



Community Involvement Committee

Meeting Minutes

January 18, 2012

Committee Members Present: Paula Amato, Lois Cohen, Liz Gatti, Anyeley Hallova, Brian Heron, Linda Nettekoven, Kevin Pozzi, Ryan Schera, Howard Shapiro, Peter Stark,
Absent: Jason Barnstead-Long, Judy BlueHorse Skelton, Stanley Penkin, Judith Gonzalez Plascencia, Shirley Nacoste, Lai-Lani Ovalles, Alison Stoll
Staff: Raihana Ansary, Eden Dabbs, Eric Engstrom, Alex Howard, Deborah Stein, Marty Stockton
Visitors: none

Welcome

Howard Shapiro began the meeting. The CIC achieved quorum and approved the CIC minutes from the November 16th meeting. Howard gave a brief overview of the day's agenda and then turned it over to Marty Stockton for announcements.

Announcements

Marty brought the CIC up to speed on upcoming events:

Outreach in January

- Fix-It Fair at Rosa Parks School, Saturday, January 21

Planning and Sustainability Commission Hearing Dates

- Tuesday, January 24, 6:00-9pm at 1900 SW 4th Ave, 2nd Floor
- Tuesday, February 28, 6:00-9pm at 1900 SW 4th Avenue, 2nd Floor

Deborah Stein announced that tomorrow there will be a session with youth on the Portland Plan. Youth from IRCO and the Center for Intercultural Organizing, as well as the Multnomah Youth Commission will be involved. Howard Shapiro plans to attend and listen.

Eric Engstrom announced that today he held the first of a series of meetings with Portland Plan partners on budget at the Mayor's Office. This meeting was on transportation. Tom Miller, ODOT, TriMet, the Port of Portland, and the Governor's Office attended the meeting.

Howard promoted CIC attendance at the upcoming PSC hearing on January 24th.

CIC Decisions and Follow up Actions

Marty announced the upcoming N/NE Quadrant Open House and that a member of the BPS Central City team would be giving a brief overview of the N/NE Quadrant Project at the CIC meeting in February.



Follow up on Communications Recommendation by the CIC

Eden Dabbs updated the CIC on the availability of the translated brochures. Eden acknowledged Peter's past recommendations to consider advertising on a billboard. Eden has been working with a media buyer.

Eden outlined the options:

- Billboards
- Outdoor advertising and radio as a good combo (\$1,200-1,600)
- Bus tails on a handful of busses (\$4,000-5,000 for a week)
- TV ads: take Portland Plan video and cut down to 30 seconds (\$5,000 per channel to run for one week prior to the City Council hearing)

Anyeley stated that the bus tails seem interesting and that she has been noticing a lot of those ad's around town lately. Brian asked what the purpose of the specific advertising is. Eden responded that it will not only direct people to the website and video, but also promote the upcoming City Council hearings. Peter again stated that he may be able to connect BPS with an advertising company. Howard had concerns about the radio stations that Eden referenced. Howard underlined that television is the way to go. Eden reminded the CIC that OPB was used during the last two phases. Anyeley felt that the bus was the most equitable option. Eden clarified that TriMet doesn't own the bus tail space; but rather a company called LaMar. Anyeley stated a desire to consider a limited budget toward Facebook or Google ads.

Eden showed the Portland Plan video.

After the viewing, Peter stated that he liked the video, but asked if something could be said like, the plan you inspired? Liz asked if there going to be a name and title included on the partner comments. Eden replied yes. Peter asked if the partners were going to include the Mayor. Eden replied no.

Howard asked how much editing is still to be done. Eden said that at the beginning part, the voiceover won't change; but the animated part will change. Howard was noticing a deficiency of sound. Kevin asked if the narrator would change. Eden stated that the narrator was to be an older woman's voice.

