



## **ROCKWOOD-WEST GRESHAM RENEWAL PUBLIC INVOLVEMENT PLAN**

*The purpose of the Rockwood-West Gresham Renewal Public Involvement Plan is to ensure that residents, property owners, businesses, and other interested parties have convenient opportunities to become fully informed about the project and to provide input throughout the process. The Public Involvement Plan strives to reach and include people from a wide variety of backgrounds in the process.*

### **Background**

In fall 2001, at the direction of the Rockwood Action Plan Implementation Committee (RAPIC) and Gresham City Council, the City began an investigation of the feasibility of urban renewal as a tool to promote West Gresham's revitalization. The feasibility study concluded in December 2001, at which time Gresham City Council, with the advice of RAPIC and the Planning Commission, decided to authorize the Community and Economic Development Department to proceed with a full-scale citizen effort to develop an urban renewal plan. It is estimated that the Plan will be brought to the voters of Gresham for their consideration at the May 2003 election.

This document is a summary of Gresham's approach to public involvement for urban renewal that began with the Feasibility Study development in August 2001 and continues through the formal adoption process. It contains operating principles, proposed organizational structure, and a chart of activities.

The Rockwood-West Gresham Renewal project is unique for public outreach in that it must include a program for citizen participation (building the plan) and a sometimes different program for citizen education (informing the public). Within each program, there are special outreach methods to be used based on geography and other methods based on social association. In some instances the method and type of outreach was the same for all parties, and in other cases it was tailored to a specific message or group. This document is a break down of the public involvement methods and forms the basis of a working document for the planning process.

### **Operating Principles**

Urban renewal planning was kicked off in September 2001 with a work session for brainstorming public involvement opportunities. From that workshop evolved many good ideas, including operating principles to guide the process. These

principles were ratified by the Rockwood Action Plan Implementation Committee (RAPIC) and are as follows:

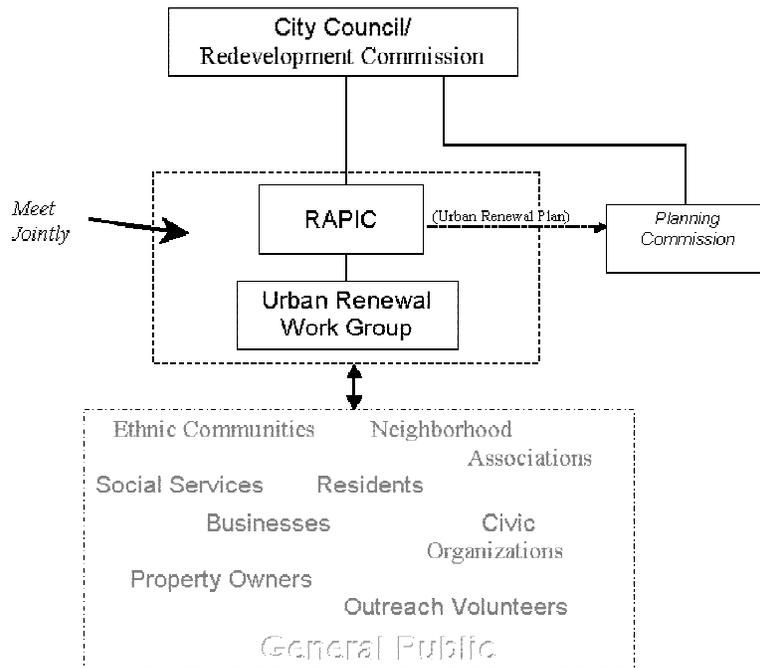
1. Language and English literacy should not be a barrier to the opportunity to access information and participate meaningfully.
2. The City of Gresham will be completely open to public input and ideas.
3. Respect community volunteers' time and ensure that when these resources are employed they are done so effectively and efficiently.
4. Communicate effectively what urban renewal can and cannot accomplish for Rockwood and all of Gresham.
5. Make sure that the public participation process opportunities are equitably provided across the spectrum of all interest groups.
6. Recognize that there are benefits associated with differences of opinion and ideals.
7. All of Gresham will have to approve a Rockwood-West Gresham Urban Renewal Plan at the ballot box.
8. Participation methods and participants will have compassion and justice.
9. Will work to build lasting community leadership.
10. Will value the past and consider the future when making decisions.
11. Communication must be a two-way process between the community and the City of Gresham.
12. Will provide a hospitable and welcoming environment. Ways of achieving hospitality include holding meetings at varying times, days, and locations, provide childcare and transportation opportunities and refreshments.
13. Will create opportunities to bridge communities, building upon common values.
14. Will strive to build trust.

### **Creating the Plan**

A schedule for Rockwood-West Gresham Renewal has been constructed to allow enough time for public input into the process, being mindful of the community's need to eventually implement the Plan in a timely manner. The Renewal planning is built upon past planning activities in the Rockwood neighborhood.

