From:	GROGAN Cory
To:	"Sam Imperati"; Amelia Webb; maryparmigiani534@gmail.com; Marge Popp; Mark Henkels; louisa@peak.org; Rough, Ginger
Cc:	Benton County Talks Trash
Subject:	RE: Sub E - Tasks Due at 5:00 PM
Date:	Tuesday, January 17, 2023 12:31:42 PM
Attachments:	image002.png image001.png 1-17 Final Version of Charge E Community Outreach Louisa Edited Jan 16 JV edits CEG.docx

Thanks, Sam,

I provided some additional feedback, please use the attached version as the most up-to-date. Thank you for digging into this. The perspective and feedback are very helpful.

Cory Grogan
Public Information Officer
O: 541-766-6843 C: 541-745-4468
Email: cory.grogan@co.benton.or.us
www.co.benton.or.us

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From: Sam Imperati <samimperati@icmresolutions.com>
Sent: Tuesday, January 17, 2023 12:28 PM
To: Amelia Webb <AmeliaWebb@icmresolutions.com>; maryparmigiani534@gmail.com; Marge Popp <marge@jyo.com>; Mark Henkels <henkelm@wou.edu>; louisa@peak.org; GROGAN Cory <cory.grogan@Co.Benton.OR.US>; Rough, Ginger <GRough@republicservices.com>
Cc: Benton County Talks Trash <bentoncountytalkstrash@Co.Benton.OR.US>
Subject: RE: Sub E - Tasks Due at 5:00 PM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

This just in from the county.

ICM resolutions
Sam Imperati, JD | Executive Director
11524 SW Vacuna Ct. | Portland, OR 97219-8901
(P) 503.244.1174 | (C) 503.314.1156 | (F) 503.244.1038
SamImperati@ICMresolutions.com
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From: Amelia Webb <AmeliaWebb@icmresolutions.com>
Sent: Tuesday, January 17, 2023 11:07 AM
To: maryparmigiani534@gmail.com; Marge Popp <marge@jyo.com>; Mark Henkels <henkelm@wou.edu>; louisa@peak.org; GROGAN Cory <cory.grogan@Co.Benton.OR.US>; Rough, Ginger <GRough@republicservices.com>

Cc: Sam Imperati <samimperati@icmresolutions.com>
Subject: Sub E - Tasks Due at 5:00 PM

Hello Everyone!

This is a re-cap of the "Homework" everyone has for today.
All of the documents you need are attached above. Please do all of your editing as track changes, and send in your feedback as *WORD FILES.*

As always, don't hesitate to reach out if you have any questions.

- **DUE Tuesday (1/17/23) @ 5:00 PM**
  - Marge & Mark will review Ginger's comments on their most recent history draft, **"JAN 16 LANDFILL HISTORY DRAFT_Ginger."** They will address as many of the comments as they can, leaving the ones that require group discussion.
  - Mark & Marge will track change Ginger's **"History 1-13-23 Community Education"** document.
  - Ginger (and Mary and Louisa if interested) will track change Marge's **"History Main Themes"** document.
  - Ginger (and Mary and Louisa if interested) will track change Marge's "**Timeline Coffin Butte Landfill II"** document.
  - Cory will track change Mary and Louisa's **"Charge E-Community Outreach"** document.

Best Wishes,
Amelia W.

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~~BC~~TT Charge E Community Education and Outreach

Goals and Tasks:

1. Best practice recommendations for Benton County communication and outreach with the public for the next CUP and for future communications concerning the SMMP.

    - This includes

        a. Review of past and standard legal requirements for Benton County Communication for CUP and BTCC outreach.
        b. Possible additional outreach methods
        c. How to differentiate outreach
        d. Current break-down of outreach by tier

2. Community outreach plan for Benton County to use going forward to wrap up the BCTT process and communicate future developments like the CUP, Franchise negotiations, and the SMMP RFP, etc.

    - This includes
        a. Telling the public what the Workgroup has done
        b. Proving information on FAQs that relate to the Workgroup process
        c. Giving the public a picture of what communication will look like for the next CUP and SMMP

Review of Past Communication with Public re: CUP and BCTT workgroup

Once the application is submitted ~~Benton~~ County officials have 30 days to decide if it is complete or not. During this 30-day period the ~~public~~ community could be given an opportunity to comment, however it is challenge to get ~~any~~ meaningful public input due to the short time frame (30 days).
However there is NO legal requirement for public comment during this period. If the County is expecting a land use application they may be able to get meaningful public input, it would still be difficult within the 30 day window. The public comment for this period would be regarding the completeness of the application. The County has encouraged BCTT to create a list of things that would signify a complete application.

