

Community Involvement Committee

Meeting Minutes

January 20, 2010

Committee Members Present: Judy BlueHorse Skelton, Liz Gatti, Anyeley Hallova, Brian Heron, Jason Long, Shirley Nacoste, Linda Nettekoven, Stanley Penkin, Rahul Rastogi, Howard Shapiro, Peter Stark, Alison Stoll

Absent: Paula Amato, Lai-Lani Ovalles, Judith Gonzalez Plascencia, Ryan Schera, Angie Thompson

Staff (BPS): Tom Armstrong, Brett Bauer, Debbie Bischoff, Eden Dabbs, Clay Neal (Mayor's Ofc.), Deborah Stein, Marty Stockton, Matt Wickstrom

Visitors: Don McGillivray (Buckman NA)

Welcome – Howard Shapiro, *Chair*

Howard asked the visiting guests at the meeting to introduce themselves. He also asked if there were any corrections needed to last meeting's minutes. There were none and the minutes were approved.

Announcements and Updates – Group

- The next CIC meeting will be Wednesday, February 17th, 2010 from 8:00-10:00am.
- The Portland Plan has staffed a booth at the Fix-It Fairs this year. The last one produced much interest from youths in the Portland Plan youth survey. The next one is Saturday, January 30, 2010 from 8:30am-2:00pm. Marty asked for volunteers among the CIC members to staff our booth at the up-coming Fix-It Fair.
- The Portland Plan Public Involvement team is having a Cultural Competency retreat facilitated by Judith Mowry. It will be on February 19th, from 10:00am-3:00pm here in the 1900 SW 4th Ave building in room 2500A. Deborah extended the invitation to all CIC members and encouraged them to attend.

Diversity and Civic Leadership Meeting Update – Linda Nettekoven

This group emerged 3 years ago out of the Office of Neighborhood Involvement for community groups that were not well served through the existing Neighborhood Association system. The group has been receptive to our efforts, but is still frustrated by the lack of acknowledgment of the work and ideas generated in Vision PDX.

Marty noted that their second meeting with the group was attended by the Mayor, which helped validate the group. He also was able to better explain the framework for the Portland Plan.

Deborah mentioned that we have grants available to us to assist in outreach to underserved groups. A total of \$30,000 is available.

Liz Gatti recently spoke with a Latino woman at a conference. She learned that there was a lot of excitement around the Vision into Action in the Latino Community, but the Portland Plan has been less open and the Latino Community wanted to know what the work from Vision PDX is being

ignored. Linda added that it was very symbolic that the Vision into Action positions were cut from the staff budget.

Jason Long said his impression was that the DCL was frustrated with “canned” responses, particularly from the Mayor. They’d rather have no responses than pre-packaged responses that don’t really answer the questions.

Marty noted that the dates and locations of future DCL meetings could be shared with the CIC members. Howard said that he felt working with this group is fundamental to the CIC mission. Howard said to Clay Neal that the Mayor’s office needs to know that working with the DCL is fundamental to our mission so that the CIC can get support on this from the top down. Debbie added that there are other groups outside of the DCL, so our work is never “done”.

Deborah announced that CIC members can help by leveraging their person contacts, networks and ideas.

Outreach Update – Debbie Bischoff, Marty Stockton

Youth Planners are doing lots of outreach to youth populations. Kristin Belz and Peter Stark are working on a business specific survey. Peter Stark mentioned he was concerned about the timeline of the business survey. It needs to be finalized so that it can be distributed with sufficient time for people to respond. But, it is important to get input from the business community, so it is better late than never. Joan Frederiksen is continuing her outreach work with Latino groups. Marty announced that there is a Latino outreach event planned for Tuesday, February 2, at the World Trade Center.

Debbie continued by summarizing the Outreach Progress Report (see attached).

Jason stated that relationship building is a big piece of our outreach. It is important to keep in mind that Public Participation is the goal. In Round 1, Jason was hearing that it felt more like a presentation, not an open community meeting, especially with the clickers and having limited choice. People want to see us listen to them and take notes.

Brian felt we may need to better explain the background of the Portland Plan. Jason added that the community feels their work in Vision PDX has been ignored. Shirley also said she was hearing the community say that Vision PDX had been swept under the rug and that lots of people have been discouraged by this. Judy added to what Brian said in that we should emphasize that this is a continuation of Vision PDX.

Howard stated that he was hearing this as a needed re-design of the whole Portland Plan. Also, CIC should see the presentation and changes before it goes out to the larger community.

Deborah said that a document exists out there of summary information and values that came out of Vision PDX. Eden added that a lot of this could be clarified through our communications rather than changing the whole Portland Plan Process.

Shirley stated that the Mayor and staff should show passion about including Vision PDX.

As to the rest of the Progress Report, Liz commented that the input and type of input is an important measure of success.

Marty made a Call to Action to CIC members, requesting that they contact the organizations on our outreach list. She'd like to at least have an initial contact made to all organizations on the list. She'd also like to know if there are any groups we are missing of which CIC members are aware.

Eden echoed Marty's call with a plea of Passion to Action to CIC members.

Workshops results compared with online survey results – Tom Armstrong

There were approximately 700 people who responded to the questions at the workshops. So far, approximately 2000 surveys have been submitted online and 3500 have been received by mail. This information is represented in the hand out provided by Tom. In the mailed-in responses, lots of questions were left blank. The top issues in the online and mail-in surveys leaned towards business and education. At the workshops, the top issues were sustainability. Tom said they were working with the idea of putting information and data on the web, so that people could do their own analysis. Clay Neal suggested we call this an open data project so as not to confuse it with the term "open source".

Jason asked if we are concerned about the unanswered questions we are receiving. Are people not getting the background needed? Tom responded that the surveys are going out with minor background information, and if that there's little we can do if we're not getting responses to some questions.

Peter commented that he feels we need to get more written comments and less of a fixed list. This will get different responses from different personalities.

Preview of next phases and updated timeline – Tom Armstrong

Tom said we are working with our partners to get their staff involved. We're also mining data from Vision PDX.

In March, work sessions will be held for each Action Area. The plan is to come up with 10 objectives for each Action Area. Peter commented that this is exactly where he'd like to see this going. Linda added that we need to tap into the DCL group for their expertise on work sessions.

Tom said we will show the format of these work sessions to CIC members in February, before rolling it out.

Jason commented that we need to word everything as "these ideas that we heard from you", not "these ideas we came up with".

Phase II workshops will take place April 22nd through May 18th.

Anyeley said her friend thought the workshops were too long. She just wanted to take the information and go.

Tom added that in the work sessions, we don't need to reach a consensus on the Action Areas and issues discussed.

Communications Update – Eden Dabbs



The communications challenge has been to re-introduce the plan to the public after the extended pause in activity and after all the changes it has gone through, while assuring people that this is building upon the work of Vision PDX. A communications firm has been used to generate creative ideas and reach new media outlets, such as through our website, twitter and facebook. It is fair to say we have done more than we have done before, but there is always room for improvement.

Stan said the neighborhood notes seem to be gaining traction.

Jason suggested we have ongoing advertisements in the small minority and local newspapers. Perhaps we could ask for donated space in these periodicals.

Brian asked if we could involve the schools and younger children by doing some sort of art project, such as those he's seen displayed in various airports around the country.

Comments from the Public

Don McGillivray had two concerns to express. First, we haven't yet explained what a strategic plan is. And second, he is concerned about the use of certain words, such as prosperity in place of economy or the over-use of buzz words such as sustainability.

Next Step(s)

The next CIC meeting is as follows:

- **Meet as full committee on Wednesday, February 17, 8:00-10:00 a.m., Rm. 7A (7th Floor, 1900 Bldg.)**

Meeting adjourned.

Attachments

The following documents should be considered part of the minutes for this meeting:

Round 1 Marketing Communications Recap
Portland Plan Public Participation Progress Report
CIC Outreach Subcommittee Comments on Draft Public Participation Progress Report
Table: Review of Approaches Used in Phase 1
Portland Plan Hosted Presentations/Discussions



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MEMO

January 15, 2010

To: Portland Plan Community Involvement Committee

From: Eden Dabbs

RE: Round 1 Marketing Communications Recap

As the Bureau of Planning and Sustainability prepared to roll out Phase II of the Portland Plan (Phase I occurred during 2008 and concluded with a Leadership Summit at the Oregon Convention Center in June '08), Portland Plan staff faced several communications challenges and opportunities.

