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**City of Florence  
Planning Commission Meeting  
250 Hwy 101, Florence, OR 97439  
March 10, 2020**

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**CALL TO ORDER - ROLL CALL - PLEDGE OF ALLEGIANCE**

Meeting called to order at 5:30 PM.

Commissioners Present: Chairperson John Murphey, Vice Chairperson Phil Tarvin, Commissioner Sandra Young, Commissioner Eric Hauptman, Commissioner Brian Jagoe, Commissioner Ron Miller, Commissioner Andrew Miller

Staff Present: Planning Director Wendy FarleyCampbell, Senior Planner Roxanne Johnston, and Assistant Planner Dylan Huber-Heidorn

PD FarleyCampbell began the meeting by introducing Roxanne Johnston, the newly hired Senior Planner in the Community Development Department.

**1. APPROVAL OF THE AGENDA**

Start Time: 5:33 PM  
Action: Approve agenda as presented.  
Motion: Commissioner Young  
Second: Commissioner Ron Miller  
Vote: Unanimous

**2. APPROVAL OF MINUTES OF NOVEMBER 26, 2019**

Start Time: 5:34  
Action: Approve minutes as presented.  
Motion: Commissioner Ron Miller  
Second: Commissioner Young  
Vote: Unanimous

**3. PUBLIC COMMENT**

This is an opportunity for members of the audience to bring to the Commission's attention any item not otherwise listed on the Agenda. Comments will be limited to three (3) minutes per person, with a maximum time of 15 minutes for all items. Speakers may not yield their time to others.

Start Time: 5:35 PM  
Commenter 1: Larry Farnsworth  
Topic: Request to change the order of the agenda items  
Comments: Mr. Farnsworth requested that the action item concerning his application for vegetation clearing (Agenda Item 5) be moved forward on the agenda. He had recently been through the ethics training included in Agenda Item 4 through his position on the city's Transportation Committee.  
The Commissioners unanimously agreed to hear Item 5 before Item 4.

**5. ACTION ITEM: RESOLUTION AR 19 14 VEG 07 – HECETA STORAGE VEGETATION CLEARING**

An application from Heceta Self Storage Corporation to clear vegetation from a 4.5-acre, city-owned property in advance of building permits for a phased construction project to develop a new self-storage facility on Kingwood Street

Open: 5:40 PM  
Closed: 6:06 PM  
Applicant: Larry and Crystal Farnsworth  
Discussion: As follows

Chairperson Murphey declared a conflict of interest stemming from his professional role as an agent of Coast Insurance, which provides insurance to one or more of Mr. Farnsworth's businesses. He recused himself from the decision and ceded the chair to Vice Chairperson Tarvin. No other Commissioner declared a conflict of interest, ex parte contact, or bias. There were no challenges.

PD FarleyCampbell clarified that, per state law and at the direction of the city attorney, this item was not being considered in a public hearing. As an administrative review, the Planning Commission was making a decision on the application as an action item, with no opportunity for parties to add evidence to the record.

AP Huber-Heidorn delivered a staff presentation on the proposed vegetation clearing permit (see attached), beginning with a discussion of how vegetation clearing permits are generally processed by staff. He explained that the staff report for the application contained staff's interpretation of the applicable city codes, but invited alternative interpretations by the Commission if they saw fit. AP Huber-Heidorn delivered the staff recommendation that the application could meet the requirements of Florence City Code if accompanied with conditions of approval to alter the phasing of vegetation clearing over the span of the project.

Commissioner Jagoe asked about options for sand management accepted by the city. AP Huber-Heidorn explained that mulching, wetting, and other strategies were generally accepted.

Commissioner Young asked about access from Kingwood St. to the stormwater retention area proposed at the south end of the site. Staff clarified that a stormwater pipe would run from Phase 1 of the project

on the north end of the site to the stormwater facility on the south end of the site, and clearing was proposed along the pipe's path for access and construction.

PD FarleyCampbell elaborated on the possibility of issues stemming from bringing equipment onto the site to remove trees and the lack of a replanting plan for areas of vegetation disturbed by tree removal.

Commissioner Ron Miller discussed the additional vegetation that could be removed as collateral damage in the process of removing trees throughout the heavily vegetation site.

