

Community Involvement Committee

Meeting Minutes

May 19, 2010

Committee Members Present: Paula Amato, Judy BlueHorse Skelton, Liz Gatti, Judith Gonzalez Plascencia, Jason Long, Linda Nettekoven, Stanley Penkin, Howard Shapiro, Peter Stark

Absent: Anyeley Hallova, Brian Heron, Shirley Nacoste, Lai-Lani Ovalles, Rahul Rastogi, Ryan Schera, Alison Stoll

Staff (BPS): Tom Armstrong, Brett Bauer, Debbie Bischoff, Eric Engstrom, Lisa Libby, Kate McQuillian, Marty Stockton

Visitors: None

Welcome and Announcements – Howard Shapiro

Howard announced that he has been working with the Housing Alliance. They are particularly concerned with home ownership, but he has encouraged them to participate in the Portland Plan regarding this issue. Marty announced the Senior Day Discussion at NAYA (5135 NE Columbia Blvd.) on Thursday, June 3rd, from 1:30-3:30pm and the various summer tabling events listed on the handout. Deborah Stein will be moderating the Senior Discussion. Jason asked if we could advertise the shuttle service that is available to NAYA, as the 75 bus only makes stops there during the morning and evening rush hours. Marty noted that we will also be outreaching to the district senior centers. Howard recommended that we contact Terwilliger Plaza, as many former City leaders live there.

Howard asked Linda about the work of the PPAG in terms of reviewing the content of the Portland Plan. Linda said the work of both review bodies are important, the CIC for process and the PPAG for content and that both are moving forward. Stan asked if we are still considering a joint meeting of the CIC and the PPAG. Lisa asked Linda if she was seeing possible links between the two groups. Linda said that there were some obvious links between the two groups and their missions.

Eric said that staff is trying to schedule out meetings for the CIC and PPAG through the fall. The dates for the Phase III workshops are still in discussion. Lisa noted that the rainy weather does seem to be better for attendance at the workshops, as Phase I workshops in November and December were much better attended than the Phase II workshops in a mild April and May. Lisa was also impressed with the diversity she saw at the Phase II Central City workshop. Howard questioned the level of diversity at the workshops. Debbie added that her group at the Central City workshop reflected a very diverse cross section of the City.

Portland Plan Public Participation Phase I Progress Report – Debbie Bischoff

The CIC reviewed and established goals to measure our public participation progress. Both qualitative and quantitative data has been provided for each goal. Evaluations of these goals are provided in the report after the data.

- Goal 1, Build on existing relationships: Staff did a good job of maintaining and utilizing existing relationships, but could do better at building relationships with new groups. Also, because of limited staff resources, assistance from partner agencies and groups could be needed.



- Goal 2, Engage broader and more diverse groups with education and information, and provide all interested with enough education so they can meaningfully participate: Lots of communications were conducted through media outlets. Flyers and surveys were translated into foreign languages. A survey was offered in Braille. But staff could do more by expanding media coverage to diverse outlets such as Latino, Asian and KBOO radio stations. Also, more could be done to outreach to renters.
- Goal 3, Provide multiple venues and mean for community involvement and engagement: the public had opportunities to participate via mailed surveys, through our website and online survey, as well as our Facebook, flickr and Twitter page. Workshops were conducted throughout the City and accommodations were made including proximity to transit lines, refreshments, child care and translation services. But we could do a better job understanding the needs of first time participants of Portland Plan and exploring new ideas for additional interactive tools.
- Goal 4, Involve as many people as possible: The Phase I workshops drew 900 people in attendance, 1,500 people were reached through community presentations and other outreach events, and 13,000 youth and adults completed the Phase I surveys. Though, staff could do more to engage non-geographic communities and first timers.
- Goal 5, Being heard as community members with feedback and continuous engagement throughout Portland Plan development and implementation: Evaluation cards revealed the participants felt the workshops provided a meaningful opportunity to voice opinions. Results of the surveys and workshop pollings were made available to the public. A process chart showed how comments would be incorporated in the Portland Plan. Comments were entered into a database and technical working groups use these comments to develop specific work products. But we could do a better job of demonstrating how comments from previous input are being incorporated and organize more follow-up activities.

Howard mentioned that HAP was very successful in outreach to foreign language speakers during the New Columbia transition and asked if we have contacted them to tap into their resources and methods. Lisa responded that the New Columbia transition was a very tangible issue. The Portland Plan is much more conceptual. She would appreciate any feedback on how a broader planning project can connect and engage a larger audience. Eric added that we've had the best luck when a community has a specific issue to discuss, such as the interest in a corner grocery store that was expressed at the Portland Plan presentation to New Columbia.

