

# Community Involvement Committee

## Meeting Minutes

May 18, 2011

**Committee Members Present:** Jason Barnstead-Long, Liz Gatti, Brian Heron, Linda Nettekoven, Stanley Penkin, Howard Shapiro, Peter Stark

**Absent:** Paula Amato, Judith Gonzalez Plascencia, Anyeley Hallova, Shirley Nacoste, Lai-Lani Ovalles, Rahul Rastogi, Ryan Schera, Alison Stoll

**BPS Staff:** Raihana Ansary, Eden Dabbs, Chris Dornan, Eric Engstrom, Bob Glascock, Barry Manning, Marty Stockton

**Visitors:** none

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### Welcome

Howard began the meeting by reviewing the agenda, focusing specifically on the equity agenda item. Howard stated that Equity is integral to the Portland Plan, and requested several CIC members attend an upcoming Planning and Sustainability Commission meeting to offer the committee's perspective. Howard went on to ask the CIC members to consider how they feel about the current definition of "Equity." Is it on track?

The April 20, 2011 meeting minutes were not voted on at the meeting, as a quorum was not achieved.

### Announcements

Marty announced the following upcoming events:

- Planning and Sustainability Commission – Hearing and recommendation on Portland Plan: Factual Basis and Buildable Lands Inventory, Tuesday, June 28, 6:00 PM; 1900 Building, 1900 SW 4<sup>th</sup> Avenue, Room 2500, 2<sup>nd</sup> Floor

Howard then introduced Eric Engstrom to talk about the Buildable Lands Inventory as it relates to the Portland Plan.

Eric explained that they moved the May 24<sup>th</sup> meeting to June 28<sup>th</sup>. The second batch of background reports is forthcoming, but they are holding off on the Employment Opportunities Analysis and Public Schools Report until the fall. The Buildable Lands Inventory should be ready by June 28<sup>th</sup>, and posted to the web next week. One public comment received from various neighborhoods is that some BLI sites have multiple constraints, and a request has been made to reduce development at sites with multiple constraints. That request was adopted. To clarify, vacant as well as underutilized lands are considered part of "buildable" lands.

Jason asked about current use in terms of industrial land and buildings moving to more green practices. Is this part of the equation?

Eric differentiated between types of buildable land, industrial vs. commercial, and how they break down into a dozen commercial geographies. He also pointed out the difference between locations of sites, such as Central City commercial, Central Eastside industrial and Marine Drive industrial uses.

Stanley asked about residential capacity with the new model. Eric replied that there is a slight concern about the amount of single-family housing in North Portland, but it is still in process.

Brian asked about the continued availability of public open space. Eric responded that they are projecting for future land use, and are making adjustments to preserve open space as part of their calculations for the future.

Linda inquired about how this modeling will factor in school property, which has higher-density zoning. Eric answered that there are some accommodations that can be made with schools.

### **Equity and the Portland Plan**

Howard moved on to ways to communicate equity issues with the draft plan. He introduced Bob Glascock to speak about the Equity TAG and what “equity” means to them.

Bob introduced himself as part of the Equity TAG, and took the CIC members through the TAG’s mission statement and one-page handout. He agreed with Howard’s assertion that equity was a primary, central issue to the Portland Plan. He also related Mayor Adams’ statement that equity is an overarching part of the Portland Plan.

Bob told the CIC that the Equity TAG began primarily with City and technical agency staff, and then invited other community members to the group, including many in the disabilities community.

Bob also related that the TAG thought the Portland Plan’s most documented disparities are ethnic and racial, and that reducing these disparities should be one of the key measures of Portland Plan progress. They felt that saying “we care” isn’t enough, change needs to be made. The group is focusing on metrics and ways to quantify and evaluate progress. An Office of Equity has been proposed, but they don’t have a budget yet. Reducing disparities will take the whole community working together to achieve.

The Equity TAG recommended that the Equity Preamble language, “Equity is when everyone has access to opportunities necessary to satisfy essential needs, advance their well-being, and achieve their full potential,” should be expanded so that everyone knows they have a part in creating equity.

Bob added that PPAG agreed the Equity definition on page 2 of the Equity TAG handout was something to aspire toward: “We have a shared fate – as individuals within a community and communities within society. All communities need the ability to shape their own present and future. Equity is both the means to healthy communities and an end that benefits us all.”

Marty concurred and stated this language will make it in some form into the Equity Preamble.

Judy BlueHorse Skelton said she liked “working toward equity requires understanding of historical context” and asked for “history” to get included in the language.

Bob agreed that there is importance in recognizing history as part of equity.

Judy mentioned an Oregon state “day of acknowledgement” for past discriminatory laws, to provide historical perspective on why disparities exist.



Howard confirmed with the CIC members that history is important and should be a part of equity discussions moving forward.

Stanley warned that there is risk in over defining and wordsmithing the term “equity.” He thought more time should be spent focusing on policies, outcomes and actions which speak at the local level. Focus on benchmarks and actions with physical results that resonate with the average citizen. What happens on the ground is the most important thing.

