



ENVISION CARLTON
Vision and Comprehensive Plan Update
Project Advisory Committee (PAC)

Meeting #1

February 16th, 2022, 6:00- 7:30 PM

Hybrid Meeting

Zoom meeting link:

<https://us02web.zoom.us/j/88356762521?pwd=SE5SOUorRXZQTGlvclybHFGS0tDZz09>

Meeting ID: 883 5676 2521 and Passcode: 254688

Phone: 1-253-215-8782

AGENDA

| Time | Subject | Lead |
|------|---|---|
| 6:00 | Welcome and Introductions <ul style="list-style-type: none"> • <i>What do you love about Carlton?</i> | Aimee Amerson, City of Carlton Steve Faust, 3J Consulting All |
| 6:10 | Comprehensive Plan Update <ul style="list-style-type: none"> • <i>What is a Community Vision?</i> • <i>What is a Comprehensive Plan?</i> | Steve |
| 6:20 | Project Overview <ul style="list-style-type: none"> • Process • Schedule • PAC role and responsibilities | Steve |
| 6:40 | Community Engagement Plan | Steve All |
| 7:00 | Community Conversation Kits | Steve |
| 7:20 | Next Steps | Steve |
| 7:30 | Adjourn | Aimee |



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ENVISION CARLTON

Draft Project Advisory Committee Charter

February 16, 2022

Project Purpose

The City of Carlton has launched the “Envision Carlton” Vision and Comprehensive Plan Update process. Envision Carlton is a year-long, city-wide community engagement process to discuss the desired future for Carlton over the next 20 years. The Visioning process will engage community members to develop a shared understanding of Carlton today and anchor a Comprehensive Plan that addresses key issues for the future.

Carlton expects significant growth over the next two decades and is in need of considerable updates to the Comprehensive Plan that was created in 2000. The current Plan is outdated and no longer serves the needs of the community. The Comprehensive Plan will be updated to reflect contemporary policies and views regarding citizen involvement, housing, recreation, economic development, sustainability, resilience to natural hazards, historical preservation, and more. The Vision and Comprehensive Plan will guide growth and development for the next several decades.

Charge and Responsibilities

The Project Advisory Committee (PAC) will guide the development of recommendations to be reviewed and considered by the public, the Carlton Planning Commission and City Council. The PAC will also help inform and provide project information to the greater community. Their specific charge is to:

- Prepare for and participate in four meetings between February 1 and December 31, 2022.
- Review and commenting on work products.
- Guide public outreach and engagement efforts.
- Act as liaisons to specific constituencies or interest groups.
- Host public events.
- Encourage community members to participate in the process.
- Act as champions of the Vision and Comprehensive Plan.

Membership

The Committee will consist of 12 people representing of a broad range of interests in the community. Members include:

- | | |
|------------------|-----------------------|
| • Jim Bandy | • Anthony Stuart |
| • Robin Geck | • Susan Turrell |
| • Leah Johnston | • Shirley Ward-Mullen |
| • Annette Madrid | • Carrie Wiebe |
| • Sabra Mathot | • Megan Wirtjes |
| • John Schmidt | • Ken Wright |

Decision-Making Process

The PAC will endeavor to reach consensus on recommendations. Consensus is defined as a participatory process whereby representatives seek to reach agreement on a mutually acceptable course of action. Decisions are made by agreement rather than by majority vote where representatives agree to support, accept, live with, or agree not to oppose the decision. The key to success is commitment to work for consensus, meaning members will participate fully in the process, seek to understand the interests of all, and work together to find solutions for all.

Expectations for the decision-making process include:

- Facilitator and PAC members will strive for consensus on recommendations.
- If members are silent, it means that they agree or can live with it.
- Members agree not to revisit a decision or agreement that has already been made unless a majority of the PAC agrees.

If consensus for a proposal is not reached, the group will explore whether modifications to that proposal can help achieve consensus. If modifications to the original proposal are viable, the group will entertain another proposal. Regardless of meeting outcomes, all views will be recorded in the meeting summaries and forwarded to decision-makers along with recommendations.