Judith suggested that reverse strategic planning could help demonstrate the reality of this work. Jason said to keep looking for the unofficial leaders in the community and connect with them. Judy added that communities are looking for something more proactive. After the Portland Plan is complete, how can communities continue to connect with planning staff? Tom responded that this was the intended role for the District Liaison Program; so planners would not only contact communities for their input, but also be contacted by the community with questions or issues.

Linda noted that the PPAG is also looking at how to connect and engage people with the content of the Portland Plan.

Howard asked how we engage first-timers to a public meeting and newcomers to the City to feel the same kind of ownership for this place. Lisa added that the Opal School students wanted to make sure Portland is still fun when they're adults. They didn't see adults as having much fun. How can we make this more fun for people? Jason commented that both new comers and other groups can be reached through the schools. Debbie noted that many of the school are our partners in the Portland Plan.

Howard concluded this conversation by noting that it is agreed that all sixteen members will participate in the Phase II evaluation report.

Planning Commission and Periodic Review – Howard Shapiro and Eric Engstrom

The CIC is a state mandated committee and therefore we should report to the planning commission on our activities and findings.

Eric said the Mayor suggested that the Planning Commission and Sustainability Commission become one larger commission. This could help to incorporate some of the Portland Plan Action Areas, such as public health. They are looking for an endorsement of this idea from the CIC because of their role as a watch dog group. Howard added that the CIC needs to present to the Planning Commission to let them know how the CIC would like this Commission to look.

Liz asked what the Sustainability Commission does. Eric said he had a handout available on this. Also, there will be a retreat coming up for these two groups at which they will explore the merging of their missions.

Paula asked how much power the Planning Commission would have to implement the Portland Plan as it pertains to schools or other jurisdictions. Eric responded that the Portland Plan was meant to be a multi-jurisdictional plan, to set policy directives for all of these areas and to bring better coordination between the various jurisdictions.

Howard suggested that Eric provide a fact sheet for the Planning Commission presentation. He also asked for a convener and Marty volunteered. There will be thirty minutes for the presentation and the last 10 minutes for questions and answers. We will try to engage the Planning Commission in this process, as they're citizens as well.

Additional Comments - All

Marty thanked all the CIC members for participating in the Phase II workshops.

Peter said that business associates are asking when they'll be able to review the results of the business survey.

Stan announced that there's an Arts Town Hall meeting on Tuesday, July 27th from 6-8 pm. CAN will be there. More details will follow.

Next Step(s)

The next CIC meeting is as follows:

- **Meet as full committee on Wednesday, June 16, 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:



Executive Summary – Phase I Summary Report
Periodic Review Work Program Summary
Tabling Events

Portland Plan Public Participation Phase 1 Progress Report Executive Summary - DRAFT

A city is only as good as its last plan – which currently is a comprehensive plan written in 1980. The Portland Plan will guide Portland’s new plan and serve as a much needed strategic plan to help Portlanders define priorities and consider how the city will handle change and growth over the next 25 years.

The foundation to a successful Portland Plan is the contribution and engagement of as many Portlanders as possible from as many diverse communities as possible.

Portland Plan public engagement began with visionPDX in April 2006 with unprecedented participation ending in over 13,000 survey responses and over 2,000 participants in small group discussions. The resulting public input, enhanced by extensive background reports, formulated the baseline of the Portland Plan (displayed creatively in the nine action areas in the graphic). Phase I of Portland Plan outreach asked Portlanders to prioritize the competing values held in the nine action areas. This input, along with previous data and input, will directly formulate Phase II public involvement strategies.

Portland Plan staff, along with its working partners, agencies, and the Community Involvement Committee (CIC), engaged Portlanders in a **continuum of outreach approaches** that build upon one another (see graphic below).



Portland Plan Action Areas

Notification – Information – Presentations – Interactive Activities

Notification is the least intensive approach to public involvement where as interactive activities represent the most intensive. From mailers send to household, to summarized fact sheets on background reports, to ads in community newspapers, to online forums including survey and social media, and to interactive polling workshops and specialized hosted presentations, the continuum of approaches resulted in a collaborative effort that engaged both partners and Portlanders.

To effectively evaluate whether or not Portland Plan staff and its working partners complete successful public engagement and outreach, the CIC established **five measurable goals:**

1. Build on existing relationships
2. Engage broader and more diverse groups with education and information, and provide all interested with enough education so they can meaningfully participate
3. Provide multiple venues and means for community involvement and engagement
4. Involve as many people as possible
5. With feedback and continuous engagement throughout Portland Plan development and implementation, ensure community members are being heard.

For each of the above five goals, Portland Plan staff and CIC members established quantitative and qualitative measures of success for which data will be collected at the end of each Portland Plan phase. The feedback provided by data supporting the measures of success, as well as comments submitted by CIC members, highlight the many successes of Phase I public involvement while also highlighting areas of improvement.

