

PAC MEETING #3, EXHIBIT #4

DATE: December 18, 2018
TO: McMinnville Buildable Lands Inventory, Housing Needs Analysis, and Housing Strategies Project Advisory Committee (PAC)
CC: Heather Richards and Tom Schauer
FROM: Bob Parker, Beth Goodman, and Sadie DiNatale
SUBJECT: MCMINNVILLE BLI/HNA/HS PUBLIC INVOLVEMENT PLAN

This memorandum presents McMinnville’s Public Involvement Plan for their Buildable Lands Inventory, Housing Needs Analysis, and Housing Strategy (“the project”).¹

Background

The City of McMinnville has initiated work to determine housing needs for the next 5, 10, 20, and 50 years, and to develop a strategy to meet those needs. The project involves three major components:

- **Residential Buildable Land Inventory (BLI).** In Oregon, cities have Urban Growth Boundaries (UGBs) which must accommodate residential, employment, and other land needs for the next 20 years. The Residential Buildable Land Inventory will identify how much land within the UGB is already developed and how much remains available to meet future housing needs.
- **Housing Needs Analysis (HNA).** The Housing Needs Analysis will identify “what” the needs are. It is based on an official population forecast, and it will identify the number and characteristics of households the city needs to plan for today and in future years. Further, it will identify the different types and mix of housing to meet the needs for McMinnville’s households of different income levels. Based on this information, it will identify how much land will be needed for different housing types. It will compare the capacity of the current residential buildable land supply in the UGB to the identified residential land need to determine if current plans and policies will meet these needs. If the needs won’t be met, the City must develop new plans and policies to meet the need - within the UGB, through a UGB expansion, or a combination of the two.
- **Housing Strategy.** The Housing Strategy will identify “how” to address identified housing needs. The Housing Strategy will establish policies to meet the identified needs in ways that will provide housing choice for McMinnville’s citizens, providing a livable community of great neighborhoods with enduring value.

¹ This project is funded by Oregon general fund dollars through the Department of Land Conservation and Development. The contents of this document do not necessarily reflect the views or policies of the State of Oregon.

Purpose of Public Involvement

Public involvement is the keystone of good community planning. Since this project sets the foundation of planning for McMinnville's future, public involvement will be critical for the project to be successful. Although a Buildable Lands Inventory and a Housing Needs Analysis can feel very formulaic and determined by state regulations, it is based upon a local value system of development, and local determinations about how the community wants to grow in the future.

At the broadest level, the purpose of the project is to understand how much McMinnville will grow in the next 5, 10, 20, and 50 years. The project can be broken into two components (1) technical analysis, and (2) housing strategies and policies. Both benefit from public input. The technical analysis requires a broad range of assumptions that influence the outcomes; the policy analysis is a series of policy choices that will affect McMinnville residents.

The intent of the project is to establish broad public engagement throughout the project as work occurs. The City of McMinnville and consultant team will solicit public input after presentations of initial findings and before conducting work. The project will rely on a Project Advisory Committee comprised of community stakeholders to review draft products and provide input at key points (e.g. before recommendations and decisions are made and before draft work products are finalized).

The project requires many assumptions that need to be vetted and agreed upon, as well as many policy choices that will affect current and future residents. In short, local review and community input are essential to developing policy approaches that are locally appropriate and politically viable. The project will result in preparation and submittal of a Comprehensive Plan Amendments incorporating the Residential Buildable Lands Inventory, Housing Needs Analysis, and Housing Action Plan and Implementation Strategy, to be followed separately by the implementation actions.

Public Involvement Plan

This public involvement plan is consistent with Task 1 of the work program. ECO's scope of work includes the following public engagement activities:

- Project Advisory Committee (PAC) meetings (5)
- Public workshop (1)
- Focus group meetings (2)

The scope also identifies the possibility of additional public engagement activities as warranted and directed by the Project Advisory Committee

Regular Monthly Meetings

The proposed schedule provides for monthly Project Advisory Committee meetings based on work volume and need.

PAC Meetings

A primary objective of this study is to conduct technical analysis that supports a meaningful assessment of policies and actions to identify McMinnville's projected housing needs. The City has appointed an ad-hoc Project Advisory Committee (PAC) to vet the technical analysis and help develop policies. ECO's scope of work outlines PAC meetings, and the proposed Public Involvement Plan includes additional PAC meetings. These are summarized below.

