

Community Involvement Committee

Meeting Minutes

September 21, 2011

Committee Members Present: Jason Barnstead-Long, Judy BlueHorse Skelton, Lois Cohen, Liz Gatti, Anyeley Hallova, Linda Nettekoven, Stanley Penkin, Kevin Pozzi, Howard Shapiro, Alison Stoll

Absent: Paula Amato, Judith Gonzalez Plascencia, Brian Heron, Shirley Nacoste, Lai-Lani Ovalles, Ryan Schera, Peter Stark

BPS Staff: Raihana Ansary, Chris Dornan, Eric Engstrom, Pam Phan, Deborah Stein, Marty Stockton

Visitors: None

Welcome

Howard Shapiro started the meeting by reviewing the agenda. Quorum was not achieved, so the previous CIC minutes from the July will be held need to be held to the next meeting.

Announcements

Marty Stockton announced that Lois Cohen and Kevin Pozzi were appointed by City Council on August 24, 2011. Marty also described the key upcoming outreach events for the Portland Plan:

Outreach in September

- Gay Fair on the Square, Sunday, September 18, 12:30 – 5:00pm
- Sunday Parkways NE, Sunday, September, 25, 12:00 – 5:00pm

Planning and Sustainability Commission Hearing Dates

- Tuesday, November 8, 5:30-9pm — Portland Plan Hearing
- Tuesday, November 15, 5:30-9pm — Portland Plan Hearing
- Tuesday, November 29, 5:30-9pm — Portland Plan Hearing
- Tuesday, December 13, 12:30pm — PSC Work Session Recommendation

CIC Decisions and Follow up Actions

Deborah Stein noted that the Comprehensive Plan Design Subcommittee will likely be convened next month. Currently Jason Barnstead-Long, Judy BlueHorse Skelton, Lois Cohen, and Ryan Schera are on board; if others want to join let her know.

Marty talked about the CIC bio sheet. The bio information is 2 years old; she asked the CIC membership to let her know if they want to update their bios with new info.

Marty moved on to the Phase III Public Involvement Progress Report. She asked the members to read and review the report, and give her feedback by the end of the day, so she can get it quickly posted on the web.

Lois Cohen praised Pam Phan and Marty for their work on the Youth Survey. She really liked the “write or draw” part. Pam mentioned that while the option was given to draw, the vast majority of

completed surveys were written. Howard gave kudos to Jason for his work writing. Marty thanked Kevin Pozzi for volunteering his time to help with the booth at Gay Fair on the Square.

Youth Planning Program's Our Voice Our City Survey

Pam gave some background on the Youth Program. They are entering their 5th year as a program, and have employed several youth planners during this time. They have defined "youth" as people in the age range of 13-25. Stanley asked how they got this range. Pam responded that the Multnomah Youth Commission recruits youth from 13-21, and that the Youth Program goes up to 25 at the youth's request, as teenagers feel they have some common ground with people in their early twenties. This is due to the factor of perceived age and perceived experience. The low range of 13 represents the age where youth start being more independent from parents in activities and social life.

The Youth Program has collected a total of 166 online and paper surveys. Some surveys came from youth under 13 as well. Survey responders covered 35 schools, including all schools in the Portland Public Schools system, as well as some private and charter schools. Pam and the Youth Planners canvassed at Lloyd Center (high concentration of middle school age youth) and other places where youth gather. They were very active on social media, using Twitter and especially Facebook to keep youth updated and involved.

Marty mentioned the theme of the survey is: if youth had direct access to city leaders, what would they say? This dovetails with Thriving and Educated Youth, one of the main strategies of the Portland Plan. The survey lets youth answer the question, "What do you need to be successful?"

Pam reported that youth expressed that they were the experts of their current lifestyle. Adults try to understand, and generally mean well, but they don't experience what youth experience in the current school environment. Life skills learning is essential, and could be much improved in the school system. Adults are very useful in helping them form their ideas, but they need to listen more. Youth defined "life learning" as having four key parts: 1) college, 2) career, 3) family, and 4) finance.

Pam continued by saying that youth are asking for help and support as they work to get into a good school, find the right job for them, learn about family and the best time to start one, and "pay the bills", managing finance, budgeting and managing their money. Youth have expressed that they value experiences, and would value the opportunity to travel, both during summer vacation and on field trips, going to Seattle for example. Many youth have never been outside their own neighborhood, let alone Portland. At home, youth want the opportunity to lead a fun, active and healthy lifestyle. Though many youth are not allowed to vote, they realize the power to "vote with their dollar."

Anyeley Hallova asked if the CIC could help link the Youth Program to organizations that could help achieve their goals. As an example, she mentioned Tony Dungy speaking locally about the Mentorship Program for fatherless boys. Organizations like these seem to fall in line with Youth Program goals, and might be worth partnering with said Anyeley.

Linda Nettekoven asked if the Youth Program goals would be folded into the Cradle-to-Career Initiative. Pam answered that at least some of their requests and goals will merge with aspects of the Portland Plan. She is currently working to bring back the best youth speakers and/or youth that came up with the best ideas and comments, work with them to polish up their messages, and solidify into the four themes. Howard recommended that Pam should produce a small group of youth, aged 13-16, to testify in front of the Planning and Sustainability Commission and City Council. Pam also said she

wants to create and publish a draft, so quick feedback from the CIC would be very helpful to get the draft out quickly.

