



CITY OF OREGON CITY URBAN RENEWAL COMMISSION AGENDA

Commission Chambers, 625 Center Street, Oregon City
Tuesday, September 08, 2020 at 5:30 PM

The public is strongly encouraged to relay concerns and comments to the Commission in one of three ways:

- *Email at any time up to 12 p.m. the day of the meeting to recorderteam@orcify.org.*
- *Phone call (Monday – Friday, 8 am – 5 pm) to 503-496-1505, all messages will be relayed and/or citizens can sign-up to be called during the meeting to provide over-the-phone testimony.*
- *Mail to City of Oregon City, Attn: City Recorder, P.O. Box 3040, Oregon City, OR 97045.*

CALL TO ORDER

ROLL CALL

CITIZEN COMMENTS

GENERAL BUSINESS

1. Kickoff of Urban Renewal Public Involvement Process
2. Minutes of the August 5, 2020 Regular Meeting

COMMUNICATIONS

ADJOURNMENT

PUBLIC COMMENT GUIDELINES

Citizens are allowed up to 3 minutes to present information relevant to the City but not listed as an item on the agenda. Prior to speaking, citizens shall complete a comment form and deliver it to the Staff Member. When the Chair calls your name, proceed to the speaker table and state your name and city of residence into the microphone. To assist in tracking your speaking time, refer to the timer on the table.

As a general practice, the Urban Renewal Commission does not engage in discussion with those making comments.

Electronic presentations are permitted but shall be delivered to the City Recorder 48 hours in advance of the meeting.

ADA NOTICE

The location is ADA accessible. Hearing devices may be requested from the City Staff Member prior to the meeting. Individuals requiring other assistance must make their request known 48 hours preceding the meeting by contacting the City Recorder's Office at 503 657 0891

Agenda Posted at City Hall, Pioneer Community Center, Library, City Web site.

Video Streaming & Broadcasts: The meeting is streamed live on Internet on the Oregon City's Web site at www.orcity.org and available on demand following the meeting. The meeting can be viewed live on Willamette Falls Television on channel 28 for Oregon City area residents. The meetings are also rebroadcast on WFMC. Please contact WFMC at 503 650 0275 for a programming schedule



CITY OF OREGON CITY

Staff Report

625 Center Street
Oregon City, OR 97045
503-657-0891

To: Urban Renewal Commission
From: City Manager Tony Konkol

Agenda Date: 09/08/2020

SUBJECT:

Kickoff of Urban Renewal Public Involvement Process

STAFF RECOMMENDATION:

Accept the public involvement plan for Urban Renewal's future disposition presented by the Leland Consulting Group.

EXECUTIVE SUMMARY:

On August 5, 2020, the Urban Renewal Commission voted to approve the Leland Consulting Group Public Service Agreement ("PSA"). As part of the PSA's kickoff, the Agreement calls for the development of a public involvement plan and to present the plan to the Urban Renewal Commission.

BACKGROUND:

Urban Renewal Commissioners, some stakeholders, and some members of the general public have expressed reservations about how the City's Urban Renewal District has been utilized in the past and whether Urban Renewal is a program to continue in the City. The Urban Renewal Commission directed the City Manager to distribute a "request for proposals" (RFP) to facilitate a public process that provides an opportunity for the community to learn about Urban Renewal, provide input about the program and explores whether the Urban Renewal District should or should not be used as development strategy moving forward.

A Request for Proposals (RFP) was advertised for consulting services to provide a wide array of public involvement methods and tools to educate and engage the community about Urban Renewal as an economic development tool, receive input from the community, and achieve consensus around a path forward for the continuation or closure of the Urban Renewal District. The City received two responses to the RFP and the staff selected the Leland Consulting Group's proposal for approval by the Urban Renewal Commission to implement this project.

With the concurrence of the Urban Renewal Commissioners, the City Manager and the Economic Development Manager met with the Leland Consulting Group to revise the proposal to ensure that a more robust public engagement process be included in the Agreement. It was the desire of the Urban Renewal Commissioners to be directly involved along with the public during the process of evaluating the direction of the Urban Renewal District.

The Urban Renewal Commission voted unanimously on March 18, 2020 to delay the implementation of the Agreement due to the COVID-19 Virus and to have the City Manager to bring the Agreement back to the Urban Renewal Commission to move forward.

