



City of La Pine 2045 Comprehensive Plan

DRAFT Community Engagement Plan

January 2024

Project Overview

The City of La Pine is updating its Comprehensive Plan in response to pronounced growth and development that the city has seen over the last 15 years. Today, La Pine is home to nearly 2,900 residents, but is expected to grow by 87% over the next 25 years. The La Pine 2045 Comprehensive Plan update will create strategies that will respond to rapid regional growth while preserving and improving assets like La Pine’s thriving tourism industry, distinct downtown identity, industrial opportunities, affordable housing, and important civic amenities.

To ensure the La Pine 2045 Comprehensive Plan reflects the needs of community members, a robust public involvement process that reaches a large segment of La Pine’s population is essential. The purpose of this document is to outline an array of tools that will be employed to reach a diverse set of La Pine stakeholders who will help guide the development of the La Pine 2045 Comprehensive Plan update.

Community Engagement Objectives

Community members, partners and stakeholders will have many opportunities to help shape the Comprehensive Plan for La Pine. 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 La Pine 2045 Comprehensive Plan update 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, refinement and prioritization of policy updates needed to guide growth and development in La Pine over the next 20 years. Ensure community members understand how decisions are made, their concerns are heard, and they know how their feedback influenced decisions.
- **Partner** with city and agency representatives to ensure officials are engaged in the planning process and key decisions.
- **Reach** a diversity of stakeholders who reflect La Pine’s greater community.



Key Messages

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

The Comprehensive Plan sets out a series of goals and policies that will guide growth and development in our community over the next 20 years.

- The Comprehensive Plan is La Pine’s primary land use planning document.
- Oregon state law requires that all cities and counties adopt Comprehensive Plans that are consistent with statewide planning goals.
- The Comprehensive Plan helps articulate La Pine’s goals for the future housing, economy, community, infrastructure, government and a connected parks and trail system.

The 2045 Comprehensive Plan will reflect our community’s vision and priorities.

- In the 15 years since the Comprehensive Plan was last updated, La Pine has seen large changes in population, demographics and land use. We need an updated Comprehensive Plan.
- The process began with a Community Visioning exercise that will serve as the foundation for the Comprehensive Plan.
- A complete update to the Comprehensive Plan will serve to create a central document that reflects the vision for the entire La Pine community.

The City of La Pine 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 website: <https://lapine2045.com/>

Community Demographics

The following demographic profile helps identify priority populations and tailor outreach methods to reach the full spectrum of La Pine residents and property owners. 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, 85 percent of La Pine residents identify as White. The remainder of residents identify as Hispanic or Latino (15.6%), Native Hawaiian and Pacific Islander (2.9%), and American Indian or Alaskan Native (0.6%). Around 11.2 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.



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Race/Ethnicity	City of La Pine	Oregon
White	85.0%	78.7%
African American	0.0%	1.9%
Asian	0.0%	4.4%
Native Hawaiian and other Pacific Islander	2.9%	0.4%
American Indian or Alaskan Native	0.6%	1.1%
Two or more races	11.2%	9.2%
Hispanic or Latino (any race)	15.6%	13.8%

Languages Spoken at Home

The majority of La Pine speaks only English (92.3%), while the second most common language spoken is Spanish (5.5%).

Age

The City of La Pine has a similar population of youth to the State percentage, with 15.6 percent of community members being 14 years or younger. La Pine has a higher population of 55 to 64 year olds than Oregon percentages, with 17.6 percent of the population being 55 to 64 compared to the State of Oregon (12.6%).

Age	City of La Pine	Oregon
14 years and under	15.6%	16.7%
15 - 24 years	12.2%	12.4%
25 – 34 years	9.1%	14.1%
35 – 54 years	24.9%	26.0%
55 – 64 years	17.6%	12.6%
65 – 74 years	12.2%	11.1%
75 years +	8.3%	7.2%

Income

Income percentage ranges in La Pine roughly align with the State of Oregon, with the bulk of households making between \$25,000 and \$50,000 (28.5%). Less households make \$100,000 or higher (11.7%) when compared to the State of Oregon.

Income	City of La Pine	Oregon
<\$15,000	8.1%	7.9%
\$15,000-\$25,000	13.0%	6.8%
\$25,000-\$50,000	28.5%	17.8%
\$50,000-\$75,000	28.3%	16.5%
\$75,000-\$100,000	10.4%	13.4%



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\$100,000+	11.7%	37.6%
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People with Disabilities

Census data indicates that 22.7 percent of La Pine 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 (9.1%) or have a hearing (8.0%) disability.

Housing

Census data indicates that 71.9 percent of La Pine residents live in a single-family home (detached single unit), which is higher than the State of Oregon (63.0%). Around 7 percent of La Pine residents live in middle housing (1 to 4 attached units) and 8.4 percent occupy multi-family homes (5 or more attached units). About 10 percent live in a manufactured home, which is higher than the State (7.4%). Around 57 percent of La Pine residents are homeowners and 43 percent are renters.

