



Community Involvement Committee

Meeting Minutes

June 16, 2010

Committee Members Present: Liz Gatti, Anyeley Hallova, Brian Heron, Jason Long, Shirley Nacoste, Linda Nettekoven, Stanley Penkin, Howard Shapiro, Peter Stark, Alison Stoll
Absent: Paula Amato, Judy BlueHorse Skelton, Judith Gonzalez Plascencia, Lai-Lani Ovalles, Rahul Rastogi, Ryan Schera
Staff (BPS): Brett Bauer, Debbie Bischoff, Eden Dabbs, Eric Engstrom, Clay Neal, Deborah Stein, Marty Stockton
Visitors: None

Welcome and Announcements – Howard Shapiro

Liz received a letter from Susan Anderson announcing the Central City 2035 plan, and this prompted Liz to question why there hasn't been more connection of the Central City Plan to the CIC. Eric responded that this has been coordinated internally and that the Central City Plan does intend to leverage existing committees. He will see if the Central Portland team can make a brief presentation at the next CIC meeting.

Deborah announced that City Council approved our grant programs with the DCL partners. Each organization will develop their own work program. We will hold a training for the DCL organizations on what we've done so far with the Portland Plan.

Howard announced that four of the CIC members made a report to the Planning Commission on the CIC's work thus far. Also, he noted that the Planning Commission will add two members when it transitions into the Planning and Sustainability Commission. Linda asked how these two roles will mix. Eric said that will be left open to the new commission. Linda asked if the Bureau can have an advisory committee that will help them meld the two missions. Howard agreed that this is something the bureau should consider.

Eric announced that the Bureau has applied for several Metro grants, one of which had been held up in a lawsuit. But the lawsuit was recently dismissed, so specific projects may proceed which will help inform the Portland Plan.

Howard said he is starting to get the sense that people out in the community have heard of the Portland Plan and are aware of what it is. Stan added that he believes people have heard of it, but are unclear as to what exactly it is supposed to do. CIC members stated differing opinions on this matter. Peter added that he's not sure if we're marketing the Portland Plan properly. The message doesn't seem to be resonating with the general public unless there's a story about it in the newspapers. Eric responded that it's been challenging to put forth a consistent marketing message for the Portland Plan because it has changed over time. The Communications Subcommittee will try to map out all of the different efforts that the mayor has encouraged around the Portland Plan in an attempt to more clearly describe how the array of efforts interrelate. Anyone interested is welcome to attend.

Brian said that the public may not need to understand all the intricacies of the relationships, just what the mission is. Eden added that she thought the game will help the public to understand some of these relationships and the intent of the Portland Plan.

Eden stated that she needed more testimonials from CIC members for the website, such as the ones written by Stan and Brian. They only need to be around 200 words. Marty will send out links to these testimonials as an example.

Howard made one final announcement. On June 23rd, from 5:30 – 7:30 pm, Roberta Gratz will be talking about her new book, *The Battle for Gotham: New York in the Shadow of Robert Moses and Jane Jacobs*. This event will be held at the Museum of Craft (NW 8th and Davis) and will be sponsored by the PNCA.

Community Involvement Work Program amendments – Eric Engstrom and Linda Nettekoven

Much of the amendments are simply housekeeping issues, updating the terminology used and some of the timelines. The amendments also highlight the relationship between the PPAG and the CIC.

Linda noted that the PPAG needs to have more communication with the CIC. PPAG has had low attendance at their meetings. CIC members would be welcome to attend. It should be better advertised that the meetings are open to the public. Eric agreed with these thoughts and ideas. Liz suggested including both groups on emails that are sent out with such items as agendas and minutes.

Howard said the CIC members could review the amendment language and if there are major concerns they could be discussed through email. Stan asked if language could be added about the coordination that needs to take place between the PPAG and the CIC. Howard asked if Eric could add that language to the amendments. With that language added, Howard asked if there were any other objections to the amendments. There was general agreement among the CIC members, and so the document will go to the Planning Commission after the language discussed is added. Howard also asked Clay to relay to the Mayor that no more committees are needed. It is only creating confusion.

Play Game to be incorporated at summer events – Deborah Stein, Eden Dabbs and Marty Stockton

Marty stated that the purpose of the game is to engage people at tabling events. A magnetic dry erase board with magnetic games pieces will be used.

Jason expressed his concern about having too many choices in the game and not being able to keep our audiences attention for long enough. Deborah said that there are essentially two versions of the game: one that is a very thorough exploration of the objectives and ideas and another that is a quick gut reaction to which objectives are a higher or lower priority. Alison echoed Jason's comments in that this may still be too much to engage people at tabling events.

The results of each game will be photographed. Other themes and connections will be explained verbally by the participant. One staff member will be dedicated to taking notes.

