



# COMMUNICATION PACKET MEMORANDUM

No decisions will be made based on the information provided herein. The memorandum is for informational purposes only.

January 31, 2025  
Friday

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1. CCI Community Engagement Annual Report

**MEMORANDUM****City of Springfield, Oregon**

**Date:** 01/31/2025  
**To:** Nancy Newton, City Manager  
**From:** Sandy Belson  
**Subject:** CCI Community Engagement Annual Report

**COMMUNICATION  
PACKET  
MEMORANDUM**

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**INFORMATION SHARE:****INFORMATION SHARE:**

Per the City's adopted Citizen Involvement Program, the Committee for Citizen Involvement (CCI) ensures adequate opportunity for citizens to be involved in all phases of the land use planning process. The CCI has the same members as the Springfield Planning Commission. The CCI may review, analyze, and evaluate processes used to encourage citizen involvement during the formation and adoption of major policies, legislation, and subsequent involvement when those policies or legislation are implemented. The CCI met on December 3, 2024, to review and discuss the annual report that summarizes community engagement in land use planning over the past year. Minutes documenting their discussion are included within this memo.

Funding for citizen involvement efforts, including staff time, is incorporated into the Community Development Division's program and project budgets. The Community Development Division funds a 0.5 FTE Communications Coordinator position to enable communications/public affairs staff to support community engagement for the Division. In the case of Climate Friendly Areas, our state-funded consultant is available to assist with outreach efforts.

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**Attachments**

1. Annual Report for 2024
2. Wastewater Master Plan
3. Housing in Non-Residential Areas
4. Annexation Code Amendments
5. Climate-Friendly Areas
6. Housing Programs and Projects
7. Transportation Programs
8. Excerpt from Planning Commission/CCI Minutes

# **Annual Report of Community Engagement in Comprehensive Planning**

*Approved by the CCI on Dec. 3, 2024*



## **Committee for Citizen Involvement**

The Committee for Citizen Involvement (CCI) has the same members as the Springfield Planning Commission. Per the City's adopted Citizen Involvement Program, the CCI's role is to ensure adequate opportunity for citizens to be involved in all phases of the land use planning process.

## **Planning Commission/CCI Meetings**

The Planning Commission/CCI holds meetings in a hybrid environment, offering opportunities to attend both in person and through Zoom. The Planning Commission/CCI and other committees supported by the Community Development Division utilize Springfield Oregon Speaks as the platform for meeting materials, including pre-recorded videos for certain projects, posting of meeting recordings, and as a venue for public comments.

## **Purpose of Annual Report**

This annual report summarizes Comprehensive Planning projects and programs that were active in community engagement over the past year. The purpose of the annual report is to help the CCI review, analyze, and evaluate processes used to encourage citizen involvement during the formation and adoption of major policies and legislation, as well as subsequent involvement when those policies or legislation are implemented. This approach is consistent with Council's goal to Foster an Environment that Values Diversity and Inclusion.

## **Comprehensive Planning Projects**

For each comprehensive planning project, the CCI approves Community Engagement Plans that identify tactics to provide opportunities for the public to participate in: (1) developing technical information; and (2) preparing and adopting policies, plans, and implementing ordinances, including amendments to the Springfield Development Code.

This report features the outreach and engagement efforts for comprehensive planning projects over the past year. See attached tables for each of the following projects that identify the target audience, tactics used, and participation levels:

- **Wastewater Master Plan**
- **Housing in Non-Residential Areas - Code Amendments**
- **Annexation – Code Amendments**
- **Climate-Friendly Areas**

Staff also included summaries of outreach efforts for the Housing and Transportation Programs. Although this work is not under the purview of the CCI, it may be helpful to become familiar with those outreach efforts.

### **Ongoing Dialogue with American Indian and Alaska Native (AI/AN) Community Members**

Connecting with Springfield's AI/AN community members continues along with partner agencies such as Willamalane Park and Recreation District, Lane County, and others. Page 5 of the [2023 annual report](#) to the CCI provides context for how this work began and its potential to inform the City's projects and services. 2024 was a year of building relationships and trust as one way to stay accountable to lessons learned. Looking to 2025, seasonal gatherings will hold space for community members and agencies to review progress toward accomplishing goals in adopted plans and provide input on projects, while also fostering moments to continue to learn and build skills.

### **Zencity Pilot**

The City was interested in exploring the potential of using the platform Zencity. This platform provides a suite of tools such as surveys, postings on social media and tracking of conversations in social and digital media, and a project hub (webpage). The Department of Development and Public Works decided to try it out with the Wastewater Master Plan Update. The City has decided to not continue with this platform given the challenges of interfacing with social media.