Mr. Farnsworth requested a private discussion with staff, but was informed that only information already in the record could be introduced for consideration in the Commission's decision.

Commissioner Hauptman requested clarification of the condition of approval describing the areas approved for vegetation clearing. AP Huber-Heidorn replied that the areas designated blue and yellow on the clearing plan would not be permitted for clearing.

Action:	Approval of the application and conditions of approval as presented by staff
Motion:	Commissioner Jagoe
Second:	Commissioner Ron Miller
Vote:	Unanimous

#### **4. PRESENTATION – ANNUAL COMMISSION TRAINING**

Overview of the Committee, Public Meetings, and Ethics Laws

City Recorder Kelli Weese delivered a presentation on policies applying to volunteer committee members.

### **REPORT ITEMS**

#### **6. PLANNING DIRECTOR REPORT & DISCUSSION ITEMS**

Start Time: 6:30 PM

Discussion: PD FarleyCampbell discussed the timeline for work on the City Work Plan. AP Huber-Heidorn gave a presentation on the 2020 Census

Meeting adjourned at 6:57 PM.

**ATTEST:**

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John Murphey, Chairperson

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Dylan Huber-Heidorn, Assistant Planner

# Heceta Storage Vegetation Clearing

**AR 19 14 VEG 07**



## Administrative Review

- Vegetation clearing permit applications are reviewed as Type 2 Admin. Reviews
- Whether staff or the Commission makes the decision, there is no public hearing
- The applicant cannot add information to the record used for the decision
- Vegetation clearing permits are not required for sites with active building permits

• Heceta Storage Vegetation Clearing – AR 19 14 VEG 07

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## Introduction

- Heceta Self Storage Corporation, rep. Larry Farnsworth, applied to clear vegetation from seven city-owned lots on Kingwood Street.



• Heceta Storage Vegetation Clearing – AR 19 14 VEG 07

3/10/2020 • 3

## Introduction

- The applicant intends to propose development of a self-storage facility on the site later this year.



• Heceta Storage Vegetation Clearing – AR 19 14 VEG 07

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## Criteria

**Criteria applying to this matter include:**

**Florence City Code:**

**Title 4 Chapters:**

1: Building Regulations, Section 15-3

6: Vegetation Preservation, Sections 2, 3, 4, and 6

**Title 9 Chapters:**

5: Stormwater Management, Section 2

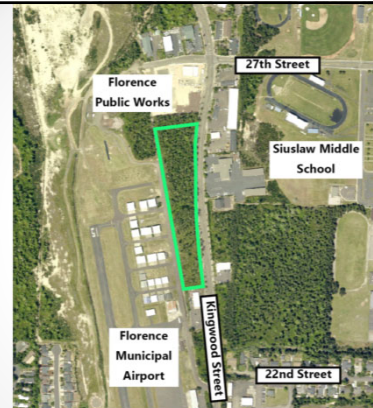
**Title 10 Chapters:**

1: Zoning Administration, Section 1-6-2

34: Landscaping, Section 3-7

• Heceta Storage Vegetation Clearing – AR 19 14 VEG 07

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• Heceta Storage Vegetation Clearing – AR 19 14 VEG 07

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## Zoning

- Entire site is Limited Industrial District
- Ord. No. 3, Series 2019 rezoned lots 1-14 of the Industrial Park plat and added "storage" as an allowed use

• Heceta Storage Vegetation Clearing – AR 19 14 VEG 07

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2019



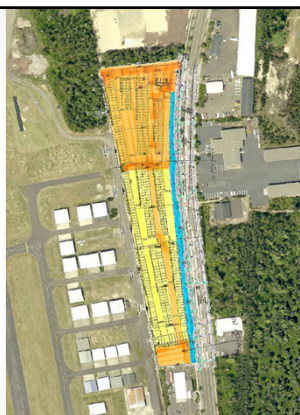
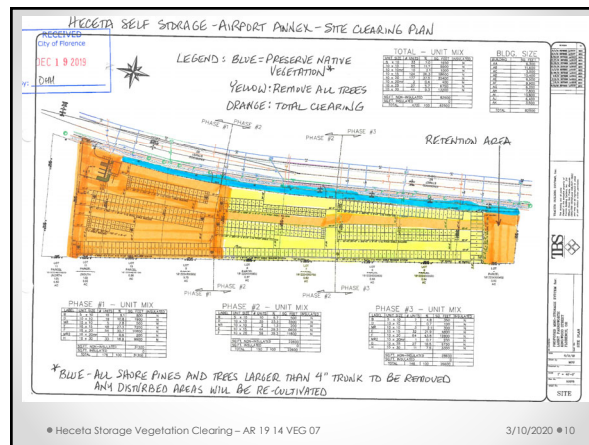
• Heceta Storage Vegetation Clearing – AR 19 14 VEG 07

