



City of McMinnville

Diversity, Equity & Inclusion Advisory Committee
Zoom Online Meeting
Thursday, September 9, 2021
4:30 p.m. – Regular Meeting

You may join online via Zoom Meeting:

<https://mcminnvilleoregon.zoom.us/j/93562400538?pwd=ZTBFeXRKUkpEWTY0MWxkdKxrcVQ0UT09>

Meeting ID: 935 6240 0538

Zoom Password: 609454

Or you can call in and listen via Zoom: +1 253 215 8782 (US)

Meeting ID: 935 6240 0538

Public Comments: If you wish to address the Diversity, Equity & Inclusion Advisory Committee on any item not on the agenda, you may respond as the Committee Chair calls for "Public Comment." You may also submit written comment via email at any time up to 12:00 pm the day of the meeting to kylie.bayer@mcminnvilleoregon.gov, that email will be provided to Committee members and entered into the record at the meeting.

1. CALL TO ORDER (Committee Vice Chair Tiffany Hennes) [4:30]
2. APPROVAL OF MINUTES (Committee Vice Chair Tiffany Hennes) [4:30]
 - a. Exhibit 1 – August 12, 2021, Meeting Minutes

Please submit requests for accommodations, including interpretation for people who are deaf or hard of hearing, at least 48 hours before the meeting to: Kylie Bayer, HR Manager (503) 434-7405.

3. PUBLIC COMMENT

- a. The Vice Chair will announce that any interested audience members are invited to provide comments. The Vice Chair will read comments emailed to the HR Manager and then invite any person participating via Zoom to speak. The Vice Chair may limit comments to 3 minutes per person for a total of 30 minutes.

4. WORK PLAN (Committee Vice Chair Tiffany Henness) [4:35]

- a. Discuss Committee Work Plan and finalize draft for City Council presentation

5. DEPARTMENT HEAD INTRODUCTION (Planning Director, Heather Richards) [5:05]

- a. Discussion with Heather Richards, Planning Director, about the Planning Department's services, programs, and initiatives related to DEI
- b. Exhibit 2 – Memo to Committee from Heather

6. OTHER BUSINESS (Committee Vice Chair Tiffany Henness) [5:35]

- a. Schedule (upcoming September meetings, Christine's fall schedule, potential retreat, potential work sessions)
- b. Ongoing City business (ARPA, revenue streams, etc.)
- c. Feedback to City from Committee
- d. Debrief Committee statement regarding Newberg School Board decision
- e. Roundtable

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CITY OF McMinnville
MINUTES OF DIVERSITY, EQUITY & INCLUSION ADVISORY COMMITTEE
SPECIAL MEETING

Held online via Zoom, McMinnville, Oregon

Thursday, August 12, 2021 at 4:30 p.m.

Presiding: Committee Chair Christine Bader

Recording Secretary: Kylie Bayer, Human Resources Manager

Committee Members: Present	Excused Absence
Efrain Arredondo	Maged Abo-Hebeish
Christine Bader	Cecilia Flores
Remy Drabkin, Council President	Sarah Schwartz
Tiffany Henness	
Tony Lai	
Larry Miller	

Additional attendees: Noelle Amaya and Matt Scales (staff)

- 1) CALL TO ORDER: Committee Chair Christine Bader called the meeting to order at 4:31 p.m. and welcomed all in attendance.
- 2) BIPOC BLOCK PARTY REPORT: Tiffany shared an update about the event at Mac Market and her hopes for additional events and opportunities for connections within McMinnville’s BIPOC community.
- 3) APPROVAL OF MINUTES: Tony Lai MOVED to approve the 7/8 minutes and the 7/29 minutes with a correction that time of adjournment was 4:40 and not 4:10 pm. Council President Remy Drabkin SECONDED. Motion PASSED unanimously.
- 4) PUBLIC COMMENT: There were no public comments.
- 5) DEPARTMENT HEAD INTRODUCTION: Chief Scales presented information about the McMinnville Police Department including information about the impacts of George Floyd’s murder on policing in general and in McMinnville, the “8 Can’t Wait” campaign for police reform, alternative programs like CAHOOTS in Eugene, and community policing efforts. He also responded to questions from the committee.
- 6) DEIAC WORKPLAN/SUBCOMMITTEE UPDATES: The committee worked on their draft action plan. The committee plans to incorporate a tie in to City Council and/or MacTown2032 goals.
 - a) City Council Work Session is scheduled for 9/22/2021, exact time is TBD.

