



Community Involvement Committee Meeting Minutes September 2, 2009

Committee Members Present: Paula Amato, Liz Gatti, Anyeley Hallova, Brian Heron, Jason Long, Shirley Nacoste, Linda Nettekoven, Stanley Penkin, Ryan Schera, Howard Shapiro, Alison Stoll, Jon Turino

Absent: Judy BlueHorse Skelton, Amy Cortese, Judith Gonzalez Plascencia, Lai-Lani Ovalles, Rahul Rastogi, Angie Thompson

Staff (BPS): Tom Armstrong, Debbie Bischoff, Emerald Bogue, Eden Dabbs, Eric Engstrom, Joan Frederiksen, Graeme Oberhausen, Pam Phan, Deborah Stein, Kim White, Matt Wickstrom,

Visitors: Emerald Bogue (Mayor's Ofc./BPS), David Brandt (ONI), Lisa Libby (Mayor's Ofc.), Don MacGillivray

Welcome – Howard Shapiro

Howard opened the meeting with a brief welcome and introduction of Alison Stoll, the executive director of Central Northeast Neighbors. There was a review of today's agenda, and no changes/additions were suggested for the 7/29/09 minutes.

Updates – Deborah Stein

Public Meeting Laws

Deborah reminded the group that the CIC must comply with the City's public meeting laws. Agendas, handouts and meeting notices will be posted to the Portland Plan website. She said that the group and subcommittees would also need to be aware that emails sent to conduct committee work are also part of the public record.

Summer '08 Public Involvement Plan

There was a question raised at the 7/29/09 meeting of whether the committee would need to follow the word and/or spirit of the Public Involvement Plan adopted in 2008. There was concern that the committee would not have the flexibility it might need or want if the Plan had to be adhered to word-for-word. Deborah explained that we should primarily focus on the spirit of the 2008 plan. Some deviation is acceptable in order to respond to changes and new ideas for outreach. However, the committee will also not want to stray so far from the plan that the Committee or staff could be interpreted as being out of compliance with the adopted plan.

“Family Tree”

Matt Wickstrom (BPS, SE District Liaison) is currently working on the family tree graphic that will show projects that will feed into or impact the Portland Plan.

CIC Schedule – Kim White

Full group meetings

The group briefly discussed whether Wednesday mornings are best for meetings. There's still some debate about which week of the month might be the best for meeting on a consistent basis. Those members in attendance seemed in general agreement that meeting monthly through December seemed appropriate and indicated that the 2nd Wednesday of each month might be a good choice. The next meeting date was set for October 14. Staff will look at November for the next meeting dates, with Nov 10 and 12 mentioned (since the 2nd Wed in November is Veteran's Day). *[Note: there is a poll out to members to indicate availability on Wednesdays throughout the month, and several have indicated ongoing conflicts with 2nd Wednesdays. These scheduling conflicts will need to be addressed at the Oct 14 meeting.]*

Brownbags

The group expressed interest in attending brownbag presentations by City staff working on projects that will/may inform the Portland Plan. This would include such projects as the streetcar and bike plans, Creative Arts Network, and others. The group indicated that lunch times (11-2 timeframe) for an hour once every month or two would work well. It was suggested that several presentations be combined into one session where possible (three 20-minute presentations, for example). There was also a request to consider the Portland Building as a location when possible, since that might be more convenient to get to for a midday meeting.

Howard stressed how important he felt it is that the committee stay informed of these ancillary projects. This can be accomplished through brownbags, hearings, open houses, studying project websites, etc. Staff will continue to try to keep members informed of projects that either the City or the CIC members indicate are of importance or interest. *[Note: Howard took an opportunity during this discussion to remind members how much he would like them to review the streetcar plan. Links were sent to the project website and draft document before and after the meeting, and a hard copy of the plan was mailed to one member who requested it. City Council was scheduled to consider the plan on September 9.]*

Desired Outcomes – Deborah Stein

Deborah asked everyone to review the latest draft of the *Desired Outcomes* document. It included additional text (in bold) suggested at the 7/29/09 meeting. Deborah reminded the group that this document is intended to be flexible and can be modified over time; the idea is to accurately reflect “what does success look like?” through the eyes of the CIC. The document is also intended to serve as a touchstone as we come to project milestones.