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• Heceta Storage Vegetation Clearing – AR 19 14 VEG 07

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• Heceta Storage Vegetation Clearing – AR 19 14 VEG 07

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## Project Phasing

The schedule the City negotiated with us anticipates three phases equally divided or starting beginning July 18, 2019 and running to full occupancy around July 1st, 2031. That is a period of about 12 years. You can anticipate that we will try to phase more quickly as occupancy allows.

Likely we will complete Phase 1 in July/August 2020  
Guessing, we will complete Phase 2 in July/August 2025  
Guessing, we will complete Phase 3 in July/August 2030

It is also possible that we will build Phase 2 and Phase 3 at the same time, to be completed in July/August 2025.

Phasing depends upon the economy, competition, etc.

We prefer that our clearing permit have no date restrictions of any kind.

• Heceta Storage Vegetation Clearing – AR 19 14 VEG 07

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## Stated Reasoning

- The applicant states that tree removal outside the Phase 1 area would be completed to protect workers from falling shore pines.

• Heceta Storage Vegetation Clearing – AR 19 14 VEG 07

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## Staff Recommendation

Staff finds that the proposed application can meet the requirements of City Code with conditions of approval as follow. Staff recommends approval of the application.

• Heceta Storage Vegetation Clearing – AR 19 14 VEG 07

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## Conditions of Approval

- Requires sand management
- Calls for proof of a DEQ 1200C permit
- Requires replanting in cleared areas if building permits are not issued within 6 months
- Limits the clearing permit to the first phase of the storage facility, including areas of the clearing plan marked in orange

• Heceta Storage Vegetation Clearing – AR 19 14 VEG 07

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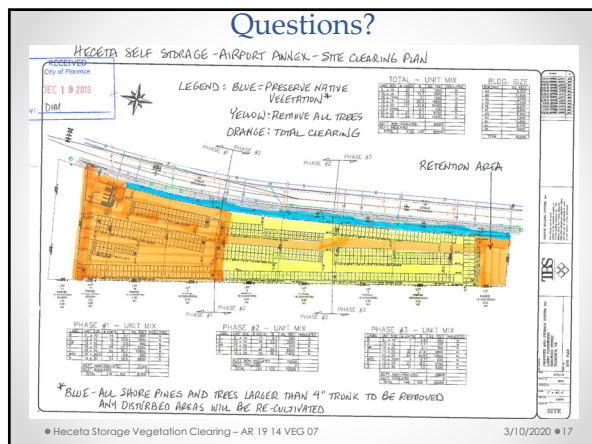
## Alternatives

- Approve the application with the conditions of approval as proposed;
- Modify the findings, reasons, or conditions and approve the proposal;
- Deny the application; or
- Continue the Public Hearing to a date certain if more information is needed.

• Heceta Storage Vegetation Clearing – AR 19 14 VEG 07

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## Questions?





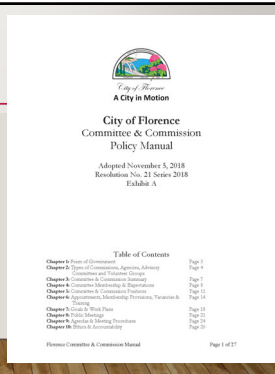
## WHAT WE WILL COVER

### Brief Overview of...

Committee Policies  
Public Meeting Law  
Oregon Ethics Law & Fraud Policy

### New City Policies

Non-Discrimination / Non-Harassment  
Code of Conduct



## COMMITTEE EXPECTATIONS



- Read & Study Meeting Materials & Attend Meetings
- If you have to **miss a meeting** –
  - Must notify Chair, Vice-Chair, & Staff Rep. ASAP (*Ensure Quorum*)
  - Must make up meeting by...
    - Requesting Digital Recording from Staff Rep.
    - Meeting with Chair (*person/phone/email*) to determine results & work allocations for next meeting

