



**Envision Manzanita
Comprehensive Plan Update
Public Advisory Steering Committee (PASC) Meeting #1
July 31st, 2024, 1:00- 3:00 PM**

Zoom Link:

<https://us02web.zoom.us/j/82931532790?pwd=3zh8uhM7Ydj5bXV1OcYRm5NC1A8aLE.1>

Passcode: 178752

AGENDA

Time	Subject	Lead
1:00	Welcome and Introductions <ul style="list-style-type: none"><i>What do you love about Manzanita?</i>	Leila Aman, City of Manzanita All
1:10	Project Overview <ul style="list-style-type: none">Key elementsProcessSchedulePASC roles and responsibilities	Scott Fregonese, 3J Consulting
1:40	Housing Ordinance Update	Marcy McInelly, Urbsworks
2:00	Community Engagement Plan	Violet Brown, 3J Consulting All
2:30	Community Conversation Kits	Violet All
2:50	Next Steps	Scott
3:00	Adjourn	Leila



Manzanita Comprehensive Plan and Housing

Draft Community Engagement Plan

July 2024

Project Overview

The City of Manzanita's Comprehensive Plan was last updated in 1996. Since the 2010 planning horizon, the city's population has stayed relatively static at 603 permanent residents. While the number of permanent residents has not changed, there has been significant growth in second homeownership in the city. Higher volumes of year-round visitors have also increased over the last couple of years. Due to these changes, the city is seeing an increase in both residential and commercial housing development.

Manzanita is updating its Comprehensive Plan and Housing-related ordinances to comply with state regulations and to ensure that the city can comfortably accommodate visitors and its residents.

Community Engagement Objectives

Community members, partners, and stakeholders will have many opportunities to help shape the Comprehensive Plan and Housing-related Zoning Ordinance Updates. The purpose of the public involvement strategy is to describe ways in which the City will engage with key stakeholders and the community in the Manzanita Comprehensive Plan and Zoning Ordinance Updates. The public involvement process aims to meet the following goals:

- **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 Manzanita 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 Manzanita's greater community

Key Messages

These key messages will be refined and augmented throughout the project to meet evolving needs.

The Comprehensive Plan sets out a series of goals and policies that will guide growth and development in our community over the next 20 years.

- The Comprehensive Plan is Manzanita’s primary land use planning document.
- Oregon state law requires that all cities and counties adopt Comprehensive Plans that are consistent with statewide planning goals.
- The Comprehensive Plan helps articulate Manzanita’s goals for the future housing, economy, community, infrastructure, government and a connected parks and trail system.

The updated housing ordinance will provide more accessible housing options for Manzanita.

- The updated ordinance amendments will facilitate housing production, affordability, and choice in Manzanita.
- Amendments will include expanding opportunity and accessibility to develop middle housing on all single family detached lots.
- Other amendments may include single family (accessory dwelling units, manufactured homes) and middle housing types (tri/quadplex, townhomes, cottage clusters).

The Comprehensive Plan will reflect our community’s vision and priorities.

- In the 28 years since the Comprehensive Plan was last updated, Manzanita has seen higher rates in the part-time and visitor population. Changes have also been apartment in demographics and land uses within the city. We need an updated Comprehensive Plan.
- The process began with Community Visioning exercises in a series of town hall meetings held in the summer of 2022 which will serve as a starting point for the Comprehensive Plan.
- A complete update to the Comprehensive Plan will serve to create a central document that reflects the vision for the entire community.
- Engagement opportunities will be structured around key components of the Comprehensive Plan, based around the Oregon Statewide Planning Goals (17 that apply to Manzanita) and the Housing Ordinance Updates that will be happening concurrently. Components, in order, will include:
 1. Community Engagement Round 1: Fall 2024
 - Goal 10: Housing, to include the results of the Draft Housing Ordinance Amendments, Concepts, and Context.
 - Goal 1: Citizen Involvement
 - Goal 5: Natural Resources, Scenic and Historic Areas, and Open Spaces
 2. Community Engagement Round 2: Spring 2025
 - Goal 2: Land Use Planning
 - Goal 13: Energy Conservation
 - Goal 14: Urbanization
 - Goal 11: Public Facilities & Services
 - Updates on Goal 10 work, including Draft Housing Ordinance Amendments will be provided to the public, along with impacts to land use policy and infrastructure decisions, and highlights from the recent TSP Update
 3. Community Engagement Round 3: Summer 2025
 - Goal 9: Economic Development
 - Goal 8: Recreational Needs
 - Updates on Goal 10 work: Adoption-ready Ordinance Amendments will be presented.
 4. Community Engagement Round 4: Fall 2025
 - Goal 6: Air, Water and Land Resources Quality

