

## SECTION E: Community Education & Public Involvement Summary

### Introduction:

Benton County relies on community participation for all aspects of government policies and decisions. In June 2021, Republic Services filed its initial Conditional Use Permit (CUP) application, requesting to expand landfill operations south of Coffin Butte Rd. Community members affected felt they had limited opportunity for input. The Benton County Planning Commission denied Republic's CUP request in December, 2021, at which point Republic Services appealed the decision to the Benton County Board of Commissioners. In March 2022, Republic services withdrew its appeal; the company is expected to file a new CUP request in 2023. The County and other Community-led groups like the Solid Waste Advisory Council Committee (SWAC) and the Planning Commission have legal criteria they must follow to make land use decisions, and community input is critical. Recommendations to ensure that community engagement and education are present for the next CUP process and other future land use decisions are discussed below.

Committee recommendations include; providing more time for public comments, updating community outreach methods to include underserved populations, providing more language accessibility, expanding website and social media reach beyond the self-selected, and ensuring that public comments are organized and easily accessible for review.

### Goals and Objectives

- Best practice recommendations for Benton County communication and outreach with the public for the future CUP's communications concerning the Sustainable Materials Management Plan (SMMP.)
- Review past CUP processes and standard Benton County Communication practices.
- Provide ideas and feedback for the BCTTC, SWAC, and the PC to help in Community Engagement
- Develop an outreach plan that allows the Community more time to be involved in the CUP and other Land Use processes in the future and gives the County more access to Community input for decision-making.

The full Subcommittees Report can be found linked [here](#) and in Section 5 of Appendix C.

The full Subcommittee "Meeting Notes" can be found linked [here](#) and in Section 5 of Appendix D.

[Webpage Link](#)

**Charge:**

- 1) General History:
  - a. Directed at the public and those new to the issue.
  - b. Not as detailed as the initial draft
  - c. Narrative more than a table of newspaper articles
  - d. Other historical details will appear in the Capacity and CUP reports for cross-referencing.
- 2) Next CUP Communications Protocols:
  - a. Start with legal requirements from Legal Subcommittee
  - b. Develop protocols for the timely and broad distribution of CUP-related information to the public, other governmental entities, and internal committees, groups, and divisions.
  - c. Look at wide distribution via multiple communication channels.
  - d. Note opportunities for input from the jump.
  - e. Possible Open House/Community Forum events
  - f. Benton County devoted website with public comment email/form, Etc.
  - g. Legal Issue: Apply to just landfill CUP or all CUPs – perhaps, two processes; one for big/large area impacts vs. smaller/localized impacts, etc. It may require code amendments.
- 3) Executive Summary:
  - a. Emphasis will be on recommendations.
  - b. Note where “consensus” and MAJ- MIN
- 4) Community Education Plan:
  - a. Focus on the ending of the BCTT process and preparation for the next CUP.
  - b. SMMP info?
  - c. FAQs from a process perspective – not the substantive perspective
  - d. Outreach Plan
- 5) Recommendations

**Members:**

- Ginger Rough
- Cory Grogan/ JonnaVe Stokes
- Louisa Shelby
- Marge Popp
- Mark Henkels
- Mary Parmigiani
- Staff: Amelia Webb

**Subcommittee Meetings and Notes:** [Document Link](#)

## Key Findings

Public engagement needs to be widened and become more inclusive. This is most likely to be achieved through the following measures:

- CEO F-1** Insure language accessibility for at least the County's most used languages. (English, Spanish, Mandarin, and Cantonese)
- CEO F-2** Use methods that help target underserved populations, particularly youth and low-income demographics.
- a. This can be achieved through more SMS communication and ensuring all websites and surveys are mobile-friendly.
  - b. Increase social media communication and expand to more platforms. (Reddit, TikTok, Sub-Reddit, etc.)
  - c. Utilize social media advertising.
- CEO F-3** Use outreach methods that do not require people to be pre-signed up or self-selected. This includes, but is not limited to, flyers in public spaces, paid advertising on social media, in newspapers, and on the radio, informational mailers, and other resources.)
- CEO F-4** Create user-friendly access to public input documents and testimonies during the process to ensure Benton County, Planning Commission, SWAC, and others.

## Key Recommendations

NOTE: Maps displaying the different radii referenced in the following recommendations can be found in Appendix C:5 with the full CEO report and linked [here](#). *Generally, these recommendations focus on the landfill. However, we recognize that absent a change to the code they could potentially apply to all CUP expansions.* In addition, please note that recommendations are listed in chronological order of their application, not in order of significance.

- CEO R-1** County Development Department and County PIO are responsible for conducting communication and outreach.
- CEO R-2** The Board should consider changes to these notification recommendations based on the potential impact of other CUP applications.
- CEO R-3** Notifications for the **BCTT Survey** for public input on the Workgroup Report should include an email blast, website post, and displays or presentations where people already spend time (i.e., Library, community events). Notifications should

## Community Education & Public Involvement: Final Draft (3/13/23)

include a 10-Mile radius from the landfill and should go out ideally a month before the survey closes.

**CEO R-4** Notifications for the **BCTT Report completion** should include an email blast to the Interested Parties List, Organic Subscribers, those who spoke at the meetings, the Soap Creek Neighbors Group, and other landfill neighbors. Notifications should also include a possible postcard to the entire county with a link to go to and/or scan to get on a list to be informed of further updates and/or have an open house event/public informational meeting. It should be on a weekend during the day so that most people can attend, and the link and email list should be readily available. A 10-Mile radius from the landfill is proposed, and notifications should be sent 72 hours after the report is finished.

