through changing technology.

RECOMMENDED ACTION:

Based on the findings and conclusions that all of the approval criteria are either met or are not applicable, the Planning Commission on August 14, 2014, voted 6-0 to recommend adoption of the amendment per the above findings, including Exhibits A through H.

EXHIBITS:

- A** Resolution No. 2013-74
- B** Draft Citizen Involvement Element Amendment
- C** Memorandum dated April 25, 2013 from James E. Huber, Planning Director
- D** Statewide Planning Goal 1
- E** Planning Commission Study Session Minutes dated June 24, 2014
- F** Draft Planning Commission Hearing Minutes dated August 14, 2014
- G** Communication Outreach Plan (referenced in Citizen Involvement Element)
- H** Public Engagement with Diverse Communities in Medford (referenced in Citizen Involvement Element)

CITY COUNCIL AGENDA: September 4, 2014

RESOLUTION NO 2013-74

A RESOLUTION authorizing the initiation of an amendment to the Medford Code and to the *Citizen Involvement Element* of the Medford Comprehensive Plan pertaining to citizen involvement on City commissions and committees

WHEREAS, the City Council has determined that the initiation of an amendment to the Medford Code and to the *Citizen Involvement Element* of the Medford Comprehensive Plan pertaining to citizen involvement on City commissions and committees is authorized, now, therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MEDFORD, OREGON, that the City Council authorizes initiation of amendment to the Medford Code and to the *Citizen Involvement Element* of the Medford Comprehensive Plan pertaining to citizen involvement on City commissions and committees and that a public hearing shall be scheduled as required and the City Recorder shall give notice of the date thereof

PASSED by the Council and signed by me in authentication of its passage this 6 day of June, 2013

ATTEST

Glenda Wilson
City Recorder

Ally Shuck
Mayor

**CITY OF MEDFORD
COMPREHENSIVE PLAN
CITIZEN INVOLVEMENT ELEMENT**

CITY OF MEDFORD
EXHIBIT # B to CC report
File # CP-13-047

CITIZEN INVOLVEMENT ELEMENT

PREPARED BY

**CITY OF MEDFORD PLANNING DEPARTMENT
200 SOUTH IVY STREET
MEDFORD, OREGON 97501
(plnmed@ci.medford.or.us)**

JAMES E. HUBER, AICP, PLANNING DIRECTOR

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CARLA ANGELI PALADINO, PLANNER III
PRALINE MCCORMACK, PLANNER II
CHRIS OLIVIER, GIS ANALYST
AARON HARRIS, PLANNER II**

ADOPTED BY MEDFORD CITY COUNCIL

**March 4, 1976
(Ordinance #2569)**

**August 16, 1979
(Ordinance #3831)**

**October 17, 1985
(Ordinance #5545)**

**November 5, 1987
(Ordinance #6016)**

**Date
(Ordinance #XXXX)**

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CITIZEN INVOLVEMENT ELEMENT

CITIZEN INVOLVEMENT IN MEDFORD

INTRODUCTION

The purpose of the Citizen Involvement Element is to provide a framework for how the City of Medford ensures participation in the planning process as related to Statewide Planning Goal 1. It is important for the citizens of the community to understand the purpose of the Comprehensive Plan (the City's guiding document) and how they can influence and provide input to the decision makers responsible for the Plan's implementation and updates over time. Citizen involvement goes beyond the planning process and includes how the City engages, communicates, and educates its citizens on all municipal matters.

Citizens are encouraged to participate in all levels of the planning process and city governance. City elected officials, commission/committee members, and staff strive to engage citizens in this ongoing process. This citizen involvement element was last updated in the late 1980s. Since then the City has improved and expanded its outreach to the community and resolves to find innovative ways to continue that pattern into the future.

TERMS USED

Comprehensive Plan: "A generalized, coordinated land use map and policy statement of the governing body of a local government that interrelates all functional and natural systems and activities relating to the use of lands, including but not limited to sewer and water systems, transportation systems, educational facilities, recreational facilities and natural resources, and air and water quality management programs. 'Comprehensive' means all-inclusive, both in terms of the geographic area covered and [the] functional and natural activities and systems occurring in the area covered by the plan. 'General nature' means a summary of policies and proposals in broad categories and does not necessarily indicate specific locations of an area, activity, or use. A plan is 'coordinated' when the needs of all levels of governments, semipublic and private agencies, and the citizens of Oregon have been considered and accommodated as much as possible. 'Land' includes water, both surface and subsurface, and the air." (Oregon Revised Statute 197.015)

Planning Process: The aim of Statewide Planning Goal 2: Land Use Planning is to "establish a land use planning process and policy framework as a basis for all decision and actions related to use of land and to assure an adequate factual base for such decisions and actions." The planning process as outlined in Goal 2 outlines the following sections: Preparation of Plans and Implementation Measures, Regional, State, and Federal Plan Conformance, Plan Content, Filing of Plans, and Major Revisions and Minor Changes in the Plan and Implementation Measures.

HISTORY OF CITIZEN INVOLVEMENT PROGRAM

Citizen involvement has long been an important part of the planning process in Medford. When development of the first ~~the present~~ Comprehensive Plan was initiated in 1971, the Planning Commission and City Council were closely involved in the data-gathering process. In October 1974, a Comprehensive Plan Citizens' Committee was formed to evaluate the assembled information and to formulate a statement of goals and policies and a plan map.

CITIZEN INVOLVEMENT ELEMENT

~~During the preparation of these documents, the Committee met weekly for over four months. Meetings were widely publicized and open to all interested participants. Coordinative meetings were held with the Jackson County Planning Commission and Jackson County citizen committees representing areas surrounding Medford.~~

Following completion of the Committee's draft goals and policies and plan map, four public hearings were held before the Planning Commission and two before the City Council, leading to adoption on October 16, 1975. During the hearing process, the Committee again conferred with public agencies, special districts, neighborhood organizations, and private citizens. All comments were considered by the Citizens' Committee and Planning Commission, and changes were made in the plan to accommodate the needs of those giving input where such changes would not adversely affect the intent of the plan.

~~Initially the Citizens Committee was formed by resolution of the City Council through direct appointment by the Council of a number of citizens geographically representing the planning area. In addition, concurrent public advertisement called for volunteer members without restriction from all interest groups and neighborhoods throughout the Medford area. The response produced an initial Committee of about twenty five representatives of virtually all occupational groups from professional and business, to clerical and blue collar, and distributed geographically throughout the City. The Comprehensive Plan Citizens' Committee members then took it upon themselves to establish an organizational format. At this time, it should be pointed out, no *Oregon Land Use Handbook* was available to spell out precisely how a citizen involvement program must be implemented. The format adopted was a citizen action, not prepared by staff, and seemed to provide an effective means of maintaining the balanced, representative Citizens' committee, which was largely responsible for subsequently producing Medford's Comprehensive Plan goals and policies and plan map.~~

Soon after the formation of the state level Citizen Involvement Advisory Committee (CIAC), whose mandate was to evaluate local (city and county) citizens' involvement programs (CIPs), the existing Medford CIP **citizen involvement program** was documented and presented to this group for evaluation and comment. With no apparent conflicts, the CIP **the citizen involvement program** was adopted by the City Council as a part of the Comprehensive Plan. ~~on October 16, 1975.~~ **The Comprehensive Plan was adopted on October 16, 1975.**

With the adoption of Medford's Comprehensive Plan – which coincided roughly with the availability of the first draft of the *Oregon Land Use Handbook* – the tasks of establishing new directions and expanded responsibilities for the Citizens' Committee began. ~~Based on a more detailed reading of the Statewide Citizen Involvement Goal and on Chapters 40-43 of the *Oregon Land Use Handbook*, and upon further consideration by the existing Citizens' Committee, the following modified organizational format was developed. Citizen involvement, like many other aspects of public administration is a process rather than a project. While highly structured formats and complex organizational charts may be satisfying to some, it is the overwhelming view of the City of Medford that, in the particular case of citizen involvement, function supersedes structure. Consequently, the following program description may be viewed as an official blueprint; the actual form may vary as it continually evolves towards the best possible program for citizen involvement in all phases of the planning process at any given time in the evolution of our City. What followed was the creation of the Citizens' Planning Advisory Committee (CPAC) whose objective was to identify and project the community's goals and needs into all phases of the planning process and to educate the citizenry on available community~~

CITIZEN INVOLVEMENT ELEMENT

assets, resource limitations, and process constraints. Membership on CPAC was on a participatory basis and the right to vote on the committee was based on attending three meetings in a four-month period. In order to retain voting status, a member needed to attend three regular or subcommittee meetings within a five-month period. A chairperson, vice chairperson, and recording secretary, were elected for a one-year term who helped guide the committee. CPAC was further divided into four subcommittees representing major subject areas of community concern. The subject areas were housing, current issues, regional issues, and Comprehensive Plan updates. Over time new committees and commissions outside of CPAC were created that reviewed these specialized topics, groups such as the Housing and Community Development Commission and Parking Commission, changing the role and need for the CPAC. CPAC formally met until March 2013.

The City recognizes the importance of this first citizen committee and continues to foster citizen engagement and involvement in the planning process and city governance through the other established committees and commissions.

~~II. THE CITIZENS PLANNING ADVISORY COMMITTEE (CPAC)~~

~~From a nucleus of Comprehensive Plan Citizens' Committee members, assisted by paid as well as unsolicited media publicity and a strong membership campaign, the Medford Citizens' Planning Advisory Committee was established.~~

Objective

~~Identify and project the community's goals, needs, and concerns into all phases of the land use planning process, while concurrently increasing the citizens' understanding of community resources, resource limitations, and other process constraints.~~

Membership

~~Membership on the Citizens' Planning Advisory Committee is open on a participatory basis to all interested persons from Medford, nearby communities, and Jackson County. To qualify for voting membership, new individuals must attend three regular CPAC meetings within a four month period—thereafter being eligible to vote upon attending their fourth meeting. In order to retain voting membership, a member must attend three regular or subcommittee meetings within a five month period. Efforts will be made to encourage and maintain an active membership representative of the diverse socio-economic and geographic variety present in our community. This mixture has existed continuously since the CPAC's formation.~~

~~A chairperson, vice chairperson, and recording secretary shall each be elected by a majority vote of the voting members present, a quorum being five. The term of office for all three positions shall be one year. Elections shall be held in January. The chairperson may not be elected for successive terms, but may be re-elected at a later time.~~

Organization

~~The Citizens' Planning Advisory Committee is further divided into four subcommittees representing major subject areas of community concern. These subcommittees and their primary areas of concern are:~~

~~———Housing~~

- ~~1. Community Development Block Grant (CDBG) programs concerning housing~~

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- ~~2. Subdivisions~~
- ~~3. Planned Unit Developments~~
- ~~4. Issues relating to housing~~

~~Current Issues~~

- ~~1. Zoning Ordinance amendments~~
- ~~2. Annexations~~
- ~~3. Conditional Use Permits~~
- ~~4. Parks~~

~~Regional Issues~~

- ~~1. County affairs including the County CCI~~
- ~~2. Rogue Valley Council of Governments~~
- ~~3. Transportation planning~~
- ~~4. Coordination with state and federal agencies~~

~~Comprehensive Plan Updates~~

- ~~1. Matters pertaining specifically to comprehensive and long-range planning~~
- ~~2. The maintenance and update of land use data (assist staff)~~
- ~~3. Coordination with neighborhood organizations other than at subcommittee level~~

~~Membership on these subcommittees is voluntary and should be based on individual interest. Members are encouraged to participate on more than one subcommittee. Subcommittees will each have a minimum of five members.~~

Procedures

~~CPAC will provide the opportunity for all citizens to be involved in all phases of the planning process from identifying problems, collecting and analyzing data, developing alternative goals and solutions, and identifying their impacts, reviewing plan content, plan adoption and revision, and plan implementation.~~

~~CPAC shall meet monthly on a regular meeting date selected by the membership. Special meetings may be called at the discretion of the chairperson. The following mechanisms and procedures allow for CPAC to achieve its objectives:~~

~~1. Problem Identification~~

~~By CPAC initiative, the Committee may at any time communicate directly to the Planning Commission or City Council. Planning issues should first be dealt with at the Planning Commission level. Written communication, joint study sessions, and special agenda items shall be used as necessary to process CPAC initiatives.~~

~~2. Planning Review~~

~~All Planning Commission considerations shall be subject to review by CPAC at the earliest possible date prior to a regular Commission meeting. This shall be accomplished by staff providing the appropriate CPAC subcommittee with upcoming Planning Commission agenda items at the time of agenda closing for~~

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~~the next regular meeting. The subcommittee may then call a special CPAC meeting to formulate a recommendation, or reach a decision as a quorum-sized subcommittee, or delay consideration until the next regular CPAC meeting. The CPAC recommendation is forwarded to the Planning Commission and shall be read into the record during the open meeting. If Commission action reflects the CPAC recommendation, the official public record (minutes, transcripts, resolutions, ordinances) becomes the acknowledgement or feedback mechanism. If Planning Commission consensus is found to be different from that of CPAC on a particular item, written explanation and a joint study session may be requested prior to the meeting to resolve the difficulties. If Commission action is still contrary to CPAC recommendation, the official findings, including the decision-making rationale, along with accompanying transcripts, reports and communications, and all related public documents, become the medium of feedback to the community. CPAC may also pursue a land use planning issue to the City Council in the same general manner and with the same communication mechanisms.~~

~~3. Neighborhood Organizations~~

~~It shall be a responsibility of CPAC and each of its subcommittees to solicit additional citizen input on specific issues through contact with neighborhood organizations and groups. When appropriate, CPAC and subcommittee meetings shall be held in neighborhoods affected by the issues under consideration.~~

~~CPAC shall work towards maintaining the viability of existing neighborhood organizations and towards the establishment of new organizations in neighborhoods where none exist.~~

~~4. Comprehensive Plan~~

~~Policy No. 5 of the Medford Comprehensive Plan, adopted October 16, 1975, assigns to CPAC a mandatory review responsibility over any changes in the Urban Growth Boundary. In addition to this responsibility, CPAC shall share review responsibility with the Planning Commission and City Council over any request for a change or amendment to any part of the Comprehensive Plan. An annual review of the progress of Plan implementation shall be conducted by CPAC, with recommendations issued to the Planning Commission and City Council regarding means to improve the effectiveness of the Plan.~~

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~~5. Support~~

~~Staff shall be provided from the Planning Department to offer technical assistance and introduce alternative approaches to land use planning problems, to facilitate liaison with the City and other governmental agencies, to implement a joint continuous land use data update program, and to coordinate other CPAC activities as required.~~

~~A continuous program of local media support will be coordinated by staff to provide the greatest opportunity for community awareness of CPAC activities and to promote increased citizen involvement. Funding will be available through the Planning Department to support the media program, printing and copying costs, clerical work and materials, and any other incidental CPAC expenses within current budgetary limitations.~~

~~III. COMMITTEE FOR CITIZEN INVOLVEMENT (CCI)~~

Objective

~~In response to the Statewide Planning Goal for citizen involvement, a special committee or an independent process must exist to develop, assist in implementing, and evaluate the citizen involvement program and to suggest new program approaches. In that a citizen involvement program has existed in Medford for some time, the primary responsibilities for the CCI shall be in ensuring the continued implementation of that program in conformance with all applicable laws and regulations, and in the continuing evaluation of the success of the program. The evaluation shall be based on the Statewide Planning Goal and particularly on the program expectations discussed in the *Oregon Land Use Handbook*, Chapter 42, page 1.~~

Membership

~~The CCI shall be the City of Medford Planning Commission.~~

Procedures

~~The CCI shall be responsible for preparing a formal evaluation of the citizen involvement program at least once a year for transmittal to the three groups represented. The general results of the evaluation shall also be presented in the local media. In the event that deficiencies are identified in the evaluation, suggestions shall be made to alleviate the problem areas.~~

GOALS

Statewide Planning Goal 1: *Maintain a citizen involvement program that ensures the opportunity for citizens to be involved in all phases of the planning process.*

City of Medford Strategic Plan 2014-2019:

Objective: *Provide adequate opportunities for public input.*

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Action: Provide and promote various methods of communication to enhance opportunities for citizen education and interaction.

The City understands that citizen involvement is an on-going process rather than a one-time project. The methods used to outreach, communicate, and interact with the citizens will evolve especially as technology changes over time. A variety of techniques will be used to provide opportunities for citizens to be involved in all phases of the planning process and City governance. The City will provide for a consistent and responsible citizen-involvement program to serve all its citizens.

POLICIES

The City of Medford shall ensure that all participants are informed and respectful of their duties to further citizen involvement.

The City of Medford shall provide the most efficient and effective means to informing citizens about the planning process.