In order to meet the timing and to adhere to the guiding principles, a system was devised wherein RAPIC and other citizen interests served as an advisory group to urban renewal (Urban Renewal Work Group or URWG). Decisions and information that emerged from URWG has been translated to the public-at-large in a variety of ways. Below is the organizational chart for creation of the plan.

## Rockwood-West Gresham Renewal Public Involvement with Planning



### Participation Roles

Below is an outline of the roles each party within the organizational chart.

#### City Council

Provide leadership and policy direction on urban renewal plan development.

#### Planning Commission:

Throughout plan development the Planning Commission will be briefed at regular meetings and comment will be made available to RAPIC and the City Council. The Planning Commission will conduct a formal hearing on a proposed urban renewal plan and will take action to notify Council whether or not the urban renewal plan is in compliance with the City's Comprehensive Plan. The Planning Commission is part of the Strategy Group.

#### Rockwood Action Plan Implementation Committee:

RAPIC provides citizen leadership and advises Council of the entire project. RAPIC will meet monthly and will also assist public events related to the project. All staff and public input information is disseminated to RAPIC and they will make key recommendations to City Council. RAPIC is part of the Strategy Group.

Urban Renewal Work Group:

URWG provides additional citizen advisors to RAPIC on the Rockwood·West Gresham Renewal project. URWG met six times with RAPIC from March through December 2002 to assist with creating the urban renewal plan.

General Public:

General public includes, but is not limited to: Ethnic Communities, Neighborhood/Business Associations, Residents, Civic Organizations, Businesses, Property Owners, and Social Service Providers. Of all the groups, the General Public will provide the most leadership and formulation of the plan, as they are the ultimate recipients of the urban renewal product. Information derived from the public is provided to RAPIC and is considered as part of decisions made on the basis of their general consensus. Project Team and RAPIC will provide meaningful forums and will work with members of the community to provide fair and equitable opportunities to voice needs and opinions as it relates to the urban renewal feasibility study and plan for Rockwood·West Gresham.

Other participants not incorporated in the chart include City staff and other partners that are aiding with the administration of the process. Below are their participation descriptions:

Project Team:

*CEDD Staff Project Team*

The Staff Team is charged with project coordination and keeping the project moving forward and on schedule. The team meets weekly to coordinate tasks and problem-solve. Staff Team, through the assistance of RAPIC, also provides operational guidance of the project.

*Consultant Project Team*

The Consultant Team works closely with CEDD Staff on developing the urban renewal plan and keeping the project on time. Consultants also participate in public events and committee meetings, as requested.

Inter-Agency Coordination:

*Regional Partners and Taxing Bodies*

The Inter-Agency Committee provides a platform for periodic communication, thus ensuring that, in the broadest sense, all agencies are kept up-to-date on urban renewal information as it

develops. It also provides an opportunity for agencies to comment on reports, identify opportunities for collaboration and joint resource development, and to surface concerns. As appropriate, the agencies provide opportunities to test out whether a consensus exists on a specific topic.

#### Inter-Departmental Coordination

The Inter-Departmental Coordination Group consists of City of Gresham staff. The group meets periodically throughout the planning process to review information, comment on proposals, and ensure that urban renewal efforts coordinate with other City initiatives.

### **Chart of Activities**

There are many that involve participation in creating the urban renewal plan and activities focused on providing information to the public about the plan once created. The activities have been developed to keep in mind the diversity of needs from the Gresham population. Some citizens prefer to attend meetings where they can provide detailed input, while others may better appreciate mailing in a response to a written survey. Some members of the community prefer to obtain information from the local newspaper, while others prefer to obtain information from the radio or from their neighbors. Some citizens go to their local barber or coffee shop to talk to friends about recent activities while others prefer to attend a public open house at City Hall.

The lists of activities below were created with the intention of meeting the broadest set of community needs.

- **Project Newsletters**, published in 3 languages
- **Community Survey** issued via Newsletters, Rockwood website, and advertised in *El Hispanic News*, *Gresham Outlook*, and the *Oregonian*
- **Project Information Hotline** – bilingual/Spanish. Recorded information and voice-mailbox for comments and questions.
- **Public Workshops** for urban renewal – workshops were offered as bi-lingual, held in Rockwood, transit options were advertised, children’s activities offered and advertised.
- **Planning Work Sessions** with a steering committee (Urban Renewal Work Group)
- **Speaker’s Bureau** – visited community groups with presentations (included neighborhood associations, council advisory committees, fraternal, social, and other civic organizations)
- **Media Efforts** – Press releases and working with media in other ways. Press releases are distributed to approximately 25 media resources.

