

COMMUNITY ENGAGEMENT PLAN

MEDFORD 2040 COMMUNITY VISION



Prepared for
CITY OF MEDFORD
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1.1 Plan Purpose

The Medford 2040 Community Vision process is founded on community input to inform the development of a Vision Statement and an Action Plan. While a City Council appointed citizen Task Force is charged with recommending these products to set a course for future community planning, public input is integral and necessary to ensure the final products reflect the collective perspectives of the people who work, live, and recreate in the Medford area.

This community engagement plan describes how City of Medford staff and their consultant team will collaborate with key stakeholders to involve community members in the Medford 2040 Community Vision process. The plan identifies opportunities for stakeholder input on elements of the Vision process and tools the project team will use to share information and collect feedback. The plan also includes a general schedule of project activities.

The community engagement plan is intended to be a living document and will be updated as additional information is collected during community engagement activities. The approach will adapt to current social distancing requirements related to the COVID-19 pandemic as needed.

1.2 Background

As the largest and most populated city in Jackson County, Medford provides jobs, services, and recreational opportunities to its 83,200 residents and thousands of neighboring community members who live in the surrounding area. As the region continues to grow, it is important to engage in long-term planning efforts to ensure community members continue to enjoy everything they love about Medford while addressing existing and upcoming challenges.

The Medford 2040 Community Vision project is a community-driven process facilitated by the City of Medford resulting from community discussions and input about a preferred future for Medford. The process will result in a clear understanding of how community members want the city to change over the next 20 years and a detailed plan on how to achieve it.

1.2.1 Medford Community

As noted above, a core element of this visioning process is to engage all people who live, work, recreate or seek other services within Medford to provide the foundation for this 20-year vision. The community engagement process will seek out and welcome participation from all stakeholders who identify as part of the Medford community.

1.2.2 Task Force

To gain a diverse perspective in the development of the Vision Statement and Action Plan, the Medford City Council appointed a Task Force of community stakeholders to serve as the primary advisory group to prepare a recommended Vision Statement and Action Plan for adoption. To this end, Task Force members represent a variety of interests including:

Task force interest representation

- At-large community members
- Transportation
- Latinx community
- Education
- Hospital/medical community
- Housing advocacy
- Interfaith community
- Real estate
- Business community
- Development community
- Workforce
- City of Medford
- Neighborhoods

1.2.3 Project Team

The Medford 2040 Community Vision process is supported by City of Medford staff and consultants. In addition, the Vision Task Force leadership (Chair and Vice-Chair) serve as liaisons to the group. Together, this group advises on the strategic and operational elements of this public involvement plan. We are referring to this group as the Project Team.

1.3 Goals

1.3.1 Project Goals

The goals of the Medford 2040 Community Vision process are to:

- Develop a 20-year community-based preferred vision for Medford
- Prepare a Vision Statement that describes Medford in the year 2040 as envisioned by the community
- Prepare a Vision Action Plan that identifies the strategies and actions to achieve the preferred scenario outlined in the Vision Statement
- Conduct a proactive, inclusive, and comprehensive public engagement process that will inform and serve as the foundation for the Vision Statement and Action Plan.

1.3.2 Engagement Goals

Level of involvement: Inform and consult¹

The Project Team, with the support of the Vision Task Force, will keep the Medford community informed of project activities, seek out public input on their vision and ideas for Medford's future, and integrate community input into the product development. Specifically:

- Inform the Medford 2040 Vision development process by providing meaningful and substantive public input to the Vision Task Force to assist in their work
- Inform community members of the Vision process, how it affects them and how they can get involved
- Keep community members informed of Task Force activities and progress
- Collect input from community members to understand what they like about Medford and what they want to change
- Collect feedback on the draft Vision Statement and Action Plan
- Be transparent with community members on how their comments and how comments did or did not affect the final Vision Statement.

1.3.3 Equity Goals

- Age, race, ethnicity and household income levels and language of people who participate in the Vision process reflect the Medford community
- Strengthen and expand relationships, through the Community Vision process with community groups that serve people of color and low-income households
- Include the interests of stakeholders who may not reside in Medford, but have an on-going relationship with the community through services or other activities

1.4 Project Products

As noted above, the Vision process will result in the following products. Community engagement activities will focus on development and review of these products.

- **Vision Statement:** A broad description of what Medford will look and feel like by the year 2040.
- **Action Plan:** A detailed list of actions the City of Medford will take to achieve the Vision Statement.