- 7) OTHER BUSINESS: City Council President Remy Drabkin shared information about ongoing City Council business including ARPA funds, revenue streams, and the role of the Committee in that business.
- 8) ADJOURNMENT: Meeting adjourned at 6:09 pm.

s/s Kylie Bayer
Kylie Bayer, Human Resources Manager
Recorder



City of McMinnville

A collaborative and caring city inspiring an exceptional quality of life.

PLANNING DEPARTMENT, 231 NE Fifth Street, McMinnville, Oregon, 97128

MEMORANDUM

DATE: September 1, 2021
TO: Diversity, Equity and Inclusion Advisory Committee
FROM: Heather Richards, Planning Director
SUBJECT: Department Head Engagement

Below are my musings to answer the questions that you provided to Department Heads. I look forward to an engaging dialogue when I join you for your meeting on September 9, 2021.

PLANNING Department Snapshot:

Division / Program	FTEs
Planning – Current and Long Range Planning	5.00
Building – Plan Review and Inspections	4.75
Code Compliance and Neighborhood Relations	2.00
Economic Development and Urban Renewal	0.25

In McMinnville's Comprehensive Plan, planning has been designated as the Citizen Involvement program for the City of McMinnville. We currently staff six committees appointed by City Council that meet monthly and advise City Council on policies and decision-making:

- Affordable Housing Committee
- Economic Vitality Leadership Council
- Historic Landmarks Committee*
- Landscape Review Committee
- Planning Commission*
- Urban Renewal Advisory Committee

*Act in a quasi-judicial role for the City Council – meaning that they make legally binding decisions for the City of McMinnville.

Planning also sets up citizen advisory committees for all long-range planning projects that are project specific.

Department Questions

1. *How does diversity, equity, and inclusion fit into the work of your department?*

Most of our department operates from the position of ensuring that projects comply with existing regulations which usually is a transparent and equitable process if the regulations are applied neutrally.

However, the planning program is involved in developing regulations and policies to be applied in McMinnville. In the development of regulations and policies there are many opportunities for intentional and unintentional consequences of inequity and systemic exclusion.

DEI has emerged as a very important component of planning narratives and outcomes from both a regulatory perspective and a citizen engagement perspective.

Regulatory: Recent research has shown that planning codes and ordinances could intentionally or unintentionally have systemic injustice and inequity built into the regulations that have created generational hardship and poverty. The historic redlining practices of Portland, Oregon and the recent awareness of heat islands in low-income neighborhoods in Portland, Oregon have elevated the intended and unintended consequences of city regulations on marginalized populations in communities.

Here in McMinnville, we are only just starting to learn about if and what our ordinances and codes have created in terms of inequitable neighborhoods and living conditions for our residents.

We do not have the resources to devote to studying the impact of McMinnville's regulations on diversity, equity and inclusion, but we have started mapping our neighborhoods with the data available to us so that we can learn more in terms of outcomes.

One mapping exercise with census block group data started to illustrate a pattern of segregation in our neighborhoods based on race and income. Census data indicates that over 20% of our overall city population identifies as Hispanic, and yet our neighborhoods reflect concentrations of Hispanic households in some areas and very few Hispanic households in other neighborhoods. If we had the resources, I would love to overlay those neighborhoods with public amenities provided, condition of infrastructure, access to parks, etc. to see if there are any inequities in how we invest our public funds as well.