Anyeley asked about the sponsor representation in the video. Brian stated the first part was too rapid. Marty stated that the photos needed more shots outside of downtown and that the character of Sarah Ramierz needed to show culturally appropriate shopping and should perhaps include an image of a community center or place of worship. Anyeley was concerned about some of the statistics first shown. Eric stated that he would like to go back to the list of statistics in the previous PowerPoint. Anyeley wasn't sure about the background for Susan's shot. Anyeley thought that maybe it needed some smoothing out.

Liz wondered if no having any elected officials, specifically any of the Commissioners seems awkward. Raihana said that is more of a question for the Mayor's Office. Raihana said that there is a desire for future administrations to use the video. Brian said he liked that electeds aren't in it, because it's more a plan for the people. Eden said the key message was that this plan came out of the community. Peter continued that you could have three mayors closing the video. Anyeley stated the last person should be a youth. Peter wondered if Sarah Ramierz was really a person and could the actual person close the video. Eden replied that the Sarah Ramirez character is a fictional protagonist.



Howard appreciated the discussion on this topic. Peter asked what someone in a different city would think about the absence of political leadership. Alex Howard stated that the one thing this plan really depends on is community support through its implementation.

Deborah said that because this is an election year, it may be a turn off to include an elected official. Brian advocated for a group shot of ages, occupations, etc, saying this is our plan. Linda Nettekoven asked if in the cartoon, there is another image to show the economy rather than just the small store and large store popping up.

Update on Portland Plan Process and Schedule

Alex recapped that we have completed the three public hearings and two work sessions on the plan. More than 170 separate letters/emails on the plan were received. There is one more meeting with the PSC where they will give a final recommendation. The plan will be out by end of March and passed by Council by the end of April. The goal is to have the plan passed by Council before the budget.

Howard said that Linda wrote a wonderful letter recommending more community involvement in city decisions. Howard said he thinks that the staff is doing a remarkable job on compiling comments and summarizing themes into memos for the Commission.

Howard asked for the CIC to go around the room and share thoughts on the plan.

Kevin stated he feels he's been around for the exciting part and is also involved on the Comp Plan Subcommittee. It's a learning experience to go to the hearings. Sometimes just providing testimony needs a performance.

Liz stated that going to the PSC hearing was really helpful and learning how the Commission is taking in input. Liz shared a concern that this phase could be really challenging, specifically regarding the impact of one voice (articulate) over many voices at this stage.

Brian stated he believes the whole process has been pretty comprehensive. Comments are confirming that we're on the right track. How do we communicate this document to the average Portlander and how do we get them engaged.

Paula said it's a great plan. Was struck by the hearing she went to, specifically hearing the disability community testify that they felt they weren't listened to in the process. Paula continued that she is glad that they were involved at this stage, but hope their comments will be addressed. Eric and Alex responded that staff is working with the Portland Commission on Disability.

Ryan: Over a three year period, setting the stage. The Portland Plan and the upcoming Comprehensive Plan Update is a step above the existing comprehensive plan. Several positive comments he has heard on the actions. Accountability on the actions is one concern he's heard.

Peter stated that he attended the sessions at the convention center. Only in Portland would you take on such a large endeavor. Amazed by so much participation and how the City and community went about getting that participation. Many cities would be intrigued by how Portland engages citizens. Peter said he is interested in the next phase – the policy side. Hopefully there will be enough flexibility built into the plan.

Linda shared that she is feeling tired of the process and this plan. She knows about the total disconnections and about how we get to things. She is interested in the next phase. Linda shared that



she has tried to convince people to care about this process, but is apprehensive about the results and whether this plan will matter. Linda shared she was interviewed by a New York magazine and that we still have a lot to be proud of here in Portland.

Howard stated that he is most concerned that this document lives beyond the current administration and wants to make sure it has permanence.

Anyeley stated that the final product has a lot of clarity and the matrix. Anyeley continued that she liked that there are identifiable areas that can be measured. The Corvallis document is very loose. People are demanding that this plan have some specificity. A lot of cities are going to look toward this plan as an example.

Eric wanted to share a couple of processes notes. A new draft of the plan would be out mid to late March and that the text only version will be out in late February.