On August 5, 2020, the Urban Renewal Commission voted to approve the Leland Consulting Group Public Service Agreement (“PSA”). The Agreement calls for the crafting of a public involvement plan and to present the plan to the Urban Renewal Commission as the part of the contract’s kickoff.

OPTIONS:

- 1. Review and accept the public involvement plan as presented by the Leland Consulting Group.
- 2. Suggest changes or revisions to the public involvement plan.
- 3. Do not accept the public involvement plan as presented by the Leland Consulting Group.

BUDGET IMPACT:

Amount: \$82,911.00
FY(s): 2020-2021
Funding Source(s): Urban Renewal



Oregon City Urban Renewal Study

Draft Public Involvement Plan

August 31, 2020

Project Overview

Urban renewal in Oregon City has a questionable reputation among some community leaders and the general public. City Commissioners, some stakeholders, and some members of the general public have expressed reservations about how Oregon City's Urban Renewal District has been utilized over the past few years. The *Oregon City Urban Renewal Project: Community Engagement, Education and Plan Review* will take a "second look" at urban renewal as a tool for development/redevelopment in the community. The Urban Renewal Project will engage stakeholders and the public in a transparent and thoughtful conversation regarding the use of the Oregon City Urban Renewal District and its importance to the community.

The project will feature a wide array of public involvement methods and tools, collaboration with the Urban Renewal Commission, and the development of education and awareness materials to establish a community-supported path forward for the Urban Renewal District.

The purpose of this document is to establish public involvement objectives, identify stakeholder groups, describe the array of activities and communication tools best suited to inform and engage these groups, describes City staff and consultant roles and responsibilities, and establishes a schedule for community participation.

Community Engagement Objectives

The City is committed to engaging stakeholders and community members early and often throughout the process using a variety of means. The community engagement process is designed to meet the following objectives:

- ✓ Design and implement an inclusive community outreach program.
- ✓ Inform the community with timely, transparent, and accurate information.
- ✓ Engage a representative cross-section of affected stakeholders, districts, agencies, residents, businesses, and partners.
- ✓ Ensure community members understand how decisions are made, that their concerns are heard, and know how their feedback influenced decisions.
- ✓ Employ accessible and appropriate tools and technologies to inform and engage the community.

Stakeholder Groups

With guidance from the Urban Renewal Commission, the project team will identify specific organizations and groups, such as:

Affected Taxing Districts, that may include, but are not limited to Clackamas Community College, Clackamas County, Clackamas Education Service District, Clackamas Fire District #1, County Extension and 4-H, County Library, County Soil and Conservation District, Metro Service District, Oregon City School District, Port of Portland, Vector Control District.

Community Groups may include, but are not limited to Oregon City Planning Commission, Oregon City Chamber of Commerce, Oregon City Business Alliance, Downtown Oregon City Association, Oregon City Transportation Advisory Committee, Oregon City Parks and Recreation Advisory Committee, Pioneer Senior Center, and Oregon City's Neighborhood Associations.

General Public

Community Outreach Strategy and Activities

Outreach during the *Community Engagement, Education and Plan Review* phase of the Urban Renewal Project will be based on careful listening and education, while emphasizing neutrality. Activities will promote responsive and constructive dialogue among stakeholders and the public regarding the use of urban renewal and its importance to the community. The strategy will develop broad project awareness and provide multiple ways to engage in discussion about the desired path forward for the District.

With the understanding that online portals will drive much of the dissemination of information and collection of input during COVID-19, special attention will be made to the promotion and messaging of online and virtual engagement activities and tools. Activities will provide the opportunity to review educational materials and engage in thoughtful discussions about the future of Oregon City's Urban Renewal District. Urban Renewal Commissioners will be invited to participate in all activities.