Ground Rules for Meeting Conduct

Expectations for behavior of PAC members during and outside of meetings include:

- Be respectful at all times of other representatives and audience members. Listen to each other to seek to understand the other's perspective, even if you disagree. One person will speak at a time. Side conversations and other meeting disruptions will be avoided.
- Bring your concerns into this process to be addressed.
- Refrain from personal attacks and maintain a respectful tone even if highlighting different perspectives.
- Being mindful of these ground rules in any written communications, including e-mails, blogs and other social media. Remember that social media may be considered public documents. E-mails and social networking messages meant for the entire group will be distributed via the project team.
- Individual PAC representatives agree to not present themselves as speaking for the SAG without specific direction and approval by the PAC.
- Non-members may attend meetings as observers, provide comments during public comment periods, and submit written comments for distribution to the PAC, but may not otherwise participate in the PAC deliberations.

Communication

If contacted by the media, PAC members agree to refer contacts for project information to Aimee Amerson, aamerson@ci.carlton.or.us. When speaking publicly, members agree to clearly represent their own opinion when communicating with the media and to not represent the opinions of the project or PAC.

Outside information to be shared with the entire PAC should be sent to Aimee Amerson for distribution to the committee.



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Carlton Vision and Comprehensive Plan

PUBLIC INVOLVEMENT PLAN



February 8, 2022

Plan Contents

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Project Overview

The City of Carlton has launched the Comprehensive Plan Vision, a year-long, city-wide community engagement process to discuss the desired future for Carlton over the next 20 years. The Visioning process will engage community members to develop a shared understanding of Carlton today and anchor a Comprehensive Plan that addresses key issues for the future.

Carlton expects significant growth over the next two decades and is in need of considerable updates to the Comprehensive Plan that was created in 2000. The current Plan is outdated and no longer serves the needs of the community. The Comprehensive Plan should be updated to reflect contemporary policies and views regarding citizen involvement, housing, recreation, economic development, sustainability, resilience to natural hazards, historical preservation, and more. The Vision and Comprehensive Plan will guide growth and development for the next several decades.

Public Involvement Objectives

Community members, partners and stakeholders will have many opportunities to help shape the Carlton Vision and Comprehensive Plan. The purpose of the Public Involvement Plan is to describe ways in which the City will engage with key stakeholders and the community in the process. The public involvement process aims to meet the following objectives:

- Inform the community with timely, transparent and accurate information.
- Educate community members about planning and decision-making processes.
- Engage the community in a comprehensive dialogue over the update of the plan, ensuring that all opinions, viewpoints, and community members are considered and integrated into the final Comprehensive Plan.
- Be reflective of local desires informed by a well-thought out and updated vision that is tailored for Carlton.
- Offer multiple opportunities for robust public involvement and participation by the public to reflect a community driven planning process that is open, transparent, and inclusive.
- Consistently and creatively seek input and involve all community stakeholders in every step of the planning process.

Key Messages

Key messages will be used across all platforms and refined and augmented throughout the process to meet evolving needs.

- Carlton is preparing a Vision and Comprehensive Plan to guide future growth and development of the city.
- Carlton expects significant growth over the next two decades and the Comprehensive Plan that was created in 2000 needs significant updates.
- The Vision and Comprehensive Plan will
 - Be living document that embodies the community's vision and goals for the future.
 - Provide a vision for the future of the community along with the steps that are needed to make that vision a reality.

- There will be opportunities for community participation throughout the planning process.
- Members of the community can provide comments or ask questions at any time by visiting the project website.

