



Community Involvement Committee

Meeting Minutes

April 20, 2011

Committee Members Present: Paula Amato, Jason Barnstead-Long, Judy BlueHorse Skelton, Liz Gatti, Anyeley Hallova, Brian Heron, Linda Nettekoven, Stanley Penkin, Ryan Schera, Howard Shapiro, Peter Stark

Absent: Judith Gonzalez Plascencia, Shirley Nacoste, Lai-Lani Ovalles, Rahul Rastogi, Alison Stoll

BPS Staff: Sumitra Chhetri, Eden Dabbs, Alex Howard, Khalid Osman, Pam Phan, Deborah Stein, Marty Stockton,

Mayor's Office Staff: Raihana Ansary

Visitors: Jason Roop

WELCOME

The members of the Community Involvement Committee and Youth Planning Program (Pam Phan, Khalid Osman and Sumitra Chhetri) introduced themselves to each other: Sumitra gave a brief overview of the YPP and its involvement with the Portland Plan, describing how they engage youth in the planning process. She also talked about their experience attending the American Planning Association Conference in Boston, and sharing the Portland Youth Planning Program with representatives from other cities. Khalid mentioned their creation and use of youth-specific surveys as part of the planning process.

Jason asked how this process has inspired other engagement within their schools, communities, etc. Pam mentioned the youth audit of the Portland Plan Draft Strategies. Sumitra invited the CIC to stay in contact with the YPP as both groups move forward.

The CIC approved both the January and February minutes.

ANNOUNCEMENTS

Marty made the following announcements:

- Portland Plan Business Forum – Friday, April 29 from 7:30-10:00am; NW Natural, 220 NW 2nd Avenue, 4th Floor

Portland Planning and Sustainability Commission dates (all in Room 2500):

- Planning and Sustainability Commission briefing on **Portland Plan: Education**, Tuesday, April 26, 6:00 PM
- Planning and Sustainability Commission briefing on **Portland Plan: Economic Prosperity & Affordability and Healthy Connected Neighborhoods**, Tuesday, May 10, 12:30 PM
- Planning and Sustainability Commission hearing and recommendation on **Portland Plan: Factual Basis and Buildable Lands Inventory**, Tuesday, May 24*, 6:00 PM

*Note that the May 24 date has been changed to June 28th



Planning and Sustainability Commission dates are on the upcoming meetings for the draft strategies/initiative. BPS staff plus stakeholders will be presenting on the drafts. The May 24 (now June 28) hearing and recommendation will involve another set of revised background reports and the Buildable Lands Inventory (BLI).

Peter said that PBA is getting the word out about the Portland Plan Business Forum. He also helped define the difference between the Portland Business Alliance (PBA) and the Alliance of Portland Neighborhood Business Associations (APNBA.) Linda suggested taking flyers to the APNBA meeting on Monday. Marty responded that Barry Manning was planning on doing just that.

Paula suggested contacting the Portland Area Business Association. Jason said he has been involved in the NE, and he wanted to know the connection between the strategy and the Portland Development Commission's (PDC) Neighborhood Economic Development (NED) Draft. The next draft of the NED strategy will borrow from the Portland Plan. Jason said he has seen a lot of "20-minute" language in the NED draft.

Howard mentioned that Andre will be inviting the PDC to come to an upcoming Planning and Sustainability Commission (PSC) meeting. Deborah mentioned that the Northwest Industrial Neighborhood Association (NINA) has invited Bureau of Planning and Sustainability (BPS) staff to give a Portland Plan presentation. Anyeley asked about the connection to the cluster strategies and the Portland Plan. Both Marty and Alex stated that the clusters are in first area of focus in the Economic Prosperity and Affordability Strategy.

Peter made an announcement of submitting a proposal on the Tacoma Station.

CIC DECISIONS AND FOLLOW UP ACTIONS

CIC Application – update, status of announcement, contacting former applicants, Judy will be recruiting several students. Liz mentioned the PIAC. Brian asked who will be doing the interview. Jason brought up renters and conducting outreach to the larger residential complexes. Pam asked about having youth engaged at this level and the need for BPS staff and CIC to attend. Anyeley asked if references were asked for in the application.

Formation of CIC Selection Subcommittee was requested to review and rank applications in May. Anyeley, Stan and Paula volunteered.

