



Seaside Comprehensive Plan COMMUNITY CONVERSATION KIT

October 2023





Table of Contents

Preparation Checklist	1
Presenters Guide (up to 60 minutes)	2
Discussion Leader Tips	4
Discussion Questions	5
Discussion Notes	6
Sign-In Sheets	7



PREPARATION CHECKLIST

Before the Event	(√)
Be familiar with all the items in this guide. Contact Natalie at natalie.knowles@3j-consulting.com if you have any questions.	
<p>For In-Person Community Conversations</p> <p><i>If you are able, print clean copies of materials, including:</i></p> <ul style="list-style-type: none"> • Sign-in sheet • Discussion Questions (enough copies to share with participants) • Notes page(s) for small groups • This Community Conversations Kit as your quick reference guide 	
<p>For Virtual or Phone-in Community Conversations</p> <p>Have the following materials handy (paper copies or on a computer) for notetaking:</p> <ul style="list-style-type: none"> • Sign-in sheet • Discussion Questions • Notes page(s) • This Community Conversations Kit as your quick reference guide 	
<p>Ask yourself the following questions:</p> <ul style="list-style-type: none"> • Have you confirmed the meeting location or video conference information? • If this Community Conversation is part of another meeting, have you confirmed a place on the agenda? How much time do you have? • Do you have enough materials to share with expected participants? 	
After Event	(√)
<p>Within one week, please email or scan the sign in sheet and your notes directly to Natalie (natalie.knowles@3j-consulting.com)</p> <p>[OR]</p> <p>Enter into the online survey form. For the online survey form:</p> <ul style="list-style-type: none"> • When prompted at the end of the survey, enter your name, email, and the name of your group into the <i>Group Name</i> prompt. • Please send additional email addresses for the project mailing list to Jeff Flory, jflory@cityofseaside.us 	



PRESENTER'S GUIDE (Up to 60 Minutes)

Please review this guide prior to leading your discussion. If you have between 15 – 60 minutes for the presentation, please adjust the timing below accordingly leaving much of the time for discussion. Prompts and explanatory text are included in the bullets below.

Presentation

0 – 15 minutes: Introduction and Overview

- *Distribute sign-in sheet. Invite participants to sign up for the project email list.*
- For Virtual or Phone Community Conversations, identify the name and email address of participants expected prior to the meeting. At the beginning of the meeting, have everyone confirm their name and email addresses, and whether they would like to be signed up for the project email list (or follow up via email or in a video-conferencing chatroom).
- Share the discussion questions in advance, and/or share your screen with the discussion questions.
- *Distribute copies of the discussion questions so people can follow along.*
- Introduce yourself and your role in the project.
- Provide a brief contextual overview of the Seaside Comprehensive Plan Update and your role. A sample is provided below:

“While known for its tourism and coastal recreation, Seaside has experienced moderate growth and development since the original Comprehensive Plan was adopted in 1983 and most recently amended in 1996. Growth in Seaside has, and is expected to, steadily increase. To guide future growth and development, the City of Seaside is updating its Comprehensive Plan. What makes Seaside different from most other Oregon cities is the large number of visitors the City experiences annually, making the average daily population over 20,000. The Comprehensive Plan Update will help to redefine uses to fit into current and future needs of the Seaside community as well as account for Seaside’s emerging tourism industry.

The purpose of these Community Conversations is to engage with a broad cross-section of Seaside residents, business owners, and partners around a Community Vision. These Community Conversations are anticipated through the spring and summer of 2023. The creation and adoption of the Community Vision will occur in the fall and early winter, which will inform the development of policy recommendations in the update to the Comprehensive Plan throughout 2023 and 2024. Thank you for talking with us!”

15 – 45 minutes: Listening and Discussion.

- Lead the group discussion around the questions in this kit.
- Have participants affirm your understanding of the discussion by repeating back any major themes or ideas.
- For frequently mentioned themes, ideas, or topics, place a check mark for each mention in your notes.
- Ask for additional questions and comments.