Anyeley suggested that staff advertise that this is a thirty second game. Perhaps a large banner could be displayed that says "Play the Game" or "Build Your Own Portland in 30 Seconds." Also, after each game is complete common interests and themes can be highlighted by the colors of the game



pieces which represent the different Action Areas. This could be a way to engage participants in future workshops.

Jason reiterated that there are too many choices. Brian thought the language on the game pieces was too academic. Anyeley asked if the language could be shortened or simplified. Also, she felt the language on the game card under “Things to think about” was very esoteric.

Peter asked if we could bring this game to our schools or somehow put it online. Liz asked that Debbie Bischoff bring this idea to the Educational Committee.

Deborah asked if the game lends itself to being packaged as a kit so it would be self-explanatory and played without the assistance of staff. The CIC generally agreed that this is a good idea.

Howard concluded that overall the game seems to be a good idea. The largest concern is about capturing this information. Deborah added that one of the primary purposes of the game is to create awareness and encourage involvement with the Portland Plan and the concepts with which it deals, but staff will also be trying to capture as much information as possible.

Next Step(s)

The next CIC meeting is as follows:

- **Meet as full committee on Wednesday, July 21, 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:

Revised CIC Program
Phase II Survey Summary

**Adopted by Council Resolution No. 36626
August 6, 2008**

Public engagement Community Involvement Work Program

Purpose

The purpose of ~~public engagement~~ community involvement in the periodic review work program is to provide open and meaningful opportunities for individuals and organizations to effectively influence Comprehensive Plan updates.

Portland has a proud and lengthy tradition of a well-informed, highly involved community committed to making Portland a great place to live, work and play. An extensive network of neighborhood associations and district coalitions, an active business community and a growing network of ethnic, immigrant and historically “hard-to-reach” communities all provide the City of Portland with a wealth of knowledge, commitment and passion from its people. As the City develops and undertakes periodic review, it is renewing its commitment to quality ~~public engagement~~ community involvement by building on the communities’ strengths as well as the City’s recent successes in community visioning and engagement.

Officially Recognized Citizen Involvement Advisory Committee

Integral to the ~~public engagement~~ community involvement work program is an official committee to advise the process regarding public engagement. State law gives the City three choices in terms of designating its ~~Citizen Involvement Advisory Committee (CIAC)~~ Community Involvement Committee (CIC):

1. The City Council may serve as its own advisory committee;
2. The City Council may designate the Planning Commission as the advisory committee; or
3. The City may appoint an advisory committee separate from the Planning Commission.

If the City selects the second or third options the members must be “broadly representative of geographic areas and interests related to land use and land-use decisions” and “be selected by an open, well-publicized public process.”

The Portland City Council adopted the recommendation of the City Planning Commission ~~recommended using~~ to use a combination of the second and third approaches listed above - that the ~~Community Involvement Advisory Committee~~ be composed of no more than three planning commissioners and at least nine other members of the community. A ~~planning commission member of the Planning and Sustainability Commission and a community member~~ would serve as ~~co-chairs~~ chair. Community members for the ~~CIAC~~ CIC would be nominated by the Mayor and confirmed by City Council for fixed terms

The committee would:

1. Review, comment, and recommend changes to this draft ~~public engagement~~ community involvement program.
2. Monitor the ~~public engagement~~ community involvement process throughout the planning process to ensure the ~~engagement~~ involvement program is being properly carried out.
3. The CIC may also schedule ~~quarterly~~ regular work sessions and issue reports. If the CIC discovers through its monitoring and evaluation activities that the approved ~~public engagement~~ community involvement work program could be made more effective, it may recommend that the City Council make changes to the approved program.

The community members should reflect essential constituencies within Portland including, but not limited to, neighborhood association and district coalition networks, business associations, ethnic communities, and other organizations with interests in how Portland develops. The CIC will work on a participatory rather than a representative model. It is the CIC as a whole that reflects Portland as a community; members should not view themselves as the sole representative of a particular constituency or interest.

All CIC meetings will be subject to state open meetings and public records laws. The CIC will collectively determine how to resolve any procedure issue that might arise during the course of a meeting, whether that be Robert's Rules of Order, consensus, modified consensus or other decision-making structure. The Portland Bureau of Planning and Sustainability would provide staff support for these meetings.

Guiding Principles

The following principles are proposed to be used to guide ~~public engagement~~ community involvement during the preparation of plan updates and as the basis for ongoing monitoring and improvements to the public engagement work program.

The Portland Bureau of Planning and Sustainability will value and record all comments received. All recommendations received will be retained, considered and made available for public review. Every public recommendation made orally or in writing for a ~~Planning Commission~~ Planning and Sustainability Commission or City Council hearing will receive an official city response. The response will explain how the recommendation was considered and accommodated or why accommodation was not possible.