- **Meeting 1: Project Kick-off.** (July 17, 2018) The kick-off meeting started with an overview of the work program, schedule, and the State process. We worked with the PAC to identify elements of a project charter and presented background information to frame the discussion of housing needs in McMinnville. In addition, we facilitated a discussion about issue identification and desired outcomes.
- **Meeting 2: Housing Needs, Buildable Lands, and Residential Land Needs Methods and Assumptions.** (November 14, 2018) This meeting will include a presentation of draft Task 1 work products: (1) Project Charter Memo, (2) Public Involvement Memo, and (3) Background Review Memo. We will seek input from the PAC on how much PAC and public involvement is wanted for developing, preparing, and reviewing assumptions and methods of future work products. Tasks 2 & 3: The focus of this meeting will be on the HNA, BLI, and residential land needs methods and assumptions. We will facilitate a discussion with the committee about the implications of the analysis on local housing policies, which will lead to development of draft products for the next meeting. Task 4: Finally, to describe next steps, we will initiate conversations around the Housing Strategy and Action Plan.
- **Meeting 3: Policy Implications and Options for Housing.** (December 18 or 19, 2018) Tasks 2 & 3: This meeting will focus on the draft BLI and HNA. We will facilitate a discussion about key strategic issues raised in the HNA, focusing on potential approaches to addressing the strategic issues, such as potential policy changes, use of financial tools, and other approaches. Task 4: This meeting will also focus on a discussion of the Housing Strategy and Action Plan, initiated in Meeting 2. We will present a draft Housing Strategies memo and discuss preliminary goals and strategies needed to: address housing needs, increase land use efficiency to achieve needed housing densities and mix, and alleviate affordable housing issues.
- **Meeting 4: Additional PAC Meeting without consultant to present and discuss EOA².** (January 16 or 17, 2019) This will include a review of assumptions presented in the 2013

² Note: McMinnville's Economic Opportunities Analysis (EOA) was adopted in 2013 and included an employment land Buildable Lands Inventory.

EOA about use of residential lands to meet some employment needs (education, etc.) and whether those are already accounted for on existing public lands owned by the school district that may not be part of the land inventory available for residential development, or whether the school districts anticipate needing to acquire additional school sites that would be on residential lands. This will also review findings about commercial lands, as it relates to the residential BLI for lands that allow both commercial and residential use. In short, we need to be sure EOA and Residential assumptions and policies don't double count commercial and employment lands to meet needs for both residential and employment.

- **Meeting 5: Develop the Housing Strategy.** (January 30 or 31 2019) Tasks 2 & 3: This meeting will include any final comments on the BLI and HNA. We will share results from Public Workshop #1 and request feedback on how to integrate public comments into the BLI and HNA. Tasks 4 & 5: The key focus will be on discussions of the draft Housing Strategy, building on the goals and strategies developed at Meeting 3. We will engage the PAC in development of an action plan to implement the identified goals and strategies based on the analysis conducted in Task 3.
- **Meeting 6: Finalizing the Housing Strategy.** (March 6 or 7, 2019) Tasks 4 & 5: This meeting will focus on finalizing the Housing Strategy (policies and strategic issues). We will share results from Public Workshop #2 and request feedback on how to integrate public comments into the Housing Strategy.
- **Meeting 7: Additional PAC Meeting without consultant.** (April 16 or 17, 2019) We will seek a recommendation to adopt the hearings-ready Housing Needs Analysis, Housing Strategy, and ordinance amendments.
- **Meeting 8: Additional PAC Meeting without consultant if needed.** (April 16 or 17, 2019)
- **Meeting 9: Additional PAC Meeting without consultant if needed** (May 21 or 22, 2019)

The table below presents a tentative PAC and public workshop meeting schedule. See [Appendix A](#) to view the PAC schedule as part of the overall project schedule by task.

Meeting	Tentative Date
PAC Meeting #1	Tues, July 17
PAC Meeting #2	Wed, November 14
PAC Meeting #3	Tues or Wed, December 18 or 19
Public Open House 1	Tues or Wed, January 9 or 10
PAC Meeting #4	Wed or Thurs, January 16 or 17 (EOA, Employment BLI)
PAC Meeting #5	Tues or Wed, January 30 or 31
Public Open House 2	Tues or Wed, February 5 or 6
PAC Meeting #6	Tues or Wed, March 6 or 7
PAC Meeting #7	Tues or Wed, March 19 or 20
PAC Meeting #8	Tues or Wed, April 16 or 17
PAC Meeting #9	Tues or Wed, May 21 or 22

Public Open Houses

ECO's scope of work identifies one public open house, with the potential to schedule additional open houses. These open houses could take a broad range of approaches and use a broad range of methods. We propose the following public open houses:

- **Public Open House Workshop 1.** (January 2019) The PAC will discuss the agenda and public role for the first open house in advance of the Open House (at PAC meeting #3). The focus of the open house is to present the draft BLI/HNA and seek public review and comment. The public may have an opportunity to provide input on the housing strategy, contingent on how far the PAC gets in these conversations in PAC Meeting #3. Public comments received will inform discussions at PAC Meeting #4.
- **Public Open House Workshop 2.** (February 2019) The PAC will discuss the agenda and public role for the second open house in advance of the Open House (at PAC Meeting #5). The focus of the open house is to present the draft Housing Strategy and seek public review and comment. Public comments received will inform discussions of recommendations at PAC Meeting #6.