IMPLEMENTATION MEASURES

Participant Responsibilities

The Mayor, City Council, City staff, Planning Commission, Site Plan and Architectural Commission, Landmarks and Historic Preservation Commission, other City committees and boards, and the general public all have a voice in shaping the community through the comprehensive planning process. In order to effectively involve the citizens, it is important for all participants to understand and implement the following responsibilities:

A. Mayor and City Council

The Mayor and City Council are the citizens' elected leaders responsible for setting community goals and policy through comprehensive plan amendments, budgets, and related resolutions and ordinances. The Mayor and City Council will:

1. Adhere and require adherence to the Citizen Involvement Element.
2. Provide for and consider citizen input prior to making decisions. Make decisions that benefit the community as a whole.
3. Hold public hearings and follow adopted hearing procedures.
4. Follow the criteria and adopt findings of fact that explain the rationale used to reach land use decisions.
5. Provide for televised meetings both live and recorded to the public.
6. Improve communication with the media and outside organizations through the Communication Outreach Plan.¹

¹ The Communication Outreach Plan was approved by City Council through Resolution No. 2014-73.

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7. Meet with the Committee for Citizen Involvement (CCI) at least annually to evaluate the Citizen Involvement program. Recommend changes as needed.
8. Encourage the use of stakeholder committees. Appoint and define responsibilities of committee members.
9. Encourage the use of subcommittees when appropriate.
10. Build relationships with community leaders and get buy-in to help with outreach and planning.²
11. Recruit a cross section of the population to volunteer on committees and commissions. Outreach to minority groups to participate.²
12. Promote and foster the creation of Neighborhood Associations and Community Coalitions.

B. Planning Commission/Committee for Citizen Involvement (CCI)

The Planning Commission makes final decisions on land use matters and makes recommendations to the City Council on code amendments and other policy decisions that affect the City. The Planning Commission also serves as the Committee for Citizen Involvement. The Planning Commission will:

1. Adhere to A1–A4 above.
2. Report to the City Council on projects that are potentially controversial or have city-wide significance.
3. As the Committee for Citizen Involvement (CCI),
 - i. Develop and assist in implementing, evaluating, and suggesting new strategies for the City's citizen involvement program.
 - ii. Provide an opportunity during the Planning Commission meetings for citizens to address the Commission on citizen-involvement-related matters.
 - iii. Discuss strategies at Planning Commission meetings that may assist with increasing public involvement and participation.
 - iv. Evaluate the citizen involvement program at least annually with City staff to offer corrections or changes.
 - v. Present the annual program evaluation to the City Council and make the report available to the local media and other interested parties.

² "Public Engagement with Diverse Communities in Medford", Roanel Herrera and Gerardo Sandoval, PhD. 2013, University of Oregon and City of Medford Sustainable City Year Initiative program.

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C. City staff

City staff will:

1. Post agendas and meeting minutes on the City website.
2. Assist the CCI with preparing an annual evaluation report of the citizen-involvement program.
3. Advertise and promote openings on various committees and commissions related to planning and community issues.
4. Develop bilingual materials whenever possible.²
5. Involve the public early in the process on legislative projects using stakeholder committees and open houses that have community-wide impact.
6. Develop and maintain contact with interested citizens and groups.
7. Develop a protocol for the selection of members on stakeholder committees.
8. Use technology (such as on-line forums and websites) to engage citizens in the planning process and city governance.
9. Disseminate information through various formats (newsletters, public forums, surveys, websites etc.) for early-and-often citizen participation in the development of plans and policies. Seek buy-in early in the proposal.
10. Teach citizens how they can get involved in the process.
11. Identify key locations in the community (library, County Courthouse, City Hall, etc.) to post information regarding projects.
12. Identify locations in the community other than City Hall to hold meetings or open houses that are comfortable and familiar to people.²
13. Allocate adequate City staff time to assist and meet with citizens to explain projects and proposals.
14. Identify and allocate funding through the budget process specifically for citizen involvement activities.
15. Avoid using jargon in written and oral communication with the public. Explain complex issues in simple and understandable terms.
16. Make follow up calls to people who have agreed to attend a public engagement event.²
17. Offer tangible incentives or rewards for participants.²

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18. Use organizational networks so participants are invited by people they know and trust.²
19. Be the point of contact for federal, state, regional and county agencies.
20. Send notification to Associations and Coalitions of issues that pertain to a specific neighborhood or area of the City.

D. Stakeholder Committees

These committees should:

1. Provide recommendations to staff and the review bodies regarding issues that have citywide impact.
2. Represent diverse interests, expertise, and knowledge of the topic being considered.
3. Have assigned staff to assist with answering questions, providing information, and gathering feedback.
4. Have a defined goal from the elected officials and a set timeframe in which to provide a recommendation and final report.

E. Neighborhood Associations and Community Coalitions

1. Be citizen powered and represented.
2. Be accountable to the people they represent in the neighborhood.
3. Notify citizens of pertinent information and seek input to form recommendations.
4. Formulate both the majority and minority view points of the citizens and provide both to the City.
5. Provide reports outlining goals, objectives, and successes to the City Council at a study session.
6. Abide by public meetings law.
7. Satisfy the organizational requirements established by the City (per Chapter 2.466 and as amended).

F. General Public

The public is responsible to:

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1. Stay informed of the planning process and issues related to city governance. Ask questions of staff and local leaders to better understand the topics under review.
2. Participate in all forms of the planning process.
3. Attend public meetings and forums to obtain information, listen to other points of view, and to express their thoughts on the subject matter.

G. Regional, State and Federal Agencies

1. These agencies should adhere to the Citizen Involvement Element for projects affecting the City.

Methods of Informing Participants:

1. City staff will continue to send public notice beyond the 100 foot notice area required by State Statute.
2. The City will continue to require neighborhood meetings for planned unit developments and consider extension of this requirement to other land use actions.
3. Post notice on properties describing the proposal under review, the hearing date and time, and City contact information.
4. For quasi-judicial hearings, staff reports will be made available to commissions and the public seven days in advance of the public hearing in accordance with State Statute.
5. Mail out informational letters to affected property owners in advance of mailing the legal notice to inform and educate them about projects.
6. Use display advertisements in addition to legal advertisements in the newspaper to inform citizens of projects with city-wide implications.
7. Seek innovative and technological advancements in public outreach and community building that informs and involves the public on planning matters and city government in general.
8. Describe how citizens who participated in the planning process will receive a response from policy makers. Provide the written record of decision and conclusions.
9. Provide citizens with links to the City website to access final decisions, signed ordinances and resolutions, minutes, and videos of the hearings.
10. Update and post the "What's Happening in My Neighborhood" application table to inform citizens of planning applications in process.



CITY OF MEDFORD MEMORANDUM

To: Medford City Council via Eric Swanson, City Manager
From: James E. Huber, A.I.C.P., Planning Director *J.E.H.*
Date: April 25, 2013
Subject: May 2, 2013 City Council Study Session Regarding CPAC

The City Council previously discussed the status of the Citizens Planning Advisory Committee (CPAC) at a study session on December 13, 2012 as part of the analysis of the City's Boards and Commissions. Because CPAC had been having trouble getting a quorum for its meetings, Council suggested that it meet only quarterly rather than twice a month. A code amendment adopted by Council on January 3, 2013 applied the same residency requirements to CPAC as to the rest of the Boards and Commissions – that membership be limited to UGB residents, property owners, and business owners. Note that CPAC membership is currently voluntary; after attending three meetings, the attendee becomes a voting member.

Since December, CPAC has met three times with approximately five members (the minimum quorum). Members noted that meeting quarterly would only serve to further reduce interest in the topics CPAC is addressing. The primary purpose of this committee is to make recommendations to the City Council and/or Planning Commission regarding legislative land use issues and other land use actions of citywide importance. A more thorough listing of its duties is contained in the Citizen Involvement Element of the Comprehensive Plan.

At the March 12, 2013 meeting, CPAC members had a frank discussion about the future of CPAC. The members discussed the frequent lack of a quorum and whether CPAC should disband. It was noted that CPAC is popular when there are "hot topics" to discuss, recalling when CPAC had to limit the land development proposals reviewed because there were so many. They discussed whether CPAC's scope or purpose ought to be changed. They felt that CPAC's focus had changed away from land use to include other issues reviewed by the City Council, noting instances when citizens were directed to CPAC even if their issue was not land use-related. One member noted that, if he were interested in land use, he would apply for the Planning Commission.

Members felt that the City may have too many other Boards and Commissions. There is not a lack of opportunities outside of CPAC for citizen involvement in land use matters. A member suggested that CPAC become a forum for education, where citizens are invited to learn about

topics such as economic development or the casino proposal. Planning Department research found that many Oregon cities have citizen committees specific to a topic similar to Medford, such as public art, housing, economic development, budget, transportation. No cities were found to have a general citizen advisory committee without a specific topic of interest.

Because the Planning Department is concerned about the amount of staff time utilized in preparing and attending CPAC meetings**, especially when meetings are then canceled due to a quorum not being obtained, several options were previously suggested. These included having the City Council appoint the members rather than having open membership, possibly more strongly obligating members to attend most of the meetings; altering the purpose or scope of CPAC; or disbanding CPAC because there are so many other regular and ad hoc committees that advise the City Council regarding specific topics. The Citizen Involvement Element of the Comprehensive Plan, adopted in 1976, lists CPAC's "major subject areas". These are below with a notation as to who currently addresses the subject area. Some examples of specialized ad hoc committees include the Southeast Plan Implementation Advisory Committee, the Water Conservation Site Development Committee, the Boundary Advisory Committee and the Citizen Advisory Committee for the update of the Transportation System Plan.

CPAC Subject Area from Citizen Involvement Element	Current Responsibility
Housing	
CDBG programs concerning housing	Housing & Community Dev. Commission
Subdivisions	Planning Commission
Planned Unit Developments	Planning Commission
Issues relating to housing	Housing & Community Dev. Commission
Current Issues	
Zoning Ordinance amendments	Planning Commission; Ad Hoc Committees
Annexations	City Council
Conditional Use Permits	Planning Commission
Parks	Parks Commission
Regional Issues	
County affairs including County CCI	Regional Staff and/or Policy Committees
Rogue Valley Council of Governments	RVCOG Policy Committee; MPO Policy Committee
Transportation planning	Joint Transportation Subcommittee; MPO Technical Advisory Committee; Ad Hoc Committees (CACs)
Coordination with state/federal agencies	Agency Comment Requests; Agency Representatives Participation; Regional Staff and/or Policy Committees
Comprehensive Plan Updates	
Matters pertaining to long range planning	Planning Commission; Ad Hoc Committees
Maintenance/update of land use data (assist staff)	Geographic Information Systems (GIS); City electronic data systems (HTE/LIS)
Coordination with neighborhood organizations	Neighborhood Resources Coordinator position

These options of City Council appointment, altering the purpose of CPAC, and/or disbanding CPAC would require amending the Comprehensive Plan's citizen involvement program, and Section 2.472 of the Municipal Code. The Comprehensive Plan currently designates the Planning Commission as the City's required Committee for Citizen Involvement (CCI), but specifically mentions CPAC as part of the City's program. Other related recommendations included requiring City Council review and approval of CPAC bylaws and requiring CPAC to present an annual report so that City Council reviews their work at a minimum on an annual basis.

The Planning Department recognizes the vast work and valuable input on Medford's land use issues provided by the many CPAC members over the past decades, and applauds the members for their dedication and perseverance. However, staff recommends that Council consider disbanding CPAC in light of the fact that its duties have been dispersed to many other citizen groups and staff. In addition, for several years, CPAC membership has not been replenished with new volunteers as others have left, causing it to dwindle to a size that does not allow it to be a functioning committee.

Attachments: Minutes of the December 13, 2012 City Council Study Session
Minutes of the February 12, March 12, & March 26, 2013 CPAC meetings
Citizen Involvement Element of the Medford Comprehensive Plan

**The following staff work occurs for each committee meeting:

- Minutes from the previous meeting are prepared.
- Agenda with applicable attachments is prepared and scanned.
- Agenda is posted in the Development Services counter area and in City Hall.
- Agenda packet is posted to the City website and to the I-Pad section of the website.
- Members are emailed a link to the agenda packet.
- Agenda packet is copied and mailed in some cases.
- The meeting room is set up with the recorder and other materials.
- Staff facilitates the meeting and takes notes.
- Approved minutes are amended if necessary and posted to the City website.

**Medford City Council Study Session
December 13, 2012**

The study session was called to order at 12:00 p.m. with the following present:

Mayor Gary Wheeler; Councilmembers Greg Jones, Al Densmore, John Michaels, Dick Gordon, Karen Blair

City Manager Eric Swanson; Deputy City Manager Bill Hoke; City Attorney John Huttli; Assistant to the City Manager Glenda Wilson; Finance Director Alison Chan; Police Chief Tim George; Planning Director Jim Huber; Public Works Director Cory Crebbin; Human Resource Director Doug Detling; Assistant to the Deputy City Manager Lynette O'Neal; Executive Support Specialist Winnie Shepard; Deputy City Recorder Karen Spoons; Planner IV John Adam

Mail Tribune reporter Damian Mann

Absent: Councilmembers Chris Corcoran, Eli Matthews, Bob Strosser

Bob Dudley Planning Code Issue – Jim Huber

John Adam, Planner IV, presented information pertaining to 'dog daycare' business. He stated that Mr. Robert Dudley would like to open up a 'dog daycare' business and requested change to the present code requirements pertaining to dog daycare. Mr. Adam surveyed other cities pertaining to setback and noted that generally they range from 100' for residential zone, although one city did have a 500' setback. The county itself has a 100' setback. The purpose of the setback pertains to noise standards.

Four options were presented:

Keep the standards as they are and confirm that 'dog daycare' is a kennel by definition.

Find that 'dog daycare' is a use similar to dog grooming so that the setback does not apply.

Narrowly define 'dog daycare' and specifically exclude it from the requirements of Section 10.813, as had been done for dog grooming.

Reduce the setback, possibly with standards for soundproofing a building that cannot easily be subverted. Staff has not researched soundproofing methods. Reduce the setback in industrial zoning districts, but not commercial. Allow the use to be permitted outright if the setback is met, and require Conditional Use Permit review for a lesser setback.

Staff recommended the first option of maintaining the standards as they are for the following reasons: there is no guarantee that a 'dog daycare' would be any quieter than a kennel and there are unknown operating parameters for 'dog daycare'.

Council discussed the following:

Councilmember Michaels questioned what the Planning Commission's recommendations were; Mr. Adams noted that this did not go to the Planning Commission but was recommended to go to council for direction. Mayor Wheeler questioned if he thought it should go to the Planning

Commission; Mr. Adams noted that if council requested this issue to go through a code amendment it would have to go to the Planning Commission. Mr. Michaels was not sure of the timeline with the applicant. Councilmember Jones questioned item #6; Mr. Adams explained that item #6 has a 200' setback, if less they would have to go to a Conditional Use Permit. Councilmember Densmore was not comfortable doing this under interpretation and thought it would be better to go to the Planning Commission.

Mr. Dudley, applicant, spoke to the Commissioners and questioned if they have ever attended a dog daycare center from another city; none had. He noted that he had and there seems to be no issues. He understood the setback around residential areas but he is looking for a reasonable compromise and commented on Ashland's code in commercial areas. Mr. Dudley stated that he would like a convenient location for this potential business but had not chosen a location. He questioned why dog groomers are exempt, stated how these types of businesses are similar, and noted that this was brought up before, according to staff, and questioned what the outcome of that was. Mr. Wheeler noted this is a study session and not a time of public testimony, nor an opportunity for staff interaction. He further stated that specific questions need to go to staff.

Mr. Michaels noted that any changes proposed would need to work for the next 10 businesses as well. He questioned if the dogs would go outside; Mr. Dudley noted that each dog daycare could operate in different ways. Mr. Michaels noted that he would look at this differently if the dogs were not allowed outside.

Councilmember Gordon questioned if he was trying to get the concept approved or was there a location that he was interested in; Mr. Dudley stated that he had no location in mind at present. Mr. Gordon said he would prefer to let this go to the Planning Commission; Mr. Wheeler agreed. Attorney HuttI stated the proper procedure would be for council to make a motion at the next council meeting requesting that the Planning Commission review this issue. Planning Director Huber noted that this could be discussed rather quickly at the upcoming Planning Commission study session.

Boards & Commissions – Glenda Wilson

Various topics concerning Boards & Commissions were presented as below:

Code Reviews of Board & Commissions – Should the code language be updated?

Tree Committee – Not a codified committee; council does not appoint

Site Plan & Architectural Commission – Continue with a council liaison?

Citizen's Planning Advisory Committee – Quorum issues

Cemetery Commission – Quorum issue/applicants

Medford Residency Requirement – Should we modify?

Decorum – Opportunity to provide greater guidance

Annual Meetings for Boards and Commissions – Ability to provide responsibilities

Assistant to the City Manager Wilson stated that council has adopted the Roberts Rules of Order, and that the two types of meetings the City has are standing committee's (codified) vs. special committees (ad-hoc). Ms. Wilson stated that the code language for boards and commissions could be reviewed to make sure it is still necessary or perhaps consolidation. Advertising for

applicants is a concern as there are not enough people applying. Are the duties still pertinent? Clarity needs to be provided. She also noted that certain positions within boards/commissions require certain types of people. Should council be involved? Finally does council want the staff to review? Council agreed to all questions brought forth.

