

Bay City Code Evaluation and Update Public Involvement Plan

This Public Involvement Plan will guide the outreach and engagement efforts throughout the 2022-2023 TGM Code Assistance Project Phase Two: Evaluation and Update of the Bay City Development Ordinance in Bay City, Oregon.¹

Bay City completed Phase One of the Bay City Code Evaluation and Update in 2021. The City requested assistance from TGM to help address a number of challenges, including regulatory barriers to development and redevelopment in the downtown; housing affordability; street standards requirements and infrastructure costs; and a lack of tools (such as a fee-in-lieu program) to target multimodal infrastructure investment where it is most needed. The Final Action Plan from Phase Two included specific recommendations to improve and enhance the City's ability to address these and other barriers to development and economic prosperity. The objective of Bay City Code Evaluation and Update Phase Two is to provide the City with more information and direction related to key topic areas and to implement the Development Ordinance and Comprehensive Plan amendments recommended in the Final Action Plan from Phase One.

As planners, we look to those who live and work in the communities to identify the solutions that are needed and will be met with support by residents. Our job is to bring people together so that they can task us with taking their solutions and creating plans to implement them. With this in mind, our focus is to employ engagement techniques and outreach approaches that will provide meaningful involvement opportunities for all Bay City 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.

A public involvement plan is by necessity flexible. As the Project evolves, the team will need to respond to opportunities and issues as they arise. This memo is organized around the Project scope tasks that include opportunities for public engagement.

Public Involvement Goals

- **Inform:** Inform the community with timely, transparent, and accurate information.
- **Consult:** Consult and involve the community in the identification, refinement, and prioritization of policy changes needed to guide updates to the Bay City Development Ordinance. Ensure community members understand how decisions are made, that their concerns are heard, and they know how their feedback influenced decisions.

¹ This project is partially funded by a grant from the Transportation and Growth Management (TGM) Program, a joint program of the Oregon Department of Transportation and the Oregon Department of Land Conservation and Development. This TGM grant is financed, in part, by federal Fixing America's Surface Transportation Act (FAST-Act), local government, and State of Oregon funds.

- **Partner:** Partner with city and agency representatives to ensure officials are engaged in the planning process and key decisions.
- **Reach:** Reach a diversity of stakeholders who reflect Bay City’s greater community.

Key Contacts & Project Management Team

- City of Bay City Planning Technician: David Mattison, planningtech@ci.bay-city.or.us or 503-337-2288
- TGM Project Manager: Laura Buhl, AICP, CNU-A, laura.buhl@state.or.us, 971-375-3552

Key Stakeholders

These stakeholders include builders, city staff responsible for development, citizen smart growth advocates, public transportation advocates, local business leaders, and representatives of elderly and low-income populations:

Cami Aufdermauer
Executive Director
Tillamook County Habitat for Humanity

Angie Cherry
Resident (Former city staff member)

Doug Pilant
General Manager
Tillamook County Transportation District
(Local Transportation System & Services)

TJ Fiorelli
Housing Coordinator
Tillamook County

Gary Frey
Planning Commission

Cathy Mannis
Resident

Roy Markee
City Public Works Director

Greg Sweeney
Resident

Pat Vining
Planning Commission

Charlie Woolrich
Art Center

Tom Imhoff
Resident

Tim Josi
City Council

Bob Miles
Resident

Fire Chief
Darrell Griffith

Tony Troyer
Resident

Bay City Community Demographics

The following demographic profile will help the City tailor outreach efforts to meet the needs of specific community groups. Bay City is a coastal town in Tillamook County that is north of the City of Tillamook. Approximately 1,514 people lived in Bay City in 2018.²

Race, Ethnicity, and Language

According to 2018 US Census data, 5.7% of Bay City’s population speaks a language other than English at home. However, only 1.2% of the population self-identified as speaking English less than “very well.” One percent identified their primary language as Spanish. The 2018 Census noted that around 86% of Bay City residents identify as White, non-Hispanic. The second largest demographic are Hispanic or Latino residents who make up about 6 percent of Bay City’s population. The remainder is made up of around 1% Asian, 0.2% American Indian or Alaska Native, and around 7% representing two or more races.

Race/Ethnicity	Bay City	Tillamook County	Oregon
White	86.2%	84.5%	76.0%
Black or African American	0.0%	0.4%	1.8%
American Indian or Alaska Native	0.2%	0.7%	0.9%
Asian	1.2%	0.6%	4.2%
Native Hawaiian and other Pacific Islander	0.0%	0.5%	0.4%
Other race	0.0%	0.0%	0.2%
Two or more Races	6.7%	3.1%	3.7%
Hispanic or Latino (any race)	5.8%	10.3%	12.8%

Age

In 2018, Bay City had an estimated median age of 47 which is considerably older than the Oregon median age of 39. Residents 65 and older make up approximately 22.2% of the population, which is lower than Tillamook County’s 24.5%, but higher than Oregon’s 16.7% and the nation’s 15.2%.

² US Census Bureau Social Explorer. American Community Survey, 2014-2018.