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 in writing why they want it paused. If this happens the longest time the pause can last is 215 days, this would be an extension to the 150 day limit (Benton County, Oregon. (2022b). Once this 150 day clock starts there are legal requirements regarding communication these include: a mailed notice to owners of property

located a certain distance from the property that is owned by the applicant, this is stated by 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 this 750 feet requirement is entitled to the physical mailed notification. This 750 feet requirement is a minimum and the County is incentivized to send notification 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 like it does in the 750 feet requirement. Notification also must be sent to any neighborhood/ community organization recognized by the Board of County Commissioners and whose boundaries include the site; right now these organizations are the Community Advisory Committees. 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 SWAC, there is nothing stating that any specific notification of this SWAC meeting are required (beyond the normal notice that is sent out for regularly scheduled SWAC meetings)

When there is a decision on the land use request there are also requirements for communication which include: a notice of decision mailed to all people who submitted testimony (if there is a hearing). If the decision was made by a Planning Official, 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

County officials have typically done other sorts of notification beyond what is legally required/ stated above these include: staff encouraging the applicant to hold a public informational meeting before the submission of 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 for bigger land use applications information is posted on the Community Development Department website. These are often applications that require a 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 will mail notice to owners of property close to the land use applicant as well. (Benton County, Oregon. (2022c)

Common Benton County public communications

The County already has channels of communication that are used to notify the public including email lists and the County website. The most trivial of these is email. The County has interested party email lists, these include the Solid Waste Process Workgroup interested parties list as well as the Organic Subscribers list, where information is sent more frequently. The County uses quite a few social media platforms including LinkedIn, Twitter, Nextdoor, Linked In, and Instagram. The County also uses Facebook and has multiple accounts including: 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 To contact local media partners a Flash Alert can be used, these media partners include the Gazette-Times, Democrat-Herals, and The Advocate. Advertisements in these newspapers as well as advertisements in local radio are used with less frequency as they are expensive. The County also uses direct contact, subscription lists, and distribution lists to share information with media partners.

Notifications can also be sent via a newsletter, both internal and external, an example of this can be found below. Lastly, the County's website is also heavily used. It is typical that the County provides notifications in both English and Spanish as there is significant need for this. It should also be stated that the County will often use a combination of the communication channels with the known constraints like money and time. Advertising, mailers, and other communication tools are used when time and resources are available. A list of these notification channels as well as examples can be found below:

Emails

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

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, CBOs, HOPE)

County Website

a. Website Banner
b. Website English Press Release
c. Website Spanish Press Release

Local radio and newspaper advertisements are occasionally used

a. LatinX Radio Partners

Flash Alerts, Media Partners

Social Media (These are all sites that need to be followed)

a. Nextdoor
b. Linktree
c. Facebook Sheriff's Office, General BC Page, Health Department
d. Twitter
e. LinkedIn

f. Instagram
g. Flickr

Benton County, Oregon. (2022a)

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 tends to most frequently happen with the engagement approaches that are 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 community members/residents are the most affected. To include these disadvantaged community members is it important that organizations prioritize reaching out to harder-to-reach groups rather than solely focus on their own interests. Studies have shown that underserved populations have reported never being asked to be involved in public decision making. (De Weger et al., 2022).

There are two main ways to improve outreach to these underserved groups these include 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 SMS and ensuring that website pages and documents are mobile friendly. As well as using a broader list of social media outlets that are common among young people, these include, Snapchat, Reddit, and Tik Tok among others. In order to widen
public engagement it is also important that different languages are used in all notifications; these include at a minimum Spanish and English. Other languages that would be helpful to include are: Arabic and Mandarin Chinese as these languages are prevalent in Benton County (Samaritan Health Services, 2022). It is also imperative 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. This could be on a dedicated landfill website or open house website.

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. A chart of this can be seen on Pg 7 and 8 and maps showing the suggested communication radii can be seen on Pg 8 and 9. As is mentioned in the table, these notifications are intended to be used for all CUP applications not just Republic Services, however the level of notification could change based on how influential the CUP application is.

