

# Community Involvement Committee

## Meeting Minutes

April 21, 2010

**Committee Members Present:** Paula Amato, Judy BlueHorse Skelton, Liz Gatti, Judith Gonzalez Plascencia, Anyeley Hallova, Brian Heron, Jason Long, Linda Nettekoven, Lai-Lani Ovalles, Stanley Penkin, Howard Shapiro, Peter Stark

**Absent:** Shirley Nacoste, Rahul Rastogi, Ryan Schera, Alison Stoll

**Staff (BPS):** Tom Armstrong, Brett Bauer, Debbie Bischoff, Eden Dabbs, Eric Engstrom, Clay Neal, Deborah Stein, Marty Stockton, Jeri Williams

**Visitors:** Leslie Esinga, Rachel Tillman

---

### Welcome – Howard Shapiro

Deborah opened by making a quick announcement that the Mayor planned to make a video for a brief introduction to the Equity piece of the phase II workshops. The videographer crew might be here shortly to interview CIC members on the questions, “why does equity matter?” and “what role do you play?” Also, Deborah announced that the Coalition for a Livable Future would be having a discussion session on the intersection between public health, land use planning and affordable housing April 29<sup>th</sup> from 2-4:30 at the 3<sup>rd</sup> floor of PSU’s Smith Union. Please RSVP if interested.

Howard noted that we do have a quorum today.

Marty announced that the business workshop has been scheduled for May 17<sup>th</sup> and will be at KEEN’s headquarters. Howard asked if it would be publicized.

Deborah announced that other events would be hosted by our five DCL partners and that staff is continuing to reach out to other organizations. Marty added that an event was scheduled at NAYA on Thursday, June 3, at 1:30 – 2:30 for seniors, sponsored by Elders in Action. Additionally, staff would be tabling events at summer festivals, street fairs, Sunday Parkways and homeownership fairs. Stan asked if all these events could be listed in one place.

Judy added that an Earth Day event was being held this Saturday at Washington High School. This was a successful event for Vision PDX. She asked if there would be a Portland Plan presence there. Linda mentioned the village building events that City Repair put on are highly worthwhile.

### Amendment to the Bylaws – Stan Penkin

The Executive Subcommittee has discussed amending the bylaws such that the CIC can have up to 18 members, as we currently do not have that many. Brian raised the point that perhaps language should be added to set a minimum number of members required for the CIC. Something that says, “...but no less than...” Howard noted that we are currently required to have 3 planning commission members on the CIC, but there is still some question as to why. Otherwise, Howard saw no objections to the language.

Stan made a motion to amend the bylaws to read, "...up to 18 members, but no fewer than 14..." The motion was seconded and approved.

Liz asked what happens if we fall below 14 members.

### **Planning Commission and Periodic Review – Eric Engstrom**

There are steps in Periodic Review we must follow:

- Task 1: Establish a public involvement review process. We've done this with the CIC.
- Task 2: Establish the facts. We've done this with the background reports, which we will submit in late 2010.
- Task 3: Establish and analyze alternatives. This will be done in 2011.

There is one sub-task we should add in between Task 1 and 2. After each phase, the CIC should make statements about their observations and present them to the Planning Commission.

After hearing from members that they have not had time to fully develop the observations into a presentation, Howard proposed that we postpone the presentation for Planning Commission tentatively scheduled for June. Eric noted that there is one more CIC meeting in May, prior to the June Planning Commission meeting. Marty added that the Executive Subcommittee had chosen to cancel the May meeting. Howard said we should have a clear direction of what we want to report, and that perhaps a committee should be appointed to prepare the report. Eric added that the impetus of doing this in June is so staff has the time to make adjustments to the process as recommended by Planning Commission. Howard recommended that we re-instate the May CIC meeting to review the Planning Commission Report and have the Outreach Subcommittee draft the report from the Outreach Progress Report. The meeting will be a one-agenda-item-meeting held May 19<sup>th</sup> from 8:30 am until 10 am.

Marty asked if all CIC members could complete the Progress Report Questions and return them by Friday.

### **Update on partnership with Office of Neighborhood Involvement and the Diversity & Civic Leadership Partners – Deborah Stein**

Each DCL partner will receive a grant to conduct their own outreach effort as best they see fit. IRCO, NAYA, CIO, the Latino Network and the Urban League will be participating. This covers the cultural groups, but we still do not have agreements with other groups, such as the disability community, the elderly, the business community and the affordable housing contingent. We are working to establish relationships with these groups and find out what works best for them. Howard reminded us not to forget the youth community. Deborah noted that we do have a youth program that has been conducting outreach to the youth community. Linda asked if the youth program would be in the budget next year. Deborah responded that we do not know at this time. Guest, Rachel Tillman, noted that there are private youth organizations the City could leverage, as well as schools and universities. Eden added that we have done presentations to the PSU freshmen inquiry classes.

## **Draft Measures of Success – Portland Plan Public Involvement Phase I Report – Debbie Bischoff**

We are working on the Progress Report from the Measures of Success. Input from the CIC is very important to the quality of the report. Lessons have already been learned, we have adjusted our strategies, but there is still room for improvement.

### **Phase II Workshops – Tom Armstrong**

The Workshops are coming up. We will focus the participants into one action area. Two discussions will occur; one on the action area directions and objectives, a second discussion that is focused on equity issues. We'll have a facilitator guide for each of the discussions. There will be a facilitator and an expert-note taker at each of the groups. Facilitators are mostly City staff with some community volunteers that have gone through ONI's Resolutions NW training. The expert-note takers are mainly BPS staff from the Technical Action Groups (TAGs), with some additional assistance from other City bureaus and partnering agencies. Each group will try to come up with three questions that get at whether or not these are the goals & objectives that are pertinent. Paul asked if we are still asking people if there are any objectives missing. Tom replied that we'll keep that in mind, but we have time constraints to consider. Jason added, sometimes a person can get stuck on one issue and try to weave it into every discussion. Anyeley suggested we list all objectives up front.

Kristin thought the term direction was perhaps not the best choice. Eric responded, the word direction has been heavily vetted and the Mayor is particularly attached to the word. Brian added, perhaps we could add language explaining what we mean by direction.

Paul thought if the mayor, or someone, can walk everyone through the format that could be very helpful to the facilitators. Anyeley asked if we need 20 minutes for Portland Plan update information. This seems like it could be done in 5 minutes. People like me would lose interest at that point. Tom felt that we needed to give background to those who didn't come to the first phase of the workshops. Peter thought that perhaps we could ask, at each meeting, how many people made it to a First Phase workshop. Anyeley wanted to clarify that we're asking, "are these the right objectives?" Howard noted that we're collecting data and that this should be announced at the workshops.

Stan wondered why we need 35 minutes for the Welcome and Introductions. Tom responded that this time includes the issue corral and sign in process. Jason said to make sure it's clear they have other avenues to make their comments heard.

Linda and Howard noted that the CIC needs to see this kind of information earlier so staff can have more lead time to effectively use CIC.

Tom said the second piece of the workshop will be the equity piece. Equity will be defined and several reports will be presented to show disparities. The discussion groups will come up with 3 or 4 disparity facts for each action area. Paul suggested having the Mayor lay out why we're having this equity discussion. Also, the ground rules should be highlighted. Howard noted that the facilitators will be important in this discussion. Judy pointed out that the Mayor may want to look at Oregon United as a history and background for the equity piece. Lai Lani said people need to see the statistics on Equity. Paula suggested that some slides be added about immigrants.

Howard asked if there are any other comments on the workshops. Additional comments can be sent to Tom in the next 48 hours.

### **Communications Update – Eden Dabbs**

The website has been updated and the business survey is included. A Portland Plan flyer has been translated into 4 languages; Russian, Spanish, Simplified Chinese and Vietnamese. A meeting was convened with the Portland Plan Partners' Public Information Officers (PIOs) on the partner kit. Key messages for the Portland Plan were discussed. A recap video is being produced for phase I. We will have door prizes at the phase II workshops and we're soliciting for donations from local businesses. There is also potential for a Twitter contest. Howard asked if we're getting any brand recognition. Staff seemed to think we were. Eden added that we're partnering with an artist about an acupuncture public art display.

Howard said any other comments can go to Marty. Our next meeting will be a one agenda meeting.

Guest, Rachel, stated that entrepreneur communities that are not within the City boundaries can feel left out. Leslie added that other communities are not getting the message.

Debbie added that if there are groups people know of that we're missing in our outreach, please tell us and provide contact information for the groups when available.

### **Next Step(s)**

The next CIC meeting is as follows:

- **Meet as full committee on Wednesday, May 19, 8:30-10:00 a.m., Rm. 7A (7<sup>th</sup> Floor, 1900 Bldg.)**

Meeting adjourned.

### **Attachments**

The following documents should be considered part of the minutes for this meeting:

CIC Bylaw Amendment - DRAFT  
CIC Phase I Evaluation  
Facilitators Guide - Portland Plan Phase II  
Phase II Workshop DRAFT Presentation  
Phase I Public Comment Summary Memo  
Prosperity and Business Success Handout

02/08/10 DRAFT

## Portland Plan Community Involvement Committee (CIC)

### AMENDMENT TO BYLAWS

Article 4 of the bylaws is hereby amended to add the following language:

To the end of the first sentence of the first paragraph (Qualifications): **Three (3) of those members** shall be representatives of the Planning Commission as appointed by the President of the Planning Commission.

To the end of the third paragraph (Adding New Members): The addition of a new member to replace a Planning Commission representative shall be as appointed by the Planning Commission President. An application, interview and vote do not apply to such members.

#### CURRENT LANGUAGE:

##### 4. MEMBERSHIP

Qualifications: CIC consists of eighteen (18) members representing the diverse communities of Portland including racial/ethnic, gender, age, religious, and socio-economic diversity, none of whom may hold public elective office. The Chair shall be a member of the Portland Planning Commission.

Terms: CIC members shall serve for a period of three years commencing July 8, 2009 or until such time as the Portland City Council takes final action on the Portland Plan or until such time as may otherwise be determined by CIC. Members of the Committee who wish to resign before completion of the project shall provide a written letter of resignation to the CIC Chair.