Responding to one of the bullet items on the staff side of the document, Howard noted that there were several BPS District Liaisons at the meeting and expressed his desire that they continue to stay closely connected with the work of the committee. They spend so much time building relationships in the community that they are a natural conduit for Portland Plan outreach. They can translate their district's interests to the committee and convey to their communities why it is important to be involved in the Portland Plan process.

Deborah took this opportunity to remind the group of the role of the District Liaison program and to introduce the District Liaisons that were in attendance. Alison Stoll, the newest CIC member, commented that having District Liaisons assigned to the neighborhoods was one of the best things that the City has done, and that Debbie Bischoff, the liaison for her district, is able to filter and disseminate information in the community in ways that could not be done before.

Subcommittee Reports – staff and subcommittee members

Before staff and members reported on subcommittee meetings, Deborah reminded the group that membership in each small group is not fixed. Members should continue to feel free to join any of the subcommittees now or in the future. [Shirley Nacoste asked to be added to the Outreach group.]

Staff reviewed meeting minutes and handouts from the first meetings of their subcommittees. Rather than detail that review here, their minutes and handouts are attached and should be considered part of these full meeting minutes. Reports for each subcommittee were provided by the following:

- Workshop Subcommittee – Tom Armstrong (BPS)
- Outreach – Debbie Bischoff (BPS) and Jason Long (CIC)
- Communication – Eden Dabbs (BPS)

The following represents the discussions that happened during and following the reports.

Workshop Subcommittee

Q. How do we plan to reach immigrants in this process? These folks are unlikely to attend workshops.

A. The kit a/o workbook is intended to help engage with particular groups that may be unable or uncomfortable attending workshops. Our first step will be to try to contact them through our outreach efforts and the next step, to the extent staff is able, will be to attend any meeting they may have. If staff cannot attend or present directly to their group, our hope is that the kit can be used for the group to conduct their own meeting and provide feedback meaningful to both their membership and to staff.

- One member stressed the importance that our outreach be interactive so that they understand how to interact with the project.
- Deborah reminded the group that the workshop is only one piece; there will be parallel or companion tracks for those who don't/can't come to workshops.
- There was a suggestion to test surveys and other materials among various populations before distribution. Some in the community have been disappointed with recent City-wide surveys for other projects. Deborah noted that this kind of feedback is important to hear and encouraged all members to continue providing these insights to staff, even if negative.
- It was also noted that it's important that we know how we will use the information that we get. We need to understand what kind of detail we want out of our surveys, workshops, etc. without manipulating the answers.

Q. There was a question about the role of the Advisory Committee listed on the Workshop handout titled, *Concept Plan Program 2009-2010*.

A. Lisa Libby of the Mayor's office said that the Mayor is looking across his current cabinets to select people from each to form the Advisory Committee. She said that once the membership is in place the two groups will be better able to define their specific roles. Deborah Stein commented that the CIC's charge is to make sure that public involvement is conducted in a high-quality and meaningful way and that the outreach is broad and productive. The CIC role is focused on the *process* of public involvement. The Advisory Committee will be charged with looking at *content*, but there will be some obvious blurring of responsibilities. Howard added that once the Advisory

Committee is formed the two groups can look at best ways of being productive and eliminating redundancies. One member noted that this shows how important the Family Tree graphic could be in providing context not only for projects but for related groups such as the Advisory Committee.

Q. How many people are anticipated at each workshop?

A. 60-85 +/- (similar to Climate Action Plan town halls and pre-summit meetings for the Portland Plan)

It was suggested that it's important that we not simply try to get a certain number of people to each workshop; it's important that we are reaching the people that we want. Tom Armstrong said that in addition to our outreach efforts to the broader community that we would be holding three specially targeted workshops for Spanish speakers, businesses and employers, and elected officials and decision-makers.

Q. Will the kit be mailed? Handed out?

A. It will be on the web to reach the maximum number of people. Staff and subcommittees are still working through what the product will look like, so distribution decisions beyond the web have yet to be made.

Q. How will be the kit/workbook materials and questions be tested?

A. We will repackage workshop materials and will test with staff, ONI, and coalition staff.

- Youth and immigrants were also suggested as important groups to test materials with.
- Debbie Bischoff noted that the outreach subcommittee is already working to find ways to provide various levels of outreach to those groups and folks that are not likely to attend workshops. The focus will be on seeing what level of translation can be provided, assuring cultural appropriateness of materials and questions, etc. However, she noted that given staff and fiscal restraints we will need to find a happy medium between what we wish we could do and what we can do.