Howard said that equity is more than ethnic. Peter saw the biggest disparity in geography (e.g., Eastside versus Westside)

Brian mentioned that agreeing on a definition for equity might work as a snapshot for right now, but if we define it too specifically the definition won't have room to grow into conditions that exist 20 years from now.

Linda said both the short definition on page 2, as well as the longer one on page 3, from the Equity TAG handout, were confusing in terms of figuring out what the goal or result looks like. She emphasized that she did not want to lose the language, but did want to show a goal.

Liz said that if we use the longer, page 3 version, we should find a way to add “and revision” in front of “of fairness.” Recently she and Judy Snow from the Association of Down Syndrome talked about three different levels of inclusion: 1) basic inclusion (amicable, but no shared actions), 2) mechanical inclusion (people work together but they have no personal connection), and 3) crossover inclusion (understanding and acceptance of each other's unique gifts.) We're looking for an impassioned citizenry to run with the definition.

Howard summarized with Judy that it is all part of a bigger picture, that no group is an island, they are all interwoven. Judy went on to say that African-American community and Native community still have deep wounds under the surface that might require acknowledgement of history in relation to the present and informing the future.

Brian said there are big cultural differences between predominant American western democratic society's culture and that of newcomers, and they do not always mesh well.

Linda agreed with Judy, and recommended including historical context language into a bullet point of “making opportunity real”, etc. She also recommended adding a key element that puts racial and ethnic issues front and center in equity language.

Howard added that it is important to include **history** in bold to the language of equity. It is impossible to list every inequity, but there is a consciousness to achieve an understanding of this. He reiterated that equity is central to the Portland Plan and wants language that makes every person in the city relate to it saying “this is for me”.

Brian – CIC doesn't have, or necessarily have to have, the perfect answer. We need to create ways for communities to help Portland define and redefine “equity” as it evolves.

Liz agreed and stated we need dialogue back and forth between the City, CIC and communities at-large.

Eden asked the group if it made sense to name specific Native American and African-American populations in the Preamble, a section on history and context. Stanley stated his fear that if you name two groups, you exclude twelve others. Raihana added that even the order you mention specific groups in a list could be seen as favoritism.

Howard asked the group if Equity should be shown as the heart, soul and essence of the Portland Plan in plain language. Marty confirmed that this language already exists, reading similar language directly from the Equity Preamble.

Marty added that while history is important for some, it is not the same for newcomers. For example, the history shared by African-Americans is not the same as a newcomer from Somalia.

Howard asked the group what should be taken to the Commission.

Bob asked if there are there good visual examples to show. A good example might be to show the big investments made to the Pearl and Waterfront Districts and big investments and compare and contrast with the Cully neighborhood and East Portland locations that still have dirt roads. Bob also asked the group to come up with good stories about disparities that people face in the community at large. He cautioned that the goal is not to isolate or exclude anyone, so choosing the right kind of example would be crucial.

Jason responded that using the story from the past about the proposed Mt. Hood Freeway, and how disparate communities came together to successfully fight to keep their communities together might be a good example.

Howard asked if the group thought that geographic disparity was important to cover, and if equity could be used to balance geographic disparities in the Pearl, Downtown, etc.

Eric replied that it is an important issue, whether this is strictly about people or geography for geography's sake. He said people should be careful about using "pure geography" as there are many other factors to consider when planning for future equity.

Jason mentioned that there is a see-saw effect, with sprawl moving people out to the edges, then people reflexively moving back into the central city. We should focus on where communities and services presently are, and make them better there, instead of creating incentives for communities to move to where money is being spent.

Stanley cautioned about the danger of a backlash if you put money too exclusively into one area, for example in the eastern portion of East Portland, to the extent of being a detriment to the other parts of town. Equity is an issue about neighborhood and community identity.

Liz stated that in East Portland, newcomers move out there, and experience lack of infrastructure, sidewalks, and paved roads.

Marty gave examples of disparities, such as minorities making up 48% of public school rosters, and higher unemployment rates for African-American men. There is untapped potential in these minority populations.

Jason noted that past housing policies, made with good intentions, had the unintended result of displacing African-American communities. He said that housing policies should move forward in a more equitable way

Eden said that the CIC could use the DCL partners to help with messaging of strategies and identifying and choosing images of disparities. If someone sent an email with these questions the DCL partners could help answer or provide ideas for imagery.

Howard asked Bob if the CIC provided important info that the Equity TAG could use. Bob replied that the discussion and ideas provided for the definition of equity, and examples the group talked about were helpful, and he will take them and present to the Equity TAG.

Howard asked the group for ideas on how to get the word out to partner agencies. Bob stated that the Mayor has encouraged cooperation amongst partner agencies. Is there anything that would speak best to partners? Are we missing opportunities with others? We could use part of the message for the city business piece, Objectives and Actions Point C. Showing is better than telling. If Portland increases minority hiring and contracting and has better accountability for progress over time, perhaps partners would join in.

Howard asked if it was a good idea to ask all private and public organization partners to look at the definition of “equity” and endorse it? Parks already endorses the word equity. Peter’s group endorses equity. Howard recommended going to each partner agency and having leadership endorse the term equity.