¹ International Association of Public Participation Spectrum of Public Participation:
https://cdn.ymaws.com/www.iap2.org/resource/resmgr/pillars/Spectrum_8.5x11_Print.pdf

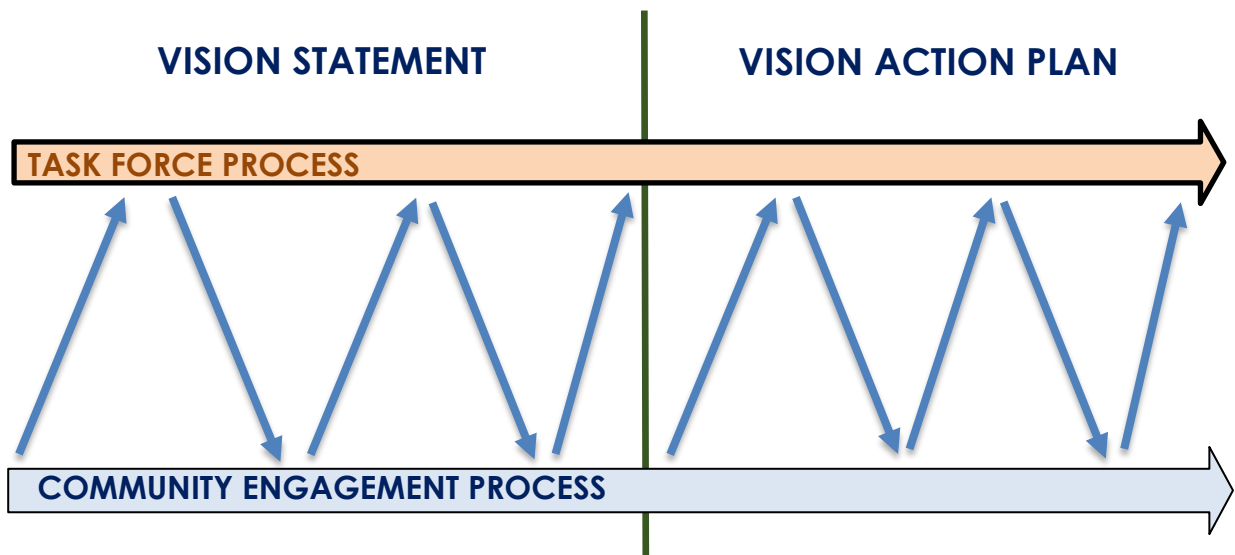
1.5 Roles and Responsibilities

The Project Team, with the support of the Vision Task Force, will work with stakeholders in a variety of roles to complete the Community Vision process.

Role	Responsibility
Community Members	<ul style="list-style-type: none"> • Provide input to develop draft Vision Statement • Provide ideas and feedback for the draft Vision Statement and Action Plan
Task Force	<ul style="list-style-type: none"> • Represent community interests at Task Force meetings • Support community engagement activities • Review technical information and consider community comments • With the support of the Project Team, draft Vision Statement and Action Plan • Recommend a Medford 2040 Vision Statement and Action Plan to City Council for adoption
Project Team	<ul style="list-style-type: none"> • Prepare and present information to community members and Task Force • Solicit, collect, and compile community comments • Support the Task Force to prepare Vision Statement and Action Plan • Brief City Council on the Medford 2040 Community Vision process
City Council	<ul style="list-style-type: none"> • Champion and support the Medford 2040 Vision development process • Consider adoption of the Task Force’s recommended Vision Statement and Action Plan

1.6 Process

The schedule and activities outlined below allows for community engagement throughout the Medford 2040 Vision and Action Plan development process. It is designed to solicit, gather, inform, and utilize public input at key stages of the Vision Task Force’s work. Essentially, it is intended to create a “conversation” between the collective community and the Task Force. The diagram below illustrates the key stages.



Phases	Process steps
Vision Statement	<ol style="list-style-type: none"> 1. Task Force provides guidance on community engagement process 2. Community provides input to inform creation of Vision Statement 3. Task Force drafts Vision Statement 4. Community reviews and provides feedback on Vision Statement 5. Task Force finalizes recommended Vision Statement and forwards to City Council for consideration and adoption 6. City Council considers and adopts Vision Statement
Action Plan	<ol style="list-style-type: none"> 1. Task Force drafts Action Plan based on Vision Statement 2. Community reviews and provides feedback on Action Plan 3. Task Force finalizes recommended Action Plan
Adoption	<ol style="list-style-type: none"> 1. Task Force recommends combined Vision Statement and Action Plan to City Council for consideration and adoption 2. City Council considers and adopts Vision Statement and Action Plan

2 AUDIENCES AND ENGAGEMENT TOOLS

2.1 Community Profile Overview

The following information was drawn from the Community Profile prepared by Leland Consulting Group in December 2020 and used to inform identified audiences and engagement tools for the Vision Process.