Additionally, census data indicates that approximately 20% of our overall city population identifies as disabled, and yet we do not have an ADA Transition Plan nor do we have discussions about the need to construct visitable housing in our neighborhoods. (Visitable housing is a growing trend nationwide. The term refers to single-family or owner-occupied housing designed in such a way that it can be lived in or visited by people who have trouble with steps or who use wheelchairs or walkers.) We need to elevate our discussions about serving our residents with disabilities.

Recently McMinnville adopted "Great Neighborhood Principles". 13 defining principles about what makes a great neighborhood with the motto that everyone deserves to live in a great neighborhood in McMinnville. (Please see Attachment). Ideally, if we could, we would collect data on all of our existing neighborhoods to see where there are deficiencies in meeting these Great Neighborhood Principles and then develop an action plan to rectify any inequity.

Housing and access to ownership has emerged as a significant barrier for equity as well as a potential significant equalizer. Regulations, both intentional and unintentional, prevent marginalized populations from owning homes and building wealth through homeownership and real estate equity. This has created significant generational wealth inequities in different communities. In McMinnville, we are currently working on a housing strategy to try and provide housing choice to all residents – both in terms of type of housing and rental versus home ownership. However, some of the state mandates that we have to work within are starting to emerge as barriers to these goals. One example is the recent Missing Middle Housing bill that passed through the legislature in 2019. This bill was intended to remove regulatory barriers for missing middle housing that would provide more affordable housing to Oregon households. However, for the most part, it is dependent upon a rental assumption of multiple units of housing on one lot. When this passed, we were working on a similar program in McMinnville that also included the ability to build tiny homes on tiny lots for home ownership opportunities at lower price points. Due to some of the caveats in the state legislation this probably will no longer be a viable alternative in McMinnville.

Citizen Engagement: Planning is built around a foundational emphasis on citizen engagement. It is Goal #1 of Oregon Land Use goals and written into all of the state regulations and laws governing planning in Oregon. However, the goal language and regulations have not really changed since 1981 and the system that has been established is difficult to navigate for people who work, are uncomfortable in formal settings, and/or have language barriers and physical disabilities.

In McMinnville, we have tried to set up a framework where people can participate in the formation of a plan or policy as part of a citizen advisory committee. However, the approval structure that is dictated by state regulations requires a formal public hearing process in front of the planning commission and City Council to adopt these plans. And unfortunately it feels as though only a few people are comfortable participating in the formal process, therefore they can exert a significant amount of influence as individuals on city policies since they have the ear of the final decision-maker. Sometimes all of the hard work and long hours of the citizen advisory committee volunteers are forgotten during the formal public hearing process.

We need to do a better job on two accounts: 1) Provide a process that feels more accessible and comfortable for a broader range of people to participate; and 2) Remind decision-makers of the public participation that created the product in front of them that are not participating in the formal public hearing process. The State is moving forward with revising the regulatory language for Goal #1 – Citizen Involvement this year and next year and hopefully some revisions to the state regulations will provide more avenues for citizen participation that is inclusive and accessible for all.

2. Does your department have a public policy related to DEI? Is there a specific staff person primarily responsible for DEI-related issues?

We do not have a department policy and probably should. All of us work from industry specific codes of ethics (planning, building and code compliance). These codes of ethics govern what we do and how we conduct ourselves relative to our professions and are taken very seriously.

Below is a sample of the planning code of ethics.