### **Reflections on the Past Year**

#### **What Worked Well**

1. Tabling at events and community gathering spaces that are well-known and well attended (little need for additional marketing, fewer resources used for hosting such as food or materials setup)
2. Partnerships with the Springfield Public Library and Museum
  - Library events during Walktober
  - Tabling at Wednesday Library Events during the summer
  - Consolidated Plan display in the Museum during 2<sup>nd</sup> Friday Artwalk
  - As Library Staff have regular contact with the public, they have a sense of who will show up to an event and what type of outreach is worthwhile. They can also provide input on the appropriateness/relevance of our material.
3. Partnerships with Willamalane Park and Recreation District
  - Coordination on distributing Climate-Friendly Areas project information
  - Distribution of helmets and lights during May is Bike Month



- Collaboration with AI/AN community
  - Tabling at Concerts in the Park
4. May is Bike Month and Walktober benefited from colorful and engaging promotional materials.
  5. The social media posts for the Wastewater Master Plan survey generated a high number of hits due to the combination of image and wording. It included a bold statement and a call to action.
  6. Graphically created art catches more attention than stock images.
  7. People are likely to read postcards as they don't have to open anything. Postcards can include a QR code to link to a survey or project webpage.
  8. Providing incentives or compensation helps increase participation. These incentives or compensation can also be really useful to the participants.
  9. Fact sheets were helpful for explaining code amendments, especially for the Housing in Non-Residential Areas project



## Lessons Learned

### Workshops/Events

1. Need more promotion for stand-alone events.
2. The amount of potential outreach events surpasses staff time available, so rotating attendance by year could be helpful in reaching a diversity of events and community members.
3. Schedule in-person events prior to on-line events as it is easier to establish trust at in-person events.
4. Some people are nervous walking or driving at night, so consider this when planning dates, times, and locations for meetings. If possible, schedule some earlier in the day and/or online.
5. Do not underestimate the impact of food.
  - Food will bring people to the table. Consider having snacks on hand to use for pop-up events. Even simple snacks are helpful.
  - Choose snacks that can either be returned or saved for use at a future event if there are leftovers.
6. Conducting pop-up events at Springfield Station was easier than expected. Still suggest coordinating with other agencies at least 6 weeks in advance.
7. Tabling at the Willamalane Adult Activity Center and at Springfield Station resulted in more community engagement for Climate-Friendly Areas than the drop-in sessions at City Hall and online.
8. The in-person Annexation Code project workshop felt like a public hearing.
  - Explore how to set it up differently so people feel welcome to make their thoughts heard and in a way that we can still record the event.
  - Need to help people keep comments succinct and on-topic.
9. Expect to talk about topics that are not related to your project.
  - People are going to tell what they are interested in or what they are stressed about, even if not directly related to the input sought for a specific project and it's important to listen as a way to build understanding and relationships with community members.

- Bring handouts for other projects and business cards of other staff as a way to respond to questions unrelated to the featured project.

### Responding to Comments

1. We want to show people that they have been heard.
2. Sometimes people aren't looking for a response.
3. We want to make sure the information circulating is accurate so responding with clarifications may be helpful.
  - It may be useful to create an FAQ (Frequently Asked Questions) in response to common questions/comments.
  - Based on the survey responses and comments on social media, staff realized the need to create an FAQ for Climate-Friendly Areas.
4. We do not want to come off as defensive.
5. If there is no website for the project/program, staff has an additional responsibility to answer questions as one of few sources of information.
6. Responding to social media comments in a timely, thoughtful manner takes time, so account for this in the project schedule.

### Surveys

1. There are tradeoffs when choosing which survey platform to use.
  - Keep it accessible for city staff to manage and respondents to answer
    - Typeform (used by Climate-Friendly Areas' consultants) was more complicated for respondents to use.
    - Googleform and Survey Monkey are simpler.
  - Look at how the survey will appear on various devices (telephone, monitor, tablet).
  - If providing outreach materials in Spanish, the survey form will need to accommodate both English and Spanish.
2. The second survey for Climate-Friendly Areas is more complex, which is likely resulting in a lower number of respondents.
3. Survey or project webpage links and flyers with links or QR codes are easy to share.
4. There is some survey burnout as there are so many surveys happening.
  - Do not rely solely on surveys for community input.
  - Surveys are best for getting general public input, but focus groups are a better approach when engaging with particular groups/organizations, especially with more detailed topics.



### Considerations Going Forward

1. Going to where people already are continues to be most effective way to reach people.
2. Consider community events where city staff can present on several projects at once.
3. Listen for opportunities to improve engagement approaches (e.g., specific activities or events) as community members participate. They may offer suggestions and state preferences

or needs that can inform how the project team can adapt along the way for increased and more meaningful participation.

4. It is still a question as to how far to go with providing materials in Spanish.
  - Translating materials adds to the project timeline and costs.
  - We don't have the ability to quickly update materials in Spanish.
5. When reaching out to families with children, consider partnering with Willamalane on an event as Willamalane may be set up to provide childcare.
6. Work with the Communications Team early in the project to take photographs, develop a set of graphics, and create a "look/branding" that Planning staff can then use in materials throughout the project.
7. People don't always have a lot of time to read lengthy or technical text, so keep it simple.

