

## ***June 2022 - JGD DRAFT OVERVIEW of Initial thoughts concerning Community Outreach Plan***

### A. Communications with residents:

#### 1. Monthly Newsletter Updates

- First includes:
  - What is a Housing Needs Analysis (HNA)?
  - What is a Housing Implementation Plan (HIP)?
  - What is a Buildable Lands Inventory (BLI)?
  - Why is Yachats undertaking this project?
  - Grants project timeline
  
- Second includes:
  - Summary of draft findings as presented to the project management team
  - Announcement of upcoming joint public meeting of City Council and Planning Commission
  
- Third Includes:
  - Summary of outcome from joint meeting
  
- Subsequent updates:

What is hoped to be accomplished through this process?

Yachats will have needed data that will enable Yachats to grow and absorb the current and future population growth while maintaining its small coastal village sensibility.

- 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 future changes to Yachats's land use policies, zoning, and development codes, applying to the state for an expansion of the urban growth boundary, and other actions. Each action will involve additional public outreach and engagement and any actions taken will be implemented over several months or years.
- Revised/updated Zoning Map
- The long-term goal of this project includes developing an updated understanding of what housing is needed for current and future residents and a recommendation of a set of actions for the City to take to promote the development of all identified housing needs. For Yachats to remain economically vibrant its commercial sector needs its workforce to be able to live in Yachats. Without adequate housing meeting the diverse needs of the community businesses and services will suffer.

- Base GIS map of Yachats which can then be augmented with other important information such as sewer locations, street lighting, wetlands inventory, etc.
    - Creating a master map for the community.
2. How do citizens get involved and informed during this process?
1. Public meetings
    - All meetings will be posted on the city website, post office, and city events calendar
    - Planning Commission meetings where updates will be given
    - Joint meetings between the Planning Commission and City Council where the consultant, Cascadia Partners, will give presentations and be open for public input. (For the Housing Assessment Grant - First meeting scheduled for July 2022 and second meeting tentatively scheduled for September 2022)
    - The Planning Commission will reach out and hold meetings with different groups and organizations to answer questions and ask for public input
  2. Information will be available on the city website and regular updates in the monthly newsletter
  3. A survey of residents and local employees will be circulated to get a fuller understanding of the demographics and housing needs
  4. Social media: Facebook is used regularly by the community. The Yachats Residents Facebook page will be used to advertise upcoming meetings and direct people to the City's website for links to documents. The new City Manager would work with the City Planner to develop the best oversight and management practices for the page.
- B. Local citizens and/or businesses who have already expressed an interest or willingness to help with community outreach.
1. Drew Roslund (Overleaf Lodge) – hotels & vacation rentals
  2. Layne Morrill (Our Coastal Village) - Builders
  3. Bob Barrett (Presbyterian Church Pastor) – Social service organizations
- C. Local businesses and groups to reach out to for initial communications and follow-up meetings
1. Restaurants and their employees:
    - Ona
    - Drift Inn
    - Luna Sea
    - Beach Street Kitchen
    - **The Brewery – Jacqueline has contacted the Brewery regarding possible internal employee only meetings as well as the ability to hold larger local employee meetings at the Brewery.**
    - Sea Note
    - Blue Whale

- Bread & Roses
  - Green Salmon
  - Village Bean
  - Underground Pub and Grub
  - Saint Perpetua
2. Hotels and their staff:
- **Adobe Resort (New owners Fusion LLC) – Jacqueline has reached out to Anthony Muirhead about possibly holding meetings at the Adobe. With recent sale of the property still waiting on a reply.**
  - **Overleaf Lodge and Fireside – Jacqueline has contacted Drew Roslund about the possibility of holding meetings at his locations and further discussions are planned**
  - Ya-Tel Motel
  - Dublin House
  - Yachats Inn
  - Ocean Cove Inn (Vacasa managed)
  - Vacation Rental Management Companies
    - Sweet Homes
    - Ocean Odyssey
    - Yachats Village Rentals
    - Vacasa
3. Local businesses
- Toppers
  - Yachats Video
  - Toad Hall
  - Planet Yachats
  - Mystic Antiques
  - Antique Virgin
  - Just Local
  - C&K market
  - Judith's Kitchen Tools
  - Yachats Cannabis Company
  - Styx, Stones, n' Bones
  - Bookstore
4. Community groups and locations
- **Presbyterian Church – Jacqueline has spoken with Pastor Bob about his possible involvement in this process and will follow-up about the availability of hosting events and/or a table where information can be available.**
  - Yachats Youth and Families Program (YYFAP)
  - Library
  - Events at the commons building

- **Farmers Market – Jacqueline is willing to man an information table at the market as more information is put together for distribution to residents.**
- Yachats Post Office

D. Because housing isn't only affecting current residents but people who work/own businesses within the Yachats area perhaps reaching out to some of these groups might be beneficial for information gathering:

1. Areas outside of the Yachats city limit but considered "Yachatian"
  - **Farms and families along Yachats River Road – Jacqueline will reach out here.**
  - Starr Creek Community
  - Salmon Street Community
2. Expanded groups to reach out to:
  - **Economic Development Alliance of Lincoln County – Jacqueline will reach out to Paul Schuytema, Executive Director • Economic Development Alliance of Lincoln County**
  - Yachats Chamber of Commerce
  - Housing Authority of Lincoln County
  - Local Contractors:
    - **Vision Builders – Jacqueline will reach out to Visions Builders**
    - Carlton Builders

E. Outline of Engagement

1. Divide local entities between Planning Commission members and City Planner
  - Each person engaging in the outreach should:
    - Initial contact informing about the HNA starting, what it is and why it is important and how as the project(s) move forward the City will be reaching out for public input
    - Choose several locations i.e., Post Office, Commons, Farmers Market to set up a point of contact with residents where flyers and information can be available
    - Arrange for informal meetings with owners and employees of local businesses
2. Write op-ed or do interview with Yachats News
3. Set up a landing page on the city website with information
4. Create FAQ flyer for posting at the Post Office, C&K Market, Commons