

Yachats Housing Needs Analysis and Housing Implementation Plan (HNA-HIP)*

Public Engagement Plan

Purpose: *This document will set the foundation for public and stakeholder involvement during the HNA-HIP project.*

This community engagement process will inform and consult the general public and targeted stakeholder groups that may have input concerning, and be affected by, future changes to Yachats's policies, zoning, and development code to promote the production of needed housing identified by the Housing Needs Analysis.

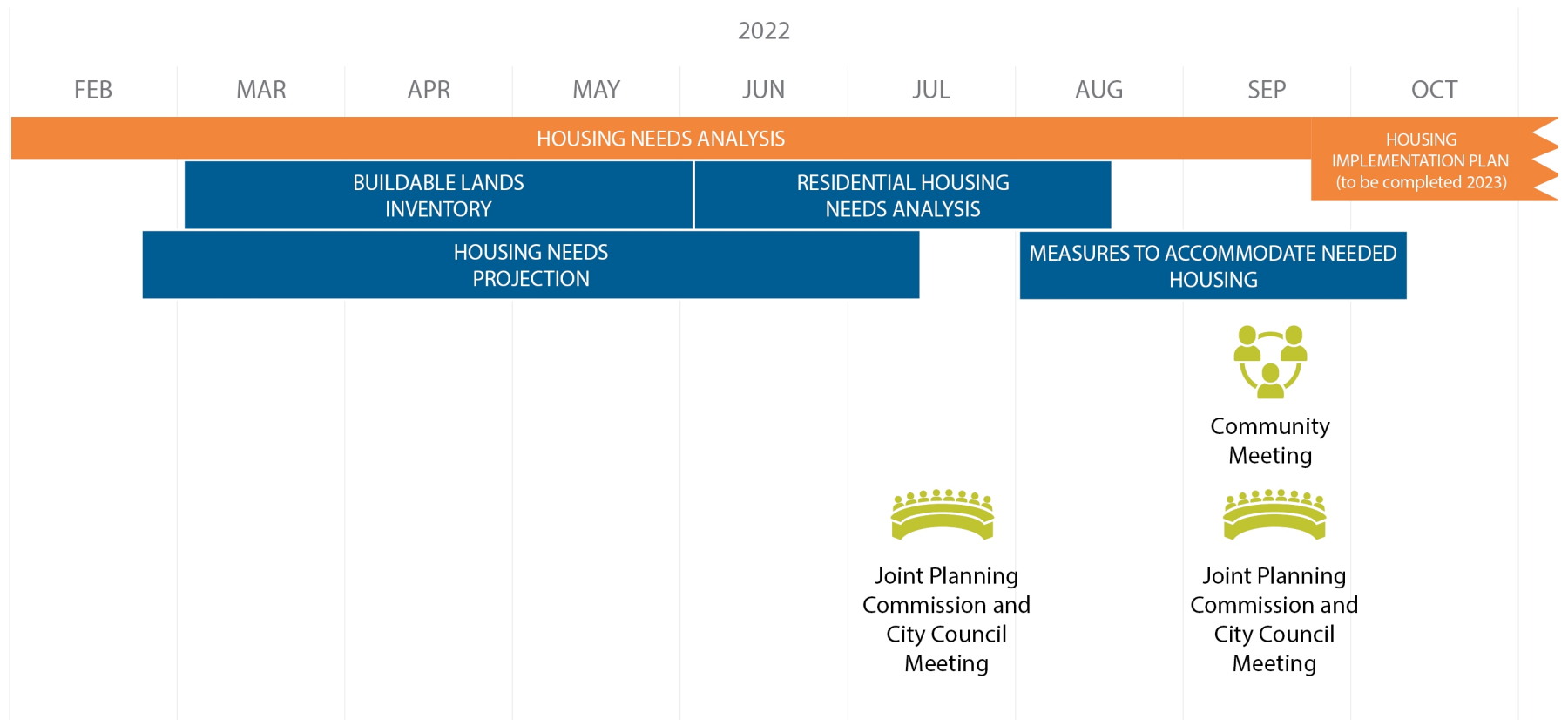
I. Desired Outcomes for Public Engagement

- **Build awareness and education** about housing needs, barriers to housing development, and potential measures to accommodate needed housing.
- **Gather feedback/local knowledge** on housing needs, housing issues, strategies, partnerships that meaningfully influences the project recommendations.
- **Prioritize outreach to underrepresented communities** within the city.
- **Present visually compelling outreach materials** that are easy to understand for a diverse public audience.
- **Design activities and involvement tools that are adaptable** for both the virtual and in-person environment.

**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.*

II. Project Timeline

This project timeline graphic can be used for project communications.