First, more than a year had elapsed since the Portland Plan had been in the public eye. We needed to reintroduce the Plan to Portlanders in a fresh and compelling way that pre-empted the cynicism caused by the extended pause in activities, and assure people that we were not starting over but building on past progress. Second, we needed to communicate an important new message about the Portland Plan; specifically, that it was no longer an umbrella term for a comp plan update, a Central City plan and a citywide strategy. Rather, it would be solely a strategic plan for Portland for the next 25 years, and the comprehensive plan would be an implementation plan thereof. And, third, with a new administration in City Hall, there was greater interest in not only reaching as many people as possible but in the strategies to accomplish that.

Strategic Communications Plan

The services of an objective and creative communications consultant were solicited through a competitive RFP process, and the firm Coates Kokes was selected with the help of the CIC Communications Subcommittee. With staff input, CK developed a strategic communications plan for the Portland Plan, which included:

- a messaging framework to guide and shape our overall messaging;
- a direct mail concept and design (Granny Franny postcard);
- an advertising campaign that included the Granny Franny concept;
- a new wireframe for the Portland Plan website;
- media event planning and outreach;
- a social media plan and help with execution;
- a brochure; and
- general advice and feedback on the Portland Plan Handbook and other communications products and approaches.

Communications Objectives

Our key communications objectives were to expand awareness of the Portland Plan to a broader set of residents and businesses, generate measurable public involvement, increase participation of the reluctant and maintain the support of those already involved. Our communications strategies included using provocative information (the "27

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Round 1 Marketing Communications Recap

Things”), driving people to the website and other forms of alternative participation (surveys, social media), leveraging networks of community influence, employing behavior change principles, soliciting public bodies/partners to speak on behalf of the Plan, and tapping into our civic pride about Portland’s planning heritage.

Tactics

The following tactics and products were used to announce the rollout of the “refreshed” Portland Plan and Round 1 of the workshops, which were designed to “groundtruth” the information presented in the background reports (totaling 1,671 pages).

Documents

To help the public digest this massive amount of information, staff developed several documents that summarized the information in various ways, including:

- The draft Portland Plan Handbook – a 48-page, color “handbook” covering the trends and challenges we face as a community and the nine action areas, complete with graphics, charts, tables and photos (<http://www.portlandonline.com/portlandplan/index.cfm?c=51427>)
- The “27 Things” one-pager – conceived as a way of highlighting facts from the background reports that relate to each action area, the 27 Things (three from each of the nine action areas) became a way of organizing the workshop Power Point presentation as well as presenting the most compelling facts to engage Portlanders in the groundtruthing exercise; placed in the Curbsider and on the backside of the mail-in survey
- Overviews and Snapshots – created to provide condensed versions of the background reports in a more accessible way, the Overviews were essentially each report’s executive summary, and the Snapshots shortened those even more into one-pagers with pictures, bullet points and some provocative questions (<http://www.portlandonline.com/portlandplan/index.cfm?c=51427>)

Direct mail

The Granny Franny postcard was mailed to virtually every household in Portland (~200,000) asking Portlanders, “In a city of 575,930, who gives a rip what you think?” and telling people, “We do.” Persuasive copy encouraged people to be a part of what’s next and attend one of the seven workshops, which were listed along with the Portland Plan partners as well as the links and hashtags for the new website and social media. Feedback on the postcard has been generally very positive, and the cover model, Mary Frances Lipper, was even featured in a companion story about the Portland Plan in the *Oregonian* (11/17/09). However, a few seniors let us know they were put off by Granny’s powerful image, saying it stereotyped old people as grumpy and mean; others complained that the font was too small. That said, the high attendance at each workshop is due in no small part to a piece of direct mail hitting every Portlander’s mailbox.

Curbsider & EPNAN Newspaper

The Portland Plan became the focus of the December issue of the Curbsider, which is distributed to all single-family homes in Portland (~182,000). As most of the workshops had passed by the time the Curbsider was scheduled to drop, it became a vehicle to tell people about the Portland Plan effort, the “27 Things” and provide them with a mail-in survey. To date, we’ve received more than 5,000 surveys by mail, most of which are from the Curbsider. Mail-in surveys were also included in the *East Portland Neighborhood Association News (EPNAN)*, targeting a typically hard-to-reach population (circ. 9,000).

Advertising

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The bureau invested in paid advertising to publicize the workshops. Half-page ads designed around Granny Franny as well as a more general “New plan for Portland” concept, were placed in the following community newspapers (circulation included):

- SE Examiner (25,000)
- St. Johns Sentinel (27,000)
- Hollywood Star (23,000)
- Mid-County Memo (15,500)
- SW Village Post (10,000)
- NW Examiner (33,000)

Ads were also placed in the following cultural/minority papers:

- Skanner (6,500)
- El Hispanic News (20,000)
- Asian Reporter (20,000)
- Portland Observer (40,000)

Total circulation = 220,000

New website

With assistance from the Bureau of Technology Services, our web designer was able to implement the wireframe proposed by Coates Kokes. No small feat, the new Portland Plan website complete with new URL (www.pdxplan.com) has been a big hit ... literally. We've received nearly 134,000 hits over the past 12 months — with spikes in November (28,000) and December (40,000), which coincide with marketing and public relations efforts and the new look and feel of the site.

Social Media

Following our new mayor's lead, the bureau used social media to market the Portland Plan experience and drive informal community dialogue. Coates Kokes set up accounts with Facebook, Twitter and Flickr and performed the initial posting. Staff has now taken over that task, and a social media team rotates responsibility for uploading content each week. To date, social media for the Portland Plan looks like this:

- Facebook (1,300+ fans)
- Twitter (589 followers, 78 lists)
- Flickr (14,415 views)

With the recent addition of Chris Smith to the Planning Commission, we gained not only a new commissioner but a blogger and Tweeter as well. Smith's *PDX Planning Commissioner* blog (<http://pdxplanningcommissioner.com/2010/01/12/meeting-summary-11210/>) reports on the activities of and projects before the Planning Commission. He has written helpful explanatory posts about the Portland Plan, and he was a regular attendee and Tweeter at the workshops.

Staff in the Mayor's Office also helped with social media, Tweeting from the workshops and reTweeting off the Mayor's account.

Portland Community Media

To offer those who couldn't or didn't want to attend a workshop the chance to at least view one, we contracted with Portland Community Media to videotape each workshop. Four of them were broadcast live on Channel 30, and all seven of them were broadcast repeatedly for a total of 95 times. Channel 30 reaches some 200,000 households in East and West Portland.

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Media Relations

In partnership with the Mayor's Office, staff sent out several media releases, including one to announce the kick-off media event at the East Portland Community Center. At the event, several Portland Plan partners spoke about their support for the Plan, including Multnomah County Chair Ted Wheeler, School Superintendents Carol Smith, Karen Gray and Barbara Rommel, and PCC President Preston Pulliams.

Coverage included an Oregonian *inPortland* cover story by Jani Har, a walk-up segment on OPB by Rob Manning (which did a nice job of tracing the Portland Plan's legacy), some highly engaging blog posts by Sarah Mirk at the *Mercury*, and an hour-long call-in show on KBOO featuring Chief Planner Joe Zehnder and Principal Planner Steve Dotterrer. These and many other media clips are posted online at <http://www.portlandonline.com/portlandplan/index.cfm?c=49215>.

E-mail Outreach

Boilerplate copy was created to promote the Portland Plan workshops for City staff to send to their constituencies, including the:

- Mayor's lists (~10,000)
- Portland Plan list (~1,400)
- District liaisons' lists (dozens)
- ONI/neighborhood coalitions (dozens)

We leveraged the relationships inherent in the latter two lists by requesting that recipients pass along the message to their networks, which some of them did within minutes.