**CEO R-5** Notifications for **Board Hearings on the report** should include a postcard, an email blast, a newspaper notification, and social media posts and advertisements. The postcards should be sent to everyone in a 10- or 15-Mile radius of the landfill, and notifications should be sent 24 hours after the board hearing is scheduled.

**CEO R-6** Notify the public **when Republic first notifies the County** that they are planning on filing a CUP application. This starts off any pre-filing public involvement. Notifications should include a postcard, email blast, newspaper notification, and social media posts and advertisements. Postcards should be sent to everyone within a 10- or 15-Mile radius of the landfill, and notifications need to begin 24 hours after the County is notified.

**CEO R-7** Notifications for **CUP filings**, which includes **the application review process**, should include a postcard, email blast, newspaper notification, and social media posts and advertisements. Postcards should be sent to everyone within a 10- or 15-Mile radius of the landfill, and notifications need to begin 24 hours after the initiation of a CUP filing. During the “completeness” process, the Planning Official will consider whether the applicant’s documents and information are sufficient for purposes of review of the application. A determination of that an application is complete does not mean that the information satisfies the approval criteria.

**CEO R-9** Notification when **County determines the application is complete** will include a postcard, email blast, newspaper notification, and social media posts and advertisements. They should be sent to the entire county and occur 24 hours after completion.

## Community Education & Public Involvement: Final Draft (3/13/23)

- CEO R-10** Notifications for **SWAC Meetings** should include website posts and email blasts to interested groups and people already on the existing email list. The notifications should be sent one to two weeks before the meeting.
- CEO R-11** Notifications of **the SWAC Recommendation** should include website posts and email blasts to interested groups and people already on the existing email list. The notifications should be sent out 24 hours after the recommendation.
- CEO R-12** Notifications for **Planning Commission Meetings** should include website posts and email blasts to interested groups and people already on the existing email list. The notifications should be sent no later than two weeks before the meeting.
- CEO R-13** Notifications of the **Planning Commission's decision on the application** should include website posts and email blasts to interested groups and people already on the existing email list. The notifications should be sent out 24 hours after the recommendation.
- CEO R-14** Notifications of **when the Board is hearing the CUP application for approval** will include a postcard, email blast, newspaper notification, and social media posts and advertisements. They should be sent to everyone within a 10- or 15-Mile radius of the CUP site and occur 24 hours after scheduled.
- CEO R-15** Notifications of the **Board's decision on the application** will include an email blast, website banner, newspaper notification, and social media posts. The notifications should be sent out 24 hours after the decision.

### Conclusion

Community education and extended outreach are vital steps of the land use application process. Making sure everyone in the community gets information about this process requires two broad methods: specifically targeting underserved groups, and using multiple outreach methods. Targeting underserved groups can include increased social media use and other outreach methods that can easily be accessed with a phone. It is also essential that communications are succinct and easily understood by the entire population. In addition, it is critical that some of the communications do not require community members to be pre-signed up. Using multiple outreach methods is also important, and during the process, the county should gauge the effectiveness of the communication strategy and change it if necessary.<sup>1</sup>

---

<sup>1</sup> Benton County Oregon. (2022). Benton County Talks Trash solid waste process workgroup communication and outreach plan. [https://www.co.benton.or.us/sites/default/files/fileattachments/community\\_development/page/8384/imperati\\_grogan\\_121222\\_fw\\_bctt\\_subcommittee\\_e\\_swppwg\\_communication\\_outreach.pdf](https://www.co.benton.or.us/sites/default/files/fileattachments/community_development/page/8384/imperati_grogan_121222_fw_bctt_subcommittee_e_swppwg_communication_outreach.pdf)

## Appendix C.5: Subcommittee Reports: Community Education & Outreach



**Benton  
County**  
OREGON

# Community Education & Outreach

## E.1. Subcommittee

DRAFT 2-2-23

## **Introduction and Themes**

Community engagement “means having two-way communication with the public as plans are prepared and decisions are made.”<sup>2</sup> Benton County relies on community participation for all aspects of government policies and decisions that affect the lives of County residents. In June 2021, Republic Services applied for a Conditional Use Permit (CUP), a County-required regulatory step that would have allowed for the expansion of Coffin Butte Landfill. Some members of the community felt they had little opportunity to offer input, provide information, or otherwise use their voices during the County’s land use decision making.

The Benton County Planning Commission denied Republic’s CUP request in December, 2021, at which point Republic Services withdrew its appeal; the company is expected to file a new CUP request in 2023. The Solid Waste Management Workgroup was formed to make recommendations about this future process of the CUP and promote more knowledge and communication throughout the community. The County and other community volunteer-led groups like the Solid Waste Advisory Committee (SWAC) and the Planning Commission have legal criteria they must follow to make decisions about land use issues. To make these decisions, community participants are critical. This document provides outreach recommendations to ensure that community inclusion is actively promoted in the next CUP process and future land use decisions that are vital to community development and well-being.

The main themes identified so far during the process of developing this plan include the need to provide more inclusive and expansive community outreach for the next CUP process, update community outreach methods to include more young, low-income, and underserved populations, provide language accessibility and translation, organize in-person events that occur where community members already go, utilized websites and other online technology since smartphones are highly accessible to most residents and organization of community comments and concerns need to be clearly accessible and utilized. The consultation of the Benton County Diversity and Inclusion department will be utilized.

## **Goals and Objectives**

- Best practice recommendations for Benton County communication and outreach with the public for the next CUP and future communications concerning the Sustainable Materials Management Plan (SMMP.)
- Review past CUP processes and standard Benton County Communication practices.