Linda said that in Action 3, Column A, organizations already have a concentrated equity effort, for example Multnomah County’s Office of Equity, as well as efforts at the local school level. She recommended partnering with these “sister offices” to create a stronger message.

Bob added that the Equity TAG noticed this as well, and asked to recognize that other people outside the City are doing the same thing.

Liz mentioned that, in general, the Portland business community won’t get excited about equity unless it improves their respective businesses, and makes the city a more vital, dynamic place. Connecting around the idea of “gifts”, that each Portlander has unique gifts to give the community, regardless of physical or mental differences should resonate with the business community. She made the recommendation to move language to include “gifts to share”, that employers would see this language as an opportunity to improve their business.

Peter agreed that businesses are first and foremost about making money. It is important to recognize geographic differences and inequities. There are issues that need to be addressed surrounding introducing workforce housing to the eastside. The 50% median family income limit is too high for low-income housing funds. This creates inequity for “lower middle-class” workers that want to live close to their work.

Howard requested that Bob work with Marty to produce a joint equity report to submit to the PSC. Marty suggested that this should dovetail with the Portland Plan Phase 3 update already scheduled to happen at PSC in July. When they go back to cover public involvement, including a discussion about equity should be a natural fit.

### **CIC Decisions and Follow up Actions**

Howard asked Marty to give an update on the subcommittee to recruit new members into the CIC. Marty stated that Stan, Paula, Anyeley, and Howard volunteered for the subcommittee. So far a small number of applications have been received. The last time they solicited for members they received

roughly 80 applications. She thought this may be in no small part because they spent \$3500 for advertising in the first round and none in the latest round. They wanted to experiment in the second round and see if networking and word-of-mouth would make up for lack of advertising dollars. They reached out to personal contacts in DCL partner organizations, OAME, Milepost 5, various professors at PSU, Warner-Pacific and Concordia; targeting outreach to communities of color. Despite their best efforts, the grass roots tactic obviously did not work as well as planned. That said the two new applicants are high quality; these, added to the remaining 60 applicants from the first round should combine to form a solid pool of candidates.

Liz wondered if there was any evaluation of the applications yet.

Stanley replied that he will review them once they are all put together. He said he was disappointed that there were only 2 new applicants, and wondered how much of this is because no money was spent on advertising, or if instead it is because the Portland Plan isn't widely resonating with Portland in general? He said that on the street, when he encounters people a lot of them only have vague knowledge of the project name, but know little if anything about the content of the Plan. Liz mentioned that a different population wants to get involved in this stage of the Portland Plan, as opposed to the people showing interest when the Plan was just starting out.

Peter said that, applications aside, he was disappointed in the lack of CIC members present at this CIC meeting. He asked if it was not out of the question to create and pay for a Portland Timbers-style billboard that will help (re)establish interest in the Portland Plan.

Howard asked if one reason for the lack of enthusiasm might be that people are happy with Portland as it is, and believe that, especially in comparison to other cities, it is functioning well. He said that for the most part, Portland has a big reputation for being a good town. In the words of Ron Tonkin, "we are Portland proud."

Stanley shared his belief that there is a significant portion of the population that for whatever reason does not share that optimistic view of Portland.

Howard told the group that the subcommittee will meet on Friday and review the CIC applications, and will keep the CIC updated on their progress.

### **Business Outreach Update**

Howard invited Barry Manning to talk about business outreach, focusing on the APNBA, which represents a larger number of smaller businesses compared to the Portland Business Alliance.

Barry introduced himself and gave an update on Phase 3 business activities and the memo. He said that after the Portland Plan Fairs, there was a desire to reach out directly to the business community. Barry thanked Peter for his input, which helped the decision to hold a citywide Portland Plan Business Forum. The Forums were designed to take the "pulse" of the business community, to share and review the Draft Strategies and get them better acquainted with the Portland Plan.

The first of the two Forums was held on April 29<sup>th</sup> at NW Natural, with more of a PBA focus. This event was advertised widely through emails from the Mayor's Office to various broad spectrum organizations, and reinforced through personal networks. Eighty-two people attended.

The second Forum took place at the Left Bank Annex on May 9<sup>th</sup>. This was a smaller venue, focused specifically on the APNBA and small business in general. APNBA took full responsibility for

marketing the event. The attendance goal was 50, and 30 people attended. Barry felt that was a good number, given the amount of advertising.

Barry said he will do another hosted presentation today, the 18<sup>th</sup>, at NINA. Again, the focus of these events is to inform people about the strategies, and get feedback using voting clickers at the level of “right direction, neutral, wrong direction.”

Howard asked how much time was spent at these events talking about equity. Barry responded that neither the presenters nor the participants asked specifically about equity, it was simply stated as an overarching component of the Plan. Both groups were almost exclusively interested in talking about the Economic Prosperity and Affordability and, to a lesser extent, the Healthy Connected Neighborhoods strategies. In terms of the EPA piece, the PBA supported the idea of urban innovation and pursuit of a next generation business core more than the APNBA did. The APNBA was more focused on business neighborhood vitality, and felt that this piece should be moved from the HCN to the EPA strategy.