Judy BlueHorse Skelton asked if there was still time to bring the Youth Survey to the Native American community, for example this Friday at the 6th Annual Dancing in the Square Pow-Wow. Pam said she would take surveys from Judy and others, and work their responses into the draft.

Pam said that they are working to have a block of time set aside at the November 8th PSC hearing at Jefferson School for youth testimony. She mentioned that it would be great to have some adults, perhaps from Neighborhood Associations, show up and show support for youth asks.

Lois asked that we take and edit video footage of youth testimony in front of City Council, and show it later in classrooms, as a method to inspire more young people to get involved.

Eric Engstrom said that excerpts can be taken from the Portland Community Media video that gets recorded at every hearing, and posted to YouTube for others to see.

Howard summed it up by stating that youth is a critical voice to be heard. The Portland Plan calls for equity, and young Portlanders should be included in this.

Public release date and Informational Sessions on the draft Portland Plan

Deborah updated the CIC about the Draft Plan. Currently the Draft is scheduled for release on the first week of October. The Portland Plan has been out of the public eye for a while, and we are looking to host two or three informational sessions to (re)introduce people to the Plan and its progress. Deborah said these should take the form of describing the Plan as an annotated table of contents, and follow up with Q+A. Did the CIC think this was useful?

Kevin wondered if the public would confuse this as an opportunity to vent on first seeing the Draft. Deborah said they would have to communicate clearly that these meetings are for education, not testimony.

Linda said this was a useful idea, but the caveat is you will need Comp Plan detailed answers for people who will likely dive into specifics upon seeing the Plan Draft.

Lois asked who will get invited to these informational sessions. Deborah said that Portland Plan staff is the inviter, most likely will use the Portland Plan mailing list of 12,000+ people to communicate. Again, the goal is to have an “informal orientation and overview” where people will understand what is in and not in the Plan, and learn how best to comment about it.

Marty mentioned that while many Planning and Sustainability Commission (PSC) meetings take place downtown, having PSC meetings at Jefferson and Parkrose high schools help to provide access to and give the public options when attending these meetings.

Liz Gatti expressed concern about how these informational meetings would function in a large crowd. Deborah and Marty acknowledged that Portland Plan workshops were very participatory in the past, whereas these sessions are more of a presentation and Q+A.

Anyeley asked about having a video presentation about the draft plan, basically here are the main parts, if you want to know more turn to page 5, etc. Having video instructions on how to comment could be useful to the public as well, especially since you are sending out the invite via email.

Eric pointed out that there is still a PPAG meeting coming up where they will walk through the draft plan. The PPAG has an official membership of approximately 50 people. They are looking to give a similar presentation and format as Deborah is describing in the info sessions.

Anyeley said the group needs to prioritize tasks and get a timeline together to best involve people, for example the video first, then the workshops, then the plan document, etc.

Kevin opined that it would be good to use excerpts from the Q+A at these sessions to create an FAQ segment for future instruction.

Jason added that a video would be much more accessible, especially if trying to reach people that haven't been exposed to the Plan details before. People can access it at their own time, in their homes, etc.

Linda agreed that taping the presentation is good, but would also give people who wanted to ask face-to-face questions, the opportunity to do so at the info sessions.

Marty suggested that the audience would have a sheet that shows them how to comment, either in person, or by writing out their comment on the sheet along with their contact information, which would be used as official testimony.

Alison mentioned that you can get good comments from people who are too busy but do care and have something to say. She supports the video idea and invitation to comment by email.

Lois asked how we reach out to people who do not have access to the web or email. She said that posting notices in supermarkets, churches, etc would be a good way to reach them. Eric responded that official hearing notices are physically mailed to the project list. Marty pointed out that outreach included notices at libraries and community centers, attendance and tabling at community events. She welcomed "guerilla marketing tactics" to communicate to non-electronic folks. Eden added that the Portland Plan team, District Liaisons and Communications staff have done hundreds of hosted presentations over the life of the project, both with major stakeholders and geographic and non-geographic community groups.

Deborah added that the DCL partners - Urban League, Latino Network, CIO, IRCO, and NAYA – also helped to get that word out, handling out our print materials and talking about the Portland Plan at their events and offices. Jason suggested adding a Portland Plan link to partner websites.

Judy mentioned that if you keep the presentation length under 9 minutes, you can post it to YouTube. Having a YouTube clip should help increase visibility. Deborah, Marty and Anyeley all agreed that video length should be 2-5 minutes total.

Howard said that any video discussing the Plan should have multiple generations of Portlanders, perhaps an extended family of grandparent, parent and child.

Liz said it would be good to have a community member help intro a presentation that shows other community members how to participate and comment in public process, relating the message of "when it's important to us, we speak."



Communications

Before jumping into the update on the People's Summary, Eden advised the CIC to manage their expectations about creating a video in advance, as they are 2-3 weeks away from the scheduled release of the Plan. Eden agreed that people want to see something visual that helps them navigate the Draft, and suggested a two-pronged approach, using an existing PowerPoint presentation for pre-release, and then creating a 2-5 minute video from Flip camera footage taken at the briefings themselves. This will show them what the main questions are for an FAQ video.

Marty suggested focusing more on the "how-to" aspect of the video, and leaving the advertising and advocacy out of it. Alex could say a few things, Alison has experience testifying in front of PSC and City Council, CIC members and staff could combine to do a "how to testify at PSC" video that is not specifically related to the Portland Plan.

