



# City of Camas Housing Action Plan

Public Engagement Plan

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**Prepared by**

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**For**

City of Camas  
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# Introduction

The City of Camas is creating a Housing Action Plan to encourage diversity, affordability, and access to opportunity for people of all incomes. The goal of this plan is to help the community achieve a greater variety of housing types and costs to better meet the needs and desires of individuals and families. Funding for the project comes through a grant from the Washington State Department of Commerce.

The Housing Action Plan will:

- ❖ Rely on thorough data and an inclusive public participation process to understand current and future housing needs.
- ❖ Assess existing housing resources and policies and identify ways to build on or improve them.
- ❖ Outline strategies the City of Camas plans to take to meet the community's housing needs over the next ten years and beyond.
- ❖ Further the city's Comprehensive Plan housing goals and be adopted by City Council.

## Community Engagement Goals

Camas residents and employees have a wide range of unique housing needs and preferences. To be successful, the Housing Action Plan must be grounded in a thorough understanding of local housing needs, as well as reflective of residents' ideas for the future. Implementation of the Plan depends on local support built, in part, through an inclusive and open community engagement process.

The City of Camas' goals for engaging the public during the HAP include:

**Inform** residents about the Housing Action Plan, the planning process, and local housing affordability needs.

**Understand** local housing issues, needs, and preferences, specifically those related to affordability and development opportunities and barriers.

**Be inclusive** of a range of perspectives, including people who are particularly impacted by housing affordability, communities at risk of displacement, other vulnerable populations, and groups who have historically been left out of community planning processes.

**Be transparent** to openly reflect the variety of viewpoints within the community, as well as the City's process used to develop and implement the Housing Action Plan.

**Build support** for zoning and housing policies that address affordability and other issues identified by the community.

This document outlines the public engagement process the City of Camas will use to develop its Housing Action Plan, including key stakeholders to engage, participation methods, and avenues for advertising engagement opportunities to the community. It is a working document that may be updated as needed to respond to community needs.

# IMPACT Engagement Process

Mosaic Community Planning, the consulting team assisting the City of Camas in preparing its HAP, will apply its IMPACT Community Engagement Model to ensure a broad and representative cross section of the community is involved in the plan development process. The IMPACT Model combines industry-leading techniques from multiple disciplines into a methodology suited to fair housing and community-based planning.

**I Identify the Stakeholders** - An initial step is to identify stakeholders and categorize them as primary, secondary, or general, determining their level of participation and the best method to reach them.

**M Market the Process** - We will conduct outreach through nonprofit partners, public notices, and press releases, including foreign language and/or special interest papers. Other forms of marketing may include a project website, social media, listings on online community calendars, presentations at existing meetings, and flyers.

**P Public Participation** - We understand that participants may need background information and other support to participate fully and meaningfully. We design public meetings to facilitate informed discussion and allow every voice to be heard. Because our process uses feedback loops, there are opportunities for refinement and course correction.



**A Active Listening** - We employ active listening techniques to ensure greater accuracy and accountability when collecting residents' perceptions and comments. These techniques also hold potential for conflict resolution and consensus-building.

**C Collaborative Review** - Drafts are internally reviewed in a collaborative process with key stakeholders. Verification of facts and research ensures the legitimacy of conclusions and findings and provides opportunity for corrections prior to public review.

**T Transition the Momentum** - Over the course of the project, we develop a substantial stakeholder engagement portfolio, which is carefully compiled and transitioned into the City's hands to enhance future local stakeholder engagement efforts.



## Primary Stakeholders:

Essentially the project's steering committee, this group includes all key decision-makers.

## Secondary Stakeholders:

Persons or organizations with experience or perspectives that will provide crucial input into or feedback on the plans.

## General Stakeholders:

Members of the public with a general interest in the project.

# Engagement Activities

Planned public engagement activities are outlined below, along with anticipated audience, timeline, and input topics. The HAP must be complete with approval from City Council by June 30, 2021. The planning team will seek community input throughout the project, including during initial data gathering, plan development, and finalization. Due to the COVID-19 pandemic, initial community engagement will primarily be done virtually with limited in-person, socially distanced activities. In later stages of the project, engagement may be in-person or virtual depending on health and safety recommendations at the time.

## Let's Talk Camas Housing! Website

<b>Description</b>	Interactive website via Bang The Table where community members can ask questions about the project, share ideas, respond to surveys and polls, register for virtual input sessions, review session input and videos, and view drafts of the study. Website activities will mimic the group activities from the virtual input sessions so residents can share their thoughts without attending the meeting. See <a href="https://letstalkcamashousing.us">https://letstalkcamashousing.us</a> .
<b>Audience</b>	General public, including anyone living or working in Camas Housing and community development professionals/advocates Other stakeholders identified by City of Camas
<b>Timeline</b>	August 2020 through June 2021

## Virtual Input Sessions

<b>Description</b>	Series of 1-hour long engagement sessions held in Zoom and open to the general public. Input sessions will begin with an overview of the HAP by the project team and move into breakout groups for facilitated discussion of housing topics. Input sessions will be recorded and shared on the Let's Talk Camas Housing! website. Initial plans are to hold two input sessions, however, more may be added if needed to ensure all attendees are able to fully participate in the virtual format.
<b>Audience</b>	General public, including anyone living or working in Camas Housing and community development professionals/advocates Other stakeholders identified by City of Camas
<b>Timeline</b>	September 2020