PAC Discussion/Input:

PAC members generally agree that the proposed open houses make sense. It is important to PAC members that effort is made to get individuals, who do not generally show up to public meetings, involved. Additionally, PAC members want topics presented be "interesting" and "user-friendly." When possible, topics should be discussed in laymen's terms and pictures should be used to illustrate broad concepts. Places should be described using recognizable reference points (e.g. neighborhood names, major intersections, etc.).

Focus Group Meetings

ECO will hold two focus groups with stakeholders for the project. The purpose of the focus groups is to provide an opportunity for small group discussion and input of key issues. We have typically engaged individuals from the development community and/or housing advocates for these meetings.

PAC Direction Needed:

- What topics should be addressed? We have typically used the meetings to deepen our understanding of housing markets, development economics, and the nature of housing issues.
- Who should be invited? (developers, housing advocates, others?)
- When should the meetings be scheduled? (for input to be useful, December or January is ideal).

Potential focus group topics include: development impacts on traffic and quality of life factors, the effects of increasing land supply, development barriers, and policy ideas.

Potential stakeholders include: Yamhill County Farm Bureau, Friends of Yamhill County, Yamhill Soil and Water Conservation District, members of the agriculture community, county interest groups, County Planning Commission and County Board of Commissioners, as well as other development-oriented stakeholders and interest groups.

Broader Public Engagement

- The project will include additional means of informing and engaging the community:
- **Project website.** The City of McMinnville has website presence to share key information and documents for the project. This website could be integrated with city email lists or other methods of electronic information distribution. The City will manage the website and ECONorthwest will provide content.
- **Social media presence.** The City of McMinnville has ability to conduct social media outreach to announce meetings and present key information from the project to the public. Social media can also refer individuals to more detailed information on the website as well as to comment portals. The City will manage its social media presence, based on information from the www.mcminnvillematters.com website and ECONorthwest will provide content.
- **Online forum.** The purpose of the online forum, which could be connected to the project website, is discussion of key policy issues and choices for addressing the city's unmet housing needs. The forum could be linked to the project website and social media presence. We could use the forum to pose questions to the public about policy choices under discussion in the housing needs analysis.

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- **Online survey.** As an option, the project could use an online survey to solicit opinions about specific policy questions or issues, as needed.

Draft

Appendix A. PAC Meeting Schedule and Project Schedule by Task

	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	2018					2019										
	Kick-Off & Overview	BLI	HNA	Strategy	CPA/ZOA	Final Prods.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	
Start-Up																						
Grant Award, Contracts, PAC Formation																						
Meetings																						
PAC Meeting #1	Tues, July 17																					
PAC Meeting #2	Wed, November 14																					
PAC Meeting #3	Tues or Wed, December 18 or 19																					
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Products																						
Task 1: Start-Up																						
1.1. Project Background Memo																						
1.2. Project Charter Memo																						
1.3. Public Involvement Plan Memo																						
Task 2: BLI																						
2.1. Memo Assessing Existing BLI																						
2.2. BLI Methods and Assumptions Materials																						
2.3, 2.4. BLI (Preliminary Drafts, Revisions, Final Draft)																						
2.5. Dynamic BLI Database																						
Task 3: HNA																						
3.1. HNA Methods and Assumptions Materials																						
3.2. Existing Goals and Policies Review Memo																						
3.3, 3.4. HNA (Preliminary Drafts, Revisions, Final Draft), (includes memos listed separately in DLCD contract)																						
Task 4: Housing Strategy (Housing Action Plan and Implementation Strategy)																						
(Introduction to Housing Strategy Topic)																						
4.1. Housing Strategies Memo (including Policy and Implementation Toolbox memo)																						
4.2. Housing Strategy and Implementation Plan																						
Task 5: Comp Plan/Zoning Ordinance Amendments (Part of Task 4 in DLCD Contract)																						
5.1. Comprehensive Plan and Zoning Ordinance Amendments																						
Task 6: Final Products (Task 5 in DLCD Contract)																						
6.1. All Final Products in Adoption-Formatted Documents																						
Grant Deadline																						
Notice of Proposed Amendment and Drafts Submitted to DLCD by May 31, 2019																						

Note: Great Neighborhood Principles PAC Meeting Scheduled for Tuesday, January 15
 Note: McMinnville Schools Spring Break March 25-29, 2019

- ◆ PAC Meeting with Consultant
- ◆ PAC Meeting without Consultant
- ★ Public Open House
- Draft Work Products or Revised Draft Work Products
- Final Draft Work Products (Final Adoption-Format Work Products are Technically at the End)