#### Coordination with Other Partners/Community Leaders

1. Reach out early, but don't wait too long to follow-up so it does not feel like "a cold call" having to reintroduce an effort again or determine which staff to work with.
2. Maintain relationships with the development community so we can reach out to them on specific topics.
3. Be humble and do not expect others to always take an interest in our projects as they are busy and may have a different focus.
4. Consider what level of effort we need to invest in maintaining other community relationships given staff capacity and target audiences of upcoming projects.

The Wastewater Master Plan's (WWMP) Community Engagement Plan, reviewed by Springfield's Committee for Citizen Involvement in April 2022, described activities the City of Springfield would implement to assure that interested and affected parties, together with the project team, had adequate opportunities to provide meaningful input and feedback to one another at key project milestones. The table below depicts how the City informed the community regarding the availability of the draft WWMP for review, engaged community members in a survey, and offered opportunities for stakeholders to ask questions and provide additional feedback.

Target Audience	Tactic	Outreach	Participation	Notes
Wastewater System Users & Broader Community	Webpage			<ul style="list-style-type: none"> <li>Launched at project kickoff, updated &amp; maintained to provide project information in a visual and easy-to-understand way in one location.</li> <li>Outreach materials encouraged community members to visit webpage to learn about project, view draft Plan, sign up to receive news by email, and learn about opportunities to ask questions, share feedback on draft Plan.</li> </ul>
	Frequently Asked Questions (FAQs)			Created and posted to webpage to share key messages, highlights from draft Plan, and answer common questions.
	Newsletters	3 articles	~500 recipients	Metropolitan Wastewater Management Commission (MWMC) newsletter
			~200 recipients	DPW 'In the Field' newsletter
				'Focus On' section of City website
	City Hall Display Poster			Created and posted near Development Center to invite participation in survey
	Direct Communication	Email	~300 recipients	DPW Interested Parties lists
		Email	~20 recipients	Industrial permit holders
		Letter	~200 recipients	Development community
Wastewater System Users & Broader Community	Social Media	4 posts	~2,000 impressions, ~30 interactions	<ul style="list-style-type: none"> <li>Facebook, Instagram, Twitter, and Zen City</li> <li>Online conversation resulting from these posts far surpassed City's and MWMC's most popular post or article in prior 12 months (see image in annual report – Attachment 1).</li> </ul>
	Survey	15-min online survey (printable version on request)	68 started, 59 w/ at least one response, 53 complete submissions (78% completion rate)	<ul style="list-style-type: none"> <li>Intended to collect information on community priorities.</li> <li>Engaging way to educate community members on what we are doing and help them notice how valuable wastewater service is.</li> </ul>
	Public Hearing	In-person & virtual	No testimony received	September 16, 2024



The CCI approved the Community Engagement Plan for the **Housing in Non-Residential Areas Code Amendments** on December 5, 2023. Staff engaged with development professionals, service providers and community members with an interest in the development of income-qualified housing, and with the general public through the project page on Springfield Oregon Speaks. The adoption process began in March 2024 and the Ordinance was co-adopted by Lane County in July 2024.

Target Audience	Tactic	Outreach	Participation	Notes
PC/Council & Board	Planning Commission (PC)	1 public hearing	6 Planning Commissioners	3/19/24 Work Session 4/2/24 Public Hearing, final deliberations and recommendation (1 public comment received at the hearing and 1 written public comment received prior to public hearing)
	City Council (CC) and Board of County Commissioners (BCC)	1 joint public hearing scheduled	6 City Councilors and the Mayor 5 County Commissioners	5/14/24 BCC Work Session and First Reading 6/10/24 Joint BCC/CC Public Hearing 7/1/24 CC continued deliberations and adoption 7/30/24 BCC adoption
Broader Community	Project page on Springfield Oregon Speaks	Ongoing	No members of the public provided testimony on Springfield Oregon Speaks	Managed and updated project information with opportunities to communicate with the general public (was on-going through project).
	Fact Sheets	1 fact sheet	Available to the public online and in-person	Information focused on the new code requirements.
	Poster in the Hallway/Social Media	1 poster in the hallway at City Hall/1 social media post		No public comments received
	Notice of public hearing	2 notices (1 for each public hearing)		2 notices published in the Chronicle Posted on the city website and at City Hall
Interested Parties	Workshops	2 on-line workshops	9 participants	Provided notice to development professionals, service providers and community members with an interest in the development of income-qualified housing, and the general public with key project information and upcoming hearings.
	Notice of public hearing	Email	273 emailed recipients	Emailed 273 people on the interested parties' group for the Development Code Update project.