PORTLAND PLAN FAIRS AND OTHER PHASE 3 OUTREACH DEBRIEF

Howard thought that it was very well put together. He thought having the Oregon Zoo Fair on a Sunday may have been a detractor to attendance. Stan was disappointed that only 90 people attended the fair. The main criticism was that there was too much going on, that it was overwhelming.

Jason went to the fairs at De La Salle High School and IRCO and felt that the inside effort was great, but felt the outside effort was lacking, due to poor parking options, pedestrian access and signage. Jason wondered how BPS's outside presence at other City events is. He stated that the documents were very technical and repetitive and that the average person would lose interest quickly and not read them.

Ryan said the De La Salle gymnasium was cold.



Brian was at the fair at Hosford Middle School. He felt that overall the energy was good, the information was overwhelming, but he did notice instances of community building during the fair.

Ryan said that the one of the small group sessions went over by 30 minutes.

Alex asked what people would think about providing one fair on each strategy to focus the conversation. Liz liked that this was more general and re-engagement was needed. She also thought that there was a nice atmosphere and the venue was not too overcrowded. Liz added that focusing topically would be a really good idea if decisions were being made.

Brian likened the fairs to Disneyland: it can be overwhelming, but it is generally a good experience. Some people want to be broad and some want to focus in.

Stan noted that a recurring response from fair attendees is that the material is complicated. To drill down on an individual topic is really a different thing. Having both options would be good. Peter said that he liked that you were able to pick and choose. He liked the back room within the Healthy Connected Neighborhoods breakout session where one could provide comments and draw on maps.

Judy said students ages 12-15 were having a good time. She loved the HCN activity and liked knowing that everything was available in the fair. She also liked the food.

Jason felt the options for involvement were very good and well done. He was not sure about narrowing each meeting to just one topic. He asked for more options for involvement in the literature and forms. A short easy one-pager in the fair component, followed by more complex material in the breakout rooms would make the most sense. Keeping open options is good.

Linda attended the Hosford fair and would like to echo the good feeling in the place in future events. She did feel however that it was too crowded at certain parts in the evening. She also received feedback that the posters had too much information, yet didn't break out key ideas. She pointed out that this community is in dire need of better meeting spaces. She polled the Neighborhood Association meeting afterwards, but didn't get much feedback about how the small groups went.

Howard noted that a common theme has been requests for more interactive exercises.

Linda asked if we got what we wanted from the fairs. Alex recommended that we set up the event to reengage at a smaller number of people talking about complex issues, rather than having a high number of general responses. Deborah mentioned that we are getting a lot of people out to the fairs that we have never seen before. There are those that say the number of surveys is the measure of success. Brian wondered if the low response rate is due to the public feeling fine with the drafts, as opposed to the large number of negative responses you would get if people were opposed to the plan.

Marty said the CIC Evaluation would be emailed out soon.

UPDATE ON PORTLAND PLAN PROCESS AND TIMELINE

Deborah mentioned that outreach events and levels of public outreach will go on now through the end of September. Marty gave a brief overview of Phase 3 outreach with specific attention to large employers, DCL partners and community organizations. She added that there would be a quieter public phase from May 15 through July 15.



Alex stated that we need this time to focus on Community Partner outreach (school districts and Multnomah County etc.) Jason asked about environmental outreach and how do we decide on summer outreach events. Marty and Deborah responded that we match the purpose to the event. May 15-July 15, then July 15-September 30, the individual pieces will come together. Our purpose is to get it out there. Brian asked when we were meeting with community partners. Deborah and Alex said they were meeting right now, and that meetings would be ongoing.

Anyeley asked when there would be physical changes proposed within the strategies or upcoming planning processes. Alex stated that the Healthy Connected Neighborhoods strategy will have some, but will also still be more conceptual.

Peter shared that when he attended the fair, he asked Zoo attendees if they had heard of the Portland Plan. Peter thinks attending these summer fairs and building awareness would be recommended. Alex responded that staff has been working 18-months and they are burning out. Deborah mentioned that we still don't have a youth-friendly piece of material. Liz asked if we could create a bookmark souvenir that teased future events.

Howard advised going for the "less is more" approach. The aim should be to plant the seed, let people know that something is happening, in the vein of This American Life. We should create something provocative. Anyeley added that a good example of this is the Timbers billboards.