Secondly, using multiple outreach methods is imperative to improving outreach to underserved groups. An important aspect of this is utilizing notification styles that don't require to be followed/ self-selected. The County should initiate communication on other social media sites, such as the ones that these underserved populations frequent the most, as stated above. Widening social media posts is also important, Corvallis Happenings and other local County groups, have other groups that can share, post, and stories. In addition to widening social media posts, social media ads would also allow the County to initiate contact and the user to then decide

if they want to get further notifications on the topic. These notifications are especially recommended due to their effectiveness in other counties (Multnomah) as stated below and their cost effective nature as governments and nonprofits can get low rates (Public Input, 2022a). Once the County has made a subsequent effort to initiate contact it is important to utilize email and online surveys (Public Input, 2021a). It is also recommended that the County communicates and engages with the community before the CUP application is placed.

Other considerations can include the recruitment of members to the Planning Commission and the SWAC. The recruitment of members to these groups should be done via/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.

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

- Idea A: Communicate via a County wide 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. An online open house or a website dedicated to the Landfill CUP could have links for comments, surveys, notices and education.

- Idea B: If mailer is too expensive, use multiple methods of outreach and advertisements to provide outreach for an in person open house and/or an online open house or website with interaction like surveys, notices, comments and education.

Examples of other Outreach methods and examples of other public engagement campaigns

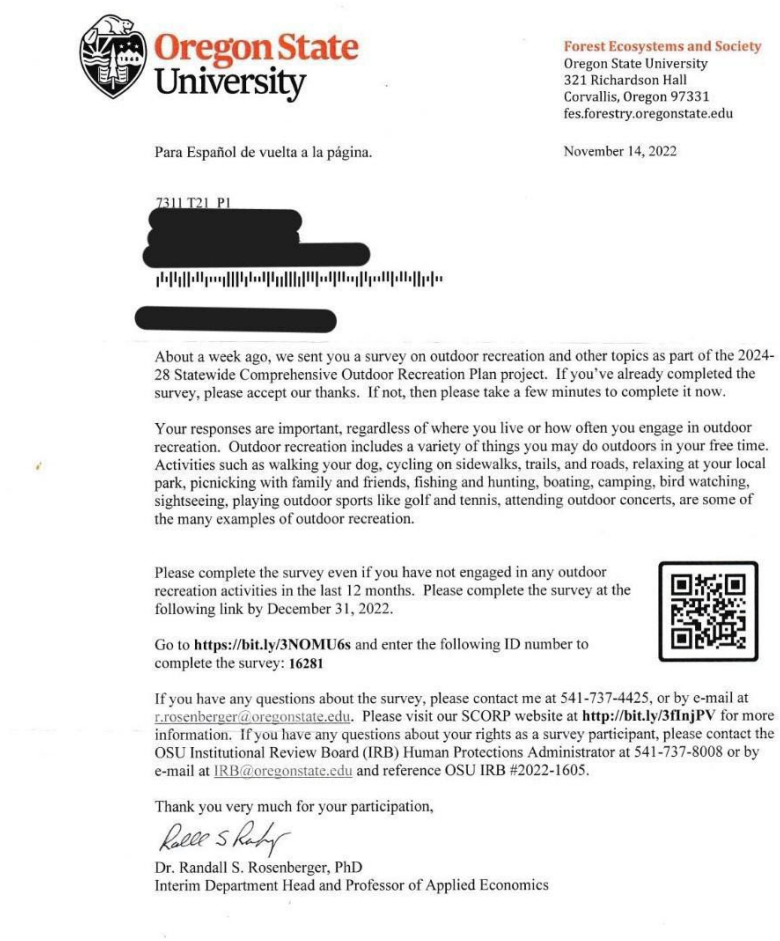
- The Multnomah County Burnside Bridge project. Article about project: https://www.multco.us/bridges/news/survey-seeks-public-input-preferred-alternative-earthquake-ready-burnside-bridge?fbclid=IwAR3Ea7brN4wChfywEhj20iNiaQhLa5TSJkDC4UUBRw6M1waAQv_IKK5zhHY

    a. Online open house was provided
    b. Instagram adds used to reach younger population
    c. Project has its own website, provides community engagement survey results at several phases https://www.multco.us/earthquake-ready-burnside-bridge

- SCORP (Statewide Comprehensive Recreation Plan) from OSU College of Forestry.

    a. Used a letter with a link to a survey (We could do something like this but with a very noticeable postcard and a shorter, more user friendly survey)

    https://outdooreconomy.oregonstate.edu/oregon-statewide-comprehensive-outdoor-recreation-plan



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Para Español de vuelta a la página.