Adding New Members: If a CIC member is no longer able to serve on the committee or the Mayor's office or BPS feels that adding a member is crucial to the ongoing viability of the committee, a membership sub-committee will be convened with the sole purpose of evaluating appropriateness of the potential member. Each potential member will be asked to complete an application, identical to the one that all existing members were asked to complete. The sub-committee will interview and make recommendations regarding the potential member(s) to the committee as a whole at the next scheduled meeting and a vote will be taken. A majority of members must vote yes, for the member to be included.



## **Community Involvement Committee Evaluation of Phase 1 Outreach and Engagement**

1. Please provide us with your comments on Portland Plan outreach and engagement efforts for Phase 1 (Fall 2009-end of March 2010). Please tell us what you liked about these efforts and make suggestions for improvement for us to consider in Phase 2 work.
2. To help us complete the Phase 1 progress report we need you to describe how you as a CIC member and Portland Plan Ambassador have assisted us in our engagement efforts including capitalizing on your existing relationships in the community.
3. Please provide us with any other comments or suggestions. (You may use the reverse side of sheet for comments)

**Thank you for your commitment to and participation on the Portland Plan Community Involvement Committee!**

# Portland Plan Phase II Workshops – Facilitators and Note Takers Guide

## *DRAFT VERSION*

### Greetings Portland Plan Phase II Facilitators and Note takers,

Thank you for playing an important role in the Phase II of the Portland Plan.

The Mayor has said, “the Phase Two series of Portland Plan workshops will be about setting direction — identifying our goals and choosing targets that will help us meet them. These workshops will include group discussions about the nine action areas in the Portland Plan as well as a special discussion around the issue of equity. I look forward to an open conversation about how this city can become known as much for equal opportunity and access as it is for its sustainable practices and quality of life.”

To support you in your role, we have prepared this guide. Please scan the guide below and let us know if you have any questions. Please review both the facilitators and note takers sections below – since the two of you will be working as a team, it will be important to know each others roles. This guide includes:

- A. Facilitators Guide
- B. Note Takers Guide
- C. Small Group Agenda – Part One: Opening & Objectives
- D. Small Group Agenda – Part Two: Equity
- E. Debrief

## A. Facilitators Guide

### Do!

- **Facilitate** – Foster an environment where participants feel excited and comfortable participating.
- **Be Curious** about what your participants are saying.
- **Empathize** – Convey you hear their emotions in relation to what they’re saying.
- **Validate** – Repeat back their key words what you heard them say. Don’t paraphrase.
- **Clarify** – Ask clarifying questions if you are not sure you have understood their point completely.
- **Actively reflect back** – “What I heard you say is...”
- **Look for nodding for agreement** to know whether or not you’ve got it right, watch for the participants nodding/agreement, and if they are not responding, ask for clarification, “Did I get that right?”
- **Work in partnership with your note taker** – Keep an eye out and help your note taker when needed. Slow down the conversation if needed, or keep a mental tally of what comments need to be recorded still.
- **Actively greet and welcome people**
- **Listen more than you talk** – This conversation and experience is for participants, the less you need to speak, the better!
- **Keep an eye on the notes** – Accurate note taking is one of the most important ways that participants will feel they are being taken seriously and that their participation will make a difference.

## Portland Plan Phase II Workshops – Facilitators and Note Takers Guide

### *DRAFT VERSION*

- **Body language** – Be self-aware. Make sure that your body language is open and welcoming toward participants, e.g. keeping your arms unfolded, facing the participants, leaning forward with interest, etc.
- **Include those that aren't speaking** – Encourage comments from those that have not spoke yet, by saying “Is there a comment from anyone who hasn't spoken yet?” or by calling on specific people.
- **Cultural sensitivity** – Be curious and aware of any potential cultural or power dynamics at your table (age, gender, race, language, etc) and be cautious of anyone being spoken over repeatedly, etc.
- **Be Kind**

#### **Don't!**

- **Wear your city staff hat.**
- **Answer questions on the content of the Portland Plan** unless it is crucial and is causing a barrier for the conversation to move forward without further information.
- **Use jargon or acronyms** – Build an inclusive environment and ask people to explain acronyms or jargon. Avoid using it yourself.

## **B. Note Takers Guide**

#### **Do!**

- Listen
- Record
- Ask the facilitator for help if you missed a comment. Ask the facilitator to repeat back what the key point was.
- Make eye contact with the participant whose comment you are recording to see if they are in agreement with how you captured their thought. Do this after each comment.
- Use their exact words – while you don't have to write everything the person said – record the key, significant words that they used and their key point.
- Use quotation marks around anything that was a direct quote (this will help us with analysis later).
- Place checkmarks by any comments that more than one participant agreed with.
- Record any feeling/emotion words the participant expressed. “strongly dislikes”; “hates”; “loves”, etc. (participant will feel more heard if their emotion was captured in addition to the comment.)
- Title your chart paper, and write page numbers for the consecutive order.

#### **Don't!**

- Provide your expertise or information – unless it is crucial for the conversation to become unstuck and move on.
- Try to interpret or translate what the person said.
- Let your expertise influence how you record – record what you hear!



## Portland Plan Phase II Workshops – Facilitators and Note Takers Guide

*DRAFT VERSION*

### C. Small Group Agenda – Part One: Opening and Objectives

- 1. Portland Plan Intro and Context:** The Portland Plan presentation will set the context for the plan. This discussion will immediately follow the presentation.
- 2. Icebreaker (2-3 minutes):** Give each person around the table/in the group an opportunity to introduce themselves – start as facilitator by modeling how to keep the intro short. If any participant goes on too long, gently remind the remaining participants that you encourage keeping their descriptions short.
  - Name
  - Professional, volunteer or other affiliation, if any
  - In 6 to 8 words or less, list the top most important things to you about Portland.
- 2. Explain Discussion Purpose (1-2 minutes):** In this part of the workshop, we’re going to talk about the proposed objectives and directions we have for this action area: (name area).
  - **Objectives** are goal statements. They are things we want to make happen by 2035
  - We’ve grouped the objectives into categories called **directions**
  - **Directions** are groups of related objectives. They are a way of organizing our conversation.
  - If people ask, **“where did the objectives come from?”** The objectives and directions are based on what the community said in visionPDX, community input from the Portland Plan workshops last fall and the background research staff completed last year.

We are going to discuss the following questions:

- **Are these the right objectives? Are these the goals we want to achieve?**
- **If so, what are some actions we can take to make these things happen?**
- **Which ones do we think are the most important?**

Toward the end of our discussion, there will be an open mic period. If we want to share something we discussed with the larger group, we should have an opportunity, but it isn’t required.

- 3. Introduce Ground Rules (1-2 minutes) –** Keep copy on table/clipped to the chart
  - **Read ground rules aloud or ask for a volunteer**

## Portland Plan Phase II Workshops – Facilitators and Note Takers Guide

### *DRAFT VERSION*

- Listen carefully and speak honestly.
  - Respect the views of others.
  - Critique issues, not people or organizations.
  - Allow everyone to speak without dominating the conversation; *Share the Air*.
  - Take responsibility for the success of the discussion.
  - Listen to and consider all concerns.
- **Ask: Are there any other ground rules?**

#### 4. Part One: Objectives (35 minutes)

- **Getting started...**
  - Ask everyone to take moment to read the directions (**page 2** of each handout), and figure out which direction they want to talk about first.
  - We may only have time for one or two directions, depending on the depth of conversation, so we want to make sure the group talks about what they think is the most interesting or important first.
- **Group picks first direction**
  - Ask each group member which direction they'd like to talk about first.
  - Start with the one most people chose.
- **Read objectives in chosen direction aloud** – Facilitator should read aloud or ask members of the group to read aloud each of the Today and 2035 statements for the chosen direction.
- **Get the conversation going...** Start with Objective A. Pose questions:
  - **Is this the right objective? Is this a good goal? Did we hit on the right issues?**
  - **If so, what could we do to make this happen? What actions could we take?**
  - **If not, where are we off the mark?**

*<<Repeat for each objective within the direction>>*

- **Rank objectives** – Pose questions: If you had to rank the objectives in this direction, which one do you think is most important?

*<<Facilitator moves on to the next direction...>>*

- **Open mic (10 minutes)** – The mayor will go around the room and ask groups if they have anything they would like to share (optional to share).

**D. Small Group Agenda – Part Two: Equity Discussion**

**1. Mayor’s Intro & Context Setting:** Help us brainstorm how to tackle an inequity in your action area. Brainstorm ideas and solutions for equity. There is an actual inequity for each action area. Each table has an “equity lens” (*prop: a paper image of a magnifying glass with questions written on it*) they apply to their issues. (i.e. a set of questions asked for each issue brought up.)

**2. Explain directions:** In this part of the discussion we will examine and work on an actual disparity that exists in Portland. We will then also examine the current objectives under our action area to consider how equity plays a role. Finally we will brainstorm any other disparities you are aware of in our action area.

**3. Introduce the Equity Lens Questions:** Guide the group through digesting these questions. Ask for people to read them aloud. Ask if anyone has any clarifying questions.

**How do we ensure that everyone:**

- **Has access to opportunity?**
  - *Who has access? Who doesn’t? Why?*
- **Shares the benefits and burdens of Portland’s growth and change equitably?**
  - *Who is benefitting? Who is not? Why?*
- **Is involved as a full and equal partner?**
  - *Who is involved? Who is not? Why?*

**4. Disparity example:** Once the group understands the questions, direct them to look at the disparity for your action area (listed below). Ask them to begin answering the equity lens questions as the note taker records.

**5. Look at the Objectives for your action area again, this time with an equity lens:** Which ones address equity? What new ideas do we have?

**6. Brainstorm other disparities in this action area:** What are other issues of equity/disparities in this action area? How can we apply the equity lens?