Group comments:

- CIC members could test the workshop model by having staff conduct a trial workshop with them.
- It's very important that staff get tangible data.
- Staff can make presentation materials available to CIC members that want to give presentations to talk about the Portland Plan.
- Public television (Portland Community Media, Channel 30) spots might be useful.
- Use twitter, blip TV, etc.

Tom asked the group their opinions on whether there might be more value at the workshop to break into small group discussions or into an open house setting, with stations set up by staff to discuss specific large themes, concepts, etc.

- There was a suggestion that a third option might be use a modified "World Café" approach in which small groups discuss one theme, and then after a short discussion switch tables to discuss a different theme. *[Note: A link to the World Café website was emailed to the CIC in the 9/3/09 Save the Date email.]*
- One member suggested that to go deep into a topic is valuable, but to just discuss one topic (say housing) really misses the point. The conversation should be comprehensive.
- The importance of making questions consistent across outreach types was stressed. The questions online should match the questions in the workshop, and so on.
- We should consider including questions across categories to understand what priorities the communities make between various broad concepts or themes.
- It's important to have a way to capture ideas suggested by the community that do not fit into easy categories.

- There's a science and an art to questions. It's important that the workshops are not just focused on the science of getting meaningful data, but that they are conducted in a fun, compelling way.
- The timing for conducting the polling questions at the workshops is important. Too early and you may not get the opportunity to get answers informed by the discussions. Too late and you may miss getting answers from those leaving the event early. [Tom commented that in order to accommodate this, there have been discussions about asking 4-5 questions early and then asking them again later in the event. Part of having some polling early is to keep them engaged and hopefully keep their interest to the end of the workshop.]
- There was a comment to be especially sensitive to the ESL community. [There was a reminder to that there will be a special workshop just for the Spanish-speaking community and staff is also looking into resources for providing translated materials and on-site translation for workshops.]

The workshop subcommittee is meeting is September 14 to discuss next steps in preparing for the workshops.

[Tom Armstrong, tom.armstrong@ci.portland.or.us, 503.823.3527]

Outreach Subcommittee

As noted above, please see the attached minutes and handouts for the Outreach subcommittee for a complete recap of the subcommittee's meeting and to see the handouts discussed at this meeting.

General discussion

- There was a suggestion for some sort of timeline graphic to be made to post all events showing the public the next steps, public meetings and dates for getting involved.
- Howard mentioned that it's important that the CIC play a role in contacting people and groups one on one. The personal contact will be important to the success of our outreach efforts.
- It's important to try and capture zip code (and demographics) with our survey and polling.
- One member said that we need to add NAACP to the Outreach List handout. Another suggested adding the East Portland Action Plan (EPAP) committee.

The Outreach Subcommittee listed those groups that should be worked with early and directly (see *Outreach List* handout) since they are able to leverage efforts to large numbers of people. Debbie Bischoff asked that CIC members review the Outreach List and continue to suggest additions, contact names, etc. Several suggested at the meeting were NAACP (Shirley Nacoste as contact), IRCO, faith-based groups, and MACG (Metropolitan Alliance for Common Good). [Debbie Bischoff, dbischoff@ci.portland.or.us, 503.823.6946]

Communication Subcommittee

Eden reviewed the *Communication Production Schedule* and draft *Portland Plan Talking Points and FAQs*. She asked any committee members experienced with social media, surveying, group discussions, etc. to please contact her. [Eden Dabbs, eden.dabbs@ci.portland.or.us, 503.823.9908]. She said that several members of the CIC are working to help select a firm to assist staff with strategic communications for the plan over the next 3 years.

One member said that there should be strong connections between the Outreach and Communication subcommittees with the City-wide Public Involvement group. Eden will make sure that this connection continues.

There was a request that staff inform CIC when press releases are going out and when the Portland Plan is mentioned or advertised in the press. There was also a request for a postcard or similar small

handout (not as expensive or extensive as a brochure) to distribute at gatherings or other places with a website link, etc.

