



Community Involvement Committee Outreach Subcommittee Meeting Minutes

January 13 2010, 8:30-10:00am

Committee Members Present: Jason Long (NAYA), Shirley Nacoste, Linda Nettekoven
Absent: Lai-Lani Ovalles, Angie Thompson, Peter Stark, Angie Thompson, Liz Gatti
Staff: Debbie Bischoff (BPS), Marty Stockton (BPS), David Brandt (ONI), Joan Frederickson (BPS), Kate McQuillan (BPS)

Agenda

- 8:35am Welcome and Introductions
- 8:40am Update on Outreach Activities
- 8:50am Review, Discussion and Comments on Draft Public Participation Progress Report
- 9:20am Miscellaneous and Next Steps
- 9:30am Adjourn

Introduction and Updates

Informal discussion on Portland Plan outreach and engagement occurred from 8:30 to 9:00 am. Meeting began late at 9:00 am with announcements from Debbie Bischoff. Debbie updated the group on the extensive community outreach being done by District Liaison staff: presentations at neighborhood and other community meetings; the Youth Bomb survey was developed and being widely distributed throughout the City and there is a Portland Plan youth website in addition to social media; a business survey is being developed per the suggestion of Peter Stark with assistance from business community representatives and BPS staff; and a second meeting was held with Diversity Civic Leadership (DCL) representatives on January 12th 2010 with key staff, a few CIC members and Mayor Adams to work on a partnership for outreach/engagement strategies with cultural/non-geographic groups.

Feedback:

- o Jason had suggestions for advertising to youth involvement, utilizing a “youth empowerment” sentiment.
- o Shirley also inquired about a strategy to reach out to business communities that are not represented by active business association/organizations; Jason brought up outreach from the smaller business and micro-businesses for home-based businesses and businesses with 1-3 employees.
- o Jason commented on the Jan. 12th DCL meeting: Most important take away message was promote, announce, and follow through with “just listening”, and if answering, base response on reiterating the speaker’s issues, not canned responses. This may require an honest time commitment from the City, for possibly a series of meetings. There is a concern that members felt rushed at meetings for fear of having “only this opportunity”. Debbie, Marty and Linda echoed a need for a set schedule or even a work plan for the City to pursue relationship building with DCL groups.
- o Shirley echoed comments about DCL meeting that there is a lack of trust in certain minority communities and there is a need for serious “underneath work” and trust building between leadership and the communities. One strategy that could help would be to schedule a series of meetings ahead of time and publicly post them early on to show commitment.

- o Linda brought up the concern of BPS not fully acknowledging long-term relationship building within the budget and the Bureau work plan.
- o Shirley asked for Debbie to note that this subject needs to be picked up at a future point*; Reminded the group that all our hard work will mean nothing if we cannot make the necessary connections in the community.

Review the draft “Portland Plan Public Participation Progress Report”

Debbie introduced this report as a starting point to describe and evaluate the outreach and engagement activities, lessons learned, and recommendations for each stage of Portland Plan engagement and that this a fluid document that will be updated and reviewed by the CIC throughout the Portland Plan process. Debbie also stated that she will attempt to include the subcommittee’s comments on this draft report in the next couple of days so that it can be presented to the full CIC committee on January 20th 2010; although subcommittee members are still encouraged to submit comments afterwards as it will be an evolving document. The group started on page one and covered the document page-by-page.

Feedback:

- o Marty suggested incorporating “discussion” into the “presentation” level of participation on page 2 of the draft
- o Linda asked where participation like Peter Stark’s additional business survey would fit into a report like this, or if it fits into another report. Debbie responded that this type of “interactive outreach events” can be added as it is appropriate to include that type of participation in this report. This new type of participation is also relevant for youth planners and can help build & document the building of relationships.
- o The outreach and participation principles that Marty created a few months ago may be useful to include into this report. Debbie asked if the “goals” already within the document accurately reflect the principles, and Marty noted that some of the principles are not represented in the existing document.
 - Jason noted that any goals or principles written within the document would be best placed at the beginning of the document, likely behind “Overview”.
 - Does PIAC have any principals that could be incorporated into the progress report?
- o The conclusion of the report which emphasizes this report is a work in progress and this is only the beginning steps of the outreach process, be reflected and highlighted in a short bullet point or two on the first page of the document. Important to highlight’s the report’s “main findings”.

Review of the draft “Review of Approaches Used in Phase 1” table section in the draft progress report: Debbie encouraged the group members to add additional bullet points within the document based on their knowledge and suggestions.

Feedback:

- o Jason noted that he has heard much community feedback that Phase I of outreach was too much of a “presentation”, despite the interactive clicker questions. Under the section “Levels of Participation”, the group suggested level 3 is changed to “Presentations and Discussions”, and level 4 be changed to “Interactive Outreach Events”.
- o He also noted that as soon as possible, the outreach needs to shift to more discussion of concrete ideas and a more interactive format to encourage more

than the “usual suspects” to Portland Plan outreach events. We ought to emphasize a message of wanting to hear what each and every citizen wants to say.

- o Linda noted that in the “Lessons for Next Phases” ought to include notes about relationship building and establishing dates for future outreach. She has heard community feedback that previous workshop dates when set did not include feedback from the community and were too close to the holiday. Staff mentioned that this will be tricky because much scheduling issues revolve around the Mayor’s schedule, but staff is working on workshop dates more in advance than the initial fall workshops.
 - The suggestion came up to include collaborating with partners utilizing set dates under the section of “Lessons for Next Phases” for the workshop level of outreach (see table).

Meeting ended at 9:45am. Debbie encouraged members to continue looking over documents and sending edits, comments, and revisions. Comments will be summarized at a minimum to share with the CIC at its January 20th meeting.

Next Steps

- Materials presented today will be presented to the CIC on January 20th.
- Work on updating/ground truthing the Measures of Success so that measures will be meaningful for evaluation through the process and data will be reasonable for staff to collect; Measures from the beginning of the outreach process will begin to be tested so we can reevaluate strategies for the upcoming outreach rounds.
 - o At next CIC Outreach subcommittee in February, the group will help review the updated measures of success.
- Business survey will be finalized and distributed before the next subcommittee meeting.
- Today we did not have time to review Round 2 outreach strategies, but these will be discussed further at next week’s CIC meeting. Technical committees are compiling main ideas and concepts from Round 1 hosted presentations and workshops. Generally speaking, “work sessions” for the public on action area topics will begin in March.
- At next meeting, this group will need to brainstorm additional outreach strategies that the City ought to consider for Round 2.
- The larger CIC meetings are schedule for the third Wednesday of every month for the remainder of 2010.
- Proposed next meeting time: February 10th 2010? The group echoed that “the earlier the better” and proposed switching to a different day of the week. It is important for the outreach committee to meet before the larger CIC meetings on the third Wednesday of the month (in this case, Wednesday February 17th 2010). Debbie will coordinate with group to set next meeting.
- Ongoing two week communications updates to interested community members and groups were suggested to keep the momentum going.

After meeting discussion (re: latest meeting with DCL)

The task of appropriate outreach utilizing existing networks and relations to involve groups like DCL in second round length discussions of the nine area groups of upcoming workshop

- Linda mentioned that it may be worth to talk with our partners to see what kinds of advisory committees their organizations have and who serve on them as those might provide technical assistance to our outreach process
- Additionally, Mayor Adam’s latest new committee (of which Linda is a member) involves a great diversity of members and would also be a great resource to tap into.