



I. Project Overview

“A vibrant and prosperous town center is a sign that the rest of the city is thriving. Town centers provide a mix of attractions that draw people in from other areas of the city and neighboring communities. It’s where we gather in public spaces to eat, shop, and celebrate. Town centers are diverse places where we go to exchange culture and ideas. Most of all, a town center is a reflection of its people.”

The City of Cornelius is launching an effort to revitalize its downtown. The past few years have seen enormous investment in new downtown infrastructure, including sidewalks, streetlights and ADA facilities. The Town Center and Urban Renewal Plans will build on those efforts to envision the future of Cornelius’ downtown and main street corridor and establish tools to implement that vision. While the Town Center and Urban Renewal Plans are two distinct efforts, these will be branded as a single project (the ‘Cornelius Town Center Plan’) to revitalize Cornelius’ urban core and encourage private investment and employment growth.

II. Community Participation Objectives and Strategy

Community members will have many opportunities to share their vision for downtown Cornelius. The purpose of the Community Engagement Plan is to describe ways in which the City will engage with key stakeholders and the community in the Cornelius Town Center Plan process. The community engagement process is designed to meet the following objectives:

- ✓ Design and implement a comprehensive community outreach program.
- ✓ Engage a broad cross-section of Cornelius residents, businesses, and partners.
- ✓ Engage key groups through methods and in locations where they are comfortable.
- ✓ Conduct outreach in culturally and linguistically appropriate manner.
- ✓ Employ appropriate technologies and maintain communications throughout the process.

Centro Cultural de Washington County will assist with outreach to Cornelius’ Latino community. Consultants and Centro staff will work hand-in-hand to design and implement a process that addresses language barriers and the reluctance to participate in government activities.

Outreach during the initial Vision Phase of the project is based on careful listening and reflection. Activities will focus on capturing the public’s vision for the future of this area and the investments and improvements necessary to achieve that vision. This is achieved

through a responsive and constructive dialogue among area residents, property owners, potential investors, service providers, City staff, and elected and appointed leadership.

The ensuing Implementation Phase of public outreach is designed to educate the public on urban renewal as a valuable tool for making the shared vision a reality. This helps set expectations for the time-frame for urban renewal and dispel misconceptions that the public might have about urban renewal. The focus of this phase is to establish and prioritize the list of public improvement projects.

III. Public and Stakeholder Engagement Activities

Advisory Committees

The Project Advisory Committee (PAC) is comprised of members that represent a broad cross-section of community interests. The PAC reviews and comments on work products, guides public outreach and engagement efforts, acts as liaisons to specific constituencies or interest groups, hosts public events, encourages community members to participate in the process, and acts as champions of the ultimate Cornelius Town Center Plan and Urban Renewal Plan that emerge from the process. The PAC will meet five (5) times during the project. PAC members include:

Name	Name
Karla Antonini, City of Hillsboro	Brenda McCoy, Swallowtail School
Joseph Auth, CPO12C	Jeannine Murrell, business owner
Ralph and Carole Brown, residents	Midge Nelson, resident
Seth Brumley, ODOT Planning	Rafael Pineda, business owner
Matt Wellner, property owner	Dan Riordan, City of Forest Grove
Yolanda Diaz, Youth Advisory Council	Jon Williams, Metro
Ignolia Duyck, Virginia Garcia MHC	Dave Schamp, City Council President
Tiffany Fieken, resident	Alex Seabold, business owner
Neal Knight, business owner	Howard Sullivan, Chamber of Commerce
Heather Sturgill, Washington County	Maribel de Leon, Adelante Mujeres

A Technical Advisory Committee (TAC) will convene two (2) times during the project to provide guidance on technical and financial components of the Urban Renewal Plan. The TAC will be comprised of City staff, one or two city councilors, planning commission members, key governmental partners (Washington County, School Districts, ODOT, CWS), and community and business representatives.

Stakeholder Interviews

The project team will conduct a series of in-person and phone interviews with key stakeholders. In addition to unique perspectives on current and future conditions in Cornelius, stakeholder interviews will provide referral sources, which are critical for promoting and recruiting participation. Reaching out to trusted sources of information who will become champions for the project is a key initiative. Interviews may be held with business owners, developers, elected officials, City staff, and other community leaders.

Vision Ideation Session

The Vision Ideation Session will engage a subset of elected and appointed city officials and at-large community representatives to frame the downtown revitalization effort. Participants will discuss their vision for Cornelius and what the Town Center is and is not. The purpose of the session is to set guidelines for the Town Center Plan that are grounded in a desired future and achievable goals. In addition, community leaders will identify key opportunities and challenges that may influence that desired future. The information generated at this session will be used to launch the communications campaign.