---

<sup>2</sup> Oregon Department of Land Conservation and Development (DLCD). (2019). Putting the people in planning. [https://www.oregon.gov/lcd/Publications/PPIP-Final\\_2019-06-30.pdf](https://www.oregon.gov/lcd/Publications/PPIP-Final_2019-06-30.pdf)

## Community Education & Public Involvement: Final Draft (3/13/23)

- Provide ideas and feedback for the BCTTC, SWAC, and the PC to help in Community Engagement.
- Develop an outreach plan that allows the Community more time to be involved in the CUP and other Land Use processes in the future and gives the County more access to Community input for decision-making.
- Develop FAQs for Community Education resources.

### **Review of Past and Standard Legal Requirements for County Communication and Outreach with the Community for Coffin Butte Landfill CUP application and the Usual CUP Process**

Benton County's Solid Waste Advisory Council recommended approval of Republic Services' CUP request in October 2021, sending it on to the Planning Commission. That body held two public hearings in November 2021, and the public was given an additional 15 days to comment after the second hearing, which was held on Nov. 16. On December 7, 2021, the Planning Commission denied the CUP request, "saying the proposed closing of Coffin Butte Road would create an "undue burden" on the surrounding neighborhood and that Republic had not effectively answered questions from the community on noise, odor and other public health impacts of the expansion as well as its effects on the environment and wildlife." Republic Services appealed the CUP permit application denial and stated that the Planning Commission misapplied the criteria guidelines for the CUP acceptance.<sup>3</sup>

This process ended with Republic Services withdrawing its appeal to work with Benton County and the community to try to come to a common understanding through the situational assessment and this workgroup process. During the CUP process, the community expressed that the County communicated ineffectively.<sup>4</sup>

The Community Education and Outreach Report workgroup recommends that the County take steps to improve communication and outreach before the next CUP application is made by Republic Services to improve community participation and education in the process. The workgroup recommends that the notification process for the CUP allows more time for community involvement and education.

The usual Benton County criteria for notification and communication for CUP applications are noted below:

Once the CUP application is submitted, County officials have 30 days to decide whether it is complete. During these 30 days, the community can be given an opportunity to comment on the

---

<sup>3</sup> Benton County Oregon. (n.d.). Planning commission home. <https://www.co.benton.or.us/pc>

<sup>4</sup> ICMresolutions. [n.d.]. *Benton County Solid Waste Situational Assessment Report* (Benton County) <[https://www.co.benton.or.us/sites/default/files/fileattachments/planning\\_commission/page/2966/benton\\_county\\_solid\\_waste\\_assessment\\_7-12-22\\_final\\_report.pdf](https://www.co.benton.or.us/sites/default/files/fileattachments/planning_commission/page/2966/benton_county_solid_waste_assessment_7-12-22_final_report.pdf)>



## Community Education & Public Involvement: Final Draft (3/13/23)

completeness of the application, however there is NO legal requirement for public comment during this period but is encouraged. The time frame of 30 days to decide if the CUP is complete is short, allowing minimal time for meaningful public input. The County has encouraged BCTT to create a list of things that would signify a complete application.<sup>5</sup>

The time limit for the final decision is 150 days from the time the CUP application is deemed complete; this process may be paused if the applicant states a reason in writing. The pause can last up to 215 days, as an extension to the 150-day limit. Once this 150-day clock starts, all property owners located 750 feet from the property that is owned by the CUP applicant are legally required to be notified of the CUP per the Development Code. For Coffin Butte, this requirement is 750 feet from the property lines of the Landfill. Any property that lies partially or fully in these 750 feet requirements is entitled to mailed notification. The 750 feet requirement is a minimum and the County is encouraged to send notifications to property owners who would be affected by the proposed land use decision even if these property owners aren't within the 750 feet requirement. However, this notification doesn't have to be physically mailed, as it does in the 750 feet requirement. Notifications also must be sent to any neighborhood or community organization recognized by the Board of County Commissioners and whose boundaries include the site; an example is a Community Advisory Committee. When a hearing is required there must be publication at least 10 days before the hearing of a notice in a newspaper within the County the CUP application must also be reviewed by the Solid Waste Advisory Council (SWAC), there is nothing stating that any specific notification of this SWAC meeting is required (beyond the normal notice that is sent out for regularly scheduled SWAC meetings.)<sup>6</sup>

When there is a decision on the land use request, there are also communication requirements, including a notice of decision mailed to all people who submitted testimony (if there is a hearing). If a Planning Official made the decision, notification is required to be sent to owners of property within the 750 feet requirement. The same requirements as stated above also apply if the application is appealed.<sup>7</sup>

County officials have provided a variety of community notifications beyond what is legally required. The notification plan includes staff encouraging the applicant to hold a public informational meeting before submitting the application. This can give the applicant beneficial public input as well as the applicant giving members of the public more information about the pending application. Once the application is complete and legal notifications have been fulfilled, the County often emails a list of people who have requested notification for land use applications. Sometimes, information on more extensive land use applications is posted on the Community Development Department website. These are often applications that require a

---

<sup>5</sup> Benton County Oregon. (2022). 150-Day Limit on Land Use Application Review.

