

Portland Plan Public Participation Progress Report

Summer 2009-Winter 2010

Introduction

- *Purpose of this report*
 - o *document the outreach and public participation activities for the Portland Plan, beginning in fall 2009 when the planning process was reactivated*
 - o *help CIC, staff, decision-makers and public at large review work to date and what adjustments are appropriate for the next steps*
 - o *provide an opportunity to reflect on lessons learned to inform and improve the next round of outreach and engagement activities.*
- *Reconfirms earlier principles and best practices (cite visionPDX Community Engagement Report, Christine's report, BIP #9, Community Connect...)*
- *Adds detail based on approaches that have been employed to date*
- *Focus of report: current phase of the project (Summer 2009-January 2010)*
- *Proposes adjustments in next phase based on lessons learned*
- *CIC role to monitor and recommend adjustments/this report Dynamic document – intended to be revisited and refreshed periodically*

How this report is organized

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Overview of Portland Plan Public Participation

Background

The Portland Plan will be our City's strategic plan for the next 25 years, ensuring that Portland is a thriving and sustainable city and our people are prosperous, healthy and educated. The plan will build upon our past and address the community's needs, like health and safety, local food, and access to quality education — things Portlanders care about that affect our daily lives. To be a meaningful and enduring plan, Portlanders must feel a sense of ownership in the process as well as the resulting products. The plan needs to faithfully reflect the perspectives, concerns and aspirations of Portland's diverse residents, business owners, employees and organizations.

The Portland Plan public participation strategy is a collaborative effort involving City leaders, bureau staff, a Community Involvement Committee, and community partners. The strategy encourages diverse and meaningful public participation through a variety of opportunities and approaches, and addresses communication and logistical barriers that otherwise might limit inclusive involvement. Special attention is being focused on bringing Portlanders to the table who may not traditionally be involved in City processes: youth, culturally-based groups, and others.

This strategy is influenced and informed by other previous and current outreach activities conducted by the City such as Community Connect, visionPDX, and the Office of Neighborhood Involvement's Public Involvement Advisory Committee work. The strategy is also guided by the Portland Plan Community Involvement Committee, which was formed in 2009 with 18 community members.

Levels of Participation

There are four levels of public participation built into the Portland Plan process that were suggested by the CIC Outreach Subcommittee:

1. Notification
2. Information
3. Presentations
4. Interactive Events

These levels are on a continuum, with each level building upon the previous level. Levels of participation may differ for different audiences, according to individual and group interests and desired levels of participation. Availability of staff and volunteer resources to carry out more intensive levels of engagement may be constrained during the fairly quick timeframe of Portland Plan development and implementation.

Level of Participation	Commitment to the Public	Examples of Approaches
1. Notification: Notify interested and potentially interested individuals, organizations, and institutions of Portland Plan events	We will let as many individuals, groups, organizations, and institutions as possible know of the Portland Plan and all upcoming events where public participation is desired.	- Email notices - Mailed postcards - Media announcements
2. Information: Provide information on the Portland Plan to educate interested and potentially interested individuals, organizations and institutions	We will prepare and distribute general and topic-specific information that is easy to read and understandable to a range of audiences, with the goal of educating the public about the project. Whenever possible, we will use laypeople's terms for ease of understanding; and translate materials into one of the primary non-English languages spoken in Portland (Spanish, Russian, Vietnamese) and/or provide interpreters.	- Project Description handout - Fact Sheet handouts - Work books - Website - Materials at public libraries, colleges and coalition offices
3. Presentations: Attend meetings of interested groups, organizations, and institutions and provide presentations to solicit questions, comments, and suggestions to help shape the project, and to encourage attendees' participation in the Portland Plan process	Project staff and CIC members will attend scheduled meetings of various community groups and provide Portland Plan overviews and updates. These representatives will share current written and/or verbal information and will solicit questions and comments from the audiences. They will also request that those interested provide their contact information on a sign-in sheet so that they can be informed of upcoming events and milestones.	- Informative presentations and solicitation of questions and comments at group and organizational meetings "Hosted" presentations
4. Interactive Activities: Design and implement special programs and activities beyond basic information sharing and presentations that seek input from Portlanders from different backgrounds and interests	Project and other City staff, CIC members and others will all work together to identify opportunities and design and implement creative outreach and engagement programs and activities that encourages all Portlanders to participate and provide their input into the Portland Plan process	- Youth summit - A translated workshop to coincide with a cultural event - Online survey - Business survey

