



SEASIDE 2050

Comprehensive Plan Update

Community Engagement Plan

October 2023

Project Overview

While known for its tourism and coastal recreation, Seaside has experienced moderate growth and development since the original Comprehensive Plan was adopted nearly 50 years ago. 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.

Community Engagement Objectives

The public involvement process aims to meet the following objectives:

- **Inform** the community with timely, transparent, and accurate information.
- **Educate** community members about planning and decision-making processes.
- **Consult** and involve the community in the identification, refinement and prioritization of policy updates needed to guide growth and development in Seaside over the next 20 years. Ensure community members understand how decisions are made, their concerns are heard, and they know how their feedback influenced decisions.
- **Partner** with city and agency representatives to ensure officials are engaged in the planning process and key decisions.
- **Reach** a diversity of stakeholders who reflect Seaside's greater community.

Key Messages

- Oregon state law requires that all cities and counties plan for 20 years of growth.
 - The Comprehensive Plan is Seaside's primary land use planning document. It articulates the city's vision for future housing, economy, community, infrastructure, government, and ecosystems.
 - The Comprehensive Plan establishes a series of goals and policies that guide growth and development and align with statewide planning goals.
 - Seaside has seen an approximate 20% growth in population since the year 2000 and is expected to continue to steadily grow.
 - The City of Seaside is committed to an inclusive and transparent planning process. Community engagement is crucial to guide the development of representative, sustainable plans.
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- The Vision and Comprehensive Plan will be reflective of local desires informed by an updated vision that is tailored to Seaside.
- There will be opportunities for community involvement at several points throughout the planning process, with a focus on accessible opportunities to provide feedback.
- Community can stay engaged by visiting the project website: www.seaside2050.com

Community Demographics

The following demographic profile will help specify the priority populations to engage in this process. Demographic data is derived primarily from the U.S. Census American Community Survey 5-Year Estimate Data 2017-2021 Data Profile. There were approximately 7,234 people who lived in Seaside in 2021.

Race and Ethnicity

According to 2017-2021 American Community Survey data, 93.8 percent of Seaside residents identify as White. The remainder of residents identify as Asian (1.2%) American Indian/Alaska Native (1.2%), and African American (2.6%). About 1 percent of the population identifies as two or more races. 5.9 percent of Seaside residents identify as Hispanic or Latino, which is less than the State of Oregon (13.6%).

Race/Ethnicity	City of Seaside	Oregon
White	93.8%	80.7%
African American	2.6%	1.9%
Asian	1.2%	4.4%
Native Hawaiian and other Pacific Islander	0.0%	0.4%
American Indian or Alaskan Native	1.2%	1.1%
Two or more races	1.0%	7.7%
Hispanic or Latino (any race)	5.9%	13.6%

Languages Spoken at Home

Around 93.3 percent of percent of Seaside residents speak only English. The most spoken language other than English is Spanish (5.0%). Other Indo-European languages (1.7%) are also spoken among community members although it is a small percentage.

Age

The City of Seaside has a much higher population of those who are 55 years and up when compared to Oregon percentages for age ranges. A lower population of youth and young adults is also shown within Seaside's population ranges.

Age	City of Seaside	Oregon
19 years and under	16.2%	23.1%
20 – 34 years	16.2%	20.3%
35 – 54 years	24.4%	26.0%
55 – 64 years	14.4%	12.9%
65 – 74 years	17.5%	11.0%
75 years +	11.2%	6.7%

Income

Seaside has a higher distribution of those who make less than \$50,000 when compared to Oregon, with a total of 58.1 percent of the population making less than \$50,000 as compared to Oregon's 35.8 percent. Significantly less people make more 100,000 than State percentages as well.

Income	City of Seaside	Oregon
<\$15,000	9.3%	8.8%
\$15,000-\$25,000	17.8%	7.5%
\$25,000-\$50,000	31.0%	19.5%
\$50,000-\$75,000	17.5%	17.4%
\$75,000-\$100,000	10.8%	13.5%
\$100,000+	13.8%	33.4%

People with Disabilities

Census data indicates that 27.5 percent of Seaside residents live with a disability. This is significantly higher than the State average of 14.4 percent.

Housing

Census data indicates that about 56.8 percent of Seaside residents live in a single-family home (detached single unit), which is in the same range as the State of Oregon (63.3%). Around 13.7 percent of Seaside residents live in middle housing (1 to 4 attached units), 23.5 percent occupy multi-family homes (5 or more attached units), and nearly 5.1 percent live in a mobile home. 42.5 percent of Seaside community members are homeowners and 57.5 percent are renters. There is a significant grouping of renters in Seaside when compared to the State.

