

Hillsboro Housing Needs Analysis 2022-2023

Public Communications and Engagement Plan (PCEP)

1. Introduction

The City of Hillsboro is a diverse community of more than 108,154 residents. From July 2022 to July 2023 the City will be updating its Housing Needs Analysis (HNA). The City of Hillsboro has contracted with consulting firm MIG to update its Housing Needs Analysis.

The HNA process is an important opportunity to assess whether Hillsboro has an adequate supply of housing for all household income levels for the next 20 years. Housing can take many forms to meet the community's needs. A housing supply that meets community needs typically offers people a range of places to live and a variety of housing types to choose from that do not overburden the financial resources of any group. An HNA provides the data basis a city needs to develop its approach to meeting the housing needs of its residents; it is both a product and a process that the city goes through to determine areas of need in their current inventory of housing and their residential buildable land supply.

Because the comprehensive planning process in Oregon is based on cities having a 20-year supply of land, the HNA is needed to determine if the city is satisfying this need. If the city has a deficit of housing supply for the next 20-years, it must rectify the deficit, such as increasing the amount of allowed housing development, expanding the urban growth boundary (UGB), or a combination of these alternatives. In addition, this HNA process includes developing housing policies to further address the City's housing needs.

Description of Work: Produce an updated residential Buildable Lands Inventory (BLI) and an updated Housing Needs Analysis (HNA). The HNA will need to be consistent with Statewide Goal 10 and associated state administrative statutes and administrative rules, as well as Metro's regional requirements. The approach will include extensive technical analysis of housing and demographic conditions and needs, as well as an evaluation of the supply of residential land in Hillsboro. It also will include a review of recent legislation and rules related to Middle Housing and Climate Friendly and Equitable Communities (CFEC). In addition, the City will update its Employment BLI in a separate but parallel process in 2022-2023.

2. Project Background

The City's last HNA was approved in 2016. The benefit of updating the 2016 HNA is to assess whether there is an adequate supply of housing for the next 20 years as required by State law in accordance with the Housing Capacity Analysis schedule adopted by Land Conservation and Development Commission in February 2022. This is particularly important considering changes since the 2016 HNA, such as the 2018 Witch Hazel Village South UGB expansion for residential development, South Hillsboro Area 1 urbanization, the passage of House Bill 2001 and 2003, and the State's CFEC rulemaking.

3. Community Overview

Several challenges need to be addressed to undertake effective public engagement in Hillsboro, particularly to communities of color and other historically marginalized populations.

- **Engaging Hillsboro’s large and diverse population on the topic of housing:** This presents innate challenges even on a representative level. How can we best build on the good work of the recent “Engaging Marginalized Communities on Land Use Planning” project?
- **COVID-19 pandemic:** Health risks associated with in-person meetings, and lack of widespread access to technology and internet service. How to engage individuals with limited access to technology and internet, particularly historically marginalized community members?
- **Multilingual content:** Linguistic barriers can present a significant challenge for some community members to participate in the project. How can we deliver content that addresses language barriers? What languages should be included?
- **Diverse customs and practices:** Online community events should reflect the diverse customs and practices of various groups in the community. How can we design events and activities to address and integrate different cultural practices and preferences?
- **Youth outreach:** Online community events and activities should be designed to engage community members of all ages, not just adults. How can we design events and activities to involve youth and solicit their input?
- **Housing Renters and Owners:** Public engagement should be structured so that both renters and owners are welcomed and involved in engagement efforts. How can we design online events, activities, and notification to encourage participation by renters and owners alike?

4. Public Engagement Program Overview

As highlighted in the previous section, meaningful public engagement to the entire community involves addressing several challenges, particularly during the COVID-19 pandemic. Although for many people the risks of the pandemic appear to have decreased significantly, public health issues and precautions related to the pandemic continue to exist. The HNA work is to include:

- Identifying creative tools to facilitate broad-based engagement,
- Creating opportunities for Hillsboro’s Marginalized Communities to provide policy input on the HNA process and comprehensive amendment planning.
- Identifying issues to be addressed and related information to be collected and made available for public review and input, and
- Providing an opportunity for public access to information and public input on these issues.

Public Engagement Goal: Remove barriers so stakeholders—Hillsboro residents, renters and property owners, historically Marginalized Communities, public agencies, students, businesses, and others in the community—can be engaged equitably throughout this project to strive toward creating opportunities in Hillsboro for a range of housing options for households of all income levels.