45 – 60 minutes: Report Back and Next Steps.

- Thank participants for the discussion.
- Point participants to the project web site (www.seaside2050.com) for access to materials and updates on meetings, events, and surveys.
- Invite members to the next community event or survey.

After the meeting

Within a week: Scan or email the discussion notes and sign-in sheet to Natalie. (natalie.knowles@3j-consulting.com)





DISCUSSION LEADER TIPS

General Principles

As the presenter and discussion leader, your role is to help create an open and shared environment so that all participants have the opportunity for discussion. Please follow the agenda closely as you have only limited time. “Prompts” are shown in the italicized print below. It is OK if people disagree! There is no need for consensus or agreement.

General Guidelines

- Stick to the agenda and move the conversation forward.
- If a point is made that is off-topic, write it down, then guide the discussion back to the question at hand.
- Encourage everyone to participate but do not allow anyone to dominate.
- Keep the discussion moving by summarizing and synthesizing.
- Resist the temptation to voice your own opinions or to be the “expert” on the subject.
- Start and end each meeting on time.
- Have fun!

Specific Guidelines

- Emphasize that there are no “right” or “wrong” answers. Everyone’s opinion is valid.
- Give credence to differences, but do not dwell on them. *It’s important that we have an open discussion. There are no right or wrong answers.*
- Do not hesitate to say you do not know the answers to a specific question. Make note of the question and ask the individual to see you later.
- Follow the meeting flow. *That’s a good question/idea/issue, I’ll write it down to make sure we don’t forget that point.*
- If you are running up against time, move the group along politely but firmly. *I see we have only a few minutes left and we want to make sure we have time to hear from everyone before our time is up [or] thank you for your suggestion.*
- Make sure each participant has a chance to speak. *Who else has something to add?*
- Summarize the discussion as you go along, validating it with participants. *Have I captured all key points?*
- Five minutes before the discussion ends, summarize the discussion. Ask participants for any final thoughts. *Is there anything we have missed?*

Thank everyone for participating!





COMMUNITY VISIONING QUESTIONS

Oregon was one of the first places in the United States to pioneer the use of community-based visioning. In a state recognized for innovative local planning and growth management policies, visioning is an important precursor to local planning and a tool to help communities better manage complex change.

A comprehensive approach to visioning can be framed by the following **bolded** questions. Some of these questions include a list of bullets, which provide a menu of similar questions that get at the same idea. Based on your audience, choose the question type that feels most appropriate and resonates with the group. Feel free to use additional questions as follow-up, or if there is a need to frame the question differently.

Why did you choose to live/work in Seaside?

What makes Seaside special today? What should we strive to preserve or enhance? [OR]:

- What are some of Seaside's most cherished attributes?
- Where do you spend time in Seaside? Specific parks, stores, restaurants, etc.
- What is being done well in Seaside?
- What about Seaside makes you proud?

What about Seaside would you like to change in the future? What can improve? [OR]:

- As the community develops a Vision and Comprehensive Plan update, what is on the horizon that we should be sure to consider?
- What, if anything, causes you concern about the future of Seaside?
- How has Seaside changed over the last 5 years? 10 years? 20 years?
- What changes have you seen in Seaside that you like? What are changes you don't like?
- Describe your ideal Seaside in 2050. What has changed?

What people, groups, or communities should we contact to make this an inclusive process?

In what ways would you like to participate in this process? [Provide all potential examples below]

- Attend public meetings
- Complete online surveys
- Follow on the City's Facebook page or other social media
- Through my school, place of worship or other group
- Stay informed by email
- Read through the Project Website
- Other





DISCUSSION NOTES

(Use a ✓ = Frequently mentioned)

INTRODUCTIONS

Why did you choose to live/work in Seaside?

What makes Seaside special today? What should we strive to preserve or enhance? [OR similar question]

What about Seaside would you like to change in the future? What can improve? [OR similar question]

What people, groups, or communities should we contact to make this an inclusive process?

In what ways would you like to participate in this process? [Share all potential examples]



