# Madras Housing and Downtown Parking Code Update Public Improvement Plan

This Public Involvement Plan will guide the outreach and engagement efforts throughout the 2020-21 TGM Madras Housing and Downtown Parking Code Update. This project seeks to lead the Madras community through discussions and select solutions to that will yield: 1) a downtown parking plan and needed Development Code changes; and 2) Development Code changes to enable Missing Middle housing to be allowed in the City and create the necessary development standards. To accomplish this the City will rely upon technical expertise of the Consultant and the engagement of Madras residents, businesses, and various stakeholders to enable them to be learn and provide feedback and guidance on solutions that meet community needs. The City of Madras is committed to providing meaningful involvement opportunities for all community members, regardless of race, ethnicity, national origin, gender, age, or income and providing those who lack formal organization or influence the opportunity to have meaningful impact. This public involvement plan anticipates the needs of the Madras community however it is intentionally flexible to be responsive to unforeseen needs, circumstances, and public engagement opportunities. As the Project evolves, the team will need to respond to opportunities and issues as they arise. This Plan is organized around the Project scope tasks that include opportunities for public engagement.

## Public Involvement Goals

* Provide opportunities for Madras residents, businesses, and stakeholders to provide input on the development of the Downtown Parking Plan and Code amendments and the Housing Code amendments.
* Educate Madras residents, businesses, and stakeholders so that they can make informed policy choices.
* Activate Madras residents, businesses, and stakeholders so that they understand the why policy choices have been selected, take ownership of the Downtown Parking Plan and Code amendments and the Housing Code amendments, and ultimately become advocates of each project during and after the adoption processes.

## Key Contacts & Project Management Team

Nicholas Snead Laura Buhl

Community Development Director ODOT Project Manager

City of Madras ODOT

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541-475-2344 971-375-3552

## Key Stakeholders

### Downtown Parking Plan & Code Update

Joe Krenowicz Angela Rhodes

Madras-Jefferson County Chamber of Commerce Madras Downtown Association

(Business Representative) (Business Representative)

Blanca Reynoso Rick Allen

Reynoso Jewelry & Food Court Willow Canyon Properties

(Latino Business Representative) (Business & Property Owner Representative)

### Housing Code Update

John Lewis Mike Ahern

Creations Northwest Dick Dodson Realty

(Architect/Housing Developer) (Realtor)

Keith Wooden George Neilson

Housing Works Bean Foundation

(Affordable Housing Developer) (Local Non-Profit, Property Owner, Developer)

Tyler Neese Karna Gufstason

Central Oregon Association of Realtors Central Oregon Builders Association

(Real Estate) (Builders Association)

## Madras Community Demographics

The following demographics were obtained from the US Census Bureau’s QuickFacts for “Madras city, Oregon”.

### Population

|  |  |
| --- | --- |
| Population estimate (July 1, 2019) | 7,051 |

### Race & Ethnicity

|  |  |
| --- | --- |
| **Race and Hispanic Origin** | **Percent (%)** |
| White alone | 76.0% |
| Black or African American alone | 1.4% |
| American Indian and Alaska Native alone | 5.9% |
| Asian alone | 1.4% |
| Native Hawaiian & Other Pacific Islander alone | 0.0% |
| Two or More Races | 2.8% |
| Hispanic or Latino | 40.5% |
| White alone, not Hispanic or Latino | 48.4% |

### Age

|  |  |
| --- | --- |
| **Age and Sex** | **Percent (%)** |
| Persons under 5 years | 7.5% |
| Persons under 18 years | 26.4% |
| Persons 65 years and over | 11.9% |
| Female persons | 51.5% |

### Income & Poverty

|  |  |
| --- | --- |
| **Income & Poverty (2018 dollars)** | **Amount ($)** |
| Median Household Income | $34,966 |
| Per Capita Income in past 12 Months | $18,058 |
| Persons in Poverty | 24.3% |

### Housing

|  |  |
| --- | --- |
| **Housing (2014-2018)** |  |
| Owner-occupied housing unit rate | 43.0% |
| Median value of owner-occupied housing units | $138,500 |
| Median selected monthly owner costs - with a mortgage | $946 |
| Median selected monthly owner costs – without a mortgage | $403 |
| Median gross rent | $846 |

### Businesses

|  |  |
| --- | --- |
| **Businesses (2012)** |  |
| All firms  | 463 |
| Men-owned firms  | 237 |
| Women-owned firms | 129 |
| Minority-owned firms | 82 |
| Nonminority-owned firms | 336 |
| Veteran-owned firms | Fewer than 25 |
| Non-veteran-owned firms | 402 |

### Demographic Implications for Public Involvement Plan

Madras is a small rural community that is racially and ethnically diverse. In particular, the majority of Madras residents are either White, Hispanic or Latino, or Native American. Accordingly, public involvement needs to include materials written in Spanish and interpretive services are needed an public involvement events. Additionally, men and non-veterans own most firms in Madras however there is a significant number of women and minority owned businesses. Therefore, the City will need to identify times that work well for women and minority business owners to participate in public outreach events.