2.1.1 Population Growth

Medford continues to be the most populated city in Jackson County and hosts most of the county's population growth.

- The City of Medford has an estimated 83,200 residents, accounting for about 37 percent of the Jackson County's population.
- Between 2000 and 2020, the City of Medford grew by 23 percent, adding nearly 15,500 new residents, or approximately 770 new residents annually.
- Population growth in Medford accounts for approximately one third of Jackson County's population growth.

2.1.2 Population by Age

Medford population by age	Audience considerations
<ul style="list-style-type: none">• Youth (under age 18): 22%• College (ages 19 – 24): 9%• Younger adults (ages 25 to 44): 26%• Middle-aged adults (ages 45 to 64): 23%• Older adults (ages 65 and older): 21%	<ul style="list-style-type: none">• Youth are often underrepresented in civic processes and are directly affected by long term vision processes. Work with schools and other youth institutions to find age-appropriate ways to involve younger stakeholders.• Older adults may be less mobile or uncomfortable with newer engagement tools. Identify senior community spaces and use traditional engagement tools to collect comments from elders.

2.1.3 Population by Race and Ethnicity

Medford population by race	Audience considerations
<ul style="list-style-type: none"> • Asian: 2% • Black: 1% • American Indian: 1% • Pacific Islander: 1% • White: 83% • More than one race: 5% • Some other race: 8% 	<ul style="list-style-type: none"> • Many communities of color in Oregon have not been included in civic processes historically. Build relationships with community groups who hold the trust of these communities to gain their engagement. • Translate all community materials to Spanish. • Provide interpreters at live events.
<p>Medford population with Latinx/Hispanic ethnicity</p>	
<ul style="list-style-type: none"> • Latinx/Hispanic: 17% 	

2.1.4 Population by Household Income

Medford population by household income	Audience considerations
<ul style="list-style-type: none"> • Less than \$25,000: 21% • \$25,000 - \$50,000: 25% • \$50,000 – \$75,000: 18% • \$75,000 – \$100,000: 15% • \$100,000 or more: 21% 	<ul style="list-style-type: none"> • Low-income communities have less time and resources to spend on civic processes compared to more affluent households. Find ways to engage this audience at service locations they frequent or partner with community resource providers.

2.2 Audiences and interests

Engagement efforts will focus on the audiences in the following table, using messages that are most relevant to the interests of each audience based on available information and resources. Community Vision Interests will be developed during initial phases of the Vision Process and applied to audiences. A list of community and resource groups that serve these audiences is appended to this document to reference for outreach collaboration.

The table does not list audiences who frequently engage with the City of Medford through communication tools the City uses on a regular bases, including white community members and middle income and high income households. We encourage and welcome involvement from these audiences in the Community Vision, and they will be engaged through these traditional tools.

Audience
Asian community members
Black community members
Cooperating agencies
Educational institutions
Houseless communities
Large employers
Latino/a/x community members
LGBTQ community members
Low-income households (earning less than \$50,000 per year)
Native American community members
Pacific islander community members
People who commute to Medford
Seniors (ages 65 and older)
Small business community
Spanish speaking communities
People who work remotely from home
Youth (ages 18 and younger)

2.3 Engagement Tools

The following section describes tools the project team will use to engage community members in the Vision process. Tools will be selected or adapted to meet the needs of project audiences in compliance with COVID-19 safety guidelines.

2.3.1 Share Information

Tool	Description
Email updates	Project Team will share information through City of Medford e-newsletters, including the City’s monthly e-newsletter
Social media	Project Team will share information on City of Medford social media accounts, including Facebook, Instagram, and Twitter
Project website	A project website will host project information, collect online surveys, and document Task Force meeting materials
Utility bill inserts	Project Team will share information in bill inserts sent to Medford utility customers.
Parks & Recreation Guide (Quarterly)	Project Team will share information in the quarterly Parks and Recreation sent to Medford residents.
Partner channels	Project Team will ask community and project partners to help distribute project information and announcements.
Media releases	Project Team will announce major project activities through local media outlets

2.3.2 Collect and Compile Input

Tool	Description
Stakeholder interviews	Interviews with community leaders and
Community surveys	The project team will make use of surveys to collect detailed input on key components of the master plan. Incentives may be used to enhance survey participation.
Community group briefings	Project staff will keep stakeholders apprised of project developments and solicit input before decisions are made.
Voicemail	Project staff will monitor a dedicated voicemail system for the Vision Process to collect verbal comments and respond to information requests.