The Portland Bureau of Planning and Sustainability will provide effective tools and information in order to make effective public participation possible.

Information needed to make decisions will be presented in a simplified and understandable form. Assistance will be provided to interpret and effectively use technical information. Copies of technical information will be available on the Internet, at public libraries, at neighborhood coalition offices and at other locations open to the public. Translations of key documents will be available.

Decisions will be open, transparent and accessible. Reports containing the facts and reasons necessary to make particular decisions will be available at least twenty-one days before any ~~Planning Commission~~ Planning and Sustainability Commission or City Council hearing, and these reports will be retained for the life of the plan. All hearing venues will be accessible.

Plans, supporting documents, and plan-implementing measures will be adopted by City Council ordinances and will be retained in City offices easily accessible to the public and made available on the Internet.

CHARTER OF THE CIC

Purpose

The Portland Plan Community Involvement Committee (CIC) is charged with serving as the “eyes and ears” of Portland’s many and diverse communities, ensuring that the perspectives of ALL Portlanders are reflected in the Portland Plan as it evolves.

CIC will interact with Bureau of Planning and Sustainability staff, particularly District Liaisons. The CIC will also work with the Office of Neighborhood Involvement’s Public Involvement Best Practices Program, Diversity and Civic Leadership Program, and other initiatives designed to promote inclusive and meaningful public involvement in Portland. The CIC will continue the community’s participation in the Portland Plan, a process that began with visionPDX, which captured and fleshed out our shared values of sustainability, equity, accessibility, community connectedness and distinctiveness.

CIC will receive information and be a checkpoint for a wide representation of community members to review, comment and advise the Bureau of Planning and Sustainability on the Portland Plan as it is developed. It will help guide the Planning and Sustainability Commission and City Council as they consider approval of the plan.

CIC will meet quarterly, or as needed. Subcommittees will be established to work on specific tasks as may be determined and will hold meetings as necessary. CIC will provide regular reports and updates to the Planning and Sustainability Commission.

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 and Sustainability Commission on Portlanders’ understanding, awareness and reaction to the Plan as it progresses. Recommend changes for outreach and public support for the plan as appropriate to stay flexible, responsive and transparent.
3. Provide guidance to and a sounding board for staff to test ideas, messages, informational materials and exercises – with special attention to clarity, accessibility, and relevance to issues of concern to the public.
4. Utilize the member’s connection to their respective networks as ambassadors for the involvement process in the community.

5. 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.

BYLAWS OF THE CIC

1. NAME OF ORGANIZATION:

The name of the organization shall be the Portland Plan Community Involvement Committee (CIC)

2. PURPOSE

The Portland Plan Community Involvement Committee is charged with serving as the “eyes and ears” of Portland’s many and diverse communities, ensuring that the perspectives of ALL Portlanders are reflected in the Portland Plan as it evolves.

CIC will interact with Bureau of Planning and Sustainability (BPS) staff, particularly District Liaisons. The CIC will also work with the Office of Neighborhood Involvement’s Public Involvement Best Practices Program, Diversity and Civic Leadership Program, and other initiatives designed to promote inclusive and meaningful public involvement in Portland. The CIC will continue the community’s participation in the Portland Plan, a process that began with visionPDX, which captured and fleshed out our shared values of sustainability, equity, accessibility, community connectedness and distinctiveness.

CIC will receive information and be a checkpoint for a wide representation of community members to review, comment and advise the Bureau of Planning and Sustainability on the Portland Plan as it is developed. It will help guide the Planning and Sustainability Commission and City Council as they consider approval of the plan.

CIC will meet quarterly, or as needed. Subcommittees will be established to work on specific tasks as may be determined and will hold meetings as necessary. CIC will provide regular reports and updates to the Planning and Sustainability Commission which has final authority on all matters related to the Portland Plan as it is referred to the City Council for approval.

3. COMMITTEE RESPONSIBILITIES

a. 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.

b. Advise the Planning and Sustainability Commission on Portlanders’ understanding, awareness and reaction to the Plan as it progresses. Recommend changes for outreach and public support for the plan as appropriate to stay flexible, responsive and transparent.

c. Provide guidance to and a sounding board for staff to test ideas, messages, informational materials and exercises – with special attention to clarity, accessibility, and relevance to issues of concern to the public.

d. Utilize the member’s connection to their respective networks as ambassadors for the involvement process in the community.

e. Document key discussion points and decisions, post notes on the Portland Plan website, and appear before the Planning and Sustainability Commission for interaction and to provide reports.

4. MEMBERSHIP

Qualifications: CIC consists of no more than eighteen (18) and no less than fourteen (14) members representing the diverse communities of Portland including racial/ethnic, gender, age, religious, and socio-economic diversity, none of whom may hold public elective office. Three (3) of those members shall be representatives of the Planning and Sustainability Commission as appointed by the President of the Planning and Sustainability Commission. The Chair shall be a member of the Portland Planning and Sustainability Commission.

