

City of Portland
Charter Review Commission
Community Outreach Approach/Proposal
April 8, 2011

Overview

We are pleased to submit this concept approach to assist the City of Portland Charter Review Commission with its charge to advise the City Council on establishing an inclusive citywide process to recruit applicants for the next Charter Review Commission. We understand the City Council has charged the current Commission to recommend possible policy changes after extensive public outreach and consideration of the conclusions of the Portland Plan.

Cogan Owens Cogan, LLC (COC) would be pleased to assist the Commission with this important task. Throughout our 35-year history, we have specialized in designing and managing inclusive community outreach processes for a wide variety of cities and counties throughout the Pacific Northwest. We are prepared to work with the Commission to develop innovative approaches to attaining a diverse and representative citizen-based Charter Review Commission for 2011-2012.

Recommended elements of a work plan:

1. Meet with the Commission or its representative(s), to determine the desired number and diverse demographic profile (age, gender, ethnicity and other factors) for the 2011-2012 Charter Review Commission.
2. Invite key community organizations to assist in this the recruitment effort. They include but are not limited to the Office of Neighborhood Involvement, the City Auditor's Office, the Urban League, Oregon Association of Minority Entrepreneurs, IRCO, NAYA, Asian Pacific American Network, the Latino Network, and participants in the Portland Plan.
3. Complement this outreach effort with personal visits, media contacts, social media, the City's Website, email and other means.
4. Develop informational materials and draft and final application forms.
5. Distribute information to all appropriate venues, with deadline for submission.
6. Review applications; recommend Commission members.
7. Interview potential candidates, if desired (optional).
8. Present recommendations to the Charter Review Commission and the Portland City Council.

Cost Estimate

Our estimated cost to complete this work is \$7,500. If interviews with candidates are requested, we are prepared to undertake the interviews for approximately \$2,500 not to exceed \$10,000.

Contact

COC Managing Principal Kirstin Greene, AICP, would lead this effort, assisted by COC Founding Principal Elaine Cogan and Outreach Associate Alisha Dishaw. Kirstin may be reached at 503.278.3453 or via email at kirstin.greene@coganowens.com.