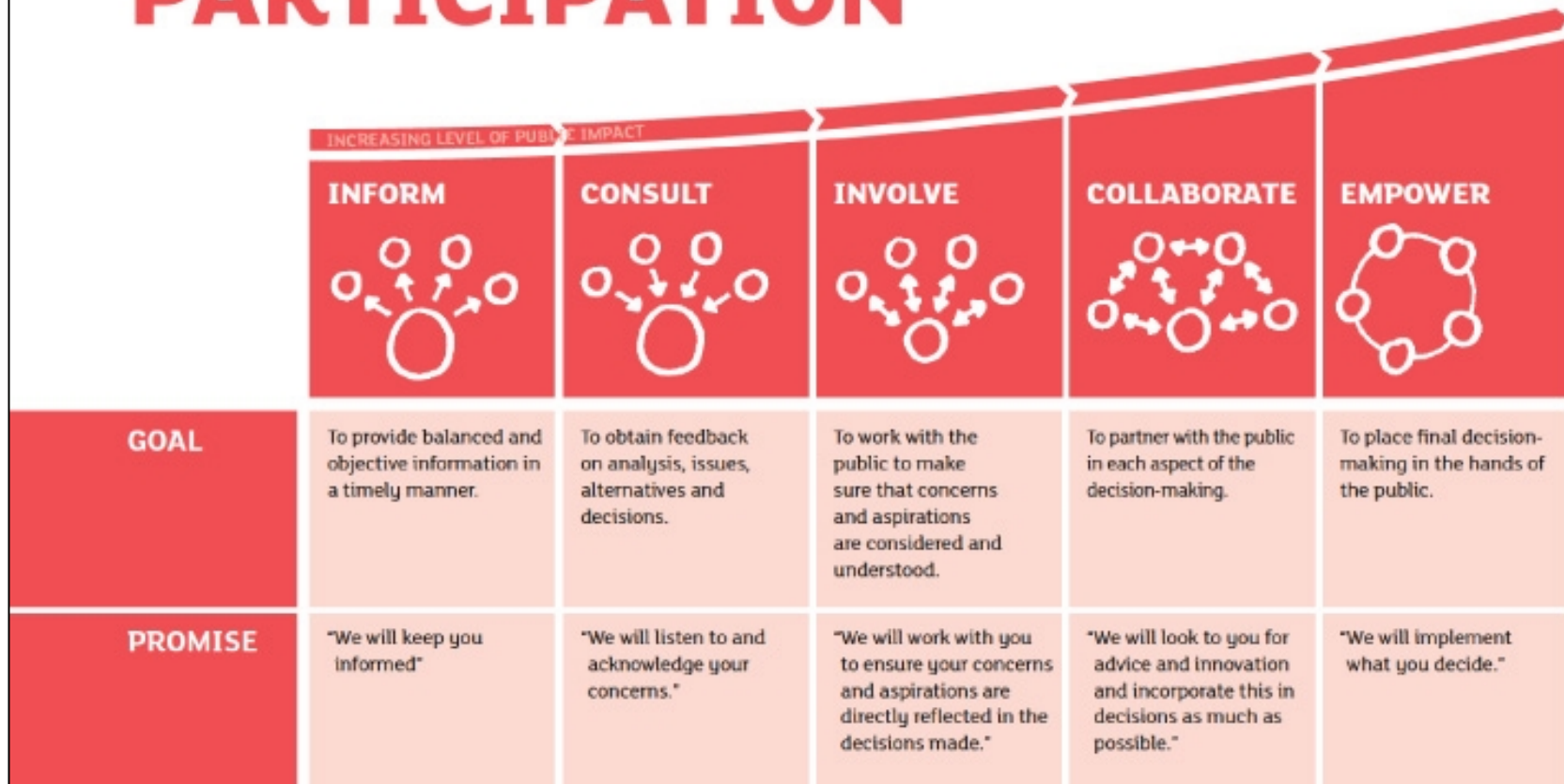


III. Stakeholder Involvement

The list below is not a comprehensive list of stakeholders but rather a general categorized list of stakeholders who should be involved, including their level of involvement using IAP2's Public Participation Spectrum, about which more information is provided on the next page.