Terms: CIC members shall serve for a period of three years commencing July 8, 2009 or until such time as the Portland City Council takes final action on the Portland Plan or until such time as may otherwise be determined by CIC. Members of the Committee who wish to resign before completion of the project shall provide a written letter of resignation to the CIC Chair.

Adding New Members: If a CIC member is no longer able to serve on the committee or the Mayor's office or BPS feels that adding a member is crucial to the ongoing viability of the committee, a membership sub-committee will be convened with the sole purpose of evaluating appropriateness of the potential member. Each potential member will be asked to complete an application, identical to the one that all existing members were asked to complete. The sub-committee will interview and make recommendations regarding the potential member(s) to the committee as a whole at the next scheduled meeting and a vote will be taken. A majority of members must vote yes, for the member to be included. The addition of a new member to replace a Planning and Sustainability Commission representative shall be as appointed by the Planning and Sustainability Commission President. An application, interview and vote do not apply to such members.

5. MEMBER RESPONSIBILITIES

a. Attend and actively participate in Committee meetings, and subcommittee meetings as appropriate.

b. Interact with community members and partners to develop and promote interest and participation in the Portland Plan.

c. Share information with local organizations in which you are involved, and gather, synthesize, and convey information and perspective from those organizations.

d. Review background materials to understand the issues and their relevance to various communities.

e. Provide a sounding board to ensure that a variety of data and viewpoints have been considered.

f. Voice concerns directly, promptly, and constructively.

6. STAFF RESPONSIBILITIES

a. Assist the Chair in preparing and distributing agendas and background materials in advance of meetings. Post agendas and other meeting materials on the website.

b. Manage and facilitate the process for the good of the Committee as a whole.

c. Attend and facilitate meetings as ex officio member.

d. Develop summary notes from meetings and distribute them within seven (7) days of the meeting. These notes should faithfully represent areas of general agreement within the group and areas in which there are diverging viewpoints. Once accepted by the Committee, post notes on the Portland Plan website.

e. Develop draft documents for Committee's review and comment.

- f. Provide relevant information to the Committee regarding ongoing City activities relating to the Portland Plan.
- g. Provide documentation of its activities and outcomes relating to the public involvement process.
- h. Provide verbal response to questions from CIC at meetings and otherwise in writing.

7. SUBCOMMITTEES

The CIC Chair, in consultation with staff, shall create Sub Committees as may be deemed necessary to perform the work of CIC. Subcommittees shall be established as outlined in Addendum "A" with additional Subcommittees to be formed as may be necessary. The CIC Chair, in consultation with staff, shall also appoint Task Groups as required for the purpose of performing particular assignments.

8. FINANCIAL SUPPORT

All members of the Committee serve without pay. BPS shall provide CIC with staff assistance necessary to enable it to discharge its duties.

9. OFFICERS

Chair: The Planning and Sustainability Commission Chair shall appoint a member of the Planning and Sustainability Commission as the chair of the Committee. The chair shall preside at all Committee meetings. The chair shall represent the Committee at the Planning and Sustainability Commission and as requested by the Committee.

Executive Subcommittee: Members of the Executive Subcommittee shall select an alternate chair on a rotating basis from within the Subcommittee every three months. The alternate chair shall perform the duties of the chair in the chair's absence. The alternate chair may represent the position of the full Committee at Planning and Sustainability Commission and City Council meetings and as requested by the full Committee. The Executive Subcommittee shall attend Planning and Sustainability Commission and City Council meetings as a "spokes group" led by the Chair or alternate Chair.

10. MEETINGS

CIC shall meet at least once a month during its initial six months as an operating organization. The frequency of meeting thereafter will be determined according to necessity. Meetings are conducted in accordance with adopted rules of procedure. Special meetings of the Committee may be called by the chair or by majority vote as deemed necessary. Meetings shall begin and end as scheduled.

11. AGENDAS

Staff shall prepare a draft agenda for any meeting ten (10) days before the meeting. Upon approval of the agenda, staff shall publish the final agenda within five (5) days of the meeting.

Distribution of Agenda to Members: Staff shall e-mail the draft agenda to the Chair and members of the Executive Subcommittee for approval. Staff shall forward a final agenda and any materials necessary for the meeting to the full CIC within five (5) days of the meeting. On most occasions, delivery will be by e-mail, unless printed documents are requested by members, or staff deems e-mail inappropriate for the volume of documents.

Agenda Format: Agenda topics generally will include: approval of minutes, announcements, work items, and matters of interest to the Committee. The agenda may include discussion items at which no vote will be taken, or action items on which a vote may be taken. At any time the Committee may take "straw votes" for informal assessment of positions or decline to make a recommendation.