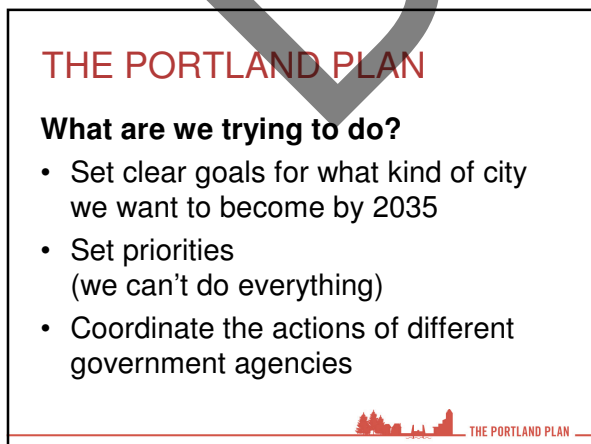
### Phase II Workshops Agenda - Setting Direction

- Welcome and Introduction
- Portland Plan Update
- Action Area Group Discussions
- Equity Discussion
- Wrap-up



### Phase II Workshops Agenda - Setting Direction

- Welcome and Introduction
- Portland Plan Update
- Action Area Group Discussions
- Equity Discussion
- Wrap-up



### THE PORTLAND PLAN WILL BE OUR STRATEGIC PLAN FOR THE NEXT 25 YEARS

City of Portland | Metro | Multnomah County  
Portland State University | Oregon Health & Science University  
Portland Public Schools | Parkrose School District  
Centennial School District | David Douglas School District  
Reynolds School District | Worksystems, Inc.  
Portland Community College | TriMet | ODOT  
Mt Hood Community College | University of Oregon  
Portland Development Commission | Housing Authority of Portland  
East Multnomah Soil & Water Conservation District  
West Multnomah Soil & Water Conservation District  
Multnomah County Drainage District No. 1

### Federal and State Partners

- Federal**
  - Dept. of Housing and Urban Development (HUD)
  - Environmental Protection Agency (EPA)
  - Federal Highway Administration
  - US Fish and Wildlife Service
  - General Services Administration (GSA)
- State**
  - Oregon Dept. of Business Development
  - Oregon Dept. of Environmental Quality (DEQ)
  - Oregon Dept. of Human Services (DHS)
  - Oregon Dept. of Transportation (ODOT)



THE PORTLAND PLAN

### NINE ACTION AREAS



- Prosperity & Business Success
- Education & Skill Development
- Arts, Culture & Innovation
- Sustainability & the Natural Environment
- Human Health, Food & Public Safety
- Equity, Civic Engagement & Quality of Life
- Design, Planning & Public Spaces
- Neighborhoods & Housing
- Transportation, Technology & Access



THE PORTLAND PLAN



### Equity Applies To Everything

**Equity** is where everyone has access to opportunities necessary for satisfying essential needs and advancing their well-being.

*Coalition for a Livable Future Regional Equity Atlas*




THE PORTLAND PLAN

### The Portland Plan

**Building the plan ...**

PHASE 1 NOVEMBER - FEBRUARY	PHASE 2 MARCH - MAY	PHASE 3 JUNE - SEPTEMBER	PHASE 4 OCTOBER - DECEMBER
WHERE ARE WE NOW? (THE FACTS)	WHERE DO WE WANT TO GO? (SETTING DIRECTION)	HOW DO WE GET THERE? (STRATEGY BUILDING)	WHAT DO YOU THINK OF IT? (THE DRAFT PLAN)
9 ACTION AREAS	OBJECTIVES TARGETS BARRIERS	SYNERGIES TRADE-OFFS PRIORITIES	THE PLAN HAS: OBJECTIVES TARGETS
GROUNDTRUTHING AND CROWDSOURCING	DRIVERS OF CHANGE POTENTIAL SOLUTIONS		DRIVERS OF CHANGE QUICK STARTS POLICY DIRECTIONS PARTNERSHIPS



THE PORTLAND PLAN




### The Portland Plan

Nov/Dec 2009 Phase I Workshops  
 Groundtruthing and Crowdsourcing

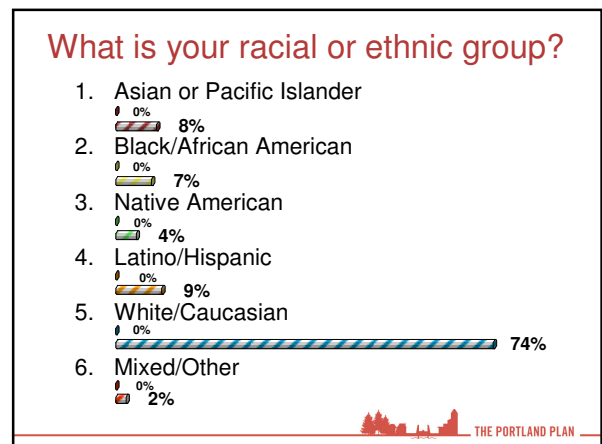
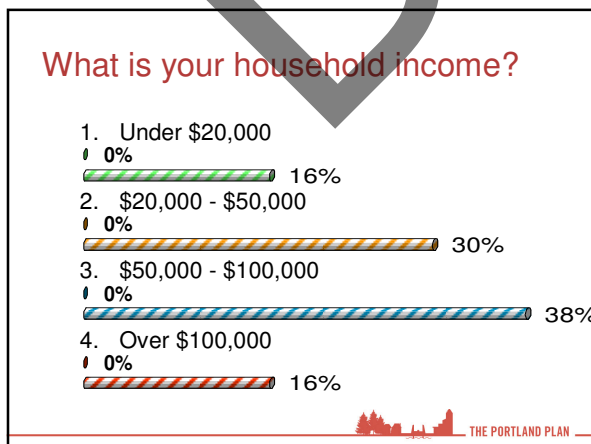
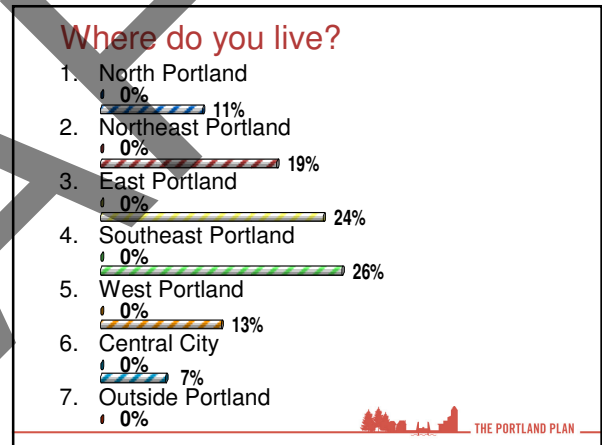
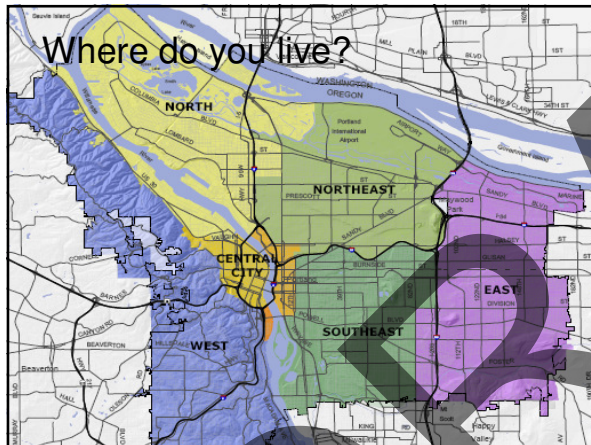
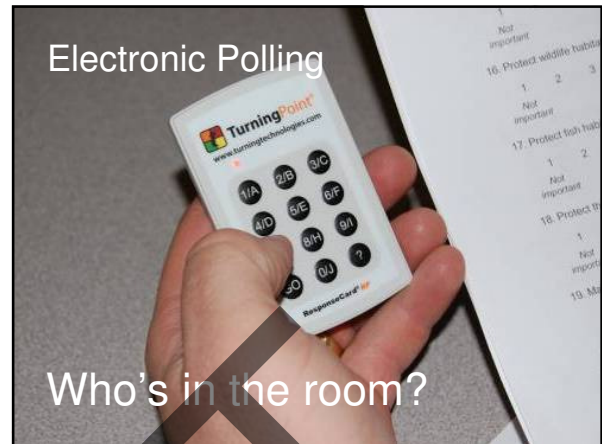
Apr/May 2010 Phase II Workshops  
 Where do we want to go?  
 Setting Direction

Sept 2010 Phase III Workshops  
 How do we get there?  
 Strategy Building

Jan 2011 Phase IV Draft Strategic Plan



THE PORTLAND PLAN





## Phase 2 – Setting Direction



- Define Objectives
- Identify Actions



## What is an objective?

- A clear goal for what kind of city we want to become by 2035
- Measurable – how do we define success?



## Phase II Workshops Agenda - Setting Direction

- Welcome and Introduction
- Portland Plan Update
- Action Area Group Discussions
- Equity Discussion
- Wrap-up



## Action Area Discussion Groups



## Action Area Discussion Groups



Review the draft objectives

- Are these the right objectives?
- What actions do we need to take?
- What is your priority?



## What did you learn?





### Phase II Workshops Agenda - Setting Direction

- Welcome and Introduction
- Portland Plan Update
- Action Area Group Discussions
- Equity Discussion
- Wrap-up



### Equity: What does it look like?

- Everyone has **access to opportunities**.
- The **benefits and burdens** of growth and change are shared across our communities.
- Everyone is **involved** as full & equal partners in public decision making.

Coalition for a Livable Future

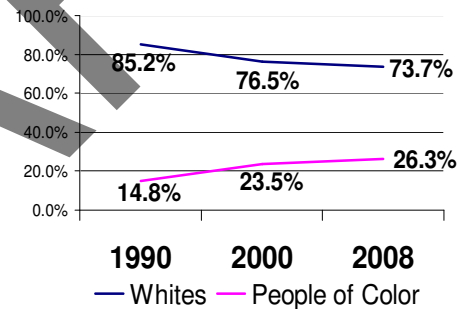


### Equity Factors

- **Ethnic/Racial**  
 Communities of Color, Immigrants
- **Socioeconomic** - Poverty
- **Gender and Sexual Orientation**
- **Ability** - physical and mental
- **Generational** – youth and elderly
- **Geographic**