Age	Bay City	Tillamook County	Oregon
Under 5 Years	4.0%	4.7%	5.7%
5 to 9 Years	7.2%	5.3%	5.9%
10 to 14 Years	4.6%	5.9%	6.0%
15 to 17 Years	3.4%	3.1%	3.6%
18 to 24 Years	4.8%	6.4%	8.9%
25 to 34 Years	10.9%	10.8%	14.0%
35 to 44 Years	10.0%	10.2%	13.2%
45 to 54 Years	14.8%	12.0%	12.6%
55 to 64 Years	18.0%	17.1%	13.3%
65 to 74 Years	13.1%	15.1%	10.1%
75 to 84 Years	6.3%	6.3%	4.6%
85 Years and Over	2.8%	3.1%	2.0%

People with disabilities

Census data³ indicate that 12 percent of Bay City residents under the age of 65 live with a disability. This is higher than the Oregon state average of 9 percent but comparable to the county average of 12 percent.

The most prevalent disability is ambulatory difficulty at 10.3%, followed by cognitive (8.9%), and independent living (8.1%). Other disabilities that impact public outreach include hearing and vision, at 4.5% and 3.6%, respectively.

People with Disabilities	Bay City	Tillamook County	Oregon
Under 5 years	0%	0%	0%
5-17 years	1%	2%	1%
18-34 years	2%	2%	2%
35-64 years	9%	8%	6%
65-74 years	4%	5%	3%
75 years and older	3%	5%	3%

Income & Poverty

From 2014-2018, the median household income in Bay City was \$50,769, which is greater than the County average (\$47,500) and lower than the state average (\$59,393). Almost half (49%) of Bay City households earn less than \$50,000 per household.²

According to the 2014-2018 American Community Survey, 14.8% of Bay City residents are living under the poverty level, higher than both Tillamook County’s (13.2%) and Oregon’s (14.1%). Nearly 26% of people under 18 live in poverty, as well as 11% of those 65 and older, higher than the state’s averages for those age groups of 18% and 8% respectively.

³ US Census Bureau Social Explorer. American Community Survey, 2013-2017.

Household Income	Bay City	Tillamook County	Oregon
<\$25,000	26.4%	25.3%	19.8%
\$25,000-\$49,999	23.0%	26.0%	22.8%
\$50,000-\$74,999	18.3%	20.7%	18.4%
\$75,000-\$99,999	13.4%	11.5%	13.2%
>\$100,000	18.9%	16.6%	25.9%

Housing

Census data indicate that a large portion (79%) of Bay City residents live in a single-family home, and a small percentage (5%) of Bay City residents occupy homes in buildings of two or more units. About one quarter (27%) of residents are renters and 73% are homeowners.

Household Type by Units in Structure	Bay City	Tillamook County	Oregon
1-unit structures	79%	73%	68%
2-or-more structures	5%	13%	24%
Mobile homes, other	16%	14%	8%

Tenure	Bay City	Tillamook County	Oregon
Owner	73.0%	69.1%	61.9%
Renter	27.0%	30.9%	38.1%

Demographic Implications for Public Involvement Plan

Bay City’s demographic data indicate that there is not a significant population of limited English speaking people, therefore the City doesn’t find it necessary to translate materials or provide interpreters at community meetings. There is a significant population of residents over 65, who make up a majority of the disabled residents. The City will take steps to ensure handicap accessibility for meetings if meetings are held in person. The City will assist disabled citizens in accessing project information, including making reasonable accommodations for differently-abled individuals seeking to attend meetings in person.

The State has removed the indoor mask mandate as the COVID numbers are low, and therefore, stakeholder meetings and other public meetings are planned to be held in person. If COVID numbers start to rise, virtual meetings may need to be an option. With the assistance of the consultant, the City will endeavor to ensure that online platforms and Project materials will be compatible with mobile devices. Residents who do not have access to computers and/or the internet will be able to review hard copies of Project materials, upon request, at City Hall. To make sure comments can be collected from people reviewing the materials in person, the City will place the business card of a City Project contact in the same area where the materials will be located. Community members will be encouraged and welcome to submit comments or feedback to the City point of contact.

Outreach Strategies

In order to reach as many community members as possible, the City's Project Manager will distribute Project information and advertisements for engagement opportunities across a variety of mediums, including:

Tillamook Headlight Herald

The City's Project Manager will prepare and coordinate the advertisements and notices for community events in the community newspaper. Advertisements and Notices are submitted at least a week before publication on Wednesdays.

Project Website

A dedicated Project page has been developed on the Bay City website, <https://www.ci.bay-city.or.us/cityhall/project/city-bay-city-code-evaluation-and-update> containing Project information, FAQ's, event notices, Project documents, and outreach results. This website includes contact information for the City's Project Manager, who can answer questions or address concerns about the Project.

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. The email list used in Phase Two will include Phase One contacts and will also incorporate new interested parties and subject matter experts, as applicable.