Eden clarified that people are asking for two different videos: 1-minute on "How to Testify", and 1-minute on "Here's the Plan"

Anyeley expanded on her video suggestion. When the 1-minute "Here's the Plan" video runs, have pop-ups embedded in the video that say "click here to read more about this" and "click here to comment" that lead people to simple, Windows-style "help" videos.

Judy liked the "how to access power" piece.

Liz mentioned that once the Plan is adopted, there will be space for advocacy at the City level. That's where the high production, "pretty" video comes in. Howard reiterated his support for having a multi-generational Portland family that speaks in the video(s).

Eden said that for the early October Draft release, there will be multiple communications about PSC hearings; we can include a link to the "how-to" video in those. She asked, and got CIC approval to include the link to the slideshow for the info sessions. After release of the Plan, they can follow up with the "how-to" video of how to read Plan. All this will also be forwarded through social media like Facebook, Twitter etc.

Eden handed out her first draft of the People's Summary (or brochure) in small pamphlet or "zine" form. She let the members know that none of the info is set in stone, and the option remains to use a more standard single 11x17 sheet folded in half. She also handed out a Word doc with the same content from the zine for review. Howard asked the CIC to take the zine home, internalize it and give Eden feedback.

Dabbs restated the 3 existing tiers of the Plan: 1) the 150-plus page draft plan, 2) the 50 page summary, and 3) the short 2-page or zine-sized brochure.

Stanley Penkin said that he liked the idea of a game, and didn't want to see that idea get lost. He liked the zine and 11x17 as good formats for quick info. Judy supported the zine format, saying it is great, portable, non-intimidating, cheap and simple.

Eden reminded the CIC that she is still incorporating feedback for the final version, and that format, design, graphics, font; all of it is still up for grabs to modify.



Alison Stoll stated that these pamphlets have been successful before, as they are easy, cheap and quick to produce. You can include the caveat “this is an ever-evolving product” and can quickly and easily update and produce new versions to have as the message changes from one event to another.

Anyeley liked the “thrown together” look of the zine. She thought it was simple and readable.

Jason liked the Progress Report, and wants the City and CIC to promote the Fair demographics, which were best represented across ethnicity, income, age, location etc. He thought it would be good to promote the fact that a diverse group of people are vetting this Draft.

Liz thought the Mayor’s quote was too bland, and is hoping for something more inspiring to use for this. Raihana Ansary said she will look into it with the Mayor’s Communications Team.

Update on grants to Diversity and Civic Leadership (DCL) Partners for culturally-appropriate Portland Plan involvement

Deborah informed the group that they are scheduled to gather the DCL partners for a 2-hour lunch discussion on Oct 11th. There they will do a year in review and share what they have learned. Each of the DCL partners knows how to reach their communities best and each organization approached outreach in their own way. Deborah said she will update the CIC with results on the 19th.

Howard asked if CIC members should attend this lunch. Deborah said no, figuring the DCL partners would be more candid if CIC members were not present.

Comments from the public: None.

Next steps

Next CIC meeting will be Wednesday, October 19, from 6:00 to 8:00 PM. November 16th and December 21st will be morning meetings. 1st Wednesday of each quarter is the evening meeting.

Howard closed with asking members to keep in mind “is this equitable?” as they look at documents, have conversations and propose and hear new ideas.

The Oct 25th date is the proposed PSC hearing, briefing and recommendation of the Phase III Progress Report.

Attachments

CIC Agenda – Sept 21st
CIC Draft Minutes – July 20th
CIC Bios
Portland Plan Public Participation Phase III Progress Report
Youth Survey
Youth Survey Initial Findings
Portland Plan People’s Summary Draft
Portland Plan People’s Summary – Zine Layout

Community Involvement Committee

Agenda

September 21, 2011 – 6:00-8:00 p.m.

Time	Topic	Presenter	Purpose
8:00	1. Welcome <ul style="list-style-type: none"> ▪ Review today's agenda ▪ Approve 7/20/11 meeting notes 	Howard Shapiro, <i>Chair</i>	FYI
8:05	2. Announcements <ul style="list-style-type: none"> ▪ Lois Cohen and Kevin Pozzi were appointed by City Council on August 24, 2011. <u>Outreach in September</u> <ul style="list-style-type: none"> ▪ Gay Fair in the Square, Sunday, September 18, 12:30 – 5:00pm ▪ Sunday Parkways NE, Sunday, September, 25, 12:00 – 5:00pm <u>Planning and Sustainability Commission Hearing Dates</u> <ul style="list-style-type: none"> ▪ Tuesday, November 8, 5:30-9pm — Portland Plan Hearing ▪ Tuesday, November 15, 5:30-9pm — Portland Plan Hearing ▪ Tuesday, November 29, 5:30-9pm — Portland Plan Hearing ▪ Tuesday, December 6, 5:30-9pm — Portland Plan Hearing (this is a <i>backup</i> date) ▪ Tuesday, December 13, 12:30pm — PSC Work Session Recommendation 	Group	FYI
8:10	3. CIC Decisions and Follow up Actions <ul style="list-style-type: none"> ▪ CIC to have advance review and provide feedback to the draft Portland Plan before public release. ▪ A focus on Portland Plan awareness to be close to adoption. ▪ Comprehensive Plan Design Subcommittee to be convened (Jason, Judy, Lois, Ryan and perhaps others). 	Group	FYI and Discussion
8:25	4. Public release date and Informational Sessions on the draft Portland Plan	Deborah Stein	FYI and Discussion
9:00	5. Youth Planning Program's Our Voice Our City Survey <ul style="list-style-type: none"> ▪ Update on the youth survey results 	Pam Phan	FYI and Discussion
9:20	6. Communications <ul style="list-style-type: none"> ▪ People's summary" of the Portland Plan 	Eden Dabbs	FYI and Discussion
9:40	7. Update on grants to Diversity and Civic Leadership (DCL) Partners for culturally-appropriate Portland Plan involvement	Deborah Stein	FYI and Discussion
9:45	8. Comments from the public	Visitors	
9:50	9. Next steps <ul style="list-style-type: none"> ▪ Next CIC meeting will be Wednesday, October 19, from 6:00 to 8:00 PM. 	Howard Shapiro	FYI