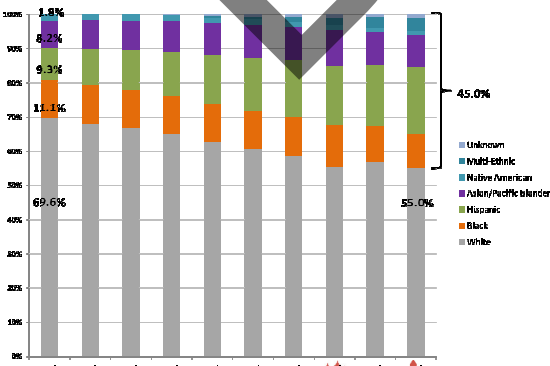
### Communities of Color in Multnomah County



from Coalition of Communities of Color



Race/Ethnicity of Students in Public Schools, Multnomah County

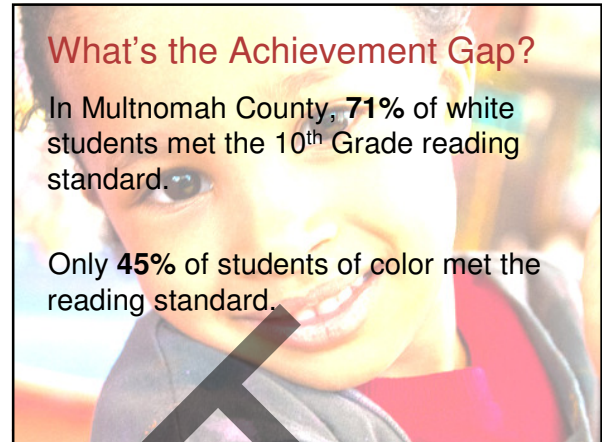




### How many children live in poverty in Multnomah County?

- 12.5 % of white children
- 41% of African American children
- 46% of Native American children

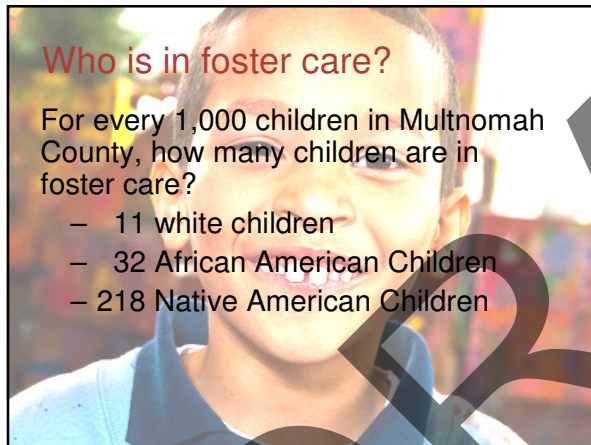
Overall 33% of our children of color are living in poverty.



### What's the Achievement Gap?

In Multnomah County, 71% of white students met the 10<sup>th</sup> Grade reading standard.

Only 45% of students of color met the reading standard.



### Who is in foster care?


For every 1,000 children in Multnomah County, how many children are in foster care?

- 11 white children
- 32 African American Children
- 218 Native American Children

### Income Disparities

In 2008, White households in Multnomah County had a median household income of **\$53,000**.

The median income of households of color was **\$37,500**.



### Socioeconomic Disparity



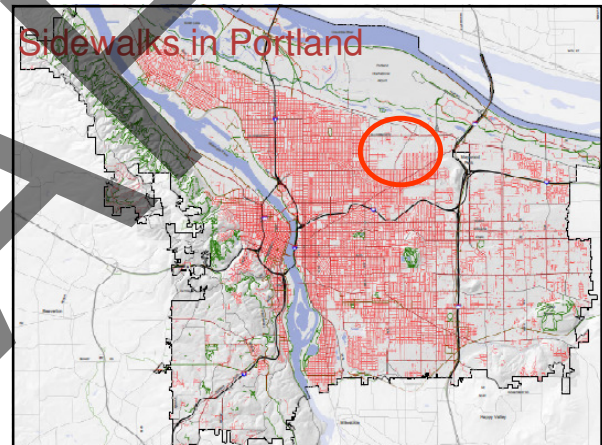
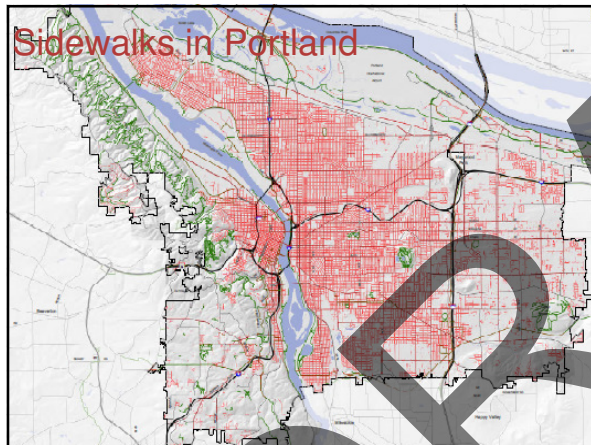
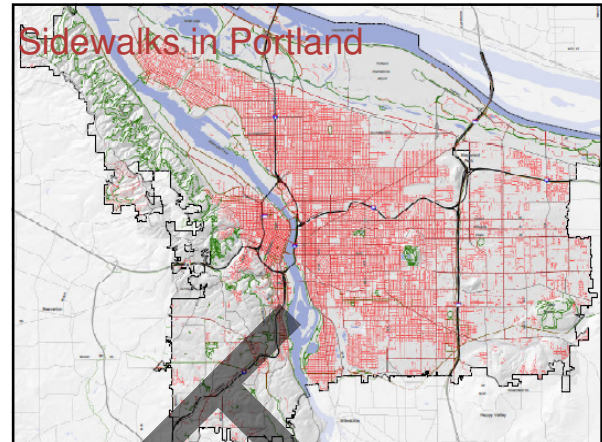
### Gender and Sexual Orientation Disparity



## Age and Disability Disparity




THE PORTLAND PLAN



## Equity works

- Examples of successful initiatives toward equity:
  - Today's community speaker
  - Green jobs



THE PORTLAND PLAN

## Addressing our challenges through an "equity lens"

How do we ensure that everyone:

- Has access to **opportunity**?
- Shares the **benefits** and **burdens** of Portland's growth and change equitably?
- Is involved as a full and **equal partner**?



THE PORTLAND PLAN

### Addressing challenges through an “equity lens”

- Acknowledge historic disparities
- Prioritize resources and investments
- Evaluate strategies and actions in terms of who benefits from them.
- Actively involve communities that historically have been excluded from the decision-making process.



### Equity Challenge: Education

In Multnomah County, **71%** of white students met the 10<sup>th</sup> Grade reading standard.

Only **45%** of students of color met the reading standard.



### Action Area Discussion Groups



### Action Area Discussion Groups



Review the Equity Challenges:

- What can Portland do to create equity in your action area?
- What are some first steps?
- What are some other related disparities or equity issues?



### What did you learn?



### Phase II Workshops Agenda - Setting Direction

- Welcome and Introduction
- Portland Plan Update
- Action Area Group Discussions
- Equity Discussion
- Wrap-up







## WAYS TO STAY INVOLVED

- Show up and participate in a workshop
- Take the new Phase 2 survey
- Submit additional comments online at PDXPlan.com
- Talk to your friends and neighbors
- Organize a community meeting
- Participate in the next round of workshops



### Take the Phase 2 Survey

### Learn more about your city

### Help Get The Word Out Phase II Community Workshops

**Save the Date**

Monday April 26 6:30-9:00 pm	Thursday April 29 6:30-9:00 pm	Saturday May 1* 10:00 am- 12:30 pm	Monday May 10 6:30-9:00 pm	Saturday May 15* 10:00 am- 12:30 pm	Tuesday May 18 6:30-9:00 pm
<b>SOUTHEAST</b> Central Catholic High School 2401 SE Stark Street	<b>NORTHEAST</b> Beaumont Middle School 4043 NE Fremont Street	<b>NORTH</b> University Park Community Center 9009 N Foss Avenue	<b>CENTRAL CITY</b> University of Oregon - White Stag Block, Rooms 142 & 144 70 NW Couch Street	<b>EAST</b> David Douglas High School 1001 SE 155th Avenue	<b>SOUTHWEST</b> Jackson Middle School 10625 SW 35th Avenue

### How did we do?

Please fill out a **Workshop Evaluation card** before you leave.

### What will we do with your comments?

Technical Action Area Groups (TAGs)  
Portland Plan Advisory Group (PPAG)  
will discuss your ideas and help us develop  
a draft strategy for September

Community Involvement Committee (CIC)  
will evaluate ideas to improve our process



### The Portland Plan

Nov/Dec 2009 Phase I Workshops  
Groundtruthing and Crowdsourcing

Apr/May 2010 Phase II Workshops  
Where do we want to go?  
Setting Direction

Sept 2010 Phase III Workshops  
How do we get there?  
Strategy Building

Jan 2011 Phase IV Draft Strategic Plan



### How to stay involved:

- [www.pdxplan.com](http://www.pdxplan.com)
- Twitter: [@PDXPlan](https://twitter.com/PDXPlan) | [#PDXPlan](https://twitter.com/PDXPlan)
- [www.facebook.com/PDXPlan](https://www.facebook.com/PDXPlan)

### How to contact us:

- Contact your District Planner:  
Matt Wickstrom  
503-823-2834
- Email: [PDXPlan@portlandoregon.gov](mailto:PDXPlan@portlandoregon.gov)





City of Portland  
Bureau of  
**Planning and  
Sustainability**

Sam Adams, Mayor  
Susan Anderson, Director

**Planning**

1900 S.W. 4th Ave., Ste. 7100  
Portland, OR 97201-5350

Phone 503-823-7700  
FAX 503-823-7800  
TTY 503-823-6868

**Sustainability**

721 N.W. 9th Ave., Ste. 195  
Portland, OR 97209-3447

Phone 503-823-7222  
FAX 503-823-5311  
TTY 503-823-6868

[www.portlandonline.com/bps](http://www.portlandonline.com/bps)

An equal opportunity employer

Printed on recycled paper



**M E M O**

April 20, 2009

To: Portland Plan Community Involvement Committee

From: Tom Armstrong

**Subject: Phase I Workshops Survey Results Summary**

This memo is a summary of the survey results from Phase I of the Portland Plan process. The results are based on instant polling results from the community workshops held in November and December 2009 as well as online and mail-in survey results submitted through March 31, 2010. Attached are charts showing the results for each type of survey (workshop, online, mail) and the combined results.

- Over 900 people signed in at the workshops.
- Over 1,600 people attended 75 community presentations.
- Over 8,200 surveys were submitted – 4,800 by mail and 3,400 online.
- Survey respondents tended to be more affluent and not as ethnically or racially diverse as Portland as a whole. The smaller community group meetings increased participation in underrepresented communities.