Planning Code of Ethics – Our Overall Responsibility to the Public

Our primary obligation is to serve the public interest . . . , to comply with our obligation, we aspire to the following principles:

- a) We shall always be conscious of the rights of others.
- b) We shall have special concern for the long-range consequences of present actions.
- c) We shall pay special attention to the interrelatedness of decisions.
- d) We shall provide timely, adequate, clear, and accurate information on planning issues to all affected persons and to governmental decision makers.
- e) We shall give people the opportunity to have a meaningful impact on the development of plans and programs that may affect them. Participation should be broad enough to include those who lack formal organization or influence.
- f) We shall seek social justice by working to expand choice and opportunity for all persons, recognizing a special responsibility to plan for the needs of the disadvantaged and to promote racial and economic integration. We shall urge the alteration of policies, institutions, and decisions that oppose such needs.
- g) We shall promote excellence of design and endeavor to conserve and preserve the integrity and heritage of the natural and built environment.
- h) We shall deal fairly with all participants in the planning process. Those of us who are public officials or employees shall also deal evenhandedly with all planning process participants.

Many cities are starting to hire planners dedicated to diversity, equity and inclusion to evaluate and recommend changes to the city's regulations with that lens. McMinnville currently does not have the resources to dedicate to that type of staffing.

3. *How would you rate your department in terms of building a diverse, equitable, and inclusive workforce that resembles the population you serve?*

Mediocre. Interestingly, although not deliberate, we appear to be close to being representative in terms of age (legal working population), race and disabilities. Planning and Building are historically male dominated professions, so we are not representative in terms of gender. Other protected classes such as sexual orientation, marital status, etc. are not disclosed to us.

4. *What conversations if any has your staff had about diversity, equity, and inclusion?*

We talk about it a lot as we would like to be doing more research and evaluation of McMinnville's regulations and outcomes to understand how we can make meaningful impact to reverse any negative consequences. Unfortunately though, we do not have the staff capacity or resources to engage in the work.

5. *Has or would your department provide staff DEI training opportunities?*

If they were available, I would encourage all of our staff to attend DEI training opportunities.

6. *What data does your department collect about the racial or other diversity of*

- a. staff;
- b. contractors;
- c. the people you serve?

We do not collect that data.

7. *What could be relevant metrics for your department related to DEI?*

Resource investment in DEI staff training and planning programs.

8. *Have you had the chance to consider what an “equity lens” would mean for your department?*

Regulatory: A review of our existing regulations, policies and plans that we currently work with and how they have built systems of inequity in them, either intentionally or unintentionally, and then recommendations to remove those systems and work towards promoting equity. Be proactive and forward thinking. Bring new concepts and ideas to development projects, such as home ownership opportunities for all, visitable housing, public improvements that are focused on accessibility, planning for cultural celebration in the built environment, planning built environments that provide safety networks for those who feel threatened due to their diversity, etc. Be brave and lead.

Citizen Engagement: A review of how we engage citizens and deliver services for all of our residents and a goal of achieving **best practices** (not just the minimum standard) equity in that engagement and delivery. Some examples include translation services of our documents, applications, and plans. Providing documents and services that are accessible for all disabilities – mobility, hearing, visual, etc. Citizen participation opportunities that are accessible, engaging, comfortable and impactful. Create the capacity to try new approaches, fail and try again.

9. *How does your department ensure equitable access to services for all residents?*

I wouldn't say that we currently do. Our programs, applications and plans are only available in English. We provide translation services upon request. However, most people who cannot access our services also probably do not feel confident enough to tell us that they need help. Our work is mostly regulatory, which can be intimidating.

10. *How does your department invite input from all residents, particularly those who might be less vocal?*

We have to provide public notice of most everything that we do so we have systems in place to ensure that all of our current programs and projects are on our website with opportunities for public input. We send out mailings, public notices, advertisements, social media, etc.

The zoom environment has been interesting because we have seen more people participate virtually that we have not seen before. I often say that I feel like we are seeing the same 400 people with everything that we do. It has been good to see some new faces on zoom.

Of course, if we are working on a controversial project in an established neighborhood, we then hear from all types of households in that neighborhood, either through email, written correspondence, phone calls or testimony at public hearings.