Other Collateral

Along the way, staff created other collateral and educational content to help provide the community with information and relevant context underlying the planning process, including:

- Fact sheets, survey results, pictures and videos by workshop/district (<http://www.portlandonline.com/portlandplan/index.cfm?c=51565>)
- Flyers and handouts (<http://www.portlandonline.com/portlandplan/index.cfm?a=278888&c=50730>)
- Lawn signs for each workshop venue
- Small pins featuring the nine action area icons
- Information boards
- Response sheets
- Workshop evaluation forms

How'd We Do?

As Workshop Lead Tom Armstrong has noted, more than 900 participants signed into the seven workshops around the city, and more than 94 percent of those people gave the experience high marks. But the demographic of the workshops is still mostly white, and participants are generally older and more affluent than the rest of Portland.

So did we achieve our communications objectives?

1. Expand awareness of the Portland Plan: The direct mail piece alone touched more people in an engaging way than ever before with planning efforts. Even if people didn't attend a workshop, visit the website or fill out a survey, the postcard, advertising, social media, Channel 30 broadcasts and media coverage converged to create a "perfect

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storm” of awareness. The buzz generated by the marketing campaign could be felt throughout the city by staff and the public alike. The challenge will be to build on that awareness and keep it alive throughout the process.

2. Generate measurable public involvement: We have comparable public involvement data to use for the Portland Plan, including the number of people who attended the Phase I workshops and the Climate Action Town Halls. The Round 1 workshops saw a marked increase in attendance and interest. More than 5,000 surveys have been sent back to the bureau, and 2,500 people have filled out the survey online. Furthermore, a greater number and variety of community and interest-based groups have requested a meeting with staff about the Portland Plan, which reflects the desire to learn more and become more meaningfully involved. And, finally, our fan base and number of followers on social media continues to grow.

3. Increase participation of the reluctant: 31 percent of workshop attendees said they were not familiar with Portland issues, so these people are probably not the “public participation regulars.” To ensure that we stay connected to this group especially, we will be sending follow-up e-mails and making regular updates to the website and social media outlets. As we reach out to the underserved, the communications team can help keep the message simple and support outreach staff in their relationship-building. This is where the tactics of creating webs and networks and employing behavior change strategies could be most useful.

4. Maintain the support of those already involved: There were many familiar faces at the Round 1 workshops, but this time they were joined by new ones; families with children, youth and young creatives joined veteran public participants in intensely engaged conversations. So there is definitely room for more voices. One of the tactics that we have yet to explore fully, however, is soliciting partners or ambassadors to speak on behalf of the Plan. Those who are already involved could be good candidates for this effort.

Next Steps

As we prepare for Round 2 of public outreach for the Portland Plan, we welcome your feedback on our communications efforts during Round 1. And feel free to give us any ideas you have for the future marketing and promotion of the Portland Plan.

Portland Plan Public Participation Progress Report

Summer 2009-Winter 2010

Introduction

- *Purpose of this report*
 - *document the outreach and public participation activities for the Portland Plan, beginning in fall 2009 when the planning process was reactivated*
 - *help CIC, staff, decision-makers and public at large review work to date and what adjustments are appropriate for the next steps*
 - *provide an opportunity to reflect on lessons learned to inform and improve the next round of outreach and engagement activities.*
- *Reconfirms earlier principles and best practices (cite visionPDX Community Engagement Report, Christine's report, BIP #9, Community Connect...)*
- *Adds detail based on approaches that have been employed to date*
- *Focus of report: current phase of the project (Summer 2009-January 2010)*
- *Proposes adjustments in next phase based on lessons learned*
- *CIC role to monitor and recommend adjustments/this report Dynamic document – intended to be revisited and refreshed periodically*

How this report is organized

1. Introduction
2. Overview of Portland Plan Public Participation
 - a. Background
 - b. Levels of Involvement
 - c. Role of Partners
 - d. Engaging Non-Geographic Communities in the Portland Plan
3. Public Participation Goals and Measures of Success
4. Review of Approaches Used in Current Phase (11x17 Table)
5. Initial Evaluation of Phase 1 Activities
6. Conclusion
7. Appendices
 - a. Community Involvement Committee
 - b. Principles to Foster Inclusive Public Participation

Overview of Portland Plan Public Participation

Background

The Portland Plan will be our City's strategic plan for the next 25 years, ensuring that Portland is a thriving and sustainable city and our people are prosperous, healthy and educated. The plan will build upon our past and address the community's needs, like health and safety, local food, and access to quality education — things Portlanders care about that affect our daily lives. To be a meaningful and enduring plan, Portlanders must feel a sense of ownership in the process as well as the resulting products. The plan needs to faithfully reflect the perspectives, concerns and aspirations of Portland's diverse residents, business owners, employees and organizations.

The Portland Plan public participation strategy is a collaborative effort involving City leaders, bureau staff, a Community Involvement Committee, and community partners. The strategy encourages diverse and meaningful public participation through a variety of opportunities and approaches, and addresses communication and logistical barriers that otherwise might limit inclusive involvement. Special attention is being focused on bringing Portlanders to the table who may not traditionally be involved in City processes: youth, culturally-based groups, and others.

This strategy is influenced and informed by other previous and current outreach activities conducted by the City such as Community Connect, visionPDX, and the Office of Neighborhood Involvement's Public Involvement Advisory Committee work. The strategy is also guided by the Portland Plan Community Involvement Committee, which was formed in 2009 with 18 community members.

Levels of Participation

There are four levels of public participation built into the Portland Plan process that were suggested by the CIC Outreach Subcommittee:

1. Notification
2. Information
3. Presentations
4. Interactive Events

These levels are on a continuum, with each level building upon the previous level. Levels of participation may differ for different audiences, according to individual and group interests and desired levels of participation. Availability of staff and volunteer resources to carry out more intensive levels of engagement may be constrained during the fairly quick timeframe of Portland Plan development and implementation.

Level of Participation	Commitment to the Public	Examples of Approaches
<p>1. Notification: Notify interested and potentially interested individuals, organizations, and institutions of Portland Plan events</p>	<p>We will let as many individuals, groups, organizations, and institutions as possible know of the Portland Plan and all upcoming events where public participation is desired.</p>	<ul style="list-style-type: none"> ▪ Email notices ▪ Mailed postcards ▪ Media announcements
<p>2. Information: Provide information on the Portland Plan to educate interested and potentially interested individuals, organizations and institutions</p>	<p>We will prepare and distribute general and topic-specific information that is easy to read and understandable to a range of audiences, with the goal of educating the public about the project. Whenever possible, we will use laypeople's terms for ease of understanding; and translate materials into one of the primary non-English languages spoken in Portland (Spanish, Russian, Vietnamese) and/or provide interpreters.</p>	<ul style="list-style-type: none"> ▪ Project Description handout ▪ Fact Sheet handouts ▪ Work books ▪ Website ▪ Materials at public libraries, colleges and coalition offices
<p>3. Presentations: Attend meetings of interested groups, organizations, and institutions and provide presentations to solicit questions, comments, and suggestions to help shape the project, and to encourage attendees' participation in the Portland Plan process</p>	<p>Project staff and CIC members will attend scheduled meetings of various community groups and provide Portland Plan overviews and updates. These representatives will share current written and/or verbal information and will solicit questions and comments from the audiences. They will also request that those interested provide their contact information on a sign-in sheet so that they can be informed of upcoming events and milestones.</p>	<ul style="list-style-type: none"> ▪ Informative presentations and solicitation of questions and comments at group and organizational meetings ▪ "Hosted" presentations
<p>4. Interactive Activities: Design and implement special programs and activities beyond basic information sharing and presentations that seek input from Portlanders from different backgrounds and interests</p>	<p>Project and other City staff, CIC members and others will all work together to identify opportunities and design and implement creative outreach and engagement programs and activities that encourages all Portlanders to participate and provide their input into the Portland Plan process</p>	<ul style="list-style-type: none"> ▪ Youth summit ▪ A translated workshop to coincide with a cultural event ▪ Online survey ▪ Business survey

The Role of Partners in Portland Plan Outreach and Engagement

As an overarching strategic plan for the future of the City, the Portland Plan will be most meaningful and enduring if it is developed with the participation of Portlanders who reflect the age, ethnicity, economic status and geographic distribution of the city as a whole.

