

GLADSTONE TOWN CENTER

DRAFT COMMUNITY ENGAGEMENT PLAN

March 2024

Project Overview

The City of Gladstone is establishing boundaries for Gladstone’s Town Center and identifying regulatory changes to comply with Oregon’s Climate Friendly and Equitable Communities (CFEC) rulemaking. The Land Conservation and Development Commission launched the CFEC program in response to Governor Brown’s climate Executive Order 20-04 and directs the Department of Land Conservation and Development (DCLD) to improve rules governing Oregon’s planning system in Oregon’s eight most populated areas (Albany, Bend, Corvallis, Eugene-Springfield, Grants Pass, Medford-Ashland, Portland Metro, and Salem-Keizer). These rules are aimed at establishing geographic areas within cities that provide opportunities for residents to access services with reduced dependence on single-occupancy vehicles.

The project will identify boundaries for a Gladstone Town Center for zoning and development code changes to support economic development and vibrancy within the center. The project will result in Comprehensive Plan, Development Code and Zoning Map updates, as well as code amendments to implement parking reforms as part of the CFEC program.

Community Engagement Objectives

Community members, partners and stakeholders will have many opportunities to help shape the Gladstone Town Center Plan. The purpose of the public involvement strategy is to describe ways in which the City will engage with key stakeholders and the community in the Gladstone Town Center Plan process. The public involvement process aims to meet the following goals:

- **Inform** the community with timely, transparent, and accurate information.
- **Educate** community members about planning and decision-making processes.
- **Consult** and involve the community in the identification and refinement of the Gladstone Town Center Boundary and evaluation of options for parking reform. Ensure community members understand how decisions are made, that their concerns are heard, and that they know how their feedback influences decisions.
- **Partner** with city and agency representatives to ensure officials are engaged in the planning process and active in key decisions.
- **Reach** a diversity of stakeholders who reflect Gladstone’s greater community and town center.

Key Messages

These key messages will be refined and augmented throughout the project to meet evolving needs.

Identifying a Gladstone Town Center boundary will help to implement Oregon’s Climate Friendly and Equitable Communities rules and requirements.

- The updated plan will result in a designated Gladstone Town Center boundary, updated Comprehensive Plan policies, and updated zoning and development code changes.

The Gladstone Town Center Plan will reflect the City’s future goals and priorities.

- Gladstone is required to implement the Climate-Friendly and Equitable Communities program given its location within the Portland Metro, one of the eight most populated areas in Oregon and subject to CFEC requirements.

The City of Gladstone is committed to an inclusive and transparent planning process. Community engagement is crucial to guide the development of a representative, sustainable plan.

- There will be opportunities for community involvement at several points throughout the planning process, with a focus on accessible opportunities to provide feedback.
- Members of the community can provide comments or ask questions at any time by visiting the project webpage on Gladstone’s website: www.ci.gladstone.or.us

Community Demographics

The following demographic profile helps identify priority populations and tailor outreach methods to reach the full spectrum of Gladstone community, including residents, property owners, and business owners and organizations. Demographic data is derived primarily from the U.S. Census American Community Survey 5-Year Data 2018-2022 Data Profile.

Race and Ethnicity

According to 2018-2022 American Community Survey data, 81.1 percent of Gladstone residents identify as White. The remainder of residents identify as Hispanic or Latino (9.9%), African American (1.9%), Asian (2.0%), and American Indian or Alaskan Native (0.8%). The highest subcategory of those who identify as Asian, identify as Filipino (0.7%). Around 9.9 percent identify with two or more races. Data to determine the percentage of the population that is Hispanic or Latino is from the 2020 Decennial Census.

Race/Ethnicity	City of Gladstone	Oregon
White	81.1%	78.7%
African American	1.9%	1.9%
Asian	2.0%	4.4%
Native Hawaiian and other Pacific Islander	0.0%	0.4%
American Indian or Alaskan Native	0.8%	1.1%
Two or more races	9.9%	9.2%
Hispanic or Latino (any race)	9.9%	13.8%

Languages Spoken at Home

The majority of Gladstone speaks only English (92.5%), while the second most common language spoken is Spanish (6.0%). Approximately 1 percent of the Gladstone population speaks Asian or Pacific Island languages.