12. QUORUM AND DECISION MAKING

Two thirds of the active members of CIC shall constitute a quorum at a meeting of the full Committee. In the spirit of harmony and goodwill that comprise the common goals of CIC and its members, formal votes will generally not be taken. Decisions will be made via consensus utilizing a "fist to five" [See Addendum "B"] process whereby the sense of the group can be determined.

In the event there is a major issue that significantly divides the members, the Chair may, in his or her discretion, call for a formal vote. A majority of members present must vote affirmatively in order to take action. Individual members may not have more than one vote. In the event there is an issue where it is known in advance that a vote will take place at an upcoming meeting, members may vote by proxy, but such member(s) will not be included for the purpose of determining a quorum. Proxy shall apply only if original language and intent does not change.

13. PUBLIC PARTICIPATION

Any general or special meeting is open to any person who may wish to be heard regarding any item on the agenda. It is up to the discretion of the Chair of CIC when or whether public comments will be received at the meeting or deferred to the Planning and Sustainability Commission for hearing. Only CIC Committee members will be eligible to vote.

14. PROCEDURES

Roberts Rules of Order shall be followed in all areas not covered by the bylaws.

15. POWERS

CIC shall make recommendations on community involvement policies and issues to the Planning and Sustainability Commission. The Committee performs an advisory role to the Planning and Sustainability Commission and fosters communication and leadership on the Portland Plan community involvement issues. Whereas the Planning and Sustainability Commission holds hearings and makes recommendations to City Council on policy matters pursuant to City Code Chapter 33.710.040.D., CIC shall forward any recommendation on a policy matter to the Planning and Sustainability Commission for public hearing.

16. ATTENDANCE

While CIC is composed of a group of volunteers with busy schedules, it is expected that Committee members will notify the Chair or the appropriate staff member if unable to attend a full CIC or subcommittee meeting. Members missing two (2) consecutive full CIC meetings shall be asked to meet with the Chair and members of the Executive Committee to determine whether the member has sufficient time and interest to continue on the CIC". The chair, in consultation with the Executive Committee, will make a determination based on the best interests of the member and the CIC.

If a member is unable to attend a meeting, he or she may provide, in advance, written comments relevant to the agenda or may participate via teleconferencing. A member participating via teleconferencing will be included in the quorum count.

An alternate may not be appointed as a representative of a member

17. CONFLICT OF INTEREST PROCEDURES

A member of the Committee may not participate in any action in which the member has a direct or substantial financial interest. Any actual or potential interest must be disclosed at the meeting where the action is scheduled.

18. SUBMISSION OF PROPOSALS

Any person or group, inside or outside the Committee may propose items for consideration and/or recommendation to the Committee. CIC shall decide when or whether to receive oral comments during the meeting about matters on the agenda or request written comments for continued deliberation.

19. PUBLIC MEETINGS/PUBLIC RECORDS REQUIREMENT

CIC shall abide by all Oregon statutes relative to public meetings and public records. Official action(s) taken by the Committee shall be on record or included in the minutes of each meeting. The minutes shall include a record of attendance and the results of any vote(s) taken. A summary of views, including dissenting views, shall be transmitted along with any recommendation made by the Committee to the Planning and Sustainability Commission for acceptance at a regular meeting of the Planning and Sustainability Commission. Official records will be kept on file at BPS.

20. COMMUNICATION

Communication with the media and broader public by the CIC shall be primarily the responsibility of the Chair or other members of CIC as may be designated by the Communications Sub Committee. Members are not to represent the committee in conversations with members of the media, both on and off the record, with regard to matters of policy or substance, to promote an individual agent or to presume to represent the positions of the CIC or its other members. Members may share, verbatim, information provided to the CIC by the Communications Subcommittee, in keeping with Open Meeting and Public Information Law. For example, talking points, presentation materials and other materials as have been provided by the staff of the Bureau of Planning and Sustainability may be quoted.

When speaking from his/her own point of a view, a member must clearly state in advance, and several times during the discussion that "I am stating my own opinions and make no claim that they represent those of the CIC or other members, though they may."

21. NONDISCRIMINATION

CIC will not discriminate against individuals or groups on the basis of race, religion, gender, marital status, familial status, national origin, age, physical or mental disability not constituting a bona fide qualification, sexual orientation, gender identity, source of income or Vietnam era veterans' status.

22. ADOPTION AND AMENDMENT OF BYLAWS

All amendments to these bylaws must be proposed in writing and submitted to members at least ten (10) days before a decision on its adoption may proceed. The process for adoption shall comply with the decision process as described in Article 12 above.