**\*\* Chairperson responsible for tracking absences in conjunction with Staff Representative**

## EXCESSIVE LACK OF ATTENDANCE



- Absence from 3 consecutive meetings without an excuse  
(as approved by Chair)

And / Or

- Absence from 5 or more meetings over service year

## ATTENDANCE POLICY



- Implementation
  - Chairperson & staff representative report instances of excessive lack of attendance to City Recorder;
  - City Recorder...
    - Notifies committee member & Mayor of excessive lack of attendance, then...
    - Deems the position vacant and notes the position on the next recruitment cycle.

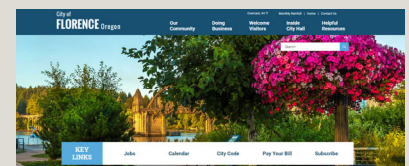
## WORKING WITH THE MEDIA & THE PUBLIC

- Media / Public Outreach Comments:
  - Committee Chair appointed representative for Committee (or Vice-Chair if Chair is unavailable)
  - May only state...
    - the official position of the committee as approved by the majority, and/or
    - Overview / history of what has been discussed / reviewed
    - NO Personal Opinions – without disclaimer (see upcoming slide)
  - Individual committee members (other than Chairperson) **may not** represent committee before any other committee, outside agency, media, the general public, or City Council – unless authorized by Committee in committee meeting

## WHAT ABOUT OFFICIAL OUTREACH?

- Official City Outreach –  
May be drafted by Committee, but must be submitted through Staff Representative and the City's Public Information Officer

- Examples:
  - Public Service Announcements,
  - Brochures / Marketing Materials,
  - Website Updates,
  - Social Media Posts,
  - Presentation Slides,



## PERSONAL OPINIONS

- You have a right to testify / state your opinion as a citizen at meetings / to the media.
- Need to specify:**  
"I am a member of the Planning Commission, but today I am speaking as a private individual"
  - Do so at the beginning of your comments, prior to anything else being said.
- Courtesy:** Tell the Chair / Staff Ex-Officio in advance
- Consider:** How your role as a Committee Member will be perceived.  
i.e. Comment respectfully.



## ROLE OF CHAIRPERSON & VICE-CHAIRPERSON

- Established first meeting in February
- Chair presides over meeting
  - Responsible for making sure meeting proceeds in a fashion conducive to rational decision making
  - Sets tone for meeting, keeps discussions on track, encourages fairness, moderates and contributes to discussions



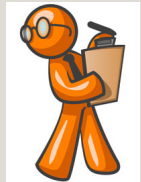
## CHAIRPERSON TERM LIMITS & SUCCESSION PLAN

- Chairperson shall serve for a period not to exceed two-consecutive years (starting 2.1.19)
- Vice-Chairperson Role:
  - Fulfill the role of Chair when Chair is unavailable
  - Expectation** – Vice-Chair will be next party in succession to the role of Chairperson & will fulfill position during a vacancy or when the Chair has reached their term limit
  - Transition in leadership** – Vice-Chair should be involved in all correspondence / work of Chair

## RELATIONSHIP BETWEEN COMMITTEE & STAFF

City Staff **do not** report to committee

- Each Committee Assigned 1-2 staff:
  - Ex-Officio Member
  - Staff Representative
    - Responsible for Clerical Assistance for Meeting / Coordination
- Staff work above required to be in annual committee work plan
- Requests for items not in approved work plan that exceed 15 min. of staff time made in writing to applicable department director

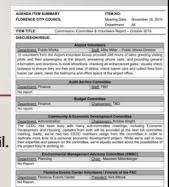


## GOALS & WORK PLANS

General Commission & Committee Yearly Schedule	
Approximate Date(s)	Action
February (1 <sup>st</sup> Committee meeting of service year)	<ul style="list-style-type: none"> <li>Welcome new members</li> <li>Appoint Chairperson / Vice-Chairperson / Secretary (optional)</li> </ul>
Spring	<ul style="list-style-type: none"> <li>Review Council goals &amp; work plan</li> <li>Begin creation of committee work plan &amp; prior year activities report</li> </ul>
Spring	<ul style="list-style-type: none"> <li>Committee approval of proposed work plan &amp; prior year activities report</li> <li>Committee work plan &amp; prior year activities report submitted to City Manager &amp; City Council for approval</li> </ul>
Fall	<ul style="list-style-type: none"> <li>Work session with City Council to:               <ul style="list-style-type: none"> <li>Review work performed thus far</li> <li>Receive committee recommendations for overall City work plan &amp; budget</li> </ul> </li> </ul>