**Where do you live?**

		2008
Phase I	Portland	
9%	11%	North Portland
20%	19%	Northeast Portland
16%	24%	East Portland
25%	26%	Southeast Portland
19%	13%	West Portland
2%	7%	Central City
3%		Outside Portland
6%		No Response

**What is your race or ethnicity?**

		2008
Phase I	Portland	
2%	8%	Asian or Pacific Islander
1%	7%	Black/African American
<1%	4%	Native American
2%	9%	Latino/Hispanic
81%	74%	White/Caucasian
5%	2%	Mixed/Other
8%		No Response

*Note: Central City was undercounted due to zip code overlap with surrounding districts.*

**What is your household income?**

		2008
Phase I	Portland	
10%	16%	Under \$20,000
23%	30%	\$20,000 - \$50,000
36%	38%	\$50,000 - \$100,000
21%	16%	Over \$100,000
10%		No Response

**Do you have children at home?**

		2008
Phase I	Portland	
21%	25%	Yes
76%	75%	No
4%		No Response

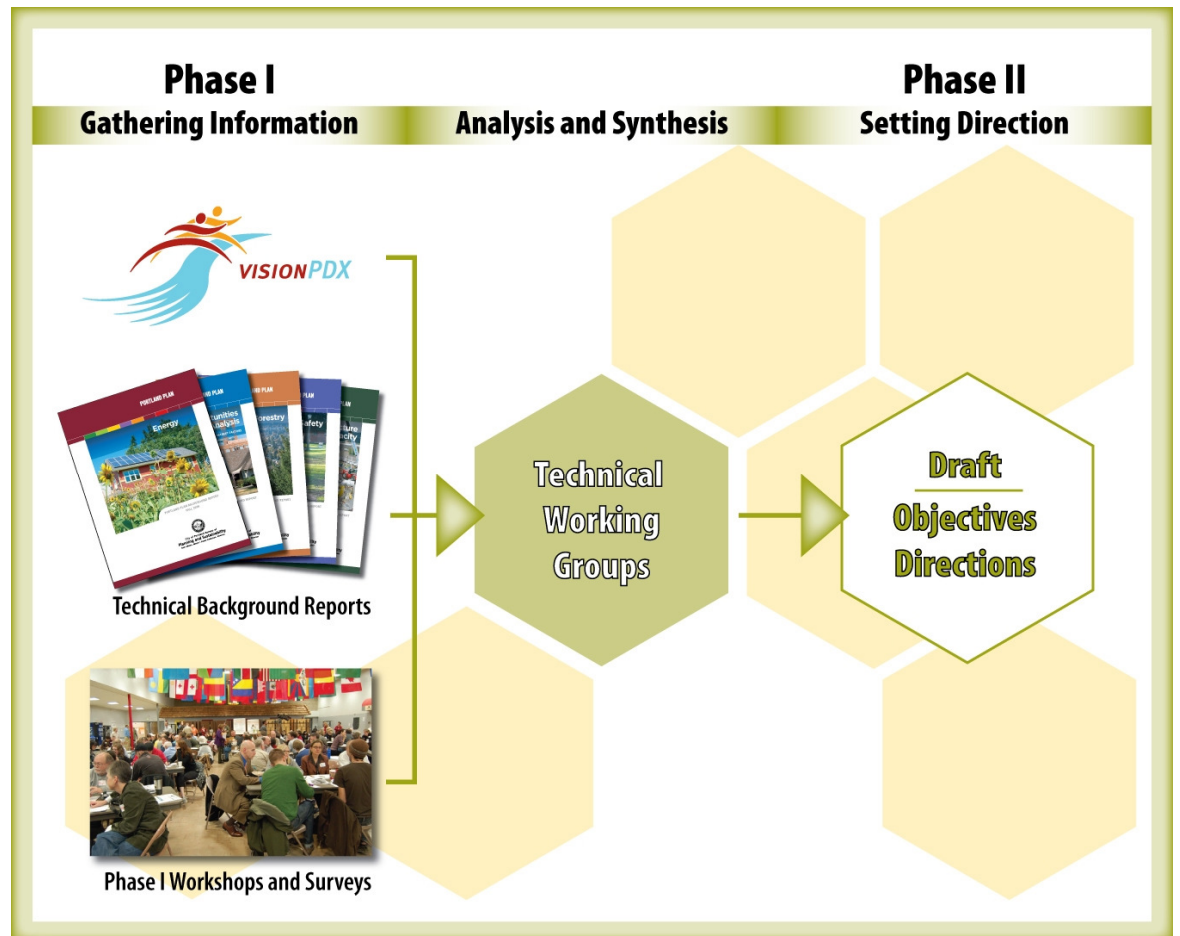
- In general, the responses to the polling questions were consistent between the different formats (workshop, online, mail).
- Over the next 10-25 years, what do you think will be the most important issue facing Portland?
  - Prosperity, Business Success & Equity – 20%
  - Education & Skill Development – 19%
  - Sustainability & the Natural Environment – 19%
  - Human Health, Food & Public Safety – 11%
- The survey format allowed for open-ended comments for the “other” choice and the online survey include space for additional comments. Over 22,000 individual comments were received. Here are some key themes from the comments:
  - Business success will drive the success of Portland. Without a strong economy and jobs, Portland will not have the resources for other goals and programs.
  - Portland is known as a tough place to do business – it needs a more business-friendly approach.
  - Education is the key to prosperity. A well-educated workforce will attract businesses.
  - Portlanders overwhelmingly care about healthy watersheds (rivers, streams, and habitat).
  - Sustainability and prosperity are not polar opposites. Portland needs to find a way to be green and employed.
  - Weatherization and solar panels have strong interest, but is cost prohibitive for many and needs to be more accessible to renters.
  - Strong support for more arts education for children and activities in neighborhoods.
  - A lot of interest and support for more affordable access to events and museums.
  - Portlanders like their trails and greenways and access to nature.
  - A lot of people have access to a grocery store, but would like better access to farmers markets, community gardens and home gardening.
  - When it comes to civic engagement, many people feel the City needs to do a better job of listening to what people want and earlier engagement in decision making.
  - We must reach out to the residents of East Portland to make them feel they are a seamless, integrated, and respected part of Portland.
  - Although density is important, we need to keep focus on the unique character of neighborhoods to help maintain a high quality of life.
  - We need to focus on equity and access to affordable housing for those people who are being priced out of Portland.
  - Walkability was a strong theme in the responses, whether it involved improving neighborhood business districts, deciding where to live, or spending priorities for Portland’s limited transportation funds.



- With climate change actions and peak oil, walkability and access to transit will play a big role in neighborhood livability in the future.
- People want alternatives to the automobile, but it is an option not a mandate. Some people, especially the elderly, families with small children, and people with disabilities, are not physically able to walk, bike or take transit.
- More people would take transit if it provided a more direct service and extended hours. Buses provide more flexibility than light rail.

In addition to reading the written comments, the text was put into a computer application to create a “word cloud” – a picture of the words where the size of the text is based on the relative frequency of the word (attached).

The Phase I results were combined with findings from the visionPDX process and the background reports as the starting point for the Action Area technical working groups in the development of the draft objectives that will be the basis for discussion in Phase II (see figure below).



**Prosperity, Business Success & Equity**

**Q1: What should Portland's priority be for creating jobs over the next 25 years?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	
7%	9%	12%	10%	A. Market our products and services to other countries and regions
14%	22%	20%	20%	B. Assist neighborhood businesses
10%	15%	12%	13%	C. Improve public infrastructure
5%	5%	10%	7%	D. Provide worker training programs
29%	23%	23%	24%	E. Invest in basic education
15%	15%	11%	13%	F. Drive innovation with higher education partnerships
7%	11%	10%	10%	G. Other
13%	1%	4%	3%	No Response

**Q2: Portland should increase public investment in economic development, with a priority to create jobs.**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	
20%	27%	-	26%	A. Strongly agree
32%	41%	-	39%	B. Agree
21%	20%	-	20%	C. Neutral
12%	6%	-	8%	D. Disagree
3%	5%	-	5%	E. Strongly Disagree
11%	1%	-	3%	No Response

**Q3: What should Portland's priority be to improve neighborhood business districts?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	
19%	16%	21%	19%	A. Market districts and recruit businesses
9%	13%	13%	13%	B. Invest in storefront improvement grants
45%	50%	38%	43%	C. Improve walkability and access to business districts
11%	12%	14%	13%	D. Change the business license and other fees
6%	8%	9%	8%	E. Other
11%	1%	0%	2%	No Response

**Q4: Over the next 25 years, what do you see as the biggest threat to your household budget?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	
-	29%	20%	24%	A. Job stability
-	13%	8%	10%	B. Housing costs
-	5%	15%	11%	C. Heating and utility costs
-	2%	1%	1%	D. Transportation costs
-	32%	38%	36%	E. Health care costs
-	7%	4%	6%	F. Education costs
-	11%	10%	10%	G. Other
-	1%	2%	2%	No Response

*Most of the "Other" comments referred to higher taxes and out-of-control government spending.*

**KEY THEMES FROM COMMENTS**

Without a strong economy and jobs, Portland will not have the resources for other goals and programs.

Education is critical - a well-educated workforce will be attractive to businesses.

Portland is known as a tough place to start or do business and needs to be known as a more business-friendly city by: creating tax incentives for new and existing businesses to expand, reducing taxes and fees, and reducing regulations.

Need to support our local, small businesses.

A concern that a focus on local neighborhood businesses will be not produce living wage jobs, therefore we need to recruit larger businesses.

Portland is greatest strength is our livability and a key asset in recruiting businesses. Walkability and mixed use development is important.

Need more parking in downtown and some neighborhood business districts. Don't be anti-car.

Public safety, especially the homeless, is a negative factor for the downtown business environment.

Strong support for a sustainable economy and "green collar" jobs.

The underfunding of our higher education system and a lack of a partnerships between higher education and businesses is a serious weakness.

**Education & Skill Development**

**Q5: What is the most important action Portland can take to improve high school graduation rates?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	
33%	36%	36%	36%	A. Recruit and retain great teachers
5%	5%	3%	4%	B. Provide better facilities
7%	7%	8%	8%	C. Provide more after school programs
9%	8%	11%	9%	D. Involve businesses in schools
20%	17%	19%	19%	E. Provide more mentoring programs
15%	25%	20%	21%	F. Other
11%	2%	0%	2%	No Response

**Q6: Over the next 25 years, many schools will need to be renovated and some rebuilt. What improves your neighborhood school need the most?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	
7%	8%	7%	7%	A. Warm and dry buildings
34%	37%	32%	34%	B. Modern technology and classrooms
2%	2%	4%	3%	C. Improved access and security
13%	16%	16%	15%	D. Upgraded energy efficiency
21%	13%	14%	14%	E. Expanded community uses
7%	18%	16%	16%	F. Other
16%	6%	0%	4%	No Response

**Key Themes from Comments**

We will not thrive as a city without our schools.