Stakeholder Categories	Level of Involvement	Engagement Activities
Housing Consumers <ul style="list-style-type: none"> • General Public 	<i>Inform / Consult</i>	Community Meeting Joint PC/CC Worksessions (2)
Underrepresented Communities <ul style="list-style-type: none"> • Renters, low-income households, local employees 	<i>Inform / Consult</i>	City-led activities (see toolkit)
Housing Producers - Local and Regional <ul style="list-style-type: none"> • Our Coastal Village / Layne Morrill • Local builders • Real estate professionals (brokers, agents, lenders) • Property managers 	<i>Involve / Collaborate</i>	Community Meeting City-led activities (see toolkit)
Advisory Committee <ul style="list-style-type: none"> • City Council & Planning Commission 	<i>Consult / Involve / Collaborate</i>	Joint PC/CC Worksessions (2)
Community-Based Organizations and Social Service Providers <ul style="list-style-type: none"> • Yachats Youth and Families Program • Social service providers (CSC) • Housing Authority of Lincoln County 	<i>Inform / Consult / Involve</i>	City-led activities (see toolkit)
Local Employers or Business Organizations <ul style="list-style-type: none"> • Chamber of Commerce • Local Employers • EDALC 	<i>Inform / Consult</i>	City-led activities (see toolkit)

IAP2 SPECTRUM OF PUBLIC PARTICIPATION



IV. Involvement Work Plan

The following work plan is subject to change depending on COVID status, budget, community expectations, and any other unforeseen circumstances that may come up as the project progresses. Meeting plans will be developed to organize and provide clarity for involvement activities such as Community Meetings and targeted outreach activities with underserved communities.

Involvement Activity / Timeline	Purpose / Outcomes	Notification Methods	Staff / Consultant Roles
<p>July 2022</p> <p>Joint Planning Commission (PC) / City Council (CC) Worksession</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> - <i>The Consultant will prepare and deliver a slide presentation and facilitate the meeting.</i> 	<ul style="list-style-type: none"> • The Yachats City Council and Planning Commission will function as the advisory committee for the HNA-HIP. The purpose of the first joint meeting of these bodies is to share preliminary findings from the draft Housing Needs Projection and draft Buildable Lands Inventory. The meeting will also serve to gather and respond to input on these findings from the PC and CC. 	<ul style="list-style-type: none"> • Post meeting notice and publicize meeting 	<p>CITY:</p> <ul style="list-style-type: none"> • Schedule the meeting, prepare agenda, and assist with facilitating discussion among the CC and PC. • Provide a summary of the meeting in meeting minutes. <p>CP:</p> <ul style="list-style-type: none"> • Prepare and deliver a slide presentation and facilitate the meeting.

Involvement Activity / Timeline	Purpose / Outcomes	Notification Methods	Staff / Consultant Roles
<p>September 2022</p> <p>Community Meeting (Workshop or Open House)</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> - <i>One (1) two-hour public meeting that may be conducted virtually or in-person depending on state and local COVID-19 guidelines.</i> - <i>The consultant will provide a summary of findings following the workshop or open house.</i> 	<ul style="list-style-type: none"> ● The purpose of the community meeting is to share key information from the project on the draft Housing Needs Analysis (containing both the Residential Land Need Analysis and measures to accommodate needed housing), and to solicit feedback to be included in the production of the final HNA. ● The meeting will present information about, and solicit input from, the public regarding potential changes to the City’s comprehensive plan and land use regulations to address the housing and residential land needs determined in previous tasks, including strategies that can be folded into the Housing Implementation Plan (HIP) that will follow the completion of the HNA. 	<ul style="list-style-type: none"> ● Post on City website, social media, email blasts, newsletter, and utility bills ● Direct outreach to Community Based Organizations and Social Service Providers 	<p>CITY:</p> <ul style="list-style-type: none"> ● Schedule meeting ● Promote and distribute information about the meeting. ● Assist in coordinating meeting logistics. ● Review and provide comments on meeting materials. <p>CP:</p> <ul style="list-style-type: none"> ● Prepare a graphically compelling and easy to understand workshop or open house presentation. ● Facilitate a participation and feedback activity with participants, with assistance from City staff.

Involvement Activity / Timeline	Purpose / Outcomes	Notification Methods	Staff / Consultant Roles
<p>September 2022</p> <p>Joint Planning Commission (PC) / City Council (CC) Worksession #2</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> - <i>One (1) two-hour public meeting that may be conducted virtually or in-person depending on state and local COVID-19 guidelines.</i> - <i>The Consultant will prepare and deliver a slide presentation and facilitate the meeting.</i> 	<ul style="list-style-type: none"> • The purpose of the second joint meeting is to present the draft HNA and solicit feedback on it from the CC and PC. 	<ul style="list-style-type: none"> • Post meeting notice and publicize meeting 	<p>CITY:</p> <ul style="list-style-type: none"> • Schedule the meeting, prepare agenda, and assist with facilitating discussion among the CC and PC. • Provide a summary of the meeting in meeting minutes. <p>CP:</p> <ul style="list-style-type: none"> • Prepare and deliver a slide presentation and facilitate the meeting.