- **Partner with Other Outreach Efforts:** Rockwood Pride Calendar, Library's Dia de los Ninos event, Metro Open House, Oregon Transportation Commission regional tour, Office of Neighborhood Involvement newsletter, Hispanic Chamber breakfast, etc.
- **MCTV program** – project and citizens were part of feature programs.
- **Website** – Website contains documents, maps, and links to related sites. Updated about once per month (more if necessary). Community Survey, email, and phone numbers posted for methods of feedback.
- **Youth Planning** – working with local schools and educators to provide a forum for participation in creating the plan

### Partners for the Plan

Finally, it is important to point out the government, quasi-government, and private organization partners that have been involved with the planning and outreach process. It is the participation of the partners, with that of the individual citizens that make the process successful. The public involvement plan has been formulated to encourage the addition of members along the way.

### **Community Partners include:**

#### Government and Quasi-Government Bodies

- 181/Sandy Master Plan Technical Advisory Committee & Stakeholders
- Alder Elementary
- Centennial High School
- Centennial Learning Center
- Centennial School District
- Central City Neighborhood Association
- Citizen Involvement Council Advisory Committee (Gresham)
- City of Portland/Portland Development Commission
- City of Troutdale
- Clackamas County Development Agency
- Community Development & Housing Committee (Gresham)
- Community Solutions Team
- Davis Elementary School
- East County Caring Community
- Gresham High School
- Gresham Library (Multnomah Co.)
- Gresham Senior Center
- Gresham-Barlow School District Office
- Hartley Elementary
- Haughton B. Lee Middle School
- Housing & Community Development Commission
- Housing Authority of Portland
- Kelly Creek Neighborhood Association
- Lynch View Elementary
- MCTV

- METRO Regional Government
- Mt. Hood Community College- Gresham & Maywood Park Campuses
- Multnomah County Board of Commissioners & Staff
- Multnomah County Community Economic Development
- Multnomah County Department of Community Justice
- Multnomah County Health Field Office
- North Gresham Neighborhood Association
- Northwest Gresham Neighborhood Association
- Oregon Department of Human Services
- Oregon Department of Transportation
- Oregon Economic and Community Development Department
- Oregon Employment Department
- Oregon Housing and Community Services
- Port of Portland
- Portland Bureau of Housing and Community Development
- Portland State University – College of Urban and Public Affairs
- Reynolds High School
- Rockwood Business Assistance Program
- Rockwood Library (Multnomah Co.)
- Rockwood Neighborhood Association
- Transportation System Council Advisory Committee
- Tri-Met
- Wilkes Elementary
- Wynne Watts School

#### Private Organizations

- Adventist Medical Clinic
- Altrusa International
- American Assoc of University Women
- Ascension Lutheran Church
- Boeing Co.
- Boyd's Coffee Company
- Burnside Baptist Church
- Centennial Lions Club
- Child Care Development Services Inc.
- Church at Rockwood
- Church of God of Prophecy
- Drake's 7 Dees
- East County One Stop
- East Hill Foursquare Church
- East Metro Association of Realtors
- East Multnomah County Alliance of Latino Parents for Better Schools
- East Multnomah County Building
- East Wind Center
- East rose Fellowship Unitarian
- El Programa Hispano
- Elks BPOE
- Fred Meyer Rockwood
- Good News Foursquare Church
- Greater Portland Baptist Church
- Gresham Area Chamber of Commerce – Public Affairs Committee
- Gresham Bicycle Center
- Gresham Breakfast Lions Club
- Gresham Downtown Development Association
- Gresham Farmers Market

- Gresham Senior Center
- Hacienda CDC
- Hispanic Metropolitan Chamber of Commerce
- Hispanic Services Roundtable
- Honda America
- Human Solutions, Inc.
- J. Frank Schmidt & Son Nursery
- John L. Scott Realtors
- Kaiser Permanente-Rockwood
- KMHD Radio Station
- League of Women Voters - Gresham
- Legacy Mt. Hood Medical Center
- Metropolitan Family Services/SUN (Schools Uniting Neighborhoods) Program
- Morning Star Montessori House
- NARA Health Clinic
- Oregon Association of Minority Entrepreneurs
- Pacific NW Mennonite
- PAL Youth Center
- Peace Mennonite Church
- PGE-Government Affairs Office
- Portland Lutheran School
- Portland Teachers Credit Union
- Praise Chapel of Gresham
- Providence Medical Group
- Rockwood Church of God
- Rockwood Kiwanis
- Rockwood Medical Offices
- Rockwood Natural Medicine Clinic
- Rockwood SDA Church
- Rockwood United Methodist Church
- Romanian Apostolicity Church
- Romanian Assembly of God
- Shiloh Celery
- Snow-Cap Community Charities
- St. Aidan's Episcopal Church
- St. Anne's Catholic Church
- St. Henry Catholic Church
- Sterling Savings Bank
- Teddy Bear Parade
- Trinity Lutheran Church
- United Pentecostal Church
- US Bank
- Viking Industries
- Washington Mutual
- Wells Fargo Bank-Rockwood
- West Gresham Jehovah's Witness
- Workforce Connections
- Youth Employment Institute