The Role of Partners in Portland Plan Outreach and Engagement

As an overarching strategic plan for the future of the City, the Portland Plan will be most meaningful and enduring if it is developed with the participation of Portlanders who reflect the age, ethnicity, economic status and geographic distribution of the city as a whole.

Numerous partners inside and outside of the Bureau of Planning and Sustainability are working collaboratively to help design and carry out an inclusive public participation program:

- **Community Involvement Committee (CIC)** – These committee members serve as “eyes and ears” of Portland’s many diverse communities and have come together to ensure that ALL Portlanders’ views are reflected as the Portland Plan is developed. CIC members advise City staff on outreach and engagement criteria, principles, and approaches; and serve as a sounding board to staff on ideas, messages, materials, etc. They also serve as ambassadors to the public, encouraging their engagement in the Portland Plan. Four subcommittees of CIC members assist staff with ideas and input: Executive, Outreach, Communications and Workshop Design. See Appendix A for CIC composition and responsibilities.
- **The District Liaison Program** – This team of planners (each of whom is assigned to one of six districts in the city) has cultivated an understanding of the issues, concerns and opportunities community members care most about in their respective districts. The District Liaisons play a key role in outreach and engagement for the Portland Plan because they can tap the relationships they already have with residents, organizations, businesses and employees, institutions and others. In addition, the liaisons can “ground-truth” and validate issues as they are discussed in early drafts of the plan, to ensure that they are consistent with what the liaisons hear in their everyday conversations with community members.
- **Youth Planning Program** – BPS hires youth 14-21 years old to work with BPS professionals to assist in garnering youth viewpoints in long-range planning activities and engaging youth in planning and civic life in an empowered way. The Youth Planning Program has designed and sponsored a number of activities to generate youth interest and involvement in the Portland Plan.
- **Office of Neighborhood Involvement (ONI)** – This City bureau promotes a culture of civic engagement by connecting and supporting all Portlanders working with government to build inclusive, safe and livable neighborhoods and communities. ONI staff who work in Neighborhood Resource Center programs (including but not limited to the Diversity and Civic Leadership Program and programs for people with disabilities) help people get involved in neighborhoods and community, and support diversity and accessibility for all to participate in civic governance for under-represented communities. ONI staff also work on a public involvement best practices program to strengthen partnerships between community and government.
- **District Coalition Offices** – Seven neighborhood coalitions facilitate community member participation services and related neighborhood crime prevention activities for neighborhood associations and other community members within their geographically defined areas. The Coalitions can provide basic information to neighborhood associations and others about the Portland Plan to help “open the door” to participation. Coalition offices can also serve as clearinghouses for documents for the public to review (for example, each coalition office has Portland Plan background documents available, recognizing that many Portlanders do not have internet access at home). Coalitions also provide newsletters and other communication channels to help spread the word to constituents about upcoming Portland Plan events.

- **Diversity and Civic Leadership (DCL) Program** – This program arose through ONI based on the recommendations of a Diversity and Civic Leadership Committee (DCLC). The committee wanted to see the neighborhood system improve by fully engaging residents of Portland from all cultural and socioeconomic walks of life. The program is based on the assumption that the quality of community participation is enhanced with full, equitable participation of underrepresented communities leaders and constituents. Recent programs include DCL project grants to build capacity of underrepresented groups and increase participation with City government; a leadership academy to train emerging leaders; and a DCL Advisory Committee to review and advise ONI on programming related to diversity outreach and engagement of underrepresented communities. DCL partners include Immigrant and Refugee Community Organization (IRCO), the Center for Intercultural Organizing (CIO), the Native American Youth and Family Center (NAYA), the Urban League, and the Latino Network.
- **Other Active Groups** – There are a number of civically-minded groups that are providing venues and opportunities for public engagement in the Portland Plan. A few examples are the Citywide Land Use Group, which meets at least monthly and has dedicated numerous meeting agendas to the Portland Plan; the League of Women Voters and the City Club.

