

DATE: December 20, 2018
TO: Keizer HNA Project Advisory Committee
CC: Nate Brown and Shane Witham, City of Keizer; Angela Carnahan, DLCD
FROM: Bob Parker and Sadie DiNatale, ECONorthwest
SUBJECT: KEIZER HNA PUBLIC INVOLVEMENT STRATEGY

This memorandum presents Keizer’s Draft Public Involvement Strategy for their Housing Needs Analysis (HNA).¹

Background

The City of Keizer initiated work to determine housing needs for the next 20-years. The project involves three major components:

- **Residential Buildable Land Inventory (BLI).** In Oregon, cities have Urban Growth Boundaries (UGBs) which must accommodate residential, employment, and other land needs for the next 20 years. The Residential Buildable Land Inventory will identify how much land within the UGB is already developed and how much remains available to meet future housing needs.
- **Housing Needs Analysis (HNA).** The Housing Needs Analysis will identify “what” the needs are. It is based on an official population forecast, and it will identify the number and characteristics of households the city needs to plan for today and in future years. Further, it will identify the different types and mix of housing to meet the needs for Keizer’s households of different income levels. Based on this information, it will identify how much land will be needed for different housing types. It will compare the capacity of the current residential buildable land supply in the UGB to the identified residential land need to determine if current plans and policies will meet these needs. If the needs won’t be met, the City must develop new plans and policies to meet the need - within the UGB, through a UGB expansion, or a combination of the two.
- **Residential Land Needs Analysis (RLNA).** The RLNA will identify “how” to address identified housing needs. The RLNA will help establish policies to meet the identified needs in ways that will provide housing choice for Keizer’s residents.

Purpose of Public Involvement

At the broadest level, the purpose of the project is to understand how much Keizer will grow in the next 20-years. The project can be broken into two components (1) technical analysis and (2) policy analysis. Both benefit from public input. The technical analysis requires a broad range

¹ This project is funded by Oregon general fund dollars through the Department of Land Conservation and Development. The contents of this document do not necessarily reflect the views or policies of the State of Oregon. This serves as the consultant deliverable for Task 1, “Public Involvement Strategy Memorandum.”

of assumptions that influence the outcomes; the policy analysis is a series of policy choices that will affect Keizer residents.

The intent of the project is to establish broad public engagement throughout the project as work occurs. The City of Keizer and consultant team will solicit public input after presentations of initial findings and before conducting work. The project will rely on a Project Advisory Committee to review draft products and provide input at key points (e.g. before recommendations and decisions are made and before draft work products are finalized).

The project requires many assumptions that need to be vetted and agreed upon, as well as many policy choices that will affect current and future residents. In short, local review and community input are essential to developing policy approaches that are locally appropriate and politically viable. The project will result in options for changes to City's comprehensive plan, land use regulations, or expansion or alteration of the UGB to address housing and residential land needs.

Public Involvement Strategy

This **draft** public involvement strategy is consistent with Task 1 of the work program. Our scope of work includes the following public engagement activities:

- Project Advisory Committee (PAC) meetings (4 with an optional 5th meeting)
- Public workshops (2)

We are looking for the PAC to provide:

- Comments on the proposed PAC meeting schedule
- Input on public workshops, including how to structure the workshops

We are looking for the public to provide:

- Feedback on data and preliminary findings

PAC Meetings

A primary objective of this study is to conduct technical analysis that supports a meaningful assessment of policies and actions to identify Keizer's projected housing needs. The City has appointed an ad-hoc Project Advisory Committee (PAC) to vet the technical analysis and help develop policies. Our scope of work outlines the following PAC meetings:

- **PAC Meeting 1: Housing Needs Analysis (HNA) Findings.** (January 14, 2019) This meeting will include a presentation of work products: (1) Proposed Project Schedule (2) Draft Project Charter Memo, and (3) Draft Public Involvement Memo. We will present background information to frame the discussion of housing needs in Keizer. This

meeting will focus on the HNA and the key implications of the analysis. In addition, we will actively engage the committee in issue identification and desired outcomes.

- **PAC Meeting 2: Buildable Lands Inventory (BLI) Findings.** (February 20, 2019) This meeting will focus on the results of the BLI and the key implications of the analysis. In addition, the PAC may discuss the agenda and public role for Public Workshop #1.
- **PAC Meeting 3: Residential Land Needs Analysis (RLNA) Findings.** (March 25, 2019) This meeting will focus on the results of the RLNA and the key implications of the analysis. We will facilitate a discussion about key strategic issues raised, focusing on potential approaches to addressing the strategic issues, such as potential policy changes, use of financial tools, and other approaches. In addition, we will share results from Public Workshop #1 and request feedback on how to integrate public comments.
- **PAC Meeting 4: Measures to Accommodate Needed Housing.** (April 22, 2019) This meeting will focus on reviewing the housing-accommodation product, to include drafting recommendations for measures to facilitate housing affordability.
- **Optional PAC Meeting 5: Finalize Housing Recommendations.** (June 29, 2019) This meeting will include any final comments on the BLI, HNA, and RLNA. We will share results from Public Workshop #2 and request feedback on how to integrate public comments. The key focus will be on discussions of the draft housing policies, building on the goals and strategies developed at Meeting 3 and 4.

The exhibit below presents a tentative PAC and public workshop meeting schedule.

Exhibit 1. Proposed PAC and Public Workshop Schedule, 2018 - 2019

Meeting	Tentative Date
Kick-off	Thursday, November 8, 2018
PAC Meeting #1	January 14, 2019
PAC Meeting #2	February 21, 2019
Public Open House 1	February 21, 2019
PAC Meeting #3	March 25, 2019
PAC Meeting #4	April 22, 2019
Public Open House 2	May 29, 2019
PAC Meeting #5 - Optional	May 29, 2019

Public Open House Workshops

The scope of work identifies two public workshops/open houses. These workshops could take a broad range of approaches and use a broad range of methods. The work program requires the following public workshops:

- **Public Open House Workshop 1.** (February 20, 2019) The focus of the workshop is to present the draft BLI/HNA and seek public review and comment. Public comments

received will inform discussions at PAC Meeting #3. The PAC will discuss the agenda and public role for the first workshop at PAC Meeting #2.

- **Public Open House Workshop 2.** (May 29, 2019) The focus of the workshop is to present the draft housing policies and seek public review and comment. Public comments received will inform discussions of recommendations at PAC Meeting #5, if applicable. The PAC will discuss the agenda and public role for the second workshop at PAC Meeting #3 or #4.

Public Engagement

To encourage participation and engagement at public open houses, the City and consultant team recommend using multiple forums to get the word out. Options include: social media platforms, project websites (e.g. postings on the City website/calendar) and posting printed notification in public locations (e.g. public library, City Hall, etc.).