The CCI approved the Community Engagement Plan for the **Annexation Code Amendments** on January 3, 2024. Staff engaged with development professionals, homeowners with septic tanks in the urbanizable area of the urban growth boundary, and with the general public through the project page on Springfield Oregon Speaks. The adoption process began in July 2024 and the City Council adopted the Ordinance in November 2024.

Target Audience	Tactic	Outreach	Participation	Notes
PC/Council	Planning Commission (PC)	1 public hearing	6 Planning Commissioners	7/2/24 Work Session 8/6/24 Work Session and Public Hearing, final deliberations and recommendation (4 public comments received at the public hearing and 4 written public comments received prior to public hearing)
	City Council (CC)	1 public hearing	6 City Councilors and the Mayor	9/16/24 Work Session 10/21/24 Public Hearing (1 public comment received at the public hearing) 11/4/24 Council continued deliberations and adoption
Broader Community	Project page on Springfield Oregon Speaks	Ongoing	6 members of the public provided testimony on Springfield Oregon Speaks and 6 subscribed to be notified of project updates	Managed and updated project information with opportunities to communicate with the general public (was on-going through project).
	Fact Sheets	2 fact sheets	Available to the public online and in-person	Information in the first fact sheet focused on what annexation is, what the proposed code changes included, and that annexation was voluntary; the second fact sheet was focused on the new code requirements.
	Poster in the Hallway/Social Media	1 poster in the hallway at City Hall/1 social media post		2 public comments received on social media; 1 person asked for more information at the Department of Public Works counter after viewing the flyer/poster in the Hallway
	Notice of public hearing	2 notices (1 for each public hearing)		2 notices published in the Chronicle Posted on the city website and at City Hall
Interested Parties	Workshops	1 on-line workshop/1 in-person workshop	10 participants	Provided notice to development professionals, homeowners with septic tanks within the urbanizable area of the urban growth boundary, and the general public with key project information and upcoming hearings.
	Notice of public hearing	Mailed Notice and FAQ sheet	Roughly 1,300 recipients	Mailed to roughly 1,300 people within 300 feet of city sanitary services in the urbanizable area of the urban growth boundary.

The CCI approved the project's Community Engagement Plan on February 21, 2024. In 2024, engagement occurred in the spring (April-May) and again in the fall (October-December). The fall outreach efforts are continuing through December 22, 2024. As such, the summary below, as of November 19, 2024, does not capture all activities or results as additional engagement will occur. Efforts thus far include direct outreach to property owners, residents, and businesses within and near potential CFAs, broad outreach to the community and organizations, and work sessions with the Planning Commission and City Council.

Target Audience	Tactic	Outreach	Participation	Notes
Property Owners, Residents, and Businesses in and Near Potential CFAs	Direct mailings	3,437 letters (Spring) 3,437 postcards (Fall)	13 calls, 15 emails (Spring) 3 calls, 2 emails (Fall)	Mailing to property owners, residents, and businesses within and near (within 300 feet) potential CFAs. The spring letters explained what CFAs are and included a project handout while the fall postcard was more succinct. Both mailings invited people to take a survey, attend drop-in sessions, or reach out directly to staff. As a result, staff received direct calls and emails from community members providing feedback or asking questions in addition to people taking surveys.
	Pop-up tabling	4 tabling dates (Nov. 6, 14, 18, 21)	35 flyers taken 15 people had conversations with staff	In Fall 2024, staff did pop-up tabling to hand out flyers to provide project information and notify community members of the second survey and fall drop-in sessions. Pop-ups were held at LTD's Springfield Station on a few different days/times and Willamalane Adult Activity Center to meet people, including underserved populations, where they already needed to be or wanted to be rather than asking people to join a separate event.
	In-person and online drop-in sessions	2 online drop-ins (May 8 and 9) 2 in-person and 1 online drop-in (Nov. 12, 14, 19)	6 online attendees (Spring) 3 online and 10 in-person attendees (Fall)	Staff held drop-in sessions for community members to learn more about the project, provide feedback, or ask questions. In the spring, two online drop-in sessions were held. In the fall, staff held in-person drop-ins at Roaring Rapids Pizza and at City Hall since these locations are within potential CFAs, with food and children's activities available. There was one online drop-in session in the fall.
	Focused connection with organizations who serve specific populations	12 organizations	TBD	Consistent with the approved Community Engagement Plan, staff followed up with leaders of organizations who Kearns & West interviewed in 2022-23 (e.g., AARP, Springfield Eugene Tenant Association, Lane Independent Living Alliance, TransPonder) and more (e.g., LCOG's Senior & Disability Services program, veterans' organizations). While the intent was to obtain input from people are familiar with the potential CFAs, this was not always possible. Additionally, some organizations did not respond to initial greetings, and some who were interested in spreading the word and supporting the City ended up not having capacity to accommodate additional engagement.
	Interviews with major landowners in CFAs	2 interviews	3 interviewees	Staff and members of the consultant team, Cascadia Partners, interviewed representatives from PeaceHealth and the Glenwood Master Plan Area development team about their future development plans given their presence as major landowners in the Gateway/RiverBend and Glenwood Riverfront CFAs.