Numerous partners inside and outside of the Bureau of Planning and Sustainability are working collaboratively to help design and carry out an inclusive public participation program:

- **Community Involvement Committee (CIC)** – These committee members serve as “eyes and ears” of Portland’s many diverse communities and have come together to ensure that ALL Portlanders’ views are reflected as the Portland Plan is developed. CIC members advise City staff on outreach and engagement criteria, principles, and approaches; and serve as a sounding board to staff on ideas, messages, materials, etc. They also serve as ambassadors to the public, encouraging their engagement in the Portland Plan. Four subcommittees of CIC members assist staff with ideas and input: Executive, Outreach, Communications and Workshop Design. See Appendix A for CIC composition and responsibilities.
- **The District Liaison Program** – This team of planners (each of whom is assigned to one of six districts in the city) has cultivated an understanding of the issues, concerns and opportunities community members care most about in their respective districts. The District Liaisons play a key role in outreach and engagement for the Portland Plan because they can tap the relationships they already have with residents, organizations, businesses and employees, institutions and others. In addition, the liaisons can “ground-truth” and validate issues as they are discussed in early drafts of the plan, to ensure that they are consistent with what the liaisons hear in their everyday conversations with community members.
- **Youth Planning Program** – BPS hires youth 14-21 years old to work with BPS professionals to assist in garnering youth viewpoints in long-range planning activities and engaging youth in planning and civic life in an empowered way. The Youth Planning Program has designed and sponsored a number of activities to generate youth interest and involvement in the Portland Plan.
- **Office of Neighborhood Involvement (ONI)** – This City bureau promotes a culture of civic engagement by connecting and supporting all Portlanders working with government to build inclusive, safe and livable neighborhoods and communities. ONI staff who work in Neighborhood Resource Center programs (including but not limited to the Diversity and Civic Leadership Program and programs for people with disabilities) help people get involved in neighborhoods and community, and support diversity and accessibility for all to participate in civic governance for under-represented communities. ONI staff also work on a public involvement best practices program to strengthen partnerships between community and government.
- **District Coalition Offices** – Seven neighborhood coalitions facilitate community member participation services and related neighborhood crime prevention activities for neighborhood associations and other community members within their geographically defined areas. The Coalitions can provide basic information to neighborhood associations and others about the Portland Plan to help “open the door” to participation. Coalition offices can also serve as clearinghouses for documents for the public to review (for example, each coalition office has Portland Plan background documents available, recognizing that many Portlanders do not have internet access at home). Coalitions also provide newsletters and other communication channels to help spread the word to constituents about upcoming Portland Plan events.

- **Diversity and Civic Leadership (DCL) Program** – This program arose through ONI based on the recommendations of a Diversity and Civic Leadership Committee (DCLC). The committee wanted to see the neighborhood system improve by fully engaging residents of Portland from all cultural and socioeconomic walks of life. The program is based on the assumption that the quality of community participation is enhanced with full, equitable participation of underrepresented communities leaders and constituents. Recent programs include DCL project grants to build capacity of underrepresented groups and increase participation with City government; a leadership academy to train emerging leaders; and a DCL Advisory Committee to review and advise ONI on programming related to diversity outreach and engagement of underrepresented communities. DCL partners include Immigrant and Refugee Community Organization (IRCO), the Center for Intercultural Organizing (CIO), the Native American Youth and Family Center (NAYA), the Urban League, and the Latino Network.
- **Other Active Groups** – There are a number of civically-minded groups that are providing venues and opportunities for public engagement in the Portland Plan. A few examples are the Citywide Land Use Group, which meets at least monthly and has dedicated numerous meeting agendas to the Portland Plan; the League of Women Voters and the City Club.

Engaging Non-Geographic Communities in the Portland Plan

The Community Involvement Committee (CIC) brainstormed various public participation approaches to facilitate public information/education, input, involvement and collaboration for the Portland Plan. BPS and its partners are in the process of designing and implementing this special outreach to non-geographic groups that will continue throughout the Portland Plan process.

The term “non-geographic communities” includes culturally-based groups (e.g., youth, ethnic organizations, faith-based groups) and issue-oriented groups (e.g., business and advocacy groups). These communities differ from neighborhood associations, which traditionally have served as a primary focus for public involvement in Portland, in that issues of primary concern may not be tied to the places where people live.

The Portland Plan public participation strategy seeks to optimize the resources and tools available to welcome Portlanders who haven’t been involved in City planning processes like this one before. Facilitating broad participation in the process will require that we address common barriers, including logistical barriers (e.g., selecting appropriate meeting days and times for the audience; providing food and childcare at public meetings), mobility and transportation barriers (e.g., selecting locations that are on frequent transit routes and are in ADA accessible buildings), and communication barriers (using layperson’s terms and providing interpretation; selecting images that convey inclusivity). Activities must be welcoming and comfortable, and recognize that people have different communication preferences and styles.

Socio-Cultural and Issue-Oriented Groups

Culturally-based groups are best positioned to design specially-tailored approaches because they are familiar with their communities’ needs, level of interest, and the relevance of Portland Plan issues to community members. Each organization can identify goals most appropriate for the

particular community (i.e., how deeply or broadly do they want to get involved? at which points in the process?) to help shape a meaningful and culturally-appropriate education, outreach and engagement program.

City staff is developing a small grant program to enable organizations that work with or represent non-geographic communities (including but not limited to ethnic minorities, immigrant and refugee populations, youth, people in generational poverty and people with a variety of disabilities) to design and directly carry out culturally-appropriate activities to engage their communities in helping to develop the Portland Plan. For organizations serving communities for which English is not a first language, activities would be conducted in the appropriate languages. Similarly, organizations would advise the City about which City-produced materials should be translated.

BPS staff is consulting with the Diversity and Civic Leadership Partners (representing the Urban League, the Immigrant and Refugee Community Organization, the Center for Intercultural Organizing, the Native American Youth and Family Center, and the Latino Network) and ONI staff to develop approaches to conduct culturally-appropriate outreach and engagement, and to encourage emerging leaders and other community members to participate in the Portland Plan.

In addition, staff is currently working with Latino organizations to sponsor two events for Spanish speaking residents and business people in late January and February. One will be a workshop for Latino leaders and community members similar to the Phase 1 public workshops. The second event, which will be two community gatherings in NE and SE Portland, will be geared to the general Latino community and will include information sharing and discussion.

There are/will be outreach and engagement activities to issue-oriented groups like those focusing on urban design/built form, the environment/climate change, education and the arts through hosted presentations and other special events.

Businesses

Meetings are also being held with representatives of the business community to design a business-oriented survey and strategize on specific outreach and engagement activities with Portland's business community. One of the seven public workshops held in Phase 1 was a business-friendly workshop held early in the day in downtown to encourage business community attendance.

Youth

A widely advertised "Youth Bomb" to get youth to the Portland Plan workshop held on December 15, 2009 was accomplished, with 25 youth participating in the workshop. Youth were also present at other workshops and Youth Planners participated and assisted at the workshops. A youth-oriented survey has been developed and is being distributed widely. The survey is on the Portland Plan's website for youth engagement – www.pdxyouth.org. The surveys are also being distributed by Multnomah County Libraries' Teen Councils and Librarians and by youth-serving community organizations. Hard copies of the surveys and survey drop boxes are located at libraries and parks that have teen councils. The councils will also assist in outreach of the survey to youth. Youth input from the surveys will be synthesized and provided to the Action Area Technical Advisory Groups for their consideration in February. Additional youth-oriented outreach and engagement activities are being planned.

Public Participation Goals and Measures of Success

It is important to regularly evaluate and report back to the CIC, Planning Commission and others in the community to ensure the effectiveness of the Portland Plan public participation and engagement efforts. We expect there may be need for mid-course corrections and changes in public participation and engagement approaches to best fit the issues and decisions that the Portland Plan presents in each round and the process comments we receive from the public and CIC members. The CIC Outreach Subcommittee has identified goals and measures of success listed below that enable BPS, Planning Commission and community partners to gauge ongoing success of public participation and engagement methods. The next progress report will include a phase 1 evaluation of measures of success.

