



Community Involvement Committee Outreach Subcommittee Meeting Minutes

February 9, 2010 8:30-10am, 1900 Building CR 7E

Committee Members Present: Jason Long (NAYA), Linda Nettekoven, Liz Gatti (via phone), Lai-Lani Ovalles

Absent: Shirley Nacoste, Angie Thompson, Peter Stark

Staff: Debbie Bischoff (BPS), Kate McQuillan (BPS), Marty Stockton (BPS), David Brandt (ONI)

Visitors: Shane Sasnow (public), Misty Schymtzik (public/PSU student)

Agenda

- 8:35am Welcome and Introductions
- 8:40am Update on Outreach Activities
- 9:00am Review and Comments on Updated Measures of Success
- 9:25am Review and Comments on Draft of Culturally-Appropriate Public Outreach & Engagement Activities
- 9:50am Miscellaneous and Next Steps
- 10:00am Adjourn

Welcome and Introductions

Debbie began meeting at 8:40am. After the group introduced themselves to one another, Debbie asked if there were suggested changes to the agenda. There were no suggested changes.

Update on Outreach Activities

Marty gave an update on the overall Citizen Involvement Committee (CIC). The Committee is experiencing meeting fatigue. This month's meeting has been canceled and May 2010 meeting will likely be canceled as well. The CIC will report to the Planning Commission in late May or early June. The Committee is contemplating changing the meeting to every other month.

Marty then presented an updated Hosted Presentations / Discussions summary. January was a successful month for outreach and February is slowing down. Marty emphasized that Bureau staff will be prioritizing establishing community contacts this month for more outreach activities.

David asked where Lesbian, Gay, Bisexual, and Transgender (LGBT) representation was in the summary that Marty presented. Marty reported that Clay Neal, Matt Wickstrom, and Paula Amato (CIC member) are focusing on outreaching to the LGBT community. The Q Center has already been contacted and is working with City staff. Debbie suggested that the Youth Planners outreach to SMRYC (the Sexual Minority Youth Resource Center) or possibly even Outside In to outreach to the LGBT youth community.

Linda asked for highlights from the Latino workshop. Marty reported that it was a workshop tailored towards the Latino business community. The PowerPoint presentation and a newly created profile sheet presented at the workshop reflected the Latino demographic information and interests in the community; about 75 participants attended the two hour workshop. Marty reported that a diverse group of people participated, representing different ethnicities and ages. The presentation was around 90 minutes, and participants felt comfortable asking questions through out the presentation. An open

discussion ensued for the last thirty minutes with the topic of discussion primarily focused on the economy, education, and the environment. Marty felt the event was very well received, and the Hispanic Chamber reported that they would like to see this kind of event for every phase of the Portland Plan outreach. One specific point of feedback came from the Chamber of Commerce staff who pointed out the slide where it asks what type of community the participants belong to and “church” was not a listed option, which is very important to this community.

Jason updated the group on the Community Connections Coalition, a coalition of people with disabilities – Jason is working with the organization to set up a Portland Plan forum. They are currently trying to nail down a date and it looks like late March.

Marty asked David for an update on organizing a senior-focused Portland Plan workshop. He met with Jane Ames (Mayor’s Office) and a few other staff about setting up this workshop. BPS presented Portland Plan information to Loaves & Fishes and the Hollywood Senior Center staff and it was well received. The Senior Center staff seemed very positive about participating with the outreach. It was suggested that the City could utilize the Loaves and Fishes meal sites, during meal time, to give presentations to those at the Senior Center having meals. Marty mentioned another suggestion for seniors that our home bound would be to have new brochures with the broadcast information for the Portland Plan Round 2 workshop on Portland Community Media so that they can watch the workshops at home on the television. Minor adjustments such as working with Eden Dabbs (BPS) on communications to make sure the print media is in large font will be made. Liz suggested that although this idea might be too resource-intensive, volunteers can sit with the elderly while they fill out the workshop materials to further intergenerational discussions.

Debbie is meeting with Midge Purcell (Urban League) with Clay Neal (Mayor’s Office) this week on African American outreach.

Linda asked about a progress report on the relationship sought out with Diversity and Civic Leadership (DCL) for grant-funded culturally appropriate outreach. Lai-Lani responded saying that the last meeting with the Mayor left the DCL Partners frustrated. Some organizations are willing to move forward and work on engagement within the Portland Plan. Engaging with the Portland Plan is not a high priority for other organizations due to lack of staff resources and commitments to other activities and programs. Lai-Lani suggested that the Bureau needs to be clear on what it wants when approaching the DCL partners about possibly engaging in public involvement with the City. DCL partners are looking at the City for some leadership about how to approach this outreach.

Marty stated that the City has been waiting for DCL partners to respond to the draft outreach proposal, individually or as a group. At the individual and organization level, there are specific cultural aspects that need to be addressed when the City approaches the organizations for collaborating in outreach. Lai-Lani reported that there has been discussion about getting all the partners together to do some sort of round table discussion with all the various partners in a more formal setting in which the City can take a more forward approach. Bottom line, DCL partners as individual organizations are really lacking the time and resources to meaningfully participate with the Portland Plan engagement. Lai-Lani suggests that as a group, DCL partners can pool resources together and work together along with the Bureau on Portland Plan outreach.

Debbie reported on the upcoming Equity Report that the Bureau is putting together that draws out equity data and information from completed studies and reports from sources such as visionPDX and the State of Black Oregon (Urban League of Portland). Lai-Lani expressed interest in the report’s release. Linda suggested that DCL might be natural partners in co-authoring this equity report along with the Bureau.

