

Community Outreach & Engagement Plan

Components of the 2021-2026 Long Range Business Plan (LRBP) Update

Plan Purpose:

As West Multnomah Soil & Water Conservation District (WMSWCD) embarks on an update to our Long Range Business Plan (LRBP), it is critical that we incorporate the diverse perspectives and conservation needs of all within our district, to the best of our ability, as Diversity, Equity, and Inclusion (DEI) is a foundational and ingrained value of our work.

This plan outlines a community engagement process that will assist WMSWCD in hearing the perspectives of those we have historically worked with in addition to those we have not yet worked with (but hope to). Community participants will review WMSWCD's current Conservation Scope, including our mission and vision statements, goals, and programs), to identify Conservation Scope opportunities, barriers to service, relevancy of our programs, and conservation priorities. Results of this review will be integrated into an updated LRBP that will guide the work of the District over the next five years.

Plan Design Principles:

- Adaptability & Co-Designing: Community engagement works best when it is an ongoing, flexible, and cumulative process enabling relationships and trust to build and strengthen over time. Community engagement events will be planned and designed with this in mind. We will enable groups or individuals to participate at whatever level they choose – from simply providing advice to co-designing the process, to undertaking some aspects of the engagement, to delivering projects.. While this document aims to provide an overall framework for community participation, we will remain flexible in our approach. We will utilize a range of methods to facilitate the widest possible participation from the diverse array of stakeholders we wish to engage with and to intentionally plan for communities that have been historically marginalized.
- Intentional Engagement: DEI values will be ingrained into this plan and the resulting LRBP update through intentional and targeted stakeholder engagement methods and roles that meaningfully include and focus on people of color. We will continue to engage rural and urban residents and land managers (both those we've worked with and those we haven't) to ensure we carry out a successful and inclusive community engagement plan.
- Equity Pauses: At regular intervals, staff will help facilitate "step back" reviews of issues, opportunities, and direction emerging from the process, and will self-critique (if feasible, will perform with stakeholders as well) on the level and effectiveness of DEI engagement and interpretation.

Plan Key Phases (Phases aligned with the broader *LRBP Update Strategy Timeline*):

- Phase 1. Information Gathering
- Phase 2. Direction Setting
- Phase 3. Plan Review & Release

Stakeholders Engagement Methods:

For those we have a relationship with (beneficiaries and partners, including residents, landowners and organizational partners), the following engagement methodologies are recommended:

- Staff-led (plus potentially board-led) interviews
 - Interviewees will be initially selected by a mix of strategic selection and random stratification to better ensure we are hearing from a diversity of perspectives and voices from both rural and urban realms.
- Online surveys
 - Openly-accessible surveys will be used throughout the phases to gather anonymous input from stakeholders.
- Focus groups
 - Focus groups will be held at pre-existing community spaces/meetings with an intentional plan that sets out to hear from a diversity of perspectives and voices from both rural and urban realms.
- Potential conservation scope participants
 - Facilitated meetings (community conversations) will address questions about current, short- and long-term needs, goals and challenges of WMSWCD focused on each theme with DEI as an ingrained value.

For those we don't yet have a relationship with, but hope to (with an emphasis on historically underserved communities of color, and urban and rural residents we've not yet engaged with) the following methodologies are recommended:

- A community liaison team will be organized & hired (through the PKS International LLC Community Engagement Liaison services "CELS" program) to engage and outreach to historically underserved racial and ethnic community members. Community liaisons will advise on conservation scope and engagement strategies, deliver community surveys and interviews, assist with outreach and recruitment for focus groups and participation in scoping conversations.
- Liaison-led (plus potentially board-led) interviews/surveys
 - Liaison-led stakeholder and community member interview/surveys will be strategically conducted to proactively seek out voices from those that are historically underserved and/or marginalized.
 - Additional Board-led interviews may be strategically conducted to hear from community members and/or organizations we've not yet worked with, but are interested in pursuing a relationship with should the Board select such partners and interviewers.
 - Additional Board-led interviews with other landowners, residents or other constituents within their zones (Zone Directors) or District wide (At-Large Directors)
- Online surveys
 - Openly-accessible surveys will be used throughout the phases to gather anonymous input from stakeholders.
- Focus groups
 - Focus groups will be held at pre-existing community spaces/meetings to hear directly from community members that the CELs have reached, along with voices from both rural and urban realms. Discussions will stem from an intentional plan that sets out to hear from a diversity of perspectives.

