



City of Florence
A City in Motion

City of Florence

Housing Implementation Plan Project

2022-2023

Public Involvement & Communications Plan

Date: February 1, 2022
To: State of Oregon Department of Land Conservation and Development
From: Wendy Farley-Campbell, Community Development Director, City of Florence
Project: Housing Implementation Plan Project
Subject: Public Involvement and Communications Plan (*Subtask 1.4*)

INTRODUCTION:

The Public Information and Communication Plan (PICP) will guide stakeholder and public involvement during the City of Florence Housing Implementation Plan creation. The PICP describes fundamental objectives and activities that the City of Florence and the consultant team will implement to ensure the interested parties have adequate opportunities to provide meaningful input to the process.

PUBLIC INVOLVEMENT GOALS:

Key goals for the public involvement are to:

- Effectively communicate complete, accurate, understandable and timely information to the public.
- Provide meaningful public opportunities for all individuals, communities, and organizations that have an interest in the project
- Effectively demonstrate how individual input has influenced the process
- Ensure that the public involvement process is consistent with applicable state and federal laws and requirements and is sensitive to local policies, goals and objectives.
- Engage Civil Rights Act of 1964 Title VI / Environmental Justice groups, including disabled, low-income, limited English proficiency, minority, or other underserved populations.



KEY MESSAGES TO COMMUNICATE:

Key messages to communicate about the project are as followed:

Overall Message:

This project will create the City of Florence’s Housing Implementation Plan. This project will research, recommend, and prepare code updates that ensure internal consistency, local sustainability, and conformance with State housing requirements. This project will also develop a plan that will identify affordable housing strategy programs and funding, that, once implemented, will guide future housing developments in the City.

Project Need:

- The City of Florence adopted the Florence Economic Opportunities Analysis (EOA) and Housing Needs Analysis (HNA) in 2018. As part of that process, the City and its consultants identified and evaluated a number of housing recommendations to meet future housing needs
- In 2019, the City of Florence updated their residential development codes. At the time, Florence’s housing codes were over 35 years old and reflected development patterns and housing styles of that period
- The 2019 code updates addressed the desire for the City of Florence to add provisions to construct affordable “missing middle” housing types such as townhomes, duets, duplexes, cottages and multi-family developments with three or more units
- Continuing the work from 2018 and 2019 will support the City’s mission of Florence having an economically viable and sustainable future and being Oregon’s Premier Coastal Community

Project Objectives:

Objectives of the project are to:

- Address potential conflicts between clear and objective housing requirements and Goals 5 (Natural Resources) and 17 (Coastal Shoreline) implementing policies; align Professional Office/Institutional Zoning District criteria with clear and objective housing requirements
- Perform housekeeping updates to codify State housing policies updated by the State in the last legislative session (definition of family, transitional housing, etc.)
- Establish non-land use related policies supporting safe and efficient transitional housing in accordance with Oregon Revised Statutes (ORS)



- Provide the City with research, information and strategies to inform a future new short-term rental housing policy
- Review programs suitable for Florence such as a Construction Excise Tax, Linkage Fees, Housing Rehab Loans within the Urban Renewal District, Housing Trust Fund, and SDC Modifications for affordable housing
- Identify implementation steps for each recommended program and establish prioritization and partners for each recommended program
- Remove inconsistencies in the Zoning Code (Title 10), Subdivision Code (Title 11) related to housing land use permitting and address internal conflicts created by administering required code provisions
- Ensure that the City codes are consistent with State housing definitions and requirements
- Provide the City with implementable programs to increase the availability of affordable housing in the City of Florence

IDENTIFYING STAKEHOLDERS: WHO'S INVOLVED?