[https://www.co.benton.or.us/sites/default/files/fileattachments/community\\_development/page/8384/150-day\\_time\\_limit\\_v3.docx](https://www.co.benton.or.us/sites/default/files/fileattachments/community_development/page/8384/150-day_time_limit_v3.docx)

<sup>6</sup> " "

<sup>7</sup> " "

public hearing before the Planning Commission. Once the decision has been made, the legal requirement for a decision made at a public hearing is to mail notice of decision for those who testified; however, often the County can mail notice to owners of property close to the land use applicant as well.<sup>8</sup>

### Standard and Past Benton County Community Outreach

The County already has channels of communication that are used to notify the public including email lists, the Benton County website and newsletter, and social media. Facebook accounts include The Sheriff's Office, BC central page, Natural Areas & Parks, Human Resources, Event Center & Fairgrounds, Developmental Diversity Program, WIC, Community Health Centers of Benton and Linn Counties, and the Health Department. The County also organizes and participates in Community events. Advertising, mailers, and other communication tools are used when time and resources are available.<sup>9</sup>

### Benton County Standard Notification Channels and Examples:

#### 1. Emails

- a. Interested parties list and organic subscribers list.
- a. Communication Partners (local network group)

#### 2. Post in newsletters, both internal and external

- a. [Benton County organic subscribers on Constant Contact](#)
- b. [Constant Contact Health Community Partner email English/ Spanish](#) (PreK-12, Faith, Community Based Organizations (CBOs,) and HOPE, etc.)

#### 3. County Website

- a. Website Banner
- a. Website [English Press Release](#)
- a. Website [Spanish Press Release](#)

#### 4. Local radio and newspaper advertisements are occasionally used, [LatinX Radio Partners](#)

---

<sup>8</sup> Benton County Oregon. (2022). 150-Day Limit on Land Use Application Review. [https://www.co.benton.or.us/sites/default/files/fileattachments/community\\_development/page/8384/150-day\\_time\\_limit\\_v3.docx](https://www.co.benton.or.us/sites/default/files/fileattachments/community_development/page/8384/150-day_time_limit_v3.docx)

<sup>9</sup> Benton County Oregon. (2022). Benton County Talks Trash solid waste process workgroup communication and outreach plan. [https://www.co.benton.or.us/sites/default/files/fileattachments/community\\_development/page/8384/imperati\\_grogan\\_121222\\_fw\\_bctt\\_subcommittee\\_e\\_swppwg\\_communication\\_outreach.pdf](https://www.co.benton.or.us/sites/default/files/fileattachments/community_development/page/8384/imperati_grogan_121222_fw_bctt_subcommittee_e_swppwg_communication_outreach.pdf)

5. Flash Alerts, [Media Partners](#)

6. Social Media (These are all sites are self-selected/need following)

- a. [Nextdoor](#)
- a. [Linktree](#)
- a. [Facebook](#) Sheriff's Office, General BC Page, Health Department, Natural Areas & Parks, Human Resources, Event Center & Fairgrounds, Developmental Diversity Program, WIC, and Community Health Centers of Benton and Linn Counties.
- a. [Twitter](#)
- a. LinkedIn
- b. Instagram
- a. [Flick](#)

### Recommendations by Subcommittee E for Considerations for Improved Outreach

There are many issues to consider with community engagement; one of these is community members being left out of notification channels. **This most frequently happens with engagement approaches based on interests such as email lists and other channels where community members are required to initiate contact.** When projects center on time and money instead of community member empowerment, disadvantaged residents are the most affected. To include these underserved community members (See Appendix A), it is crucial that organizations prioritize reaching out rather than solely focusing on their own interests. Studies have shown that underserved populations have reported never being asked to be involved in public decision-making.<sup>10</sup> There are two main ways to improve outreach to these underserved groups - widening public engagement and using multiple outreach methods.

Widening public engagement can include specifically targeting underserved groups, such as low-income and younger residents. One way to specifically target younger residents is by using notifications that are mobile-friendly, such as texts and ensuring that website pages and documents are mobile-friendly. Broader methods of social media outlets such as Snapchat, Reddit, and Tik Tok should be explored.

To widen public engagement, it is also crucial that the information is easily understood; this includes language inclusion. Community members with limited English proficiency need to be

---

<sup>10</sup> De Weger, E., Baan, C., Bos, C., Luijckx, K., & Drewes, H. (2022). 'They need to ask me first'. Community engagement with low-income citizens. A realist qualitative case- study. *Health expectations: an international journal of public participation in health care and health policy*, 25(2), 684–696. <https://doi.org/10.1111/hex.13415>

## Community Education & Public Involvement: Final Draft (3/13/23)

included: Spanish, (Mandarin and Cantonese), and Pacific Islander languages must be considered for informational materials and interpreter services.<sup>11</sup> While the County should focus on getting information to anyone with an interest in the land-use decision, the County should consider using an [EJScreen - EPA](#) to determine populations affected by environmental injustice and made be affected by land-use decisions.<sup>12 13</sup>

Providing clearly defined procedures for how the community can get involved in easy-to-read language, including methods like infographics, is needed. It is also imperative that there is two-way communication and that the County listens to and incorporates voices from the community; this can include creating user-friendly access to public input documents and testimonies during the process to ensure the County, Planning Commission, SWAC, and other residents can access information.<sup>14</sup> This could be on a dedicated landfill website or an open house website. The County Equity, Diversity and Inclusion Coordinator needs to be utilized to improve outreach efforts.

As mentioned in the Review of Past Communication with Public section above, it is legally required once the 150-day clock has started to notify individuals within 750 feet of the applicant's property lines. However, in order to widen communication it is recommended that this radius be expanded based on the magnitude of the notification (see Table 1 and Figures 1 and 2). As mentioned in the table, these notifications are intended for all CUP applications, not just the CUP for Coffin Bute Landfill. Further discussion is needed regarding notifications for CUPs that affect the community less significantly and if they may have different notification standards.