## MONTHLY COMMITTEE REPORT

- Responsibility of Chairperson to coordinate with their committee to complete monthly committee report to Council.
- These reports are concise, accurate reports of...
  - issues before the committee,
  - work completed by the committee, and
  - action at the committee level during the prior month.
- Reports are due to City Recorder by 5pm on the First Friday of every month (for month prior)





## OTHER ITEMS INCLUDED IN MANUAL

- Process for Appointments, vacancies, resignation procedures, removal, etc.
- Public Meetings Requirements
- Agendas & Meeting Procedures
- Ethics & Accountability



## QUESTIONS ABOUT ROLE IN CITY GOVERNMENT



*City of Florence*  
**A City in Motion**

## PUBLIC MEETINGS LAW

- Regulated by State of Oregon – Department of Justice
  - From ORS 192
  - Attorney General's Public Meetings and Open Records Manual



## WHO MUST FOLLOW?

- The City governing body (*City Council*) and
- Any committee or sub-group tasked with making decisions or deliberating toward a decision on any matter
  - Aka the Planning Commission

## WHAT IS THE LAW?

- ORS 192.620: "The Oregon form of government requires an informed public aware of the deliberations and decisions of governing bodies and the information upon which such decisions were made. It is the intent of ORS 192.610 to 192.690 that decisions of governing bodies be arrived at openly."
- "A quorum of a governing body may not meet in private for the purpose of deciding on or deliberating toward a decision on any matter except as otherwise provided by ORS 192.610 to 192.690"
- **Note:** Public Participation does not always mean public conversation



## WHAT IS A MEETING?

- Any instance where a quorum (4 or more) members are discussing / deliberating toward a decision:
- This includes:
  - Standard meetings where a quorum is present
  - Electronic meetings (Emails, IMs, Texts, Social Media)
  - Serial Discussions
- Does NOT include Social Gatherings:  
If possible, staff publishes agenda noting the social nature of event

## QUESTIONS ON PUBLIC MEETINGS LAW?



## OREGON GOVERNMENT ETHICS LAW

- ORS Chapter 244
- Oregon Government Ethics Commission
  - 503-378-5105
  - [www.Oregon.gov/ogec](http://www.Oregon.gov/ogec)



## WILL COVER RULES FOR:

- Public Officials
- Prohibited use of office
- Gifts
- Conflicts of interest
- Violations & Sanctions



## AM I A PUBLIC OFFICIAL?

- ORS 244.020(14): "Any person who, when an alleged violation of this chapter occurs, is serving the State of Oregon or any of its political subdivisions or any other public body as defined in ORS 174.109 as an elected official, appointed official, employee or agent, irrespective of whether the person is compensated for their services."
- Includes Elected & Appointed Officials, Employees, Members of Boards and Committees and Volunteers



## KELLI'S ETHICS CLIFF NOTES

- Don't use your position on Planning Commission for personal gain



## PROHIBITED USE OF OFFICE (ORS 244.040(1))

- A public official may not use or attempt to use official position or office to:
  - obtain financial gain or avoidance of financial detriment
- Who applies?:
  - The public official, a relative, or member of the household of the public official, or any business with which the public official or a relative or member of the household of the public official is associated
- Disclaimer:
  - If the financial gain or avoidance of financial detriment would not otherwise be available but for the public official's holding of the official position or office (The 'But-For' Test)

## RELATIVE (ORS 244.020(15))



- Spouse
- Children of the Public Official or the Public Official's Spouse
- The following of Public Official or Public Officials Spouse
  - Brother / Sister, Stepbrother / Stepsister, Parent / Step Parent, Son-in-law / Daughter-in-Law
- Anyone for whom the public official has a legal support obligation or provides employment benefits
- Note: Don't forget member of the Public Officials Household (i.e. anyone living with public official irrespective of relationship)