Community Involvement Committee

Meeting Minutes

July 20, 2011

Committee Members Present: Paula Amato, Jason Barnstead-Long, Judy BlueHorse Skelton, Lois Cohen, Liz Gatti, Shirley Nacoste, Linda Nettekoven, Stanley Penkin, Kevin Pozzi, Ryan Schera, Howard Shapiro, Peter Stark

Absent: Judith Placencia Gonzalez, Anyeley Hallova, Brian Heron, Lai-Lani Ovalles, Alison Stoll

BPS Staff: Raihana Ansary, Eden Dabbs, Chris Dornan, Eric Engstrom, Deborah Stein

Visitors: None

Welcome

Howard began the meeting by welcoming the two new CIC members, Lois Cohen and Kevin Pozzi.

Stanley Penkin thanked the ad hoc selection committee of Paula, Anyeley, Howard and Marty for helping select the two new members. He said that qualifications as well as perceived fit within the committee were main reasons for selection. Kevin and Lois should be officially recognized on the next City Council Consent Agenda in early August.

Lois and Kevin introduced themselves to the other CIC members and gave a brief personal and professional history. The other CIC members and City staff reciprocated.

Howard asked if any changes or additions needed to be made to the agenda. Deborah stated that Eric Engstrom would speak for Alex Howard about the Portland Plan, and Deborah would speak for Emily Sandy regarding the Comp Plan.

Quorum was achieved, and the CIC members approved previous CIC minutes from the April, May and June meetings.

Announcements

Deborah Stein described the key summer events going on for Portland Plan:

Summer Outreach in July

- East Portland Exposition, Saturday and Sunday, July 23 and 24, 11:00 AM; Ed Benedict Community Park, Powell Blvd/102nd
- Sunday Parkways NW/Downtown, Sunday, July 24, 11:00 AM – 4:00 PM; Shemanski Plaza, SW 9th Ave and SW Park
- Ecotrust Sundown Concert, Thursday, July 28, 5:30 – 8:30 PM; Southside of the Ecotrust parking lot located at 721 NW 9th Ave

Summer Outreach in August

- Alberta Street Fair, Saturday, August 13, 11:00 AM – 7:00 PM
- Multnomah Days, Saturday, August 20, 9:00 AM – 4:00 PM
- PPS Community Care Day, Saturday, August 27, 12:30-4:00 PM; Wilson High School
- Sunday Parkways SE, Sunday, August 28, 11:00-4:00 PM

Deborah mentioned that the Portland Plan events were almost fully staffed. She also made note of the NE 42nd Ave Street Fair, and that Debbie Bischoff would be there. Deborah went on to say that the messaging for these events is different now. Previous phases had a more interactive feel, for example with the Portland Plan “What’s Your Big Idea?” game. Now, the focus is more educational, more one-way communication.

Update on the CIC Briefing at the Planning & Sustainability Commission on 7/12/11

Jason told the members about Jason, Peter, Linda and Marty’s presentation at PSC, and said he would send out the presentation document for everyone to look at. During the presentation, they played the video the City made, and the council seemed interested and educated, and provided positive feedback.

Linda mentioned an executive summary, said there was more to come, and asked what they learned? The PSC wanted to know what the community had said to the CIC during the project. They then went over feedback with the PSC Commissioners, such as budget and implementation, how they can be sure the project gets funding and stays active. There is a process underway to work with OMF and make sure the Portland Plan gets budget secured for implementation.

Peter commented that there is still a need to increase Portland Plan exposure in the city. A lot of community members he spoke with still did not know what the Portland Plan really was, especially the relationship between the Portland Plan and the Comp Plan. The committee suggested a large billboard or portable banner to help increase awareness, perhaps similar to the Portland Timbers marketing campaign. Peter mentioned that the plan has had success within the business community, such as the APNBA. He received surveys back with a lot of good responses.

Jason reiterated the issue of defining the term “equity.” The DCL partners have been working at defining equity. CIC members appreciated and understood and went along with their definitions, but there is a need to constantly redefine equity.

Howard thought that there was a good interaction, and the interaction needs to continue as information moves up from CIC to PSC to City Council.

Linda thought they did well at reaching underrepresented groups. Eden added that in our mock summer booth we have a summary of outreach throughout Portland Plan Phases I, II, and III. The summary also shows the evolution of public thinking, goals etc throughout the phases.

Lois asked about evolving definitions, is there any place where there is an ongoing, for example a dynamic consistently-updated “Q+A zone” on our website? Eden said they tried a static Q+A in the past, but it hasn’t been updated in a while. Howard thought that a more dynamic, up-to-the-minute “ask the planners” zone is a great idea.