11. *How can the DEI Committee support you in your work?*

- Host trainings for staff
- Raise the awareness of what DEI is both internally within the organization and externally in the community – with a lens of inclusivity for all marginalized individuals and groups and not just what is trending in the media (race, ethnicity, gender, age, national origin, religion, disability, sexual orientation, socioeconomic status, education, marital status, physical appearances, etc.).

- Develop messaging relative to outcomes that are impactful and aspirational that we can measure. (Reduction of poverty in McMinnville. equal access to public amenities and investment, etc.)
- Advocate for resources so that we can do the DEI work that we need to do both internally and externally in our department.
- Advocate for best practices and not just minimum standards. For example, we should not be talking about ADA issues with the mindset of meeting the minimum standards in the Federal ADA guidance. We should be talking about how to design, build and implement projects that provide the most accessibility to our residents from a best practices perspective.

MCMINNVILLE'S GREAT NEIGHBORHOOD PRINCIPLES

(Adopted by Ordinance No. 5066, April 9, 2019)

Comprehensive Plan Policies:

- 187.10 The City of McMinnville shall establish Great Neighborhood Principles to guide the land use patterns, design, and development of the places that McMinnville citizens live, work, and play. The Great Neighborhood Principles will ensure that all developed places include characteristics and elements that create a livable, egalitarian, healthy, social, inclusive, safe, and vibrant neighborhood with enduring value, whether that place is a completely new development or a redevelopment or infill project within an existing built area.
- 187.20 The Great Neighborhood Principles shall encompass a wide range of characteristics and elements, but those characteristics and elements will not function independently. The Great Neighborhood Principles shall be applied together as an integrated and assembled approach to neighborhood design and development to create a livable, egalitarian, healthy, social, inclusive, safe, and vibrant neighborhood, and to create a neighborhood that supports today's technology and infrastructure, and can accommodate future technology and infrastructure.
- 187.30 The Great Neighborhood Principles shall be applied in all areas of the city to ensure equitable access to a livable, egalitarian, healthy, social, inclusive, safe, and vibrant neighborhood for all McMinnville citizens.
- 187.40 The Great Neighborhood Principles shall guide long range planning efforts including, but not limited to, master plans, small area plans, and annexation requests. The Great Neighborhood Principles shall also guide applicable current land use and development applications.
- 187.50 The McMinnville Great Neighborhood Principles are provided below. Each Great Neighborhood Principle is identified by number below (numbers 1 – 13), and is followed by more specific direction on how to achieve each individual principle.

1. **Natural Feature Preservation.** Great Neighborhoods are sensitive to the natural conditions and features of the land.
 - a. Neighborhoods shall be designed to preserve significant natural features including, but not limited to, watercourses, sensitive lands, steep slopes, wetlands, wooded areas, and landmark trees.
2. **Scenic Views.** Great Neighborhoods preserve scenic views in areas that everyone can access.
 - a. Public and private open spaces and streets shall be located and oriented to capture and preserve scenic views, including, but not limited to, views of significant natural features, landscapes, vistas, skylines, and other important features.
3. **Parks and Open Spaces.** Great Neighborhoods have open and recreational spaces to walk, play, gather, and commune as a neighborhood.
 - a. Parks, trails, and open spaces shall be provided at a size and scale that is variable based on the size of the proposed development and the number of dwelling units.
 - b. Central parks and plazas shall be used to create public gathering spaces where appropriate.
 - c. Neighborhood and community parks shall be developed in appropriate locations consistent with the policies in the Parks Master Plan.
4. **Pedestrian Friendly.** Great Neighborhoods are pedestrian friendly for people of all ages and abilities.
 - a. Neighborhoods shall include a pedestrian network that provides for a safe and enjoyable pedestrian experience, and that encourages walking for a variety of reasons including, but not limited to, health, transportation, recreation, and social interaction.
 - b. Pedestrian connections shall be provided to commercial areas, schools, community facilities, parks, trails, and open spaces, and shall also be provided between streets that are disconnected (such as cul-de-sacs or blocks with lengths greater than 400 feet).
5. **Bike Friendly.** Great Neighborhoods are bike friendly for people of all ages and abilities.
 - a. Neighborhoods shall include a bike network that provides for a safe and enjoyable biking experience, and that encourages an increased use of bikes by people of all abilities for a variety of reasons, including, but not limited to, health, transportation, and recreation.