Housing Type	City of Seaside	Oregon
Single-family home	56.8%	63.3%
Middle housing	13.7%	11.8%
Multi-family home	23.5%	17.1%
Mobile home	5.1%	7.5%
Homeowners	42.5%	63.2%
Renters	57.5%	36.8%

Underserved Populations

The City of Seaside is committed to facilitating extensive and equitable community engagement for the Vision and Comprehensive Plan Update. In order to ensure full and fair participation by all potentially affected community members in the decision-making process, engagement activities and tools will focus on meeting underserved groups where they are. The following paragraphs describe priority populations for this process.

Census demographic information indicates that Seaside has a moderate percentage (5.9%) of those who identify as Hispanic or Latino. The second most spoken language is also Spanish (5.0%) within this region as well. This indicates that engagement materials should be translated into Spanish and a portion of engagement activities should be held in spaces where the Hispanic and Latino community feel comfortable.

The City of Seaside has a significantly higher population of those who are 55 and up. In order to reach these groups, engagement activities should be centered around middle-aged and senior groups, and living. While there is less of a population of youth and young adults in Seaside, it is still important to engage these groups to help plan for the future. Youth-oriented events and activities should also be considered during outreach events.

Seaside has a significantly higher proportion (27.5%) of those who have disabilities when compared to the State. It is crucial that engagement activities be made accessible and include accommodations for people of all abilities. Accessibility in engagement will consider vision and hearing impairment accommodations, physical accessibility to engagement spaces, and transportation access to these locations.

Seaside has a higher amount of those who make \$50,000 or less, at approximately 58.1 percent. These income distributions show that Seaside overall has a higher amount of those who are lower income when compared to Oregon's overall percentages. When creating engagement activities, access to technology to participate in engagement activities and access to transportation and childcare should be considered when taking an equitable approach. If possible, participants should be compensated for their participation. The City of Seaside also has a significant population living in multifamily housing and may not receive city mail notifications, so special attention should be made to see they are informed and engaged.

Stakeholders and Partners

Community members and stakeholders will have multiple opportunities to participate in the Seaside Comprehensive Plan Update process. This Community Engagement Plan describes ways in which the City will engage with key stakeholders and the community in the process.

Interests	Specific Organizations
Schools	Seaside School District Seaside Middle School Pacific Ridge Elementary Seaside High School Clatsop Community College, South County Center Seaside Head Start
Parks and Nature	Sunset Empire Park and Recreation City Parks Community Garden Elmer Feldenheimer State Natural Area Del Rey State Recreational Area
Industry and Businesses	Seaside Chamber of Commerce Clatsop Small Business Development Center Seaside hospitality industry Seaside local businesses Tourism Advisory Committee

Interests	Specific Organizations
Public Safety	Seaside Police Department Seaside Fire and Rescue
Utilities	Seaside Utility Department Seaside Public Works (Streets, Water & Sewer) Pacific Power and Light Northwest Natural Gas Suburban Propane
Developers/Property Owners	Seaside property owners Seaside Downtown Development Association Sunset Empire Park and Recreation District Northwest Oregon Housing Authority
Health	CMH-Urgent Care Seaside Wellness Center LLC Providence Seaside Clinic/Hospital
Transportation	Sunset Empire Transportation District-NW Connector Seaside Municipal Airport Point Bus Services
Service Non-profits	Rotary Club of Seaside Seaside Library Necanicum Watershed Council North Coast Land Conservancy Assistance League of the Columbia Pacific American Legion Consejo Hispano El Centro NW Seaside Elks Lodger #1748 Bob Chisholm Community Center
Non-native English Speakers	Clatsop Community College ESL Program
Arts and Culture	Seaside Civic and Convention Center Seaside Museum & Historical Society
State Agencies	Department of Land Conservation and Development Oregon Department of Transportation Clatsop-Nehalem Confederated Tribes

Interests	Specific Organizations
Faith Based Organizations	North Coast Family Fellowship Seaside Assembly of God Seaside Calvary Church River of Life Fellowship Our Savior's Lutheran Church The Church of Jesus Christ of Latterday Saints Seaside United Methodist Church Calvary Episcopal Church Our Lady of Victory Catholic Church Seventh-Day Adventist Church
Elected and Appointed Officials	City Council Planning Commission City boards and commissions

Engagement Activities

The following table summarizes primary community engagement activities, their intended audience, and partners needed to carry out the activities while using the IAP2 engagement spectrum.