Stanley noted that using a weighted average, a vast majority of the Business Forum questions were voted as moving in the “right direction.” He asked Barry if attention will be paid to the outliers. Barry responded that they would, most likely in a follow-up email directed at the “no” votes.

Howard asked that, since equity wasn’t discussed at length in these forums, if we could reengage them later on about equity? Barry said we could, and will do so later on, potentially in Equity-focused follow-up meetings.

Peter said that, again, the business differences can be traced to geography. The PBA is mostly made up of west side and downtown core businesses, while the APNBA is concentrated in outlying neighborhood commercial districts. From that point of view, their response to the Education piece is interesting. This is a fairly well-represented group in terms of location and types of businesses, as well as demographics.

Brian pointed out that in his view East Portland is underrepresented. It is a very large geographic area, but they represent only 4% of the total business participation in the surveys.

Marty replied that East Portland has a lot of residential population that lives there, but there are few businesses based in that part of town that would participate in this kind of outreach, thus the low percentage.

Barry mentioned that Christina Scarzello is doing targeted outreach to east Portland businesses to get their take on the strategies.

Linda suggested working with the East Portland Chamber of Commerce, as they are trying to act as a “counterweight” to the PBA.

Barry said his take-away from the Forums is that people are talking, exchanging good information, and the APNBA in particular is learning a lot of new specific info about the Portland Plan. Leading into the Forums their awareness level was “there’s this thing called the Portland Plan.”

Peter added that he was impressed with attendance at the Forums.

Howard encouraged Barry to involve the business community further about equity, and bring them closer to the Equity Initiative and we move into Phase 4.

## **Update on grants to Diversity and Civic Leadership (DCL) Partners for culturally-appropriate Portland Plan involvement**

Marty reported that the last time the CIC met in April, an update on the DCL Partners involvement and/or influence on the Portland Plan Fairs had been given. Recently, Deborah was invited to give a Portland Plan update to the Portland Indian Leaders Roundtable. Lai-Lani is active with this group, and it was through Lai-Lani that shared the Northwest Health Foundation's definition of equity as a possible replacement of the one included in the draft Equity Preamble. Marty has done tabling with CIO, specifically through the SUN program at Harrison Park School. CIO is going through a detailed review of the drafts, and should be in contact with their comments and recommendations soon.

Marty went on to say that next week there will be a Portland Plan presentation and discussion at IRCO's all staff meeting. Bob, Matt and Marty met with Polo, while Deborah and Matt met Pei-ru to prepare for a 30-minute presentation. Matt Wickstrom has other meetings in the works with Africa House and APANO.

Marty asked if anyone had anything to add. **Linda asked for an update on the Comp Plan.** Eden replied that the Portland Plan Draft Plan should be ready by the end of July, and that the Graphics Team is presently coming up with a rough draft template to engage the most people possible.

Stanley asked if opportunities could be created for CIC members to sit in with staff, even as observers, to see how staff is putting these things together. Eden said she would try to invite members to future meetings.

Linda requested a strategy to do outreach moving forward. Marty went over the list of summer events, the next being the East Portland Expo, which the Draft Plan should be ready in time for. That said, Marty acknowledged that outreach should be an agenda item for the next meeting.

Linda asked if the Portland Plan would have a presence at Sunday Parkways. Marty responded that they would skip the first two events, since there is no new substantive info to give people yet.

Brian informed the group that he would be on extended leave from July through September. He said that he would be willing to resign if the CIC had issues with that long of an absence. As a group they said it was okay, he could stay on.

Marty noted that as there will be no August CIC meeting, Brian will only miss one during his break.

Howard closed with a few issues for the group to consider: what disparity examples most resonate with a broad audience, and how they can frame a call for partner agencies and the private sector to join in, in order to reduce disparities.

Howard adjourned the meeting.

### **Next Steps:**

Next CIC meeting will be Wednesday, June 15, from 8:00 to 10:00am.

### **Attachments**

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





- Equity Technical Action Group for Portland Plan
- Equity Initiative
- Community Involvement Committee Evaluation of Phase 3 Outreach and Engagement
- Barry Manning – memo – Phase 3 Business Forums and Presentations

## Equity Technical Action Group for Portland Plan

### Mission

Prepare draft materials (directions, objectives, actions) on specific topics, for use by staff of the Bureau of Planning and Sustainability in preparing the draft strategic plan (a staff proposal to the Planning and Sustainability Commission, with hearings to start in September 2011).

### History

Between February and June 2010, we met as the Equity, Civic Engagement, and Quality of Life Technical Action Group. This is one of nine action areas formed in Phase 1 (fact-finding) of Portland Plan. In summer and early fall 2010, we invited in chairs of the other Technical Action Groups, and asked them to follow three guidelines, in revising their directions and objectives:

- Make directions and objectives at same broad strategic level.
- Frame objectives as “no one in Portland will fall below this line”, with specific objectives for certain communities.
- View objectives through the perspective of diverse people who experience the city. Consider adding community members to your TAG, or other strategies to be sure you get this perspective (such as community work sessions).