## SIMPLE QUESTION

- Would I have this opportunity if I was NOT a public official?
- If NO – Then Don't Do It



## GIFTS (ORS 244.020(6)(A))

- Something of value given to a:
  - Public Official, Candidate, Relative, Or Member of the Household
- Without valuable consideration of equivalent value (i.e. not a trade)
  - Including: Full or partial forgiveness of indebtedness
- Which is not extended to others on the same terms or conditions
- Gifts are limited to \$50 per year, per giver

## THE GIFT RULE:

1. You (your relative or member of household)
2. Cannot ask for, receive, or give
3. Or even hint at getting / giving
4. Gifts over \$50 from any single source in one year
5. IF your source has an interest in your official actions: i.e., a decision or vote



## CONFLICTS OF INTEREST

- Kelli's Cliff Note Definition:
- Situations that affect your ability to make a decision in an ethical manner



## ORS 244.020(12) DEFINITION:

- Any action or any decision or recommendation by a person acting in a capacity as a public official
- The effect of which would/could
- Be to the private pecuniary (*financial*) benefit or detriment of:
- The person or the person's relative or any business with which the person or relative of the person is associated

## "BUSINESS WITH WHICH PERSON IS ASSOCIATED"

- Any private business in which you or a relative are:
  - an owner, director, officer,
  - Employee, or
  - in which you or a relative has \$1,000+ worth of interest
- Any publicly held corporation in which you or a relative has:
  - \$100,000 of interest, or
  - an officer / director



## TWO TYPES OF CONFLICTS

- Actual Conflicts**
  - Would** result in financial benefit or detriment
- Potential Conflicts**
  - Could** result in financial benefit or detriment



## HOW TO DEAL WITH A CONFLICT (BOTH ACTUAL & POTENTIAL)

### When in doubt: Shout it Out!

- State the nature of your conflict
- Do it **before** voting or discussing the manner
- Do it **on the record**
- Do it **each meeting** issue is discussed



## IF **ACTUAL** CONFLICT OF INTEREST

### When in doubt: Shout it Out...and then....

In addition to Declaring the conflict:

- No** talking and **No** voting
- Unless Agency cannot act without you (but still no talking)
- We recommend you leave the room during agenda item



## SANCTIONS

- Civil penalty = Up to \$5,000 per violation
- Forfeiture = twice the amount of financial benefit realized
- Letters of reprimand, explanation or education

## RESOURCES & INFORMATION

Oregon Government Ethics Commission  
3218 Pringle Rd SE, Suite 220  
Salem, OR 97302

(503) 378-5105  
(503) 373-1456 – Fax

ogec.mail@state.or.us – E-mail  
ogec.state.or.us – Web

## QUESTION ON ETHICS LAW?



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**A City in Motion**

## CITY'S FRAUD POLICY



- **Purpose:** Codify and communicate the City's commitment to the highest standards of moral and ethical behavior for its employees, elected and appointed officials, and volunteers.
- **What's Contained:** Details responsibilities and procedures for reporting, investigating, and resolving suspected acts of fraud, theft, waste, abuse and ethical misconduct.
  - **Examples:**
    - Unauthorized use or willful destruction of City Equipment / Supplies
    - Accepting or seeking anything of material value from contractors or vendors
    - Many More.....

## FRAUD POLICY - IMPLICATIONS

- If you see a violation, you are **required** to report it
  - City will then investigate the activity in accordance with policy.
  - Suspected or detected violations must be reported to City Manager, Human Resources, or Mayor.  
(Can report to Staff Ex-Officio as well)



## QUESTIONS ON FRAUD POLICY?



*City of Florence*  
**A City in Motion**

## NON-DISCRIMINATION / NON-HARASSMENT

- **Purpose:** Affirm the City's commitment to equal employment opportunity and to providing a discrimination, harassment, and bully free work environment for all employees, elected and appointed officials and volunteers.
- The City is *legally* responsible for the acts of:
  - Its supervisors, managers, elected officials, and volunteers
  - Residents / taxpayers, vendors, and other outsiders who interact with the Organization's employees and volunteers as part of the employees' / volunteers jobs

## BULLYING & MICROAGGRESSIONS

- **Subtle:** The comments are usually subtle – which is what makes this hard for some people to realize what they said.
- **Acts:** They are things people say and do - again often not intended
- **Exclusion:** They create exclusion of people
- **Examples:**
  - 'Everyone knows Asians are Smart!'
  - The 'Girls in the Office'
  - Using 'gay' to describe something you don't like.