Activities

- **Urban Renewal Commission Meetings.** Urban Renewal Commission meetings will provide an opportunity for project updates, feedback and guidance on work products and community outreach, discussion, and decision-making. The Urban Renewal Commission will engage in this project through standing meetings as well as additional extended work sessions to cover matters that require more time. These are described below in more detail.
 - Standing Meetings. Given the limited time allotted at these meetings, the objective will be to provide project updates, give presentations on specific urban renewal topics, answer questions, and request guidance or feedback.
 - Extended Work Sessions. Extended work session meetings with the Commission will cover agenda items that require presentations, robust discussions, decision-making, or other matters that require more time. A tentative schedule of meetings and objectives includes:
 - Meeting #1 to present the overall process, discuss outreach and Commissioners' roles.
 - Meeting#2 to review financial considerations and check the progress of engagement efforts.
 - Meeting #3 to present the final community engagement results and establish the next steps.
 - Meeting #4 to present and discuss the direction of the district.
- **Stakeholder Interviews.** Up to five (5) stakeholder interviews or focus group conversations will inform the development of educational materials by identifying potential areas of agreement and issues that require more information and further discussion. The primary audience for stakeholder interviews is taxing district representatives. Interviews will be held via phone or video conference. In-person interviews may be conducted in some instances.
- **Community Group Presentations.** Up to five (5) presentations with standing community groups, such as neighborhood associations, chamber of commerce, business alliance, civic groups, schools, and places of

worship. For those groups that are holding virtual meetings, time on standing agendas will be reserved. City staff may conduct additional presentations as needed.

- **Urban Renewal Commissioner Town Halls.** A series of five (5) Town Hall meetings will provide constituents an opportunity to ask questions and provide comments about urban renewal in Oregon City. These meetings will be hosted by an Urban Renewal Commissioner and conducted via online video conferencing.
- **Online Surveys.** Up to three (3) online community surveys will help extend education and outreach efforts and further identify potential community concerns and issues to be resolved during this project. This tool will be available to those who are unable or do not prefer to participate in group activities.
- **Community Workshops.** Three (3) virtual community workshops will provide an opportunity for face-to-face interaction among neighbors. Workshops will be recorded and posted to the project website so those who cannot attend live can watch the recording. Online surveys will correspond to community workshops to allow for full participation. Three community workshops will cover the following objectives:
 - Workshop #1 will include a presentation of urban renewal facts and an overview of the project. Following the presentation, community members will move to breakout groups to review and discuss aspects of the Oregon City Urban Renewal Program, such as core values, boundaries, benefits and negative impacts, and projects/project types.
 - Workshop #2 will invite participants to prioritize potential projects from a list prepared by the Urban Renewal Commission.
 - Workshop #3 will provide community members an opportunity to review and comment on the draft Urban Renewal Plan.

Communication Tools

In addition to the above activities, the following communication tools will be used to provide information and education about the project and opportunities to get involved.

- **Logo/Branding.** A project “look” based on the selected logo and project name, including colors, fonts, headers and related graphic elements, will appear on all project materials and provide continuity and visibility for the project, ensuring its identity is unique and compelling.
- **Project Website.** A project webpage will include a project overview and timeline, important contacts, schedule of opportunities for engagement, updates on project status, a library of documents and mechanism to submit general comments.
- **Educational Materials.** A suite of educational outreach materials will be developed that uses infographics, images, and other visually engaging techniques to convey key messages and information about urban renewal and the Oregon City Renewal Plan. The materials will be circulated via email, posted in public places, shared via social media, and handed out at community events. All materials and activities will be designed to drive community members to the website for more information and to learn about future opportunities for participation.

The materials will educate the public about the Oregon City Downtown/North End Urban Renewal Plan, including URA year of establishment, core values, timeline, boundaries, potential impacts and benefits, revenue, and previous and potential projects. This will include a summary of completed projects and revitalization accomplishments in downtown as a result of urban renewal.

- **Social media.** Social media platforms may include Facebook, Twitter, Instagram, etc. to increase project awareness, disseminate educational materials, and provide additional avenues for community input. Postings will coordinate with various City departmental accounts.
- **Media Releases and Project Promotion.** Media releases will announce the project kickoff and advertise key opportunities for public participation. Additional project information will be posted through advertisements in the Trail News, utility bills, and other local publications.
- **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. Interested parties will have several opportunities to join the mailing list, such as on the project website and at community group presentations, workshops, and townhalls.
- **Public Involvement Summary.** All comments and questions from community group presentations, community workshops, and online surveys will be tracked throughout the process. A Public Involvement Summary will compile and code all the comments and identify frequent themes among the comments. These themes will be presented at one of the long-format Urban Renewal Commission meetings and provide Commissioners with a first check-in on how to proceed with the project.