Draft Portland Plan Preview

Eric Engstrom said the current timeline is that by next Wed 27th he expects to have a 99.5% layout draft ready for the CIC to read. He acknowledged that the CIC members are anxious to get a hold of that draft so they can begin reading and reviewing it. Eric went on to say that the document should be all but finished by the 2nd or 3rd of August. After that, the team will schedule a walkthrough briefing with the CIC. Eric mentioned that the week of August 8th would be better to ensure delivery of the document. August 11th will be the public posting date. Before that, they will be organizing press releases, etc.



Howard urged that the CIC have an advance review and feedback before release. Eric said that the time between the 27th and the 8th is for CIC review. The CIC should create a special meeting to look at the layout draft. Eric went on to say the 27th will be a draft that still needs minor wordsmithing, and a more formal briefing would take place a week later on a more finished, more final document. The document will likely span 60-80 pages, with a high meg-count, and as such would be cumbersome and difficult to email. Because of this, as well as other issues including digital versioning issues, Eric asserted that they would be sticking with paper and black ink printing.

The CIC decided on the best time in the range of August 8th-9th-10th to schedule the briefing was Wed, August 8th, from 6:00pm-7:00pm.

Deborah emphasized that the primary idea in advance copy is to figure out how to talk about or describe the ideas, not to edit.

Eric said he would send an email to the CIC, and they should respond to let the team know if they were going to pick up their copies at BPS or have Chris Dornan deliver to them. There might also be an option for color viewing or in-home printing, depending on whether they could find the right website to securely display the info in a password-protected format.

Eden went over bookmark and flyer about Portland Plan and implementation and PSC commission hearings coming up, as well as the mock summer event booth.

Eden, Deborah and Eric then worked together to illustrate, for the CIC, the combined Portland Plan and Comp Plan timeline on the board. Deborah told the members that the team was working to create awareness throughout the timeline, but specific messaging for one-time PSC hearings, for example, may change the info for certain outreach efforts.

Peter said that marketing ideas like the banner is different from his specific involvement in business groups. He recommended investment in one portable banner to that shows up at different strategic places around town and increases recognition for the website. He added that the Portland Plan continues to evolve, and that the Comp Plan is one aspect of the Portland Plan. Eric clarified that the Comp Plan is an implementation of the Portland Plan.

Stanley asked where the Comp Plan fits into the timeline. Eric answered that the Comp Plan is overlapping already, but they would not hit the public with the Comp Plan formally until after the Portland Plan is adopted in 2012. The Portland Plan background reports will be used for both the Portland Plan and Comp Plan.

Communications: Summer / Fall Materials

Stanley said the time for implementing a banner is close, in terms of maximizing awareness, be it one banner or several. Howard asked the members to consider momentum. Whatever CIC does, there will be weeks of constant rollout of information. Having the Portland Plan mentioned a lot over time will help create brand recognition. Timeline and branding are critical to create buzz and momentum.

Eden asked the CIC what they wanted the buzz to be about. Do they want to focus on getting people to testify as PSC hearings, or create and maintain an ongoing awareness of the plan? She proposed to wait and focus efforts towards the end of 2011 as adoption gets closer.

Liz Gatti commented that when adoption gets closer, the negative responses will be greater. She asked how the CIC could best support dialogue in the face of Oregonian editorials, public negative feedback, etc.

Jason agreed that focusing marketing near the end, close to adoption, made the most sense. He suggested producing teasers along the way, budget allowing, but the majority of the marketing work should happen at the end of 2011, into early 2012.

Linda felt that this was still a relevant question in terms of where and when to focus resources and timing. Where in the timeline do partners fit in, such as schools for education etc? Eric answered that the next step with partners is going to each partner's commissions and executive leadership and presenting to them directly. The Mayor had the idea of creating a Partners' Council, with a representative from each council. There will be no formal adoption before the City acts. They should leverage partners such as TriMet for publicity and outreach.

Judy thought that the Timbers had an effective campaign using banners, and created a lot of awareness for the Timbers' arrival, even among non-soccer fans. She got a sense from partners that they perceived the Comp Plan is where the money is. She expressed her concern to ensure that the Equity piece continues to be powerful within the Comp Plan.

Shirley commented that the banner is a good idea since they are portable and can be effective among a lot of different groups.

Lois mentioned the Chinook Book as an example of organizations and businesses with the same philosophies as the Portland Plan, helping them spread the word.

Jason suggested using a "where's Waldo" approach on the website to create awareness for current events for the Plan. One example of this technique is using a moving flag on the site to highlight places and people that need more exposure.

Howard reiterated the idea of momentum, focusing on the missing phrase after "The Portland Plan", such as "where we are going to be in 2035."

Eric suggested that TriMet resources such as the MAX could provide a moving Portland Plan "banner." The banner graphic could be painted on a bus or especially a MAX train to create a moving banner.

Peter opined that it was better to create exposure earlier than later. He supported messaging such as "where will you be in 35 years?"

Eric stated that in his experience, general awareness pushes worked best during key milestones, such as initial publication and adoption. City Council and PSC are much more focused toward people with specific policy issues.

Eden said she would take the CIC's feedback to the Portland Plan team and the Mayor's office, in terms of where to spend money and what we're trying to achieve, and addressing Peter's point about people still not knowing what the Portland Plan is.

Liz asked about the people's summary. Eden replied that Jason Linda Peter Paul and Stan signed up, and will meet in early August to co-create the Peoples' Summary.