❖ **Goal 1 – Build on existing relationships**

Measures of Success:

Data from “how heard about project” from completed surveys and meeting evaluation forms (if person notes from another organization or committee)

of individuals and organizations participating that have been invited by CIC members and City staff

❖ **Goal 2 – Engage broader/diverse groups with education and information and provide all interested with enough education so they can meaningfully participate**

Measures of Success:

of presentations made to broader/diverse groups with informational materials

of positive responses on evaluation forms that reflect adequate education received at presentations and events

❖ **Goal 3 – Provide multiple venues and means for community involvement and engagement**

Measures of Success:

and types of different venues and approaches used for community involvement and engagement

of presentations requested by groups and the # of presentations provided by Portland Plan staff and volunteers

❖ **Goal 4 – Involve as many people as possible**

Measures of Success:

of different types of people who participated at events and completed surveys online and through mail

❖ **Goal 5 – Being heard as community members with feedback and continuous engagement throughout Portland Plan development and implementation**

Measures of Success:

of public input opportunities provided at major events and outreach activities

% of people who complete evaluation forms at each stage of process who feel positive that their feedback at events, polling, etc is being heard

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Review of Approaches Used in Phase 1

A variety of outreach and engagement approaches has been used, and will continue to be used, throughout the Portland Plan public process. The table that follows describes the different approaches and notes opportunities, limitations and lessons learned for the next phases of the Portland Plan.

[insert 11x 17 table here]

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Initial Evaluation of Phase 1 Activities

Fall-Winter 2009-2010

Phase 1: "Where are we now" – Reviewing and ground-truthing the facts

Public involvement objectives for this project phase:

- Introduce the plan to people who have not been previously engaged, and re-enlist the participation of people who were involved in previous events
- Reinforce the lineage of the planning process (beginning with visionPDX and continuing through earlier Portland Plan phases up to the present), in order to emphasize that earlier involvement has not been lost
- Preview interesting information to spark people’s interest in deeper and continued involvement
- Obtain feedback from public to validate the factual basis on which the next steps of prioritizing will be based

LEVELS OF PUBLIC PARTICIPATION & MEASURES OF SUCCESS									
Approach	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Notify	Inform	Present	Interactive Activities
Workshops						√	√	√	
Overviews @ Group meetings							√	√	
Hosted Presentations							√	√	
Hard Copy and Online Surveys								√ soliciting input	
Special Outreach w/ Non-Geographic Groups						√	√	√	√
Special Events						√	√		√
Social Media							√		√
Website						√	√	√	
Portland Community Media							√		

Note: The table above is an example illustrating an evaluation of Phase 1 outreach and engagement approaches. The format will change as it will need to be expanded to include the measures for each goal area (as refined), and once the data is collected put into the table. The completed table will be presented in the next progress report.

Conclusion

The first phase for Portland Plan outreach and engagement has been focused on setting the framework and approaches and establishing goals and measures of success. This has also been an opportunity to work out the “kinks” and refine public involvement approaches (which will be evaluated for each phase of the Portland Plan)

This phase has also focused on notifying and informing as many members of the public as possible of the Portland Plan process and beginning the conversation on current facts about Portland and initial input on priorities for the future.

This has also been a time to rekindle relationships developed as part of visionPDX; and figure out cultural/non-geographic outreach and engagement following up from visionPDX.

There is always room for improvement and with valuable input to date from the CIC overall and the Outreach Subcommittee, along with staff and community insights from workshop evaluations, we have learned many lessons and will make adjustments accordingly into the next phase.

As this is the first progress report, it is the baseline for future reports. The next report will have a more detailed evaluation of measures of success. Staff will be working further with the Outreach Subcommittee to refine the measures of success for the outreach goals, such that we can successfully and meaningfully report on our successes.

APPENDIX A – COMMUNITY INVOLVEMENT COMMITTEE

Current members of the CIC as of October 30, 2009, include:

- **Paula Amato** – a Faculty Physician/Educator at OHSU, City Club member, Volunteer Physician at Outside In, and on the Board of the Gay and Lesbian Medical Association.
- **Judy BlueHorse Skelton** – a member of the Metro Citizen Community Involvement Committee and a Board Member of the Urban Greenspaces Institute, has also worked with visionPDX, the Native American Community Advisory as liaison with Portland State University Administration and was the Portland representative to the Oregon Indian Education Association.
- **Elizabeth Gatti** – has worked as a resolution facilitator for the Office of Neighborhood Development, provided community mediation services and is currently the owner of Wild Violet Productions, LLC, an organization focused on community enrichment in its many forms. She also serves on the boards of the Hosford/Abernethy Neighborhood Development (HAND) and the PTA of her children’s school, as well as other community involvement committees.
- **Judith Gonzalez Plascencia** – is an architect working for Zimmer Gunsul Frasca Architects. She has also been a land-use planner for the Southeast Uplift Neighborhood program, an organizer/builder for the City Repair Collective and a community liaison with the Guadalajara Portland Sister Cities Association.
- **Anyeley Hallova** – is a partner with Project^ecological development, doing real estate development planning, project management, due diligence and marketing. She has also been a development manager for Gerding Edlen Development and an urban design associate with EDAAW Inc. Currently, she is a volunteer with the Imago Dei Community Church, Portland, and is serving on the Adjustment Committee with the City of Portland.
- **Brian L. Heron** – is currently the co-moderator of the East Portland Action Plan Implementation Advocacy Committee which grew out of the East Portland Action Plan initiated by Mayor Potter in 2007. He is the pastor of Eastminster Presbyterian Church and has worked on or for multiple youth and family services and organizations in NE Portland.
- **Jason Long** – is a community planning specialist with the Native American Youth and Family Center. He has had an internship with the Office of Neighborhood Involvement and the Clackamas Community Land Trust. He is skilled in facilitation, problem-solving, consensus organization, data research and community involvement.
- **Shirley Nacoste** – has worked at Outside In, Gresham Rehab & Specialty Care, Wildwood Personal Initiatives and the Tualatin Valley Center. As a community volunteer, she is or has been an advisor on a City of Portland Budget Bureau Advisory Committee, a board member of Southeast Uplift, a member of the Center Neighborhood Association and treasurer for the NAACP, Portland branch.
- **Linda Nettekoven** – is ongoing volunteer efforts reflect her long-term commitment to helping groups and individuals find their “voice,” whether in the workplace or the public policy arena. During her 10+ years in Portland Linda has channeled much of her volunteer energy into the City’s neighborhood system. A long-time board member and officer of her neighborhood association and her neighborhood coalition, she currently serves as vice chair of the Hosford-Abernethy Neighborhood Development Association (HAND). With a background in health, community and organizational psychology, she helped to develop the City’s Five Year Plan to Increase Community Involvement, serves on the City’s Public Involvement Advisory Committee and has represented citizen concerns on several bureau/budget advisory committees. She is also a founding member of the Division Vision Coalition, a collaborative effort to revitalize SE Division Street.
- **Lai-Lani Ovalles** – joined the Planning Commission in July 2008. She has worked in the education and social justice field for over 10 years to bring youth and adults together for personal

and social transformation. As a community organizer, she helped engage individuals in the community through civic education and nonviolence activities in Washington, Oregon, California, New York, Florida, New Mexico, and New Zealand. She works with the Native American Youth and Family Center as the Indigenous Community Engagement Coordinator. She coordinates Native professional development, leadership initiatives and networking events, and staffs the work of the Portland Indian Leaders Roundtable.