- b. Bike connections shall be provided to commercial areas, schools, community facilities, parks, trails, and open spaces.
6. **Connected Streets.** Great Neighborhoods have interconnected streets that provide safe travel route options, increased connectivity between places and destinations, and easy pedestrian and bike use.
- a. Streets shall be designed to function and connect with the surrounding built environment and the existing and future street network, and shall incorporate human scale elements including, but not limited to, Complete Streets features as defined in the Comprehensive Plan, grid street networks, neighborhood traffic management techniques, traffic calming, and safety enhancements.
 - b. Streets shall be designed to encourage more bicycle, pedestrian and transit mobility with a goal of less reliance on vehicular mobility.
7. **Accessibility.** Great Neighborhoods are designed to be accessible and allow for ease of use for people of all ages and abilities.
- a. To the best extent possible all features within a neighborhood shall be designed to be accessible and feature elements and principles of Universal Design.
 - b. Design practices should strive for best practices and not minimum practices.
8. **Human Scale Design.** Great Neighborhoods have buildings and spaces that are designed to be comfortable at a human scale and that foster human interaction within the built environment.
- a. The size, form, and proportionality of development is designed to function and be balanced with the existing built environment.
 - b. Buildings include design elements that promote inclusion and interaction with the right-of-way and public spaces, including, but not limited to, building orientation towards the street or a public space and placement of vehicle-oriented uses in less prominent locations.
 - c. Public spaces include design elements that promote comfortability and ease of use at a human scale, including, but not limited to, street trees, landscaping, lighted public areas, and principles of Crime Prevention through Environmental Design (CPTED).
9. **Mix of Activities.** Great Neighborhoods provide easy and convenient access to many of the destinations, activities, and local services that residents use on a daily basis.
- a. Neighborhood destinations including, but not limited to, neighborhood-serving commercial uses, schools, parks, and other community services, shall be provided

in locations that are easily accessible to surrounding residential uses.

- b. Neighborhood-serving commercial uses are integrated into the built environment at a scale that is appropriate with the surrounding area.
- c. Neighborhoods are designed such that owning a vehicle can be optional.

10. **Urban-Rural Interface**. Great Neighborhoods complement adjacent rural areas and transition between urban and rural uses.

- a. Buffers or transitions in the scale of uses, buildings, or lots shall be provided on urban lands adjacent to rural lands to ensure compatibility.

11. **Housing for Diverse Incomes and Generations**. Great Neighborhoods provide housing opportunities for people and families with a wide range of incomes, and for people and families in all stages of life.

- a. A range of housing forms and types shall be provided and integrated into neighborhoods to provide for housing choice at different income levels and for different generations.

12. **Housing Variety**. Great Neighborhoods have a variety of building forms and architectural variety to avoid monoculture design.

- a. Neighborhoods shall have several different housing types.
- b. Similar housing types, when immediately adjacent to one another, shall provide variety in building form and design.

13. **Unique and Integrated Design Elements**. Great Neighborhoods have unique features, designs, and focal points to create neighborhood character and identity. Neighborhoods shall be encouraged to have:

- a. Environmentally friendly construction techniques, green infrastructure systems, and energy efficiency incorporated into the built environment.
- b. Opportunities for public art provided in private and public spaces.
- c. Neighborhood elements and features including, but not limited to, signs, benches, park shelters, street lights, bike racks, banners, landscaping, paved surfaces, and fences, with a consistent and integrated design that are unique to and define the neighborhood.