Kevin asked which, if any, subcommittees the CIC thought he could help with. Eden said both Kevin and Lois could help with creating the Peoples' Summary, which is essentially a smaller, more easily understandable summary version of the 60-80 page technical-heavy Portland Plan. PDC's Economic Development strategy used a lot of pictures and an easy to follow layout; this could provide a good example of what the finished Peoples' Summary should look like. Eden invited Kevin and Lois to participate in the subcommittee, beginning in early August.

Eric said that he has had conversations with the Mayor about Portland Plan actions. The Mayor's idea, by the time of adoption, was to identify and promote household-specific actions people can take to support the plan. While this may or may not be part of People's Summary, it could be a worthwhile thing the CIC could engage in.

Peter suggested taking the People's Plan to the school level for an 8th-grade assessment of household activities.

Deborah said that the Youth Planners met with the superintendent of David Douglas, who was immediately interested and asked how they could help. He mentioned that the SUN program might be a useful resource for this task. He would help with the idea if the Portland Plan team / CIC moved forward with it.

Comprehensive Plan Project

Deborah Stein passed out the Assumptions handout. She mentioned that there is a lot of work to do, as many of the people working on the Portland Plan will also be working on the Comp Plan. Deborah stated that they need to be working with people tied to geography, as well as non-geographic groups. The last time the Comp Plan was done, the focus was on geography-based groups and neighborhoods. She wants to work with the CIC on the public involvement process. She asked the CIC to create a new subcommittee focused on designing public engagement around the Comp Plan.

Liz asked about the Comp Plan budget. Eric responded that BPS has secured budget for the Comp Plan from July 2011 to July of 2012. The first order of business is finishing the background report. Eric went into more detail about the Comp Plan timeline, and how it overlaid the Portland Plan timeline. Liz asked about budget for implementation. Eric stated that funding for land use growth management and projects such as transportation and parks is not dealt with in the Comp Plan. However, the projects that do make the Comp Plan list will determine what future money is spent on. For example, you couldn't spend federal Metro money on a project in Portland unless it was on the Comp Plan list.

Deborah pointed out the PIAC piece of the Comp Plan to update its Public Involvement chapter.

Eric explained that the Portland Plan is a strategic plan for 25 years, some of which mentions land use, but it is more than that. The Comp Plan is a much more focused, nuts-and-bolts approach.

Ryan asked if one or more existing plans would drop off once the Portland Plan and Comp Plan are brought into play. Eric said the short answer is yes. Deborah stated that the District Planners are closely tied with the neighborhoods, and for those neighborhoods with a plan they want to look at these plans in relation to the Portland Plan with fresh eyes. She wants the public to figure out what is still relevant in their existing plan(s). Eric pointed out that they do not have the resources to rewrite or create 96 new neighborhood plans. This will be a more regional approach, perhaps at the 20-minute neighborhood scale, grouping 3 or 4 existing neighborhoods together for this approach.

Linda noted that this is being done at the district coalition level. They are creating a template that each individual neighborhood can draw from.

Paula asked what the relationship was between the urban growth boundary and the Portland Plan. Eric answered that Metro works with info about growth and housing changes, and they roll that into their decision about the growth boundary. The Portland Plan will not affect the next boundary Metro decision, but will affect future UGB decisions.

Stanley asked how many of the far-reaching, non-neighborhood plans like the Bicycle, Climate Action and Streetcar Plans tie together with the Portland Plan. Eric answered that the Bicycle and Streetcar plans will be starting points for the Comp Plan. They need to sort out any conflicts between them and find the synergies between them. The bicycle and streetcar plans will affect land use and growth, among other things.

Deborah asked the CIC members to email her if they were interested in the Design subcommittee.

Update on grants to Diversity and Civic Leadership (DCL) Partners for culturally-appropriate Portland Plan involvement

Deborah presented an update on the grants issued to DCL partners. NAYA, Urban League, CIO, IRCO, Latino Network have grant agreements, they in turn designed their own approach on how to involve people in Portland Plan. They are wrapping up a one-year project, and should have a similar engagement in the coming year concentrating on Portland Plan implementation and/or the Comp Plan. They are looking to see what worked and what did not, and want candid conversation. Each organization has been asked to do a closing report to inform the next year. The evaluation questions included: did they increase the awareness of the organization's capacity, did they increase their level of networking and collaborating, did they involve a more culturally diverse constituency, did they improve the number and quality of events and discussion opportunities, and did they increase attendance at events. They were tasked with attaching images and materials that captured the experience. There will be more to share next meeting.

Next steps:

The next official CIC meeting is September 21, from 8:00 to 10:00 AM.

Attachments

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

- Staff assumptions re: the Comprehensive Plan
- Draft CIC April Minutes
- Draft CIC May Minutes
- Draft CIC June Minutes
- Portland Plan bookmarks
- Portland Plan / PSC flyer

DRAFT

Staff assumptions re: the Comprehensive Plan project

Portland Plan CIC - July 20, 2011

Public involvement

- Public engagement for the Comp Plan will be designed to involve both geographic and non-geographic communities.
- The Portland Plan Community Involvement Committee (CIC) will continue in its current role to guide and oversee public engagement for the Comp Plan.
- Staff will work with the CIC, District Coalition Chairs and Directors, Diversity and Civic Leadership partners, Multnomah Youth Commissioners and youth planners, and others to design and carry out the public involvement process for the Comp Plan.