Tree Committee – This committee is being treated as a standing committee; council has three options 1) keep status quo 2) codify or 3) disband to the Parks & Recreation Commission. Mr. Michaels questioned if many apply; Executive Support Specialist Shepard stated that none applied. Mr. Gordon thought it could be disbanded and added to the Parks & Recreation Commission. Mr. Densmore noted that he has attended these meetings and that many issues are discussed that don't pertain to Parks & Recreation; he would not want it disbanded but would like the committee reviewed. Parks Director Sjothun noted that it is an important committee, they have completed their original goal, but there are other things that they can do that are very important. Mr. Michaels stated that the Parks & Recreation Commission could deal with this issues; Mr. Jones noted that originally it was started as part of the Parks & Recreation Commission but they did not feel they had the expertise. Council agreed to leave as a special committee which will not be listed in the handbook. Parks & Recreation will be responsible for getting their applicants. Staff noted that this is the only ad-hoc that is invited to the Boards & Commission luncheon.

Cemetery Commission – Staff noted that it is difficult meeting quorum with so few members. At one time the members thought it could be a volunteer group that would work with staff, although Mr. Sjothun stated that now they don't want to do that. Discussed was the option of disbanding this commission and have it under the Parks & Recreation Commission. Mr. Michaels questioned what the Parks & Recreation would like to do. Mr. Jones noted that at one point, with the help of Mr. Densmore, the applicants were appointed for life but they seemed to have lost their way on what their responsibilities are. The thought of a Friends Group was discussed, although Mr. Jones did not think the Friends Group would keep up but the Commission could try to create a Friends Group that could be used later. Mr. Michaels questioned if they could have a goal setting meeting; Mr. Sjothun noted that they do and he would hate to see them go away. Mr. Sjothun noted they have discussed a Friends Group through the foundation. Mr. Wheeler suggested a two or four year term. Ms. Wilson noted they do have a three year term limit; she further stated that staff will work with options brought forth to try to revitalize it. Ms. Blair questioned what would need to happen to change the date; Ms. Wilson noted that it would be up to the board. Mr. Jones noted that the by-laws can be changed in the Commission. Mr. Gordon liked the idea of the Friends Group and liked Mr. Jones ideas; he stated he has worked with "groups" and like what is brought forth.

Site Plan & Architectural Commission & Council Liaison – This Commission is treated consistently as with the Landmarks & Historic Preservation Commission and Planning Commission. Mr. Gordon noted that he has been the liaison for four years and that there is nothing that any councilmember could not watch on TV except for study sessions. He does not have any problem attending and questioned if other cities have liaisons. He stated that the commissions/committees are independent; we need to stay out of their way by not voicing our opinion, and would like liaisons on all three. Mr. Michaels thought there wasn't a need for liaisons and would like to reduce the amount of liaisons. Mr. Gordon noted that they do feel

disconnected and why they wanted joint meetings; for this reason Mr. Gordon is involved and is extremely important. Mr. Michaels thought that we should meet with the Planning Commission once or twice a year. Mr. Densmore questioned what the Oregon law says pertaining to this; Planning Director Huber noted there is no law pertaining to liaisons. Mr. Densmore would like liaisons with all; he noted that the only downside with a councilmember in a meeting is when something is appealed. The public could misunderstand council's position but clarifications with the public would be helpful. Ms. Blair noted the Planning Commission liaison was a topic at LOC; there are more cities that have council liaisons than don't. She gave an example of speaking up at a meeting so clarity would be given to the public. Mr. Jones requested clarification from Attorney Huttli; Mr. Huttli noted that as Ms. Blair stated is a good way to handle the issue. Mr. Wheeler questioned what the value is as you can't participate in the meeting and could we hold meetings with them instead. Mr. Gordon thought we should hold off on deciding this until the other councilmembers were present. Mr. Densmore noted that it is difficult to get much done with council and the Planning Commission at the same meeting. Ms. Wilson noted that perhaps after the Strategic Plan is done there could be further discussion.

Citizens Planning Advisory Committee (CPAC) – The purpose of this committee is to make recommendations on legislative issues to council and/or Planning Commission. This committee is having quorum issues. Options were presented, 1) revise by-law, 2) codify, 3) council appoint, 4) update Medford Code and citizen involvement element of Comprehensive Plan or 5) disband. Mr. Gordon requested discussion on goal #1; Mr. Huber noted that you needed a plan and we are not bound to have the CPAC as is but they are a lively bunch. Mr. Michaels was concerned with staff time; Mr. Gordon thought they could meet no more than once a month. Mr. Jones questioned if there are resident requirements; staff noted there is not and sometimes there are more outside of Medford attendees. Ms. Blair noted she has been a member of this and those who have been members continue to volunteer elsewhere. Mr. Densmore agreed with CPAC meeting once a month or perhaps quarterly. Mr. Huber noted that they had the summer off but it didn't help and stated there is plenty to talk about. Mr. Wheeler would like residents only; Mr. Huber noted requirements are in the Comprehensive Plan and also in Chapter 2. It was agreed to either monthly or quarterly meetings. Mr. Swanson noted that in the future we won't have as much staff time. It was requested more formal recognition in the code if CPAC continues. Discussed was the possibility of opening up to the Urban Growth Boundary. Mr. Wheeler questioned if we should have a limited number of members due to staff time in preparing packets, etc.; Ms. Wilson stated that we should have appointment with other people that could attend with being appointed.

Mr. Michaels questioned the issue raised regarding the Housing Commission; Mr. Wheeler requested that Ms. Wilson be given the time to finish her presentation.

Residency – Physical vs. Mailing Address – Addressed were the current requirements pertaining to residency for boards/commissions; those not requiring living in Medford are CPAC, Cemetery, Hospital Facilities, Mayor's Youth Advisory and Parking Commission. Current requirements are within city limits, but council could change this to the Urban Reserve or UGB. Several options were presented 1) status quo 2) expand to (their choice) boundary, 3) business physical address qualify 4) property owners 5) allows less majority to be non-residents or 6) remove residency requirements. Ms. Wilson provided information on other cities

requirements. Mr. Densmore liked going to UGB, property owner qualify, those who work in Medford, CPAC should be Medford resident, and those on the Cemetery Commission could be within the UGB. Mr. Michaels didn't mind loosening up the regulations but only with those that we have trouble getting applicants. Mr. Wheeler liked adding owners or business owners and the UGB. Mr. Jones agreed and thought consistency was important. Ms. Wilson noted there have been issues when it is not standardized. Ms. Shepard stated that SPAC does not fill out an application; Mr. Wheeler stated that once a person has attended three SPAC meetings they then fill out an application.

Public Meetings Decorum – Due to less than professional interactions and guidance, Ms. Wilson presented policy language that speaks to decorum and noted that Code 2.010 and 2.065 speaks of order. Would council like decorum language brought forth; council agreed.

Annual Review – Staff presented the idea of an annual review meeting with all boards/commissions pertaining to ethics, public records and meetings, most likely in February/March. The Council liaison could review their duties, roles, authority and decorum and present the Strategic Plan, once adopted. Council agreed.

Ms. Wilson presented the final decisions council agreed to.

Mr. Michaels noted there are issues with the Housing Commission spending a lot of time on CDBG grants, which has overtaken it, causing them to not have time to work on housing issues. Mr. Michaels would like them to get back to basics such as goal setting and requested this be brought back late summer. Ms. Blair noted this is not a new problem and we might want to look at an ad-hoc committee to work on grants. Assistant to the Deputy City Manager O'Neal provided the times when they meet. Mr. Swanson noted that this has somewhat been brought up with the liaison and the commission. Ms. Wilson noted that prior to the Commission formalized it was managed by the subcommittee of the Budget Committee. Mr. Densmore noted that is where he is heading but would like this to be brought back when more councilmembers were in attendance.

Mr. Michaels stated he had asked for a student on the Parks & Recreation Commission as a voting member but would now like this reviewed as the student is not attending the meetings.

Ms. Blair noted that there is one at-large position on the Parking Commission, yet 90% of the complaints are not from business owners. It would make sense to gradually try to increase at-large positions for this commission. This item will be discussed when more councilmembers are present.

The meeting ended at 1:45 p.m.

Karen M. Spoons, MMC
Deputy City Recorder



MINUTES
Citizens Planning Advisory Committee (CPAC)
February 12, 2013

The regular meeting of the Medford Citizens Planning Advisory Committee (CPAC) was called to order at 5:30 p.m., in the Medford Room of City Hall on the above date with the following members and staff in attendance:

10.	Roll Call
<i>Members Present</i>	Gerald Anderson, Karen Blair, EJ Fordyce, Hugh Hohe, Joel Marks, David McFadden
<i>Members Absent</i>	Dan Bell, Christine Lachner
<i>Staff</i>	Carly Guillory, Planner II; Jim Huber, Planning Director
<i>Guests</i>	Don Libby
20.	Minutes
	No discussion.
30.	Guests: Council President Al Densmore, City Attorney John Huttli, & Assistant to the City Manager Glenda Wilson
	<p>Ms. Wilson handed out the following documents: (1) Boards and Commissions Handbook; and (2) survey regarding the Boards and Commissions Luncheon attendance. Mr. Anderson recommends adding the publication or adoption date on the front page of the Boards and Commission (B&C) Handbook. Mr. Huttli describes page 11 regarding ethics, conflicts, interests, and public hearing laws. If an item on the agenda could cause a conflict, contact Mr. Huttli and he will check with the Oregon Governmental Ethics Commission (OGE). Mr. Marks asks if CPAC has a conflict of interest because they are not an approving authority for land use decisions. Mr. Huttli explains this question can be asked to OGE; however, because CPAC membership is defined in the Medford Municipal Code, it could be concluded that as a member of a city board, there could be conflict of interest. Council President Densmore points out that CPAC recommendations are entered into the public record of quasi-judicial and judicial decisions. If there is a conflict of interest, and this conflict is not identified, the individual could be personally fined. OGE does not do audits. Ethics is fundamentally a self-policing institution. The gift rule states that one may not accept a gift of greater than \$50 per year, per person or business.</p> <p>Ms. Wilson explains public meeting law, on page 50 of the B&C Handbook. A quorum requires 51% of the board's membership. And record retention law requires that all emails be saved. Mr. Huttli explains "subcommittees." CPAC is a "governing body" and a "public body." Oregon Revised Statute (ORS) 192.640 defines "public meetings." Two members = governing body; and therefore must follow public meeting laws. Ms. Wilson explains meeting minutes: they must describe who met, where, when, and provide a general representation of what happened. Minutes must not be verbatim. Mr. Fordyce explains his difficulty in hearing, and remembers CPAC used to use microphones at their meetings. Mr. Marks points out that the membership requirements in the B&C Handbook is inaccurate.</p> <p>Council President Densmore volunteers to be CPAC's council liaison. Mr. Anderson describes not getting feedback regarding what happens to their recommendations after forwarded to Council. Mr. Marks suggests changing CPAC's mission, to instead being a sounding board for/or shadow of Council. Mr. Huber describes that CPAC's mission is clearly defined in the Citizen Involvement Element of the Comprehensive Plan. Ms. Wilson reads the mission statement of the element, and states its adoption of 1975. In reference to the "subcommittees" of CPAC, the City of Medford now</p>

has a Housing Commission, a Parks Commission, and a Planning Commission. This is why the element needs to be updated, it is 38 years old.

Mr. Anderson points out that CPAC was not involved in the creation of the Strategic Plan. Ms. Wilson explains that no boards or commissions were involved. Instead the document was developed by department heads and the City Council. Council President Densmore describes the document as taking the vision of the city and putting into a meaningful program with specific time tables. Mr. Anderson describes the brochure CPAC created, stating it is not being forwarded to citizens and CPAC does not have a budget. Ms. Wilson responds by saying there is a "boards and commission's line item" in the budget for things such as printing of brochures. Planning staff responds by saying the brochure was printed and given to all persons who applied for a position with a board or commission, and it is also on the city's website, is printed and located in the Development Services section of City Hall. Council President Densmore recommends creating a clear mission for CPAC before doing an intensive marketing and outreach program. Mr. Anderson states that people CPAC intends to reach do not check the city's website or apply for city boards or commissions. Ms. Wilson reminds CPAC to forward any recommendations to her by April 15th (recommendations regarding how the code and comprehensive plan can be updated to clarify and update CPAC's mission).

Ms. Wilson describes public records law. Emails are public record; therefore, always cc: staff in order to keep record of CPAC's emails. Ms. Wilson describes the Strategic Plan: will be updated annually; is not all inclusive; CPAC may make recommendations for revisions for the next update. Mr. Anderson and Mr. Hohe suggest that goals out not read "ongoing." Mr. Huber explains that all items in the plan are strategic and critical to the operations of the City of Medford. Council President Densmore states that the audience is the general public. Mr. Anderson suggests sharing accomplishments with the public. Mr. Marks points out that the public does not always know what it takes to provide services, and just because the public wants something does not make it necessary. Mr. Marks asks if the city discusses necessary services; are movies in the park a necessary service? Council President Densmore explains that yes, the city does have these conversations. The Strategic Plan is on the city's website.

Council President Densmore finishes with an explanation of page 26 of the B&C Handbook: role of the chair and members: self-police yourself in order to conduct your meetings such that the public views this meeting in a positive way; treat one another with decorum; you can learn something from everyone; and the City Council appreciates what CPAC does. Let's redefine the role of CPAC and work more effectively.

40.	Upcoming Study Sessions and Public Hearing Topics
40.1	Planning Commission: No discussion
40.2	Site Plan and Architectural Commission: No Discussion.
40.3	City Council: No discussion.
40.4	PUD Neighborhood Meetings Subcommittee: No Discussion.
50.	Old Business
	No discussion.
60.	New Business.
	No discussion.
70.	Applications and Referrals
70.1	DCA-11-038: Code amendment to address public safety and communication towers: No discussion.
80.	General Discussion
90.	Adjournment



MINUTES
Citizens Planning Advisory Committee (CPAC)
March 12, 2013

The regular meeting of the Medford Citizens Planning Advisory Committee (CPAC) was called to order at 5:30 p.m., in the Medford Room of City Hall on the above date with the following members and staff in attendance:

10.	Roll Call
<i>Members Present</i>	Gerald Anderson, Karen Blair, Hugh Hohe, Joel Marks, David McFadden
<i>Members Absent</i>	Dan Bell, EJ Fordyce
<i>Staff</i>	Suzanne Myers, AICP, Principal Planner & Carly Guillory, Planner II
20.	Minutes
20.1	Minutes of the November 13, 2012 meeting, approved as submitted.
20.2	Minutes of the February 12, 2013 meeting, approved as submitted.
	<i>After adoption of minutes, discussion moves to Item 50.1.</i>
30.	Staff and Committee Reports
30.1	Staff Report: No discussion.
30.2	Planning Commission: No discussion
30.3	Site Plan and Architectural Commission: No discussion.
30.4	City Council: No discussion.
30.3	Landmarks and Historic Preservation Commission: No discussion.
40.	Old Business
40.1	Expansion of Notification: No discussion.
50.	New Business.
50.1	Appoint 2013 Officers: Staff explains that officers must be appointed in order for CPAC to continue with the meeting, and to be consistent with Robert's Rules of Order, Public Meeting Law, and CPAC's Bylaws. Members do not want to appoint officers. Members claim this is not a "regular meeting," and they must finish the assignment from Glenda Wilson to recommend changes to the Comprehensive Plan Citizen Involvement Element and Section 2.472. <i>The interim chair, Mr. Anderson, now moves to item 50.6.</i>
50.2	Citizen Involvement Element: Discussion of the origination of CPAC: the Citizen Involvement Element of the Comprehensive Plan contains the history of CPAC: a citizens committee was formed by resolution of the Council through appointment by council, with the task of working on development of the Comprehensive Plan. After the Comprehensive Plan was adopted in 1975, the responsibilities of the citizen group were established and are contained in the Citizen Involvement Element. <i>Discussion moves to item 50.5</i>
50.3	Section 2.472: No discussion.
50.4	Boards and Commissions Handbook: No discussion.
50.5	CPAC Bylaws: Mr. Anderson explains that membership ought to be limited to residents of Medford, only; and that Council and Commission liaisons may vote. Ms. Blair, Mr. McFadden, and staff explain conflict of interest, ethics, and public meeting law. <i>Discussion moves to 70.1</i>
50.6	Comments Submitted by Gerald Anderson: Mr. Anderson begins by introducing his suggested changes to the Bylaws. Ms. Myers explains that bylaws shall be approved and/or reviewed by the City Council, as it is the Council that creates the committees. <i>Discussion topic moves to item 50.2</i>
60.	Applications and Referrals
70.	General Discussion