Roles and Responsibilities

Activity	Consultant Lead	City Lead
Urban Renewal Commission Meetings	Meeting materials Facilitation	Communications Logistics Summaries
Stakeholder Interviews	Meeting materials Facilitation Summaries	Communications Logistics
Community Group Presentations	Meeting materials Facilitation Summaries	Identify community groups
Urban Renewal Commissioner Town Halls	Event materials Summaries Facilitation	Communications Logistics
Online Surveys	Three surveys Implement engagements Summaries	Implement web updates
Community Workshops	Meeting materials Facilitation Summaries	Communications Logistics

Communication Tool	Consultant Lead	City Lead
Logo/Branding	Graphic look and design	
Project Website	Project web page content	Implement website
Educational Materials	Flyer, FAQ, presentation, web and/or communications content	Distribute via City platforms
Social media	Social media posts	Distribute via City platforms
Media Releases and Project Promotion	Media releases, support of additional advertisements	Distribute via City platforms Develop and implement additional advertisements
Project Email List	Email blasts	Create and maintain database
Public Involvement Summary	Internal tracking, summary	Review and comment

Schedule

Activities	2020				2021	
	Sept	Oct	Nov	Dec	Jan	Feb
<i>Urban Renewal Commission Meetings</i>						
<i>Stakeholder Interviews</i>						
<i>Community Group Presentations</i>						
<i>Urban Renewal Commissioner Town Halls</i>						
<i>Online Surveys</i>						
<i>Community Workshops</i>						
Communication Tools						



CITY OF OREGON CITY URBAN RENEWAL COMMISSION MINUTES

Commission Chambers, 625 Center Street, Oregon City
Wednesday, August 05, 2020 at 6:15 PM

URBAN RENEWAL COMMISSION EXECUTIVE SESSION: To immediately follow the regular meeting of the Urban Renewal Commission.

Pursuant to ORS 192.660(2)(e): To conduct deliberations with persons designated by the governing body to negotiate real property transactions.

1. CALL TO ORDER

Chair Frank O'Donnell called the meeting to order at 6:30 PM.

2. ROLL CALL

PRESENT - 6

Chair Frank O'Donnell
Commissioner Dan Holladay
Commissioner Denyse McGriff
Commissioner Rocky Smith, Jr.
Commissioner Rachel Lyles Smith
Commissioner Shawn Cross

STAFFERS - 5

City Manager Tony Konkol
City Recorder Kattie Riggs
Finance Director Wyatt Parno
Economic Development Manager James Graham
Public Works Director John Lewis

3. CITIZEN COMMENTS

There were no citizen comments on non-agenda items.

4. GENERAL BUSINESS

4a. Personal Services Agreement with the Leland Consulting Group

Tony Konkol, City Manager, provided the staff report and explained this had originally come before the Urban Renewal Commission right as COVID-19 had hit back in March 2020 and the Commission decided to postpone the contract at that time. This is a contract with Leland Consulting Group to provide assistant in facilitating a public process that provides an opportunity for the community to learn about Urban Renewal, provide input about the program and explores whether the Urban Renewal District should or should not be used as a

development strategy moving forward. There was an issue with the personal services agreement attached to the agenda packet. The City of Oregon City has been replaced with the Urban Renewal Commission through-out the document. The agreement is between Leland Consulting Group and the Urban Renewal Commission, not the City of Oregon City. The agreement has been updated.

James Graham, Economic Development Manager, reassured the Commission that even though there is a Pandemic the Phase I programming of meetings with the public and Commission can still take place virtually. Phase I would end with a summary of public engagement outcomes of a preliminary project list, cost estimates, and a decision of whether to proceed with Phase II of the agreement. If approved, the contract would begin August 6, 2020 and end March 31, 2021.

Commissioner Rocky Smith asked if the contract was budgeted in the Urban Renewal budget and the City budget. Mr. Konkol confirmed it was only budgeted in the Urban Renewal budget. Commissioner Smith agrees that a process was needed, but the voters said not to spend any more money on Urban Renewal. He understands the process cost money and is needed to move forward but does not think it should be paid for from the Urban Renewal budget.

Commissioner Dan Holladay stated the courts have said that the vote, that took place, can't be upheld within the City's Charter. He explained that Urban Renewal is an important tool to use and feels at least this time the money be spent to find out what the public really thinks. Commissioner Holladay believes the voters were lied to and misled during the election process.

Commissioner Denyse McGriff supported what Commissioner Smith said and supports this process. She feels very strongly about moving forward with this process. She asked the City Manager, in keeping with the spirit of the ballot measure, if the City could loan the Urban Renewal Agency the money on a temporary basis, so not to run afoul of anyone saying the Agency is spending money they are not authorized to spend.