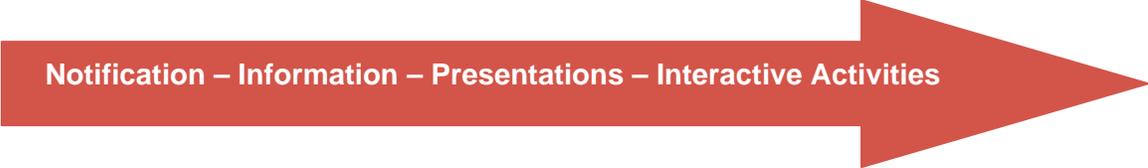
23. REVIEW

In order to maintain flexibility and to promote best practices in the ongoing proceedings of the Committee, and to further determine that the heretofore bylaws are working as intended, the Executive Subcommittee shall review the bylaws no later than six months after its adoption. At that time, the Subcommittee may recommend any amendments to the bylaws to the full Committee as may be deemed appropriate.

PUBLIC ENGAGEMENT COMMUNITY INVOLVEMENT BEST PRACTICES

BEST PRACTICES

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).



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.

These goals are drawn from the best practices listed below.

Use a range of outreach channels:

- Build upon existing networks and information channels;
- Fund existing community organizations to help them develop their own participation strategies;
- Focused on groups that tend not to participate, or are underrepresented, in larger public meetings.
- Use the Portland Plan is an opportunity to build capacity within community organizations and underrepresented communities.
- Reach out to all generations and communities by having discussions, attending events and meetings and making information available where people live, study and hang out;
- Record comments and ideas at meetings and events, provide timely response to questions and concerns, and make comments accessible to the public;
- Create one central official project mailing list for project communication (include both U.S. mail and e-mail addresses);
- Maximize web-based tools such as the project web page, electronic newsletter and short videos; and

- Design and implement a media strategy, including regular press releases promoting on-going newspaper and radio/TV coverage.
-

Use accessible outreach materials:

- Compose several audience-appropriate materials targeted to and based on input from youth and other under-represented and hard-to-reach communities, groups and individuals;
- Create a standard and graphic style for all written/print materials so that materials are easily identified as part of this project;
- Translate key materials into several languages and use appropriate and effective channels for distribution of information such as in partnership with trusted community-based organizations and cultural groups; and
- Present materials in alternative formats; always have materials available digitally and in standard print formats as well as large-print format on request

Periodic review is arranged in phases. In addition to general best practices there are phase-specific best practices.

PHASES OF THE PERIODIC REVIEW WORK PROGRAM

The Periodic Review work program is organized around four phases. ~~Public engagement~~ community involvement methods and strategies will be tailored for each phase of the work program. The following summarizes the work and products of the phases:

Phase I: ~~Develop Work Program~~ Adequate Factual Base

~~This phase will be used to compile and share baseline information, define the scope of the project and prepare a work program.~~

Research will be conducted to build a shared base of facts ~~on which to build the work program.~~ This includes an assessment of existing City plans and programs in light of existing conditions, observable trends, and the values and information identified through the visionPDX project. At a minimum, the project scope must meet the needs of the state comprehensive plan “periodic review” requirements. A more far reaching scope is expected to be needed to respond to the direction of City Council and the aspirations of the community.

This phase of the work program concludes with the City Council adoption of ~~the work program and public engagement program~~ a buildable lands analysis, housing needs analysis, economic opportunities analysis, and estimates of future housing and employment capacity.

Phase II: Alternative Futures

In this phase, additional research will be conducted as needed on issues, constraints, problems, and opportunities facing the city. Through outreach, research and analysis, the City will compile community needs and desires in greater detail. The analysis of conditions, previous plans and community values will be combined with community input to develop draft goals, guiding principles and initial evaluation criteria for the plan. The results of this work will define the

shared "~~Planning Context~~" context known as the Portland Plan. The City will make summaries of the results available and easily accessible.

The information contained in the ~~Planning Context~~ Portland Plan document will be further refined into a menu of choices that can be used to define and test alternative courses of action. This refinement will be done in two parts. First, the City will frame basic choices that will be organized as "~~themes,~~" strategies and objectives, with each theme emphasizing a different mix of community values known as Portland Plan "Themes." Second, through analysis and public input, themes will be combined and developed into "scenarios" for detailed modeling and evaluation. The Mayor will appoint a Portland Plan Advisory Committee (PPAG) to assist the Bureau of Planning and Sustainability and the Planning and Sustainability Commission in this analysis. Each scenario will be analyzed based on the community-generated evaluation criteria and state requirements.

The end product of this phase is a Portland Plan providing containing strategic directions and measurable outcomes, and a complete response to public comments received to date.

Phase III: Plan Development

This phase contains big decisions, or what the state planning requirements call "the ultimate policy choice." The preliminary decision will be presented in the form of a "Concept Plan" recommended by ~~the Planning Commission~~ Planning and Sustainability Commission and accepted by the City Council. This concept plan will be fleshed out and refined through public outreach.