- Goal 7: Areas Subject to Natural Hazards
- Goal 17: Coastal Shorelands
- Goal 18: Beaches and Dunes
- Goal 19: Ocean Resources

The City of Manzanita is committed to an inclusive and transparent planning process. Community engagement is crucial to guide the development of a representative, sustainable plan.

- There will be opportunities for community involvement at several points throughout the planning process, with a focus on accessible opportunities to provide feedback.
- Members of the community can provide comments or ask questions at any time by visiting the project webpage: [link to be added soon]

Community Demographics

Community demographic information is derived from U.S. American Community Survey (ACS) data 5-Year Estimates (2022).

Race and Ethnicity

The majority of those who live in Manzanita identify as white (95.5%), while the second largest demographic population are those who identify as Asian. The documented population who identifies as Asian is specifically Filipino (1.3%). About 3% of the population identifies as two or more races.

Race/Ethnicity	City of Manzanita	Tillamook County	Oregon
White	95.5%	87.9%	78.7%
African American	0.0%	0.5%	1.9%
Asian	1.3%	0.8%	4.4%
Native Hawaiian and other Pacific Islander	0.0%	0.0%	0.4%
American Indian or Alaskan Native	0.0%	1.1%	1.1%
Two or more races	3.2%	6.2%	9.2%
Hispanic or Latino (any race)	0.0%	10.8%	13.8%

Table 1: U.S. Census ACS 2022 5-year estimate, DP05 Demographic and Housing Estimates

Languages Spoken at Home

The majority of Manzanita residents speak English (90.3%), while the second most common grouping of other languages spoken include Indo-European languages (6.3%). Indo-European languages include languages like Portuguese, French, German, Russian, and more. About 2% of the population speaks Spanish, this is less compared the county (7.1%). About 1.3% of the population speaks Asian and Pacific Islander Languages.

Age

Manzanita generally has an older population, with more than half of its residents being aged 55 and up. The city has a much smaller proportion of youth (2.8%) when compared to the County (15.0%) and State (16.7%) averages.

Age	City of Manzanita	Tillamook County	Oregon
19 years and under	2.8%	15.0%	16.7%
20 – 34 years	9.5%	9.3%	12.4%
35 – 54 years	11.7%	9.9%	14.1%
55 – 64 years	27.1%	22.9%	26.0%
65 – 74 years	23.2%	16.1%	12.6%
75 years +	25.7%	17.0%	11.1%

Table 2: U.S. Census ACS 2022 5-year estimate, DP05 Demographic and Housing Estimates

Income

The bulk of Manzanita households earn more than \$100,000 per year. A smaller proportion of households earn less than \$25,000 per year when compared to the county and state. Approximately 9.5% of those in Manzanita live below the poverty level¹. While this data takes into account household income in the past 12 months, the fact that 50% of Manzanita's population is of retirement age may influence conclusions from the data, since it does not account for accumulated wealth. The Survey of Income and Program Participation offered a profile of adults aged 65 and older by poverty status for the year 2021. It indicated that nationally, 8.3% of adults aged 65 and over lived in a household that experienced poverty². While accumulation of wealth should be considered in Manzanita, poverty among older adults should also be considered as poverty among older adults becomes a rising issue.