Engaging Non-Geographic Communities in the Portland Plan

The Community Involvement Committee (CIC) brainstormed various public participation approaches to facilitate public information/education, input, involvement and collaboration for the Portland Plan. BPS and its partners are in the process of designing and implementing this special outreach to non-geographic groups that will continue throughout the Portland Plan process.

The term “non-geographic communities” includes culturally-based groups (e.g., youth, ethnic organizations, faith-based groups) and issue-oriented groups (e.g., business and advocacy groups). These communities differ from neighborhood associations, which traditionally have served as a primary focus for public involvement in Portland, in that issues of primary concern may not be tied to the places where people live.

The Portland Plan public participation strategy seeks to optimize the resources and tools available to welcome Portlanders who haven’t been involved in City planning processes like this one before. Facilitating broad participation in the process will require that we address common barriers, including logistical barriers (e.g., selecting appropriate meeting days and times for the audience; providing food and childcare at public meetings), mobility and transportation barriers (e.g., selecting locations that are on frequent transit routes and are in ADA accessible buildings), and communication barriers (using layperson’s terms and providing interpretation; selecting images that convey inclusivity). Activities must be welcoming and comfortable, and recognize that people have different communication preferences and styles.

Socio-Cultural and Issue-Oriented Groups

Culturally-based groups are best positioned to design specially-tailored approaches because they are familiar with their communities’ needs, level of interest, and the relevance of Portland Plan issues to community members. Each organization can identify goals most appropriate for the

particular community (i.e., how deeply or broadly do they want to get involved? at which points in the process?) to help shape a meaningful and culturally-appropriate education, outreach and engagement program.

City staff is developing a small grant program to enable organizations that work with or represent non-geographic communities (including but not limited to ethnic minorities, immigrant and refugee populations, youth, people in generational poverty and people with a variety of disabilities) to design and directly carry out culturally-appropriate activities to engage their communities in helping to develop the Portland Plan. For organizations serving communities for which English is not a first language, activities would be conducted in the appropriate languages. Similarly, organizations would advise the City about which City-produced materials should be translated.

BPS staff is consulting with the Diversity and Civic Leadership Partners (representing the Urban League, the Immigrant and Refugee Community Organization, the Center for Intercultural Organizing, the Native American Youth and Family Center, and the Latino Network) and ONI staff to develop approaches to conduct culturally-appropriate outreach and engagement, and to encourage emerging leaders and other community members to participate in the Portland Plan.

In addition, staff is currently working with Latino organizations to sponsor two events for Spanish speaking residents and business people in late January and February. One will be a workshop for Latino leaders and community members similar to the Phase 1 public workshops. The second event, which will be two community gatherings in NE and SE Portland, will be geared to the general Latino community and will include information sharing and discussion.

There are/will be outreach and engagement activities to issue-oriented groups like those focusing on urban design/built form, the environment/climate change, education and the arts through hosted presentations and other special events.

Businesses

Meetings are also being held with representatives of the business community to design a business-oriented survey and strategize on specific outreach and engagement activities with Portland's business community. One of the seven public workshops held in Phase 1 was a business-friendly workshop held early in the day in downtown to encourage business community attendance.