Community Conversations

The consultant, PAC members, and City staff will take the vision process out to community groups through a series of Community Conversations. These conversations will prioritize “going to where people are” – both in meetings and online, focusing on the spaces where people gather and the channels through which they receive information. The consultant will develop a kit for consistent facilitation of the conversations and will train City and Centro Cultural staff, PAC members, and other project champions as needed. The conversations will provide community members with information about the project and engage them in discussions about what they value about downtown Cornelius today, and what changes they would like to see in the future, as well as how they’d like to be involved in the process and who else should be involved.

Conversations will be held with a broad spectrum of groups including, but not limited to:

Adelante Mujeres	Cornelius Latino Businesses
Centro Cultural	Cornelius Youth Advisory Council
CPO12C	Forest Grove/Cornelius Chamber of Commerce
Cornelius Boosters	Pacific University
Cornelius Downtown Advisory Group	Rotary Club
Cornelius Economic Development Commission	St. Alexander's Parish

Community Events

Community events provide a unique opportunity to engage a large number of people in one place. Several activities will be designed for youth and adults, ranging from a booth with information pamphlets, to intercept interviews and map-based exercises. Activities will be designed to create project awareness. Community events include, but are not limited to:

Community Thanksgiving Dinner	National Night Out
Concerts in the Park	Taquiza (Centro Cultural)
El Grito	Veteran's Day Ceremony
Forest Grove Corn Roast	VGMHC Health Fair
Movies in the Park	

Public Meetings

The City will host three public meetings throughout the course of the project. The meetings provide an opportunity for community members to gather in one space to

exchange ideas and be inspired by each other. Formats will vary to fit the specific needs of the project and may include presentations, site tours, design workshops, and open houses.

Online Engagement

Three online engagements will supplement in-person community engagement activities. The engagements provide an alternative opportunity to comment for those who may not come to a meeting or feel comfortable voicing their opinions among others. The engagements may include surveys and online open houses and will coincide with the Community Conversations and public meetings.

IV. Communication Tools

The project team will use a variety of methods to notify residents about public events and other opportunities to be involved in Town Center process:

- Logo/branding. A project identity that is unique and compelling. This “look” will appear on all project materials and provide continuity and visibility for the project.
- Key messages. A series of statements that characterize the project and communicate the information people need to know. These messages will be updated throughout the course of the project and used across platforms.
- Project Website. An informative and accessible website that includes a project overview and timeline, important contacts, schedule of opportunities for public engagement, updates on project status, a library of documents and mechanism to submit comments.
- Social media. Social media platforms, such as the City’s Facebook and Twitter accounts, to increase project awareness and provide additional avenues for community input.
- E-blasts. Maintain a database of e-mail addresses of people who express interest in the planning process to use when sending e-blasts for the City to distribute to help notify people about events and activities. Interested parties will have several opportunities to join the mailing list, such as on the project website and at public meetings and events.
- Public information materials. Flyers, newsletters, facts sheets, media releases and other materials to educate and inform the public.

V. Roles and Responsibilities

Activity	Consultants	City	Centro
PAC Meetings	Meeting materials Facilitation Summaries	Communications Logistics	
TAC Meetings	Meeting materials Facilitation Summaries	Communications Logistics	
Stakeholder Interviews	Questions design *Conduct interviews *Summaries	Identify stakeholders	>Conduct interviews >Summarize interviews
Vision Ideation Session	Format Facilitation Summary	Communication Logistics Project overview	Identify potential participants
Community Conversations	*Materials Assignments *Facilitation Summaries Train facilitators as needed	Identify community groups Facilitation and summaries as needed	Identify community groups Translate materials >Facilitation and summaries
Community Events	*Secure place at events *Activities Event materials *Staff events	Staff events as needed	>Secure place at events Activities Translate materials >Staff events
Public Meetings	*Format Meeting materials Facilitation Summaries	Logistics Format	Format Translate materials Interpretation as needed
Online Engagement	Format Implement engagements Summaries	Implement web updates	Translate materials
Communications	Printed materials Communications content	Distribute communications via City tools	Translate materials

*Lead

>Lead with Spanish-speaking community

VI. Schedule

PROJECT INITIATION

- Kickoff meeting
- Branding/logo
- Key messages

EXISTING CONDITIONS

- Market analysis
- Financial analysis
- Land use inventory
- Multi-modal system analysis
- Public facilities assessment
- Design standards
- Planning context

TOWN CENTER MASTER PLAN ALTERNATIVES

- Town Center alternatives
- Land use, transportation, infrastructure assessments
- Preferred Town Center alternative

DRAFT TOWN MASTER PLAN

- Existing conditions
- Opportunities and constraints
- Market analysis
- Project list, cost estimates
- Multi-modal system analysis
- Consistency analysis
- Zoning district/code strategies
- Incentives, strategic investments
- Projects, costs, funding sources

ADOPTION

- Town Center Master Plan Findings Report
- Urban Renewal Plan Findings Report
 - Draft ordinances
 - Comprehensive Plan Amendments
- Implementation Action Plan
- Planning Commission and City Council presentations/hearings

This timeline illustrates the overall project schedule with key deliverables and opportunities for public involvement.