The IAP2 Spectrum is an internationally recognized model developed to help clarify the role of the public in planning and decision making, and how much influence the community has over planning or decision-making processes. The model identifies 5 levels of community engagement, ordered as follows by increasing impact on decision-making: (1) inform; (2) consult; (3) involve; (4) collaborate; and (5) empower.

Engagement Tool/Activity	IAP2 Spectrum	Description	Audience
Steering Committee	Inform Consult Involve	The Steering Committee will meet up to four (4) times and will represent a broad cross-section of community interests such as business, residents, youth, seniors, and cultural groups. The Steering Committee will review and comment on work products, guide engagement efforts and help host public outreach events and activities, act as liaisons to specific constituencies or interest groups, encourage community members to participate in the process, and act as champions of the Seaside Vision and Comprehensive Plan. The Steering Committee charter will establish roles, shared ground rules, and decision-making procedures.	General Public Interest Groups
Community Conversations	Inform Consult	A series of Community Conversations will prioritize “going to where people are” – both in meetings and online to identify areas of agreement, unearth key issues for further discussion, and begin to build a shared community vision. Interviews and focus groups will be held with a broad spectrum of groups including property owners, businesses, and educational, environmental, civic, and faith-based organizations.	General Public
Stakeholder Interviews	Inform Consult Involve	Interviews will be conducted with up to seven (7) key community stakeholders from a list provided by the City. Conversations will be about Comprehensive Plan issues and priorities.	Stakeholders

Engagement Tool/Activity	IAP2 Spectrum	Description	Audience
Community Events and Activities	Inform Consult	<p>Community events will be utilized to meet people where they are while educating and consulting them through activities designed to create awareness of the project. Event goals will be to engage youth and adults in identifying what they love about Seaside today and what they would change to make Seaside an even better place to live, work, and play in the future.</p> <p>Events may include, but are not limited to:</p> <p>Seaside Farmers Market-Wednesdays June 14th- September 27th</p> <p>The Seaside Annual Egg Hunt-April 8th</p> <p>Saturday Art Walks- First Saturday of the month</p>	General Public
Online Engagement	Inform Consult	Up to three (3) online engagement opportunities will occur to supplement in-person public involvement activities. The engagement opportunities will provide an alternative opportunity to comment for those who may not come to a meeting or feel comfortable voicing their opinions among others. Engagement opportunities will consist of online open houses and surveys and will coincide with each round of public involvement events.	General Public
Community Summits	Inform Consult Involve	Up to three (3) Seaside Summits will occur over the project timeline. These fun and engaging community events are the main opportunities for Seaside community members to engage and share ideas with their neighbors in-person.	General Public
Planning Commission and City Council Briefings	Inform Involve	The Planning Commission and City Council will be updated regularly throughout the process. These briefings will act as crucial touchpoints to ensure elected and appointed officials are engaged in the process.	

Communication Tools

In addition to the above activities, the following communication tools will provide information about events, activities, and opportunities to be involved in developing the Comprehensive.

Communication Tools	Description
Project Website	The website includes a project overview and timeline, important contacts, a schedule for public engagement, updates on the project's status, and the ability to view or download documents. www.seaside2050.com
Project Branding	The project will have branding that is unique and compelling. This "look" will appear on all project materials and provide continuity and visibility for the Comprehensive Plan process.
Social Media	Project related content will be provided for all social media platforms, such as the City's Facebook and Twitter accounts to increase project awareness and provide multiple avenues for community input.
Informational Materials	Flyers, newsletters, facts sheets and other materials to educate and inform the public about the project will be created.
Project Email List	E-blasts for the City to distribute to help notify people about events and activities will be planned for and created ahead of time. Interested parties will have several opportunities to join the mailing list, such as on the project website and at public meetings and events. The City will maintain a database of e-mail addresses of people who express interest in the planning process.

Project Schedule

This schedule outlines engagement activities and key milestones throughout the project.

Task	2023								2024									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
1 Project Management	●																	
2 Existing Conditions Assessment																		
3 Community and Stakeholder Engagement				● ▲		● ★			● ★					● ★				
4 Seaside Vision																		
5 Goals & Policies / Scenario Refinement																		
6 Comprehensive Plan															▲			
7 Adoption																		▲

- Project Kickoff
- Steering Committee Meetings
- ★ Seaside Summits
- ▲ PC/CC Briefings, Worksessions, Hearings