70.1	<p>CPAC – Membership, Scope, Disbanding?: I: Members discuss CPAC’s issues with lack of quorum, and whether or not CPAC should disband. Mr. McFadden finds that CPAC is popular when there are “hot topic” items to discuss. Mr. Marks suggests CPAC’s responsibilities to be changed away from planning and land use to move to all issues reviewed by the City Council; to act as a “shadow” or “think tank” for Council. Ms. Blair and Mr. Hugh remind the committee of instances in which citizens were directed to CPAC when they had an issue, whether or not that issue was land use related. Mr. Anderson recalls when CPAC limited what land use projects they reviewed because there were so many.</p> <p><i>Discussion moves to item 70.2</i></p> <p>II: Ms. Blair explains that City Council is concerned about the amount of staff time going into CPAC when a quorum is not being reached. Perhaps CPAC’s scope ought to be changed. Ms. Blair asks staff what they think, do other cities have general citizen committees? Staff responds: in recent research, many cities in Oregon have citizen committees specific to a topic, such as: art, housing, economic development, budget, transportation. No cities were found to have a citizen committee without a specific topic of interest. Ms. Myers asks members why people are leaving CPAC. Mr. Marks again states that CPAC needs to change its topic/purpose/charge. Mr. Anderson states that council does not care what CPAC says; and references his experience in re-writing the comprehensive plan. Ms. Blair again encourages members to go to council, council cannot help if they do not know the problem. Mr. Hugh suggests CPAC ask Council for permission to meet two times per month. Mr. Anderson claims CPAC has no budget. No budget to send letters to citizens inviting them to CPAC. Staff responds reminding members that this issue was discussed at the February 12, 2013 meeting: CPAC does have a budget; CPAC has staff, CPAC created and printed brochures that were handed to citizens in various capacities, and this documentation is on the website. Additionally, since the February 12, 2013 meeting, staff reviewed previous CPAC minutes, and found that there was a survey created by CPAC in 2009, and a request was made to Mr. Bill Hoke to mail this survey to all citizens in Medford. This request was denied. And the denial of this one request does not mean that CPAC has no budget. Ms. Blair reminds members again that she handed out CPAC brochures to all individuals who applied for a board or commission; and none of those people came to CPAC. Mr. McFadden finds that the CPAC agenda is not interesting, and that may be a reason people are not coming to meetings. Staff asks thoughts about appointing members to CPAC. Mr. Marks responds that if he were interested in land use, he would apply for Planning Commission. Mr. Hugh finds that people do not like to be interviewed, so CPAC’s open membership provides a place for those people to be involved (without an interview). Members agree the city has too many boards and commissions. Ms. Blair asks if CPAC is irrelevant. Mr. Marks believes CPAC’s purpose should be changed away from land use. Mr. McFadden suggests changing CPAC to be a forum of education, inviting people to attend to learn about topics such as economic development or the casino.</p> <p><i>Discussion moves to item 70.3</i></p>
70.2	<p>Casino in Medford: Members discuss the topic of the Coquille Indian Tribe’s proposal to build a casino in Medford. Mr. Anderson calls it a “land use issue,” and should be reviewed by CPAC. Ms. Blair and Ms. Myers explain that the city will not see this proposal; it will not go through the city’s land use process. Ms. Blair encourages CPAC members to go to Council if they have concerns; testify at a public meeting.</p> <p><i>Discussion moves back to item 70.1, II</i></p>
70.3	<p>Review of and Recommended Changes to the Citizen Involvement Element and Section 2.472:Mr. Anderson identifies that CPAC did not finish its assignment, and recommends CPAC meet again in two weeks to complete this task.</p> <p><u>Motion:</u> Mr. Hugh makes motion that CPAC hold a meeting on March 26, 2013 to complete the task of making recommendations for the Citizen Involvement Element and Section 2.472.” <u>2nd:</u> Mr. Marks</p> <p><u>Vote:</u> 3 Yes -0 No -2 Abstentions (Karen Blair and David McFadden)</p>
80.	<p>Adjournment</p>
80.1	<p>Mr. Anderson left the meeting at 7:10PM; therefore, meeting adjourned due to lack of quorum.</p>



MINUTES
Citizens Planning Advisory Committee (CPAC)
March 26, 2013

The regular meeting of the Medford Citizens Planning Advisory Committee (CPAC) was called to order at 5:30 p.m., in the Medford Room of City Hall on the above date with the following members and staff in attendance:

10.	Roll Call
<i>Members Present</i>	Dan Bell, Gerald Anderson, Elwin Fordyce, Joel Marks, David McFadden
<i>Members Absent</i>	None.
<i>Guests</i>	Daniel Appenstall
<i>Staff</i>	Suzanne Myers, AICP, Principal Planner & Carly Guillory, Planner II
20.	Minutes
20.1	Minutes of the March 12, 2013 meeting, approved with correction.
30.	Staff and Committee Reports
30.1	Staff Report: There is an upcoming Council study session on the future of CPAC: May 2, 6pm. Council will discuss the following: Is CPAC serving its purpose? What are the suggested changes, if any? Are there other things CPAC could be doing instead?
30.2	Tracking Membership: Staff asks member to fill out membership form. Form is used to track membership of all other city boards and commissions. Forms will be forwarded to the city manager's office.
40.	Old Business
40.1	Appoint 2013 Officers: Members again choose not to appoint officers for 2013.
40.2	Citizen Involvement Element: Members suggest CPAC discontinue review of Class "A" and "B" land use planning applications and issues, and instead serve as the following: (1) a think tank for City Council; (2) a forum for community education by hosting speakers on various topics; and (3) discussing only "big" land use topics such as the casino. Mr. McFadden explains that CPAC is interested in exciting, current event topics such as the casino. Motion: Mr. McFadden makes motion that CPAC ask Council to: (1) return their meetings to twice per month; (2) public the CPAC brochure and distribute to all interested parties; and (3) keep CPAC membership in an open enrollment format. 2nd: Mr. Anderson. Discussion: Staff asks for clarification regarding "all interested parties." Clarification: mail brochure to citizens inviting them to attend CPAC meetings. Vote: 5 Yes - 0 No
40.3	Section 2.472: No discussion.
50.	Applications and Referrals
60.	General Discussion
60.1	Council Approval of Committee Minutes: Mr. Anderson asks where the language is located requiring City Council to approve committee minutes. Mr. McFadden responds that Council has the authority to make changes, review, and/or approve all work conducted by their boards and commissions. Mr. Anderson is unhappy Council has changed the frequency of their meeting dates.
60.2	Frequency of Meetings: Membership is low, so meeting quorum is difficult.
60.3	Casino: Members theorize about potential casino in Medford. Mr. Fordyce claims casinos have contracts with local motels and hotels to run "whore houses." Motion: Mr. Anderson makes motion that CPAC send a letter to City Council stating the following: (1) CPAC opposes the casino; and (2) the City Council ought to hold a public hearing for members of the community to voice their opinion about the casino. Reasons for opposition to the casino include: (a) reduced revenue; (b) the city cannot review the proposed casino through the land use process; (c) CPAC has moral objections to gambling, organized crime, and prostitution; and (d) there are potential

	<p>traffic impacts. <u>2nd</u>: Mr. Marks <u>Discussion</u>: Staff explains that there is a federal comment period in which the city has been asked to comment on impacts. Impacts may include traffic generation, loss of revenue, or law enforcement impacts. Mr. Bell comments that the issue is difficult to discuss when it is not known what is proposed. <u>Vote</u>: 5 Yes -0 No Mr. Anderson agrees to prepare letter to Council.</p>
60.4	Next Meeting: Members declare they want to meet on April 23, 2013.
70.	Adjournment
70.1	Meeting adjourned at 7:30PM.

CITIZEN INVOLVEMENT ELEMENT

CITIZEN INVOLVEMENT IN MEDFORD

I. HISTORY

Citizen involvement has long been an important part of the planning process in Medford. When the present Comprehensive Plan was initiated in 1971, the Planning Commission and City Council were closely involved in the data-gathering process. In October 1974, a Comprehensive Plan Citizens' Committee was formed to evaluate the assembled information and to formulate a statement of goals and policies and a plan map. During the preparation of these documents, the Committee met weekly for over four months. Meetings were widely publicized and open to all interested participants. Coordinative meetings were held with the Jackson County Planning Commission and Jackson County citizen committees representing areas surrounding Medford. Following completion of the Committee's draft goals and policies and plan map, four public hearings were held before the Planning Commission and two before the City Council, leading to adoption on October 16, 1975. During the hearing process, the Committee again conferred with public agencies, special districts, neighborhood organizations, and private citizens. All comments were considered by the Citizens' Committee and Planning Commission, and changes were made in the plan to accommodate the needs of those giving input where such changes would not adversely affect the intent of the plan.

Initially the Citizens Committee was formed by resolution of the City Council through direct appointment by the Council of a number of citizens geographically representing the planning area. In addition, concurrent public advertisement called for volunteer members without restriction from all interest groups and neighborhoods throughout the Medford area. The response produced an initial Committee of about twenty-five representatives of virtually all occupational groups from professional and business, to clerical and blue-collar, and distributed geographically throughout the City. The Comprehensive Plan Citizens' Committee members then took it upon themselves to establish an organizational format. At this time, it should be pointed out; no *Oregon Land Use Handbook* was available to spell out precisely how a citizen involvement program must be implemented. The format adopted was a citizen action, not prepared by staff, and seemed to provide an effective means of maintaining the balanced, representative Citizens' committee, which was largely responsible for subsequently producing Medford's Comprehensive Plan goals and policies and plan map.

Soon after the formation of the state level Citizen Involvement Advisory Committee (CIAC), whose mandate was to evaluate local (city and county) citizens' involvement programs (CIPs), the existing Medford CIP was documented and presented to this group for evaluation and comment. With no apparent conflicts, the CIP was adopted by the City Council as a part of the Comprehensive Plan on October 16, 1975.

With the adoption of Medford's Comprehensive Plan – which coincided roughly with the availability of the first draft of the *Oregon Land Use Handbook* – the tasks of establishing new directions and expanded responsibilities for the Citizens' Committee began. Based on a more detailed reading of the Statewide Citizen Involvement Goal and

CITIZEN INVOLVEMENT ELEMENT

on Chapters 40-43 of the *Oregon Land Use Handbook*, and upon further consideration by the existing Citizens' Committee, the following modified organizational format was developed. Citizen involvement, like many other aspects of public administration is a process rather than a project. While highly structured formats and complex organizational charts may be satisfying to some, it is the overwhelming view of the City of Medford that, in the particular case of citizen involvement, function supersedes structure. Consequently, the following program description may be viewed as an official blueprint; the actual form may vary as it continually evolves towards the best possible program for citizen involvement in all phases of the planning process at any given time in the evolution of our City.

II. THE CITIZENS PLANNING ADVISORY COMMITTEE (CPAC)

From a nucleus of Comprehensive Plan Citizens' Committee members, assisted by paid as well as unsolicited media publicity and a strong membership campaign, the Medford Citizens' Planning Advisory Committee was established.

Objective

Identify and project the community's goals, needs, and concerns into all phases of the land use planning process, while concurrently increasing the citizens' understanding of community resources, resource limitations, and other process constraints.

Membership

Membership on the Citizens' Planning Advisory Committee is open on a participatory basis to all interested persons from Medford, nearby communities, and Jackson County. To qualify for voting membership, new individuals must attend three regular CPAC meetings within a four-month period – thereafter being eligible to vote upon attending their fourth meeting. In order to retain voting membership, a member must attend three regular or subcommittee meetings within a five-month period. Efforts will be made to encourage and maintain an active membership representative of the diverse socio-economic and geographic variety present in our community. This mixture has existed continuously since the CPAC's formation.

A chairperson, vice chairperson, and recording secretary shall each be elected by a majority vote of the voting members present, a quorum being five. The term of office for all three positions shall be one year. Elections shall be held in January. The chairperson may not be elected for successive terms, but may be re-elected at a later time.

Organization

The Citizens' Planning Advisory Committee is further divided into four subcommittees representing major subject areas of community concern. These subcommittees and their primary areas of concern are:

Housing

1. Community Development Block Grant (CDBG) programs concerning housing
2. Subdivisions

CITIZEN INVOLVEMENT ELEMENT

3. Planned Unit Developments
4. Issues relating to housing

Current Issues

1. Zoning Ordinance amendments
2. Annexations
3. Conditional Use Permits
4. Parks

Regional Issues

1. County affairs including the County CCI
2. Rogue Valley Council of Governments
3. Transportation planning
4. Coordination with state and federal agencies

Comprehensive Plan Updates

1. Matters pertaining specifically to comprehensive and long-range planning
2. The maintenance and update of land use data (assist staff)
3. Coordination with neighborhood organizations other than at subcommittee level

Membership on these subcommittees is voluntary and should be based on individual interest. Members are encouraged to participate on more than one subcommittee. Subcommittees will each have a minimum of five members.

Procedures

CPAC will provide the opportunity for all citizens to be involved in all phases of the planning process from identifying problems, collecting and analyzing data, developing alternative goals and solutions, and identifying their impacts, reviewing plan content, plan adoption and revision, and plan implementation.

CPAC shall meet monthly on a regular meeting date selected by the membership. Special meetings may be called at the discretion of the chairperson. The following mechanisms and procedures allow for CPAC to achieve its objectives:

1. Problem Identification
By CPAC initiative, the Committee may at any time communicate directly to the Planning Commission or City Council. Planning issues should first be dealt with at the Planning Commission level. Written communication, joint study sessions, and special agenda items shall be used as necessary to process CPAC initiatives.
2. Planning Review
All Planning Commission considerations shall be subject to review by CPAC at the earliest possible date prior to a regular Commission meeting. This shall be accomplished by staff providing the appropriate CPAC subcommittee with

CITIZEN INVOLVEMENT ELEMENT

upcoming Planning Commission agenda items at the time of agenda closing for the next regular meeting. The subcommittee may then call a special CPAC meeting to formulate a recommendation, or reach a decision as a quorum-sized subcommittee, or delay consideration until the next regular CPAC meeting. The CPAC recommendation is forwarded to the Planning Commission and shall be read into the record during the open meeting. If Commission action reflects the CPAC recommendation, the official public record (minutes, transcripts, resolutions, ordinances) becomes the acknowledgement or feedback mechanism. If Planning Commission consensus is found to be different from that of CPAC on a particular item, written explanation and a joint study session may be requested prior to the meeting to resolve the difficulties. If Commission action is still contrary to CPAC recommendation, the official findings, including the decision-making rationale, along with accompanying transcripts, reports and communications, and all related public documents, become the medium of feedback to the community. CPAC may also pursue a land use planning issue to the City Council in the same general manner and with the same communication mechanisms.

3. Neighborhood Organizations

It shall be a responsibility of CPAC and each of its subcommittees to solicit additional citizen input on specific issues through contact with neighborhood organizations and groups. When appropriate, CPAC and subcommittee meetings shall be held in neighborhoods affected by the issues under consideration.

CPAC shall work towards maintaining the viability of existing neighborhood organizations and towards the establishment of new organizations in neighborhoods where none exist.

4. Comprehensive Plan

Policy No. 5 of the Medford Comprehensive Plan, adopted October 16, 1975, assigns to CPAC a mandatory review responsibility over any changes in the Urban Growth Boundary. In addition to this responsibility, CPAC shall share review responsibility with the Planning Commission and City Council over any request for a change or amendment to any part of the Comprehensive Plan. An annual review of the progress of Plan implementation shall be conducted by CPAC, with recommendations issued to the Planning Commission and City Council regarding means to improve the effectiveness of the Plan.

5. Support

Staff shall be provided from the Planning Department to offer technical assistance and introduce alternative approaches to land use planning problems, to facilitate liaison with the City and other governmental agencies, to

CITIZEN INVOLVEMENT ELEMENT

implement a joint continuous land use data update program, and to coordinate other CPAC activities as required.

A continuous program of local media support will be coordinated by staff to provide the greatest opportunity for community awareness of CPAC activities and to promote increased citizen involvement. Funding will be available through the Planning Department to support the media program, printing and copying costs, clerical work and materials, and any other incidental CPAC expenses within current budgetary limitations.

III. COMMITTEE FOR CITIZEN INVOLVEMENT (CCI)

Objective

In response to the Statewide Planning Goal for citizen involvement, a special committee or an independent process must exist to develop, assist in implementing, and evaluate the citizen involvement program and to suggest new program approaches. In that a citizen involvement program has existed in Medford for some time, the primary responsibilities for the CCI shall be in ensuring the continued implementation of that program in conformance with all applicable laws and regulations, and in the continuing evaluation of the success of the program. The evaluation shall be based on the Statewide Planning Goal and particularly on the program expectations discussed in the *Oregon Land Use Handbook*, Chapter 42, page 1.

Membership

The CCI shall be the City of Medford Planning Commission.

Procedures

The CCI shall be responsible for preparing a formal evaluation of the citizen involvement program at least once a year for transmittal to the three groups represented. The general results of the evaluation shall also be presented in the local media. In the event that deficiencies are identified in the evaluation, suggestions shall be made to alleviate the problem areas.

Oregon's Statewide Planning Goals & Guidelines

GOAL 1: CITIZEN INVOLVEMENT

OAR 660-015-0000(1)

To develop a citizen involvement program that insures the opportunity for citizens to be involved in all phases of the planning process.

The governing body charged with preparing and adopting a comprehensive plan shall adopt and publicize a program for citizen involvement that clearly defines the procedures by which the general public will be involved in the on-going land-use planning process.

The citizen involvement program shall be appropriate to the scale of the planning effort. The program shall provide for continuity of citizen participation and of information that enables citizens to identify and comprehend the issues.

Federal, state and regional agencies and special-purpose districts shall coordinate their planning efforts with the affected governing bodies and make use of existing local citizen involvement programs established by counties and cities.