Broader Community	Project webpage	Project updates ongoing  Video presentation	2,012 views, 1,129 active engagements, 14 public comments, 26 subscribers, 275 video views (as of Nov. 2024)	Staff launched the project webpage in April. The webpage includes various project materials, including a video presentation that provides a project overview. Usage data such as webpage views is general and includes staff who also use the site.
	StoryMap with survey	Community Survey 1 (Spring)  Community Survey 2 (Fall)	1,123 views, 160 responses (Spring)  307 views, 37 responses thus far (Fall)	The first survey was open April 22-May 17 and provided an overview of CFAs and asked about what people like or dislike about CFAs, preferences on locations being considered, and feedback on the CFA boundaries. The second survey launched October 17 and is open through December 22. This second survey is more detailed and asks for input on design outcomes, tools to support residents with housing in CFAs, and more specific input on the CFA locations. Both surveys offered incentives for respondents to win a Visa gift card.
	Media & coordinated messaging with partners	2 social media posts in Spring  1 social media posts in Fall  2 newsletters & 1 presentation	42 comments, 164 reactions, 29 shares (Spring)  36 comments, 23 reactions, 17 shares thus far (Fall)  -	Social media posts on Facebook, Instagram, X, and NextDoor announced surveys and input opportunities in the spring and fall. Both surveys were featured on the City's homepage. Staff are planning to do another social media post in December as a reminder before the second survey closes.  Staff shared project information to spread awareness about input opportunities in partner newsletters, such as the City's Development & Public Works and Housing newsletters and Willamalane Park & Recreation District. Staff also presented at the July 18 Springfield City Club meeting, which includes various partners such as Lane Transit District (LTD), Lane Community College, Willamalane, Springfield Utility Board, and Springfield Chamber, among others.
	Flyers, handouts & posters	Printer materials at multiple locations in or near CFAs	-	Staff distributed project handouts and flyers at locations, including five laundromats in or near some of the CFAs, Springfield's Development Center Counter, Springfield Public Library, Willamalane Adult Activity Center, Public House, Washburne Café, Uptown Asian Grocery, and Hole in the Wall BBQ, among other businesses in potential CFAs.  Handouts were also provided at events including the Second Friday Art Walk in May and May is Bike Month. In November, staff placed a project poster in City Hall near the Development Center Counter and plan to put project posters in the windows of the Springfield History Museum for viewing.

Planning Commission/ City Council	Springfield Planning Commission (PC) / Committee for Citizen Involvement (CCI)	2 meetings	7 Commissioners on 2/21/24 4 Commissioners on 6/18/24	2/21/24 CCI Work Session to approve project's Community Engagement Plan.  6/18/24 PC Work Session to review a summary of feedback from the first round of outreach, discuss potential benefits and tradeoffs, and provide input on potential CFA scenarios to inform next steps with analysis and outreach.
	City Council	2 meetings	6 Councilors and Mayor on 1/22/24 and 6/24/24	1/22/24 Council Work Session to provide input on project's key messages and early guidance on refining potential CFA locations.  6/24/24 Council Work Session to review a summary of feedback from the first round of outreach, discuss potential benefits and tradeoffs, and provide guidance on potential CFA scenarios to inform next steps with analysis and outreach.

The Housing Team engages with the community on how to utilize funds received to support income-qualified housing, and on programs and projects to support diversification of the supply and affordability of housing in Springfield.

Target Audience	Tactic	Outreach	Participation	Notes
General Outreach regarding Housing				
Broader Community	Webpage	11 webpages	-	Maintained updated information on the City's various housing webpages. Added a new webpage titled Land Acquisition to update the community on the City's efforts to acquire land and help developers acquire land for income-qualified housing serving households with low incomes
Broader Community	Emailed Newsletter	7 emails	Dec '23- 332 recipients Feb '24- 335 recipients Feb '24 (2 <sup>nd</sup> )- 335 recipients May '24- 337 recipients Aug '24- 342 recipients Sept. '24- 344 recipients Oct. '24- 351 recipients	Approximately quarterly newsletter emailed to interested parties. Includes updates on the City's current housing projects, development data, affordable housing funding, other related information.
Broader Community	AARP Presentation	1 presentation	Approximately 12 participants	Presented at AARP's Livable Solutions Academy session on "Housing for All Ages" to discuss the City of Springfield's efforts toward housing production.
Social Service/Housing Providers, Local and County Government Representatives	Lane County MAC Group Presentation	1 presentation	Approximately 15-20 participants	Presented to Lane County's Multi-Agency Coordination group "MAC" on the City's efforts to address housing production. The MAC group was created in response to the Governor's Emergency Declaration on Homelessness and related ALL IN funding to allow for interagency management planning, coordination, and operational leadership in Lane County.
Project Specific Work: Housing Diversity Tax Exemption				
City Council, Broader Community	Council Meetings	5 Council meetings 1 public hearing	3 public comments 2 letters	City Council adopted the Housing Diversity Tax Exemption (aka the Multiple Unit Property Tax Exemption/MUPTE) in May 2024 after a series of work sessions and regular meetings. The HDTE will incentivize development of multiple-unit housing in certain transit-served areas of Springfield. A public hearing was held on the need for the tax exemption as part of the adoption process and 3