Lower class size, pay teachers a better wage, believe in our teachers and neighborhood schools, and have teachers teach students - not teach to the tests.

Provide more options for different educational routes. Too many students get bored with a narrowly defined educational path that doesn't promote their individual personalities and talents.

Make high schools more equal in their course offerings, staff, safety, and standards, and the drop-out rate will decrease.

The greatest need that Portland's school system needs is options for high school students: we need trade schools. Not every student should have to go to college in order to make a sustainable living.

Provide "vocational" training options. Not everyone is headed to college for various reasons.

Provide more mentoring programs and involve businesses in schools, they are the ones that will be doing the hiring.

Mentoring and after school programs give "at risk" children a better opportunity for staying out of trouble.

Our schools are in crisis because we now teach to take standardized tests.

Nothing about life and business is like a standardized test.

Find ways to protect creative teachers from the threat of standardized testing destroying the joy in learning

All of these things need to be done, but not through higher taxes. Instead, the money that currently exists needs to be prioritized, with K-12 education at or very near the top of the priority list.

The reality is that Portland schools are underfunded in general. You need to ask Portlanders to pay more in taxes to be able to improve existing facilities and upgrade technologies in the classroom.

Longer school years, more teacher prep time, better facilities & equipment -- all take money.

Getting community buy-in to better funding is the necessary first step, unfortunately a hard one.

Assist parents in supporting and taking a more active role in their child's life.

Involve parents, they play a huge role!

Recruiting and retaining great teachers means that teachers need to be paid based on merit NOT on longevity.

Bring competition to education. Let families choose where their education dollars are spent, through vouchers, opportunity grants, more easily formed and funded charter schools.

The key to success in the classroom is smaller class sizes!

Downsize the administrative cost of operating the school district. Management is too costly and too heavy and more money should be used for direct services.

Have a longer school day and longer school year.

You can't get and retain great teachers, provide better facilities or after school programs or more mentoring programs without more funding.

Pay teachers more, decrease the number of students in classes, and offer more extracurricular activities that keep students' naturally creative minds alive.

Portland Increasing the general level of economic opportunity in Portland will lower the drop-out rate.

Portland should be concentrating on affecting the things over which it has some control - provision for affordable housing, stable neighborhoods, economic opportunities for families. The graduation rate is probably highly linked to poverty. Remove barriers to economic growth, wealth creation.

Leave the schools to the school board and concentrate City resources on city responsibilities.

**Arts & Culture**

**Q7: What is your most important arts and culture need?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	
3%	5%	6%	5%	A. More space to practice and perform
35%	32%	23%	28%	B. More activities and arts education for children
26%	25%	27%	26%	C. More public art and activities in my neighborhood
5%	5%	6%	5%	D. More places for exhibitions and performances
8%	15%	13%	13%	E. More world-class events
9%	16%	15%	15%	F. Other
14%	3%	0%	2%	No Response

**Key Themes from Comments**

Why are you comparing Portland to Seattle? They aren't the same.

Portland does a very good job providing Arts & Culture options. No need to do more, or less.

Focus on a stable and growing economy before you worry about arts funding. The government should not be funding this, it should be funded by private groups and non-profits.

Portland should provide more funding to support the strategic and financial development of our existing non-profit institutions - theater, museums, etc.

Education - Students with a rich arts and culture background are more successful in every way when they grow up.

Affordability - make events accessible to people of all income levels. The cost of our arts and culture are really high compared to the income levels.

More opportunities for communities of color to participate in the arts. Culture isn't just about ballet and opera.

**Sustainability & the Natural Environment**

**Q8: What one aspect of Portland's natural areas do you care about most?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	
26%	25%	26%	25%	A. Access to nature
3%	4%	5%	5%	B. Flood and landslide protection
50%	59%	53%	55%	C. Healthy watersheds (rivers, streams and habitat)
7%	5%	10%	8%	D. Enhanced property values in my neighborhood
2%	5%	5%	4%	E. Other
12%	1%	0%	2%	No Response

**Q9: What should be local government's primary role in protecting the natural environment?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	
24%	33%	32%	31%	A. Acquire and restore natural areas
35%	31%	29%	30%	B. Regulate to protect streams and trees
9%	11%	12%	11%	C. Help people restore their own land
17%	14%	18%	16%	D. Educate about the value of natural resources
3%	10%	7%	8%	E. Other
13%	2%	0%	2%	No Response

**Q10: What is one new thing you are most willing to do to reduce energy use to help combat climate change?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	
24%	14%	12%	13%	A. Buy "green power" from utilities or install solar panels
35%	24%	31%	27%	B. Weatherize and improve home energy efficiency
9%	19%	14%	17%	C. Walk, bike and take transit for more daily trips
17%	7%	8%	8%	D. Eat more fruits and vegetables and less meat
3%	18%	24%	21%	E. Use long-lasting goods rather than disposable ones
0%	16%	8%	11%	F. Other <i>Most responses are "All of the above."</i>
13%	2%	0%	2%	No Response

**Key Themes from Comments - The Natural Environment**

There are no healthy people without healthy watersheds.

It's a system that needs to function holistically, and we need to recognize and plan for being a part of the environment.

People need to be able to access nature. For people to care about preservation, they have to be able to develop an appreciation for it.

Access to nature and healthy watersheds are not mutually exclusive. Create green pockets that offer access to nature and mitigate our impact on the environment at the same time.

Increased understanding of and protection for the environment will prompt groups and individuals to care for and nurture our natural resources.

Promote the preservation and development of natural areas, parks, community gardens in low-income neighborhoods.

Portland's largest impact on natural resources is due to population increases.

Local government is involved in enough things, they need to start changing what is really important to the people -- creating more jobs, law enforcement, etc.

**Key Themes from Comments - Sustainability**

Sustainability and prosperity do not have to be polar opposites. We need to harness Portland's creative energy to create a better future. Let's find a way to be green AND employed!

Portland's status as a national and world leader in sustainability is under threat. Other regions are catching up. We need to be bold.

Weatherization or installing solar panels has strong interest, but it cost prohibitive for many. Many renters are interested in these improvements but need education and incentives for property owners to take on these projects.

The impact of our choices about food make a big difference and is much more far-reaching than just individual health. The city should develop strategies to promote organics, vegetarian/veganism, local growers and distributors, community gardens, etc.

Transportation and neighborhood design (i.e. affordable, attractive density) are where Portland can really reduce CO2 emissions and meaningful approach sustainability.

The city can help most by investing in transportation infrastructure, including walkability, bike paths, improved bus service, urban planning to make businesses closer to homes.

Some expressed skepticism about climate change and our ability to respond, with some people wanting to focus on adapting to changes, rather than reducing our carbon footprint.

There is also skepticism about "green power" - can they trust that it is "green".

**Human Health, Food & Safety:**

**Q11: What part of Portland's park system do you value most?**

Workshop	Online	Mail	Total	
23%	29%	33%	30%	A. Natural areas
6%	7%	9%	8%	B. Playing fields, courts and pools
4%	6%	5%	5%	C. Playgrounds
34%	37%	30%	33%	D. Trails and greenways
12%	8%	13%	11%	E. Community centers, programs and classes
6%	3%	1%	3%	F. Public plazas
2%	9%	6%	6%	G. Other <i>Most response are "All of the Above"</i>
12%	1%	3%	3%	No Response

**Q12: What does your community need most to improve access to healthy food?**

Workshop	Online	Mail	Total	
7%	6%	4%	5%	A. More grocery stores
22%	18%	20%	19%	B. More affordable grocery stores
14%	17%	19%	18%	C. A farmers market
20%	19%	17%	18%	D. Community gardens
18%	22%	20%	21%	E. Support for home gardening
6%	16%	13%	13%	F. Other
13%	3%	0%	2%	No Response

**Q13: For you, what is the hardest part of maintaining a healthy lifestyle?**

Workshop	Online	Mail	Total	
46%	45%	34%	39%	A. Time and discipline for exercise
3%	6%	8%	7%	B. A place to exercise
1%	1%	2%	1%	C. A full service grocery store
12%	10%	15%	13%	D. Cooking healthy meals
19%	22%	19%	20%	E. Stress – not enough time to relax
7%	12%	15%	13%	F. Other
13%	2%	0%	2%	No Response

**Q14: Local governments should consider health impacts equally or greater with economic and environmental impacts.**

Workshop	Online	Mail	Total	
42%	41%	55%	49%	A. Strongly agree
28%	35%	11%	22%	B. Agree
10%	14%	11%	12%	C. Neutral
5%	4%	6%	5%	D. Disagree
2%	4%	11%	4%	E. Strongly Disagree
12%	2%	7%	8%	No Response

*Note: Mail survey used a 7-point scale that has been adjusted to the 5-point scale.*

**Key Themes from Comments**

All of it! Thank you, Portland, for having awesome parks!

Trails and greenways can be for fitness, commuting, and access to community centers and schools.

The variety of Portland's park system is what makes it a livable city. I wouldn't want only playgrounds, or playing fields but to have valued natural areas and greenways without the other use areas also doesn't make sense.

We need public plazas in each neighborhood. A gathering place where people can congregate for farmer's markets, demonstrations, education, and art.

The single most important part of our park system is the proliferation of beautiful neighborhood parks within walking distance for almost every resident.

Dog parks - but not a bare lot with a fence.

Public health is good for the economy and good for the environment.

A lot of people that have good access to grocery stores would like better access to community gardens and support for home gardening. A healthier grocery store than Safeway or Fred Meyer's.

Our neighborhood has access to healthy food, but it is important to have this access throughout Portland.

Healthy food needs to be more affordable. We need education programs about how to eat healthy on a budget.

Being bike and pedestrian friendly also helps our health.

I don't think it's the city's job to give me access to healthy food. Once again, bigger problems need to be tackled before the city worries about my diet.