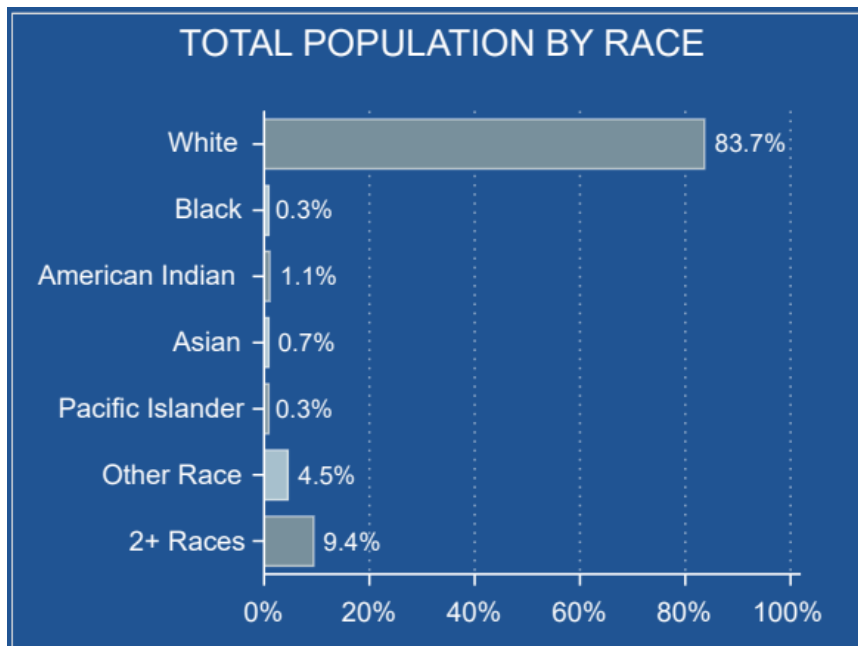
Community Demographics

The following demographic profile will help the City of Carlton help tailor outreach efforts to meet the needs of specific community groups.

Carlton is located in Yamhill County and is approximately 564 acres in size. Around 2,230 people lived in Carlton in 2021. There are 786 households in Carlton and the median age is 38.9 years.

Race and Ethnicity

According to the 2021 Census data, around 83.7 percent of Carlton residents identify as White, while .07 percent identify as Asian, .03 percent identify as Black or African American, 1.1 percent identify as American Indian or Alaskan Native, and 9.4 percent identify as two or more races.

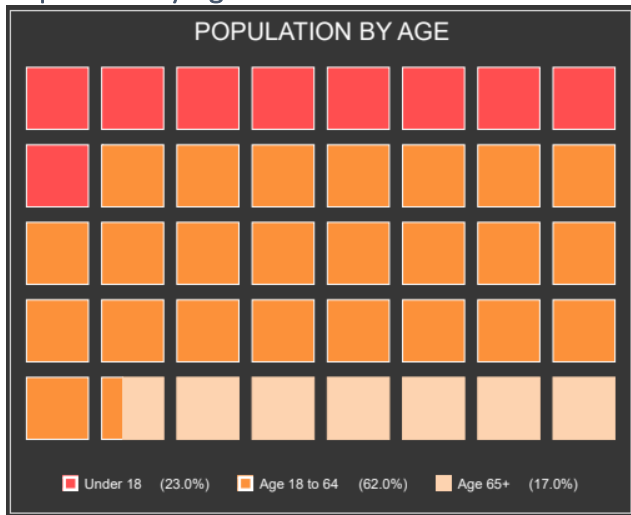


Languages Spoken at Home

Census data indicates that most Carlton residents speak only English at home (85 percent), while 15 percent speak a language other than English. The most spoken language other than English in the city is Spanish (9 percent).¹

| LANGUAGE (ACS) | Age 5-17 | 18-64 | Age 65+ | Total |
|------------------------------------|----------|-------|---------|-------|
| English Only | 337 | 1,206 | 349 | 1,892 |
| Spanish | 73 | 143 | 0 | 216 |
| Spanish & English Well | 51 | 117 | 0 | 168 |
| Spanish & English Not Well | 10 | 14 | 0 | 24 |
| Indo-European | 3 | 12 | 0 | 15 |
| Indo-European & English Well | 0 | 12 | 0 | 12 |
| Indo-Euro & English Not Well | 3 | 0 | 0 | 3 |
| Asian-Pacific Island | 13 | 13 | 0 | 26 |
| Asian-Pacific Isl & English Well | 13 | 13 | 0 | 26 |
| Asn-Pacific Isl & English Not Well | 0 | 0 | 0 | 0 |
| Other Language | 0 | 0 | 0 | 0 |
| Other Language & English Well | 0 | 0 | 0 | 0 |
| Other Lang. & English Not Well | 0 | 0 | 0 | 0 |