Age

The City of Gladstone has less youth than the State percentage, with 14.3 percent of community members being 14 years or younger. Gladstone has a higher population of 25- to 34-year-olds and 55- to 64-year-olds than Oregon percentages. About 16.2 percent of Gladstone's population is between 25 and 34 years old and about 17.9 percent is between 55 and 64 years old.

Age	City of Gladstone	Oregon
14 years and under	14.3%	16.7%
15 - 24 years	10.7%	12.4%
25 – 34 years	16.2%	14.1%
35 – 54 years	22.1%	26.0%
55 – 64 years	17.9%	12.6%
65 – 74 years	11.1%	11.1%
75 years +	7.6%	7.2%

Income

The majority of Gladstone households earn more than \$100,000 a year. While households in Gladstone generally make more than State averages, there is a larger proportion of households that make less than \$15,000 a year (10.0%) than the State percentage (7.9%).

Income	City of Gladstone	Oregon
<\$15,000	10.0%	7.9%
\$15,000-\$25,000	4.2%	6.8%
\$25,000-\$50,000	13.2%	17.8%
\$50,000-\$75,000	14.1%	16.5%
\$75,000-\$100,000	14.0%	13.4%
\$100,000+	44.4%	37.6%

People with Disabilities

Census data indicates that 18.2 percent of Gladstone residents live with a disability. This is higher than the Oregon state average of 14.9 percent. The highest percentages of those with disabilities have difficulty with independent living (8.6%) or have a cognitive disability (8.4%).

Housing

Census data indicates that 64.2 percent of residents live in a single-family home (detached single unit), which is slightly higher than the State of Oregon (63.0%). Around 10 percent of Gladstone residents live in middle housing (1 to 4 attached units) and 19.2 percent occupy multi-family homes (5 or more attached units). About 5.8 percent live in a manufactured home and 0.5 percent live in another form of

housing such as an RV, van, or boat. Around 64.6 percent of Gladstone residents are homeowners and 35.4 percent are renters.

Housing Type	City of Gladstone	Oregon
Single-family home	64.2%	63.0%
Middle housing	10.3%	11.8%
Multi-family home	19.2%	17.4%
Manufactured home	5.8%	7.4%
Other	0.5%	0.4%
Homeowners	64.6%	63.2%
Renters	35.4%	36.8%

Underserved Populations

The City of Gladstone is committed to facilitating equitable community engagement for the Gladstone Town Center Plan. To ensure full and fair participation by all potentially affected community members in the decision-making process, engagement activities and tools will focus on meeting underserved groups where they are. The following describes priority populations for this process.

Census demographic information indicates that Gladstone has a higher percentage (9.9%) of those who identify as Hispanic or Latinx. The second most spoken language other than English is also Spanish (6.0%). The City may consider translation of materials in Spanish, and hosting public activities in non-governmental, community spaces that are comfortable and welcoming to those who speak limited English.

While the City of Gladstone has smaller proportions of youth (24 and under) to Oregon as a whole, engaging the youth perspective is important to this forward-looking planning exercise. There are larger proportions of older adults and seniors (55+) who reside in Gladstone than the state average. To reach youth, engagement activities may be centered around youth-oriented events and activities in Gladstone, including local schools. To reach Gladstone’s older population, the City may consider reaching out to local nonprofits that serve the elderly, as well as the Gladstone Community Center, with information about in-person engagement opportunities, or to conduct in-person surveys and community conversations during regular programming or events.

The City of Gladstone has a higher proportion (18.2%) of those who live with disabilities than Oregon (14.9%), with the largest groups having difficulty with independent living (8.6%) and having cognitive difficulty (8.4%). Engagement activities should be made accessible and include accommodation for people of all abilities. Engagement events should consider the accessibility of community spaces and venues, as well as access to transportation options. Outreach materials and surveys may be printed and mailed to residents who may be unable to travel away from home.