Income	City of Manzanita	Tillamook County	Oregon
<\$15,000	5.1%	9.3%	7.9%
\$15,000-\$25,000	2.4%	8.2%	6.8%
\$25,000-\$50,000	21.7%	22.2%	17.8%
\$50,000-\$75,000	20.3%	21.3%	16.5%
\$75,000-\$100,000	16.6%	12.9%	13.4%
\$100,000+	33.9%	25.9%	37.6%

Table 3: U.S. Census ACS 2022 5-year estimate, DP03 Selected Economic Characteristics

People with Disabilities

Approximately 23% of Manzanita residents report living with a disability. This is higher than both the County (21.4%) and the State (14.9%) averages. The highest percentages of those with disabilities have a hearing disability (13.8%). Other groups to consider include those with ambulatory (6.1%) and cognitive (5.8%) disabilities.

Housing

The majority of housing in Manzanita consists of single-family homes (87.7%) (detached single-unit). While the city contains some middle housing (1-4 attached units) options (8.8%), it currently does not have any multi-family housing units (5 or more attached units). Most of those who live in Manzanita are homeowners, while 18.3% are renters.

¹ U.S. Census ACS 2022 5-year estimate, S1701 Poverty Status in the Past 12 Months

² U.S. Census Profile of Older Adults by Poverty Status 2021

Housing Type	City of Manzanita	Tillamook County	Oregon
Single-family home	87.7%	76.1%	63.0%
Middle housing	8.8%	9.3%	11.8%
Multi-family home	0.0%	3.2%	17.4%
Mobile home	3.4%	10.1%	7.4%
Homeowners	81.7%	73.5%	63.2%
Renters	18.3%	26.5%	36.8%

Table 4: U.S. Census ACS 2022 5-year estimate, DP04 Selected Housing Characteristics

Tenure by Housing Type	City of Manzanita		Tillamook County		Oregon	
	renter	owner	renter	owner	renter	owner
Single-family home	53.7%	96.7%	46.6%	80.5%	27.6%	84.0%
Middle housing	46.3%	3.3%	28.0%	2.9%	24.1%	4.5%
Multi-family home	0.0%	0.0%	15.6%	0.2%	44.0%	1.8%
Mobile home	0.0%	0.0%	9.6%	16.4%	4.3%	9.6%

Table 5: U.S. Census ACS 2022 5-year estimate, S2504 Physical Housing Characteristics for Occupied Housing Units. * Note that the margin of error for renters of multifamily and mobile homes is ± 44.8 and it is ± 15.2 for owners of multifamily and mobile homes.

Underserved Populations

The City of Manzanita is dedicated to ensuring fair and full participation for all community members. Affected community members include low-income, limited English proficiency, minority, and underserved groups in addition to other Project accessibility needs including (but not limited to) language translation services, vision and hearing impairment accommodations, and access to technology. 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 describes priority populations for this process.

Census demographic information indicates that Manzanita has a higher percentage of those who identify as Asian than Tillamook County. Manzanita consists of 1.3% of people who identify as Asian. This includes 7 people who identify as Filipino. The margin of error for this population is ± 12 . The city could consider translating materials into Tagalog if needed. The second most common language spoken in Manzanita are Indo-European languages (6.3%). The City may consider translation of materials in relevant languages, and hosting public activities in non-governmental, community spaces that are comfortable and welcoming to those who speak limited English.

While Manzanita has less youth than both Tillamook County and state averages, there are larger populations of older adults and seniors (55-75+). To reach older adults in Manzanita, the city should consider reaching out to local nonprofits that serve the elderly with information about in-person engagement opportunities, or to conduct in-person surveys and community conversations during regular programming or events. To reach the youth of Manzanita, engagement activities should be centered around youth-oriented events and activities. Local schools, after school programs, and youth groups should be notified of engagement opportunities and considered for community conversations and surveys.

The City of Manzanita has a much higher proportion (23.0%) of those who live with disabilities than the County (21.4%) and the State (14.9%), with the largest groups having difficulty with hearing (13.8%) and have difficulty with walking (6.1%), otherwise known as an ambulatory disability. Engagement activities should be made accessible and include accommodation for people of all abilities. Engagement events should consider the accessibility of community spaces and venues, including provision of hearing impairment accommodations, as well as access to transportation options. Outreach materials and surveys may be printed and mailed to residents who may be unable to travel away from home.