## Outreach Strategies

In order to reach as many community members as possible, the City’s Community Development Director (City staff) will distribute Project information and advertisements for engagement opportunities across a variety of mediums, including:

### Print Media

City staff will prepare and coordinate the advertisements and notices for community events in the Madras Pioneer newspaper. Advertisements and Notices are submitted at least a week before publication.

### Project Website

The City will create a project website on the City’s webpage ([www.ci.madras.or.us](http://www.ci.madras.or.us)) where all project documents, background studies and information, draft reports, and the date, time, location, and accommodations for public meetings will be posted. This website will allow interested parties to sign up for automated notices when any changes to the webpage are made (see Project Email Newsletter below).

### Project Email Newsletter

An email contact list of those interested in the Project will be created through signup opportunities on the Project website and at community events. This list will be used to distribute Project information, advertise engagement opportunities, and share Project deliverables.

### Stakeholder Associations

City staff will notify the Jefferson County Chamber of Commerce and the Madras Downtown Association of all opportunities for Madras businesses to participate in public meetings related to the Downtown Parking Plan and Code Update. Similarly, City staff will notify the Central Oregon Realtors Association and Central Oregon Builders Association of all opportunities for residents, homebuilders, realtors, etc. to participate in public meetings related to the Housing Code Update.

### Social Media

City staff will work with the City Recorder to post on the City’s Facebook page notice of all public engagement opportunities and why residents should attend these events.

### Printed Information

City Staff will print and distribute copies of Project information available, including, but not limited to, a Project FAQ sheet at City Hall. Notices of public meetings with be posted at the City Hall, Library, Post Office, and on the City’s website.

## Public Involvement Tasks & COVID-19

The public involvement tasks within the Project scope of work, as described below, are designed to offer all Madras community members the opportunity to participate meaningfully and be treated fairly throughout the planning process. Public input gathered through these tasks will form the basis of the Project’s ultimate recommendations, and the Project Management Team (see “Decision Making Framework,” below) is committed to full transparency both in sharing the input we received and acknowledging how it impacted our final deliverables.

Considering the ongoing COVID-19 pandemic, the Project team acknowledges that the types of participation that are included within this plan may need to be adjusted to meet public health recommendations. We are prepared to modify these tasks to allow for virtual and remote participation opportunities, and to choose venues that will allow for adequate social distancing for attendees, if it becomes possible to hold events in person.

### Stakeholder Interviews

The Project consultant, David Evans and Associates will conduct interviews with up to 5 community stakeholder interviews via telephone or video. During the stakeholder interviews, the Project consultant will present the smart development objectives of the TGM Program and Project, review the findings of the City’s Revitalization Toolkit, and solicit comments about parking reforms for the downtown area.

### Community Meetings

Because of the COVID-19 pandemic, community meetings, public hearings, or public meetings may be held in an online format. Community meetings were originally intended to be held in person, so the Project Management Team will ensure that people without access to the internet have opportunity to learn about the Project and provide input. These meetings will include an overview of Project objectives, TGM objectives, the Project schedule, relevant findings, and next steps. At these meetings, the Project team will gather feedback from the public about their opinions and concerns as related to the Project, as well as ideas for potential improvements or changes to Consultant deliverables. This events will be widely advertised on the City’s website, at City Hall, the Library and at the Post Office, and posted on the City’s project website.

### City Council and Planning Commission Meetings

The Madras Planning Commission and City Council will have the opportunity to provide comment on the Project deliverables throughout the timeline at scheduled meeting and work sessions. The Planning Commission and City Council meetings may be held in an online format due to COVID-19 restrictions. The public will be able to provide testimony at meetings, in accordance with local and state law. Public Notices will be posted on the City website and at City Hall, the Library and the Post Office, and posted on the City’s project website.

## Project Schedule & Specific Outreach Strategies by Task

### Task 2.3 Parking Stakeholder Interviews:

City staff, with the guidance of the Consultant and APM, will select stakeholders to be interviewed. Stakeholders will be selected by the location of their business or property. Accordingly, at least two stakeholders to be interviewed will be either the owner or key representative from a Hispanic-owned business. Additionally, at least two stakeholders to be interviewed will be either the owner or key representative from a Woman-owned business.

### Task 3.3: Code Committee Meeting #1

Consultant shall prepare meeting materials. City staff will distribute meeting materials to Committee members at least one week in advance of the meeting. Meeting materials will be posted on City project website.

### Task 3.4: Community Meeting #1

Consultant shall prepare meeting materials. City staff will distribute meeting materials to Committee members at least one week in advance of the meeting. Public Notices will be posted on the City website and at City Hall, the Library and the Post Office, and posted on the City’s project website. City will notify Key Stakeholders at least one week in advance of the meeting. Meeting materials will be posted on City project website. City will request the Madras-Jefferson County Chamber of Commerce, Madras Downtown Association, Central Oregon Association of Realters, and the Central Oregon Builders Association notify members of the public meeting.

