



## Community Involvement Committee Outreach Subcommittee Meeting Minutes

October 12, 2009, 9:00 – 10:30 a.m.

**Committee Members Present:** Liz Gatti, Jason Long (NAYA), Angie Hall Thompson,

**Absent:** Lai-Lani Ovalles (NAYA)

**Staff (BPS):** Debbie Bischoff (BPS), Eden Dabbs (BPS), David Brandt (ONI), Paul Leistner (ONI), Chris Dornan (BPS)

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### Agenda

- Welcome and Introductions
- Update on Outreach Activities
- Discussion on Achievable Goals and Prioritization Criteria for Outreach
- Discussion on Appropriate Mix of Outreach and Involvement for Direction Setting Stage
- Miscellaneous and Next Steps

Debbie welcomed group to the second CIC Outreach Subcommittee meeting and introductions were made by attendees. Nobody objected to the proposed agenda and the meeting continued accordingly.

### Update on Outreach Activities

Debbie provided an update of outreach activities:

- Workshops scheduled beginning November 17<sup>th</sup>. Workshops are now the kickoff activities for this phase of Portland Plan, and the hosted presentations etc. will continue to happen over the next few months. Mayor wants a postcard on project and workshops sent to every household, may be cost prohibitive and we may use the Curbsider newsletter instead. David asked if this is a change in what is being presented? Bischoff – same info at workshops, and will tailor subsequent meetings to fit individual groups – will have online surveys, or for ESL / non-computer savvy folks will find best ways to communicate w/ them
- District Liaison team is meeting with neighborhood coalition staff tomorrow to review how best to work together and coordinate neighborhood involvement with Portland Plan. (This is one aspect of outreach)
- District Liaisons have been announcing PP and upcoming workshops at community meetings.
- Staff will be looking to have PP marketing information and invitation to taking online survey (to be available after workshops begin) at community locations where the public has access to computers such as libraries, NAYA, Housing Authority developments, etc. Any ideas on locations, please forward. Liz commented that people tend to do surveys more if there is a human present – possible presence at events

Liz asked about additions to outreach list and specifically adding contacts related to education. The Outreach List needs updating so all suggestions are welcome. Debbie will

work with Liz and will use Deborah as a resource to talk to PPS and others about specific educational groups to add to the Outreach List and engagement activities. Education is an important part of the Portland Plan even though the City does not have direct influence, important to the Mayor. Eden added that there may be co-marketing possibilities with PPS such as with PPS outreach around facilities planning and high schools, etc. PPS also has an e-newsletter. Liz is also interested in bringing workshop type programming to public schools. Liz will confer further with Tom and Debbie on this activity.

### **Discussion on Achievable Goals and Prioritization Criteria for Outreach**

Debbie introduced this item as establishing goals and measures for success with our outreach efforts noting our efforts will not be ideal due to resource and time constraints on the project. She handed out a final version of the CIC's Desired Outcomes for the Portland Plan as a guide for helping to develop goals. The following summarizes the group's comments with a draft list of goals and types of measures of success at the end.

- Paul – how to make this planning relevant to community members, BPS had done planning before that didn't always connect w/ community.
- Paul and Liz felt that the overall message is how to make relevant to – how to make relevant to native American lady near I-205 w/ asthmatic child – real story examples
- Eden said the workbook will include a series of vignettes; the above is similar to one of the examples.
- Paul – SEUL letter to Mayor – didn't know what date was for workshop – wanted workshop dates set off to Jan (from Nov) to give them time to schedule and raise attendance. Debbie responded that the Wednesday CIC meeting will cover the upcoming workshop dates and SEUL letter of concern – this subcommittee to focus on other outreach.
- Eden stated that workbook has printed survey people could copy / hand in / mail in
- Eden also said focus on more than the workshops – Mayor is big on quantifiable results – how many people at meetings, how many completed surveys, how many hits on the website, etc
- Paul mentioned that ONI has been working on public involvement metrics and it's difficult to do other than the number of people attending meetings. Paul was asked to share the metric they've developed with staff.
- David stated a possible measurable aspect – what kind of multipliers can we use, such as reaching key community members so that they can in turn reach their constituency. Paul asked David – how would you measure this? How many people did we actually engage and get buy-in from? Extrapolating involves guesswork.
- Vision PDX had difficulty w/ specific / measurable / achievable
- Liz suggested that with workbooks, if there's a communication with "we want to hear feedback from you!" Create a communication loop w/ community.
- Debbie suggested an evaluation forms at every event. Liz added that the NW Earth Institute has evaluation forms we could review
- Eden suggested looking at how to approach "Desired Outcomes" document as to what is tangible and intangible? Prioritize tangibles, put tangibles in front of intangibles if resources cannot support everything
- Debbie offered a few concepts from the desired outcomes: provide public multiple opportunities for input, not just one event, engagement of non-English speakers / different cultures generally considered underrepresented.