- Potential conservation scope participants
 - Facilitated meetings (community conversations) will address key questions about WMSWCD’s Conservation Scope with DEI as an ingrained value.

Phased Timeline (Phases aligned with the broader **LRBP Update Strategy Timeline**)

Phase 1. Information Gathering (“Foundational Assessment”), September – December 2019

- For those we do have a relationship with, initial questions and conversations will focus on strengths, weaknesses, opportunities, and threats seen in WMSWCD’s Conservation Scope, with DEI as a foundational and ingrained value of our work.
 - Methods at this stage include staff-led interviews, online surveys, and focus groups.
 - Focus groups will be held at pre-existing community spaces/meetings with an intentional plan that sets out to hear from a diversity of perspectives and voices from both rural and urban realms.
- For those we don’t yet have a relationship with, questions will focus on overall engagement strategies as well as conservation scope opportunities, barriers to services, relevancy of programs, and conservation priorities.
 - Methods at this stage include liaison led surveys, online surveys and potential focus groups.
 - Focus group surveys will be held at pre-existing community spaces/meetings with an intentional plan that sets out to hear from a diversity of perspectives and voices from both rural and urban realms.
- Findings from this stage will be compiled and shared with staff, board and CELs for review.

Phase 1 Participants	Tasks & Expected Time Commitment
Staff	Interviewing 4-6 partners & 2-3 program participants/residents and transcribing interviews (either 1:1 or via focus groups): 12 – 16 hours
Participating Board Members (Optional)	Interviewing partners & program participants/residents and transcribing interviews (either 1:1 or via focus group): 2-3 hours/interview
Liaison	Interviewing community members, meeting to form & discuss materials and reporting back on findings: 27 hours
Partners	Getting interviewed in person, over the phone or at a focus group meeting: 1 hour/Interview. Taking online survey: 15 minutes
Community Members	Getting interviewed in person, over the phone or at a focus group meeting: 1 hour/Interview. Taking online survey: 15 minutes

 **PRIOR TO MOVING TO THE NEXT PHASE, CONDUCT EQUITY LENS REVIEW ON SELECTING CONVERSATION PARTICIPANTS & QUESTIONS.**

Phase 2. Direction Setting

Phase 2.1 & 2.2 “Form Theme Groups, Plan & Hold Conversations”, December – May 2020

- Questions in this stage will *shift focus from what our current conservation scope is to what our future scope could/should be (with an emphasis on what we’ve heard in phase 1)* to best achieve our affirmed or modified mission and vision.
 - Findings from Phase 1 will be reviewed and considered in forming the key Conservation Scope questions that must be further discussed to inform our LRBP update.
 - Methods at this stage may include online surveys, additional focus groups, and community conversations *with an emphasis on allowing community members to engage with staff and board at their preferred level (details below)*.
 - Key decisions on what questions to ask in conversations with staff, board and stakeholders, and who should be participating in these conversations, will be solidified with community input and consideration.
- Facilitated meetings (community conversations) will address questions about current, short and long-term needs, goals, and challenges of WMSWCD, to be focused on each theme with DEI as an ingrained value. At least three meetings focused on the District’s Conservation Scope is anticipated, but the planning team might elect to hold more. These will be phased so that other theme teams may respond to one another and integrate suggestions from each other. The values of DEI are expected to be integrated and embedded into these theme conversations and further reviewed during equity pauses and lens reviews. Outcomes of each group session would include one or more of the following:
 - Conclusions/recommendations on direction and priority for the LRBP
 - Proposed new direction and language for the mission and vision
 - Requests for additional information
 - Guidance on research or assessment efforts
 - Questions, ramifications and/or suggestions for other Theme Conversation Groups
 - Additional topics to be taken up at future meetings

Phase 2.4 Consolidate Input and Draft LRBP Outline (June – August 2020)

- The Project Manager will work with participants of the community engagement process, Theme Teams and conversation groups to synthesize input, updated mission and vision statements, discoveries and recommendations gained through the plan development into a high-level outline. The outline will then be reviewed and refined until it is solid and endorsed by the District’s staff & board and can be expressed in the actual LRBP document.
- A draft outline will first be shared with community members via CELs focus group and online platforms to gather responses to the LRBP update.