During Phase 2 public events, the Mayor identified equity as the overarching theme for Portland Plan. This led the TAG to narrow its focus and use “Equity TAG” as its shorthand name. There was some talk that Civic Engagement follow its own course, with Community Connect and the final report of PIAC (Public Involvement Advisory Committee). Some of the other TAGs absorbed issues raised as Quality of Life, including sense of safety, social connectedness, and maintaining public structures (parks, streets, pipes, etc.).

### Members

Afifa Ahmed-Shafi (ONI); Amalia Alarcon Morris (ONI, recent Equity TAG co-lead); Roger Anthony (Vision to Action); Lisa Bates (PSU faculty, Equity TAG co-lead); Danielle Brooks (OMF); Polo Catalani (Human Relations); Bob Glascock (BPS, Equity TAG co-lead); Paul Leistner (ONI); Julia Meier (NAYA, Coalition of Communities of Color); Pam Phan (BPS); Midge Purcell (Urban League); Olivia Quiroz (Multnomah County Health Department); Marty Stockton (BPS); and Jeri Williams (ONI).

“Friends” are those who asked that we contact them on our TAG activities and meetings. “Equity TAG Friends” include Peter Bale, Jan Campbell, Lavaun Heaster, Nyla McCarthy, Joe VanderVeer, Caitlin Wood (Portland Commission on Disability); Nickole Cheron (ONI); Noelle Dobson (Oregon Public Health Institute); Heidi Guenin (Upstream Public Health); Karyn Hanson (BES); Jennifer Hackett and Alejandro Queral (Multnomah County Health Department); Ruth Lane (PBOT); Bob Sallinger (Coalition for a Livable Future); Elizabeth Moreno (Vision Into Action); and Desiree Williams-Rajee (BPS).

### Key Conclusions

1. **Make equity the overarching framework** for Portland Plan. There appears broad support for this approach, as heard at the Phase 2 fairs, the Portland Plan Advisory Group, and the Planning and Sustainability Commission. The Equity TAG has worked with other TAGs and strategy leads to use an equity lens in their work.

2. **Initiate racial and ethnic justice.** The Equity TAG advocates for an initial, targeted push to reduce well-documented disparities for racial/ethnic communities. A series of reports from the Urban League of Portland, Coalition of Communities of Color/Portland State University, Chalkboard Project, and Multnomah County Health Department show that many communities of color lag in high school graduation rates, employment, income and health outcomes. There is a legal compliance issue (Civil Rights Act Title VI), but our interest extends beyond this baseline. We can learn from the experiences of the Seattle Race and Social Justice Initiative.
3. **Learn, adapt and apply lessons learned.** Use the racial/ethnic focus as a foundation to address additional historically underrepresented and underserved communities, particularly self-identified communities that are not recognized with existing data and programs. Ongoing activities will be developed to recognize the multiple, overlapping identities that affect access to opportunities. [this is Action 20].

The Equity TAG sees very real issues facing other communities, such as people with disabilities, mental health and emergency responders, LGBTQ youth, underperforming geographic areas, single parent households and/or household poverty. The Equity TAG does not yet have a recommendation on the sequence of underserved communities address, after racial/ethnic and disabilities. Perhaps the new Office of Equity can set criteria for this process. The Equity TAG finds that each underrepresented and underserved community is unique in needs, available resources, and priorities to intervene for more equitable outcomes.

4. **Focus on outcomes, not just intentions.** The Equity TAG is most concerned with outcomes in the community. Many historic disparities are long-standing and persistent. Other disparities might emerge, if we are not careful and deliberate in allocating growth over the next 25 years.
5. **Identify City functions.** At this point, the Equity TAG makes no recommendations on the role and responsibilities of the new Office of Equity. Instead, we strive to generically sort out City of Portland actions (in the draft Portland Plan) as centralized or bureau-driven. Actions may be centralized to tap expertise, make efficient use resources, or monitor/ensure compliance by all affected City bureaus. With citywide rules and protocols in place, individual bureaus can implement, collaborate and innovate within the citywide framework.
6. **Enlist community groups.** To fully realize Portland's potential to live and work equitably for all its communities, we need to enlist private, nonprofit and public sectors. While Portland Plan is primarily a local government strategic plan, its partners must also participate.

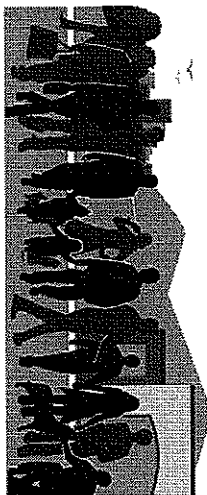
#### Key Products

- Equity definition (revised with help of Portland Plan Advisory Group, at its May 6, 2011 work session). The short version reads:  
*We have a shared fate—as individuals within a community and communities within society. All communities need the ability to shape their own present and future. Equity is both the means to healthy communities and an end that benefits us all.*