- **Stanley Penkin** – is a native New Yorker who has been in the construction and building business for many years, Stan is currently “retired” but actively engaged in the development of green and sustainable infill projects in Portland. His educational background includes a BS in Civil Engineering and an MS in Urban Planning. During his six years in Portland, he has been actively involved in the community, including chairmanship of his HOA Board, board member of Portland Center Stage, co-founder of the Oregon Arts and Culture PAC (ArtPAC) and an avid supporter of the arts.
- **Rahul Rastogi** – is an emergency room physician and the director of the Regional Telephonic Medical Center for Kaiser Permanente. He volunteers his time serving as the national medical director for the Lance Armstrong Foundation's Livestrong Challenge Series at multiple events around the country. He also served as a panel speaker at the Portland Transportation Safety Summit 2008 and has been a member of the Last Regiment of Syncopated Drummers.
- **Peter Stark** – is an architect and native of Portland. Having worked for large firms in New York and Los Angeles, Mr. Stark moved back to Portland in 1995 and for the past fifteen years he has been very active in local development and planning. A member of the Alliance of Portland Neighborhood Business Associations and Portland Business Alliance, he is the past president and currently serves on the Board for the Central Eastside Industrial Council and is vice-chair of the CE-Urban Renewal Advisory Committee. In 2008, he was responsible for directing the Central Eastside's Strategic Plan. In addition to inner SE planning Mr. Stark also has participated on regional committees including those for transportation, urbanization and growth. He is currently president of the Hillside Neighborhood Association and chairs the Cornell Road Sustainability Coalition, representing four northwest neighborhood associations, the Portland Bicycle Transportation Alliance, the Forest Park Conservancy and the Portland Audubon Society.
- **Ryan Schera** – is a land use planner and on the board and land use committee for the Portsmouth Neighborhood Association. He has also volunteered at the Rebuilding Center and has a Bachelors degree in Community Development.
- **Howard Shapiro** – moved to Portland in 1973 after a 25-year career in marketing and broadcasting in Seattle. He is a member of the Portland Planning Commission, serves as vice chair of Albina Community Bank, and is a board member of Rejuvenation, Portland Center Stage, and Oregon Public Broadcasting.
- **Alison Stoll** – is a NE Portland neighbor for 27 years, Alison is the executive director of Central Northeast Neighbors, a nonprofit coalition of 8 neighborhood and 5 business associations in NE Portland. Her work with CNN has spanned 20 years, first hired as a crime prevention Coordinator. Alison serves on the Boards of RideConnection, a nonprofit providing rides for seniors and differently abled people in the Portland Metro area, Parkrose Business Association, the Alliance of Portland Neighborhood Business Associations (APNBA) and Grant Park Church. Alison is a 2007 Spirit of Portland Award Winner for Community Partnerships, holds a Chief's Forum Problem-Solving Award from Mayor Tom Potter and was presented with the American Mothers Leah Sauer Award for her work in the Community.
- **Angie Thompson** – is a program development specialist working for the Multnomah County Health Department, specifically as the community engagement coordinator for the Health Equity Initiative. She also is a Bridge Builders Organization Mentor of Youth, African-American high school students.

Community Involvement Committee Responsibilities

1. Define criteria and principles for engaging Portlanders in a public involvement process for the Portland Plan, identify benchmarks and timelines to measure success, and serve as “guardians” of the process to make sure that criteria and principles continue to be adhered to throughout the development of the Plan.
2. Advise the Planning Commission on Portlanders’ understanding, awareness and reaction to the Portland Plan as it progresses.
3. Recommend changes for outreach and public support for the Portland Plan as appropriate to stay flexible, responsive and transparent.
4. Provide guidance to and a sounding board for staff to test ideas, messages, information materials and exercises – with special attention to clarity, accessibility, and relevance to issues of concern to the public.
5. Utilize the member’s connection to their respective networks as ambassadors for the involvement process in the community.
6. Document key discussion points and decisions, post notes on the Portland Plan website, and appear before the Planning Commission for interaction and to provide reports.

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APPENDIX B - PRINCIPLES TO FOSTER INCLUSIVE PUBLIC PARTICIPATION

This is a distillation of recommendations from visionPDX, Community Connect and other sources to apply to the Portland Plan public engagement process

1. **Tap “experts” and leaders within under-represented communities (including but not limited to immigrant and refugee populations, youth, people in generational poverty and people with a variety of disabilities) to know the best ways to effectively draw these groups into our planning process.** For example, to know how to effectively involve youth, we should consult with other youth. Our conventional public involvement techniques will continue to draw our usual participants; we will instead need to try new approaches and techniques to reach new audiences. We should consider contracting with organizations that work with under-represented groups to elicit their assistance in involving their constituents.
2. **Anticipate, identify and remove barriers to participation.** These may include logistical barriers (meeting location, time of day, lack of childcare, etc.) or psychological barriers (vocabulary, level of technical complexity, lack of diversity portrayed in presentation images, etc. In addition, it’s important to provide multiple ways for people to provide input, recognizing differences in comfort level and communication preferences. Recognize that not all Portlanders have internet access, so reliance on online communication may leave many Portlanders out of the process.
3. **Promote culturally-appropriate direct outreach and communication strategies.** These may include one-on-one relationship building, going where people already gather, building on existing networks, using customized approaches for different communities, providing translated materials and using alternative communication methods
4. **Build in the time and budget to carry out these recommendations.** Time and staff capacity are significant limitations to carrying out a fully inclusive public involvement program. To do this well requires building relationships over time, and designing individually tailored activities with diverse groups rather than relying on a few events that primarily attract mainstream participants.
5. **Provide education:** both to the public on the issues you’re working on and to staff on engaging and working with diverse audiences. Examples of the former: study circles, local issue forums, consensus conferences, charrettes, and other deliberative democracy techniques.
6. **Build meaningful, long-term relationships.** Bring people together with long-term collaboration in mind. Build relationships *before* crises hit. Build relationships with organizations so they can mobilize their own populations. [“It is very difficult to develop a relationship in the middle of a crisis” – Albina Ministerial Alliance board member Rev. T. Allen Bethel]

CIC OUTREACH SUBCOMMITTEE COMMENTS
On
Draft Public Participation Progress Report

Members present at the January 13, 2010 Community Involvement Committee (CIC) Outreach Subcommittee meeting offered the following comments to BPS staff on this first draft of the Portland Plan Public Participation Progress Report dated January 4, 2010. Additional written comments are also included below.

1. Provide an Executive Summary upfront that highlights key conclusions from report.
2. For the Levels of Participation revise Presentations level to Presentations and Discussions, and revise Interactive Events to Interactive Outreach Events.
3. Include in report that relationship building is a significant product of our efforts. Add as a Level of Participation.
4. Add the City's Public Involvement Advisory Committee's Principles for Public Involvement in report.
5. Move the section on Public Participation Goals and Measures for Success before section on Partners.
6. For Review of Approaches Used in Phase 1 table on Lessons for Next Phases add under Workshops:
 - Collaborate with community partners to set workshop dates so as to avoid conflicts
 - Staff needs to listen more and talk less in workshops (see full comments below from Jason Long). This bullet also applies under presentations and surveys...

Comments Received in Writing:

From Jason Long:

One of the main comments I have heard is that people do not feel that they are being allowed open input at the public meetings. Too much of the time is spent on Portland employees speaking and guiding the groups through presentations, and the community members input is too limited, especially with questions that do not allow for multiple choices and choices that they feel are solicited (in the negative sense - and solicitation was even a word used in the draft of the progress report). This a significant factor in their lack of participation.

From workshops to presentations to surveys there needs to be substantially more time spent with Portland staff just listening and taking notes, and this part of the next steps needs to be advertised in a thorough way (in documents, at meetings, on the website, etc.) immediately before too many people feel like the process has left them out, or that their views do not matter, and decide not to participate.

Even though part of the reason for this last phase was to "rekindle relationships" it seems to have done as much or more to make people feel like things are the same as they have been in the past and that the city does not really care what many people think.

From Nickole Cheron, Portland's Disability Program Coordinator:

Comment provided at the end of the Levels of Participation section - It may be that because you are mandated by law to make meetings accessible through providing accommodations around physical accessibility, alternative formats and interpretation for the deaf and hard of hearing that you didn't spell it out in your commitment but I would advise to put some sort of language in. By doing this you document that you have considered it and are making a good faith effort.

Comment provided at the end of the Engaging Non-Geographic Communities in the Portland Plan overview section - You want to clarify here that you also will be providing alternative formats, and that interpretation of not just language but for people who are deaf and hard of hearing.