- Paul and others, do community members have a true impact on the Portland Plan? Do people feel they are being heard? If so, do they actually affect the plan? Include these as questions / ratings within evaluation form – track involvement at meetings – “is this your first time?” “How did you hear about us?” – Demographic issues w/ neighborhood orgs, is the entire neighborhood adequately represented at events?
- Debbie added tying in multiple contact methods to piece together info and maximize inclusiveness in process
- Paul added we want large, broadly diverse groups at events
- Liz said make this a learning process – tracking responses and adjusting as it goes along. Debbie stated by continually evaluating feedback and adapting accordingly – staying flexible in outreach is important
- Paul offered “how well did meeting meet your needs?” “How useful was this meeting to you?”
- Liz we need to help solve issue of public not understanding how planning process works Debbie and others agreed that we need to make sure everyone has an equal footing in determining planning – education is important to help groups understand they can make a difference.
- Paul and Liz concurred that it is important to have a few key well-worded questions in evaluations that maximize the info-to-question ratio
- Liz stated at last July’s kickoff meeting – lots of first-timers that were supposed to be community leaders, so their constituents were likely even less exposed to planning
- Paul added that SE Uplift Coalition with David holding a retreat and we can use them as a “case study” for community involvement at the next subcommittee meeting
- Eden added that for periodic review the City developed a public involvement plan – try not to reinvent wheel – with goals, make sure that information is used in this process as well – PP per Mayor’s wishes, is now just encompassing City’s strategic plan, not the umbrella it once was – wants to focus 12-18 months using PP for strategic – Central Portland Plan and Comprehensive Plan update to be used for implementation
- Liz and Eden added public involvement plan about process, not about Comprehensive Plan, still legitimate – get all partners on same page, this isn’t just code updates, it’s how to better educate, build better infrastructure, not just because it’s required every 30 years. Strategic plan is more holistic, there may be some confusion, and possible push back from land use people – spent so long coming out for summits, took a long time figuring out what the PP actually was, when Mayor shift happened, then another round of what PP was again, shifting message to strategic only helps more clearly define what the PP is, and what it is not.
- David – people will say “I’m interested in looking at the big picture, but I really want to be a part of the nitty-gritty” – good to emphasize continued involvement from people, as Plan evolves to drill down to specific details.

#### Goals:

1. Building on existing relationships
2. Engaging broader/diverse groups with education and information
3. Multiple venues and means for community involvement and engagement
4. Involve as many people as possible
5. Being heard as community members with feedback and continuous engagement from big policy through implementation
6. Learning and evaluating throughout process to adjust outreach to be most effective
7. All educated so can participate meaningfully

(Paul offered that) Measures to be organized by:

People: number, diversity, etc

Events: number, types etc

Information: types and target audiences

Effect: people feel process is working, happy with results

### **Discussion on Appropriate Mix of Outreach and Involvement for Direction Setting Stage**

Debbie asked the group what they thought should be the appropriate mix of outreach and involvement for direction setting stage – how do you feel about this mix? Is it more important to raise awareness? Engaging in answering questions / providing feedback?

- Liz stated that stirring up interest in process should be a big part – “what signs do you see in Portland, what would you like to see in 10 years?”
- Angie offered that awareness is most important, since you can’t get the input from people if they don’t know it’s going on
- Eden described the workshop format which has initial first part of “issue corral” – people vent, they write it down, then people settle down on presentation and questions, group issues together and address at the end – has proved to be effective method
- Debbie added that we want to get people excited to participate, creating awareness in a way that galvanizes people into action to attend and contribute to events
- Paul supports the idea that people understand this isn’t just a required update, but an opportunity to create and contribute.
- Liz added Vision PDX ideas fleshed out more, trade-offs defined and understood
- Debbie stated that it is important for people understand the process
- Eden concluded the discussion by saying that at Wednesday’s CIC meeting, Tom is going to present the draft questions that will start to get at the trade-off / choices / priorities part of the discussion

### **Miscellaneous and Next Steps**

Debbie had a couple of items under this agenda item. Staff is going to develop a public engagement and participation strategy is the subcommittee interested in reviewing a draft next month and participating in its development? The group nodded “yes”. Eden added in creation of the strategy refer to public involvement strategy from last year in getting to tactics.

Jason reported the results of the last subcommittee meeting to the larger CIC group is there CIC subcommittee member willing to do this role for Wednesday’s meeting? Debbie promised draft meeting notes tomorrow afternoon? Liz volunteered with possibly Angie and other committee members chiming in as part of the update.

Debbie asked about the group’s desire on a next meeting? The CIC meets 2<sup>nd</sup> Wed of November (Veteran’s Day) – proposal for CIC meeting on Nov 4<sup>th</sup>, should we meet before then? Eden suggested and the group agreed to an alternative to meeting - if goal is to present strategy to entire CIC, send the doc electronically around w/ track changes.

Eden added that communications messaging is being reviewed by the Mayor and then the first cut of the workbook and other communication materials will go to communications committee

and then to CIC. Liz asked about distribution of workbook and Eden responded that it will happen through email blasts and handouts. Debbie added that since we have a limited budget we are working with experts to figure biggest bang for the buck. Eden said she is creating template email that others could modify to fit their groups – and will make sure to include specifics such as timeline, deadline to submit evaluations, etc

Meeting adjourned.