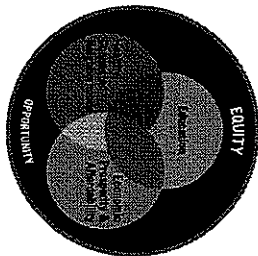
A longer version follows:

*We have a shared fate—as individuals within a community and communities within society. All communities need the ability to shape their own present and future. Equity is both the means to healthy communities and an end that benefits us all. Equity requires the intentional examination of systemic policies and practices that, even if they have the appearance of fairness, may, in effect, serve to marginalize some and perpetuate disparities. Working toward equity requires an understanding of historical contexts and the active investment in social structures over time to ensure that all communities can experience their vision for success.*

- Draft memo to Portland Plan Management Team, revised May 12, 2011. The Equity TAG identified overarching comments for all three strategies, plus general and specific comments for each strategy.
  - Overarching comments--Seek expert advice on the equity lens. Select language carefully. Address communities with disparities directly.
  - Education (general comments)--Identify, evaluate and expand cultural competency of school staff and the disparity in discipline rates. Address bullying. Cite these types of school policies, programs and experiences in Portland schools (ongoing and pilot projects). We commend Portland Public Schools for initiating the draft Racial Educational Equity Policy.
  - Economic Prosperity & Affordability--Replace "rising tides lifts all boats" approach with "just growth" and race-targeted activities. Give more weight to small business formation and growth. Speak to equitable business practices, equitable contracting, and growth of businesses owned by minorities and women.
  - Healthy Connected Neighborhoods--Make clear that equity needs to work across neighborhoods (to address spatial inequities) and for people (to address historically underrepresented and underserved communities).



# Equity Preamble



**Equity is when everyone has access to opportunities needed, advance their well-being, and achieve their full potential.**

**WE MAKE THE PROMISE OF OPPORTUNITY REAL WHEN:**

- All Portlanders have access to a high-quality education, living wage jobs, safe neighborhoods, a healthy natural environment, efficient public transit, parks and green spaces, decent housing and healthy food.
- The benefits of growth and change are equitably shared across our communities. No one community is overly burdened by our region's growth.
- All Portlanders and communities fully participate in and influence public decision-making.
- Portland becomes a place where your future is not limited by your race, gender, sexuality, disability, age, where you were born or where you live.

## Why Does This Matter?

**PROSPERITY:** We all win when everyone achieves their full potential. We all win when children graduate from school, when we all can access healthy food sources, and when businesses can thrive in our community. Our shared prosperity depends on everyone's participation.

**RESILIENCE:** Without healthy, thriving, prepared people we cannot achieve our highest goals, implement our best plans for averting global climate change, or secure Portland's position in the global economy. We want a city where we are better on a good day so that we can bounce back from a bad day. That requires everyone's well-being, everyone's thriving, everyone's participation.

**PREVENTION:** When everyone has real access to opportunity — and they are connected to community institutions, programs and services — it prevents problems from occurring in the first place. The cost of doing nothing is profound, both socially and fiscally.

**INGENUITY:** Just as Portland has led innovation in environmental sustainability and green technology, Portland can take leadership in social sustainability. By focusing on ways to build equity and accountability we will be leading the development of 21st century business practices and tools, and that has value in a knowledge-based economy.

**EQUITY IS THE FOUNDATION OF THE PORTLAND PLAN AND WILL BE A CENTRAL FOCUS OF ALL THE STRATEGIES IN THE PLAN.**

**EQUITY OBJECTIVES AND ACTIONS ARE BUILT INTO ALL OF THE PORTLAND PLAN STRATEGIES.**

**KEY ELEMENTS**

**An effective equity agenda includes:**

**CLOSING THE GAP:** Reducing critical disparities will help us reach all of our goals.

**PARTICIPATION:** Have transparency and accountability in public engagement and throughout the policy-making process — from setting priorities to implementing programs and evaluating their success. Build capacity for people to participate.

**EQUITABLE PUBLIC SPENDING:** Track and report where we make expenditures and investments geographically and by community to clearly see the impacts of spending.

**INTERNAL ACCOUNTABILITY:** Meet and exceed the requirements of civil rights and accessibility laws. Develop the capacity of staff, and improve city business practices.

**PARTNERSHIPS:** Build relationships with public and private sector partners around diversity and equity. Learn from one another to advance equity objectives through complementary work.



# Portland Equity Initiative

## DRAFT FOR PUBLIC REVIEW

Portland Plan Phase III:  
Portland Equity Initiative  
www.pdxplan.com

Equity is the foundation of the Portland Plan, and it will be a central focus of all the strategies in the plan. Equity objectives and actions are built into all of the Portland Plan strategies. The Equity Initiative focuses on objectives that have to do with the way the City does business, including human resources, contracting, access, funding and decision-making.

## WHAT WILL THIS INITIATIVE ACCOMPLISH?

1. Reduce disparities across all plan areas, starting with the most severe inequities.
2. Ensure accountability and implementation of equity initiative.
3. Ensure that the City does business in an equitable manner.