Youth

A widely advertised "Youth Bomb" to get youth to the Portland Plan workshop held on December 15, 2009 was accomplished, with 25 youth participating in the workshop. Youth were also present at other workshops and Youth Planners participated and assisted at the workshops. A youth-oriented survey has been developed and is being distributed widely. The survey is on the Portland Plan's website for youth engagement – www.pdxyouth.org. The surveys are also being distributed by Multnomah County Libraries' Teen Councils and Librarians and by youth-serving community organizations. Hard copies of the surveys and survey drop boxes are located at libraries and parks that have teen councils. The councils will also assist in outreach of the survey to youth. Youth input from the surveys will be synthesized and provided to the Action Area Technical Advisory Groups for their consideration in February. Additional youth-oriented outreach and engagement activities are being planned.

Public Participation Goals and Measures of Success

It is important to regularly evaluate and report back to the CIC, Planning Commission and others in the community to ensure the effectiveness of the Portland Plan public participation and engagement efforts. We expect there may be need for mid-course corrections and changes in public participation and engagement approaches to best fit the issues and decisions that the Portland Plan presents in each round and the process comments we receive from the public and CIC members. The CIC Outreach Subcommittee has identified goals and measures of success listed below that enable BPS, Planning Commission and community partners to gauge ongoing success of public participation and engagement methods. The next progress report will include a phase 1 evaluation of measures of success.

❖ **Goal 1 – Build on existing relationships**

Measures of Success:

Data from “how heard about project” from completed surveys and meeting evaluation forms (if person notes from another organization or committee)

of individuals and organizations participating that have been invited by CIC members and City staff

❖ **Goal 2 – Engage broader/diverse groups with education and information and provide all interested with enough education so they can meaningfully participate**

Measures of Success:

of presentations made to broader/diverse groups with informational materials

of positive responses on evaluation forms that reflect adequate education received at presentations and events

❖ **Goal 3 – Provide multiple venues and means for community involvement and engagement**

Measures of Success:

and types of different venues and approaches used for community involvement and engagement

of presentations requested by groups and the # of presentations provided by Portland Plan staff and volunteers

❖ **Goal 4 – Involve as many people as possible**

Measures of Success:

of different types of people who participated at events and completed surveys online and through mail

❖ **Goal 5 – Being heard as community members with feedback and continuous engagement throughout Portland Plan development and implementation**

Measures of Success:

of public input opportunities provided at major events and outreach activities

% of people who complete evaluation forms at each stage of process who feel positive that their feedback at events, polling, etc is being heard

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Review of Approaches Used in Phase 1

A variety of outreach and engagement approaches has been used, and will continue to be used, throughout the Portland Plan public process. The table that follows describes the different approaches and notes opportunities, limitations and lessons learned for the next phases of the Portland Plan.

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A variety of outreach and engagement approaches has been used, and will continue to be used, throughout the Portland Plan public process. The table below describes these different approaches and notes opportunities, limitations and lessons learned for the next phases of the Portland Plan.