Housing Type	City of La Pine	Oregon
Single-family home	71.9%	63.0%
Middle housing	6.9%	11.8%
Multi-family home	8.4%	17.4%
Manufactured home	10.2%	7.4%
Homeowners	57.0%	63.2%
Renters	43.0%	36.8%



Underserved Populations

The City of La Pine is committed to facilitating extensive and equitable community engagement for the Comprehensive Plan Update. 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 La Pine has a higher percentage (15.6%) of those who identify as Hispanic or Latinx than Oregon's average (13.8%). The second most spoken language other than English is also Spanish (5.5%). The City may consider translation of materials in relevant languages, and hosting public activities in non-governmental, community spaces that are comfortable and welcoming to those who speak limited English.

While the City of La Pine has roughly similar proportions of youth (24 and under) to Oregon as a whole, there are larger proportions of older adults and seniors (55-75+) who reside in La Pine. To reach the youth of La Pine, engagement activities should be centered around youth-oriented events and activities. Local schools, after school programs, and youth groups should be notified of engagement opportunities, including participating on the project's Steering Committee, and considered for community conversations and surveys. To reach La Pine's older population, La Pine may consider reaching out to local nonprofits that serve the elderly, as well as the La Pine Senior Activity 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 La Pine has a much higher proportion (22.7%) of those who live with disabilities than Oregon (14.9%), with the largest groups having difficulty with independent living (9.1%) and having difficulty with hearing (8.0%). 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, including provision of hearing impairment accommodations, 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 La Pine, nearly 50 percent of households earn less than \$50,000 a year. 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 La Pine also has a significant population who are renters (43.0%), 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 La Pine 2045 Comprehensive Plan update. This section identifies the spectrum of stakeholders and the variety of ways in which the City will engage community members in the process.

Interests	Specific Organizations/Groups to Engage
Schools	La Pine Public Schools
Parks and nature	La Pine Area Parks and Recreation District Board La Pine Park and Recreation Foundation Oregon State Parks – La Pine State Park Deschutes National Forest
Industry and business (large/medium/small)	La Pine Chamber of Commerce Economic Development for Central Oregon (EDCO) Sunriver La Pine Economic Development (SLED) Top employers
Public safety	La Pine Fire Protection District Deschutes County Sheriff - La Pine Substation
Utilities	La Pine Public Works Midstate Electric
Developers	Central Oregon Builders Association Hayden Homes Palisch Homes
Health	La Pine Community Health Center La Pine Family Care Clinic
Transportation	Oregon Department of Transportation (ODOT) Deschutes County Cascades East Transit Deschutes County Bicycle and Pedestrian Advisory Committee
Service nonprofits	Central Oregon Council on Aging (COCOA) Sunriver-La Pine Rotary Club American Legion Post 45 Deschutes Childrens Foundation-La Pine Community Campus La Pine Community Kitchen La Pine Lions Club La Pine Moose Lodge #2093 La Pine St. Vincent De Paul
Non-native English speakers	Spanish Speakers (5.5% of the La Pine Population)
Arts and culture	La Pine Public Library Deschutes County Historic Landmarks Commission
Seniors	La Pine Senior Center
County and State Agencies	Deschutes County



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	Department of Land Conservation and Development Bureau of Land Management
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
Steering Committee	Inform Consult Involve	The Steering Committee will meet up to four (4) times over the course of the Comprehensive Plan Update. The Steering Committee will represent a broad cross-section of community interests, including youth representation. Responsibilities include to 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, encourage community members to participate in the process, and act as champions of the ultimate La Pine Comprehensive Plan Update.	Community Members Interest Groups
Technical Advisory Committee	Inform Consult Involve	The Technical Advisory Committee (TAC) will meet up to four (4) times and will consist of agency partners and service providers. The TAC will work alongside the Steering Committee, will review project materials, and advise on technical issues throughout the project.	Agency Partners Service Providers



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Engagement Tool/Activity	IAP2 Spectrum	Description	Audience
Community Conversations & Interviews	Inform Consult Involve	Community Conversations will be held with a broad spectrum of business, educational, neighborhood, civic and faith-based organizations. Conversations will be conducted in a shared effort between City Staff, the Steering Committee, and the 3J team. In addition, interviews will be conducted with key stakeholders at the outset of the project to understand key issues, trends and drivers of change in La Pine.	Community Members Key Stakeholders
La Pine Summits	Inform Consult Involve	Up to three (3) La Pine Summits will be held over the course of the project. These fun and engaging community events will allow community members to engage and share ideas with their neighbors face-to-face. Summits will include interactive map-based activities as well as tools such as live polls, Q&A, quizzes, and word clouds.	Community Members
Online Engagement	Inform Consult	Up to three (3) online engagements to supplement in-person public involvement activities will be created. These web-based online open houses or surveys will provide an alternative opportunity to comment for those who may not come to a meeting or feel comfortable voicing their opinions among others and will coincide with each round of public involvement.	Community Members
Planning Commission & City Council Briefings	Inform Consult Involve	Regular briefings will be provided to the La Pine 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 Comprehensive Plan Update and Downtown Subarea Plan.



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Communication Tools	Description
Project Logo and Branding	The La Pine 2045 Vision logo and branding will be expanded upon to create continuity between the Vision and Comprehensive Plan update process. A distinct project “look” will continue to support project awareness and appear on all project materials and provide visibility for the Comprehensive Plan process.
Project Website	An informative, accessible, and interactive “La Pine 2045” website 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.