The citizen involvement program shall incorporate the following components:

1. Citizen Involvement -- To provide for widespread citizen involvement.

The citizen involvement program shall involve a cross-section of affected citizens in all phases of the planning process. As a component, the program for citizen involvement shall include an officially recognized committee for citizen involvement (CCI) broadly

representative of geographic areas and interests related to land use and land-use decisions. Committee members shall be selected by an open, well-publicized public process.

The committee for citizen involvement shall be responsible for assisting the governing body with the development of a program that promotes and enhances citizen involvement in land-use planning, assisting in the implementation of the citizen involvement program, and evaluating the process being used for citizen involvement.

If the governing body wishes to assume the responsibility for, development as well as adoption and implementation of the citizen involvement program or to assign such responsibilities to a planning commission, a letter shall be submitted to the Land Conservation and Development Commission for the state Citizen Involvement Advisory Committee's review and recommendation stating the rationale for selecting this option, as well as indicating the mechanism to be used for an evaluation of the citizen involvement program. If the planning commission is to be used in lieu of an independent CCI, its members shall be selected by an open, well-publicized public process.

CITY OF MEDFORD
EXHIBIT # D to CC report
File # CP-13-047

2. Communication -- To assure effective two-way communication with citizens.

Mechanisms shall be established which provide for effective communication between citizens and elected and appointed officials.

3. Citizen Influence -- To provide the opportunity for citizens to be involved in all phases of the planning process.

Citizens shall have the opportunity to be involved in the phases of the planning process as set forth and defined in the goals and guidelines for Land Use Planning, including Preparation of Plans and Implementation Measures, Plan Content, Plan Adoption, Minor Changes and Major Revisions in the Plan, and Implementation Measures.

4. Technical Information -- To assure that technical information is available in an understandable form.

Information necessary to reach policy decisions shall be available in a simplified, understandable form. Assistance shall be provided to interpret and effectively use technical information. A copy of all technical information shall be available at a local public library or other location open to the public.

5. Feedback Mechanisms -- To assure that citizens will receive a response from policy-makers.

Recommendations resulting from the citizen involvement program shall be retained and made available for public assessment. Citizens who have participated in this program shall receive a response from policy-makers. The

rationale used to reach land-use policy decisions shall be available in the form of a written record.

6. Financial Support -- To insure funding for the citizen involvement program.

Adequate human, financial, and informational resources shall be allocated for the citizen involvement program. These allocations shall be an integral component of the planning budget. The governing body shall be responsible for obtaining and providing these resources.

GUIDELINES

A. CITIZEN INVOLVEMENT

1. A program for stimulating citizen involvement should be developed using a range of available media (including television, radio, newspapers, mailings and meetings).

2. Universities, colleges, community colleges, secondary and primary educational institutions and other agencies and institutions with interests in land-use planning should provide information on land-use education to citizens, as well as develop and offer courses in land-use education which provide for a diversity of educational backgrounds in land-use planning.

3. In the selection of members for the committee for citizen involvement, the following selection process should be observed: citizens should receive notice they can understand of the opportunity to serve on the CCI; committee appointees should receive official notification of their selection; and

committee appointments should be well publicized.

B. COMMUNICATION

Newsletters, mailings, posters, mail-back questionnaires, and other available media should be used in the citizen involvement program.

C. CITIZEN INFLUENCE

1. Data Collection - The general public through the local citizen involvement programs should have the opportunity to be involved in inventorying, recording, mapping, describing, analyzing and evaluating the elements necessary for the development of the plans.

2. Plan Preparation – The general public, through the local citizen involvement programs, should have the opportunity to participate in developing a body of sound information to identify public goals, develop policy guidelines, and evaluate alternative land conservation and development plans for the preparation of the comprehensive land-use plans.

3. Adoption Process – The general public, through the local citizen involvement programs, should have the opportunity to review and recommend changes to the proposed comprehensive land-use plans prior to the public hearing process to adopt comprehensive land-use plans.

4. Implementation - The general public, through the local citizen involvement programs, should have the opportunity to participate in the development, adoption, and application of legislation that is needed to carry out a comprehensive land-use plan. The

general public, through the local citizen involvement programs, should have the opportunity to review each proposal and application for a land conservation and development action prior to the formal consideration of such proposal and application.

5. Evaluation - The general public, through the local citizen involvement programs, should have the opportunity to be involved in the evaluation of the comprehensive land use plans.

6. Revision - The general public, through the local citizen involvement programs, should have the opportunity to review and make recommendations on proposed changes in comprehensive land-use plans prior to the public hearing process to formally consider the proposed changes.

D. TECHNICAL INFORMATION

1. Agencies that either evaluate or implement public projects or programs (such as, but not limited to, road, sewer, and water construction, transportation, subdivision studies, and one changes) should provide assistance to the citizen involvement program. The roles, responsibilities and timeline in the planning process of these agencies should be clearly defined and publicized.

2. Technical information should include, but not be limited to, energy, natural environment, political, legal, economic and social data, and places of cultural significance, as well as those maps and photos necessary for effective planning.

E. FEEDBACK MECHANISM

1. At the onset of the citizen involvement program, the governing body should clearly state the mechanism through which the citizens will receive a response from the policy-makers.

2. A process for quantifying and synthesizing citizens' attitudes should be developed and reported to the general public.

F. FINANCIAL SUPPORT

1. The level of funding and human resources allocated to the citizen involvement program should be sufficient to make citizen involvement an integral part of the planning process.



MINUTES
PLANNING COMMISSION STUDY SESSION
June 23, 2014

The study session of the Medford Planning Commission was called to order at 12:00 p.m. in Room 151 of the Lausmann Annex on the above date with the following members and staff in attendance:

Commissioners: Michael Zarosinski, Robert Tull, Paul Shoemaker, David McFadden, Bill Mansfield, Norman Fincher and Alec Schwimmer.

Staff: Bianca Petrou, Kelly Akin, Alex Georgevitch, Praline McCormack, Carla Paladino, John Adam, and Kevin McConnell.

Subjects:

1. CP-13-047 Citizen Involvement Element Update.
2. DCA-13-090 Electronic Sign Code Revisions.

1. CP-13-047 Citizen Involvement Element Update.

Carla Paladino, Planner III, reported that the City Council passed Resolution No. 2013-74 in June 2013 authorizing an amendment to the Medford Code and Comprehensive Plan pertaining to citizen involvement and specifically the Citizen Involvement Element. It is proposed that the Citizens' Planning Advisory Committee be deleted from the element and from the Medford Code. The Citizens' Planning Advisory Committee was created back in the 1970s as part of the adoption of the Comprehensive Plan and implementation of Statewide Planning Goal 1: Citizen Involvement. Over the years a number of different committees and commissions have been formed that have expanded how citizens participate and influence both the planning process and city government overall creating a change in the role and need for the Citizen Planning Advisory Committee. The Citizen Planning Advisory Committee's charge was to identify and project the community's goals, needs and concerns into all phases of the land use planning process, while concurrently increasing the citizens' understanding of community resources, resource limitations, and other process constraints. The Citizens' Planning Advisory Committee was further divided into four subcommittees representing major subject areas of community concern. These subcommittees and their primary areas of concern are: 1) Housing; 2) Current Issues; 3) Regional Issues; and 4) Comprehensive Plan updates. In response to the Statewide Planning Goal for citizen involvement, a special committee or an independent process must exist to develop, assist in implementing, and evaluate the citizen involvement program and to suggest new program approaches. A citizen involvement program has existed in Medford for some time as the City of Medford Planning Commission. The draft citizen involvement element presented is modeled from Lake Oswego's element. The major change is to remove the Citizen Planning Advisory Committee from the Comprehensive Plan and from the Medford Land Code. The draft outlines the Statewide Planning Goal 1: *Maintain a citizen involvement program that ensures the opportunity for citizens to be involved in all phases of the planning process*; and the City of Medford Strategic Plan: *Provide and promote various methods of communication to enhance opportunities for citizen education and interaction.*

Commissioner McFadden stated that he was the last Planning Commission representative on the Citizens Planning Advisory Committee. In the last several years of its existence it had become more divisive without a goal. The group wanted to talk more about economic development. It is his opinion the draft is written well and the City can exist without the Citizens Planning Advisory Committee but there are still items in the City of Medford that needs to be discussed in an open forum.

Commissioner Mansfield reviewed the material and it is all good.

CITY OF MEDFORD
EXHIBIT # E to CC report
File # CP-13-047

John Adam, Senior Planner, reported that the Joint Transportation Subcommittee was originally formed as the citizen advisory committee for the last time the transportation system plan was updated and then just lingered on. Without its specific purpose of working on the transportation system plan amendment and tackling those specific issues and making recommendations to the Planning Commission it gets listened to. The targeted committees are doing a lot better.

Vice Chair Tull stated that it gets listened to because people are selected to serve on such a committee because they have a stakeholder interest or experience working with that sort of issue in the City. They have credibility as an advisory group. He is sorry to see the Citizen Planning Advisory Committee experiment has not worked. He thinks it will be missed. We need some avenue that is explicitly there in order that people can bring their concerns to the City rather than the City reaching out to educate them and hoping they will respond positively.

Kevin McConnell, Deputy City Attorney, asked if other cities in Oregon have something like the Citizens Planning Advisory Committee at this time? Ms. Paladino replied that there are some. Mr. McConnell reported from the legal perspective is that he heard some bad things come out of the Citizens Planning Advisory Committee. One of the changes since the 1970s is that as a member of the Citizens Planning Advisory Committee even though one is not appointed they are technically a City official. There were some disturbing things that were happening at those meetings. Citizens on other City Boards and Commissions have training on how to conduct themselves in a public meeting.

2. DCA-13-090 Electronic Sign Code Revisions.

Praline McCormack, Planner II, reported that City Council has three main concerns regarding electronic message signs. The concerns are the rate of the messages and animation changes, the distances between signs and brightness controls. Staff is working with the International Sign Association, a regional billboard company and a local sign company on this draft. In addition, a draft will be sent out for comment to all sign companies that submitted sign permit applications since 2012. The first section of the draft is changes to the "Clear View of Intersecting Streets" which staff is going to pull from the amendment because the proposed language does not comply with ASHTO standards and the City Engineering Department is not supportive of these changes. The current language will be used.

The Glare section of the Code stated that it prohibited flickering and flashing lights. In the sign code electronic message signs are allowed to have flickering and flashing lights. Those are in conflict with each other. It currently refers to a maximum permitted illumination but there is no standard of what is the maximum illumination. The proposed amendment would read: *In all districts, any operation or activity producing glare shall be so conducted that direct or indirect light from the source shall not exceed a maximum night-time illumination of 0.3 footcandles above ambient light conditions when measured at an appropriate distance as specified in Subsection 5(c). This does not apply to public street lighting.* Daytime brightness measurements do not take into account ambient light. The current sign Code states that brightness shall dim in accordance with ambient light conditions. The proposed Code would prohibit electronic message signs have flickering and flashing lights since they have been found to be distracting to drivers.

Change of face signs does not require a sign permit. However, in Historic Districts it does require a Minor Historic Review (done administratively, over-the-counter).

The Sign Code is organized by zoning district. Revisions to each zoning district's sign provisions to: 1) Specifically require electronic message signs have photocell technology; 2) Ensure all illuminated signs and electronic message signs comply with the Glare section; 3) Reduce height of electronic message signs that are ground signs within 50 feet of a traffic signal, or increase setback from such signal; and 4) Decrease size of electronic message signs in the following zoning districts: C-B, C-C, C-H, C-R, I-L, I-G and I-H.

All text displayed on an electronic sign must be static for a minimum of five seconds. This was changed from 2 seconds. The continuous scrolling of text is prohibited. This restriction shall not apply

to animated images and images which move, or give the appearance of movement. Flashing and blinking are prohibited.

The electronic message signs shall have photocell technology to automatically adjust the brightness.

Signs in multiple-family residential districts shall be maximum size of 20 square feet and a maximum height of 5 feet if it is a ground sign. If a wall sign, it shall not be higher than the building height.

Signs in Service Commercial and Professional Offices shall be a maximum height of 9 feet, 32 square feet per sign for maximum square footage and a minimum setback of 5 feet from any lot in residential zoning district or, from a street right-of-way. The maximum height of an electronic message sign located on a ground sign within 50 feet of a traffic signal shall be 8 feet. The maximum height of the electronic message sign may increase one foot for an additional 12 feet in setback from the subject traffic signal.

Signs in Community Commercial and Heavy Commercial shall be a maximum height of 20 feet, maximum square footage of 150 square feet and shall not project into public right-of-way. The proposed amendment would change the maximum height of an electronic message sign located on a ground sign within 50 feet of a traffic signal shall be eight feet, maximum square footage of 75 square feet and the maximum height of the electronic message sign may increase one foot for every 12 feet in additional setback from the subject traffic signal to the maximum height permitted for a ground sign in this zoning district. The same language would apply to the Central Business Overlay zoning district.

Signs in Light Industrial, General Industrial and Heavy Industrial shall be a maximum height of 24 feet, maximum square footage of 200 square feet per sign and shall not project into public right-of-way. The proposed amendment would have the language that the maximum height of an electronic message sign located on a ground sign within 50 feet of a traffic signal shall be eight feet with the maximum height of the electronic message sign may increase one foot for every 12 feet in additional setback from the subject traffic signal in the maximum height permitted for a ground sign in this zoning district and shall have a maximum square footage of 75 square feet.

Commissioner McFadden commented that the maximum square footage for an electronic message sign in Industrial zoning districts should be 100 square feet per sign.

Commissioner Fincher asked how easy is the brightness measurement for the foot candles? Ms. McCormack stated that one would have to buy a luxmeter costing approximately two hundred dollars. Commissioner Fincher asked if it would be the installer's or the City's duty to take these measurements? Ms. McCormack reported that it is the owner's responsibility to take the measurement and certify that they have taken the measurement and it complies with the City Code. Code Enforcement will buy a meter in response to complaints.

Alex Georgevitch, City Traffic Manager, asked if that applies to existing signs? Ms. McCormack replied that is one of the questions she has for the Commission is how do they want to institute or implement this Code change? They can either say that going forward every new sign has to comply with these changes or that existing signs have to comply with what they can comply with since they cannot change height or size but they can change brightness and rate of change. Mr. Georgevitch recommended that an annual certification because it is easy to take a measurement then maintenance is done and it turns the brightness up or the photocell goes out.

Mr. Adam reported that staff had discussed including some way to mitigate existing oversized electronic message signs. He does not know if Ms. McCormack has included that in her draft but he want to inform the Commission in case they see it in a future draft.

Vice Chair Tull stated that staff has not addressed an issue that concerns him. It came to him as he was going through the intersection of Highland and Barnett. The Commission had a heavy discussion

regarding the sign at People's Bank. That sign has become a community advertising sign. People's Bank does show up once in a while but the rest of the advertising on it have to do with surgeries, back pain, at least six items that cycle through. The portion of the advertising that is for People's Bank, he feels very confident, is within the perimeters that have been defined. He doubts that all of the other advertisers are trying to meet these standards, particularly those that involve animation. All of a sudden it is bright and it moves and eventually words show up. Whose responsibility is it to assure the City that anything that shows up on the sign that they have asked to be permitted, meet these standards? Ms. McCormack reported that it is up to the owner of the sign to comply with the standards for the sign. Vice Chair Tull stated that People's Bank needs to get some sort of an agreement with the back surgery people and the others that these sign standards will be met by their portion of what shows up on the electronic message sign. Ms. McCormack stated that the messages are electronically programmed by the owner. It is not up to the individual advertisers.

Commissioner McFadden commented that the City cannot regulate what the sign states. Vice Chair Tull stated that he is ready to accept that but each of the advertisers that purchase or rents a place a People's Bank electronic message sign need to be held to the same level of accountability regarding animation, flashing and brightness and he does not think that is happening.

Chair Zarosinski stated that he is not clear on how the distinction of animation versus flashing is met.

Vice Chair Tull reported that they need to keep in mind the difference between information and demanding attention.

Mr. Georgevitch stated that the concern Public Works has when these electronic message signs flash or have certain light colors to them they can be confused for emergency vehicles.

Ms. McCormack commented that she is hearing that the Commission wants to regulate the rate of animation change in addition to text change.

Vice Chair Tull stated that he has noticed that People's Bank has information that they said was the reason why they wanted to have the electronic message sign and then all of a sudden there is something up there is the beginning of an animation. It does not convey any information. It simply grabs ones attention and then it melts into something that states who put it up there and would like you call a certain number. It is not flashing or blinking it is simply all of a sudden there is animation on the screen instead of information about interest rates. Ms. McCormack commented that sounded like a serial message. It changes screens and that could also be regulated. Other cities have prohibited serial messages.

Bianca Petrou, Assistant Planning Director, stated that is sounds like Vice Chair Tull is talking about that it comes on fast and the only thing she can think of as a regulation would be that it had to fade in and fade out.

Vice Chair Tull commented that he is not sure that any of it is violating anything. He is talking about images that does not do anything more than force one to pay attention streaming. It is dangerous with the amount of traffic moving through that intersection to have the message changing every twenty seconds or whatever it may be and some of those messages being introduced in a startling way.

The Planning staff's next step is to revise this draft, run it by the sign people that staff is working with and then send it out for comments.