Approach	Description	Opportunities	Limitations	Lessons for Next Phases
Workshops	A series of 7 similar events on where Portland is now; included a power point presentation, audience polling with clickers, and group discussions	• Attracts people who are civically engaged • Workshops held around city and at different times make it more convenient for people to attend because there are multiple choices • Postcard announcement of workshops to all single-family households, and other marketing communications efforts drew larger than normal crowds	• Hard to draw people who are new to/uncomfortable with public processes • Hard to draw minority, lower income and non-English speaking populations; need to build relationships, communicate why folks should be involved and provide needed amenities e.g. interpretation services	• Advertise earlier and to diverse audiences for broader participation • Offer interpretation and childcare services, and make sure that advertising highlights this availability • Hold more workshops on Saturdays (and potentially on Sunday afternoons) to enable people to attend who cannot attend evening sessions • Locate workshops along transit routes and advertise accordingly • Have hosts who can invite and accompany newcomers
Overviews at Group Meetings	Portland Plan staff, other City staff and CIC members provide project overviews to different neighborhood and community groups and organizations to inform people of the project, answer their questions, hear their initial thoughts and invite participation in the process	• Quick introduction of or update to the Portland Plan for engaged community members in their setting, with hopes of engaging more people in the Portland Plan process • Tailored to group based on their needs and interests	• Limitations to extent of information provided, group discussion and input to Portland Plan staff	• Need to have up-to-date and meaningful materials to share with community groups
Hosted Presentations	Portland Plan staff, other City staff and CIC members help connect with interested organizations and groups for a “special” presentation on the Portland Plan that includes time for group discussion and input provided to staff on topics of interest and overall project/process	• Can be tailored to be meaningful in approach and content to each group/organization • CIC or other contacts with Portland Plan “host,” introduce event and lend grass roots support • Ideal approach to reach non-geographic groups: youth, seniors, labor, business, cultural, ethnic, disabilities	• Staff capacity may limit number of hosted presentations	
Hard Copy and Online Surveys	A survey was developed to ask Portlanders’ viewpoints on different aspects of life in Portland. The survey was completed by participants at workshops, was sent to every single-family household in PDX via the Curbsider and is available online. Survey is also being inserted into EPNO News and distributed to each Neighborhood Association. Deadline is Jan. 31 for survey responses.	• Accessible and inviting to people who prefer to participate privately • A revised survey for youth was developed • A revised survey is in process for business people	• Not accessible to non-English speakers (in current format) • Many don’t have internet access • People may desire more accessible information on topics before completing survey • Some people frustrated that they could only pick one answer • Survey questions don’t necessarily get at issues of highest concern to some communities	• Consider translation of surveys into popular non-English languages • Continue to provide materials at public libraries, colleges and neighborhood coalition offices
Special Outreach Activities with Non-Geographic Groups	BPS staff is working with its outreach and engagement partners to design and conduct culturally-appropriate materials and activities, with the aim of engaging communities that may not generally participate in City processes.	• Build relationships with partner assistance and solicit input from folks not usually engaged through neighborhood system or with City on planning • Design materials to be meaningful to specific groups • Incorporate unique perspectives into input received • Community expertise is available to consult and provide guidance on best practices for culturally-appropriate outreach and engagement (e.g., DCL partners, ONI)	• Limited resources to complete extensive and comprehensive outreach to all non-geographic groups	• Need to ensure Portland Plan messaging/information resonates with non-geographic groups • Need to show how previous non-geographic group input from visionPDX will be incorporated and followed through in Portland Plan • Need to continue to build relationships with community organizations

Approach	Description	Opportunities	Limitations	Lessons for Next Phases
Special Events	These events are often designed for and carried out by organizations and groups interested in the Portland Plan with staff assistance. Examples: SE Uplift Coalition Retreat, City Club Study Group, and NE Coalition Civic Youth Engagement Work session Also, could be Portland Plan staff tabling at other special events; e.g., Fix it Fairs	- Tailored to specific needs and desires of particular groups in comfortable settings - Ideal approach to reach non-geographic groups: youth, seniors, labor, business, cultural, ethnic, disabilities		
Social Media	Use of Facebook, Twitter and Flickr to share Portland Plan information and experience with social media users	- Good medium to attract youth, young adults and others comfortable with new forms of engagement - Opportunities to continually update fans and followers with new information about PP - Allows for online dialogue, giving staff a sense of people's issues and concerns as well as a chance to hear praise and positive feedback	- Many Portlanders are unfamiliar and do not use social media - Not considered valid form of public testimony for Periodic Review requirements	Staff training needed
Marketing & Communications	Advertising, direct mail (Granny Franny postcard), and Curbsider insert; e-mails	- Half-page ads in community and ethnic newspapers reached a more targeted audience - The Granny Franny postcard reached every household in PDX - The 27 Things/Survey insert in the Curbsider went to every single-family household in PDX - E-mails were sent by BPS and the Mayor to thousands of PDXers, inviting them to participate	- The number and variety of neighborhood newspapers, their size req. and deadlines are tough to keep track of in the thick of things - Postcard format doesn't allow much space for all the info - Curbsider audience may have a hard time switching gears between recycling message and PDXPlan	- Need to buy more ads in more foreign language papers, and Observer, Just Out, etc. - Postcard message/image was offensive to some seniors; type too small and grey - Timing of Curbsider drop didn't quite jive with workshops
Website	Brand new website busted the POL format wide open and created a fresh interface for PDXPlan	Appeals to a much wider audience; easier to navigate; connects to social media and PCM	Not everyone uses the internet	
Portland Community Media	PCM filmed each workshop and broadcast four of them live, then replayed them all multiple times; cameras filmed the mayor as well as the small group discussions	- Many Portlanders tune into Channel 30 - A good alternative for those who could not attend a workshop	- At 2-1/2 hours, it's a lot of static television - Some locations did not allow for live broadcast - PCM is limited in its ability to do crawls and other enhanced viewing options	