Printed Information

The City's Project Manager or 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 will be posted at the City Hall, Library, and Post Office, City's Facebook Page. The notice will also be posted at some local businesses including Downies, the Landing, Bay City Arts Center, Center Market, and Manna's Kitchen.

Public Involvement Tasks & COVID-19

The public involvement tasks within the Project scope of work, as described below, are designed to offer all Bay City 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.

In light of 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 as they continue to change. 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 Meeting

The City will create a stakeholder committee and arrange a meeting of the stakeholders. If not already included, Stakeholder Committee members will be added to the Project notification list. The Project consultant, MIG|APG, will present project information and will facilitate the Stakeholder Meeting. The purpose of the stakeholder meeting is to review the revised Key Issues Memorandum and seek feedback to inform proposed Code amendments. The Stakeholder Meeting may be held online, or in person if combined with another scheduled meeting.

Community Meeting

The State has removed the indoor mask mandate as the COVID numbers are low, and therefore, the Community Meeting will provide an opportunity for community members to engage in-person. The Community Meeting will be an in-person event. The Public Workshop will accompany the Community Meeting in a format that can be accessed in person. The Project Management Team will ensure that people without access have opportunity to learn about the Project and provide input, including preparing and distributing a short handout for the public that summarizes the proposed amendments in clear, simple language. The Public Workshop will be made available online, through the City's webpage, that will present the information provided at the Community Meeting. It will include online access to graphic materials, presentations, and a method for providing input and feedback.

The purpose of the Community Meeting and Public Workshop is to inform the community about the Phase Two Project and solicit input on revised Amendments Draft #1. The meeting will include an overview of the Code Evaluation for the City, the Project Objectives (including how they further TGM Objectives and the purpose of the TGM program), the refined project schedule, and next steps.

At this meeting, 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 the Bay City Development Ordinance and/or Comprehensive Plan. This event will be widely advertised on the City's website, City's Facebook Page, and at City Hall, the Library and at the Post Office.

City Council and Planning Commission Meetings

Bay City Planning Commission and City Council will have the opportunity to provide comment on the Project throughout the timeline at scheduled meeting and work sessions. 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, Facebook, and at City Hall, the Library and the Post Office.

Project Schedule & Specific Outreach Strategies by Task

Bay City Staff and the consultant team will work in close coordination to produce timely, accurate information about the Project and outreach opportunities. The preliminary schedule for public involvement is as follows:

- **Project webpage development.** Webpage content to be updated and linked to by City planning staff with input from the PMT.
- **Stakeholder interviews.** Interviews to be arranged by City Project Manager and conducted by Consultant. City Project Manager will coordinate interviews 1 week prior to interviews. Consultant shall prepare standardized questions for interviews and submit to PMT 1 week prior

to interviews. Consultant shall prepare evaluation memo and submit to PMT at least 2 weeks prior to interviews. City Project Manager shall distribute the evaluation memo to the stakeholders for review 1 week prior to interviews. Consultant will provide interview summary notes.

- **Joint Planning Commission and City Council Meeting.** City Project Manager and staff will advertise the meetings via newspaper notice, the Project website, email newsletter, and printed flyers at least two weeks ahead of the event date. Consultant will create meeting materials, with support from City staff.
- **Community meeting and virtual meeting.** City Project Manager and staff will advertise the meetings via newspaper notice, the Project website, email newsletter, and printed flyers at least two weeks ahead of the event date. Consultant will create meeting materials, with support from City staff.
- **Planning Commission Work Session.** City Project Manager and staff will arrange Planning Commission work session and distribute meeting materials at least 1 week prior to the meeting. City Project Manager shall advertise on City's homepage, and send out notices to contacts registered to received notifications at least 2 weeks prior to the meeting. Public Notices will be posted at the City Hall, Library, and Post Office 1 week prior to meeting. Consultant will create meeting materials and presentation and submit 2 weeks prior to meeting.
- **Planning Commission Hearing.** City Project Manager and staff will arrange Planning Commission hearing and distribute meeting materials at least one week prior to meeting. City Project Manager shall advertise on city's homepage, and send out notices to contacts registered to received notifications at least 2 weeks prior to the meeting. Public Notices will be posted at the City Hall, Library, and Post Office 1 week prior to meeting. Consultant will create meeting materials and presentation and submit 2 weeks prior to meeting.
- **City Council Hearing.** City Project Manager and staff will arrange City Council hearing and distribute meeting materials at least one week prior to meeting. City Project Manager shall advertise on city's homepage, and send out notices to contacts registered to received notifications at least 2 weeks prior to the meeting. Public Notices will be posted at the City Hall, Library, and Post Office 1 week prior to meeting. Consultant will create meeting materials and presentation and submit 2 weeks prior to 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 2 TGM Planner from ODOT and the North Coast Regional Representative from DLCDC, will provide additional assistance, guidance, and review to the PMT. The PMT will produce meeting materials, outreach materials, and draft deliverables.

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

Bay City City Council – Bay City City Council will review and provide feedback on the Project deliverables at key milestones throughout the Project. Code amendments will require Planning Commission and City Council approval.