### Task 4.2: Community Meeting #2

Consultant shall prepare meeting materials. City staff will distribute meeting materials to Committee members at least one week in advance of the meeting. Public Notices will be posted on the City website and at City Hall, the Library and the Post Office, and posted on the City’s project website. City will notify Key Stakeholders at least one week in advance of the meeting. Meeting materials will be posted on City project website. City will request the Madras-Jefferson County Chamber of Commerce and the Madras Downtown Association notify members of the public meeting.

### Task 4.6: Code Committee Meeting #2

Consultant shall prepare meeting materials. City staff will distribute meeting materials to Committee members at least one week in advance of the meeting. Meeting materials will be posted on City project website.

### Task 4.9: Code Committee Meeting #3

Consultant shall prepare meeting materials. City staff will distribute meeting materials to Committee members at least one week in advance of the meeting. Meeting materials will be posted on City project website.

### Task 4.12 Planning Commission Meeting #2

Consultant shall prepare meeting materials. City staff will distribute meeting materials to Committee members at least one week in advance of the meeting. Public Notices will be posted on the City website and at City Hall, the Library and the Post Office, and posted on the City’s project website. City will notify Key Stakeholders at least one week in advance of the meeting. Meeting materials will be posted on City project website. City will request the Madras-Jefferson County Chamber of Commerce, Madras Downtown Association, Central Oregon Association of Realters, and the Central Oregon Builders Association notify members of the public meeting.

### Task 5.1: Adoption of Draft Downtown Parking Plan

Consultant shall prepare meeting materials. City staff will distribute meeting materials to Committee members at least one week in advance of the meeting. Public Notices will be posted on the City website and at City Hall, the Library and the Post Office, and posted on the City’s project website. City will notify Key Stakeholders at least one week in advance of the meeting. Meeting materials will be posted on City project website. City will request the Madras-Jefferson County Chamber of Commerce and the Madras Downtown Association notify members of the public meeting.

### Task 5.2: Adoption of Draft Development Code Amendments

Consultant shall prepare meeting materials. City staff will distribute meeting materials to Committee members at least one week in advance of the meeting. Public Notices will be posted on the City website and at City Hall, the Library and the Post Office, and posted on the City’s project website. City will notify Key Stakeholders at least one week in advance of the meeting. Meeting materials will be posted on City project website. Meeting materials will be posted on City project website. City will request the Madras-Jefferson County Chamber of Commerce, Madras Downtown Association, Central Oregon Association of Realters, and the Central Oregon Builders Association notify members of the public meeting.

### Task 5.3: Planning Commission Public Hearing:

Consultant shall prepare meeting materials. City staff will distribute meeting materials to Committee members at least one week in advance of the meeting. Public Notices will be posted on the City website and at City Hall, the Library and the Post Office, and posted on the City’s project website. City will notify Key Stakeholders at least one week in advance of the meeting. Meeting materials will be posted on City project website. Meeting materials will be posted on City project website. City will request the Madras-Jefferson County Chamber of Commerce, Madras Downtown Association, Central Oregon Association of Realters, and the Central Oregon Builders Association notify members of the public meeting.

### Task 5.4: City Council Public Hearing:

Consultant shall prepare meeting materials. City staff will distribute meeting materials to Committee members at least one week in advance of the meeting. Public Notices will be posted on the City website and at City Hall, the Library and the Post Office, and posted on the City’s project website. City will notify Key Stakeholders at least one week in advance of the meeting. Meeting materials will be posted on City project website. Meeting materials will be posted on City project website. City will request the Madras-Jefferson County Chamber of Commerce, Madras Downtown Association, Central Oregon Association of Realters, and the Central Oregon Builders Association notify members of the public meeting.

## Decision Making Framework

### Project Management Team

A Project Management Team (PMT), comprising a City Project Manager, Agency Project Manager, and Consultant, shall provide overall guidance for the Project. State Contacts, consisting of the Region 4 TGM Planner from ODOT and the Central Oregon Representative from DLCD, will provide additional assistance, guidance, and review to the PMT. The PMT will produce meeting materials, outreach materials, and draft deliverables.

### Planning Commission

The Madras Planning Commission will review and provide feedback on the Project deliverables at key milestones throughout the Project.

### City Council

The Madras City Council will review and provide feedback on the Project deliverables at key milestones throughout the Project. Upon completion of the Draft Downtown Parking Plan and Development Code Amendments, City Council will determine whether to approve each work product. As appropriate, City staff will either: A) proceed with preparing the necessary adopting ordinances or resolutions, as the case may be, for each work product that the Council will consider adopting at a future meeting; or B) revise any of the work products based on Council guidance and present the revisions to the City Council for approval.