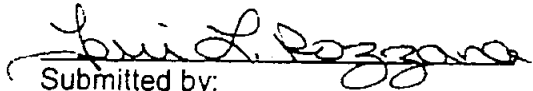
Vice Chair Tull stated that there needs to be something that talks about busts of projection. It may only be there five seconds but it is the intensity of its introduction. Ms. McCormack commented about changing the rate of change. Currently, the Code reads two seconds.

Commissioner Schwimmer commented that the rate of change and intensity of light are really the only objective standard that staff is going to be able to utilize to address Vice Chair Tull's concerns.

Vice Chair Tull stated that it makes a difference whether one is talking about a sign beside a highway or a busy street. A sign like the People's Bank that is at one of the City's busiest intersections where there are people that come to a stop for a minute or minute and a half is dangerous.

Chair Zarosinski reported that he will not be available for the Planning Commission meeting on July 10, 2014.

The meeting was adjourned at 1:15 p.m.



Submitted by:
Terri L. Rozzana, Recording Secretary



MINUTES
Planning Commission Meeting
August 14, 2014

The regular meeting of the Medford Planning Commission was called to order at 5:37 p.m. in the Council Chambers on the above date with the following members and staff in attendance:

Commissioners Present

Michael Zarosinski, Chair
Robert Tull, Vice Chair
Bill Mansfield
David McFadden
Patrick Miranda
Alec Schwimmer

Commissioners Absent

Norman Fincher, Excused Absence
Bill Christie, Excused Absence

Staff

Bianca Petrou, Assistant Planning Director
Kelly Akin, Principal Planner
John Adam, Senior Planner
Kevin McConnell, Deputy City Attorney
Dorothy Hicks, Development Services Manager
Greg Kleinberg, Fire Marshal
Terri Rozzana, Recording Secretary
Carla Paladino, Planner III
Desmond McGeough, Planner II
Aimee Staton, Intern
Aaron Harris, Planner II

10. Roll Call

20. Consent Calendar/Written Communications.

20.1 LDP-13-086 Final Order of a request to revise Condition of Approval No. 6 requiring a restricted covenant for the approved tentative plat for 3 lot partition on 65.55 acres generally located south of the Owen Drive Alignment and west of McLaughlin Drive within the SFR-10 (Single Family Residential -10 units per acre) zoning district. (Delta Waters Properties, LLC, Applicant; CSA Planning Ltd/ Craig Stone, Agent).

20.2 CUP-13-064 Consideration of a request for a one-year time extension of a Conditional Use Permit to change a non-conforming use by constructing above-ground wastewater pre-treatment holding tanks and a concrete masonry unit (CMU) block containment area on 1.59 acres located on the north side of Ohio Street, extending between Riverside Avenue and Court Street, within the C-C (Community Commercial) zoning district. (Darigold, Inc., Applicant).

Motion: Adopt the consent calendar.

Moved by: Commissioner McFadden Seconded by: Commissioner Miranda

Voice Vote: Motion passed, 6-0.

30. Minutes.

30.1 The minutes for July 24, 2014, were approved as submitted.

40. Oral and Written Requests and Communications. None.

Kevin McConnell, Deputy City Attorney, read the Quasi-Judicial Statement.

CITY OF MEDFORD
EXHIBIT # F to CC report
File # CP-13-047

50. Public Hearing.

Old Business

- 50.1 **LDS-14-051** Consideration of a request for tentative plat approval for Silky Oaks Phase 3, an 8-lot residential subdivision on a 1.90 acre parcel located on the north and south sides of the Katie Mae Drive alignment, approximately 140 feet west of Silky Oaks Lane within a SFR-10 (Single-Family Residential – 10 units per acre) zoning district. (Ron Horton Et Al, Owner; Scott Sinner Consulting, Inc., Agent).

Chair Zarosinski inquired whether any Commissioners have a conflict of interest or ex parte communication they would like to disclose. Chair Zarosinski disclosed that he worked on a project for the owner east of the subject area. He is not involved in this application, does not have a conflict or is biased.

Chair Zarosinski inquired whether anyone in attendance wishes to question the Commission as to conflicts of interest or ex-parte contacts. None were disclosed.

Desmond McGeough, Planner II, read the land division criteria and gave a staff report

Commissioner Schwimmer complimented staff, the applicant and agent for resolving the issues that came before the Planning Commission at their July 24, 2014, public hearing.

The public hearing was opened and the following testimony was given.

- a. Scott Sinner, Scott Sinner Consulting, Inc., 4401 San Juan Drive, Medford, Oregon, 97504-9343. Mr. Sinner stated that he is the agent for the applicants, Ron and Rob Horton that are present in the audience tonight. Mr. Sinner briefly went over the changes on the plat. A 10 foot storm drainage easement was created on the west side of lots 23 and 27.

The public hearing was closed.

Motion: Direct staff to prepare a Final Order for approval of LDS-14-051 per the Staff Report dated August 7, 2014, including Exhibits A through O, subject to the revised plat Exhibit B-1 and revised Public Works Report Exhibit E-2.

Moved by: Commissioner McFadden Seconded by: Commissioner Miranda

Roll Call Vote: Motion passed, 6-0.

- 50.2 **CPA-13-047** Consideration of a Class A Comprehensive Plan Amendment to amend the "Citizen Involvement Element" of the Medford Comprehensive Plan, which provides the City of Medford's program for citizen involvement in land use planning and decisions, including goals, policies, and implementation measures (City of Medford, Applicant).

Carla Paladino, Planner III, presented the background, proposed revisions, compliance with applicable criteria and gave staff's recommendation.

The public hearing was opened and there being no testimony, the public hearing was closed.

Motion: Based on the findings and conclusions that all of the approval criteria are either met or are not applicable, the Planning Commission forwards a favorable recommendation to the City Council for adoption per the staff report dated August 7, 2014, including Exhibits A through E.

Moved by: Commissioner McFadden Seconded by: Commissioner Miranda

Vice Chair Tull expressed his discomfort with the action the Planning Commission is taking. An open avenue will be missing for citizen input unscripted by the City Council or staff by persons not selected or appointed to play an advisory role and not working under time constraints to get something accomplished. There are many ways in which active interested citizens participate in framing issues and bringing recommendations to the Planning Commission and the City Council. Those citizens are usually chosen to play that role. Each of the Commissions that represent a significant citizen involvement is made up of people who have been appointed. The Citizen Planning Advisory Committee was different. People came because they had issues that bothered them or ideas they wanted to have considered. They were not appointed to that responsibility. It is his opinion that Medford will be a poorer City, long term, for letting this aspect of the citizen-dominated planning and governance go. He is sorry to see the step of abandoning it rather than putting energy into it to keep it a viable part of the City's planning process.

Commissioner Miranda stated that it seems to him that the Citizen Advisory Committee had run its course. It is now being devised, divided, reinvented into other input methods that can still pull the same information just not in that same forum. It has out-grown itself.

Commissioner Schwimmer has similar concerns as Vice Chair Tull, who brings a wealth of experience from his years with the City. There seems to be a struggle with guidance on the Planning Commission level and struggling with how the City moves forward. Are they losing a forum for people to come forward and voice viable concerns and input at the City level that is going to get ultimately to the decision making process which is City Council? The opportunity for citizen involvement still exists for people who want to be involved.

Roll Call Vote: Motion passed, 6-0.

- 50.3 DCA-14-023 Consideration of a Class A Land Development Code Amendment proposal to amend Chapters 2.472 and 10.146 of the Municipal Code related to assignments of the Citizen Planning Advisory Committee and other minor amendments to the referral agency distribution table. (City of Medford, Applicant).

Carla Paladino, Planner III, reviewed the proposal, reason for the amendment, compliance with applicable approval criteria, and gave staff's recommendation.

The public hearing was opened and there being no testimony, the public hearing was closed.

Motion: Based on the findings and conclusions that all of the approval criteria are either met or are not applicable, the Planning Commission forwards a favorable recommendation for adoption to the City Council per the staff report dated August 7, 2014, including Exhibits A through C.

Moved by: Commissioner McFadden Seconded by: Commissioner Miranda

Roll Call Vote: Motion passed, 6-0.

60. Report of the Site Plan and Architectural Commission.

60.1 Commissioner Miranda reported that the Site Plan and Architectural Commission met on Friday, August 1, 2014. They discussed on the Consent Calendar and voted approval for construction of the O'Reilly's Auto Parts on Crater Lake Highway. The other item was the revision to add two stories to the existing six story parking garage located across the street for the Jackson County Health Center. They also discussed a continuation request for the Surgery Center of Southern Oregon. They continued the item to the August 15, 2014 meeting.

70. Report of the Joint Transportation Subcommittee. None.

80. Report of the Planning Department.

80.1 Kelly Akin, Principal Planner, welcomed Aaron Harris, Planner II, with the long range planning division.

The Planning Commission's next study session is scheduled for Monday, August 25, 2014. Ms. Akin is not sure if there is business to be discussed but will keep the Commission posted.

There is business scheduled for the Planning Commission meetings on Thursday, August 28, 2014 and Thursday, September 11, 2014.

There was no Planning business for City Council last week. On Thursday, August 21, 2014 the Transportation Facility on Lozier Lane and the Temporary Portable Storage Containers will be presented to City Council.

An email was sent to the Planning Commission this week regarding training on September 25, 2014, in Eugene. It is sponsored by the Oregon City Planning Directors Association. If any Commissioner is interested please let the Planning Department know. It is from 1:00 p.m. to 5:00 p.m.

90. Messages and Papers from Chair of Planning Commission. None.

100. Remarks from the City Attorney. None.

110. Propositions and Remarks from the Commission. None.

120. Adjournment.

The meeting was adjourned at 6:20 p.m. The proceedings of this meeting were digitally recorded and are filed in the City Recorder's office.

Submitted by:

Terri L. Rozzana
Recording Secretary

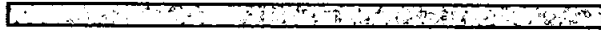
Michael Zarosinski
Planning Commission Chair

Approved: August 28, 2014



Communication Outreach Plan

June 2014



Communication Outreach Plan

May 2014

The City of Medford is committed to informing residents, property owners and visitors regarding the services, projects and accomplishments of the City organization. It is the Council policy, as acknowledged in the Strategic Plan, to provide information in a transparent, timely, accurate and objective manner to all interested parties.

The City of Medford Strategic Plan acknowledges the ongoing need for citizen outreach and education under the theme of "Responsive Leadership" and Action 14.5a "Provide and promote various methods of communication to enhance opportunities for citizen education and interaction."

This plan describes the outreach activities to be undertaken to enhance the delivery of City information to the Medford residents and those who visit our community for work, play, medical, retail and other services.

Plan Development:

Communication Outreach Committee Members:

Mayor Gary Wheeler

Councilmember Dick Gordon

Councilmember Daniel Bunn

Councilmember Eli Matthews

Assistant to the City Manager Glenda Wilson

Police Public Information Officer Mike Budreau

Technology Services Director Doug Townsend

Technology Services Assistant Director Barbara Madruga

Deputy Fire Chief Brian Fish

Recreation Superintendent Rich Rosenthal

Material Services Supervisor Jana Forsyth

Battalion Chief Erin Sawall

The committee met on December 4, 2013 (see Appendix A for meeting notes) to discuss the efforts taken by individual departments and the City overall to deliver outreach and education to the citizens of Medford. This included review of the 2010 Hebert Research, Inc. Citizen Survey and draft Outreach Plan; the Parks & Recreation Department 2013 Community relations, Public Information and Marketing Plan; and Appendix B – Listing of current outreach actions/efforts by department.

The Committee recognizes that there is a difference between the types of services offered by departments and the methods of outreach will not necessarily be consistent throughout all departments.

This Communication Outreach Plan is intended to be updated as appropriate, but at least biennially, with implementation items that identify performance measures and timelines for completion.

Community Outreach Goals:

The overarching goal of this plan is for the outreach efforts to be proactive vs. reactive. Several departments, by the nature of their work, are reactive to incidents and issues, such as Police and Fire. The remaining outreach opportunities that are identified in this plan are to be proactive in nature and to provide information and education of issues, projects, Council policies and general City services.

Three specific areas were identified by the Committee and are addressed within this plan:

1. Media management for Councilmembers/Mayor/City Manager
2. Media relations/education for media outlets/sources
3. Public education and promotion of City services and activities

I. Media Management for Councilmembers/Mayor/City Manager

The Mayor, City Councilmembers and City Manager are often contacted directly by the media (television/newspaper/radio) for information and/or statements regarding “hot” topics.

Task	Timeline	Budgeted	Estimated Cost
Staff will provide talking points on “hot” topics PRIOR to media contact whenever possible.	Ongoing	Staff time as budgeted.	N/A
Council/Mayor may contact either the City Manager’s staff or other appropriate staff for talking points prior to speaking to the media, if desired.	Ongoing	N/A	N/A
City Manager’s staff will work to establish regular media opportunities for Council/Mayor. This will require commitment by the Council/Mayor to be available to attend. The following opportunities are currently established: <ul style="list-style-type: none"> a. Bill Meyer Show monthly b. KCMX with Craig monthly c. Medford Forum every other month (Council selected guests/topics) 	Ongoing	Staff time as budgeted	Varies dependent upon staff attendance and preparation requirements
City Manager’s staff will develop and promote Speaker’s Bureau opportunities based on topics such as Economic Development, Emergency Management, Public Safety, Transportation, Development, etc.	Ongoing	Staff time as budgeted	Varies dependent upon staff attendance and preparation requirements
City Manager’s staff will assist Council, Mayor, City Manager and Department Heads when speaking opportunities may arise with the following types of organizations: <ul style="list-style-type: none"> a. Rotaries b. Parent Teacher Groups c. Kiwanis d. Public/Private Schools e. Higher Education Classes 	Ongoing	Staff time as budgeted	Varies dependent upon staff attendance and preparation requirements
City Manager’s staff will assist with notification and arrangements for Ward Town Hall/Mayor Town Hall meetings as may be scheduled	Ongoing	Staff time as budgeted	Varies dependent upon staff attendance and preparation requirements
Speaking with Media Training for Mayor/City Council, City Manager, Dept. Heads and staff.	September	No	TBD

II. Media Relations/Education

The local media outlets tend to have high turnover in their reporters assigned to cover City issues. Ensuring that reporters have correct contact information to obtain accurate details is critical.

Task	Timeline	Budgeted	Estimated Cost
Staff will develop a standardized contact information packet for reporters.	August 2014	Staff time as budgeted.	\$50-\$100 for production of contact information packets
City Manager's staff will meet with all new reporters to deliver information packet and review contact processes.	Ongoing	Staff time as budgeted.	Within budget
City Manager's staff will establish working relationships with news directors and reporters to assist in connecting them with the appropriate staff or elected official to respond to media inquiries.	Ongoing	Staff time as budgeted.	Within budget
City Manager and appropriate staff will be available for biweekly "Media Agenda Review" briefings. Council to attend as desired.	July	Staff time as budgeted	Within budget

III. Public Education

The City of Medford currently utilizes local media outlets such as television, radio, and the Mail Tribune as well as Facebook, utility bill inserts, Operation Care, and other department specific publications (see appendix B for complete listing of current outreach efforts) to provide information on services, programs and general city business to Citizens. Staff will continue to utilize those methods that have proven effective in providing outreach and the additional implementation steps are recommended to be undertaken.

A. Consulting Services Contract:

Task	Timeline	Budgeted	Estimated Cost
Contract with a Communication Specialist to assist the City in development of professional, attractive and audience appropriate materials and communication composition.	September 2014 Ongoing as needed	No	\$40-50 per hour

B. Utility Billing:

Task	Timeline	Budgeted	Estimated Cost
Redesign the utility bill (at request of Public Works Utility Billing) utilizing Communication Specialist.	October 2014	No	\$1,000
Develop professional, attractive and polished monthly insert to be sent with utility bill each month. Insert would include information from any/all departments and Mayor/City Council. (25-30,000)	Ongoing	No	\$4-5,000 month
Current utility bill format contains a "message" section that would be utilized to bring attention to City services or other important issues each month.	Ongoing	Staff time as budgeted	Within budget
Provide monthly insert on City website each month. (Website subscribers would receive notification automatically.)	Ongoing	Staff time as budgeted.	Within budget

C. Annual Report:

Task	Timeline	Budgeted	Estimated Cost
Develop professional, attractive and easy to understand annual publication (similar to ODOT's Moving Forward). Document would list accomplishments achieved and how public funds were spent.	Annual issue in August each year	No	\$7-14,000 (including distribution via Mail Tribune)
Report would be widely distributed.	August each year	No	Dependent on distribution method
Report would be available on City website.	August each year	Staff time as budgeted.	Within budget
Report could be mailed to all residences in City. (40,000)	August each year	No	\$5,500-\$6000

D. City Website:

Task	Timeline	Budgeted	Estimated Cost
Promote subscribing to the website in all appropriate City materials and opportunities (ie. utility insert, Parks & Recreation magazine, speaking opportunities, community bulletin opportunities, direct mail, etc.).	August 2014	Staff time as budgeted. Additional budget needed for promotion efforts	To be determined as part of work with Communication Specialist.
Increase activity on City website (news stories need to be updated daily).	July 2014	Staff time as budgeted.	Within budget
Calendar events: Include all city supported official special events on the calendar. May also consider information regarding specific closures or other items that affect a particular neighborhood (such as block party that will close a street).	July 2014	Staff time as budgeted.	Within budget
Implement "knowledge-based" Citizen Relationship Management software to assist citizens in obtaining information.	Spring 2015	Yes	\$10,000 budgeted

E. Social Media:

Task	Timeline	Budgeted	Estimated Cost
Continue to post all city website "news" items automatically to City Facebook page.	Ongoing	Staff time as budgeted.	Within budget
Departments have ability to implement department Facebook pages and should be encouraged and supported to do so when appropriate and as allowed by Administrative Regulation 14-03.	Ongoing	N/A	
Implement other social media options (ie. YouTube, etc.) where and when appropriate as allowed by Administrative Regulation 14-03.	Ongoing	N/A	



Public Engagement with Diverse Communities in Medford

Fall 2013 • Planning, Public Policy and Management

Roanel Herrera • Planning, Public Policy and Management
Gerardo Sandoval, PhD • Assistant Professor •
Planning, Public Policy and Management



Sustainable Cities Initiative

CITY OF MEDFORD
EXHIBIT # H to CC report
File # CP-13-047

Acknowledgements

The authors would like to thank the City of Medford's police and planning departments for taking an active role regarding the project's outreach, as well as for providing staff support during the day of the event at the fair. These include representatives from:

City of Medford Police Department

- Lilia Caballero

City of Medford Planning Department

- Cheryl Adams

Friends of the Multicultural Fair

- Debra Lee

We would especially like to thank James Rojas for facilitating the project's workshop and helping us engage the public through the use of his interactive urban planning outreach method.