In Gladstone, nearly 27 percent of households earn less than \$50,000 a year. According to Oregon Housing and Community Services, nearly 27 percent of households in Gladstone are also severely rent burdened. A severe rent burden means that a household is spending 50 percent of its income on rent.

Access to technology to participate in engagement activities, as well as access to transportation and childcare during engagement activities should be considered when taking an equitable approach. The City of Gladstone also has a significant population who are renters (35.4%), so citywide mailings could ensure all residents regardless of housing type and tenure are informed and engaged.

Stakeholders and Partners

Community members and stakeholders will have multiple opportunities to participate in the Gladstone Town Center Project. This section identifies the spectrum of stakeholders and partners and the variety of ways in which the City will engage community members in the process.

Interests	Specific Organizations/Groups to Engage
Schools	Gladstone Public Schools Gladstone Education Foundation
Parks and nature	Gladstone Parks and Recreation Advisory Board Gladstone Public Works- Parks Dept. Friends of Gladstone Nature Park
Industry and business (large/medium/small)	North Clackamas Chamber of Commerce Downtown Connected Communities Program Small Business Development Center Clackamas County Economic Development Top employers
Public safety	Gladstone Police Department Clackamas Fire District #1
Utilities	Gladstone Public Works PGE Oak Lodge Clackamas County Water Environment Services
Health	Gladstone Health Center
Transportation	Oregon Department of Transportation (ODOT) Clackamas County Traffic Safety Advisory Board TriMet
Service nonprofits	Gladstone Seniors Foundation Gladstone Oak Lodge Rotary Club Gladstone St. Vincent De Paul
Non-native English speakers	Spanish Speakers (6.0% of the Gladstone Population)
Arts and culture	Gladstone Public Library Gladstone Historical Society
Seniors	Gladstone Community Center: The Spirit of Generations
County and State Agencies	Clackamas County Department of Land Conservation and Development ODOT Metro
Elected and Appointed Officials	City Council Planning Commission

Engagement Activities

The following table summarizes primary community engagement activities, their intended audience, and partners needed to carry out the activities while using the IAP2 engagement spectrum.

The IAP2 Spectrum is an internationally recognized model developed to help clarify the role of the public in planning and decision making, and how much influence the community has over planning or decision-making processes. The model identifies 5 levels of community engagement, ordered as follows by increasing impact on decision-making: (1) inform; (2) consult; (3) involve; (4) collaborate; and (5) empower.

Engagement Tool/Activity	IAP2 Spectrum	Description	Audience
Stakeholder Advisory Committee	Inform Consult Involve	The Stakeholder Advisory Committee will meet up to four (4) times over the course of the Town Center Plan. The Steering Committee will represent a broad cross-section of community interests and Agency Partners. Responsibilities include: review and comment on work products, guide engagement efforts, help to host public outreach events and activities, act as liaisons to specific constituencies or interest groups, and encourage community members to participate in the process.	Community Members Interest Groups Agency Partners Service Providers
Community Workshop	Inform Consult Involve	One (1) Community Workshop will be held over the course of the project. This engaging community event will allow community members to connect and share ideas with their neighbors face-to-face on the two (2) to three (3) options for the town center boundary.	Community Members
Planning Commission & City Council Work Sessions	Inform Consult Involve	Up to three (3) briefings/work sessions will be provided to the Gladstone Planning Commission and City Council throughout the course of the project to ensure their support and encourage their participation in the process.	Elected and Appointed Officials

Communication Tools

In addition to the above activities, the following communication tools will provide information about events, activities, and opportunities to be involved in developing the Gladstone Town Center Plan.

Communication Tools	Description
Project Webpage	An informative, accessible, and interactive webpage will be updated to include a project overview and timeline, important contacts, schedules for public events, opportunities for public engagement, updates on the project’s status, and the ability to view or download documents.
Media Contacts	Media releases will be prepared for local media outlets for the City to distribute to promote key outreach activities.
E-Blasts	The City will maintain a database of e-mail addresses of people who express interest in the planning process. E-blasts will be distributed by the City to notify people about events and activities.
Public Information Materials	Flyers, facts sheets and other materials will be prepared to educate and inform the public.

Project Schedule

This schedule outlines key milestones throughout the project.