This initiative establishes an ongoing Office of Equity to accomplish these goals. The office will be established in consultation with the Human Rights Commission, the Portland Commission on Disability, the Coalition of Communities of Color, the Diversity and Civic Leadership Program Partners, business leaders, and community members. Efforts will include a strong Civil Rights component, and will include a focus on reducing racial and ethnic disparity.

The Office will be tasked with:

- Evaluating government processes and programs, and holding bureaus accountable to set equitable goals.
- Assisting bureaus in setting metrics, designing data collection and developing accountability reports.
- Publishing regular progress reports.
- Working with private sector and community partners in a way that supplements, complements and supports the good work already under way.

## PARTNERS

### For tracking disparities:

City of Portland (BPS, ONI, PDC, City Asset Managers Group); Multnomah County (Public Health, Criminal Justice, others); Portland State (Survey Research Lab, Population Research Center, Social Work); Metro Data Research Center; Communities of Color Coalition; DCL Partners; Coalition for a Livable Future

### For accountability:

City of Portland (Auditor); Multnomah County (Health Initiative); community groups (tbd)

### For equitable City business practices:

City of Portland (OMF/Human Resources, Internal Business Services, Civil Rights and ADA; Bureau Directors)

# Objectives and Actions

## A. Reduce disparities across all plan areas, starting with the most severe inequities

By 2035, all Portlanders benefit equitably and contribute to costs equitably in community services and infrastructure investments.

**Action 1:** Develop and apply a set of equity tools to evaluate the development and implementation of all city policies, programs and business operations, including reduction of racial and ethnic disparity.

**Action 2:** Develop a city communication and engagement strategy around equity as defined in the Portland Plan (possible role for an Office of Equity).

\* *Public Involvement Advisory Council*

**Action 3:** Identify what works. Work with partner organizations, agencies and private sector leaders to research and develop innovative tools and methods.

**Action 4:** Implement and extend Citywide Asset Management work plan, which includes race and social justice impact assessments, as well as best practices in risk management, business case and community consultation.

\* *Seattle Race and Social Justice Initiative*

**Action 5:** Correlate and track racial and ethnic disparities with infrastructure expenditures and urban renewal designations.

**Action 6:** Devise and apply equity levels of service in infrastructure asset management. The intent is to:

- Distribute projects to eliminate public health risks and provide environmental benefit across all social and economic demographics.
- Evaluate the risk of not meeting those levels of service.
- Identify budget needed to mitigate that risk.

## B. Ensure accountability and implementative of equity initiative

By 2035, the principles and measurements of equity are monitored at multiple levels, before, during and after actions are taken.

**Action 7:** Build well-being and equity measurements into the City Auditor's Biannual Resident Satisfaction Survey evaluating services.

\* *Ideas on survey methods to address phone non-response*

**Action 8:** Gather, disaggregate and track data for key population groups and geographic areas, using culturally specific metrics and research methods. Coordinate this activity with the Cradle to Career initiative.

**Action 9:** Continue and expand the practice of tracking and reporting city budgetary expenses by district and selected communities, while also providing long-term reliability and preservation of public structures.

\* *Seattle RS/J*

**Action 10:** Ensure broad inclusion in decision-making and service level negotiations. Provide early engagement of community members and resources, to develop programs that effectively respond to their needs and priorities.

\* *Public involvement principles*

**Action 11:** Recruit, train and appoint minority members to city advisory boards who represent the city's diverse population.

\* *ONW/DCL programs on civic engagement and leadership development*

**Action 12:** Create a citywide, ongoing leadership training program to build community organizing capacity and the capacity for people to engage in shared governance.

\* *Community Connect Final Report, January 2008*

**Action 13:** Build equity objectives and accountability into youth services programs that receive public money.

## C. Ensure that the City and Portland Plan partners do business in an equitable manner

By 2035, City bureaus routinely pass equity reviews, and clients and communities express satisfaction with public access and involvement.

**Action 14:** The City and Portland Plan partner agencies meet and exceed compliance with Title VI of the Civil Rights Act and Title II of the Americans with Disabilities Act by allocating appropriate resources to support implementation of compliance programs and educate City staff on legal requirements.

\* *City of Portland Title VI Plan Summary*

**Action 15:** Build the skills, capacity and technical expertise to address institutionalized racism and intercultural competency through education and training for public agency staff and subsequent performance review.

\* *Seattle RS/J, Intercultural City*

**Action 16:** Each City bureau and partner agency prepares a business equity plan to increase purchasing and contracting from M/W/ESBs and firms committed to maintaining a diverse workforce and EEOE certification.

\* *Existing M/W/ESB policies in Procurement*

**Action 17:** Eliminate racial and ethnic disparities in public agency hiring, retention and contracting.

\* *Specific HR practices in PDX*

**Action 18:** Evaluate public information, requirements and fees for ease of entry for diverse communities (provide universally accessible services/facilities/translation support).

**Action 19:** Develop and implement a coordinated translation and interpretation strategy and program for the City and partner agencies.