Finally, we would like to thank the University of Oregon's Sustainable Cities Initiative for their work in Medford.

SCI Directors and Staff

Nico Larco, SCI Co-Director and Associate Professor of Architecture

Marc Schlossberg, SCI Co-Director and Associate Professor of Planning, Public Policy, and Management

Bob Choquette, Sustainable City Year Program Manager

About SCI

The Sustainable Cities Initiative (SCI) is a cross-disciplinary organization at the University of Oregon that promotes education, service, public outreach, and research on the design and development of sustainable cities. We are redefining higher education for the public good and catalyzing community change toward sustainability. Our work addresses sustainability at multiple scales and emerges from the conviction that creating the sustainable city cannot happen within any single discipline. SCI is grounded in cross-disciplinary engagement as the key strategy for improving community sustainability. Our work connects student energy, faculty experience, and community needs to produce innovative, tangible solutions for the creation of a sustainable society.

About SCYP

The Sustainable City Year Program (SCYP) is a year-long partnership between SCI and one city in Oregon, in which students and faculty in courses from across the university collaborate with the partner city on sustainability and livability projects. SCYP faculty and students work in collaboration with staff from the partner city through a variety of studio projects and service-learning courses to provide students with real-world projects to investigate. Students bring energy, enthusiasm, and innovative approaches to difficult, persistent problems. SCYP's primary value derives from collaborations resulting in on-the-ground impact and expanded conversations for a community ready to transition to a more sustainable and livable future.

About City of Medford

Medford, located in Jackson County in Southern Oregon's Rogue Valley, has a population of 75,920 within a metropolitan statistical area of 206,310 people, the 4th largest in the state. The City was founded in 1883 at its present site because of its proximity to Bear Creek and the Oregon and California Railroad, becoming the County seat in 1927.

The downtown is a National Historic District and it is flourishing today due to support from the City's Urban Renewal Agency in cooperation with business and property owners. New construction, building restorations, infrastructure improvements and community events are creating a forward-looking downtown grounded in its diverse past. Streets have been realigned and improved with with new pedestrian and bicycle amenities.

Medford is the economic center for a region of over 460,000 people in Southern Oregon and Northern California. In the past, its economy was fueled by agriculture and lumber products. Although the lumber industry has declined, three lumber mills, Boise Cascade, Timber Products and Sierra Pine, remain. The area also is home to an expanding vineyard and wine industry that includes a large assortment of varieties and over 60 wineries. Lithia Motors, the 9th largest auto retailer in the U.S., has been headquartered in Medford since 1970.

The City is a regional hub for medical services. Two major medical centers employ over 7,000 people in the region. Medford is also a retirement destination, with senior housing, assisted living and other elder care services acting as an important part of the economy.

The Bear Creek Greenway extends from Ashland through central Medford and includes a 26-mile multi-use path, linking several cities and numerous parks. Roxy Ann Peak, one of Medford's most prominent landmarks, is a 3,573-foot dormant volcano located on the east side in Prescott Park, Medford's largest city park at 1,740 acres.



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Executive Summary

With an overall goal of facilitating outreach in minority neighborhoods, this report describes the process behind a successful collaborative outreach project based on bottom-up outreach strategies.

On September 28, 2013, the University of Oregon Sustainable Cities Initiative worked with city and police officials in Medford to outreach to local minority populations. Professor Gerardo Sandoval from the Department of Planning, Public Policy, and Management (PPPM) invited James Rojas, a MIT-trained planner, to host a model-building workshop in Medford and engage the public in a planning and urban design process. Roanel Herrera, master's degree student in the PPPM Department, also provided help throughout the project.

The city's annual Greater Medford Multicultural Fair is generally attended by thousands of visitors representing very diverse cultural heritages. It has been Dr. Sandoval's experience that outreaching to marginalized Latino populations demands that planners reach out to these populations where they are already gathering, such as at churches, schools, public parks, and cultural fairs. Complementing this approach was Mr. Rojas' collaborative planning method, which is designed to be fun and engaging for all family members. Hence, the fair seemed like an appropriate venue where the model-building approach of his workshops could be used as an effective community outreach tool. By building interactive models that people can manipulate, Mr. Rojas allows participants to translate conceptual planning ideas into physical forms. As a result, people learn the important roles planning and design play in shaping their community. Most importantly, however, Mr. Rojas' interactive models provide participants, many of whom are usually left out of the planning process, with an opportunity to share their vision for their community.

This report describes how to overcome the most common limitations of public participation programs when outreaching to marginal populations. It identified common themes participants were concerned about that emerged via the workshop, such as safety and access to biking paths, access to public parks by the Latino community, and the need to build an inclusive community that promotes equal treatment and opportunity and eliminates all forms of discrimination. This report also provides police and city officials in Medford with recommendations of strategies to effectively engage its minority populations, especially the city's growing Latino population.

Introduction

The purpose of this report is to provide city personnel with recommendations of strategies that can be used to increase and enhance outreach in marginal neighborhoods, especially among areas that have growing Latino populations. More than that, however, we hope that this report will lead to a new framework for thinking about how to conduct outreach in general. Typically, public engagement efforts fail to capture the full range of opinion that is representative of the public because they tend to lack open and inclusive channels of participation. In other words, outreach models have traditionally been designed to focus primarily on creating meaningful interaction between agencies and the public, and not necessarily on creating inclusive opportunities of participation for a wide range of stakeholders.

Today, contemporary models of public participation can effectively include marginal populations in planning and development efforts by creating opportunities that facilitate informal interaction and communication. In *Latino Outreach Strategies for Civic Engagement* (2008), Greg Keidan argues that conducting outreach in locations that feel comfortable and familiar such as “churches and primary schools are best for Latino people and immigrants because they feel safe there.” By engaging minority populations in spaces that feel culturally safe (e.g., churches, schools, parks, etc.), meaningful connections can be made because outreach is conducted at their level, in their particular environment, and through a less threatening bottom-up approach.

When public engagement activities are organized through this approach, meetings and workshops seem both less formal and structured because they aren’t held in professional settings (e.g., conference rooms, universities, government office buildings, etc.). This helps to eliminate the fear and distrust minority populations associate with city planners, academics, and public authorities such as police. Further, research suggests that informal communication structures play a significant role in disseminating information and knowledge within marginal communities. People are more likely to attend workshops and meetings, for example, if they are invited by organizations that have earned a strong reputation in the community, which is usually the case if they provide a direct service to the community. Thus, local government entities or agencies interested in conducting outreach in minority communities should collaborate with organizations that have built trust in the community because the leaders of these organizations can become key partners in coordinating their efforts. Therefore, we suggest outreach strategies for a minority community be designed to: (a) increase levels of informal interaction and communication between city officials/staff, police and the public (especially marginalized Latinos) and (b) coordinate outreach efforts through organizational networks that have established trust in the community.

Setting

Medford is geographically located on the west side of Oregon, approximately 27 miles north of the California border. The city, which is the county seat of Jackson County, is the industrial, retail, and professional center of southern Oregon and northern California. It is situated in the heart of southern Oregon's Rogue River Valley, which is known for its scenic beauty, outdoor recreation, and historical and cultural attractions. Medford also sits in a rain shadow between the Cascade Range and Siskiyou Mountains, so it does not experience most of the rain associated with western Oregon, making it drier and sunnier than the Willamette Valley.

Historically, Medford's economy has been based on agriculture (pears, peaches) and timber products. Harry & David, the largest direct marketer of fruits and food gifts in the United States, for example, is based in Medford. Harry & David is the largest employer in southern Oregon, with 1,700 year-round and approximately 6,700 seasonal employees in the Medford area. In recent years, however, Medford's economy has been driven primarily by the health care industry. One reason Medford has become a regional hub for medical services is because the closest towns of equal or larger size are several hours away by car. Also, the mild climate and relative isolation of the valley has made the area a popular retirement destination, so assisted living and senior services have become an important part of the economy. The two major medical centers in the city, Rogue Valley Medical Center and Providence Medford Medical Center, employ over 2,000 people. Lastly, Medford and the surrounding area is becoming home to Oregon's expanding winemaking industry. Southern Oregon offers an excellent selection of wines such as Pinot Noir, Mescolare, Chardonnay, Merlot, Viognier, and Cabernet Sauvignon. Additionally, unlike the rest of Oregon, the region has also enjoyed success with two lesser-known varietals: Spanish Tempranillo and French Condrieu.

Demographics

U.S. Census data indicates that Medford's population has become more diverse over the last 30 years. In 1990, for example, only 6 percent of the population was Latino. This percentage grew to 9 percent by 2000, and more than doubled in numbers from 2,387 Latinos in 1990 to 5,841 in 2000. According to the 2010 U.S. Census, Latinos constituted 12 percent of Medford's population (8,726 people).

There are several reasons why the city has experienced an increase in its Latino population. First, the area's expanding agricultural industry has attracted a Latino migrant labor force. Recently, Latinos seem to be deciding to settle more in the area (the reasons for this go beyond the scope of analysis of this report). This permanent settlement pattern has resulted in new US-born children.

Medford, OR	1990	2000	2010
Total Population	46,951	63,154	73,821
White Alone	43,392	54,299	60,388
Hispanic or Latino:	2,387	5,841	8,726
Black or African American Alone	118	291	407
American Indian and Alaska Native Alone	513	607	397
Asian or Pacific Islander	524	843	1,484
Other Race	17	1273	2,419

Figure 1: Total Population (Hispanic or Latino by Race) Source: U.S. Census Bureau

While the U.S. Census Bureau has been able to successfully document the steady increase in Medford's Latino population from 1990 to 2010, their calculations do not estimate the number of unauthorized immigrants working and living in the community. In other words, the magnitude of the increase in Medford's Latino population is not fully known because many unauthorized Latino migrant workers do not participate in the census for fear of being deported. School district data that tracks the share of Latinos and non-Latinos in its student body, however, can serve as an indicator that paints a picture of the city's Latino population. For example, 2010 ethnicity demographic data from Medford School District reported that 20.5 percent of its K-12 student population was Latino. Compared to 2010 census data, that share is 8.7 percentage points higher (20.5 percent of student population is Latino vs. 11.8 percent of the city's population is Latino).

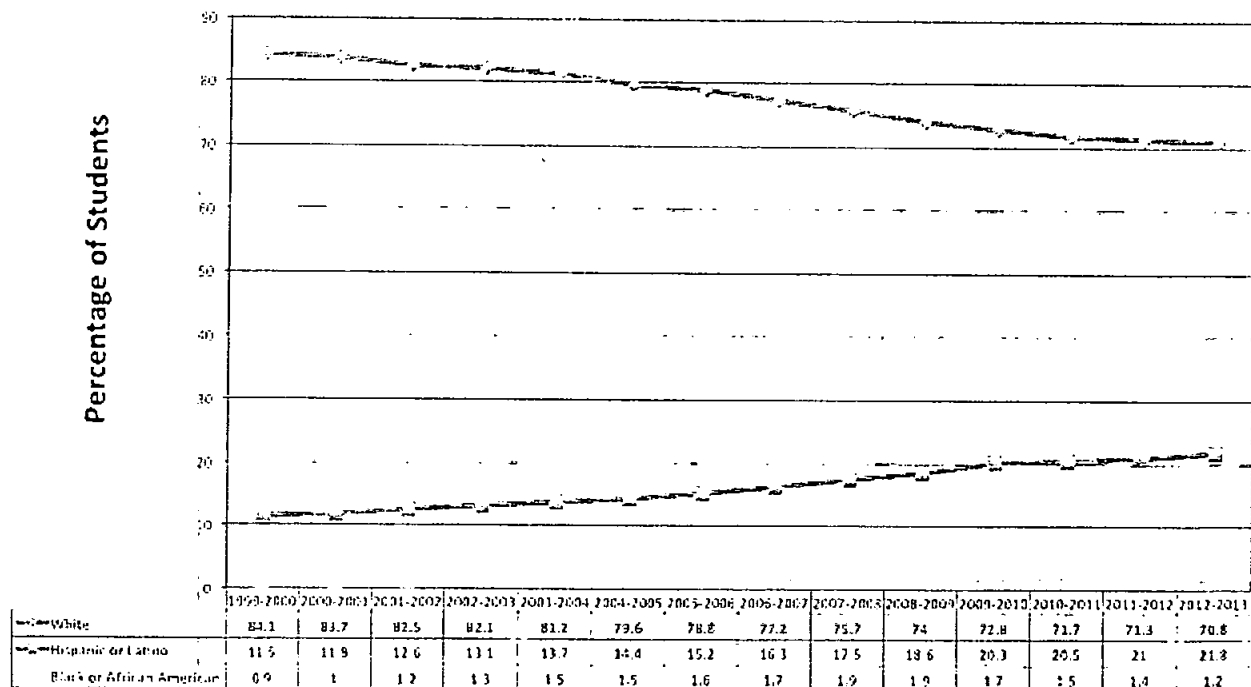


Figure 2: Student Ethnicity in Medford School District (Oregon Department of Education)



Methods and Approach

The project was designed to conduct outreach in one of the city's minority neighborhoods. Professor Gerardo Sandoval, from the Department of Planning, Public Policy and Management, invited James Rojas to host a model-building workshop at the Greater Medford Multicultural Fair and engage the public in the planning process. With neighborhood-based planning and outreach to minority populations, a good way of engaging the public regarding planning issues is by going out to places where they are already participating, such as cultural festivals. We envisioned this approach would help us (1) understand key issues diverse community members are facing in Medford and (2) give us an opportunity to describe the workshop process as a way to broadly define an outreach strategy planners, elected officials, and community-based organizations in Medford can use to effectively engage the most marginalized segments of the community's population.

We worked closely with police and city officials in Medford to reach the widest possible audience at the fair. Lilia Caballero, the Police Department's cultural outreach coordinator, and Cheryl Adams office administrator from the Planning Department, both played important roles in inviting people to the workshop and communicating to participants the unique opportunity they would have to discuss issues that are important to them. Caballero is also a member of the Hispanic Interagency Committee (HIC), so she was able to invite a large number of people to attend because she tapped into the organization's network (e.g., list serve, monthly meetings, informal social networks, etc.). Adams also helped in encouraging city staff to participate. She also worked with a bilingual first grade teacher to disseminate a bilingual flyer promoting the fair's workshop through the school system.

By working with police and city officials, we relied on the connections and networks they maintained within the Latino community. Strategies of public engagement have traditionally focused on individuals who are well connected to the system and tend to ignore "vulnerable segments of the population who might be invisible by circumstance and/or by active choice" (Sandoval and Maldonado 2012). By actively seeking to engage the most marginalized segment of the city's population, however, we were able to talk about important community issues with people who are generally not connected and don't understand or fear the system. In some cases, we even spoke with individuals who live completely under the radar because of their unauthorized status (e.g. Latino immigrants who are agricultural and reforestation workers).

Conducting Outreach with a Networking Approach

The following recommendations are useful when making outreach efforts to minority populations because they help reduce people's distrust of the government and/or police department:

1. Build relationships with community leaders, and get their buy-in to help with outreach and planning.

Police and city officials can build relationships with leaders of several organizations by meeting one-on-one with them and explaining how their outreach efforts could potentially improve both neighborhood safety and planning processes. These relationships can play fundamental roles in increasing public participation because the leaders of these organizations can become key partners in coordinating outreach efforts. Ultimately, these types of relationships help build trust in the community.