Tillamook County includes a count of 42 unsheltered and 11 sheltered houseless individuals in 2023³. Approximately 9.5% of Manzanita residents live in poverty, this is lower than the County percentage (12.5%). In Manzanita, about 29% of households earn less than \$50,000 a year. While poverty percentages and the percentage of households who earn less than \$50,000 is lower than County and State percentages, access to technology to participate in engagement activities, as well as access to transportation and childcare during engagement activities should be considered when taking an equitable approach. About 18% of those who live in Manzanita are renters, so citywide mailings could ensure all residents regardless of housing type and tenure are informed and engaged.

³ Greene, J., Spurbeck, F. H., and Zapata, M. (2023). 2023 Oregon Statewide Homelessness Estimates. Portland State University Homelessness Research & Action Collaborative.

Stakeholders and Partners

Community members and stakeholders will have multiple opportunities to participate in the Manzanita Comprehensive Plan and Housing-related Zoning Ordinance Updates. 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	Nehalem Grade School Tillamook Bay Community College Neah Kah Nie Middle School Neah Kah Nie High School
Parks and Nature	Lower Nehalem Community Trust -Lower Nehalem Watershed Council Friends of Cape Falcon Marine Reserve North County Recreation District
Industry and Businesses	Tillamook Coast Visitors Association Columbia Pacific Economic Development District Manzanita Business Community
Public Safety	Manzanita Public Safety Nehalem Bay Fire and Rescue Emergency Volunteer Corps of Nehalem Bay
Utilities	Manzanita Public Works Nehalem Bay Wastewater Agency Tillamook Peoples Utility District Tillamook County Public Works
Developers/Property Owners	Encore Investments LLC Cove Built: Commercial Construction Imholt
Health	Adventist Health Providence Tillamook Manzanita Medical Group Nehalem Bay Health District Nehalem Bay Health Center
Transportation	The Wave: NW Connector Route
Service Non-profits	Mudd Nick Foundation (Children focused) Lower Nehalem Community Trust Women's Club of Manzanita North County Food Bank Rainy Day Village Sammy's Place Pine Grove Community House

Interests	Specific Organizations
	Nehalem Bay Community Services
Non-native English Speakers	
Arts and Culture	Friends of the North Tillamook Library Nehalem Valley Historical Society Riverbend Players
State Agencies	DLCD ODOT
Faith Based Organizations	St. Catherines Episcopal Church Covenant Community Church Nehalem Bay United Methodist Calvary Bible Church
Elected and Appointed Officials	Planning Commission City Council Short Term Rental Committee City Budget Committee

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
Public Advisory Steering Committee	Inform Consult Involve	The Public Advisory Steering Committee (PASC) will meet up to eight (8) times over the course of the project. The PASC will represent a diverse cross section of the Manzanita Community. The PASC will advise the project team on products related to the Comprehensive Plan Vision, Goals and Objectives, Policies, and Housing-related Zoning Ordinance Updates.	General Public Interest Groups
Planning Commission & City Council Briefing	Inform Consult Involve Empower	The consultant will support City staff in providing regular updates to the Planning Commission and City Council. There will be regular project briefings and two- three more in-depth work sessions with each group during the Project. A total of approximately four (4) briefings inclusive of the in-depth work sessions will be conducted.	PC/CC
Stakeholder Interviews	Inform Consult Involve	Interviews with up to eight (8) key stakeholders will be conducted. Stakeholders will be identified by city staff and the PASC.	Stakeholders
Online Open Houses/Surveys	Inform Consult	Up to three (3) online surveys will be prepared for the city to host on its website. These surveys will be focused on gathering public input on draft vision, Comprehensive Plan policies, and Housing-related Zoning Ordinance changes.	General Public
Community Workshops	Inform Consult	Up to four (4) Community Workshops will be conducted over the course of the project to solicit feedback from the community. Topics for workshops include a	General Public

Engagement Tool/Activity	IAP2 Spectrum	Description	Audience
	Involve Collaborate	community kick-off and visioning exercise, draft goals/concepts for each land use planning goal except for transportation and housing, the UGB and SRR Zone, Goal 10 – Housing Policies, and proposed draft policies and zoning ordinance updates related to housing.	
Outreach Report	Inform Involve	A summary report will be created to provide a comprehensive overview of all outreach efforts. The final report will include all cumulative information and an executive summary of all outreach efforts throughout the update process.	General Public