November 14, 2022

7311 T21 P1

[redacted]

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.

Your responses are important, regardless of where you live or how often you engage in outdoor recreation. Outdoor recreation includes a variety of things you may do outdoors in your free time. Activities such as walking your dog, cycling on sidewalks, trails, and roads, relaxing at your local park, picnicking with family and friends, fishing and hunting, boating, camping, bird watching, sightseeing, playing outdoor sports like golf and tennis, attending outdoor concerts, are some of the many examples of outdoor recreation.

Please complete the survey even if you have not engaged in any outdoor recreation activities in the last 12 months. Please complete the survey at the following link by December 31, 2022.

Go to **https://bit.ly/3NOMU6s** and enter the following ID number to complete the survey: **16281**

If you have any questions about the survey, please contact me at 541-737-4425, or by e-mail at r.rosenberger@oregonstate.edu. Please visit our SCORP website at **http://bit.ly/3fInjPV** for more information. If you have any questions about your rights as a survey participant, please contact the OSU Institutional Review Board (IRB) Human Protections Administrator at 541-737-8008 or by e-mail at IRB@oregonstate.edu and reference OSU IRB #2022-1605.

Thank you very much for your participation,

Randall S Rosenberger

Dr. Randall S. Rosenberger, PhD
Interim Department Head and Professor of Applied Economics

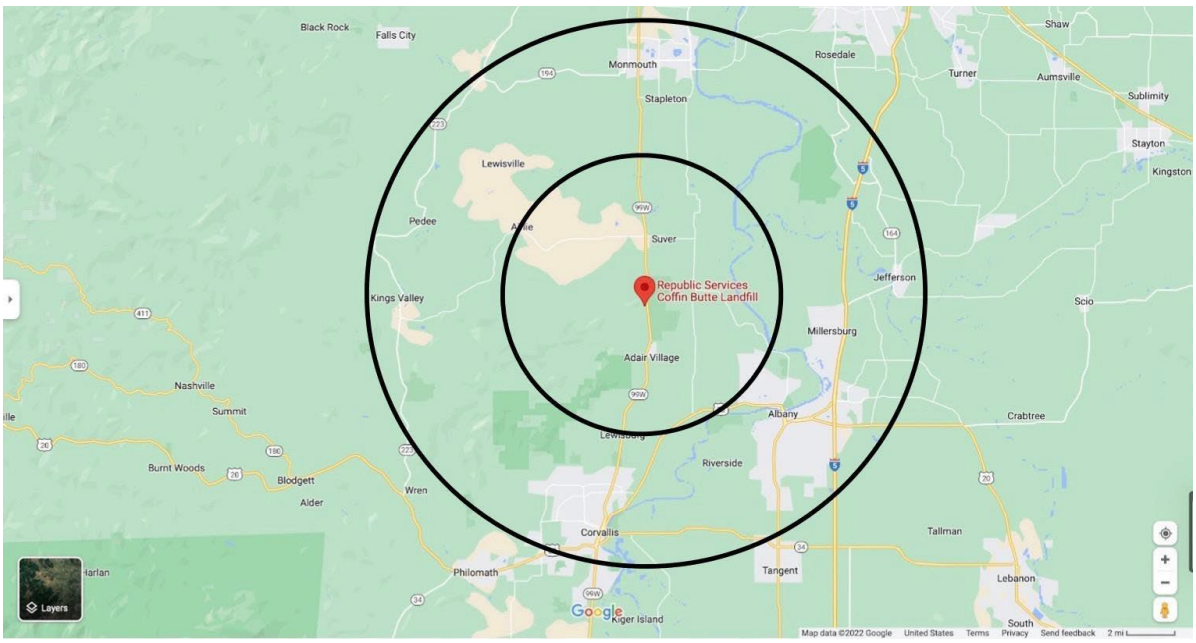
Public Outreach and Notifications Suggestions Table

*These notification suggests are meant to be used on all CUP related processes not just with Republic Services