Employers may not refuse to hire, discharge, or otherwise discriminate against any individual with respect to compensation, or terms, conditions, or privileges of employment because of that individual's ...



## COMMON CLAIMS AGAINST PUBLIC OFFICIALS

1. Employment decisions: termination, layoff
2. Defamation
3. Causing a "hostile work environment" for staff
  - Usually outside the scope of your authority
4. Failure to provide due process when terminating



## QUESTIONS ON NON-DISCRIMINATION / NON-HARASSMENT?



*City of Florence*  
**A City in Motion**

## CODE OF CONDUCT

- Purpose: The purpose of the policy is to protect the health, safety, and welfare of citizens, staff, and officials present inside City buildings.
- What is contained in the policy: All members of the public have the responsibility to use City facilities in a manner that doesn't...
  - Interfere with the rights of others to access or use City facilities;
  - Limit or impair the ability of City staff to conduct City business; or
  - Threaten the safety and security of any public city facilities

## EXAMPLES OF CODE OF CONDUCT VIOLATIONS

- Creating an unsafe or insecure environment;
- Engaging in conduct that makes a reasonable person feel uncomfortable;
- Threatening conduct that may damage City property;
- Obstructing access to government services;
- Entering or attempting to enter non-public areas without prior authorization from a City staff member;
- Disorderly conduct or behavior

## ENFORCEMENT

- Given a warning by City staff and afforded reasonable opportunity to cease or correct their behavior,
- If not corrected, City staff may tell the individual to leave the facility immediately.
  - Given a copy of the code of conduct violation form,
- Failure to leave will result in contact to the Police Department



## QUESTIONS ABOUT CODE OF CONDUCT?



*City of Florence*  
**A City in Motion**

## LOTS MORE INFORMATION ON ALL THESE TOPICS:

- FCC Title 10: Zoning Regulations & Title 11: Subdivision Regulations - <https://www.ci.florence.or.us/council/city-code>
- Florence Comprehensive Plan - <https://www.ci.florence.or.us/planning/florence-realization-2020-comprehensive-plan-2018>
- Public Meetings / Records Law –
  - League of Oregon Cities: Public vs. Private Meetings Training – <http://www.orcities.org/Training/LOCTV/tabid/6768/language/en-US/Default.aspx>
  - Oregon Public Records and Meetings Manual - [http://www.doj.state.or.us/pdf/public\\_records\\_and\\_meetings\\_manual.pdf](http://www.doj.state.or.us/pdf/public_records_and_meetings_manual.pdf)

## LOTS MORE INFORMATION ON ALL THESE TOPICS:

- Oregon Government Ethics Law –
  - League of Oregon Cities: Avoiding Problems – Conflicts of Interest – <http://www.orcities.org/Training/LOCTV/tabid/6768/language/en-US/Default.aspx>
  - League of Oregon Cities: Gifts – <http://www.orcities.org/Training/LOCTV/tabid/6768/language/en-US/Default.aspx>
  - Oregon Government Ethics Commission "Guide for Public Officials" - <https://www.oregon.gov/OGEC/pages/training.aspx>



## The Road to 2020 Hard-To-Count Populations Florence, Oregon

May 20, 2019

Jim Graham  
Partnership Specialist

United States  
Census Bureau  
U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. Census Bureau  
census.gov

United States  
Census 2020

## 2020 Census: Shape America For The Next Ten Years

- State representation in the U.S. Congress is apportioned based on the census.
- Voting districts at all levels of government are based on the census.
- Federal funding - **\$675 Billion every year**, is allocated based on the census:
  - **Transportation** – Roads, Bridges, Waterways, and Rail
  - **Housing** – Affordable Housing; Housing Assistance
  - **Education** – Build Schools; Federal Student Loans
  - **Healthcare** – Build Hospitals, Clinics, and Facilities; Programs
  - Many other vital services delivered to the American people.