Communication Tools

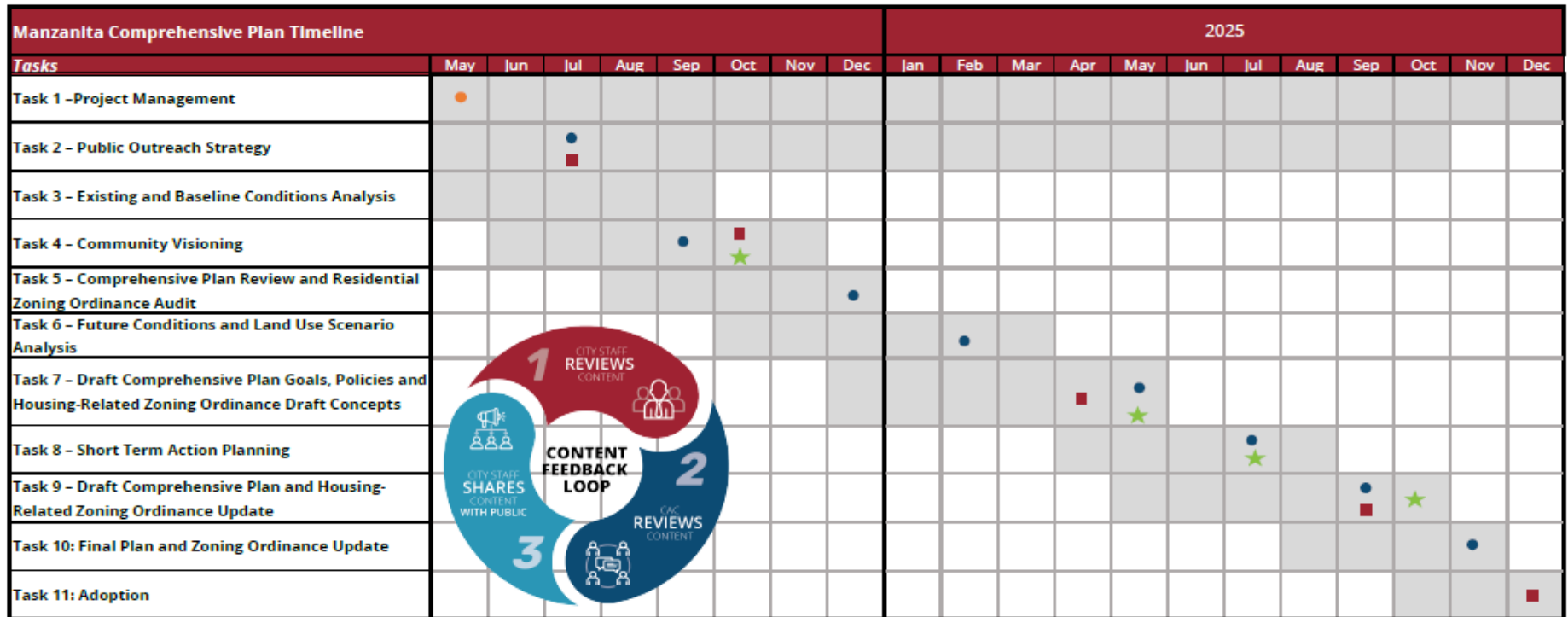
In addition to the above activities, the following communication tools will provide information about events, activities, and opportunities to be involved in developing the Comprehensive and Transportation Systems Plan Updates.

Communication Tools	Description
Project Website	A Comprehensive Plan website will be linked from the City website. The Project website will serve as the primary information source, including at a minimum project background, current/upcoming events, Project timeline and schedule, a document library, and location for surveys. The website should be used to communicate with the general public about the Comprehensive Plan and Housing-related Zoning Ordinance Updates.
Project Branding	The project brand package will include a project logo, color scheme, font and heading hierarchy based on any existing City standards to aim for quick identification of this project's communications, accessibility, and flexibility of use.
Media Releases	Media releases will be used to announce the project kickoff and advertise key opportunities for public participation. Communication venues may include local newspapers, City newsletters, utility bills, and other local publications, such as the Tillamook Headlight Herald.
Informational Materials	Materials for staff and members of the PASC to conduct small group meetings with members of the community on specific topics will be provided. These materials may also be used to gather outreach at other events such as the Manzanita Farmers Market.