Secondly, using multiple outreach methods is imperative to improving outreach to underserved groups. An essential aspect of this is utilizing notification styles that don't require to be followed or self-selected. The County should initiate communication on other social media sites, such as the ones that these underserved populations frequent the most. The County needs to provide active outreach and seek out contact with the community on social media and other

---

<sup>11</sup> Samaritan Health Services. (2022). Equity and inclusion plan. <https://www.samhealth.org/-/media/SHS/Documents/English/001-General-Brand/001-SHS-Equity-and-Inclusion-Plan-0420.pdf>

<sup>12</sup> Oregon Department of Land Conservation and Development. (2019). Putting the people in planning. [https://www.oregon.gov/lcd/Publications/PPIP-Final\\_2019-06-30.pdf](https://www.oregon.gov/lcd/Publications/PPIP-Final_2019-06-30.pdf)

<sup>13</sup> Public Input (2021). How do I get the word out? The first step of public engagement. <https://publicinput.com/wp/get-the-word-out-first-step-of-public-engagement/>

<sup>14</sup> Oregon.gov. (2022). Oregon's Statewide Planning Goals and Guidelines <https://www.oregon.gov/lcd/OP/Documents/goal01.pdf>

## Community Education & Public Involvement: Final Draft (3/13/23)

methods of communication.<sup>15 16</sup> Posts in community groups on Facebook such as Corvallis Happenings, should be initiated by the County.

In addition to widening social media posts, social media advertisements would also allow the County to initiate contact and the user to then decide if they want to get further notifications on the topic. Social media advertisements are recommended due to allowing targeting underserved populations and their cost-effective nature as governments and nonprofits can get low rates.<sup>17 18</sup> Once the County has made a subsequent effort to initiate contact, it is important to utilize email and online surveys.<sup>19</sup> The subcommittee also recommends that the County communicates and engages with the community before the CUP application is placed.

Other considerations can include recruiting members to the Planning Commission and the SWAC. The recruitment of members to these groups should be done through notification styles mentioned that widen community public engagement and use multiple outreach methods to ensure that as many groups as possible are being represented on the SWAC and the Planning Commission.<sup>20</sup>

### Specific Plans for Communication have also been discussed and are shown below:

- Communicate via a Countywide postcard mailing that invites the community to an in-person Open House and/or Online Open House and provides a link and QR code to sign up to be on an email list for more information and to make comments. This method could also be used to create a survey for the public to comment on BCTT Workgroup recommendations. Then the results of this survey could be shared with the community, to further inform the community of other residents' opinions and attitudes.<sup>21</sup>
- Connecting with the community online is now standard for projects and is recommended. An open house or a website page dedicated to the Landfill CUP could have links for comments, surveys, notices, and education and would provide easy and broad community access.<sup>22</sup>

---

<sup>15</sup> De Weger, E., Baan, C., Bos, C., Luijckx, K., & Drewes, H. (2022). 'They need to ask me first'. Community engagement with low-income citizens. A realist qualitative case- study. *Health expectations: an international journal of public participation in health care and health policy*, 25(2), 684–696. <https://doi.org/10.1111/hex.13415>

<sup>16</sup> Oregon.gov. (2022). Oregon's Statewide Planning Goals and Guidelines <https://www.oregon.gov/lcd/OP/Documents/goal01.pdf>

<sup>17</sup> Public Input (2021). How do I get the word out? The first step of public engagement. <https://publicinput.com/wp/get-the-word-out-first-step-of-public-engagement/>

<sup>18</sup> Oregon.gov. (2022). Oregon's Statewide Planning Goals and Guidelines <https://www.oregon.gov/lcd/OP/Documents/goal01.pdf>

<sup>19</sup> Land Conservation and Development Commission. (2019). Land conservation and development commission public participation guidelines for policy development. [https://www.oregon.gov/LCD/About/Documents/20190125\\_PublicParticipationGuidelines.pdf](https://www.oregon.gov/LCD/About/Documents/20190125_PublicParticipationGuidelines.pdf)

<sup>20</sup> Benton County Oregon. (2022). Dissemination of Information Draft Memo.

<sup>21</sup> Oregon.gov. (2022). Oregon's Statewide Planning Goals and Guidelines <https://www.oregon.gov/lcd/OP/Documents/goal01.pdf>

<sup>22</sup> Oregon Department of Land Conservation and Development. (2019). Putting the people in planning. [https://www.oregon.gov/lcd/Publications/PPIP-Final\\_2019-06-30.pdf](https://www.oregon.gov/lcd/Publications/PPIP-Final_2019-06-30.pdf)

## Community Education & Public Involvement: Final Draft (3/13/23)

- If the mailer is too expensive, use multiple outreach methods and advertisements to provide outreach for an in-person open house and/or an online open house or website with interactions like surveys, notices, comments, and education. The community's interaction with the applicant is very important as well, so tours of the landfill, collaborative planning sessions, and further communication between the community and the applicant is suggested.<sup>23</sup>
- Managing controversy requires in-person approaches. Community in-person interaction will be needed for this process due to the different points of view and concerns about landfill expansion. Transparency and trust between all stakeholders is imperative. This County can achieve this through increasing community conversations and input at meetings and providing in-person opportunities such as an open house, hearing, and other events where the County can listen for concerns and solutions. Community input needs to be organized and accessible. The County Website link where the public input is being composed is a good start. The BCTT Workgroup, SWAC, Planning Commission, and other communities need to be able to access the main concerns for community decision-making.<sup>24 25</sup> A community involvement advisory committee specializing in outreach and engagement for all land use policy decisions could improve future communication.<sup>26</sup>

### Key Findings

Public engagement needs to be widened and become more inclusive. This is most likely to be achieved through the following measures:

- CEO F-1** Insure language accessibility for at least the County's most used languages. (English, Spanish, Mandarin, and Cantonese)
- CEO F-2** Use methods that help target underserved populations, particularly youth and low-income demographics.
- a. This can be achieved through more SMS communication and ensuring all websites and surveys are mobile-friendly.
  - b. Increase social media communication and expand to more platforms. (Reddit, TikTok, Sub-Reddit, etc.)