Next Step(s)

Meet as full committee on Wednesday, October 14, 8:30-10:30 a.m., Rm. 7A (7th Floor, 1900 Bldg.)

Attachments

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

Workshop Subcommittee – 8/14/09

- Minutes
- *Concept Plan Program 2009-2010*
- *Policy Objectives Workshops (Fall 2009)*

Outreach Subcommittee – 8/28/09

- Minutes
- *Portland Plan Outreach Strategy: Direction Setting – Preparation for Round 1 Workshops*
- *Outreach List*

Communication Subcommittee – 8/25/09

- Minutes
- *Draft Portland Plan Talking Points and FAQs*

Minutes to first meetings of three subcommittees: Workshop, Outreach, and Communication
List Tom, Eden & Debbie's handouts

Desired outcomes for the public “rollout” of the Portland Plan

In June 2009, staff involved with public involvement for the Portland Plan brainstormed what a successful rollout phase would look like – from the particular perspective of staff. On the following page, we list the results of a brainstorm with CIC members to respond to the question *from the perspective of the community*.

These lists are intended to be used as a benchmark for gauging success as we collaboratively proceed with public involvement for the plan.

[Note: bolded text represents language suggested at CIC meeting #2, July 29.]

Desired outcomes from the perspective of staff:

- The public understands that the planning process continues, building on a strong body of public feedback and research accomplished in earlier phases
- Interested stakeholders understand *why we plan, why it matters to get involved, and what the Portland Plan will be*
- District Liaisons build on their relationships in the community to engage the public in a trustful and positive way in the next phases of the planning process
- Participants understand the general roadmap and what opportunities there are (and when) to shape the process and content
- Community members feel inspired and motivated to become/remain engaged
- Participants have the background they need from staff to be informed participants throughout the process
- Participants help inform and enlist neighbors, friends, family and co-workers to broaden the reach of public involvement
- Participants (including political leadership and bureau colleagues) have realistic expectations about process and outcomes, given budget and other constraints, **while understanding that brainstorming and input is always encouraged and valued.**

From the perspective of community members:

In addition to outcomes listed above:

- An evaluation/tracking process captures responses to the rollout information and approaches, allowing outcomes to be measured and adjustments to be made for the next round
- Neighborhoods build or strengthen relationships over common concerns (e.g., historic neighborhoods, streetcar neighborhoods, environmentally sensitive neighborhoods)
- Neighborhoods and business groups have an opportunity to develop a shared vision for commercial areas
- **Priorities for neighborhoods are clearly defined**
- Groups and organizations grow stronger and more cohesive through participation in the process
- **Committee members grow individually through the collaborative process**
- The committee feels that they are being heard, **especially at Planning Commission**
- Staff recognizes the public's ability to make meaningful contributions to community efforts
- The community increases their understanding of and level of trust in their City government
- **Mechanisms are established with the press to keep the process on people's minds, clarify opportunities, and encourage everyone's participation**
- **There is an effort to work towards consensus while recognizing that areas of controversy will remain, and will be identified and addressed through the process; clear choices are provided where appropriate**
- **There is shared recognition that groups, communities, and individuals communicate using different methods, often based on different customs. Outreach efforts accommodate different abilities, styles and availability**
- **Multi-cultural and arts events, as well as multi-sensory experiences, are used to communicate and provide tangible reminders of the process to the public**
- **Participants recognize that they are being heard and are adding value to the process**
- **Momentum builds throughout the process; actions are already being taken as the plan is finalized**

Portland Plan Community Involvement Committee Charter

Purpose

The Portland Plan Community Involvement Committee (CIC) is charged with serving as the “eyes and ears” of Portland’s many and diverse communities, ensuring that the perspectives of ALL Portlanders are reflected in the Portland Plan as it evolves.

CIC will interact with Bureau of Planning and Sustainability staff, particularly District Liaisons. **The CIC will also work with the Office of Neighborhood Involvement’s Public Involvement Best Practices Program, Diversity and Civic Leadership Program, and other initiatives designed to promote inclusive and meaningful public involvement in Portland.** The CIC will continue the community’s participation in the Portland Plan, a process that began with visionPDX, which captured and fleshed out our shared values of sustainability, equity, accessibility, community connectedness and distinctiveness.