Communication Tools	Description
Project Email List	E-mail addresses of people who express interest in the planning process will be maintained in a database and used when the City sends e-blasts to notify people about events and activities. The City will keep and maintain this list. E-blasts may also be shared with project partners. Interested parties will have several opportunities to join the mailing list, such as on the project website.

Project Schedule

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



Tasks = ■

Kickoff meeting = ●

Advisory Committee meetings (8) = ●

Community Workshops (4) = ★

Planning Commission and City Council meetings (4) = ■



CODE OF ETHICS

IAP2 Federation's Code of Ethics is a set of principles that guides us in our practice of enhancing the integrity of the public participation process. As practitioners, we hold ourselves accountable to these principles and strive to hold all participants to the same standards.

1. PURPOSE

We support public participation as a process to make better decisions that incorporate the interests and concerns of all affected stakeholders and meet the needs of the decision-making body.

2. ROLE OF PRACTITIONER

We will enhance the public's participation in the decision-making process and assist decision-makers in being responsive to the public's concerns and suggestions.

3. TRUST

We will undertake and encourage actions that build trust and credibility for the process among all the participants.

4. DEFINING THE PUBLIC'S ROLE

We will carefully consider and accurately portray the public's role in the decision-making process.

5. OPENNESS

We will encourage the disclosure of all information relevant to the public's understanding and evaluation of a decision.

6. ACCESS TO THE PROCESS

We will ensure that stakeholders have fair and equal access to the public participation process and the opportunity to influence decisions.

7. RESPECT FOR COMMUNITIES

We will avoid strategies that risk polarizing community interests or that appear to "divide and conquer."

8. ADVOCACY

We will advocate for the public participation process and will not advocate for interest, party or project outcome.

9. COMMITMENTS

We ensure that all commitments made to the public, including those by the decision-maker, are made in good faith.

10. SUPPORT OF THE PRACTICE

We will mentor new practitioners in the field and education decision-makers and the public about the value and use of public participation.



IAP2 Spectrum of Public Participation

IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

INCREASING IMPACT ON THE DECISION					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

CORE VALUES

IAP2 Federation's Core Values for Public Participation professionals define the expectations and aspirations of the public participation process. Processes based on the Core Values have been shown to be the most successful and respected.

1 Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.

2 Public participation includes the promise that the public's contribution will influence the decision.

3 Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision-makers.

4 Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.

5 Public participation seeks input from participants in designing how they participate.

6 Public participation provides participants with the information they need to participate in a meaningful way.

7 Public participation communicates to participants how their input affected the decision.



Envision Manzanita

Comprehensive Plan & Housing Ordinances Update

Public Advisory Steering Committee Charter

July 2024

Public Advisory Steering Committee Charges and Duties

A successful Comprehensive Plan update process must create a shared sense of ownership among the Manzanita community. The Public Advisory Steering Committee represents a broad cross-section of community interests. The Public Advisory Steering Committee will review and comment on work products, guide engagement efforts, help the City and Consultant team host outreach events, act as liaisons to specific constituencies or interest groups, encourage community members to participate in the process, and act as champions of the ultimate Manzanita Comprehensive Plan and Housing Ordinance Update that emerges from this process.

Responsibilities

Steering Committee Members

The Committee will meet eight (8) times from July 2024 through November 2025 to share their perspectives, study issues, and develop recommendations in a focused group setting. The Committee will work with City Staff and consultants during the duration of the update process and will review and make recommendations that will be reflected in the Manzanita Comprehensive Plan goals and policies.

City and Consultant Team Staff

City and consultant team staff will prepare for and facilitate all meetings of the committee, distribute meeting materials one week in advance of meetings, and provide technical and staff support as needed to facilitate discussion. City and consultant team staff will help ensure committee members adhere to the charter.