Phase 2 Participants	Tasks & Expected Time Commitment
Staff	Reviewing community feedback, setting up questions, conducting lens review and potentially participating in a subset of conversations: ~10 hours
Board Members	Reviewing community feedback, review of questions, conducting lens review and potentially participating in a subset of conversations: ~6-8 hours
Liaison	Providing feedback, conducting lens review and participating in conversations: 8 hours
Partners	Participation in 1 – 3 conversations that are each 2 hours: 2 – 6 hours
Community Members	Participation in 1 – 3 conversations that are each 2 hours: 2 – 6 hours

 **CONDUCT AN EQUITY PAUSE OR LENS REVIEW WITH COMMUNITY ENGAGEMENT LIAISONS TO EXAMINE IF EQUITY AND INCLUSION ISSUES & COMMUNITY VOICES WERE HEARD IN DRAFT OUTLINE.**

 **CONDUCT A BOARD EQUITY PAUSE OR LENS REVIEW TO EXAMINE IF EQUITY AND INCLUSION IS CLEARLY AN INGRAINED VALUE IN THE DRAFT OUTLINE.**

Phase 3. Plan Review & Release

Phase 3.2 LRBP Draft Review and Finalize Plan (October – December 2020)

- After the draft document is acceptable to District staff & board, broader feedback from stakeholders will be pursued. The work of getting and incorporating broader perspectives will be important in this step as it has been in those prior. This feedback effort may include, but not be limited to, focused discussions, surveys and/or a public comment period for the draft plan.
- An open house sharing the draft and inviting further feedback as well as additional potential focus groups, conversations and online surveying may be pursued.

 **PRIOR TO FINALIZING THE DRAFT, CONDUCT AN EQUITY LENS REVIEW OF RESPONSIVENESS TO COMMUNITY INPUT WITH COMMUNITY LIAISONS PARTICIPATING IN LENS IMPLEMENTATION.**

Phases 3.3 Plan Release, Communication and Outreach (January 2021 – October 2021)

- Preparing and distributing the final plan to the various engaged stakeholders and the general public should be considered. The release of the LRBP should be celebrated not as the end, but rather a beginning!
- LRBP is shared broadly with communication strategies developed throughout the planning process.
 - A gathering is held to release the plan and celebrate with partners.

Phase 3 Participants	Tasks & Expected Time Commitment
Staff	Reviewing drafts, conducting lens review and providing feedback: ~8 hours
Board Members	Reviewing drafts, conducting lens review and providing feedback: ~6 hours
Liaison	Reviewing drafts, conducting lens review and providing feedback: 3 hours
Partners	Online review & feedback: 1 hour
Community Members	Online review & feedback: 1 hour

About the Community Engagement Liaisons (CELs) Team

The liaisons are active community leaders or activists that are passionate about supporting and improving their community’s visibility and welfare. The majority of them (95%) are immigrants and people of color who are fluent in their native language(s) and active in their local community. Liaisons have consistently demonstrated professionalism, cultural understanding, and effective engagement with the underserved community groups that allow many city bureaus to serve broader range of residents and move forward with various planning. CELs liaisons are English-fluent, civic activists and are respected elders or activists in their respective communities they nurture.

CELs that have connections and/or reside within the District service area would be the most desirable since we are trying to reach out to our constituents as well as understand broader cultural concerns and issues to consider. In addition, a desire to reach out and engage with people from both urban and rural areas should be considered in the selection of the CELs.

For this process, CELs for the following communities will comprise the CEL Team. The communities selected are found to reside in the WMSWCD service area, according to the most recent, but dated, census and school data after a 2017 Demographic Data Analysis completed by Metro’s Research Center. The following list of communities was further refined and vetted by Ping Khaw who will be securing the CELs discussed:

- Arabic
- Black or African American
- Chinese
- Latinx (Spanish translation ability in written and verbal forms is required due to LEP data)
- Native American
- Slavic
- Somali
- Vietnamese