				people testified at the public hearing. Additionally, two letters of support were received.
Boards of Springfield Taxing Districts	Board Meetings	10 meetings	-	For the tax exemption to apply to the full tax amount and not just the City's share, at least 51% of the levy must support it. Staff attended several board meetings of other taxing districts to describe the program and seek support for the exemption: Eugene School District (2x), Lane County, Lane Community College, Springfield Economic Development Agency, Springfield School District (2x), Willamalane (2x), Upper Willamette Soil & Water Conservation District.
Business Community	Chamber Meetings	2 meetings	Approximately 35 attendees	Both the Eugene and Springfield Chambers of Commerce requested a presentation about the HDTE during its development. Attendees were provided information on the draft program and remaining steps for implementation.
Project Specific Work: 2025 Eugene-Springfield Consolidated Plan				
Social Service Providers, Affordable Housing Providers, Business Community, Government/Policy makers, Non-profits	Interviews with Stakeholders and Presentations	6 one-on-one meetings  6 focus groups  Several presentations at community committee meetings	64 key service providers representing 42 organizations	Every five years the Cities of Springfield and Eugene must prepare a 5-year strategic plan, the Consolidated Plan, to receive federal HUD funding. The Plan presents an assessment of local housing, homelessness, and community development needs, identifies priority needs for use of funds received from HUD, and presents strategies to address priority needs. From March through June 2024, a series of stakeholder meetings and interviews were conducted to discuss issues and opportunities related to housing and community development needs as well as fair housing issues to inform the 2025 Consolidated Plan. Individuals representing government and policy makers, nonprofit organizations, Affordable Housing providers, the local business community and housing developers, and other interested parties were invited to participate to ensure that as many points of view as possible were heard. Several meetings were also held with regional and local committees in other settings. Public presentations of the findings and recommendations for the Needs Assessment, Market Analysis, and Priority and Needs sections of the Consolidated Plan were shared at multiple community meetings in November.

Social Service Providers, Broader Community	Survey	Online	395 individuals filled out the survey, including 151 representatives from 63 agencies, and 244 community members	A community survey was conducted to take input related to community needs as the 2025 Plan was developed.
Broader Community	Open House	1 Open House	Approximately 40 people	Staff set up at the Springfield History Museum during the 2 <sup>nd</sup> Friday Art Walk in November with information on the 2025 Consolidated Plan. Many people who came by were unfamiliar with the Housing and Community Development programs the City offers. At the Open House, the City displayed 7 Boards of information related to the 2025 Consolidated Planning process, including 2020 Consolidated Plan accomplishments, information on the current market analysis, the previous public involvement process, including the Interviews with Stakeholders and the Online Survey, and the draft 2025 Consolidated Plan Strategic Goals. Staff answered questions, shared more information about the City's Home Repair Program and SHOP homeownership assistance program, and directed folks to more information online and an opportunity to provide public comment on the draft strategies.
Broader Community	Public Meeting	1 Online Meeting 1 Public Hearing	6 Consolidated Plan Advisory Committee Members 18 attendees 5 public comments	The Consolidated Plan Advisory Committee meets in the Fall to review accomplishments in the 2020 Consolidated Plan, the draft 2025 Consolidated Plan, hold public hearings, and recommend strategies for the 2025 Consolidated Plan. At the October 8 committing meeting and public Hearing, 5 representatives of affordable housing and human service providers submitted comments with support for future uses of CDBG and HOME funds. A 30-day public comment period on the draft Strategies and Goals is open through December 10. The Committee will meet again on December 10, review public comments, hold another public hearing, and make a recommendation on the 2025 Consolidated Plan.
Project Specific Work: Laura Street Neighborhood Meeting				
Property owners, residents near City-owned Property	Mailing	1 Postcard	Approximately 150 recipients	The City has paired a small residential City-owned property with federal HOME-ARP funds for the development of income-qualified housing to serve households with low