Decision-Making Process

A majority of the members shall constitute a quorum for the conduct of Committee business. The Committee will endeavor to reach consensus on recommendations. Consensus is defined as a participatory process whereby representatives seek to reach agreement on a mutually acceptable course of action. Decisions are made by agreement rather than by majority vote where representatives agree to support, accept, live with, or agree not to oppose the decision. The key to success is commitment to work for consensus, meaning members will participate fully in the process, seek to understand the interests of all, and work together to find solutions for all.

Expectations for the decision-making process include:

- Facilitator and committee members will strive for consensus on recommendations.
- If members are silent, it means that they agree or can live with it.
- Members agree not to revisit a decision or agreement that has already been made unless a majority of the committee agrees.

If consensus for a proposal is not reached, the group will explore whether modifications to that proposal can help achieve consensus. If modifications to the original proposal are viable, the group will entertain

another proposal. Regardless of meeting outcomes, all views will be recorded in the meeting summaries and forwarded to decision-makers along with recommendations.

Ground Rules for Meeting Conduct

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

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

- Be respectful at all times of other representatives. 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.
- Being 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. Social media that is posted by members in regard to the project is limited to meeting and event dates, how to get involved with the project, and promotion of the project website.

Communication

If contacted by the media, Committee members agree to refer contacts for project information to City of Manzanita City Manager, Leila Aman. If interviewed, members agree to clearly represent their own opinion when communicating with the media and to not represent the opinions of the project or committee.

Meetings

Regular meetings of the committee are not public hearings. Committee meetings will be held in person or via Zoom.

Attendance

If a member is unable to attend a meeting, he or she is expected to notify the staff liaison at least 24 hours prior to the meeting. Two unexcused absences may necessitate the replacement of the committee member.



COMMUNITY CONVERSATION KIT

City of Manzanita

August 2024



Welcome, Discussion Leader!

In your hands, you hold the power to shape the future of our city. This kit is your go-to resource for organizing and leading impactful community discussions. Inside, you'll find everything you need to facilitate conversations that capture the voices and visions of our community.

Your commitment to being part of this community engagement effort is invaluable, and together, we are laying the foundation for a vibrant future. Thank you for helping us gain an understanding the community's vision for Manzanita.

Your Tools

	Preparation Checklist.....	3
	Discussion Leader's Guide.....	4
	Community Visioning Questions	7
	Discussion Notes.....	8
	Manzanita Community Conversation Sign-in Sheet.....	9

Preparation Checklist

Before the Event

Familiarize yourself with the items in this guide. If you have any questions, contact Journie Gering journie.gering@3j-consulting.com, 503.946.9365 x256

For In-Person Community Conversations

If you are able, print fresh copies of the materials, including:

- ☐ 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 Community Conversations

Have the following materials handy (paper copies or on a computer) for note-taking:

- ☐ Sign-in sheet (*Tip: Kick off your virtual meeting by having attendees share their name and email address with you in the chat.*)
- ☐ Discussion Questions
- ☐ Notes page(s)
- ☐ This Community Conversations Kit as your quick reference guide

Ask yourself the following questions:

1. Have you confirmed the meeting location or video conference information?
2. If this Community Conversation is part of another meeting, have you confirmed a place on the agenda? How much time do you have?
3. Do you have enough materials to share with expected participants?

After the Event - Submitting your Feedback

Option 1

- ☐ Email the sign in sheet and your notes directly to Journie Gering within one week of your community conversation.

Journie Gering
journie.gering@3j-consulting.com

Option 2

- ☐ Enter via the online survey form. For the online survey form, go to:

[[website link to come soon](#)]

When prompted at the end of the survey, enter your name, email, and the name of your group into the Community Conversation prompt.

Please send additional email addresses for the project mailing list to Journie Gering.

Discussion Leader's Guide

Please review this guide prior to leading your discussion. Prompts and explanatory text are included in bullets below. *Examples of "actions" are shown in the italicized print.*

Remember: It is OK if people disagree! There is no need for consensus or agreement.

Guiding Principles

When leading a community conversation, your role is to help create an open and shared environment so that all participants have the opportunity for discussion. Use your time wisely and try to follow along with your agenda. Time flies when you're having fun, so make sure you have time to hear from everyone within the time allotted.

- 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 combining similar thoughts.
- Resist the temptation to voice your own opinions or to be the "expert" on the subject.
- Be punctual! Make sure to start and end each meeting on time.
- Have fun!