Partners that will receive interview or focal group requests for LRBP Update

November 15, 2019

Existing Partners (Partnership focal areas) (69 total, 88% of NGOs Interviewed: , 72% Local Gov, 50% of State Gov Interviewed, & 66 % Federal Gov, 50% Private Interviewed)	Staff (or Board) Lead to Interview Partner or Facilitate Focus Group	Partner Type (Total Counts NGO, Local Gov, State Gov (10), Fed Gov, Private)	Interview Complete? Y / Refused
4-County Cooperative Weed Management Area (invasive species, education and outreach, mapping, technical collaboration)	Michelle	NGO	Y
Audubon Society of Portland (Backyard Habitat Certification Program, collaborative efforts, education and outreach, landowner outreach)	Mary	NGO	
Center for Diversity and the Environment (diversity equity and inclusion)	Mary	NGO	
City of Portland, Bureau of Environmental Services (BES) (invasive species, habitat restoration, volunteer support, funding support, stormwater management)	Mary	Local Gov	
City of Portland, Office of Equity and Human Rights (diversity, equity and inclusion)	Randi	Local Gov	
Clackamas Soil and Water Conservation District (shared programs)	Kammy	Local Gov	
Columbia River Estuary Study Taskforce (CREST) (Sturgeon Lake Restoration & McCarthy Creek Wetland Reserve projects, other wetland restoration)	Scott	NGO	
Columbia Soil and Water Conservation District (shared programs)	Jim	Local Gov	
East Multnomah Soil and Water Conservation District (shared programs)	Jim	Local Gov	
Ecology in Classrooms and Outdoors (environmental education)	Laura	NGO	
Forest Park Conservancy (forestry, habitat diversity, invasive species, green workforce development)	Michael	NGO	
Forest Park Neighborhood Association (invasive species, outreach, collaborative efforts)	Jim	NGO	
Friends of Tryon Creek (environmental and cultural education)	Laura	NGO	
Government Finance Officers Association (fiscal management, budgeting)	Michele	NGO	
Green workforce development organizations such as Verde, Wisdom of the Elders and the Blueprint Foundation (diversity, equity and inclusion)	Mary, Jim and/or Michael	NGO	
Linnton Neighborhood Association (invasive species, native landscapes)	Shawn, if able (w/ Mary's support)	NGO	

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Metro Parks and Nature (forestry, oak mapping, strategic planning, habitat restoration, invasive species education, diversity, equity and inclusion, education, collaborative efforts)	Jim	Local Gov	
Oregon Bee Project (strategic planning, pollinator education)	Laura	State Gov	
Oregon Department of Agriculture (ODA) (capacity, governance, authorities, water quality, invasive species)	Scott	State Gov	
Oregon Department of Forestry (forestry, wildfire protection)	Michael	State Gov	
Oregon Invasive Species Council (invasive species)	Michelle	NGO	
Oregon State University Extension Service (Master Gardeners, Master Naturalists, Forestry, Agriculture, Soil, Oregon Integrated Pest Management Website, Soil School)	Michael, Weston, if able	State Gov	
PKS International LLC Community Engagement Liaison Services (community engagement, listening surveys, diversity, equity and inclusion)	Mary/CELS	Private	
Sauvie Island Center (education, organic farming)	Laura	NGO	
Sauvie Island Community Association (education and outreach)	Jane (w/ Kammy's support), if able	NGO	
Sauvie Island Drainage Improvement Company (agriculture, habitat restoration, water quality)	Jim	Local Gov	
Sauvie Island Grange (education, community)	Jane (w/ Kammy's support), if able	NGO	
Scappoose Bay Watershed Council (wetland restoration, strategic conservation planning, moorages, community science & water quality, outreach & education)	Kammy	NGO	
Skyline Ridge Neighbors (forestry, invasive plants, canopy weeds, education)	Michael	NGO	
Special Districts Association of Oregon (administrative, legal and human resources)	Michele	NGO	
Tax Supervising and Conservation Commission (budgeting)	Michele	State Gov	
Tryon Creek Watershed Council (healthy streams, restoration, invasive species)	Mary	NGO	
Tualatin River Watershed Council (water quality, fish passage, habitat restoration)	Michael	NGO	
Tualatin Soil and Water Conservation District (Soil School, shared programs)	Renee	Local Gov	
U.S. Department of Agriculture, Natural Resources Conservation Service (forestry, agriculture, wetlands, soil health, drainage and irrigation districts, oak woodland and prairie)	Jim	Fed Gov	
U.S. Fish & Wildlife	Scott	Fed Gov	

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Watershed Resource Center (habitat restoration, stormwater management, volunteer and neighborhood support)	Mary	NGO	
West Willamette Restoration Partnership (invasive species, habitat restoration, volunteer, neighborhood support and collaborative efforts)	Mary	NGO	
World Forest Institute International Fellowship Program (diversity equity and inclusion, forestry)	Scott	NGO	