---

<sup>23</sup> Department of Land Conservation and Development. (2022). Wildfire adapted communities' community engagement and stakeholders summary. [https://www.oregon.gov/lcd/NH/Documents/20220930\\_DLCD\\_Wildfire\\_Community-Stakeholder-Summary.pdf#](https://www.oregon.gov/lcd/NH/Documents/20220930_DLCD_Wildfire_Community-Stakeholder-Summary.pdf#)

<sup>24</sup> Oregon Department of Land Conservation and Development. (2019). Putting the people in planning. [https://www.oregon.gov/lcd/Publications/PIIP-Final\\_2019-06-30.pdf](https://www.oregon.gov/lcd/Publications/PIIP-Final_2019-06-30.pdf)

<sup>25</sup> Public Input (2021). How do I get the word out? The first step of public engagement. <https://publicinput.com/wp/get-the-word-out-first-step-of-public-engagement/>

<sup>26</sup> Land Conservation and Development Commission. (2019). Land conservation and development commission public participation guidelines for policy development. [https://www.oregon.gov/LCD/About/Documents/20190125\\_PublicParticipationGuidelines.pdf](https://www.oregon.gov/LCD/About/Documents/20190125_PublicParticipationGuidelines.pdf)

**Community Education & Public Involvement: Final Draft (3/13/23)**

c. Utilize social media advertising.

**CEO F-3** Use outreach methods that do not require people to be pre-signed up or self-selected. This includes, but is not limited to, flyers in public spaces, paid advertising on social media, in newspapers, and on the radio, informational mailers, and other resources.)

**CEO F-4** Create user-friendly access to public input documents and testimonies during the process to ensure Benton County, Planning Commission, SWAC, and others.

**Example of Possible Organizational Format for Community Discussions:**

Community Comments

Issues/Concerns	Solutions

**Examples of other Outreach Methods and Examples of other Community Engagement Campaigns**

- Burnside Bridge Project in Multnomah County
  - a. An online open house was provided.
  - b. Instagram ads are used to reach the younger population.
  - c. Project has its own website [Earthquake Ready Burnside Bridge](#)
  - d. Provides community engagement survey results at several phases.
- [SCORP](#) (Statewide Comprehensive Recreation Plan) from OSU College of Forestry.
  - a. Used a letter with a link to a survey (See Example 1).

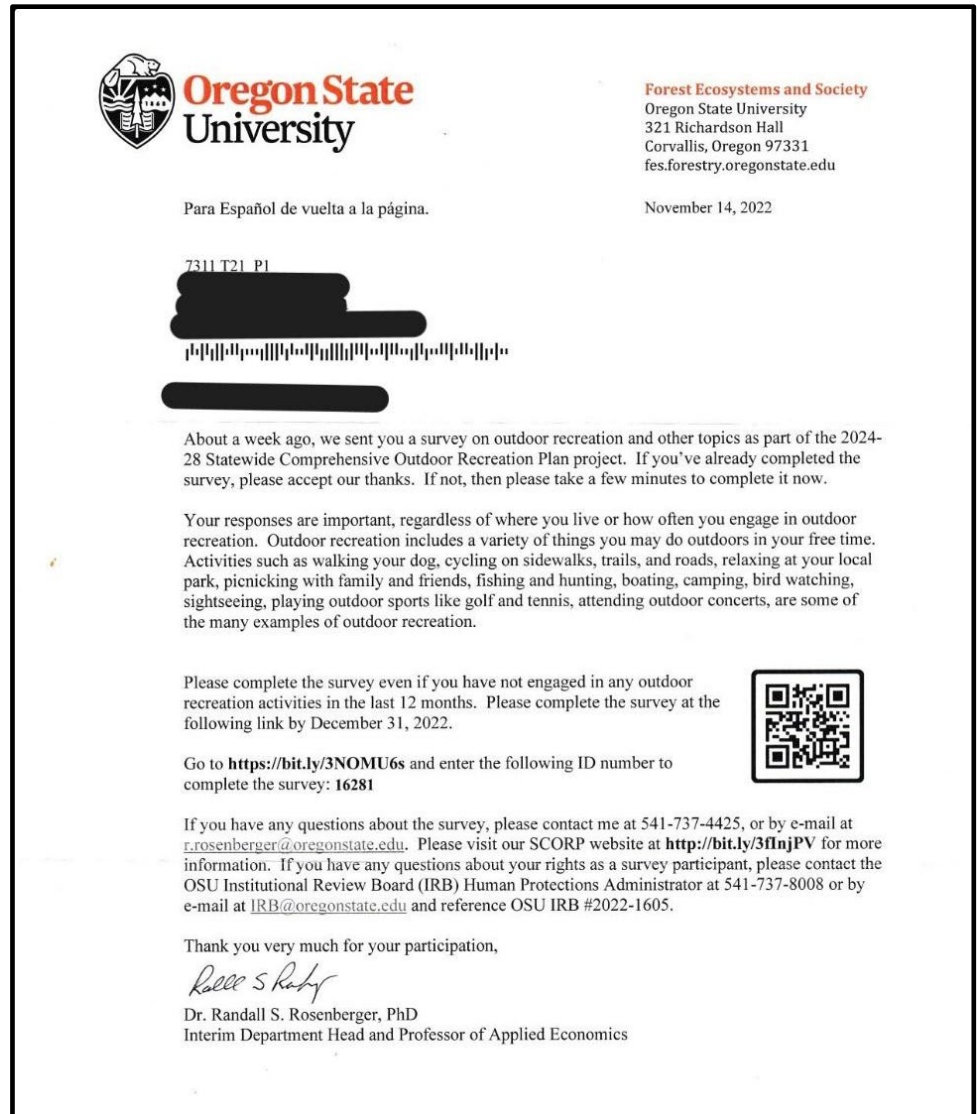
**Conclusion**

Community education and extended outreach is a very vital steps of the land use application process. Making sure everyone in the community gets information about this process requires using two broad methods: specifically targeting underserved groups and using multiple outreach methods. Targeting underserved groups can include the increased use of social media