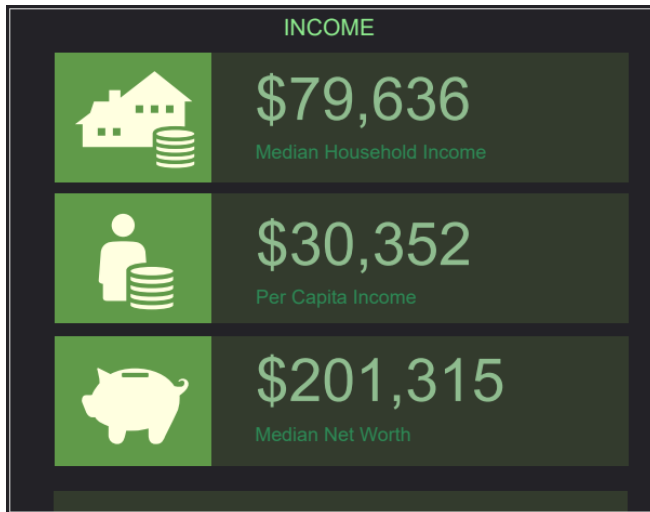
Population by Age



¹ U.S. Census. 2021 American Community Survey

Income

In 2021, the Median Household Income in Carlton was \$79,636, which is higher than the Yamhill County median (\$69,097) and the state median (\$65,539).



At Risk Population

Census data indicates that 10% of Carlton residents live with a disability. This is on par with the Oregon state average of 10% and the county average of 10%.²



Housing

Census data indicates that a majority of Carlton residents (86%) live in a single-family home, defined as a detached single-unit. A smaller number of Carlton residents (14%) occupy multi-family homes as compared to the State of Oregon. Most Carlton residents are homeowners (80%) with renters making up 20% of the Carlton population.

| Housing Type | Carlton | Oregon |
|--------------------|---------|--------|
| Single-family home | 86% | 63% |
| Multi-family home | 14% | 37% |
| Homeowners | 80% | 64% |
| Renters | 20% | 33% |

² U.S. Census. 2019 American Community Survey (5-year Estimate)

Stakeholders and Partners

The following table is a sample of the interests and stakeholders the project team will work to engage through the Vision and Comprehensive Plan process. With guidance provided by the Project Advisory Committee (PAC) formed during the planning process, the project team will continue to identify specific organizations and groups within these interest areas.

| Interests | Potential Organizations/Groups to Engage |
|---|--|
| Schools | Yamhill Carlton Elementary School Yamhill-Carlton High School Yamhill Carlton School District |
| Parks and nature | Hawn Creek Park Ladd Park/Carlton Swimming Pool Carlton Lower Park Yamhill County Parks |
| Industry and business | Carlton Business Association Area businesses and business organizations GROW Yamhill County |
| Public safety | Carlton Fire District Carlton Police Department |
| Utilities | Carlton Public Works Greater Yamhill Watershed Council |
| Property owners/developers | Carlton property owners Housing Authority of Yamhill County |
| Health | Willamette Valley Medical Center Providence Newberg Medical Center |
| Transportation | Yamhill County Transit Oregon Department of Transportation |
| Service nonprofits | Lions Clubs - 12784 Carlton Yamhill Habitat For Humanity, McMinnville Yamhill Community Action Partnership |
| Non-native English speakers | Spanish Speakers |
| Arts and culture | Carlton ART Works |
| Local, Regional and State Agencies | Yamhill County Mid-Willamette Valley Council of Governments Oregon Department of Land Conservation and Development Oregon Department of State Lands |
| Elected and Appointed Officials | Yamhill County Boards and Commissions Carlton Planning Commission Carlton City Council |