Review of Approaches Used in Phase 1

A variety of outreach and engagement approaches has been used, and will continue to be used, throughout the Portland Plan public process. The table below describes these different approaches and notes opportunities, limitations and lessons learned for the next phases of the Portland Plan.

Approach	Description	Opportunities	Limitations	Lessons for Next Phases
Workshops	A series of 7 similar events on where Portland is now; included a power point presentation, audience polling with clickers, and group discussions	<ul style="list-style-type: none"> • Attracts people who are civically engaged • Workshops held around city and at different times make it more convenient for people to attend because there are multiple choices • Postcard announcement of workshops to all single-family households, and other marketing communications efforts drew larger than normal crowds 	<ul style="list-style-type: none"> • Hard to draw people who are new to/uncomfortable with public processes • Hard to draw minority, lower income and non-English speaking populations; need to build relationships, communicate why folks should be involved and provide needed amenities e.g. interpretation services 	<ul style="list-style-type: none"> • Advertise earlier and to diverse audiences for broader participation • Offer interpretation and childcare services, and make sure that advertising highlights this availability • Hold more workshops on Saturdays (and potentially on Sunday afternoons) to enable people to attend who cannot attend evening sessions • Locate workshops along transit routes and advertise accordingly • Have hosts who can invite and accompany newcomers
Overviews at Group Meetings	Portland Plan staff, other City staff and CIC members provide project overviews to different neighborhood and community groups and organizations to inform people of the project, answer their questions, hear their initial thoughts and invite participation in the process	<ul style="list-style-type: none"> • Quick introduction of or update to the Portland Plan for engaged community members in their setting, with hopes of engaging more people in the Portland Plan process • Tailored to group based on their needs and interests 	<ul style="list-style-type: none"> • Limitations to extent of information provided, group discussion and input to Portland Plan staff 	<ul style="list-style-type: none"> • Need to have up-to-date and meaningful materials to share with community groups
Hosted Presentations	Portland Plan staff, other City staff and CIC members help connect with interested organizations and groups for a “special” presentation on the Portland Plan that includes time for group discussion and input provided to staff on topics of interest and overall project/process	<ul style="list-style-type: none"> • Can be tailored to be meaningful in approach and content to each group/organization • CIC or other contacts with Portland Plan “host,” introduce event and lend grass roots support • Ideal approach to reach non-geographic groups: youth, seniors, labor, business, cultural, ethnic, disabilities 	<ul style="list-style-type: none"> • Staff capacity may limit number of hosted presentations 	
Hard Copy and Online Surveys	A survey was developed to ask Portlanders’ viewpoints on different aspects of life in Portland. The survey was completed by participants at workshops, was sent to every single-family household in PDX via the Curbsider and is available online. Survey is also being inserted into EPNO News and distributed to each Neighborhood Association. Deadline is Jan. 31 for survey responses.	<ul style="list-style-type: none"> • Accessible and inviting to people who prefer to participate privately • A revised survey for youth was developed • A revised survey is in process for business people 	<ul style="list-style-type: none"> • Not accessible to non-English speakers (in current format) • Many don’t have internet access • People may desire more accessible information on topics before completing survey • Some people frustrated that they could only pick one answer • Survey questions don’t necessarily get at issues of highest concern to some communities 	<ul style="list-style-type: none"> • Consider translation of surveys into popular non-English languages • Continue to provide materials at public libraries, colleges and neighborhood coalition offices
Special Outreach Activities with Non-Geographic Groups	BPS staff is working with its outreach and engagement partners to design and conduct culturally-appropriate materials and activities, with the aim of engaging communities that may not generally participate in City processes.	<ul style="list-style-type: none"> • Build relationships with partner assistance and solicit input from folks not usually engaged through neighborhood system or with City on planning • Design materials to be meaningful to specific groups • Incorporate unique perspectives into input received • Community expertise is available to consult and provide guidance on best practices for culturally-appropriate outreach and engagement (e.g., DCL partners, ONI) 	<ul style="list-style-type: none"> • Limited resources to complete extensive and comprehensive outreach to all non-geographic groups 	<ul style="list-style-type: none"> • Need to ensure Portland Plan messaging/information resonates with non-geographic groups • Need to show how previous non-geographic group input from visionPDX will be incorporated and followed through in Portland Plan • Need to continue to build relationships with community organizations

Approach	Description	Opportunities	Limitations	Lessons for Next Phases
Special Events	<p>These events are often designed for and carried out by organizations and groups interested in the Portland Plan with staff assistance. Examples: SE Uplift Coalition Retreat, City Club Study Group, and NE Coalition Civic Youth Engagement Work session</p> <p>Also, could be Portland Plan staff tabling at other special events; e.g., Fix it Fairs</p>	<ul style="list-style-type: none"> Tailored to specific needs and desires of particular groups in comfortable settings Ideal approach to reach non-geographic groups: youth, seniors, labor, business, cultural, ethnic, disabilities 		
Social Media	<p>Use of Facebook, Twitter and Flickr to share Portland Plan information and experience with social media users</p>	<ul style="list-style-type: none"> Good medium to attract youth, young adults and others comfortable with new forms of engagement Opportunities to continually update fans and followers with new information about PP Allows for online dialogue, giving staff a sense of people's issues and concerns as well as a chance to hear praise and positive feedback 	<ul style="list-style-type: none"> Many Portlanders are unfamiliar and do not use social media Not considered valid form of public testimony for Periodic Review requirements 	<ul style="list-style-type: none"> Staff training needed
Marketing & Communications	<p>Advertising, direct mail (Granny Franny postcard), and Curbsider insert; e-mails</p>	<ul style="list-style-type: none"> Half-page ads in community and ethnic newspapers reached a more targeted audience The Granny Franny postcard reached every household in PDX The 27 Things/Survey insert in the Curbsider went to every single-family household in PDX E-mails were sent by BPS and the Mayor to thousands of PDXers, inviting them to participate 	<ul style="list-style-type: none"> The number and variety of neighborhood newspapers, their size req. and deadlines are tough to keep track of in the thick of things Postcard format doesn't allow much space for all the info Curbsider audience may have a hard time switching gears between recycling message and PDXPlan 	<ul style="list-style-type: none"> Need to buy more ads in more foreign language papers, and Observer, Just Out, etc. Postcard message/image was offensive to some seniors; type too small and grey Timing of Curbsider drop didn't quite jive with workshops
Website	<p>Brand new website busted the POL format wide open and created a fresh interface for PDXPlan</p>	<ul style="list-style-type: none"> Appeals to a much wider audience; easier to navigate; connects to social media and PCM 	<ul style="list-style-type: none"> Not everyone uses the internet 	<ul style="list-style-type: none">
Portland Community Media	<p>PCM filmed each workshop and broadcast four of them live, then replayed them all multiple times; cameras filmed the mayor as well as the small group discussions</p>	<ul style="list-style-type: none"> Many Portlanders tune into Channel 30 A good alternative for those who could not attend a workshop 	<ul style="list-style-type: none"> At 2-1/2 hours, it's a lot of static television Some locations did not allow for live broadcast PCM is limited in its ability to do crawls and other enhanced viewing options 	<ul style="list-style-type: none">

Portland Plan – Hosted Presentations/Discussions

Presentations completed as of January 19, 2010

DRAC – Institutional Facilities Coalition – 7/8/09
 City Club Civics101 – 9/23 and 11/10/09
 Citywide Land Use Group – 9/28/09 and 11/23/09
 NECN Civic Youth Engagement Work session – 9/29/09 *
 Southeast Uplift Coalition Retreat – 10/17/09*
 Informal Group of interested American Planning Assoc. Planners – 10/12/09
 SE Uplift Coalition – 10/17/09
 American Institute of Architects – Historic Resources Committee – 10/21/09
 Portland Business Alliance Land Use Task Force – 11/3/09
 Healthy Portland Workgroup – 11/6/09
 Landmarks Commission – 11/9/09
 League of Women Voters (Portland Plan Study Circle) – 11/13/09
 Bureau of Development Services Land Use Division – 11/16/09
 Brown Bag for City Employees – 11/17/09
 East Portland Chamber of Commerce – 11/18/09
 Portland Business Alliance – 12/2/09
 Design Commission – 12/3/09
 Home Builders Association – 12/10/09