## Community Education & Public Involvement: Final Draft (3/13/23)

and using outreach methods that are able to be accessed with a phone. It is also imperative that communications are succinct and easily understood by the entire population as well as some communications that don't require community members to be pre-signed up. Using multiple outreach methods is also important, and during the process, the county should gauge the effectiveness of the communication strategy and change it if necessary.<sup>27</sup>

### Example 1.



The image shows an email template for Oregon State University. At the top left is the Oregon State University logo. To its right is the text "Oregon State University" in a large, bold font. Further right is the contact information for the Forest Ecosystems and Society: "Forest Ecosystems and Society, Oregon State University, 321 Richardson Hall, Corvallis, Oregon 97331, fes.forestry.oregonstate.edu". Below the logo is the text "Para Español de vuelta a la página." and "November 14, 2022". The main body of the email contains a survey invitation. It starts with a redacted subject line "7311 T21 PI" and a redacted recipient name. The text reads: "About a week ago, we sent you a survey on outdoor recreation and other topics as part of the 2024-28 Statewide Comprehensive Outdoor Recreation Plan project. If you've already completed the survey, please accept our thanks. If not, then please take a few minutes to complete it now." It then explains the importance of responses and lists various outdoor activities. A QR code is provided for easy access to the survey. The survey link is "https://bit.ly/3NOMU6s" with ID number "16281". Contact information for Dr. Randall S. Rosenberger is provided at the bottom, including his phone number (541-737-4425), email (r.rosenberger@oregonstate.edu), and website (http://bit.ly/3f1njPV). The email is signed by Dr. Randall S. Rosenberger, PhD, Interim Department Head and Professor of Applied Economics.

<sup>27</sup> Oregon. gov (2022). Public Involvement Process Checklist [https://www.oregon.gov/lcd/About/Documents/Appendix\\_A-PI\\_Process\\_Checklist.pdf](https://www.oregon.gov/lcd/About/Documents/Appendix_A-PI_Process_Checklist.pdf)



Table 1.

**Key Recommendations**

- Overarching recommendation that says to follow the following recommendations and who is responsible for doing them.
- County Development Department and county PIO are responsible for conducting communication and outreach.

**Key Recommendations**

NOTE: Maps displaying the different radii referenced in the following recommendations can be found in Appendix C:5 with the full CEO report and linked [here](#). Generally, these recommendations focus on the landfill. However, we recognize that absent a change to the code they could potentially apply to all CUP expansions.

- CEO R-1** County Development Department and County PIO are responsible for conducting communication and outreach.
- CEO R-2** The Board should consider changes to these notification recommendations based on the potential impact of other CUP applications.
- CEO R-3** Notifications for the **BCTT Survey** for public input on the Workgroup Report should include an email blast, website post, and displays or presentations where people already spend time (i.e., Library, community events). Notifications should include a 10-Mile radius from the landfill and should go out ideally a month before the survey closes.
- CEO R-4** Notifications for the **BCTT Report completion** should include an email blast to the Interested Parties List, Organic Subscribers, those who spoke at the meetings, the Soap Creek Neighbors Group, and other landfill neighbors. Notifications should also include a possible postcard to the entire county with a link to go to and/or scan to get on a list to be informed of further updates and/or have an open house event/public informational meeting. It should be on a weekend during the day so that most people can attend, and the link and email list should be readily available. A 10-Mile radius from the landfill is proposed, and notifications should be sent 72 hours after the report is finished.
- CEO R-5** Notifications for **Board Hearings on the report** should include a postcard, an email blast, a newspaper notification, and social media posts and advertisements. The postcards should be sent to everyone in a 10- or 15-Mile radius of the landfill, and notifications should be sent 24 hours after the board hearing is scheduled.

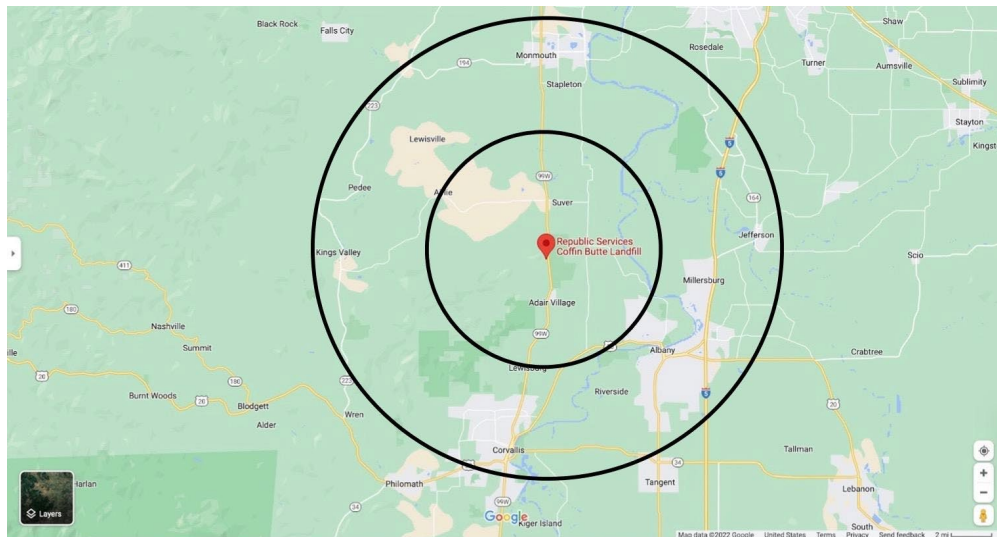
## Community Education & Public Involvement: Final Draft (3/13/23)