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Initial Evaluation of Phase 1 Activities

Fall-Winter 2009-2010

Phase 1: “Where are we now” – Reviewing and ground-truthing the facts

Public involvement objectives for this project phase:

- Introduce the plan to people who have not been previously engaged, and re-enlist the participation of people who were involved in previous events
- Reinforce the lineage of the planning process (beginning with visionPDX and continuing through earlier Portland Plan phases up to the present), in order to emphasize that earlier involvement has not been lost
- Preview interesting information to spark people’s interest in deeper and continued involvement
- Obtain feedback from public to validate the factual basis on which the next steps of prioritizing will be based

LEVELS OF PUBLIC PARTICIPATION & MEASURES OF SUCCESS									
Approach	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Notify	Inform	Present	Interactive Activities
Workshops						√	√	√	
Overviews @ Group meetings							√	√	
Hosted Presentations							√	√	
Hard Copy and Online Surveys								√ soliciting input	
Special Outreach w/ Non-Geographic Groups						√	√	√	√
Special Events						√	√		√
Social Media							√		√
Website						√	√	√	
Portland Community Media							√		

Note: The table above is an example illustrating an evaluation of Phase 1 outreach and engagement approaches. The format will change as it will need to be expanded to include the measures for each goal area (as refined), and once the data is collected put into the table. The completed table will be presented in the next progress report.

Conclusion

The first phase for Portland Plan outreach and engagement has been focused on setting the framework and approaches and establishing goals and measures of success. This has also been an opportunity to work out the “kinks” and refine public involvement approaches (which will be evaluated for each phase of the Portland Plan)

This phase has also focused on notifying and informing as many members of the public as possible of the Portland Plan process and beginning the conversation on current facts about Portland and initial input on priorities for the future.

This has also been a time to rekindle relationships developed as part of visionPDX; and figure out cultural/non-geographic outreach and engagement following up from visionPDX.

There is always room for improvement and with valuable input to date from the CIC overall and the Outreach Subcommittee, along with staff and community insights from workshop evaluations, we have learned many lessons and will make adjustments accordingly into the next phase.

As this is the first progress report, it is the baseline for future reports. The next report will have a more detailed evaluation of measures of success. Staff will be working further with the Outreach Subcommittee to refine the measures of success for the outreach goals, such that we can successfully and meaningfully report on our successes.

APPENDIX A – COMMUNITY INVOLVEMENT COMMITTEE

Current members of the CIC as of October 30, 2009, include:

- **Paula Amato** – a Faculty Physician/Educator at OHSU, City Club member, Volunteer Physician at Outside In, and on the Board of the Gay and Lesbian Medical Association.
- **Judy BlueHorse Skelton** – a member of the Metro Citizen Community Involvement Committee and a Board Member of the Urban Greenspaces Institute, has also worked with visionPDX, the Native American Community Advisory as liaison with Portland State University Administration and was the Portland representative to the Oregon Indian Education Association.
- **Elizabeth Gatti** – has worked as a resolution facilitator for the Office of Neighborhood Development, provided community mediation services and is currently the owner of Wild Violet Productions, LLC, an organization focused on community enrichment in its many forms. She also serves on the boards of the Hosford/Abernethy Neighborhood Development (HAND) and the PTA of her children's school, as well as other community involvement committees.
- **Judith Gonzalez Plascencia** – is an architect working for Zimmer Gunsul Frasca Architects. She has also been a land-use planner for the Southeast Uplift Neighborhood program, an organizer/builder for the City Repair Collective and a community liaison with the Guadalajara Portland Sister Cities Association.
- **Anyeley Hallova** – is a partner with Project^ecological development, doing real estate development planning, project management, due diligence and marketing. She has also been a development manager for Gerding Edlen Development and an urban design associate with EDAW Inc. Currently, she is a volunteer with the Imago Dei Community Church, Portland, and is serving on the Adjustment Committee with the City of Portland.
- **Brian L. Heron** – is currently the co-moderator of the East Portland Action Plan Implementation Advocacy Committee which grew out of the East Portland Action Plan initiated by Mayor Potter in 2007. He is the pastor of Eastminster Presbyterian Church and has worked on or for multiple youth and family services and organizations in NE Portland.
- **Jason Long** – is a community planning specialist with the Native American Youth and Family Center. He has had an internship with the Office of Neighborhood Involvement and the Clackamas Community Land Trust. He is skilled in facilitation, problem-solving, consensus organization, data research and community involvement.
- **Shirley Nacoste** – has worked at Outside In, Gresham Rehab & Specialty Care, Wildwood Personal Initiatives and the Tualatin Valley Center. As a community volunteer, she is or has been an advisor on a City of Portland Budget Bureau Advisory Committee, a board member of Southeast Uplift, a member of the Center Neighborhood Association and treasurer for the NAACP, Portland branch.
- **Linda Nettekoven** – is ongoing volunteer efforts reflect her long-term commitment to helping groups and individuals find their "voice," whether in the workplace or the public policy arena. During her 10+ years in Portland Linda has channeled much of her volunteer energy into the City's neighborhood system. A long-time board member and officer of her neighborhood association and her neighborhood coalition, she currently serves as vice chair of the Hosford-Abernethy Neighborhood Development Association (HAND). With a background in health, community and organizational psychology, she helped to develop the City's Five Year Plan to Increase Community Involvement, serves on the City's Public Involvement Advisory Committee and has represented citizen concerns on several bureau/budget advisory committees. She is also a founding member of the Division Vision Coalition, a collaborative effort to revitalize SE Division Street.
- **Lai-Lani Ovalles** – joined the Planning Commission in July 2008. She has worked in the education and social justice field for over 10 years to bring youth and adults together for personal

and social transformation. As a community organizer, she helped engage individuals in the community through civic education and nonviolence activities in Washington, Oregon, California, New York, Florida, New Mexico, and New Zealand. She works with the Native American Youth and Family Center as the Indigenous Community Engagement Coordinator. She coordinates Native professional development, leadership initiatives and networking events, and staffs the work of the Portland Indian Leaders Roundtable.