The approved concept plan will be used as the basis for the final plan, which will include a "physical plan" component. The "physical plan" will be the more detailed basis for revision or replacement of the comprehensive plan map. Since this map serves as the basis for land use regulations, the presentation of the draft "physical plan" may require individual notice to property owners whose development opportunities would be affected by the proposed plan.

Comprehensive plan updates must also be coordinated with plans of other affected governments. State law requires the City to provide notice of the proposed adoption of a new plan to affected governments, and to consider and respond to their comments. Portland is quite likely to receive comments from Multnomah County, the school districts, Metro, the Port of Portland, Tri-Met, adjoining cities, and several state agencies. Based on the probable effects of adoption and expected feedback from affected and interested persons and governments, the physical plan could be revised.

The products of this phase are plan updates recommended by the Planning Commission, adopted by City Council, and submitted to the state as a final decision.

Phase IV: Implementation

This phase is about selecting necessary and sufficient means to carry out the comprehensive plan. State law provides that, "plans shall be the basis for specific implementation measures," and requires that "these measures shall be consistent with and adequate to carry out the plans." In other words, plans are not supposed to contain "orphaned" policies. Every provision of a plan is supposed to be carried out some time during the life of the plan, certainly within 20 years of adoption.

Implementation measures for the existing comprehensive plan include the zoning map and code, urban renewal districts, written agreements with other governments and development partners, lists of capital projects needed to support the physical plan and tax abatement programs. Each of these measures might need to be changed or replaced.

The products of this phase are new or revised implementing measures recommended by the Planning Commission, adopted by City Council ordinance and submitted to the state as a final decision.

PHASE-SPECIFIC BEST PRACTICES

PHASE I – ~~Develop Work Program~~ Adequate Factual Base **November 2007 to August 2008**

The purpose of ~~public engagement~~ community involvement in Phase I of the project is to inform people about the project, identify additional issues, needs and desires that the community wants addressed in the plan and provide people with an opportunity to review and comment upon the draft assessments and preliminary work program.

1. ~~Public engagement~~ community involvement may include, but is not limited to:

- a. Go where the people are; attend neighborhood and other community and civic meetings to introduce the plan update process; and
- b. Host a series of community meetings to educate folks about the planning process and to get feedback on the draft assessments of comprehensive plan and Central City Plan and draft work program.
- c. ~~Two Planning Commission~~ Planning and Sustainability Commission hearings.
- d. One City Council hearing.
- e. Report on public comments received at public hearings.

PHASE II – Develop Alternative Futures for Portland **Spring 2008 to Spring 2009**

Establish the Portland Context

The purpose of ~~public engagement~~ community involvement 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.

2. ~~Public engagement~~ community involvement 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.

Develop Initial Choices and Themes

The purpose of ~~public engagement~~ community involvement at this step of Phase II is to continue soliciting community input, building upon the previously gathered information, to develop and refine potential alternative futures for Portland, and identify preferences.

3. ~~Public engagement~~ community involvement may include, but is not limited to:

- a. Community workshops and forums showcasing alternative choices and asking for direction in narrowing choices;
- b. Focus groups, task forces and special committees as needed;
- c. Self-directed community discussion groups and study circles; and
- d. First phase of selecting, training and building relationships with a corps of volunteers to participate as community discussion leaders.

Narrow and Refine Scenarios and Choices

The purpose of ~~public engagement~~ community involvement at this step of Phase II is to pull together information from the public regarding the preliminary scenarios and goal/policy choices, identify common themes and preferences and merge similar components to form a limited number of alternative choices.

4. ~~Public engagement~~ community involvement may include, but is not limited to:

- a. Community workshops and forums (Two rounds: The first round would involve reviewing broad brush, alternative scenarios for the future and big picture policy choices, generating other ideas, and identifying preferences. The second round would involve reviewing and refining three or four scenarios and major policy choices derived from the first round of workshops).
- b. Focus groups, task forces and special committees as needed;
- c. Citywide events;
- d. Self-directed community discussion groups, study circles;
- e. Continued development of a corps of volunteers as leaders in facilitation of community discussions;
- f. Web-based education and feedback tools: on-line questionnaires, videos, discussion guidelines, etc;
- g. ~~Planning Commission~~ Planning and Sustainability Commission hearing;
- h. City Council hearing; and
- i. Report on comments received at public hearings

PHASE III – Plan Development **~~Summer 2009 to Spring 2010~~**

Develop the Concept Plan

The purpose of the ~~public engagement~~ community involvement in Phase III is to flesh out and refine the scenario and big picture goals and polices preferred by the City Council in partnership with the people of Portland.

5. ~~Public engagement~~ community involvement (may include, but is not limited to):

The ~~public engagement~~ community involvement shifts at this point. The City will no longer need public input to define and refine concepts and goals, but to instead to refine a draft concept plan. In this phase of the project, community education about the draft concept plan is critically important.