Portland Plan Public Participation Phase 1 Progress Report Executive Summary - DRAFT

Successes

In particular, the goal of reaching as many Portlanders as possible was a success, with the number of **workshop participants close to 1,000** and with **nearly 8,500 survey responses**, both online and hard copies. Portland Plan public involvement was also successful at providing many and diverse venues for participation by **incorporating various media** (television, radio, social media, internet and websites), offering a range of presentation options to interested groups, developing Portland Plan materials for better access to underrepresented communities such as **Spanish-language materials** and **large print materials**, and **specialized workshops** for unique communities such as youth and the business-oriented community. Lastly, Portland Plan public involvement excelled at **maintaining relationships** previously established in prior planning processes and projects and **cultivating new relationships** with groups such as Connecting Communities Coalition.

As for the approaches used during Phase I of public involvement **approaches were diverse, accessible, and successful** at engaging Portlanders. In particular, surveys were made accessible through mailers, Portland Plan website, at workshops and Portland Plan events, and at central public locations such as schools and libraries. **Hosted presentations, of which 70 occurred during Phase I**, were successful at providing tailored information relevant to specific organizations or communities.

Areas for Growth

While achieving some goals was successful, there is much room for improvement in future Portland Plan phases. The measures of success highlighted **gaps in engaging underrepresented communities**, notably the renting community, seniors and people with disabilities, and the homeless community. Establishing new relationships with organizations representing these communities continues to be a top priority for Portland Plan staff. Demographics of the nearly 1,000 **workshop participants did not reflect the citywide 2008 demographic estimates** demonstrating that communities typically underrepresented in planning processes continue to be left out of the public involvement process. Portland Plan staff and its working partners are establishing creative and new culturally-appropriate outreach to acknowledge that traditional processes are ineffective at reaching all communities.

There is also room for improvement in the approaches utilized during Phase I which will also help staff and partnering agencies to better achieve the goals. Close to 8,500 Portlanders responded to the Phase I survey, however the **lack of non-English translated materials was extremely limited**. Staff has acknowledged the language barrier as a limitation to participation, and thusly Portland Plan materials will be translated into Chinese, Vietnamese, Spanish, and Russian to better improve approaches such as surveys, marketing, and communications.

Phase II and Beyond...

This report has allowed the momentum from visionPDX, the background reports, and the input from Portland Plan Phase I to already directly inform the outreach and engagement strategies in Phase II and beyond. Adjustments to existing approaches is one manner in which Portland Plan staff are improving outreach in Phase II; for example staff mailed hardcopy surveys to every household in the City, unlike the first phase which only sent surveys to single-family-residences, in an attempt to better reach renters. New materials have been created in response to feedback about access, and thus Phase II printed surveys and information brochures are available in four non-English languages. Major frameworks have also shifted in response to feedback from the community. For example, after hearing considerable feedback about the lack of equity through out the Portland Plan discussion and equity being relegated to only one action area, Portland Plan staff have redesigned the Portland Plan framework to now utilize equity as the central theme and as a lens for both future Portland Plan processes and content.



Locally-Adopted Public Engagement Work Program August 6, 2008

Overview of Periodic Review Process^{*}

Phase I: Develop Work Program

Phase II: Alternative Futures ← **WE ARE HERE**

Phase III: Plan Development

Phase IV: Implementation

PHASE II – Develop Alternative Futures for Portland

The purpose of public engagement at this step of Phase II is to inform the community about the project; identify issues and generate ideas for addressing issues and opportunities; and identify/discuss preliminary goals and principals that will be used to shape and evaluate alternative strategies/scenarios for accommodating projected growth, addressing issues and realizing opportunities.

Public engagement may include, but is not limited to:

- a. Host citywide summits to engage, inform and inspire Portlanders with big picture possibilities and generate ideas that will help shape the plan;
- b. Go to where the people are; attend neighborhood and other community and civic meetings;
- c. Use web-based input tools: surveys and comment forms to inform and solicit ideas;
- d. Use opinion surveys, interviews and feedback forms to solicit information to help inform the planning effort; and
- e. Conduct outreach at summer events: be present to provide information, answer questions and take in feedback at other community events and forums such as cultural activities, clean-up days, farmers markets, etc.
- f. Community workshops and forums showcasing alternative choices and asking for direction in narrowing choices;
- g. Focus groups, issue-specific study circles, meetings of stakeholders with different points of view, affinity groups, task forces, and special committees as needed;
- h. Self-directed community discussion groups and study circles; and
- i. First phase of selecting, training and building relationships with a corps of volunteers to participate as community discussion leaders.
- j. Planning Commission hearing;
- k. City Council hearing; and
- l. Report on comments received at public hearings.