Partners (69 total, 46 % online survey requests only)	Lead	Partner Type
American Forest Foundation (education and outreach)		NGO
Bonneville Power Administration (Sturgeon Lake, wetland restoration)		Fed Gov
Build Local Alliance (forestry, working lands)		NGO
City of Portland, Parks and Recreation (forestry, canopy weeds, habitat diversity, green workforce development)		Local Gov
Clean Water Services (invasive species, understory seeding)		Local Gov
Coalition of Communities of Color (diversity equity and inclusion)		NGO
Columbia Land Trust (Backyard Habitat Certification Program, collaborative efforts, education and outreach, landowner outreach)		NGO
DEPAVE (stormwater, habitat restoration)		NGO
Forest Stewards Guild (landowner education, forest habitat)		NGO
Friends of Marquam (volunteer support, landowner outreach, collaborative efforts)		NGO
Friends of Terwilliger (volunteer support, landowner outreach, collaborative efforts)		NGO
Lower Columbia River Estuary Partnership (wetland conservation)		NGO
Northwest Natural Resource Group (forestry assistance)		NGO
Oregon Association of Conservation Districts (regional and statewide coordination)		NGO
Oregon Department of Environmental Quality (water quality related grant funding)		State Gov
Oregon Department of Fish and Wildlife (Sturgeon Lake Restoration, Sauvie Island habitats, wildlife habitat related tax deferral programs)		State Gov
Oregon iMap Invasives (invasive species, mapping)		NGO
Oregon Parks and Recreation Department (invasive weeds, conservation education)		State Gov
Oregon State University Extension Service (Master Gardeners, Master Naturalists, Forestry, Agriculture, Soil, Oregon Integrated Pest Management Website, Soil School)		State Gov
Oregon Tree Farm System (education, forest certification)		NGO

Oregon Wildlife Foundation (fundraising for conservation)		NGO
Oregon Zoo Education Center (education, outreach)		Local Gov
Pinchot Institute of Conservation (forestry, forest carbon offsets)		NGO
Portland State University, Center for Lakes and Reservoirs (monitoring)		State Gov
Portland State University, Mark O. Hatfield School of Government, Center for Public Service, Executive Master of Public Administration Program (urban program development initiative)		State Gov
River View Cemetery (forests, healthy streams, native habitats)		NGO
Samara Group (education and outreach)		Private
Sauvie Island Habitat Partnership (invasive weeds, canopy weeds, habitat restoration, frogs, turtles, pond habitat, education, strategic planning)		NGO
Tax Supervising and Conservation Commission (budgeting)		State Gov
The Intertwine Alliance (education and outreach, diversity equity and inclusion, oak habitats, strategic conservation planning, urban and residential programs)		NGO
Western Invasives Network (invasive species)		NGO
Willamette Partnership (ecosystem services, market incentives for conservation)		NGO

New partners to reach out to for interview or focal group opportunities

Partner Name (About Partner)
Portland Harbor Community Coalition (Founded in 2012, we are a group of individual community groups elevating the most-impacted groups (Native Americans, African-Americans/Black, immigrants, and houseless) in the billion dollar federal cleanup of the eleven mile Willamette River "Superfund" site, Portland Harbor.)
Environmental Professionals of Color (EPOC, Founded in 2012, we are a group of individual community groups elevating the most-impacted groups (Native Americans, African-Americans/Black, immigrants, and houseless) in the billion dollar federal cleanup of the eleven mile Willamette River "Superfund" site, Portland Harbor.
Groundwork Portland (Groundwork Portland is a network of organizations and individuals focused on the principles of environmental, social, and economic justice. They organize in low-income communities to improve the physical environment, enhance quality of life, and increase economic stability through local action by getting local residents, youth, businesses, government, and other organizations involved in practical projects).
OPAL: Organizing People, Activating Leaders. (subgroup= Youth Environmental Justice Alliance (YEJA)) (OPAL Environmental Justice Oregon builds power for Environmental Justice and Civil Rights in our communities. We organize low-income communities and people of color to achieve a safe and healthy environment where we live, work, learn, play and pray. We strive to create opportunities for meaningful participation in decision making.
Native American Community Advisory Council (NACAC). In 2010, in collaboration with Native communities and local tribes, Portland Parks & Recreation (PP&R) co-created the Native American Community Advisory Council (NACAC), with the understanding that the Willamette Valley and Columbia River indigenous people hold a unique status as the original stewards of this region's land. The NACAC provides a forum to discuss values such as sacredness of land, the importance of spiritual and cultural connection to heritage, and the recognition that Indigenous peoples have been here since time immemorial.