- a. Corps of volunteers takes a leadership role in public education about preliminary draft of new and revised Comprehensive and Central Portland Plans;
- b. Community meetings and forums continue to review and refine the draft plan;
- c. Focus groups, task forces and special committees as needed;
- d. 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;
- e. Interviews and feedback forms; and
- f. Web-based education and feedback tools: online questionnaires, videos, discussion guidelines, etc.

Refine and Adopt the Plan Updates

The purpose of ~~public engagement~~ community involvement at this step in Phase III is to collect comments and input that assist the staff and the ~~Planning Commission~~ Planning and Sustainability Commission in amending and refining the concept plan.

6. ~~Public engagement~~ community involvement (may include, but is not limited to):

- a. Web-based education and feedback tools: online questionnaires, videos, and discussion guidelines, etc.;
- b. Community workshops and forums;
- c. Focus groups, task forces and special committees as needed;
- d. Corps of volunteers takes a leadership role in public education and further refinement of draft plan;
- e. ~~Planning Commission~~ Planning and Sustainability Commission hearing;
- f. City Council hearing(s); and
- g. Report on comments received at public hearings.



Phase II Survey
June 9, 2010

Preliminary findings from the Phase II survey results.
5,823 surveys – 5,024 mail-in, 799 online

On the Right Track		Top Priorities	
Healthy Watersheds	93%	More Living Wage Jobs	1430
Maintenance First	92%	Raising the Bar	1387
Raising the Bar	91%	Maintenance First	1070
Sense of Safety	91%	Sense of Safety	924
Greenhouse Gas Emissions	87%	Healthy Watersheds	896
Higher Education	85%	Greenhouse Gas Emissions	873
Educational Equity	84%	Sustainable Transportation	870
More Living Wage Jobs	83%	Complete Neighborhoods	835
Home Energy Use	83%	Higher Education	788
Arts Education	80%	Housing	750
Equal Employment Opportunity	78%	Healthy & Affordable Food	714
Household Budget	77%	Educational Equity	677
Active & Healthy Lifestyle	77%	Competitive Economy	668
Complete Neighborhoods	75%	Home Energy Use	609
Participation & Change	75%	Arts Education	558
Sustainable Transportation	75%	Active & Healthy Lifestyle	544
Housing	74%	Household Budget	359
Healthy & Affordable Food	74%	Equal Employment Opportunity	271
Access to Recreation	72%	Participation & Change	161
Competitive Economy	71%	Access to Recreation	157
Satisfaction	62%	Satisfaction	93
Arts Attendance	53%	Arts Attendance	54

On the Right Track: Not Aggressive Enough plus Just Right

Not Aggressive Enough

1. GHG Emissions (51%)
1. Healthy Watersheds (51%)
1. Raising The Bar (51%)
4. Maintenance First (46%)
5. Sense of Safety (43%)

Too Aggressive

1. Complete Neighborhoods (17%)
2. Sustainable Transport (16%)
2. Access To Recreation (13%)
4. Healthy Food (10%)
5. Housing (9%)

Should Not Be An Objective

1. Arts Attendance (35%)
2. Satisfaction (25%)
3. Active & Healthy Lifestyle (16%)
4. Participation & Change (14%)
5. Healthy & Accessible Food (13%)

Public Participation Profile

Phase I

900+ participants at community workshops
8,200+ surveys submitted
1,600+ people attended over 75 community presentations

Phase II

450+ participants at community workshops
5,800+ surveys submitted
Ongoing presentations and events

Participant Profile

Where do you live?

<u>Phase I</u>	<u>Phase II</u>	<u>2008 Portland</u>	
9%	9%	11%	North Portland
20%	18%	19%	Northeast Portland
16%	10%	24%	East Portland
25%	28%	26%	Southeast Portland
19%	20%	13%	West Portland
2%	3%	7%	Central City
3%	0%		Outside Portland
6%	11%		No Response

Note: Central City was undercounted due to zip code overlap with surrounding districts.

What is your household income?

<u>Phase I</u>	<u>Phase II</u>	<u>2008 Portland</u>	
10%	11%	16%	Under \$20,000
23%	28%	30%	\$20,000 - \$50,000
36%	31%	38%	\$50,000 - \$100,000
21%	16%	16%	Over \$100,000
10%	14%		No Response

What is your race or ethnicity?

<u>Phase I</u>	<u>Phase II</u>	<u>2008 Portland</u>	
2%	3%	8%	Asian or Pacific Islander
1%	1%	7%	Black/African American
<1%	2%	4%	Native American
2%	1%	9%	Latino/Hispanic
81%	78%	74%	White/Caucasian
5%	4%	2%	Mixed/Other
8%	12%		No Response