Engagement Activities and Tools

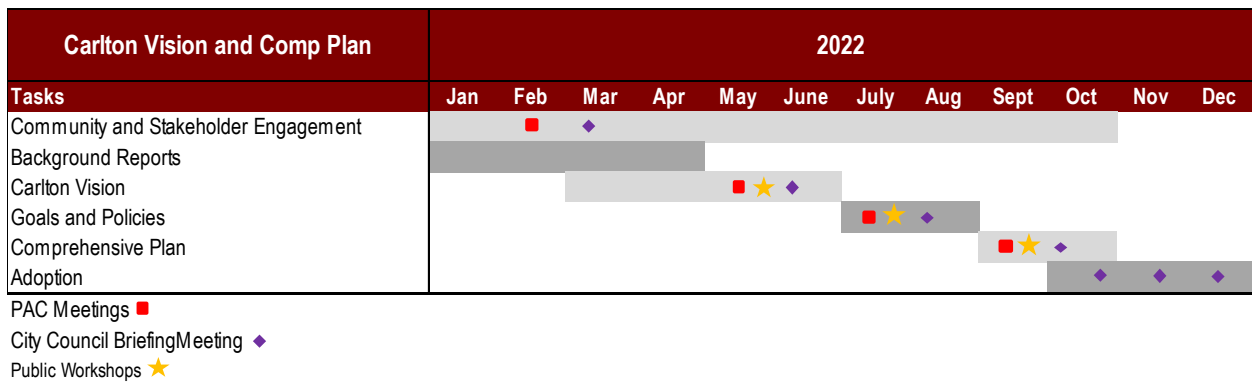
The following table summarizes key engagement opportunities and tools to inform, consult and involve community members in the comprehensive planning process. In this time of uncertainty for in-person gatherings due to COVID-19, it is critical that we explore all avenues available and be creative in our approaches to community engagement. While some meetings can be held online, these forums are inaccessible to many residents, including historically marginalized populations. Before initiating each activity, the project team will assess current conditions and refine the strategy or approach behind each activity or tool to meet project needs and engage a full range of community members.

| Engagement Tool/Activity | Description |
|---|---|
| Project Advisory Committee (PAC) | <p>The PAC is a committee composed of Carlton community members and agency representatives with diverse perspectives. They will review and comment on work products, guide public outreach and engagement efforts, act as liaisons to specific constituencies or interest groups, host public forums, and encourage community members to participate in the process.</p> <p><u>PAC Meeting #1:</u> The first PAC meeting will include a project overview, presentation of existing conditions, and discussions about opportunities and constraints. The meeting will also review the PIP and intended outcomes and format of the Carlton Summits.</p> <p><u>PAC Meeting #2:</u> Review the draft Vision. The PAC will focus on refining the goals and objectives to better achieve the Carlton vision.</p> <p><u>PAC Meeting #3:</u> The CAC will review and comment on the elements of the Comprehensive Plan, guide engagement efforts and help the 3J team host public outreach events and activities.</p> <p><u>PAC Meeting #4:</u> Review the draft Comprehensive Plan. The PAC will focus on finalizing the Comprehensive Plan prior to adoption.</p> |
| Community Conversations | <p>A series of Community Conversations will prioritize “going to where people are” – both in meetings and online to identify areas of agreement, unearth key issues for further discussion, and begin to build a shared community vision. Interviews and focus groups will be held with a broad spectrum of groups including property owners, businesses, and educational, environmental, civic, and faith-based organizations.</p> |
| Planning Commission and City Council | <p>City staff and the consultant team will conduct regular briefings with the Planning Commission and City Council throughout the process to ensure that the City is aligned with the Carlton Vision and Comprehensive Plan process. There will be four (4) briefings, a Planning Commission and City Council Presentation after the Carlton Summit, and up to six (6) meetings with the Planning Commission and City Council to facilitate adoption of the Carlton Vision and Comprehensive Plan.</p> |

| Engagement Tool/Activity | Description |
|--------------------------|--|
| Carlton Summits | Work with City staff and the PAC to host three (3) Carlton Summits. These fun and engaging community events are the main opportunity for Carlton community members to engage and share ideas with their neighbors face-to-face. |
| Online Engagement | Develop four (4) online engagements to supplement in-person public involvement activities. The engagements will provide an alternative avenue to comment for those who may not come to a meeting or feel comfortable voicing their opinions among others. |
| Social Media | The City’s social media accounts will be used to share information, increase project awareness and provide avenues for community input. |
| Project Website | The Carlton Vision and Comprehensive Plan website will act as a hub for project information. The website will include a project overview and timeline, important contacts, schedule of opportunities for public engagement, updates on project status, a library of documents, and materials for public comment. |
| Print Materials | Print materials about the project will provide concise project information. There will be flyers, newsletters, facts sheets, media releases and other materials to educate and inform the public. |

Project Schedule

The schedule outlines the timeline for the planning process.