Public engagement efforts for the project will seek participation of all potentially affected and/or interested individuals, communities, and organizations. These individuals and organizations include:

- City Council (ex-officio member)
- City Planning Commissioners (ex-officio member)
- City of Florence Staff (ex-officio member)
- Local residents representing each of the following: youth, Title VI (race, color, or national origin), and ADA
- Lane Community College
- Florence Urban Renewal Agency
- Department of Land Conservation and Development
- Senior and Disabled Services
- Confederated Tribes of the Coos, Lower Umpqua, and Siuslaw Indians
- Siuslaw Valley Fire and Rescue
- Western Lane Ambulance District
- City of Florence Community & Economic Development Committee
- Siuslaw School District
- Siuslaw Outreach Services
- Habitat for Humanity
- Florence Ministerial Association
- First Step
- Florence Cold Weather Shelter
- Local Healthcare Providers
- Local Residential Housing Developers

The City and consultant team will engage these interested stakeholders throughout the project timeline. Engagement methods will include online open houses, public meetings, and a Stakeholder Advisory Committee that will meet regularly throughout the project.



Decision Making Framework:

The **Florence City Council** will be the project's final decision maker and will adopt the Housing Implementation Plan and associated code changes.

The **Project Management Team (PMT)** will make day-to-day decisions and recommendations for the project based upon technical input, policy guidance, and input from the Stakeholder Advisory Committee.

The PMT will be composed of the consultant team and project managers from the City of Florence and Department of Land Conservation and Development. The PMT will provide overall guidance for the project and meet during the performance of the individual tasks to coordinate the logistics of the project and give feedback to the consultants. Angelo Planning Group are the lead consultants and manage the consultant team which includes Johnson Economics.

The **Stakeholder Advisory Team (SAT)** will be made up of representatives from City departments, the local business community, education representatives, representatives from housing and social services support agencies, local health advocates, and local residential housing developers.

Public Involvement Tools:

Fundamental components of public involvement for the HIP will be the project website, Stakeholder Advisory Team meetings, open houses / workshops, virtual public meetings, newsletters, fact sheets, and Planning Commission and City Council meetings. These items are briefly described below:

Project Website: The City of Florence will develop a project website that includes the project information, schedule, memos, maps and graphics, upcoming meeting information, project materials completed to date, relevant documents to the HIP, and future opportunities to provide input.

Stakeholder Database: The consultant will develop a database that will be used to contact stakeholders to share details associated with the project. The database will be updated throughout the process as new stakeholders and interested parties become involved.

Project Outreach Materials: At each key project milestone, the consultant will produce project informational materials, such as factsheets and newsletters. The City will distribute these materials through venues such as presentations to small groups, posting on social media accounts, and handouts available at City Hall and local businesses.

Comment Collection, Analysis and Responses: The City will log and analyze public comments and coordinate responses to these comments that are received outside of Stakeholder Advisory Committee meetings and public open houses. The log will include comments from sources such as email, phone call, web form submissions, and comments made during presentations and briefings with stakeholders.



News Releases: The City will work to keep the project in the local news by producing news media releases. The news releases will be sent prior to Open Houses and at key milestones in the project.

Open Houses: The consultant will manage one virtual open house and facilitate an in-person open house. The open houses will provide opportunities to provide opportunities to gather input from members of the community. The consultants and City will notify the public about open houses. Outreach and notification should occur approximately one month prior to each open house to guarantee inclusion in various media and outreach sources.

The City of Florence will support the notification efforts through methods such as:

- Posting to the City’s social media accounts
- Posting flyers at locations where community members gather such as the Post Office, City Hall, Public Works, and the Library.
- Outreach to the school district
- Partnership with local groups, such as Rotary, Kiwanis, Other volunteer groups, City Committees, etc.

Council Briefings: The City Staff will provide briefings to Florence City Council at key milestones.

Stakeholder Advisory Committee: The Stakeholder Advisory Team will hold meetings to discuss base conditions, help define project goals and objectives, develop alternatives, review the evaluations, and confirm the selection of a preferred and alternative Housing Implementation Plan. Five meetings of this group are anticipated.

Presentations to Community Groups and Organizations: The City will meet with interested groups such as neighborhood and business groups, service providers, multicultural interests, schools and student groups and others, to discuss the project and collect input.

Conclusion:

With this range of tools to encourage participation, the City of Florence and the consultants for the project hope to have a successful public engagement process for the Florence Housing Implementation Plan and code amendments.