Community Conversations are designed to be flexible, adapting to the unique dynamics of your group and the time available on your agenda. While these discussions typically take around 20-40 minutes, the beauty of these discussions lies in their adaptability. Whether you have a brief 15-minute window or a more leisurely 60 minutes, feel free to customize the duration based on your participants' availability and enthusiasm. Use the graphic below as a guide to gauge how much time you might allocate to each section, ensuring a meaningful and tailored experience for all involved.

COMMUNITY CONVERSATION

Introductions

5-10 Minutes

Discussion

15-45 Minutes

Next Steps

5 Minutes

Introductions

Group Sign-In and Overview

- 1. 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).
- 2. Introduce yourself and your role in the project.**
- 3. Provide a brief contextual overview of the project and your role.** A sample is provided below:

"The City of Manzanita is launching a citywide effort to update the Manzanita Comprehensive Plan and Housing Ordinances. These materials will help guide land use decisions over the next 20 years. The first step in this process is to create a community vision that reflects what community members enjoy and want to preserve about Manzanita, and what they would like to see changed in the future. The Comprehensive Plan and Housing Ordinances will comply with state regulations to ensure that the city can comfortably accommodate visitors and its residents.

The purpose of these Community Conversations is to engage with a broad cross-section of Manzanita residents, business owners, and partners around a Community Vision. These Community Conversations are anticipated through the summer and early fall of 2024. The creation and adoption of the Community Vision will occur in the fall, which will inform the development of policy recommendations in the update to the Comprehensive Plan throughout 2025. Thank you for talking with us!"

Conversation

Listening and Discussion

- 1. Lead the group discussion** around the Community Visioning Questions provided in this kit.
 - 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.*
 - 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.*
- 2. Have participants affirm your understanding of the discussion** by repeating back any major themes or ideas.
 - Summarize the discussion as you go along, validating it with participants. *Have I captured all key points?*
 - Do not hesitate to say you do not know the answers to a specific question. Make

note of the question and let the individual know that you will follow up with them later. Don't be afraid to not have answers to all their questions. You can be the messenger of their questions and follow up later.

3. Highlight frequently mentioned themes, ideas, or topics by placing a check mark for each mention in your notes.

- 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?*
- Five minutes before the discussion ends, summarize the discussion. Ask participants for any final thoughts. *Is there anything we have missed?*

Next Steps

Continuing Engagement

- 1. Thank everyone for participating!**
- 2. Point participants to the project website** for access to materials and updates on meetings, events, and surveys. *[website coming soon]*
- 3. Invite members to the next community event or survey.**

~5 Minutes

After the meeting

Within a week: Scan or email the discussion notes and sign-in sheet to Journie Gering.

Planner Contact: Journie Gering

Email Address: journie.gering@3j-consulting.com

Visit the Project Website Here!

*****Insert QR of website once created**

Manzanita Community Visioning Questions

Citizen participation and coordination is an important precursor to local planning and a tool to help communities better manage complex change and involve citizens in the planning process.

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.

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

- Why do you choose to live/work in Manzanita?
- What are some of Manzanita's most cherished attributes?
- Where do you spend time in Manzanita? Specific parks, stores, restaurants, etc.
- What is being done well in Manzanita?
- What about Manzanita makes you proud?

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

- As the community develops this project, what is on the horizon that we should be sure to consider?
- What, if anything, causes you concern about the future of Manzanita?
- How has Manzanita changed over the last 5 years? 10 years? 20 years?
- What changes have you seen in Manzanita that you like? What are changes you don't like?
- Describe your ideal Manzanita in 2045. What has changed?

If you have additional time, wrap up the conversation with these last questions:

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

Remember to place a check mark (✓) next to frequently mentioned themes, ideas, or topics. Feel free to use this provided note-taking sheet or your preferred method to capture your notes during the conversation. Just ensure that your notes find their way to Journie Gering once the discussion concludes.

INTRODUCTIONS

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

What about Manzanita 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]

Manzanita Community Conversation Sign-in Sheet

Organization: _____

Date: _____

Discussion Leader: _____

[illegible]