**Quality of Life, Civic Engagement:**

**Q15: With which of these groups are you most involved?**

Workshop	Online	Mail	Total	
22%	12%	14%	14%	A. Place-based groups (neighborhood association, block watch, etc.)
21%	32%	19%	24%	B. Interest groups (Friends of Trees, Urban League, BTA, etc.)
7%	11%	8%	9%	C. School-based groups(PTA, academic)
9%	10%	17%	14%	D. Cultural groups
15%	11%	12%	12%	E. Business, trade or professional groups
7%	7%	9%	8%	F. Sports or recreation-based groups
6%	14%	11%	12%	G. Other
13%	3%	10%	7%	No Response

**Q16: What is your most preferred way to comment on public issues?**

Workshop	Online	Mail	Total	
30%	9%	12%	13%	A. Attend a public meeting
11%	9%	48%	30%	B. Fill out a written questionnaire
11%	10%	13%	12%	C. Write or call elected officials
26%	53%	15%	30%	D. Online surveys
8%	11%	4%	7%	E. Comment on websites, blogs, Twitter and Facebook
4%	6%	5%	5%	F. Other
11%	2%	0%	2%	No Response

**Key Themes from Comments**

Public Involvement

Surveys - Sometimes it is hard to find the time to go to meetings, so it is nice to have the web option to take the survey.

Surveys - Online surveys such as this, with plenty of options/space for additional comments are a vast improvement on public meetings, most of which seem carefully scripted to present an official viewpoint rather than to obtain valued input.

Meetings - I don't like public meetings because people tend to grandstand or moan on about irrelevant details.

Meetings - I try to attend public meetings so I can hear what others are saying about a given issue. However, since there is never enough time for everyone to speak, I appreciate the opportunity to provide written feedback afterwards.

Meetings - It is important to get people out of their cars, away from their tv/computer and interacting with real, live people/neighbors. Portland is good at this.

Meetings - Public meetings in this city are almost always carefully scripted with outcomes predetermined.

Social Media - I would add other collaborative online tools, such as wikis, google docs, etc.

Social Media - Don't forget that new media technologies further widen the digital divide.

**Key Themes from Comments**

Volunteering

I could do much more, and I believe the opportunities for volunteering could be much better represented on Portland's web site.

I do things for the community without participating in "groups".

I'm surprised you don't list "religious groups" as a category.

Care for the developmentally disabled and other adults who need assistance.

I have no time for volunteering because I'm: a full time student; work two or three jobs, or have small children.

**Key Themes from Comments**

Civic Engagement

Any method is fine so long as someone listens. Many meetings look like they'll be valuable but the city staff have already made up their minds or are too far down the pike to change anything.

E-mail and phone access to all public officials should be much easier than it is. Our elected officials do not answer letters or take phone calls.

As a 4th generation Portlander, I often feel like the City wants to get opinions from everyone else but the long-time residents. For once, I'd like for my opinion to count, too.

During the next 25 years, we MUST assist the residents of East Portland to feel that they are a seamless, integrated, and respected part of Portland.

The city should do a better job at reaching people who rent. Renters have ideas, comments, and concerns, but often they feel left out of the discussion.

Civic engagement is a right, and responsibility. I fear most citizens have neglected the responsibility portion of that equation. Alternately, our elected and appointed officials are deficient in effective listening to the electorate and assisting that electorate in how to effectively participate.

Portland is great with how much opportunity there is for public involvement. Keep up the good work and the transparency!

I have taken part in several groups run by the city and was overall disappointed in the process. End users of the process were not represented as well as special interest groups that benefitted from the process.

**Design, Planning & Public Spaces:**

**Q17: In deciding where to live during the next 25 years, which factor is most important to you?**

Workshop	Online	Mail	Total	
35%	37%	31%	34%	A. Walking distance to stores and restaurants
14%	13%	14%	14%	B. Walking distance to public transit
8%	11%	8%	10%	C. Close to where you work
8%	8%	6%	7%	D. Close to quality schools
13%	13%	19%	16%	E. Attractive neighborhood
7%	15%	18%	16%	F. Other
14%	2%	0%	2%	No Response

*Many responded "All of the above" or indicated "A and B"*

**Key Themes from the Comments**

Although density is an important factor in improving the health of the city, Portland's residential feel should also not be cast aside. Focusing on maintaining and increasing the character of neighborhoods will help maintain quality of life.

I generally agree with the principle of a range of housing choices in a neighborhood, but it's not appropriate to put different housing types in the same block or area. So have higher density near the business district. Don't change the character of the neighborhood for the people who live there.

Portland's traditional neighborhoods are Portland's greatest strength. The policy of dense-packing these neighborhoods, presuming that the arterials are "sacrifice areas" to density is detrimental to the quality of design.

Contemporary building designs often are too large and do not respect the urban context in which they are built, especially in the older inner neighborhoods.

Walkability and access to public transit will play a huge role in this day of declining oil, focusing on neighborhood livability with access to good schools, healthy food, green energy, and local businesses is a key to ensuring the prosperity of the Portland metro area.

We must concentrate on building and refurbishing accessible, affordable, and environmentally-friendly housing at a much higher density than what we have now, clustered around businesses, markets, and parks. This means a denser, more efficient public transportation network, walkable connection routes, and bicycle facilities.

Affordability is a big factor - walkable neighborhoods with successful stores and restaurants have higher price tags.

I can't afford to live in an "attractive" neighborhood. Most affordable neighborhoods in Portland are unattractive.

With only 41% of Portlanders living a 1/2 mile from neighborhood biz districts there's a lot opportunity for more infill development with mixed use buildings.

We MUST assist the residents of East Portland to feel that they are a seamless, integrated, and respected part of Portland.

With an emphasis on infill (development up, not out), upward price pressure on our existing stock of single-family occupancy housing will continue to increase dramatically; likely outpacing many families' incomes. To ensure the long-term vitality of our city, we must provide for young families in our neighborhoods.

A safe place to where the crime is low and a person doesn't have to worry about leaving their house in the morning.

Overall livability, safety and maintenance of property values.

With improved streets/sidewalks/bikeways, the real estate values also increase which translates (eventually) to increased property tax revenue. It's a long term/livability investment. Improving the walkability and bikeability of neighborhoods is vital to the future of our local business economy.

Taxes and intrusive regulation of private property. I have lived here since 1964 but cannot support the intrusive planning and zoning measures currently in effect.



**Neighborhoods & Housing:**

**Q18: All neighborhoods should have a range of housing choices – type, size and affordability.**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	
43%	41%	-	42%	A. Strongly agree
19%	26%	-	24%	B. Agree
10%	14%	-	13%	C. Neutral
11%	11%	-	11%	D. Disagree
4%	7%	-	6%	E. Strongly Disagree
14%	1%	-	4%	No Response

**Key Themes from Comments**

We need to focus on more affordable housing in Portland, especially because lower income peoples are being priced out of Portland and moving further and further out of the inner core. With our focus on sustainability, we will need to focus on equity and access to opportunity for those people who have been "priced out" of Portland.

With a median family income of \$47,000, buying a new home in Portland is a hard fought goal for families at or below the MFI. Grants or other sources to get people into homes to increase housing stability would be a good goal for PDX.

When you propose adding a mix of housing to any specific neighborhood, you will hit a wall of vehement opposition. Until people understand how they benefit from diverse housing choices in their neighborhood, they will continue to fight letting anyone in who doesn't seem to be just like the people already there.

All neighborhoods don't have to have everything, but everyone should have a home and all neighborhoods should have access to quality public facilities.

While all categories of housing should be readily available in a wide range of neighborhoods, some housing options are more realistic in some areas than in others. Don't over-generalize.

I agree with the goal of providing a mix of housing to some extent, but it is very important to allow neighborhoods to retain their character. Thus, new types of housing must be carefully placed in existing neighborhoods to avoid dramatically shifting the look and feel of a neighborhood.

The "range of housing choices" needs to maintain respect for the look and feel of the neighborhoods affected and address effect of more density on schools, streets, public places.

While I believe high-density housing is a necessity, it should not be forced infilled into historic neighborhoods. I do not want apartments or townhouses or rowhouses built into existing neighborhoods which are a completely different style of housing. Tall infill houses and skinny houses are ugly.

Most architecture in Portland is very conservative, traditional...very predictable. It'd be great if there was a way that the City could encourage appreciation or acceptance of architectural diversity - in neighborhoods as well as in the central city. I feel like larger, more cosmopolitan cities have a more noticeable mix of building styles within a given geographic area.

**Transportation, Technology & Access:**

**Q19: What would make it easier to meet your daily needs without having to drive?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	
25%	23%	31%	27%	A. More grocery stores and other services within walking distance
11%	15%	21%	18%	B. Better sidewalks and safer crosswalks
16%	19%	11%	15%	C. Better bike routes
22%	23%	17%	20%	D. Better transit service
1%	2%	0%	1%	E. Better internet access
5%	16%	2%	7%	F. Other
20%	2%	0%	10%	No Response

**Q20: What is your top spending priority for Portland's limited transportation funds?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	
20%	26%	37%	30%	A. Maintain and repair existing streets
1%	1%	5%	3%	B. Vehicle safety improvements
13%	11%	10%	11%	C. Sidewalks and safer crosswalks
16%	20%	10%	14%	D. Bicycle facilities and bikeways
26%	30%	19%	23%	E. Transit facilities (MAX, streetcar, bus)
6%	9%	10%	9%	F. Relieve traffic congestion
2%	2%	2%	2%	G. Enhance truck, rail and shipping capacity
16%	1%	4%	4%	H. Other
0%	0%	0%	0%	No Response

**Key Themes from Comments**

Walking, biking and taking mass transit should not be forced on people and some people are unable to physically walk or bike.

Don't forget that some people have to rely on automobiles – disabled, those with children, businesses that require deliveries.

Less cars. More bikes and pedestrians.

Bike and pedestrian improvements are much less costly than roadway improvements. We need to concentrate on walking, bicycling, mass transit and more rail use.

Safe sidewalks and streets free from auto traffic would encourage more walking and biking.

Improving the walkability and bikeability of neighborhoods is vital to the future of our local business economy as we move towards more local self-sufficiency and sustainability.

We own cars as well as bikes, but prefer to bike whenever possible.

We would bike more if there are safer bike routes.

Portland needs to have many more bike/pedestrian only routes.

Better bike routes will encourage more people to bike. Biking is still very difficult for a majority of our population, especially women.

Emphasize that bicycle improvements help more than just bicyclists. By making biking safer, we're putting more bikes on the road and easing congestion for those who choose to drive.