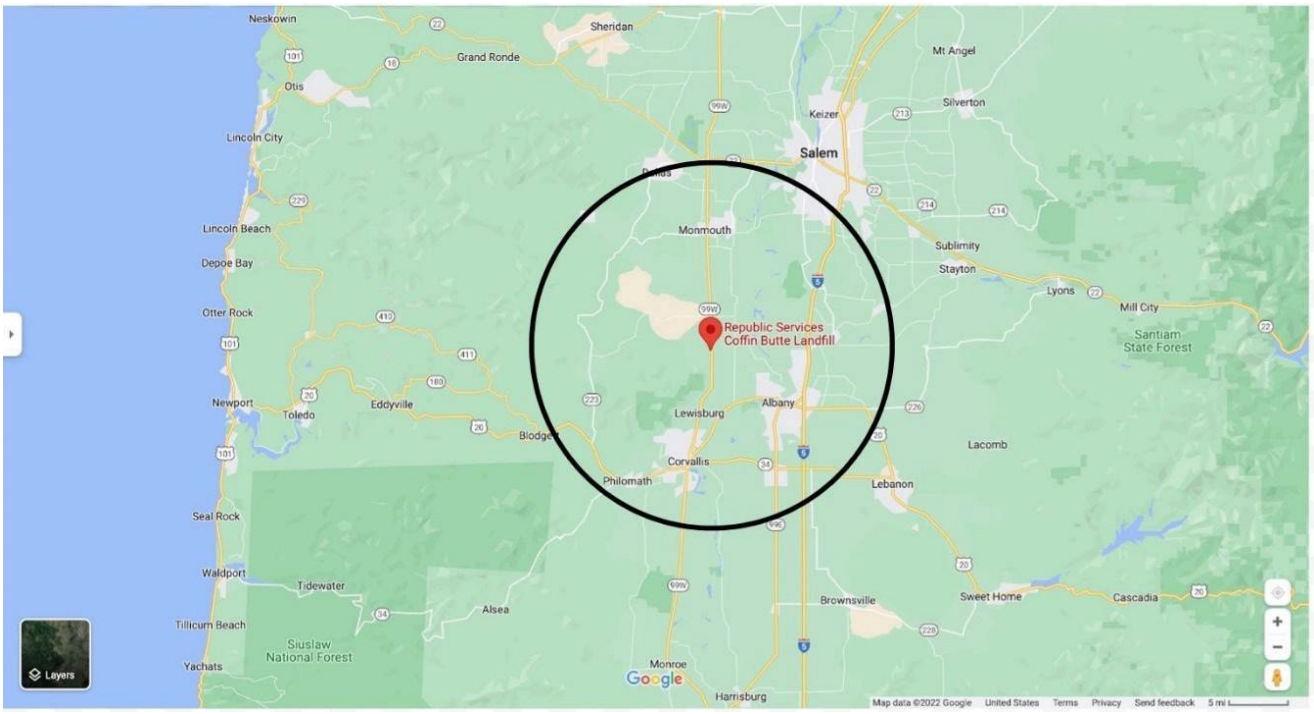
Benton County Talks Trash Notifications Draft Chart			
Notification Subject	**Notification Type**	**Who is Notified**	**Timeline**
BCTT Report	Email blast Interested Parties List, Organic Subscribers, make sure those who spoke at meeting are on the list Soap Creek Neighbors Group, other landfill neighbors	*Radii maps mentioned in table are below 10 Mile Radius Proposed	• 72 hours After report is finished
BCTT Survey re: Public thoughts on workgroup report	Email blast, website post. Possible postcard to the entire county here 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-weekend in the daytime where the link and email list is available.	10 Miles proposed	Open 1 month
Board Hearing on Report	Email blast, website post	10 Miles proposed	24 hrs after scheduled
CUP Filing	Post Card, email blast, newspaper Social media posts and ads	10 or 15 miles	24 hrs after initiation

CUP Completion	Email blast, website post, newspaper Social Media	Entire County Same as CUP filing	24 hrs after
Planning Commission Meetings	Website, email to interested groups	People on existing email list	2 weeks before meeting
SWAC Meetings	Website, email to interested groups	People on existing email list	1 to 2 weeks before meeting

Notification Radius Area Proposals:



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



15 mile radius around Coffin Butte Landfill

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