- [CEO R-6](#) Notify the public **when Republic first notifies the County** that they are planning on filing a CUP application. This starts off any pre-filing public involvement. Notifications should include a postcard, email blast, newspaper notification, and social media posts and advertisements. Postcards should be sent to everyone within a 10- or 15-Mile radius of the landfill, and notifications need to begin 24 hours after the County is notified.
- [CEO R-7](#) Notifications for **CUP filings**, which includes **the application review process**, should include a postcard, email blast, newspaper notification, and social media posts and advertisements. Postcards should be sent to everyone within a 10- or 15-Mile radius of the landfill, and notifications need to begin 24 hours after the initiation of a CUP filing. During the “completeness” process, the Planning Official will consider whether the applicant’s documents and information are sufficient for purposes of review of the application. A determination of that an application is complete does not mean that the information satisfies the approval criteria.
- [CEO R-9](#) Notification when **County determines the application is complete** will include a postcard, email blast, newspaper notification, and social media posts and advertisements. They should be sent to the entire county and occur 24 hours after completion.
- [CEO R-10](#) Notifications for **SWAC Meetings** should include website posts and email blasts to interested groups and people already on the existing email list. The notifications should be sent one to two weeks before the meeting.
- [CEO R-11](#) Notifications of **the SWAC Recommendation** should include website posts and email blasts to interested groups and people already on the existing email list. The notifications should be sent out 24 hours after the recommendation.
- [CEO R-12](#) Notifications for **Planning Commission Meetings** should include website posts and email blasts to interested groups and people already on the existing email list. The notifications should be sent no later than two weeks before the meeting.
- [CEO R-13](#) Notifications of the **Planning Commission's decision on the application** should include website posts and email blasts to interested groups and people already on the existing email list. The notifications should be sent out 24 hours after the recommendation.
- [CEO R-14](#) Notifications of **when the Board is hearing the CUP application for approval** will include a postcard, email blast, newspaper notification, and social media posts and advertisements. They should be sent to everyone within a 10- or 15-Mile radius of the CUP site and occur 24 hours after scheduled.

**CEO R-15** Notifications of the **Board’s decision on the application** will include an email blast, website banner, newspaper notification, and social media posts. The notifications should be sent out 24 hours after the decision.

**Notification Radius Area Proposals:**

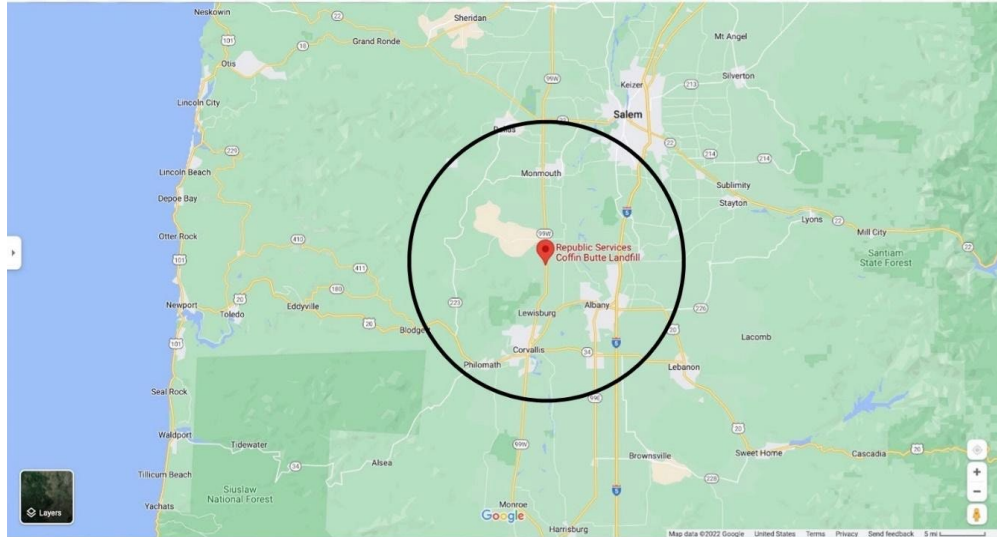
**Figure 1.**



Note: Center, smaller radius is a five-mile radius from Coffin Butte Landfill, and the other radius is 10 miles.

County	# within 5 mi	Note	# within 10 mi	Note	# within 15 mi	Note
Benton	2,543	Some overlap with Benton Addresses	4,441	The majority of the City of Albany included	8,991	All of the City of Albany included
Linn	728		26,751		31,480	

Figure 2.



Note: 15-mile radius around Coffin Butte Landfill

#### Appendix A: List of Traditionally Underrepresented Groups<sup>28</sup>

- Black/ African Americans
- Tribal Populations
- Latino/ Latina/ Latinx
- Asian and Pacific Islander
- People with Limited English Proficiency
- People living with Disabilities.
- People Experiencing Homelessness
- Low-Income Oregonians
- Renters
- Youth (Under 25)

---

<sup>28</sup> Group list is from Oregon DLCD (2022)