



SEASIDE 2050
Comprehensive Plan Update
Project Advisory Committee (PAC) Meeting #1

September 18, 2023, 5:00- 6:30 PM

AGENDA

Time	Subject	Lead
5:00	Welcome and Introductions <ul style="list-style-type: none"><i>What do you love about Seaside?</i>	Jeff Flory, City of Seaside Scott Fregonese, 3J Consulting All
5:10	Project Overview <ul style="list-style-type: none">Key elementsProcessSchedulePAC role and responsibilities	Scott
5:40	Community Engagement Plan	Scott All
6:00	Community Conversation Kits	Scott All
6:25	Next Steps	Scott
6:30	Adjourn	





SEASIDE COMPREHENSIVE PLAN UPDATE

Project Advisory Committee

Responsibilities and Ground Rules

The Project Advisory Committee (PAC) for the Seaside Comprehensive Plan Update is a committee made up of a variety of stakeholders with diverse perspectives. The PAC will meet up to four times throughout the course of the project.

PAC Responsibilities

- Reviewing and commenting on work products.
- Guiding public outreach and engagement efforts.
- Acting as liaisons to specific constituencies or interest groups.
- Hosting public events.
- Encouraging community members to participate in the process.
- Acting as champions of the project and the recommendations that emerge from it.

Ground Rules for Meeting Conduct

All participants agree to act in good faith in all aspects of PAC and planning discussions. This includes being honest and refraining from undertaking any actions that will undermine or threaten this process. This includes behavior outside of meetings.

Expectations for behavior of PAC members during and outside of meetings include:

- Be respectful at all times of other representatives and audience members. Listen to each other to seek to understand the other's perspective, even if you disagree. One person will speak at a time. Side conversations and other meeting disruptions will be avoided.
- Bring your concerns into this process to be addressed.
- Refrain from personal attacks and maintain a respectful tone even if highlighting different perspectives.
- Be mindful of these ground rules in any written communications, including e-mails, blogs and other social media. Remember that social media may be considered public documents. E-mails and social networking messages meant for the entire group will be distributed via the project team.
- Individual PAC representatives agree to not present themselves as speaking for the PAC without specific direction and approval by the PAC.
- Non-members may attend meetings as observers, provide comments during public comment periods, and submit written comments for distribution to the PAC, but may not otherwise participate in the PAC deliberations.



SEASIDE 2050

Comprehensive Plan Update

Draft Community Engagement Plan September 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	Seaside Parks and Rec Ed 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 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-OHSU Health Primary Care Clinic-Seaside Seaside Wellness Center LLC Providence Seaside Clinic
Transportation	Clatsop County Transportation and Development Sunset Empire Transportation District-NW Connector Seaside Municipal Airport Transportation Advisory Committee
Service Non-profits	Rotary Club of Seaside Necanicum Watershed Council North Coast Land Conservancy Assistance League of the Columbia Pacific American Legion
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
Faith Based Organizations	North Coast Family Fellowship Seaside Assembly of God Seaside Calvary River of Life Fellowship Seaside United Methodist Church Seaside United Methodist Church Calvary Episcopal Church Our Lady of Victory Catholic Church

Interests	Specific Organizations
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	An informative, accessible, and interactive website will be developed. The website will include 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.
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



Seaside Comprehensive Plan DRAFT COMMUNITY CONVERSATION KIT

September 2023



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PREPARATION CHECKLIST

Before the Event	(✓)
Be familiar with all the items in this guide. Contact Natalie Knowles 253-549-8817, natalie.knowles@3j-consulting.com if you have any questions.	
For In-Person Community Conversations <i>If you are able, print clean copies of materials, including:</i> <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 	
For Virtual or Phone-in Community Conversations Have the following materials handy (paper copies or on a computer) for notetaking: <ul style="list-style-type: none"> • Sign-in sheet • Discussion Questions • Notes page(s) • This Community Conversations Kit as your quick reference guide 	
Ask yourself the following questions: <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	(✓)
Within one week, please email or scan the sign in sheet and your notes directly to Journie Gering (natalie.knowles@3j-consulting.com) [OR] Enter into the online survey form. For the online survey form: <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.



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]