^{*} Phases described in the Work Program are different than the Portland Plan process phases. The entire Portland Plan process is the Phase II of the periodic review work program.

Community Events 2009 Through 2010



THE PORTLAND PLAN

Completed – Community Events with a Portland Plan table/booth as of May 18, 2010

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

Staff: Tom, Alex, Debbie and Joan F.

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

Staff: Eric, Marty and Matt W.

Fix-it Fair at Parkrose High School – 1/30/10 (

Staff: Clay, Brett, Brian, Marty and Stan

4th Annual Youth Summit at Portland State University – 2/06/10

Staff: Pam, Grae, Morgan, Ashleigh and Mustafah

City Of Portland Budget Outreach Event at Montgomery Park at 2701 NW Vaughn St. – 3/01/10, 6-8:30pm

Staff: Marty

City Of Portland Budget Outreach Event at Mt. Scott Community Center, SE 72nd & SE Harold – 3/03/10, 6-8:30pm

Staff: Wing

City Of Portland Budget Outreach Event at IRCO Community Space, 10301 NE Glisan St. – 3/06/10, 1:00-3:30pm

Staff: Matt W. and Desiree

Hotline – Ecoroof Portland – 3/12/10 to 3/13/10

Staff: Valerie

BPS – ETO Better Living Show – 3/26/10 to 3/28/10

Staff: Valerie

Education Summit at Parkrose High School – 4/10/10

Staff: Marty and Mark W.

Education Summit at the Oregon Convention Center – 4/12/10

Staff: Mark W.

13th Annual Cascade Job Fair at Portland Community College, Cascade Campus – 4/27/10

Staff: Debbie

Coalition for a Livable Future's 2010 Regional Livability Summit – 4/29/10

Staff: Noelle, Julia, and Michelle K.

NE Sunday Parkways at Fernhill Park – 5/16/10

Staff: Debbie, Holly, Kate and Eric

Grand Works Northwest Art Festival (The Mark Building) – 5/22/10

Staff: Elders in Action will include Portland Plan materials.

Senior Day at the Hollywood Farmers Market (NE Hancock between 44th & 45th) – 5/22/10

Staff: Hollywood Senior Center will include Portland Plan materials.

Senior Resource Fair: Gay and Grey PDX (Friendly House – 1737 NW Thurman) – 5/22/10

Staff: Matt W.

12th Annual Latino Home Fair at the Oregon Zoo – 5/23/10

Staff: Marty, Alma, Barbara, Jackie and Eden.

Community Events 2009 Through 2010



THE PORTLAND PLAN

Scheduled – Community Events with a Portland Plan table/booth as of May 18, 2010

<p>June 2010</p> <p>Depave Summer 2010 Kickoff at the New Day School, 1847 SE Clinton – Saturday, June 5th, 8:45am to 5:00pm <i>Staff: Jackie</i></p> <p>Pride Northwest (Tom McCall Waterfront Park) – Saturday, June 19th (noon to 6:00pm) and Sunday, June 20th (1:00pm to 6:00pm) <i>Staff: Matt W., Clay, Kate, Marty</i></p> <p>Kick-off to the Summer Free For All, the Summer Playground program and the federal free lunch program (Peninsular Park) – June 25th, 11:00am to 1:00pm</p> <p>N Sunday Parkways (Arbor Lodge Park) – June 27th, 10:00am to 3:00pm</p>	<p>August 2010</p> <p>SE Sunday Parkways (Colonel Summers Park) – August 15th, 10am to 3:00pm</p> <p>Riverfest 2010 – August 19th through August 22nd</p> <p>Multnomah Days Parade – Saturday, August 21st</p> <p>Asian Home Buying Fair/Autumn Festival at Portland Community College SE Center, 2305 SE 82 Ave & SE Division St. – Saturday, August 21st, 10:00am to 3:00pm</p>
<p>July 2010</p> <p>Mississippi Avenue Street Fair – July 10th, 10:00am to 9:00pm</p> <p>East Sunday Parkways (Lents Park) – July 18th, 10:00am to 3:00pm</p> <p>18th Annual Division/Clinton Street Fair – July 24th, 10:00am to 5:00pm</p> <p>5th Annual Native American Housing to Homeownership Fair at NAYA Family Center (5135 NE Columbia Blvd – Saturday, July 31st, 10:00am to 3:00pm (Jen Matheson at 503-288-8188 x297 or jenm@nayapdx.org)</p>	<p>September 2010</p> <p>NW Sunday Parkways (Wallace Park) – September 26th, 10:00am to 3:00pm</p> <p>October 2010</p> <p>African American Home Buying Fair at Emmanuel Hospital Atrium – Saturday, October 23rd, 10:00am to 2:30pm</p>