Portland Development Commission (brown bag) – 12/14/09
 Portland Housing Bureau – 12/15/09
 Industrial and Commercial Brokerage Group of Norris, Beggs & Simpson – 1/6/10
 Madison South – 1/7/10
 Eliot Board Association – 1/11/10
 Hayhurst Neighborhood Association – 1/11/10
 Montavilla Neighborhood Association – 1/11/10
 Creston-Kenilworth Neighborhood Association – 1/12/10
 Transition PDX and Portland Peak Oil – 1/13/10
 Portland Multnomah Food Policy Council – 1/13/10
 District Coalition Directors & Board Chairs – 1/14/10
 North Portland Land Use Group – 1/18/10
 Russellville Park (Retirement Community), 1/19/10
 Coordinating Committee to End Homelessness (CCEH) – 1/20/10
 Abernethy PTA/Hosford-Abernethy Neighborhood Development (HAND) – 1/21/10

Community Events with a Portland Plan table/booth completed as of January 19, 2010

Fix-It Fair at Roosevelt High School – 11/21/09

Fix-It Fair at David Douglas High School – 1/9/10

Invitations extended by the Mayor directly

Sam has reserved 5 days on his calendar in January for hosted events with these organizations. An internal planning meeting (organization staff but not City staff) for a Latino-focused event was held on 12/15.

Organization	Contact
Hacienda CDC	Pietro Ferrari
El Hispanic News	Melanie Davis
Hispanic Chamber	Gale Castillo
NAYA	Nichole Maher
IRCO	Lee Po Cha
Center for Intercultural Organizing	Kayse Jama
Black Parents Initiative	Charles McGee
Urban League	Marcus Mundy, Midge Purcell

** Staff is working with the Diversity and Civic Leadership Program to design and carry out a small grants program for organizations to engage community members in culturally-appropriate ways

Presentations Scheduled, Contacted or Listed to be Contacted	Date	Confirmed?	Contact made by:	Presenter	Amount of time available on agenda	Notes
Arts						
Portland Center Stage			Stan Penkin			Actively coordinating an "Arts Townhall" (Stan Penkin)
Regional Arts and Culture Council (RACC)			Stan Penkin			Actively coordinating an "Arts Townhall" (Stan Penkin) Eloise Damrasch = Contact
Business & Labor Associations/Groups						
AFL-CIO Diversity Committee	January		Deborah			Committed but date TBD
Impact Northwest staff	1/28/10	✓	Marty			Sue Stollenberg
AFSCME General Membership	1/26/10 6:15pm	✓	Deborah			Committed but date TBD
Central Eastside Industrial Council			Clay			CIC contact (Peter Stark)
East Portland Chamber of Commerce (follow-up presentation)			Clay/Chris			CIC contact (Peter Stark)
Portland Business Alliance			Clay			CIC contact (Peter Stark) Had mtg w/ PBA Land Use on 11/03/09
Assoc. of Portland Neighborhood Business Associations (APNBA)			Clay			CIC contact (Peter Stark)
Columbia Corridor Association			Clay			CIC contact (Peter Stark)
Jobs for Justice			Pam			
Associated General Contractors Commercial Real Estate and OR Commercial Association of Realtors (ORCAR)						
Community Development Orgs.						
Network Oregon (Community Development Network)			Barbara			

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Presentations Scheduled, Contacted or Listed to be Contacted	Date	Confirmed?	Contact made by:	Presenter	Amount of time available on agenda	Notes
REACH CDC						
ROSE CDC						
Hacienda CDC			Joan			CIC contact (Jason Long)
Sabin CDC						
Education						
Abernethy PTA/HAND	1/21/10 6:30-8:30pm	✓	Matt, Marty			CIC members Liz Gatti and Linda Nettekoven
Neighborhood Schools Alliance			Debbie			CIC member Liz Gatti can help us connect
Community and Parents for Public Schools			Debbie			CIC member Liz Gatti can help us connect
Portland State University Freshmen Inquiry	2/01/10 3:30-4:50pm	✓	Deborah and Pam			CIC contact (Brian Heron)
Interest Based Organizations						
Coordinating Committee to End Homelessness (CCEH)	1/20/10 3:00-5:00pm	✓	Steve D.	Tom and Barbara		First United Methodist Church (1838 SW Jefferson, Portland OR 97201.)
Coalition for a Livable Future			Radcliffe			CLF already has had a large presence at the Round 1 Workshops and declined a hosted presentation offer.
AIA Committee on the Environment			Marty			John Shorb, john@opsisarch.com
Cascadia (Portland LEED Users Group and/or Green Building Interest Group)			Marty			Bob Potter, bob@cascadiagbc.org
Net Impact			Marty			Heidi Rahn, Portland@netimpact.org
Recode	1/26/10		Marty	Marty (and Emily?)		Jeremy O'Leary
NW Earth Institute			Marty			Jeanne Roy, contact@nwei.org
Oregon Natural Step NW			Marty			Regina Hauser, regina@ortns.org
Sustainable Business Network			Marty			Robyn Shanti, 503-232-2943 or

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Presentations Scheduled, Contacted or Listed to be Contacted	Date	Confirmed?	Contact made by:	Presenter	Amount of time available on agenda	Notes
						contact@sbnportland.org
Oregon Environmental Council	1/28/10 9:00–9:30am	✓	Marty/Alisa	Brian Campbell		
NW Ecobuilding Guild Zion Baptist Church – Community Room NE 9 th & Fremont	1/27/10 6:30-8:30pm		Michael O'Brien	Eric		
Environmental Professionals of Color			Marty			Rhonda Chapman = contact
Center for Diversity and the Environment			Marty			Marcelo Bonta = contact
Governmental Agencies						
Housing Authority of Portland			Barry			
Port of Portland			Eric			
Neighborhood Associations/Coalitions						
Buckman Community Association	January		Marty, Matt W.			Susan Lindsay, chair of BCA, desires the Mayor to present PP.
Central Northeast Neighbors (CNN) Coalition – Community Room 4415 NE 87 th Avenue	1/25/10 6:00-9:00pm	✓	David Brandt (coordinating with Bill Barbur)	David Brandt, Debbie		CIC contact (Alison Stoll)
Concordia	2/02/10 7:00pm	✓	Marty/Clay	Deborah		
SMILE (Sellwood Moreland Improvement League)	2/03/10	✓	Matt W.	Tom		
EPAP			Chris			
Forest Heights Home Owners Association			Joan			
Non-Geographic Organizations						
IRCO staff	January		Deborah			Committed but date TBD
NAYA Youth and Elders Council	postponed		Deborah	Mayor	2 hours	Full workshop format

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				(confirmed) Mayor (other BPS Staff TBD)		possible
Latino Network** along with Hispanic Metropolitan Chamber and El Hispanic News	2/02/10 4:30-6:30pm	✓	Joan			World Trade Center Mezzanine 2, 3, 4, Diversity and Civic Leadership
NAACP						CIC member Shirley Nacoste can help us connect
Black United Fund						CIC member Shirley Nacoste can help us connect
Oregon Association of Minority Entrepreneurs			Jill Kolek			
Asian Family Center**			Debbie			Diversity and Civic Leadership
Asian Pacific American Network of Oregon**			Debbie			Diversity and Civic Leadership
IRCO **			Debbie			Diversity and Civic Leadership
NAYA**			Debbie			Diversity and Civic Leadership
Slavic Coalition**						
Ecumenical Ministries			Chris			CIC member Brian Heron can help us connect
Muslim Community Center			Marty			
Elders in Action / AARP of Oregon			Deborah			
Vision into Action Coalition			Steve D.			
Connected Communities Coalition	2/18/10		Deborah/Debbie			Therese Grayson, Jason Long (CIC)
Educate Ya			Joan			
Verde			Jason			CIC contact (Jason Long)
El Programa Hispano (Catholic Charities),			Joan			
Frente Comun			Joan			
Organizations representing sexual minorities TBD (Q Center, etc.)			Clay Neal, Matt Wickstrom to collaborate			CIC member Paula Amato can help us contact

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