CIC will receive information and be a checkpoint for a wide representation of community members to review, comment and advise the Bureau of Planning and Sustainability on the Portland Plan as it is developed. It will help guide the Planning Commission and City Council as they consider approval of the plan.

CIC will meet quarterly, or as needed. Sub committees will be established to work on specific tasks as may be determined and will hold meetings as necessary. CIC will provide regular reports and updates to the Planning Commission.

Committee Responsibilities:

1. Define criteria and principles for engaging Portlanders in a public involvement process for the Portland Plan, identify benchmarks and timelines to measure success, and serve as “guardians” of the process to make sure that criteria and principles continue to be adhered to throughout the development of the Plan.
2. Advise the Planning Commission on Portlanders’ understanding, awareness and reaction to the Plan as it progresses. Recommend changes for outreach and public support for the plan as appropriate to stay flexible, responsive and transparent.
3. Provide guidance to and a sounding board for staff to test ideas, messages, informational materials and exercises – with special attention to clarity, accessibility, and relevance to issues of concern to the public.
4. Utilize the member’s connection to their respective networks as ambassadors for the involvement process in the community.
5. Document key discussion points and decisions, post notes on the Portland Plan website, and appear before the Planning Commission for interaction and to provide reports.

Portland Plan Community Involvement Committee

Portland Plan CIC Subcommittees (August 25, 2009)

Subcommittee	Members	Staff	Charge
Executive	Brian Heron Howard Shapiro Liz Gatti Rahul Rastogi Stan Penkin	Kim White kwhite@ci.portland.or.us 503.823.5881	Work with chair to flesh out committee charter to incorporate operating agreements, decision-making protocols, roles and responsibilities, etc. Provide general support to chair as needed (e.g., help develop agendas, help facilitate meetings, fill in if chair is absent, etc.)
Communications	Anyeley Hallova Howard Shapiro Jon Turino Linda Nettekoven	Eden Dabbs eden.dabbs@ci.portland.or.us 503.823.9908	Serve as advisors to staff to develop and tell the Portland Plan story in a compelling and relevant way to multiple audiences Serve as a sounding board for testing written and graphic materials, to ensure that they speak to a variety of interests and audiences and that materials are clear, understandable and compelling <u>Immediate task:</u> assist staff to select a consultant to develop strategic communication program; assist with refining consultant's scope of work
Workshop Design	Linda Nettekoven Liz Gatti Paula Amato Rahul Rastogi Stan Penkin <i>Angie Thompson</i> <i>Brian Heron</i> <i>Jason Long</i>	Tom Armstrong tom.armstrong@ci.portland.or.us 503.823.3527	Assist staff team to design participatory public workshops in the fall and winter Serve as a sounding board for testing informational materials, presentations and exercises to ensure that they are engaging, productive, and fun
Outreach	Angie Thompson Jason Long Lai-Lani Ovalles Linda Nettekoven Liz Gatti	Debbie Bischoff dbischoff@ci.portland.or.us 503.823.3946	Work with CIC members and staff to help ensure that a wide range of organizations and networks are being effectively reached through formal and informal means Help staff brainstorm and pursue specific outreach techniques, with an emphasis on reaching traditionally underrepresented communities

Notes:

1. The composition of each subcommittee is flexible, and CIC members may be added to each. Please email Kim White (kwhite@ci.portland.or.us) if you want to be added to a subcommittee.
2. Additional subcommittees and/or task groups may be formed to respond to emerging needs as the Portland Plan progresses.
3. Names in italics are CIC members who expressed interest in participating in a particular subcommittee in a secondary role.
4. Subcommittees will be fairly informal. Staff will be contacting members directly to talk more about upcoming tasks and activities. Staff may tap the expertise and assistance of individuals or the group as a whole – depending on the task at hand and members' interest and availability.

Name: -----

Community Involvement Committee – Network of Connections

Serving as the “Eyes and Ears”

Who Are You?
(self identity)

Who Do You Know?
(access to organizations, groups of people, potential connections)

Arts & Entertainment	-----	-----	-----	-----
Business/Professional	-----	-----	-----	-----
Cultural	-----	-----	-----	-----
Educational	-----	-----	-----	-----
Neighborhood	-----	-----	-----	-----
Recreational	-----	-----	-----	-----
Religious	-----	-----	-----	-----
Social/Common Interest	-----	-----	-----	-----