Liz, via the phone, reported that her previously work attending the restorative listening sessions with Judith Mowry has led her to consider incorporating active listening into the Portland Plan outreach into our regular outreach and engagement process. Numerous groups have approached the City utilizing common language that says “they have not been heard” – from diverse cultural organizations to even the neighborhood associations. Liz, Linda, and Debbie reaffirmed that Judith Mowry will be leading a cultural competency training session next week with both City staff and with CIC committee members invited to attend.

Review and Comments on Draft of Culturally-Appropriate Public Outreach & Engagement Activities

In review of this document, Debbie asked the group for specific comments on the goals and assumptions (page 1 of document). Lai-Lani asked if the outreach the Bureau is conducting will include cultural groups other than the individual organizations that make up the DCL and Debbie affirmed this notion.

Linda mentioned her work on the Budget Committee and how the numbers do not match the praise the Bureau has done with youth planners, outreach, etc, and that it is important to keep numbers and budget at the front of our minds. Liz serves on the executive committee for the Budget and suggested that the CIC advocate for diversity and inclusivity in the future Bureau budget. Liz offered that the Executive Committee could draft a letter on behalf of the CIC to advocate for not cutting money and resources from Portland Plan outreach programming and also the Youth Planning program.

Liz questioned the timing of the culturally specific outreach group proposals – “early spring” is listed as the money dispersal date for the cultural outreach grants. Debbie confirmed that the funds are in our current budget and that at the very least we need to encumber the grant money (i.e. Identify the grant recipients) by June 30. This means that we will need to work quickly to get the proposals out in March, review applications in April, and settle details in May. Lai-Lani emphasized that in this grant proposal the Bureau really needs to identify what outcomes it would like to see for the grant process before approaching the organizations who may potentially apply for these grants.

Lai-Lani had some concerns about what might the various roles be for specific parties found on page three of the proposal.

Debbie emphasized for the group to add any suggestions they might have to this document, and encourage committee members to email herself or Deborah Stein with comments.

Review and Comments on Updated Measures of Success

Debbie then introduced the latest draft of “Public Participation Goals and Measures of Success” that both she and Kate worked on. Debbie reminded the participants that she is still taking comments and suggestions for the Portland Plan Public Involvement (PPPI) Progress Report document. Debbie pointed out that the Measures of Success have been revised to be more encompassing and more reflective of our limited resources and diverse activities. Debbie also pointed out adding a “qualitative” aspect to many of the goals will help us successfully review and describe our engagement activities while not taking up much staff time.

Debbie led the group through the document beginning with Goal 1. She voiced some potential data collection problems with the first suggested quantitative measure, as did many of the group members in attendance. There were group questions about the visionPDX grant recipients. Kate will email the list of 29 visionPDX grant recipients to the subcommittee. Linda also suggested moving the first

quantitative measure be moved down to qualitative and even asking the CIC members to fill out a short form about what they've accomplished as far as outreach goes (emphasized by Liz). Perhaps it may be possible to incorporate this kind of methods in cross-coordinating with other bureaus and city agencies on what engagement activities they might have conducted.

Debbie read aloud Goal 2. Marty mentioned how seeing the measures of success in the Phase I progress report is already helping to adjust Phase 2 and beyond outreach efforts. Debbie suggested participants read over the Measures of Successes under this goal and get back to Debbie with comments as it is quite a long list. Liz agreed that more time to read over the measures would be helpful to determine if the measures we're proposing measure what we'd like to have measured.

The group moved on to Goal 3 and Debbie asked for suggestions to improve this straight forward goal. Liz suggested that this goal does not accommodate the number or amount of Portland residents that were NOT reached. The group agreed that this information would be very difficult to find. The group did agree that renters as a community is the most difficult constituents not yet reached in this phase of outreach just yet. Debbie and Marty affirmed that this is an important next step for the Bureau, to focus on outreaching to renters and partnering with REACH, Housing Authority, Community Association of Tenants, etc. Jason brought up the idea of providing outreach at a place that everybody goes to: i.e. Grocery stores. Liz brought up advertising on buses and Debbie mentioned that Trimet is our partner and perhaps we could inquire about this.

Debbie led the group through Goal 4 and asked for suggestions. Marty mentioned that this goal is the easiest for staff data collection. No committee members had feedback for this particular goal.

Debbie then led the group through Goal 5 and asked for feedback from members. Debbie admitted that this Goal is a more complicated one. David thought of a number regarding the measures for this Goal and he would forward them to Debbie. He shared some of his ideas including making use of the social media to gather reflection of the process as the process continues. David also emphasized that this particular goal will become more and more important as we move into Phase 2 to show to the community that we've heard concerns from Round 1. He suggested the use of social media to keep the engagement at a conversational level would really draw in more feedback, and could also report back in real time what is going on. David also suggested that we ought to find a way to incorporate data that we learn at various hosted presentations and workshops before the next workshop – to show that we are listening and incorporating previous thoughts. Also, the Bureau could announce new work that staff is working on with relevant partners – i.e. the equity report the Bureau is putting together could be relayed to relevant partners.

The group as a whole, in particular staff, reaffirmed that the data collected for Measures of Success will indeed become public and will be incorporated into a report that will be made available to anyone who wants it.

Linda built upon David's idea of doing more regular news feeds sent out to master mailing lists instead of relying upon opportunistic news feeds.

Miscellaneous and Next Steps

Debbie suggested that the Outreach Subcommittee not meet in March to give the group members a break unless there is a pressing topic or concern. Debbie will update the Measures of Success and the PPPI Progress Report reviewed today and will send them out via email. Comments on the culturally appropriate public outreach grant proposals will be forwarded to Deborah Stein

The meeting concluded at 10:05am.