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**ENVISION CARLTON
COMMUNITY CONVERSATION KIT**

SPRING 2022

LOGO

February 4, 2022



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| Presenters Guide (up to 60 minutes) | 2 |
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| Discussion Notes | 5 |
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PREPARATION CHECKLIST

| Before the Event | (√) |
|---|-----|
| Be familiar with all the items in this guide. Contact Aimee Amerson 503-852-7575, aamerson@ci.carlton.or.us | |
| <p>For In-Person Community Conversations</p> <p><i>If you are able, print clean copies of materials, including:</i></p> <ul style="list-style-type: none"> • Sign-in sheet • Discussion Questions (enough to share with participants) • Notes page(s) for small groups • This Community Conversations Kit as your quick reference guide | |
| <p>For Virtual or Phone-in Community Conversations</p> <p>Have the following materials handy (paper copies or on a computer) for notetaking:</p> <ul style="list-style-type: none"> • Sign-in sheet • Discussion Questions • Notes page(s) • This Community Conversations Kit as your quick reference guide | |
| <p>Ask yourself the following questions:</p> <ul style="list-style-type: none"> • Have you confirmed the meeting location or video conference information? • If this Community Conversation is part of another meeting, have you confirmed a place on the agenda? How long do you have? • Do you have enough materials to share with expected participants? | |
| Do you have enough materials for all expected participants? | |
| After Event | (√) |
| <p>Within one week, please email or scan the sign in sheet and your notes directly to Aimee Amerson (aamerson@ci.carlton.or.us)</p> <p>Or</p> <p>Enter into the online survey form. For the online survey form;</p> <ul style="list-style-type: none"> • Skip the demographic questions that don't apply. • For the last question, enter your name and the name of your group into the Name prompt. • Enter your email address into the Email prompt. • Please send additional email addresses for the project mailing list to Aimee Amerson. | |



PRESENTER'S GUIDE (Up to 60 Minutes)

Please review this guide prior to leading your discussion. If you have between 15 – 60 minutes for the presentation, please adjust the timing below accordingly leaving more a majority of the time for discussion. Prompts and explanatory text are included in bullets below.

Presentation

0 – 15 minutes: Introduction and Overview

- *Distribute sign-in sheet. Invite participants to sign up for the project email list.*
- For Virtual or Phone Community Conversations, identify the name and email address of participants expected prior to the meeting. At the beginning of the meeting, have everyone confirm their name and email addresses, and whether they would like to be signed up for the project email list. (or follow up via email or in a video-conferencing chatroom).
- Share the discussion questions in advance, and/or share your screen with the discussion questions. *Distribute copies of the discussion questions so people can follow along.*
- Introduce yourself and your role in the project.
- Provide a brief contextual overview of the Carlton Comprehensive Plan Update and your role. A sample is provided below:

“The City of Carlton is launching Envision Carlton, a citywide effort to update the Carlton Comprehensive Plan that will guide land use decisions over the next 20 years. The first step in the process is to create a community vision that reflects what community members love and want to preserve about Carlton, and what they would like to see change in the future. The Comprehensive Plan will consist of broad goals and policies to implement the vision and guide future growth and development.

The purpose of these Community Conversations is to engage with a broad cross-section of Carlton residents, business owners and partners around a Community Vision. These Community Conversations are anticipated through the winter and into April 2022. The creation and adoption of the Community Vision will occur in May and June, which will inform the development of policy recommendations in the update to the Comprehensive Plan throughout the rest of 2022. Thank you for talking with us!”