## Resident Focus Groups

<b>Description</b>	Small group input sessions held in Zoom or in-person in socially distanced settings. Sessions will begin with an overview of the HAP and move into a facilitated discussion. Focus groups are designed to reach population groups that are particularly impacted by affordable or other housing needs or have historically been excluded from community planning processes.
<b>Audience</b>	Vancouver Housing Authority residents Families with low and moderate incomes Seniors

People with disabilities  
Residents with limited English proficiency  
Other groups determined during the planning process

**Timeline** September and October 2020

### Stakeholder Focus Groups and Interviews

**Description** Small group discussions or one-on-one interviews with key stakeholders identified by the City of Camas. Stakeholders invited to participate will be drawn from a variety of perspectives, including city and county staff, city commissions, real estate, housing development, affordable housing, education, law enforcement, business, homeless services and advocacy, racial and/or ethnic advocacy organizations, faith community, youth, and others.

**Audience** Housing and community development professionals/advocates  
Other stakeholders identified by City of Camas

**Timeline** September and October 2020

### Community Survey

**Description** Community-wide survey of housing needs and preferences to be hosted online on the Let's Talk Camas Housing! website. Hard copies will also be available as needed.

**Audience** General public, including people living and working in Camas

**Timeline** Mid-September to mid-October 2020

### Draft Housing Action Plan Presentations

**Description** Presentation of draft Existing Conditions and Housing Needs research findings. Discussion and feedback on recommended strategies/best practices for addressing identified housing needs and issues. Anticipated to be conducted by Zoom with focus group participants and general public.

**Audience** General public, including people living and working in Camas  
Housing and community development professionals/advocates  
Other stakeholders identified by City of Camas

**Timeline** November and December 2020

### Boards and Commission Updates

**Description** Periodic updates to relevant Camas boards and commissions to inform of project progress and gather feedback.

**Audience** Camas Board and Commission members

**Timeline** September 2020 through February 2021

## City Council Updates and Adoption Process

<b>Description</b>	Periodic updates to City Council to inform of project progress and gather feedback. Public presentations to City Council of draft and final HAPs in support of HAP adoption by Council.
<b>Audience</b>	Camas City Council General public, including people living and working in Camas
<b>Timeline</b>	September 2020 through June 2021

# Project Stakeholders

The planning team will seek a variety of perspectives crucial to the housing planning process. For each of the following viewpoints, the City of Camas and the consulting team will identify relevant individual(s) and/or organization(s) invite to participate in a focus group.

- ❖ Camas Planning Department Staff
- ❖ Other Camas City Staff
- ❖ Camas Elected Officials
- ❖ Police Department / Code Enforcement Agency
- ❖ Clark County Planning Department
- ❖ Clark County Community Services
- ❖ Other Clark County Staff
- ❖ Vancouver Housing Authority
- ❖ Fair Housing Advocates
- ❖ Housing Developers/Builders
- ❖ Nonprofit Housing Developers
- ❖ Nonprofit Organizations
- ❖ Homeless Housing or Service Providers
- ❖ Neighborhood Organizations
- ❖ African American, Latino, or Other Racial/Ethnic Group Organizations or Associations
- ❖ Large Employers / Business Community Representatives
- ❖ Mortgage Lenders
- ❖ Real Estate Agents
- ❖ Transportation Agency
- ❖ Camas School District
- ❖ Faith-Based Organization / Large Churches
- ❖ Service or Advocacy Organization for People with Disabilities
- ❖ Service or Advocacy Organization for Seniors
- ❖ Mental Health Providers or Agencies
- ❖ Interested Residents



# Advertisement and Communication

The planning team will inform the community about the HAP, publicize engagement opportunities, and provide updates on the planning process using a variety of outreach methods, including:

- ❖ **Let's Talk Camas Housing! website** (<https://LetsTalkCamasHousing.us>), which will include an introduction to the project, information about the public input sessions, input received from the community during the needs assessment process, drafts of the HAP, and the adoption process timeline. Via the website, visitors can sign up to receive email updates about the project.
- ❖ **City of Camas calendar postings**, which will inform the community about public input sessions, draft presentations, and any other public meetings associated with the project.
- ❖ **City of Camas Newsletter** articles about the project and ways to participate.
- ❖ **City of Camas social media** postings about public input sessions and project updates (Facebook, Twitter, and Camas Connect App).
- ❖ **Press release** about the project and the public input sessions to local media outlets, including the *Camas-Washougal Post-Record*, and display advertisement in the *Post-Record*.
- ❖ **Camas School District electronic newsletter** announcing the project, the website, and the public input sessions.
- ❖ **Lawn sign(s)** announcing the project and website placed in public locations.
- ❖ **Email updates** sent to project stakeholders and members of the public who attend the virtual input sessions or sign up for updates via Let's Talk Camas Housing.
- ❖ **Targeted advertisement** to key constituencies with particular housing needs or groups not frequently involved in community planning processes via local organizations. Specific communications methods to be decided upon with input from those organizations.