	Meeting	1 Neighborhood Meeting	3 participants	incomes. The property and funds are being made available through an RFP closing January 2025. In preparation for this process, the City mailed information to residents and owners of property near the City-owned property and held a neighborhood information session to share the City's plans. A second mailing to residents and owners was sent in November, and a second neighborhood meeting to discuss prospective developers' proposals for the property is scheduled for December 11th.
Project Specific Work: Home Repair Program				
Potentially Qualifying Homeowners	Targeted Mailing	Letters	Approximately 150 recipients	The City has a program to provide home repair services to very low-income Springfield homeowners. Help is available to correct conditions that create a threat to the health and safety of the occupants or pay for accessibility improvements. Staff mailed out information on the program to potentially eligible homeowners, prioritizing low-income areas of Springfield. After staff turnover in May, mailings are on hold until new program staff is trained.
Community Development Advisory Committee (CDAC)				
CDAC Members, Broader Community	Public Meetings Public Comment Periods	3 Hybrid Meetings 4 Public Hearings 4 30-day Public Comment Periods	8 CDAC members  12 public comments	The CDAC advises City Council on priorities and funding decisions regarding housing and community development needs. The CDAC includes 8 voting members, including Council and Planning Commission representatives and 6 at-large community members. During 2024, the CDAC met three times. These meetings included public hearings on community needs, the draft annual action plan for allocating federal CDBG funds, and 2 proposed substantial amendments to reallocate funds to other projects. The proposed Action Plans and substantial amendments to Action Plans included 30-day public comment periods and were Noticed in the Register-Guard, available online, and in the Housing Newsletter.

In 2024, the City of Springfield committed to promoting active transportation and safety through a variety of outreach programs and community events. These initiatives encourage biking, walking, and other non-motorized travel, while emphasizing the importance of safety and courtesy. Key events and campaigns include:

1. **May is Bike Month:** Celebrating the benefits of biking since 1956, Springfield invites residents annually to participate in biking activities throughout May. The month features local rides, classes, talks, bike-up business discounts, and prizes for all ages and abilities, encouraging people to bike for fun, exercise, and everyday trips.
2. **Path Etiquette Campaign:** Launched to promote safe and courteous behavior on shared-use paths, this campaign educates users about proper etiquette, such as maintaining a safe speed, staying in the correct lane, signaling when passing, and keeping dogs on a short leash. Temporary signage and outreach materials help spread the message.
3. **Be Safe Be Seen:** This annual campaign aims to improve safety for night-time travelers by distributing free reflective lights and vests. Local service agencies partner to provide these safety materials, especially for vulnerable community members, ensuring safer walking and biking at night.
4. **Walktober:** Celebrating walking throughout Lane County in October, Walktober offers more than 35 different walks and tours. Activities include art walks, nature walks, historical tours, and community challenges, catering to a variety of interests while promoting walking as a fun and healthy activity.
5. **Learn to Ride:** In partnership with Safe Routes to School, the City of Springfield, and other local organizations, this event helps people of all ages learn to ride bikes with confidence. Participants receive instruction on basic bike skills, from balancing to gliding, in a supportive and fun environment.
6. **Get There! Car Free Challenge:** This challenge invites residents to reduce car usage by opting for walking, biking, transit, or other transportation options for one week. Participants can log their trips and have the chance to win prizes, with the challenge culminating on World Car Free Day (Sept. 22), highlighting the benefits of driving less.
7. **General Outreach:** Beyond these signature events, Springfield's transportation staff also engage with the community through tabling at other local events such as Willamalane's Children's Fest and Music in the Park. Additionally, the City hosts a Transportation Options hub at the Springfield Block Party, offering information on active transportation choices.

Through these diverse programs and events, the City of Springfield fosters a culture of active transportation while promoting safety, community engagement, and environmental sustainability.

# Planning Commission Minutes – December 3<sup>rd</sup>, 2024

Approved 1/7/25  
Attest by S. Weaver

## Springfield Planning Commission

Minutes for Tuesday, December 3<sup>rd</sup>, 2024

Work Session 6:00 p.m.

Meeting held in Council Chambers (City Hall) and via Zoom

Planning Commissioners Present: Chair Rhoads, Vice Chair Buck, Schmunk, Salazar, Driggs, and Thompson

Excused Absence: Webber

Staff: Sandy Belson, Comprehensive Planning Manager; Jeff Pascall, Community Development Director; Sarah Weaver, Planning Commission Assistant; Rebekah Dohrman, Contract Attorney for the City; Kristina Kraaz, Assistant City Attorney; Chelsea Hartman, Senior Planner; Katie Carroll, Senior Planner; Haley Campbell, Senior Planner; Andy Limbird, Senior Planner; Mark Rust, Current Planning Manager

Chair Rhoads called the Work Session to order at 6:04 p.m.

### Item(s):

#### 1) Review Annual Report on Community Engagement

**Staff: Sandy Belson, Comprehensive Planning Manager & Staff**

Sandy Belson / Staff: gave a brief synopsis of the of the Community Engagement initiatives for 2024, their outcomes as well as some of the lessons learned. The finalized report will be provided to the City Council as a communication packet and comments from the discussion by the Planning Commission will be included.