**Census outcomes affect every person in the United States.**

**The Census count must be accurate.**

United States  
Census Bureau  
U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. Census Bureau  
census.gov

United States  
Census 2020

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## Challenges to an Accurate Census

- Identify, Reach, and Interview Responders:
  - Mobile Population
  - Increasing Diversity
  - Complex Living Arrangements
  - Rapidly changing use of Technology
    - Internet
    - Social Media
    - Disuse of USPS Mail
    - Mobile Phones – Fewer land lines

These factors  
describe  
**Hard to Count  
Populations**

United States  
Census Bureau  
U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. Census Bureau  
census.gov

United States  
Census 2020

3

## ‘Hard to Count’ Populations

Target demographics or Communities for extra focus

- Children under five / Young Families
- Non-English speakers
- Senior Citizens
- Immigrants
- Homeless / Transient / Migrant Workers
- People with Disabilities
- Veterans

United States  
Census Bureau  
U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. Census Bureau  
census.gov

United States  
Census 2020

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## Challenges to an Accurate Census

- Persuade – convince people to respond to the Census
  - Polarized Society
  - Distrust of Government
  - Information, Misinformation, and Disinformation explosion
  - Citizenship Question
  - Fear of Retribution
  - Presidential Primaries

## Declining Response Rates

United States  
Census Bureau  
U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. Census Bureau  
census.gov

United States  
Census 2020

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## Challenges Are Not New To The Census

To convince the American people to participate  
has always been a challenge.

To motivate response -

Three simple and unchanged truths:

The Census is **Important**

The Census is **Easy**

The Census is **Safe**

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census.gov

United States  
Census 2020

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## What Do We Ask?

1. Address
2. Phone Number
3. Count of Each Person At That Address
4. Name
5. Gender
6. Age and Date of Birth
7. Race
8. Hispanic, Latino or Spanish Origin
9. Whether Someone Lives Somewhere Else
10. Relationship
11. Citizenship \*



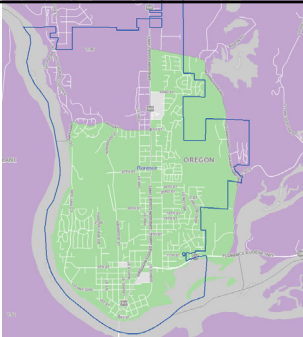
## Private and Confidential

- Data reported in aggregate only
- Prohibited by law from releasing personal information to any person or organization (Title 13 and Title 26) \*
  - Lifetime oath by all Census Bureau employees
  - Penalties for wrongful disclosure: up to 5 years imprisonment and/or a fine of \$250,000



## Contact Strategy Map

Green: Internet Choice (Eng.)  
Purple: Internet First (Eng.)  
Lt. Grey: Hand Delivered



<b>MARCH 12-20</b> Mailing 1 sent to homes.		<b>EARLY APRIL-EARLY JULY</b> Nonresponse follow-up.	
<b>MARCH 14-24</b> Mailing 2 sent to those who do not respond		<b>APRIL 6-14</b> Mailing 4, letter and paper questionnaire sent to those who have not yet responded.	
<b>MARCH 24-APRIL 3</b> Mailing 3 (revised postcard) sent to those who do not respond		<b>APRIL 18-27</b> Mailing 5, "It's not too late!" postcard.	
<b>MARCH</b> Counting begins in locations such as recreational vehicle parks, campgrounds, marinas and hotels		<b>EARLY MAY</b> U.S. Census Bureau will send its representatives, called enumerators, to households that have not yet responded.	
<b>MARCH</b> Counting begins for those living in group quarters such as dormitories, nursing homes and homeless shelters.		<b>END OF JULY</b> Census count ends.	
<b>APRIL 1</b> Census Day!		<b>DECEMBER 31</b> Census Bureau sends state population totals and congressional apportionment to the president.	

Panel	Number of Cohorts	Mailing 1	Mailing 2	Mailing 3*	Mailing 4*	Mailing 5*
Internet First	4	Letter	Letter	Postcard	Letter + Questionnaire	"It's not too late!" Postcard
Internet Choice	N/A	Letter + Questionnaire	Letter	Postcard	Letter + Questionnaire	"It's not too late!" Postcard

\* Targeted only to nonresponding households.