\* *Public Involvement Advisory Council*



## Community Involvement Committee Evaluation of Phase 3 Outreach and Engagement

1. Please provide us with your comments on Portland Plan outreach and engagement efforts for Phase 3 (September 2010 to May 2011). Please tell us what you liked about these efforts and make suggestions for improvement for us to consider in the next phase of work.
2. To help us complete the Phase 3 progress report we need you to describe how you as a CIC member and Portland Plan Ambassador have assisted us in our engagement efforts including capitalizing on your existing relationships in the community.
3. Please provide us with any other comments or suggestions. (You may use the reverse side of sheet for comments)

Thank you for your commitment to and participation on the Portland Plan Community Involvement Committee! Please email/send your completed forms to Marty Stockton at [Marty.Stockton@portlandoregon.gov](mailto:Marty.Stockton@portlandoregon.gov) by Friday, May 6, 2011.





Bureau of Planning and Sustainability  
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## Memorandum

**To: Portland Plan CIC**  
**From: Barry Manning**  
**Date: May 17, 2011**  
**RE: Phase 3 Business Forums/Presentations**

As part of Portland Plan Phase 3, a citywide Business Forum was held on April 29, 2011, 7:30 to 9:30 AM at NW Natural, 220 NW 2<sup>nd</sup> Avenue. The purpose of the event was to supplement the Phase 3 Fairs by informing the business community on Portland Plan progress to date, and soliciting feedback on the draft strategies. In addition to the citywide forum, a second business forum hosted by the Alliance of Portland Neighborhood Business Associations (APNBA) was held on May 9, 2011, 6:00 – 7:30 PM, at Leftbank Annex, 101 N. Weidler. Another similar presentation is planned for the Northwest Industrial Neighborhood Association (NINA) at their Annual Meeting on May 18, 2011.

Notification of the 4/29 citywide Business Forum was via e-mail to business organizations and key business contacts from Mayor Adams; postcard flyers distributed in the community; web advertising and communication from PDC, PBA, APNBA, NAMCO and others; and facebook and Twitter communication. The APNBA-hosted business forum was advertised primarily by APNBA to its members. The NINA meeting is a hosted presentation to NINA members.

The format of the presentation was a PowerPoint overview of the Portland Plan and the Equity Initiative, with high-level focus on the three draft strategies:

- 1) Economic Prosperity and Affordability
- 2) Healthy Connected Neighborhoods
- 3) Education

Similar to the Phase 3 Fair strategy feedback survey, each participant was asked if they thought the strategy components appeared to be headed in the "Right Direction," "Wrong Direction," or "Neutral." For the business forums, this was done with electronic polling ("clickers"). Additional Q&A and comments were taken at the end of each strategy polling session.

A summary of the survey results is on the reverse. Additional information in graphic form, along with comments from the Q&A sessions is being posted online.

Please contact me for additional questions.



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## Phase 3 Business Forum Summary

4/29/11 Business Forum

5/9/11 APNBA Forum

Attendance

82

30

Where is Your Business Located?

North	12%	15%
Northeast	12%	31%
East	4%	4%
Southeast	21%	23%
West	16%	12%
Central City	30%	12%
Outside Portland	4%	4%

What is Your Racial or Ethnic Group?

Asian/Pacific Islander	4%	8%
Black/African American	7%	0%
Native American	1%	0%
Latino/Hispanic	0%	4%
White/Caucasian	85%	88%
Mixed/Other	1%	0%

**Economic Prosperity and Affordability**

		<i>Right Direction</i>	<i>Neutral</i>	<i>Wrong Direction</i>	<i>Right Direction</i>	<i>Neutral</i>	<i>Wrong Direction</i>
A1	Traded Sector Job Growth	66%	25%	9%	n/a	n/a	n/a
A2	Urban Innovation	63%	21%	16%	48%	40%	12%
A3	Trade Gateway and Freight Mobility	70%	21%	9%	67%	30%	4%
A4	Grow Employment Districts	77%	15%	8%	69%	31%	0%
B1	Access to Housing	65%	16%	19%	56%	30%	15%
B2	Education and Job Training	80%	12%	8%	76%	20%	4%
B3	Neighborhood Business Vitality	69%	18%	13%	88%	12%	0%
B4	Household Economic Security	54%	36%	10%	44%	33%	22%

**Healthy Connected Neighborhoods**

		<i>Right Direction</i>	<i>Neutral</i>	<i>Wrong Direction</i>	<i>Right Direction</i>	<i>Neutral</i>	<i>Wrong Direction</i>
A	Vibrant Neighborhood Hubs	63%	21%	15%	83%	13%	4%
B	City Greenways	54%	19%	27%	75%	17%	8%
C	Public Decisions that Benefit Health	54%	23%	23%	45%	32%	23%

**Education**

		<i>Right Direction</i>	<i>Neutral</i>	<i>Wrong Direction</i>	<i>Right Direction</i>	<i>Neutral</i>	<i>Wrong Direction</i>
A	Cradle to Career Initiative	83%	9%	7%	65%	17%	17%
B	Community and N-Hood Supporting Youth	76%	12%	12%	64%	18%	18%
C	Workforce Preparedness and Skill Building	87%	8%	5%	74%	17%	9%
D	21st Century School Facilities	77%	11%	11%	67%	17%	17%