Ryan did not see the Beerfest.

Deborah mentioned that the draft Plan would be arriving around July 15th, and that a more formal process would start in September and October.

Anyeley asked if there was budget for a billboard. Alex answered there was not.

Deborah said that she will further develop the summer outreach list. Linda asked that we connect with coalitions to have them include Portland Plan materials at their information tables.

Judy said that she will be at the PSU Earth Day in the Park Blocks and City Repair Earth Day and could take a Portland Plan kit to each event.

COMMUNICATIONS UPDATE

Eden said that we are moving to a quieter phase, following all the massive marketing and outreach for the fairs. We are publicizing the PSC work sessions and PP Business Forum event. She gave a quick recap of Phase 3. the website has been completely reorganized to make sections more visually appealing and invited CIC members to check out the website. Portland Community Media was at each fair and have put together a montage of the fairs. They have also put together a script for Mayor Adams to include in the video. Eden said she got a good feeling from the footage.

Eden added that there is another video we are still in the conceptual phase for. There is an existing contract with the videographer. We need to determine when to push video use leading up to the draft plan or following the adoption. We should shift from "we need your input" to "we got your input." We are looking to put a teaser on the test market or on the final version.

Peter stated this video should occur when the plan is still a draft and while there is still an opportunity for public comment. Liz asked what the shelf life would be. Eden said the segments could be used



following the adoption, and that she is seeing what she wanted to see in there and will trust the content.

Linda asked what kind of involvement we want in the Comp Plan. Eden responded that this is a big question.

Howard said it is always more interesting talking about something that is coming rather than something is already here. Where's Granny Franny? Her image was very provocative. Liz noted that there is always the other side: children, and the beginning of life.

Eden stated that in this Phase, we did more with radio, OPB and El Rey than ever before. We focused more on broadcasting rather than print.

Ryan asked about the Comp Plan, when the next update will happen.

Deborah responded hopefully soon and that the same staff is working on the Portland Plan that will work on the Comp Plan. But, that BPS is feeling very stretched right now.

Jason said we should stay focused on benefit for the buck. We should stay involved in involving other people, and tie in previous efforts to create synergy with future efforts.

Peter mentioned Beerfest. He said there are lots of breweries and asked if we should create a Portland Plan seasonal beer. Howard added the line, "something's brewing...." Peter said this is very Portland

Liz said we should use whatever video we come up with to continue. Eden said the images are iconic. For example, here is cool Portland, neighborhoods, economy and education. Liz added that she liked us using the Flip cameras. Eden said we have built capacity in the Plan that lives on beyond. The DCL partners help us implement the plan. Anyeley voiced concern about the open ended continuum. This time was unique. Eden said the surveys represent the final time to comment to before the draft Plan is finalized.

Howard asked to differentiate between the plans and come back out Granny Franny (the lady on the Portland Plan postcards.)

Peter, Ryan and Linda all stated they are here because of the Comprehensive Plan Update.

UPDATE ON GRANTS TO DCL PARTNERS

Howard said that equity is the essence of the Portland Plan, and that everything moving forward should be viewed through the lens of equity. Peter wanted to add to the current draft definition of equity. Deborah mentioned that NAYA is putting forward the NW Health Foundation's definition of equity. Howard stated that at the May meeting, "what equity means to you" should be defined by the CIC and this should be taken back to the Equity TAG.

Deborah gave a DCL update, stating that CIO is preparing a line-by-line review and that at her meeting with them they appreciated the draft equity preamble, but wanted to see how equity is being infused throughout the plan. Deborah also shared that NAYA, the Portland Indian Leaders Roundtable and the Latino Network helped with the design for the Portland Plan Fair at De La Salle.



Deborah shared the staffing list of the District Liaison's relationships with non-geographic communities.

COMMENTS FROM THE PUBLIC

Jason Root introduced himself to the CIC.

NEXT STEPS

The next CIC meeting is as follows:

- **Wednesday, May 18, 8:00-10:00 a.m., Rm. 7A (7th Floor, 1900 Bldg.).**

CIC Decisions and Follow up Actions

Regarding Howard's request to focus on Equity and it's relation to the Portland Plan at the next CIC meeting; Alex asked if using an outside facilitator would be ideal. No one felt that was necessary. Equity TAG members are to be invited.

Meeting adjourned.