Involvement Activity / Timeline	Purpose / Outcomes	Notification Methods	Staff / Consultant Roles
<p>March - October 2022</p> <p>City-Led Engagement Activities</p>	<ul style="list-style-type: none"> Members of the City team are encouraged to conduct targeted outreach to the community throughout the course of the project. Engagement activities may include interviews with key stakeholders, focus groups, news articles, public information campaigns, and other efforts identified by the City team. 		<p>CITY:</p> <ul style="list-style-type: none"> Schedule and conduct engagement activities <p>CP:</p> <p>Advise on structure and content of engagement efforts</p>
<p>October 2022 - June 2023</p> <p>Housing Implementation Plan</p>	<ul style="list-style-type: none"> 3 PMT meetings 2 PC/CC worksessions Virtual Community Engagement Event 		

Key Messaging

Responses to anticipated questions and concerns from the general public about the Housing Needs Analysis and Housing Implementation Plan. The goal of building responses to key questions is to provide consistent messaging and transparency to the public. The key messages will be updated as additional questions and concerns arise from the public throughout the involvement process, and will be drafted in a way that provides clear information that is both engaging and relatable.

- ***What is a Housing Needs Analysis?***

A Housing Needs Analysis (HNA) is a study of a city's existing and future housing needs. The HNA is used to determine if the city has enough land zoned for housing to meet projected needs over 20 years. It also helps a city determine if more land is needed for specific type(s) of housing, such as apartments or single-family detached houses. Further, the findings of an HNA help the city to identify strategies and solutions to facilitate development of the housing that is needed, such as zoning changes or incentive programs.

- ***What is a Housing Implementation Plan?***

A Housing Implementation Plan (HIP) is a document that identifies a set of actions the city will undertake to facilitate development of needed housing. The HIP builds on the research and information provided in the HNA. The HIP includes more specific information about actions the city will take, how the actions will be prioritized, a timeline of actions, partner agencies or organizations, and funding needed.

- ***What will happen after the HNA and HIP are complete and adopted by the City?***

Once the HNA and HIP have been adopted, the City will begin to implement actions and changes that were identified in the plans. This may include initiating a zoning code update, rezoning certain areas, applying to the state for an expansion of the urban growth boundary, establishing incentive programs, and other actions. Each of these actions will involve additional public outreach and engagement and the actions will be implemented over several months or years.

- ***What is the timeline for this project?***

The project began in February 2022. The HNA will be completed in September of 2022 and the HIP will be completed in Summer of 2023.

- ***How can I get involved?***

- **Contact list:**
- **E-Blast:**
- **Spread the word:**
- **Open houses:**
- **Public meetings:**
- **Online:**

- ***How will the public be engaged in the process?***

Equitable public engagement and involvement are integral to the success of this project. The primary public engagement objectives are to:

- Collaborate with community partners to involve a broad spectrum of the community in the planning process in order to ensure the report reflects the community as a whole and identifies ways to advance equitable access to housing.
- Lay the groundwork for updating tools, actions and policies to ensure the updates will be responsive to the needs of housing consumers and producers in Yachats.
- Understand the community's priorities and concerns with regard to potential changes that may take place in their neighborhoods as a result of measures identified to accommodate needed housing and implementation of the tools, policies, actions and strategies in the HNA and HIP.

These goals will be met through a range of engagement techniques, such as public open houses, small group meetings, and meetings of the Planning Commission and City Council. For more information, please contact [\[add contact information\]](#).

- ***What is HB 2003? Why was it passed?***

In 2019, the Oregon Legislature passed House Bill 2003, requiring medium and large communities in the state to make plans to meet the diverse housing needs of Oregonians. The law requires Oregon's medium and large cities to study the future housing needs of their residents and to develop strategies to make sure the housing needed is produced.

- ***Which jurisdictions are required to conduct a Housing Needs Analysis?***

HB 2003 requires cities in Oregon with a population greater than 10,000 to analyze what housing is needed for current and future residents and update a local Housing Needs Analysis (HNA) every six to eight years. The bill also requires each city to adopt a

housing production strategy within a year of completing the analysis. The strategy must list specific actions the city will take to promote the development of all identified housing needs – such as revising regulations or providing financial incentives.

- ***Why is the City of Yachats creating these plans if they are not required by the state?***

Though the City of Yachats is not required by the state to produce a Housing Needs Analysis or a Housing Production Strategy, the City was awarded a technical assistance grant through the Department of Land Conservation and Development (DLCD) to produce its first Housing Needs Analysis and Housing Implementation Plan. The goals of this project include developing an updated understanding of what housing is needed for current and future residents and recommending a set of actions for the City to take to promote the development of all identified housing needs.