Comp Plan Design Subcommittee Update

Deborah summarized the Comp Plan Questions and Assumptions form. Deborah elaborated that this is a soft launch; we're not doing outreach in a formal way. Deborah shared that the District Liaisons are already meeting with groups. Marty referenced meetings with the Neighborhood District Directors and Chairs, as well as, the Citywide Land Use group that occurred the week prior.

Deborah stated that staff will have to prepare materials that address constraints and what can be discussed during the process and what cannot. Deborah continued that staff will need to sort issues in what can be done in the Comp Plan Update process and what will have to be done in future refinement plans. Trying to be responsive and trying to be efficient will be a balance.

Deborah stated that City staff will be working with topic-based policy work groups. For example, one group will focus on Hubs and will discuss policies and mapping components of this topic. The policy work groups will be a combination of staff and community stakeholders. Kevin brought up his concern about the community stakeholder and the conflict of bringing in newer folks and also wanting diversity of opinions and perspectives.

Eric stated that the timeline for the Comprehensive Plan Update is driven by the State requirement as addressed with the approved Periodic Review Work Program. Deborah expanded that it is not like we start, we finish, and then we are done. Comprehensive planning is an ongoing endeavor, but the update portion is mandated by the State. Deborah continued that City staff will start to identify what needs to be addressed in the first round of refinement plans following the update. Ryan asked if the state allows extensions. Eric stated that said the City has already asked for and received one. Deborah stated that criteria will need to be built in on how those refinement plans will be selected, but that also allow for some limited flexibility.

Marty discussed the policy work groups, their structure and that staff will need to post the agendas, minutes and meeting dates. Linda asked if there is any ability for the public to attend and give comments. Marty responded yes. Eric said the Comp Plan is still a broad enough topic that when staff is trying to narrow down how many people would be on these committees; there needs to be room for those that are on the committee and also those that are tracking the conversation.

Liz asked if the public involvement is happening through the District Liaisons bringing comments to topic based groups which the public can attend and will there be larger meetings. Deborah responded that yes, we'll have workshop type events and/or other forums. Deborah said that the first time the



draft is shared; it will be annotated with commentary along with the origins of the draft content. Liz asked that as the draft is available, how district specific conversations will take place. CIC members asked if the public involvement should be tailored per topic or geographic location.

Marty shared that there will be a public involvement calendar with key milestones, where Portlanders can plug in to get information.

Anyeley asked if the graphic or the Portland Plan logo lives in the Comp Plan. Eric said that the Comp Plan is one of the implementing measures of the Portland plan, among many and that the Portland Plan will continue to have web presence. Anyeley asked if we will have some way of branding the Comp Plan. Eric stated that's why we haven't released material. Deborah pointed out that we do want to show some continuity, with a strong recommendation to show linkage to the Portland Plan. Deborah stated that although we do need to move to a less cooked appearance. Eden said there is the possibility to continue with a footer. Eric agreed that some visual connection is needed, but to show that this is the implementation phase of the Portland Plan.

Portland Plan Phase 3 Public Involvement

Marty reminded the CIC that the PSC will review the Portland Plan Phase 3 Public Involvement Report on January 24, 2011. Marty then summarized the report building process and the report content:

- The executive summary is based on CIC conversations and the presentation to the CIC by Linda Nettekoven, Peter Stark, and Jason Barnstead-Long.
- Report now includes information provided by the DCL groups. Marty highlighted changes provided by the DCL organizations. The DCL organizations discussed the work they completed using the grants for culturally-appropriate Portland Plan involvement.

Marty invited and encouraged CIC members to testify in support of the report.

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

The next two-year agreement between BPS and the DCL partners will be taken before Council this year. Marty will email the CIC members the date of the City Council hearing.

Comments from the public

No members of the public were in attendance.

Next steps

Next CIC meeting will be on February 15, 2012 from 8:00 a.m. to 10:00 a.m.

The group also agreed with the dates cited in the agenda for the meetings that will occur over the next sixth months.

Attachments

Video was shown.
Comp Plan Questions and Assumptions form