Commissioner Schmunk: Since each event has participants with varying levels of knowledge on each of the Engagement plans, how does Staff keep everyone engaged? Is there a budget for the Engagement plans? Is there software to help provide documents in Spanish?

Sandy Belson / Staff: referred to Staff to speak to the variety of methods used to keep audiences engaged throughout the year. She also pointed out that there is no specific Community Engagement budget but there are project specific budgets that can be used for Community Engagement. Since the budgets are limited and project target groups / communities are so varied, Staff is unable to go into depth about analyzing what the reasons some strategies are more successful than others. One advantage with our new Ecode 360 (ecode360.com) online Municipal and Development Code portal is that there is a button to translate the Code into Spanish. This helps our Spanish speaking community understand the exact language when creating materials / surveys about updating the Code.

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Commissioner Schmunk: wanted to know what was meant by reaching out to underserved populations during the Equitable and Climate Friendly Areas pop-up table events like the one at LTD Springfield Station, Willamette Adult Center, and Willamalane.

Monica Sather / Staff: The State created a detailed list of underserved populations that municipalities need to adhere to. This list includes seniors, disabled individuals, youth, persons with limited income, and minority populations. This represents a wide range of populations that may not have the means or the ability to participate in the governing process.

Vice Chair Buck: wanted to know, if Staff have evaluated the effectiveness of the tools at their disposal or would other initiatives / tools be better employed?

Sandy Belson / Staff: It depends on the project and the audience as to which tool is most successful. The workshops for the Development Code Amendments were quite successful but reached a narrower target group who were specifically interested in that topic. But for more generalized topics such as the Climate Friendly Areas, the pop-up tables at community centers were successful in reaching a broader audience.

Monica Sather / Staff: Looking at the participation tables in the report show the number of attendees at City events has increased. An important measure of establishing successful strategies for Staff is to tailor the right activity to the right question or need for information. The City better serves the community when it is able to clearly communicate its priorities and projects and gather input from the community about how it should move forward. The pop-up tables were successful in that Staff were out in the community and reached a broader audience after a long period of meeting virtually, due to the pandemic.

Commissioner Salazar: It's extremely challenging to undertake community outreach with such technical project language. Staff has been very creative in ways to reach the community, like the pop-up tables, and giving the public direct access to Staff to explain technical language and making it more accessible to the public.

Commissioner Thompson: Did you have sign-in sheets for the Affordable Housing project? In public engagement for government projects, they put the sign-up sheets next to the food and drink, which seems to get a higher sign-up rate. As a follow-up, they always send an acknowledgement, which seems to increase participation.

Haley Campbell / Staff: The Affordable Housing workshops were held virtually and Staff counted the attendees. The participation rate was lower than the Code Amendment workshops since the notices went to specific agencies, organizations, and individuals who are directly involved in housing issues. The Development Code Update workshops had a higher level of participation, and they used sign-in sheets there as well. When they held virtual meetings, Staff counted the online attendees.

Commissioner Schmunk: Looking at the promotional materials and social media campaigns, can you speak to their successes?

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Sandy Belson / Staff: The “Everybody Flushes” social media campaign received a lot of looks and attention. It’s a great way to keep the community informed and get information out but there but there is little direct community input resulting from this type of engagement.

Regarding the graphics, State law mandated four different strategies for their Affordable Housing project. There were so many highly technical requirements from the State that it was a challenge to create materials that were understandable to the general public. Staff worked with the City’s communications department to create materials, which seemed to resonate with the public and made the information more accessible.

## **2) Recognition of Service: Commissioners Stout and Salazar Sandy Belson / Staff, Comprehensive Planning Manager**

Sandy Belson / Staff: Commissioner Salazar is present for his last meeting with the Planning Commission. He is just completing his first term after joining the Commission during the pandemic. He is currently our longest serving Planning Commissioner. The City truly appreciates his service to our community

Commissioner Stout resigned from the Commission earlier this year, but he is not leaving the service of the community. He was elected to join our City Council and will be continuing to be of service to our community in that capacity. In appreciation for both commissioners’ service the City is giving them the Springfield Library’s *Springfield A to Z* as well as a plaque acknowledging their service as Planning Commissioners for the City of Springfield.

## **Springfield Planning Commission Minutes for Tuesday, December 3<sup>rd</sup>, 2024 Regular Session 7:00 p.m. (approx.)**

Chair Rhoads called the Regular Session to order at 7:02 p.m.

Planning Commissioners Present: Chair Rhoads, Vice Chair Buck, Schmunk, Salazar, Driggs, and Thompson

Excused Absence: Webber

**ADJUSTMENTS TO THE AGENDA** - None

**PLEDGE OF ALLIANCE** – Led by Vice Chair Buck.

**APPROVAL OF THE MINUTES** - Approved