If bicyclists want more bike lanes and facilities a way must be found for THEM to pay for it. If the roads are maintained then that is beneficial for bike commuters.

Although I think improving transit and bike facilities is really important, my vote is for maintaining and repairing existing streets.

Improve bus routes rather than light rail and street cars. Bus routes can be reprogrammed and rail routes cannot.

Focus on bus over MAX--it reaches more people and is flexible for when needs change.

If the transit system didn't take so long to get where I needed to go, I'd use it over driving.

Fast and quality public transportation is going to be one of the biggest contributors to our city's prosperity.

Public transportation that is reliable later at night is important.

We need to strengthen our vision for the city as "car-optional." We need to keep the roads available for moving goods, and encourage people to use other forms of transportation. If we make bicycling and public transit pleasant and convenient, people will use them as alternatives.

Hard choices will need to be made in order to have any hope of meeting the climate change and congestion goals.

Balance in transportation is important - all the modes of transportation have a place.

Don't cut the car out! It's useful and essential to some. Yes, we want to shift toward transit, but keep the car in the equation

If Portland wants more people, especially the aging population, to utilize public transit more often, then we need more sidewalks.

**Priority Issues**

**Q21: Today, what do you think is the most important issue facing Portland?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	
26%	37%	-	33%	A. Prosperity, Business Success & Equity
19%	24%	-	22%	B. Education & Skill Development
1%	1%	-	1%	C. Arts, Culture & Innovation
11%	12%	-	11%	D. Sustainability & the Natural Environment
7%	8%	-	7%	E. Human Health, Food & Public Safety
5%	6%	-	6%	F. Quality of Life & Civic Engagement
4%	4%	-	4%	G. Design, Planning & Public Spaces
5%	2%	-	3%	H. Neighborhoods & Housing
4%	5%	-	4%	I. Transportation, Technology & Access
19%	2%	-	6%	No Response

**Q22: Over the next 10-25 years, what do you think will be the most important issue facing Portland?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	
15%	24%	19%	20%	A. Prosperity, Business Success & Equity
16%	20%	19%	19%	B. Education & Skill Development
1%	1%	1%	1%	C. Arts, Culture & Innovation
23%	23%	16%	19%	D. Sustainability & the Natural Environment
10%	9%	14%	11%	E. Human Health, Food & Public Safety
7%	7%	9%	8%	F. Quality of Life & Civic Engagement
4%	5%	3%	4%	G. Design, Planning & Public Spaces
4%	2%	8%	5%	H. Neighborhoods & Housing
4%	7%	4%	5%	I. Transportation, Technology & Access
18%	2%	8%	6%	No Response

The Portland Plan  
Phase 1 Survey Results

**Where do you live?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	<u>2008</u>	
14%	9%	8%	9%	11%	North Portland
19%	21%	20%	20%	19%	Northeast Portland
6%	10%	23%	16%	24%	East Portland
20%	29%	24%	25%	26%	Southeast Portland
16%	20%	18%	19%	13%	West Portland
9%	2%	1%	2%	7%	Central City
4%	3%	1%	3%		Outside Portland
11%	5%	6%	6%		No Response

*Note: Central City was undercounted due to zip code overlap with surrounding districts.*

**What is your household income?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	<u>2008</u>	
13%	9%	-	10%	16%	Under \$20,000
21%	24%	-	23%	30%	\$20,000 - \$50,000
33%	36%	-	36%	38%	\$50,000 - \$100,000
21%	21%	-	21%	16%	Over \$100,000
12%	10%	-	10%		No Response

**What is your racial or ethnic group?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	<u>2008</u>	
4%	2%	-	2%	8%	Asian or Pacific Islander
2%	1%	-	1%	7%	Black/African American
<1%	1%	-	<1%	4%	Native American
6%	1%	-	2%	9%	Latino/Hispanic
75%	83%	-	81%	74%	White/Caucasian
4%	5%	-	5%	2%	Mixed/Other
10%	7%	-	8%		No Response

**How long have you been in Portland?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	<u>2008</u>	
-	9%	3%	6%	-	0-2 years
-	15%	7%	11%	-	3-5 years
-	17%	9%	13%	-	6-10 years
-	21%	17%	19%	-	11-20 years
-	34%	61%	50%	-	21+ years
	4%	2%	3%		No Response

**Do any children under age 18 live in your household?**

<u>Workshop</u>	<u>Online</u>	<u>Mail</u>	<u>Total</u>	<u>2008</u>	
-	25%	18%	21%	25%	Yes
-	70%	80%	76%	75%	No
	5%	3%	4%		No Response

great think  
choices driving  
options funding facilities involved  
improve traffic family transit help  
economy focus  
neighborhoods  
streets  
change reduce stores  
development  
walk energy  
bus time kids  
feel healthy service  
provide natural  
space drive small costs home important buildings place housing  
services create  
pay public parking property  
love power local education  
government environment  
care parents values  
work better pay  
parents  
teachers food  
programs things sidewalks many  
quality  
climate  
environment  
care parents values  
work better pay  
parents teachers food  
programs things sidewalks many  
quality



# Prosperity and Business Success

FOR DISCUSSION

## PORTLAND PLAN WORKSHOPS PHASE II SPRING 2010

### WORKSHOP AGENDA

Welcome, introductions and issue corral	35 minutes
Portland Plan Update	20 minutes
Action Area Discussions	45 minutes
Equity Discussions	45 minutes
Wrap-up and next steps	5 minutes





***Why is this important?***

To succeed, Portland businesses need to be competitive, regionally and globally. Access to high quality, well-paying jobs for Portlanders across the educational spectrum will improve equity. Enhancing small business and community economic development will support economic diversity and resiliency.

**Direction 1: Build a stronger local economy**

- Objectives for discussion* {
- A. Compete for export growth
  - B. Capture more regional job growth
  - C. Increase entrepreneurship and innovation
  - D. Focus on target industries
  - E. Lead in sustainable business and development

**Direction 2: Broaden prosperity**

- Objectives for discussion* {
- A. Increase living wage jobs
  - B. Reduce employment disparities
  - C. Support community development and small business

**Direction 3: Develop better economic development tools**

- Objectives for discussion* {
- A. Expand business development and access to capital
  - B. Overcome land development barriers
  - C. Upgrade employment-related infrastructure and services
  - D. Increase access to training and higher education
  - E. Increase partnerships for economic development

**visionPDX:** *Portland businesses use their innovation and independence to become environmentally, socially and economically sustainable.*



FOR DISCUSSION

## Direction 1: Build a stronger local economy



TODAY

BY 2035

### Objective A: Compete for export growth

In 2008, Portland area businesses brought \$19.5 billion of export income into the regional economy.

By 2035, Portland businesses that sell in markets outside the region are competitive. All Portland businesses have improved access to the global market. The region's export income has improved by an average annual rate of 5-7%.

### Objective B: Capture more regional job growth:

Today, Portland is a regional economic center with 40% of the region's jobs, but the city captured only 11% of regional job growth from 2000 to 2006.

By 2035, Portland captures 30% of the region's new jobs and maintains its urban scale economic strength.

### Objective C: Increase entrepreneurship and innovation

Today, Portland has a high rate of business startups. Start-ups that grow for 5-7 years offer solid business expansion opportunities.

By 2035, Portland continues to be a national leader in business startups per capita. Portland's startups grow and succeed because they are supported by things such as business assistance, R&D, and incubator districts.

### Objective D: Focus on target industries

Today, Portland's target industries are our competitive specializations that distinguish us in the global economy and provide 52,000 jobs in the city.

By 2035, Portland's target industry jobs grow at an average annual rate that exceeds the nation, through initiatives and assistance described in the Portland Economic Development Strategy.

### Objective E: Lead in Sustainable Business and Development

Today, Portland's early leadership in green development and practices is creating green jobs and honing our local edge in the expanding green economy.

By 2035, Portland is an innovative model of sustainable practices that help businesses grow and that increase business productivity through resource efficiency.







FOR DISCUSSION

## Direction 2: Broaden prosperity



TODAY	BY 2035
<b>Objective A: Increase living wage jobs</b>	
<p>Today, Portland has higher unemployment and poverty rates and lower median income than comparable West Coast cities. In the past 30 years, only the top 20% of Oregon's households have seen their incomes rise.</p>	<p>By 2035, job growth and skill development help raise the income of working-class and middle-class Portlanders to keep pace with housing costs.</p>
<b>Objective B: Reduce employment disparities</b>	
<p>Today, median income in black households is 53% less than the citywide median; 52% less in Native American households, and 26% less in Hispanic households. Also, the labor force participation rate is 9% less for black men than white men and 32% less for Native American women than white women.</p>	<p>By 2035, participation in the labor force and the median income for Portlanders of all races, ethnicities and genders are equal.</p>
<b>Objective C: Support community development and small business</b>	
<p>Neighborhood commercial vitality is widely valued by Portlanders, but community development and market performance varies widely among the city's 93 neighborhood commercial corridors.</p>	<p>By 2035, All neighborhood commercial districts are economically healthy and provide basic goods and services to meet neighborhood needs.</p>



FOR DISCUSSION

### Direction 3: Develop better economic development tools



TODAY	BY 2035
<b>Objective A: Expand business development and access to capital:</b>	
Today, business development programs receive less funding here than in other cities.	Public assistance for business development is expanded and public agencies work with the private sector to improve access to capital.
<b>Objective B: Overcome land development barriers:</b>	
Today, Portland's land supply for job growth is tightening, and forecast growth substantially exceeds available industrial and institutional land.	Barriers to land development and business growth in industrial and institutional districts are significantly reduced.
<b>Objective C: Upgrade employment related infrastructure and services:</b>	
Today, traffic and freight congestion increase business costs, particularly in the airport, harbor and central city districts.	Investments in freight, transit, and other public infrastructure needed for job growth are prioritized.
<b>Objective D: Increase access to training and higher education</b>	
Today, many of Portland's job seekers don't have sufficient skills or training to qualify for job openings.	Vocational training and higher education provide a robust pool of skilled job seekers to match all job openings in each sector.
<b>Objective E: Improve partnerships for economic development</b>	
Today, tightening public budgets limit economic development investments that would generate future prosperity and income growth.	Public/private/non-profit partnerships facilitate collaboration and help fund education, infrastructure and other economic development priorities.