Public Engagement Principles:

1. Pursue a variety of tools that facilitate community engagement during the COVID-19 pandemic.
2. Invite and encourage ongoing engagement with Hillsboro’s Marginalized Communities, building on recent past successful efforts with “Engaging Marginalized Communities on Land Use Planning” project.
3. Ensure the public engagement process offers opportunities that are equitably provided across the spectrum of community members.
4. Provide information to the public in accessible and easy to understand formats, including multiple languages where appropriate.
5. Design public engagement activities in a manner that identifies and addresses participatory barriers such as language and availabilities of technology.
6. Inform and include stakeholders at key decision-making points/milestones throughout the process.
7. Delineate topics for which the City requires and/or desires input and feedback.
8. Establish two-way communications processes with stakeholders to ensure maximum transparency while providing timely feedback.
9. Work to build lasting community relationships and lay the groundwork for development of private/public partnership opportunities.
10. Provide a hospitable and welcoming environment to all participants.
11. Create opportunities to bridge issues, communities, and neighborhoods, building upon common values.
12. Utilize emerging technologies, methods, and techniques to enhance and extend public engagement.

Roles and Responsibilities:

Below is an outline of anticipated roles and responsibilities for stakeholders (residents, renters and property owners, historically marginalized communities, public agencies, youth/students, businesses, and others in the community (within the PCEP).

Hillsboro Community

The Hillsboro community includes but is not limited to renters, property owners, Marginalized Communities, civic organizations, businesses, special interest groups, faith-based organizations, and social service providers. Engaging the Hillsboro community will include youth, particularly at the high school level, because students are current and potentially future residents of Hillsboro.

The Hillsboro community and other stakeholders will have multiple opportunities to voice ideas and concerns during this project. The project team will work diligently to engage the public through stakeholder interviews and a Community Advisory Committee (CAC). The CAC will be formed to guide the project and provide recommendations to the Hillsboro Planning Commission and City Council. The aim is to form a diverse committee made up of those interested in the topic of housing needs in Hillsboro and those with areas of expertise in housing, or both. A selection process will be determined by the Project Management Team. In addition, City staff will work diligently to engage Marginalized Community members through two (2) meetings. Information derived from the Hillsboro community will be provided to the Planning Commission and City Council for their consideration in recommendations and decision-making.

Residents, Renters, and Property Owners will have multiple opportunities to voice the ideas and concerns during this project including through the CAC, individual stakeholder interviews, and the option of group stakeholder interviews.

Historically Marginalized Community Members are invited and encouraged to participate on the CAC and/or in up to two meetings especially focused on giving voice to their ideas and concerns for housing that meets their needs.

Youth/Students are encouraged to participate on the CAC and/ or in a stakeholder interview and to comment on the HNA draft.

Businesses are encouraged to participate in the stakeholder interviews and to comment on the HNA draft.

Public agencies, such as Metro, the Department of Land Conservation and Development, the Hillsboro School District, and Washington County will be invited to provide comment on the HNA Draft Report and supporting documents.

Public Engagement Committee

Share information throughout the project with Public Engagement Committee so members can spread awareness through their networks.

Planning Commission

Two Planning Commission work sessions will be held to seek review and overall guidance on key aspects of this project, such as the project goals and policies. The Planning Commission will ultimately conduct a formal public hearing to recommend City Council adoption of the proposed HNA.

City Council

A City Council work session will be held in spring 2023 as the Council holds the final decision-making authority for adoption of the proposed HNA.

Project Manager

The City's HNA Project Manager is Senior Planner Karen Perl Fox. The Project Manager is charged with keeping the project moving forward and on schedule, as well as leading project public engagement for the Marginalized Communities. The City's Project Manager will work closely with the Project Consultants to develop and deliver the HNA and other project deliverables on time. The City's Project Manager will also meet to coordinate tasks, problem-solve, and provide operational guidance for the project.

Project Consultants

The lead project consultant is MIG, and the Consultant's Project Manager is Matt Hastie who is charged with keeping the project moving forward and on schedule, as well as leading and managing the CAC, the stakeholder interviews, and other aspects of the project as identified in the project's scope of work.

Community-based organizations such as Centro Cultural will play an important role in the engagement process to help ensure the voices of Marginalized Communities are heard by decision-makers, particularly regarding housing needs and related policy input.