Mr. Konkol explained that in the previous biennium's budget the City's General Fund paid the bills of the Urban Renewal Agency and in this current biennium the Urban Renewal budget paid back the City based on the Circuit Court's decision related to how money can be spent. Money is being spent from an adopted Urban Renewal budget right now and have been for the last year since it was adopted. The City is loaning money that the Urban Renewal District is responsible for paying back right now anyway.

Commissioner McGriff feels this is an important enough process that needs to happen and doesn't have concerns about justifying spending Urban Renewal money for the process to take place, she was just looking for a work around.

Commissioner Rachel Lyles Smith understood Commissioner Smith's comments and explained Urban Renewal had been a hot topic while campaigning. She believes there were a number of mis-steps by the Urban Renewal Agency, which lead to the result of the vote of the people. She also felt this had been coupled with an unclear understanding of Urban Renewal. Commissioner Lyles Smith believes in going through the process and likes that in the scope of work there is options at the end, one including the option to close the Urban Renewal District. She explained the Commission would be trying to do a comprehensive and transparent review of the Urban Renewal Agency and how Urban Renewal is used in the City. While at the same time, educating the Commission, the community, and discussing how Urban Renewal could potentially benefit the City. Commissioner Lyles Smith believed the Consultants had taken the Commission's

comments in March and incorporated them into the Scope of Work. She appreciated that and would have liked to see a more streamlined timeline showing the expected pieces.

Commissioner Shawn Cross would like to make sure the Commission doesn't have predetermined outcomes before the process starts and that whatever the end result of the process is, the Commission supports that and doesn't try to look at other options. That they support the processes and the results.

Chair Frank O'Donnell acknowledged the letter received from John Williams. He believes there are two vacancies on the Urban Renewal Commission and feels those positions should be filled before the process begins. He feels this process is an either or and disagrees with that. He believes this process should be both all encompassing, not an either or.

Doug Neeley, resident of Oregon City, explained that with the COVID-19 pandemic several businesses had shut-down and are trying to re-open. He felt the Urban Renewal Agency could provide low-interest or no-interest loans to those struggling businesses, so that the City doesn't lose them. The goal for the Downtown Urban Renewal District was to economically uplift it and it did, but with COVID-19 it's going the other way. He understands no new projects, but believes this would be something needed for the District.

Commissioner Holladay appreciated the idea from Mr. Neeley, but didn't agree with it because of fundamental fairness. There are businesses in the Urban Renewal District that could be supported with this type of program but others outside the District that couldn't be supported.

A motion was made by Commissioner Holladay, seconded by Commissioner McGriff, to approve the Personal Services Agreement with Leland Consulting Group. The motion carried with the following vote:

Aye: 4 - Commissioners Dan Holladay, Denyse McGriff, Rachel Lyles Smith, and Shawn Cross

Nay: 2 - Commissioner Rocky Smith, Jr. and Chair Frank O'Donnell

4b. Minutes of the March 18, 2020 Regular Meeting

4c. Minutes of the April 1, 2020 Regular Meeting

A motion was made by Commissioner McGriff, seconded by Commissioner Holladay, to approve the meeting minutes of March 18, 2020 and April 1, 2020. The motion carried with the following vote:

Aye: 6 - Commissioners Dan Holladay, Denyse McGriff, Rachel Lyles Smith, Shawn Cross, Rocky Smith, Jr., and Chair Frank O'Donnell

5. COMMUNICATIONS

Chair O'Donnell introduced a future agenda item regarding a financial report from Finance Director, Wyatt Parno, covering an analysis of the Urban Renewal Agency's financial situation,

debt structure, what the assets are earning, what the liabilities are costing in terms of interest, options for future funding of projects if the Commission agreed to pay-off all or part of the Agency's debt.

Mr. Konkol explained the background information regarding the discussion. Since the Agency had been respecting the ballot measure limitations of not spending any TIF (Tax Increment Financing) generated on any Urban Renewal projects, which means there is an accumulation of funds. Historically when interest rates were high, that was to the Agency's benefit. With interests' rates now being low, relative to the interest rates the Agency is paying on the debt is it time to discuss paying down part or all of the existing debt.

There was consensus from the Commission to add the item as a future agenda item.

6. ADJOURNMENT

Chair O'Donnell adjourned the meeting at 6:59 PM to reconvene in Executive Session.