Scope, structure, and content

- The Comp Plan will incorporate and build on the policies of the Portland Plan.
- The Comp Plan will be developed within a regional context and will carry out the 2040 Framework.
- To meet the state's requirements for Periodic Review, Portland must update the following goals of its Comprehensive Plan:
 - Housing
 - Transportation
 - Economic Development
 - Urban Development
 - Public Facilities
- In addition to the required five goals, the City has committed to updating its Public Involvement chapter. The recent work of the City's Public Involvement Advisory Commission (PIAC) directly informs this update.
- The Comp Plan will consist of **policies** (both citywide and geographically distinct), a **citywide map**, and a **citywide systems plan** (infrastructure).
- A one-size-fits-all approach to development, design and infrastructure will NOT be assumed. Geographic and other distinctions among places will be considered in any new approaches.
- There will not be a formula for every neighborhood or district to increase density (i.e., there won't be density directives as there were in the Southwest Community Plan process). Preliminary data shows that current zoning capacity can more than accommodate forecasted growth.

- Planning will occur at a scale that is larger than any single neighborhood association, to enable neighbors and community groups to work together on shared issues and look at shared opportunities. For example, several neighborhoods may want to join together with community organizations to plan for a main street that serves a particular commercial district (such as was done in the Hollywood and Sandy Plan).
- District Liaisons will play a lead role in working with community on *content* of the plan (as distinguished from the primarily *public engagement* role that District Liaisons have played on the Portland Plan).
- The District Liaisons will use assessment maps and other tools to collect/document/display what they have been hearing and continue to learn from district residents, businesses and institutions. This collected information, along with summaries of policy issues raised in the Portland Plan Background Reports, will feed directly into the draft plan as it evolves.
- The nine Action Areas of the Portland Plan will likely serve as an organizing framework for Comprehensive Plan policies.

Community Involvement Committee

Meeting Minutes

April 20, 2011

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

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

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

Mayor's Office Staff: Raihana Ansary

Visitors: Jason Roop

WELCOME

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

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

The CIC approved both the January and February minutes.

ANNOUNCEMENTS

Marty made the following announcements:

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

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

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

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



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

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

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

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

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

CIC DECISIONS AND FOLLOW UP ACTIONS

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

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

PORTLAND PLAN FAIRS AND OTHER PHASE 3 OUTREACH DEBRIEF

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

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

Ryan said the De La Salle gymnasium was cold.

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

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

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

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

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

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

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

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

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

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

Marty said the CIC Evaluation would be emailed out soon.

UPDATE ON PORTLAND PLAN PROCESS AND TIMELINE

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

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

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

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

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

Ryan did not see the Beerfest.

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

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

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

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

COMMUNICATIONS UPDATE

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

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

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

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

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

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

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

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

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

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

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

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

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

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

UPDATE ON GRANTS TO DCL PARTNERS

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

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

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

COMMENTS FROM THE PUBLIC

Jason Root introduced himself to the CIC.

NEXT STEPS

The next CIC meeting is as follows:

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

CIC Decisions and Follow up Actions

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

Meeting adjourned.

Community Involvement Committee

Meeting Minutes

May 18, 2011

Committee Members Present: Jason Barnstead-Long, Liz Gatti, Brian Heron, Linda Nettekoven, Stanley Penkin, Howard Shapiro, Peter Stark

Absent: Paula Amato, Judith Gonzalez Plascencia, Anyeley Hallova, Shirley Nacoste, Lai-Lani Ovalles, Rahul Rastogi, Ryan Schera, Alison Stoll

BPS Staff: Raihana Ansary, Eden Dabbs, Chris Dornan, Eric Engstrom, Bob Glascock, Barry Manning, Marty Stockton

Visitors: none

Welcome

Howard began the meeting by reviewing the agenda, focusing specifically on the equity agenda item. Howard stated that Equity is integral to the Portland Plan, and requested several CIC members attend an upcoming Planning and Sustainability Commission meeting to offer the committee's perspective. Howard went on to ask the CIC members to consider how they feel about the current definition of "Equity." Is it on track?

The April 20, 2011 meeting minutes were not voted on at the meeting, as a quorum was not achieved.

Announcements

Marty announced the following upcoming events:

- Planning and Sustainability Commission – Hearing and recommendation on Portland Plan: Factual Basis and Buildable Lands Inventory, Tuesday, June 28, 6:00 PM; 1900 Building, 1900 SW 4th Avenue, Room 2500, 2nd Floor

Howard then introduced Eric Engstrom to talk about the Buildable Lands Inventory as it relates to the Portland Plan.

Eric explained that they moved the May 24th meeting to June 28th. The second batch of background reports is forthcoming, but they are holding off on the Employment Opportunities Analysis and Public Schools Report until the fall. The Buildable Lands Inventory should be ready by June 28th, and posted to the web next week. One public comment received from various neighborhoods is that some BLI sites have multiple constraints, and a request has been made to reduce development at sites with multiple constraints. That request was adopted. To clarify, vacant as well as underutilized lands are considered part of "buildable" lands.

Jason asked about current use in terms of industrial land and buildings moving to more green practices. Is this part of the equation?

Eric differentiated between types of buildable land, industrial vs. commercial, and how they break down into a dozen commercial geographies. He also pointed out the difference between locations of sites, such as Central City commercial, Central Eastside industrial and Marine Drive industrial uses.

Stanley asked about residential capacity with the new model. Eric replied that there is a slight concern about the amount of single-family housing in North Portland, but it is still in process.