15 – 45 minutes: Listening and Discussion.

- Lead the group discussion around the questions in this kit.
- Have participants affirm your understanding of the discussion by repeating back any major themes or ideas.
- *For frequently mentioned themes, ideas or topics, place a check mark for each mention in your notes.*
- Ask for additional questions and comments.

45 – 60 minutes: Report Back and Next Steps.

- Thank participants for the discussion.
- Point participants to the **project web site** for access to materials and updates on meetings, events and surveys.
- Invite members to the next community event or survey.

After the meeting

Within a week: Scan or email the discussion notes and sign-in sheet to Pete.



DISCUSSION LEADER TIPS

General Principles

As the presenter and discussion leader, your role is to help create an open and shared environment so that all participants have the opportunity for discussion. Please follow the agenda closely as you have only limited time. “Prompts” are shown in the italicized print below. It is OK if people disagree! There is no need for consensus or agreement.

General Guidelines

- Stick to the agenda and move the conversation forward.
- If a point is made that is off-topic, write it down, then guide the discussion back to the question at hand.
- Encourage everyone to participate but do not allow anyone to dominate.
- Keep the discussion moving by summarizing and synthesizing.
- Resist the temptation to voice your own opinions or to be the “expert” on the subject.
- Start and end each meeting on time.
- Have fun!

Specific Guidelines

- Emphasize that there are no “right” or “wrong” answers. Everyone’s opinion is valid.
- Give credence to differences, but do not dwell on them. *It’s important that we have an open discussion. There are no right or wrong answers.*
- Do not hesitate to say you do not know the answers to a specific question. Make note of the question and ask the individual to see you later.
- Follow the meeting flow. *That’s a good question/idea/issue, I’ll write it down to make sure we don’t forget that point.*
- Move the group along politely but firmly. *I see we have only a few minutes left and we have more discussion questions to cover or Thank you for your suggestion.*
- Make sure each participant has a chance to speak. *Who else has something to add?*
- Summarize the discussion as you go along, validating it with participants. *Have I captured all key points?*
- Five minutes before the discussion ends, summarize the discussion. Ask participants for any final thoughts. *Is there anything we have missed?*

Thank everyone for participating!



COMMUNITY VISIONING QUESTIONS

Oregon was one of the first places in the United States to pioneer the use of community-based visioning. In a state recognized for innovative local planning and growth management policies, visioning is an important precursor to local planning and a tool to help communities better manage complex change. A comprehensive approach to visioning can be framed by the following **bolded** question themes (and the many ways to ask them!). Based on your audience, choose one from each question theme.

Why did you choose live/work in Carlton?

What makes Carlton special today? What should we strive to preserve or enhance?

- What are some of Carlton's most cherished attributes?
- Where do you spend time in Carlton? Specific parks, stores, restaurants, etc.
- What is going well in Carlton?
- What about Carlton makes you proud?

What about Carlton would you like to change in the future? What can improve?

- As the community develops a Vision and Comprehensive Plan update, what is on the horizon that we should be sure to consider?
- What, if anything, causes you concern about the future of Carlton?
- How has Carlton changed over the last 5 years? 10 years? 20 years?
- What changes have you seen in Carlton that you like? What changes don't you like?
- Describe your ideal Carlton in 2045. What has changed?
- Looking into the future, what do you want to see in the Carlton of 2045?

In what ways would you like to participate in the Envision Carlton process?

- Attend public meetings
- Comment on the vision website and weekly city newsletter
- Follow on the City's Facebook page or other social media
- Complete online questionnaires
- Through my school, place of worship or other group
- Stay informed by email
- Other

What people, groups or communities should we contact to make this an inclusive process?



DISCUSSION NOTES

(Use a ✓ = Frequently mentioned)

INTRODUCTIONS

Why did you choose live/work in Carlton?

What makes Carlton special today? What should we strive to preserve or enhance?

What about Carlton would you like to change in the future? What can improve?

Is there anything else you want to share about the future of Carlton?

In what ways would you like to participate in the Envision Carlton process?

What people, groups or communities should we contact to make this an inclusive process?