5. Implementation

The following is a draft schedule of public engagement that will provide opportunities to inform the public and to seek feedback:

- August- Sept. 2022 **Community Advisory Committee Recruitment** (closes Sept. 15th)
Stakeholder Recruitment (closes Sept. 30th)
- September 2022 **Public Engagement Committee Meeting**
Input on the draft Public Engagement Plan
Planning Commission Work Session #1
Project Overview and Next Steps
- October 2022 **CAC Meeting #1**
Introduction to HNA/Project Overview and Next Steps
- November 2022 **CAC Meeting #2**
Buildable Lands Inventory – Methodology and
Data Review – Initial Results
- Early Dec. 2022 **Marginalized Communities Meeting #1**
Introduction to HNA/Project Overview
- January 2023 **CAC Meeting #3**
Initial discussion to develop project goals and policies

- February 2023 **CAC Meeting #4**
 BLI – Draft Report and Data Review

 Marginalized Communities Meeting #2
 Policy Input
- March 2023 **CAC Meeting #5**
 Policy Recommendations
- April 2023 **CAC Meeting #6**
 Review HNA draft report and wrap up

 City Council Work Session
- May 2023 **Planning Commission Work Session #2**
- July 2023 **Planning Commission Public Hearing**
- August 2023 **City Council Meeting**
 Meeting to adopt HNA Resolution – 1st Reading

 City Council Meeting
 Meeting to adopt HNA Resolution – 2nd Reading

6. Communication Tools (or Public Awareness Activities)

- **Project Webpage:** Set up a project webpage on the City web site. Post regular project news, updates, upcoming public engagement activities, events, agendas, and background materials. Web materials will also be created and maintained to facilitate automated translation into languages other than English.
- **City of Hillsboro Website News Articles**
- **Housing Needs E-Newsletter:** Manage an interested parties' email list for those who participated in virtual meetings, over the phone, through email, through contacts identified via the *Marginalized Communities Meetings process*, media, or via the Project Webpage—in staying up to date on the project.
- **Social Media:** Utilize the @CityofHillsboro Twitter account, and both the English and Spanish language City Facebook page to publicize upcoming events, surveys, or new information posted to the project Web site.
- **City Views Mailed newsletter:** Advertisements and project updates mailed to every home and businesses in Hillsboro.
- **E-newsletters:** Bi-monthly Spanish-language *Creciendo Juntos* Newsletter, and bi-monthly *Happening in Hillsboro* articles (timed with engagement and public hearings).
- **Engage Hillsboro:** Online engagement platform
- **Outreach to Marginalized Communities:**
 - Collaborate with Marginalized Communities to continue to build trust and garner the attention of various communities
 - Bring under contract community-based organization Centro Cultural and PKS as they work directly work with community members and provide translation services for those that may have limited or no English language speaking proficiency.
- **More Translation:**
 - Prepare a CAC and Stakeholder Interview recruitment flyer in Spanish.
 - Provide virtual simultaneous Spanish interpretation during every CAC meeting.
 - Produce an HNA executive summary and other content in Spanish and post to the project webpage and Engage Hillsboro webpage.
 - Consider translation style that is informal and easy to understand.

- **Recruitment for Community Advisory and Stakeholder Volunteer Positions**
 - Notify Engaging Historically Marginalized Communities in Land Use Planning participants about applying for the CAC and/or Stakeholder Interview volunteer positions.
 - Encourage PEC members to apply for the CAC and/or Stakeholder Interview volunteer positions and distribute the HNA recruitment flyers to friends and family.
 - Provide an opportunity for PEC members to post City-printed HNA recruitment flyers in public and community gathering places where permission is granted and share these locations with HNA Project Manager Karen Perl Fox.
 - Meet with the Youth Advisory Council to let them know about HNA project and volunteer positions.
- **Other:**
 - Consider using a QR code on future HNA promotional materials.
 - Consider posting flyers in community spaces, such as along 10th Avenue.
 - Consider using additional popular forms of communication, such as Instagram and radio ads.

Assessment

Periodic assessment will allow staff to improve engagement. This section details plans and expectations for assessment.

Overall indicators and metrics of outreach

Staff will periodically examine key indicators and metrics to help determine the overall performance of the project public engagement program and help illustrate what areas need additional attention or improvement. There are many metrics that can be helpful, but at a minimum, staff intends on tracking the following information about the project on an ongoing basis:

General Participation	<ul style="list-style-type: none">• Frequency of people visiting webpage (number of “touches”)• Share of repeat webpage participants
Project Engagement	<ul style="list-style-type: none">• Attendance at CAC meetings• Attendance at Marginalized Communities Meetings• Attendance at Stakeholder Interviews• Number of people who request to be on Interested Parties List
Input Characteristics	<ul style="list-style-type: none">• Number and means of comments (written, online, email, meetings, etc.)• Overall topic mix of comments
Broad Engagement	<ul style="list-style-type: none">• Number of non-English speakers participating in public meetings• Demographic information about participants (where possible)
Improvement Opportunities	<ul style="list-style-type: none">• Number and frequency of requests for assistance in locating project resources

Assessment outcomes and deliverables

Assessment data, such as the successes and challenges of project public engagement, revisions, or refinements to the PCEP, and specific metrics, will be shared with the Public Engagement Committee in summary form following project completion.