- **Stanley Penkin** – is a native New Yorker who has been in the construction and building business for many years, Stan is currently “retired” but actively engaged in the development of green and sustainable infill projects in Portland. His educational background includes a BS in Civil Engineering and an MS in Urban Planning. During his six years in Portland, he has been actively involved in the community, including chairmanship of his HOA Board, board member of Portland Center Stage, co-founder of the Oregon Arts and Culture PAC (ArtPAC) and an avid supporter of the arts.
- **Rahul Rastogi** – is an emergency room physician and the director of the Regional Telephonic Medical Center for Kaiser Permanente. He volunteers his time serving as the national medical director for the Lance Armstrong Foundation's Livestrong Challenge Series at multiple events around the country. He also served as a panel speaker at the Portland Transportation Safety Summit 2008 and has been a member of the Last Regiment of Syncopated Drummers.
- **Peter Stark** –
- **Ryan Schera** – is a land use planner and on the board and land use committee for the Portsmouth Neighborhood Association. He has also volunteered at the Rebuilding Center and has a Bachelors degree in Community Development.
- **Howard Shapiro** – moved to Portland in 1973 after a 25-year career in marketing and broadcasting in Seattle. He is a member of the Portland Planning Commission, serves as vice chair of Albina Community Bank, and is a board member of Rejuvenation, Portland Center Stage, and Oregon Public Broadcasting.
- **Alison Stoll** – is a NE Portland neighbor for 27 years, Alison is the executive director of Central Northeast Neighbors, a nonprofit coalition of 8 neighborhood and 5 business associations in NE Portland. Her work with CNN has spanned 20 years, first hired as a crime prevention Coordinator. Alison serves on the Boards of RideConnection, a nonprofit providing rides for seniors and differently abled people in the Portland Metro area, Parkrose Business Association, the Alliance of Portland Neighborhood Business Associations (APNBA) and Grant Park Church. Alison is a 2007 Spirit of Portland Award Winner for Community Partnerships, holds a Chief's Forum Problem-Solving Award from Mayor Tom Potter and was presented with the American Mothers Leah Sauer Award for her work in the Community.
- **Angie Thompson** – is a program development specialist working for the Multnomah County Health Department, specifically as the community engagement coordinator for the Health Equity Initiative. She also is a Bridge Builders Organization Mentor of Youth, African-American high school students.

Community Involvement 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 Commission on Portlanders’ understanding, awareness and reaction to the Portland Plan as it progresses.
3. Recommend changes for outreach and public support for the Portland Plan as appropriate to stay flexible, responsive and transparent.

4. Provide guidance to and a sounding board for staff to test ideas, messages, information materials and exercises – with special attention to clarity, accessibility, and relevance to issues of concern to the public.
5. Utilize the member's connection to their respective networks as ambassadors for the involvement process in the community.
6. 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.

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APPENDIX B - PRINCIPLES TO FOSTER INCLUSIVE PUBLIC PARTICIPATION

This is a distillation of recommendations from visionPDX, Community Connect and other sources to apply to the Portland Plan public engagement process

1. **Tap “experts” and leaders within under-represented communities (including but not limited to immigrant and refugee populations, youth, people in generational poverty and people with a variety of disabilities) to know the best ways to effectively draw these groups into our planning process.** For example, to know how to effectively involve youth, we should consult with other youth. Our conventional public involvement techniques will continue to draw our usual participants; we will instead need to try new approaches and techniques to reach new audiences. We should consider contracting with organizations that work with under-represented groups to elicit their assistance in involving their constituents.
2. **Anticipate, identify and remove barriers to participation.** These may include logistical barriers (meeting location, time of day, lack of childcare, etc.) or psychological barriers (vocabulary, level of technical complexity, lack of diversity portrayed in presentation images, etc. In addition, it’s important to provide multiple ways for people to provide input, recognizing differences in comfort level and communication preferences. Recognize that not all Portlanders have internet access, so reliance on online communication may leave many Portlanders out of the process.
3. **Promote culturally-appropriate direct outreach and communication strategies.** These may include one-on-one relationship building, going where people already gather, building on existing networks, using customized approaches for different communities, providing translated materials and using alternative communication methods
4. **Build in the time and budget to carry out these recommendations.** Time and staff capacity are significant limitations to carrying out a fully inclusive public involvement program. To do this well requires building relationships over time, and designing individually tailored activities with diverse groups rather than relying on a few events that primarily attract mainstream participants.
5. **Provide education:** both to the public on the issues you’re working on and to staff on engaging and working with diverse audiences. Examples of the former: study circles, local issue forums, consensus conferences, charrettes, and other deliberative democracy techniques.
6. **Build meaningful, long-term relationships.** Bring people together with long-term collaboration in mind. Build relationships *before* crises hit. Build relationships with organizations so they can mobilize their own populations. [“It is very difficult to develop a relationship in the middle of a crisis” – Albina Ministerial Alliance board member Rev. T. Allen Bethel]