2.3.3 Bring people together

Tool	Description
Task Force meetings	Project staff will present project information for Task Force members to discuss, react to and make recommendations. Public comment will be collected at each Task Force meeting.
Community events	The project team will identify suitable community events such as the Rogue Valley Growers and Crafters Market where staff can share information about the project and collect comments.
Speakers Bureau	The Task Force members will participate in presentations and information-gathering sessions with identified community organizations (e.g., Chamber, Rotary, HOA's, PTA, etc.) during regular meetings.
Community Workshop	The project team will host a public workshop to collect detailed input on the draft Action Plan.

3 WORK PLAN

3.1 Work Plan

The work plan will be updated as specific activities and engagement opportunities are identified and scheduled.

Date	Activity
Week of Nov. 9	Conduct Community Leader Interviews
Week of Dec 14	Launch Community Satisfaction Survey to City Staff
Dec 17	Council Appoints Vision Task Force
Week of Dec 28	Roll-out Community Satisfaction Survey to Community Organizations
Week of Jan 4	Launch Community Satisfaction Survey to Public
Week of Jan 11	Complete Draft Community Engagement Plan
Jan 18	Community Satisfaction Survey Closed

Date	Activity
Jan 19	Task Force Meeting #1 (Orientation, Community Profile Presentation, Community Engagement Plan, Logo Ideas)
Week of Jan 25	Draft Community Satisfaction Survey Results
Feb 2	Task Force Meeting #2 (Community Leader Interviews and Community Satisfaction Survey Results, Focus Areas Established, Speakers Training, Logo Selection)
	Launch Speakers Bureau Scheduling
Week of Feb 8	Project Kick-off Campaign Launched Project Website Goes Live Launch Community Survey #1 – Community Values and Vision
Week of Mar 1	Summary of Community/Staff Input – Community Values and Vision
Week of Mar 15	Task Force Meeting #3 (Comm. Input Results, Vision Statement Discussion)
Week of Mar 29	Task Force Meeting #4 (Vision Statement Draft Completion)
Week April 12	Launch Community Survey #2 – Draft Vision Statement Review
Week of May 3	Task Force Meeting #5 (Final Revisions to Vision Statement)
Week of May 24	Task Force Meeting #6 (if needed to complete Vision Statement) Finalize Vision Statement
June 3	City Council Adoption of Vision Statement
Week of June 21	Task Force Meeting #7 (Strategies Development)
Week of July 12	Task Force Meeting #8 (Complete Strategies Development/Begin Actions Development)
Week of Aug 2	Task Force Meeting #9 (Complete Draft Actions)
Week of Sept 13	Launch Community Survey #3 – Action Plan Review Community Workshop – Action Plan Review Begin Action Validation with Potential Lead Partners

Date	Activity
Week of Oct 4	Task Force Meeting #10 (Review of Community/Partner/Staff input on actions, Begin Action Plan Finalization)
Week of Oct 25	Task Force Meeting #11 (Review of Community/Partner/Staff input on actions, Action Plan Finalization, Begin Discussion on Implementation Framework)
Week of Nov 15	Task Force Meeting #12 (Review of Community/Partner/Staff input on actions, Action Plan Finalization, Begin Discussion on Implementation Framework)
And Nov 29	Final Report Development
Dec 2	City Council Study Session (Final Draft Review)
Weeks of Dec 6	Prepare Final Version of Vision and Action Plan
Dec 16	City Council Meeting (Vision and Action Plan Adoption) Announce final outcomes

APPENDIX

COMMUNITY ORGANIZATIONS

Community Partners

Organization
ACCESS
Asian Pacific American Network of Oregon
Black Alliance and Social Empowerment
Black Southern Oregon Alliance
Builders Association Southern Oregon
Caminos
Downtown Medford Association
Elks Club
Jackson County Farm Bureau
Jackson County Housing Authority
Kids Unlimited
Latinx/a/o Interagency Committee
Lions Club
Maslow Project
Medford Arts Council
Medford School District
Medford/Jackson County Chamber
Mercy's Gate
Neighboring city governments
Pacific Retirement Services
Rogue Community College
Rogue Valley Association of Realtors
Rogue Valley Habitat for Humanity
Rogue Valley Transportation District
Rotary Club
Southern Oregon Sports Commission
St. Vincent de Paul
Travel Medford
Unite Oregon
United Way of Jackson County
Veterans Services

Social Media

Facebook groups
East Medford Residents
Jackson County Scanner
Summerfield Neighborhood
West Medford Residents