2. Use organizational networks so that participants are invited by people they know and trust.

Trying to recruit Latino participants for a public workshop without first building a relationship with them can be disappointing. In Medford, Lilia Caballero promoted the event during HIC's monthly meetings. Since the HIC shares resources, networks, and updates around current programs that can support Hispanic or Latino families, they have a strong reputation in the Latino community. Ms. Caballero and HIC's trusted staff members promoted the event (as opposed to having the city send impersonal emails or mailed reminders), and they played a pivotal role in generating more excitement about the event in the Latino community because people were invited by an organization they know and trust.

3. Choose a location that feels comfortable and familiar.

While hotels, conference rooms, and universities are good meeting venues for professionals and populations that have privilege, marginal populations and recent immigrants might feel uncomfortable attending events because they can be intimidating. This workshop was held at a public event in Hawthorne Park, however, so individuals who live near the downtown area felt more comfortable attending because they are familiar with the park. Since the event also had a multicultural theme with diverse music, food, and other vendors, the event was non-threatening. In our past research, the Latino immigrant populations seem to also interact at elementary schools since they feel a sense of safety.

4. Develop bilingual recruitment materials for Latino outreach events.

Spanish-language recruitment materials and flyers are necessary to boost Latino civic engagement. Translated materials, in other words, help build trust because they demonstrate that a project team has a higher level of cultural competency. For this project, both an English and Spanish flyer was developed to promote the participatory workshop. They were distributed electronically via email and through list serves that belong to established community-based organizations.

5. Make follow-up calls to people who have agreed to attend a public engagement event.

Research indicates that Latinos, for example, are more likely to attend workshops or meetings when they are contacted directly by a trusted organization's staff members or by a project's management team. Also, if staff members and project teams make follow-up phone calls and rely on in-person invitations, they give individuals an opportunity to ask questions about the event, which ultimately helps to reduce any feelings of fear or concern.

6. Offer tangible incentives or rewards for participants.

It is important to offer some sort of incentive or recognition when possible because some participants may have to take the day off from work or have budgets that are very constrained. Food or \$10-15 gift cards, for instance, can be provided to individuals or families who attend. Developing a feedback mechanism where community participants see how policy makers used the information gained from their participation is also critical.

Workshop Design

Approximately 100-125 individuals provided feedback about what they wanted to see in their community during James Rojas' participatory workshop in Medford. Mr. Rojas, who previously worked for the Los Angeles County Metropolitan Transportation Authority, has conducted over 250 of these community-building workshops throughout the United States. Individuals who decided to participate represented a number of different cultural and socioeconomic backgrounds. Everyone from elected officials to children and entire families were engaged in the model-building process. Some of the participants also included Spanish-speaking, low-income, and marginal Latinos, some of whom may have been unauthorized immigrants.

At the fair, the model was placed near a heavily traveled sidewalk, which helped to create a visual dialogue with pedestrians. As soon as people glanced at the model, and the hundreds of tiny and colorful objects that were located on an adjacent table, they seemed to become curious about the large installation, and gravitated towards the six-foot model. The model of downtown Medford was bound by Main and Jackson Streets, with Hawthorne Park at the center. Bear Creek, which runs parallel to the park, was covered by the I-5 freeway. Major streets, landmarks, and other geographical features were also added to visually define and create this section of Medford. The model was created to serve more as an art piece for creative thinking and visioning, and not as a replica of the city.



Figure 3: Medford Mayor Gary Wheeler interacts with model as James Rojas explains the process.

Right away participants oriented themselves on the model/map with the help of street names, landmarks, and geographical features. They projected themselves into the model and generally asked questions like, “Where are we located on this map?”, “Where do I live?”, or “Where do I work?” Once people understood that they were allowed to personalize the model, they began interacting with it and started rearranging the pieces on the board. They were asked to “re-design Medford” and discuss what they wanted to see in their neighborhoods or in the city.

There were times when people seemed puzzled by our question, but for the most part everyone eagerly spoke to us and provided excellent feedback about important community issues. We received dozens of comments like: “We need more green and open space near my house,” “We need to bring Hawthorne Park’s swimming pool back,” or “We need grocery stores to be in the center of town.” In the end, the workshop was a success because it allowed people from different cultures to come together, share ideas with one another, and create a collective vision for their community.

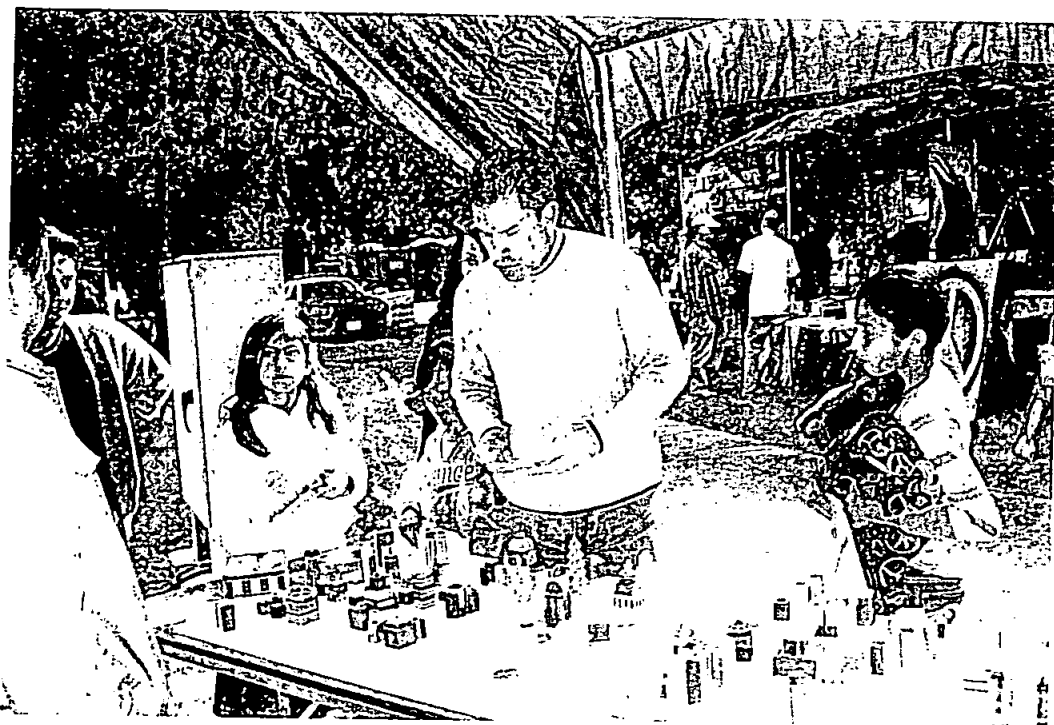


Figure 4: James Rojas' Interactive Model of downtown Medford engages the public in Hawthorne Park during the city's 2013 Multicultural Fair.



Figure 5: James Rojas' Interactive Model of downtown Medford engages the public in Hawthorne Park during the city's 2013 Multicultural Fair.



Figure 6: James Rojas' Interactive Model of downtown Medford engages the public in Hawthorne Park during the city's 2013 Multicultural Fair.

Key Findings

The key findings presented below are based on common themes that continually reemerged throughout the six-hour workshop:

Workshop participants stated they wanted more recreational activities and family events in public parks.

Many people stated they wanted “active” parks, which are large, offer diverse activities, are heavily used by the public, and tend to have full-time on-site staff. Active parks are primarily used for athletics and specialized recreational activities. Typical facilities include baseball fields, football fields, soccer fields, basketball and tennis courts, play structures, restrooms, and parking. Several workshop participants specifically mentioned that they wanted to see soccer fields in their community. Another common response provided by participants was a desire for an outdoor swimming pool at Hawthorne Park. During the model rearranging we heard everything from “create a more family-friendly atmosphere at Hawthorne Park” to “let’s build a laser tag place or family fun center.” One young, enthusiastic participant even asked for a “Chuck E. Cheese and Disneyland.” The most common response among workshop participants who talked about family-related events or activities, however, was, “we need more games for kids at parks.” Building active parks could help address this concern.

This is a similar theme we have uncovered in other areas of Oregon where we developed these types of participatory workshops. For example, Mr. Rojas organized his participatory workshops in Eugene/Springfield last year and we discovered that marginalized Latinos lacked a sense of community belonging and inclusion in Lane County. This was particularly evident in their relationship to public spaces and especially public parks.

People discussed the need to build an inclusive community that promotes equal treatment and opportunity and eliminates all forms of discrimination.

Several workshop participants reported frequent incidents of racial discrimination. They mentioned that events or activities designed to bring people from different cultures together would create better awareness about the city’s growing diversity and reduce ethnic and cultural tensions.

By building on issues that affect everyone in the community, the city could raise awareness about the common ground individuals from different groups actually share. Addressing issues that affect everyone such as healthy children, clean parks, safer streets, elderly care, or more recreational centers can help create a common goal that everyone can work towards. Public campaigns designed to address these issues could be used as a tool, for example.

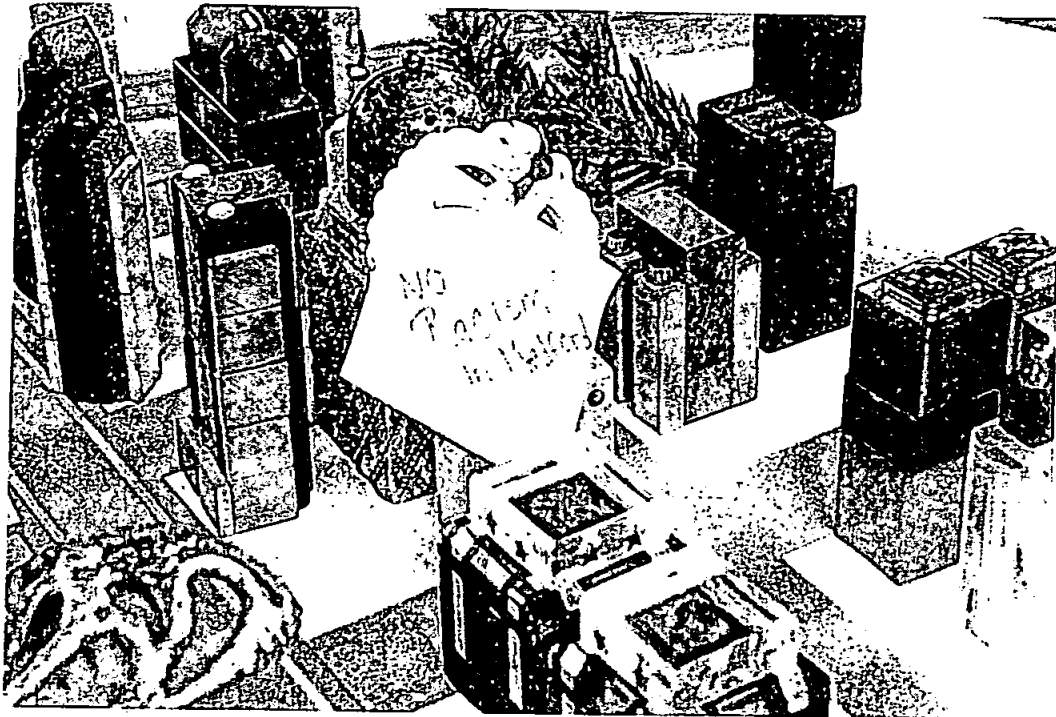


Figure 7: The Interactive Model of downtown Medford asks for feedback from residents.

Other workshop participants discussed that they would like to see more “colors,” statues, or art sculptures throughout the city. They shared that adding this artistic dimension to the city could help build community because art projects could be commissioned to reflect the city’s increasingly diverse identity.

Several individuals discussed the need to build a larger bike infrastructure and improve the safety of bike lanes near Bear Creek.

The workshop revealed that a number of people want to see more bicycle lanes on major roads. Most people who talked about bike infrastructure, however, discussed the need to increase safety near exiting bicycle lanes, especially around Bear Creek. Some participants stated that they would be more willing to use Bear Creek’s bike paths if the police department adopted a tougher crime prevention policy that focused on reducing the use of alcohol and drugs in the area. Other people mentioned that beautifying Bear Creek with better lighting and benches could also help to increase safety, which would promote the use of the area’s bike lanes. Some suggested that getting more people to ride on the bike paths would in turn make the paths safer.

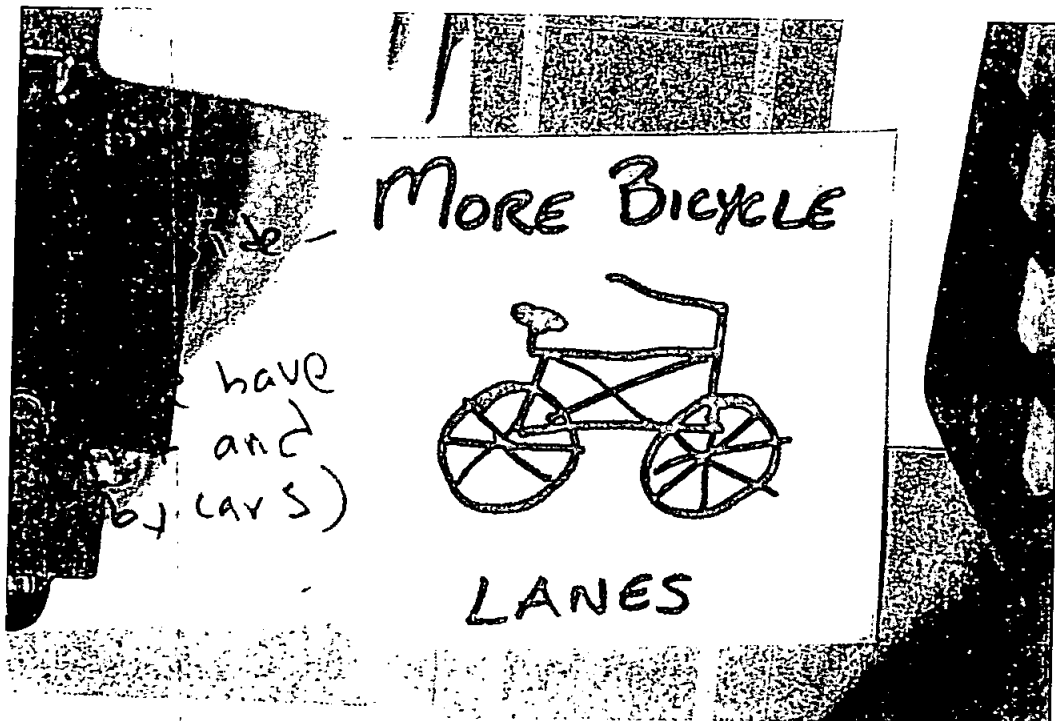


Figure 8: While using the model of downtown Medford, residents discussed the need for more bicycle infrastructure.

People are worried about losing Jackson County branch libraries.

Many individuals stated that they are deeply concerned about losing their branch libraries because these resources have a big impact on education. Nearly all of the libraries in Jackson County could close by next year if officials cannot find additional funding. If no additional funding is found by next year, 14 branch libraries in Jackson County will close. Only the Medford Library would remain open past next year, but it could eventually close by 2015. For people who live in outlying communities, it would be a big loss.

Conclusion

This report provides police and city officials with strategies to overcome the limitations of contemporary public participation models that have limited effectiveness in marginal and Latino communities. The project's public engagement approach was not based on traditional outreach models because our goal was to engage individuals who generally do not get involved in the urban planning and design process.

We were able to successfully conduct outreach in one of Medford's minority neighborhoods because of three factors:

- (1) We used an approach that was based on individual networks;
- (2) we coordinated our outreach efforts through city staff that has solid and established relationships with community-based organizations, Latino businesses, schools and individuals in the Latino community; and
- (3) the public workshop was informal, open to families, and non-coercive.

This report also provides information about the key issues minority neighborhoods in Medford are facing and concerned about, based on data collected during the fair's four-hour workshop. We believe this participatory workshop was successful because we took an asset-based approach and built on an existing community strength to conduct our outreach. We encourage Medford's police and planning officials to use similar strategies for maintaining relationships and channels of communication with the growing Latino population in Medford.

Suggestions for Future Work

This participatory planning workshop was a one-day event, which specifically asked participants to redesign downtown Medford. It was intended to quickly access some of the key issues around planning and community development that people who attended Medford's multicultural fair felt were important. In the four-hour period we received feedback from a diverse group of participants, but that was just a beginning. There is so much potential in Medford for getting the low-income Latino community involved in the planning process and for making their voices heard. We suggest that civic leaders, police, planning staff and city leaders continue to engage minority populations in safe, non-coercive, and positive ways. We learned a lot about important community issues in just a four-hour period that the city could expand and continue to build on.

Another focal area relates to biking issues. Bike safety issues were a major theme that emerged during the workshop. This could be a good opportunity to unite the diverse perspectives and populations that were at the fair around an issue that would bring direct benefits to everyone in Medford. With this in mind, Dr. Sandoval and Dr. Schlossberg (SCI's co-director) will join forces and teach two courses as part of the Sustainable Cities Year in Medford that will examine ways to increase access to biking and delve further into diversity/outreach issues in the city. Dr. Sandoval would continue to work with stakeholders in Medford around Latino outreach while Dr. Schlossberg would focus on biking issues. They would join forces on issues such as transportation equity.

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