Brian asked about the continued availability of public open space. Eric responded that they are projecting for future land use, and are making adjustments to preserve open space as part of their calculations for the future.

Linda inquired about how this modeling will factor in school property, which has higher-density zoning. Eric answered that there are some accommodations that can be made with schools.

Equity and the Portland Plan

Howard moved on to ways to communicate equity issues with the draft plan. He introduced Bob Glascock to speak about the Equity TAG and what “equity” means to them.

Bob introduced himself as part of the Equity TAG, and took the CIC members through the TAG’s mission statement and one-page handout. He agreed with Howard’s assertion that equity was a primary, central issue to the Portland Plan. He also related Mayor Adams’ statement that equity is an overarching part of the Portland Plan.

Bob told the CIC that the Equity TAG began primarily with City and technical agency staff, and then invited other community members to the group, including many in the disabilities community.

Bob also related that the TAG thought the Portland Plan’s most documented disparities are ethnic and racial, and that reducing these disparities should be one of the key measures of Portland Plan progress. They felt that saying “we care” isn’t enough, change needs to be made. The group is focusing on metrics and ways to quantify and evaluate progress. An Office of Equity has been proposed, but they don’t have a budget yet. Reducing disparities will take the whole community working together to achieve.

The Equity TAG recommended that the Equity Preamble language, “Equity is when everyone has access to opportunities necessary to satisfy essential needs, advance their well-being, and achieve their full potential,” should be expanded so that everyone knows they have a part in creating equity.

Bob added that PPAG agreed the Equity definition on page 2 of the Equity TAG handout was something to aspire toward: “We have a shared fate – as individuals within a community and communities within society. All communities need the ability to shape their own present and future. Equity is both the means to healthy communities and an end that benefits us all.”

Marty concurred and stated this language will make it in some form into the Equity Preamble.

Judy BlueHorse Skelton said she liked “working toward equity requires understanding of historical context” and asked for “history” to get included in the language.

Bob agreed that there is importance in recognizing history as part of equity.

Judy mentioned an Oregon state “day of acknowledgement” for past discriminatory laws, to provide historical perspective on why disparities exist.



Howard confirmed with the CIC members that history is important and should be a part of equity discussions moving forward.

Stanley warned that there is risk in over defining and wordsmithing the term “equity.” He thought more time should be spent focusing on policies, outcomes and actions which speak at the local level. Focus on benchmarks and actions with physical results that resonate with the average citizen. What happens on the ground is the most important thing.

Howard said that equity is more than ethnic. Peter saw the biggest disparity in geography (e.g., Eastside versus Westside)

Brian mentioned that agreeing on a definition for equity might work as a snapshot for right now, but if we define it too specifically the definition won't have room to grow into conditions that exist 20 years from now.

Linda said both the short definition on page 2, as well as the longer one on page 3, from the Equity TAG handout, were confusing in terms of figuring out what the goal or result looks like. She emphasized that she did not want to lose the language, but did want to show a goal.

Liz said that if we use the longer, page 3 version, we should find a way to add “and revision” in front of “of fairness.” Recently she and Judy Snow from the Association of Down Syndrome talked about three different levels of inclusion: 1) basic inclusion (amicable, but no shared actions), 2) mechanical inclusion (people work together but they have no personal connection), and 3) crossover inclusion (understanding and acceptance of each other's unique gifts.) We're looking for an impassioned citizenry to run with the definition.

Howard summarized with Judy that it is all part of a bigger picture, that no group is an island, they are all interwoven. Judy went on to say that African-American community and Native community still have deep wounds under the surface that might require acknowledgement of history in relation to the present and informing the future.

Brian said there are big cultural differences between predominant American western democratic society's culture and that of newcomers, and they do not always mesh well.

Linda agreed with Judy, and recommended including historical context language into a bullet point of “making opportunity real”, etc. She also recommended adding a key element that puts racial and ethnic issues front and center in equity language.

Howard added that it is important to include **history** in bold to the language of equity. It is impossible to list every inequity, but there is a consciousness to achieve an understanding of this. He reiterated that equity is central to the Portland Plan and wants language that makes every person in the city relate to it saying “this is for me”.

Brian – CIC doesn't have, or necessarily have to have, the perfect answer. We need to create ways for communities to help Portland define and redefine “equity” as it evolves.

Liz agreed and stated we need dialogue back and forth between the City, CIC and communities at-large.

Eden asked the group if it made sense to name specific Native American and African-American populations in the Preamble, a section on history and context. Stanley stated his fear that if you name two groups, you exclude twelve others. Raihana added that even the order you mention specific groups in a list could be seen as favoritism.

Howard asked the group if Equity should be shown as the heart, soul and essence of the Portland Plan in plain language. Marty confirmed that this language already exists, reading similar language directly from the Equity Preamble.

Marty added that while history is important for some, it is not the same for newcomers. For example, the history shared by African-Americans is not the same as a newcomer from Somalia.

Howard asked the group what should be taken to the Commission.

Bob asked if there are there good visual examples to show. A good example might be to show the big investments made to the Pearl and Waterfront Districts and big investments and compare and contrast with the Cully neighborhood and East Portland locations that still have dirt roads. Bob also asked the group to come up with good stories about disparities that people face in the community at large. He cautioned that the goal is not to isolate or exclude anyone, so choosing the right kind of example would be crucial.

Jason responded that using the story from the past about the proposed Mt. Hood Freeway, and how disparate communities came together to successfully fight to keep their communities together might be a good example.

Howard asked if the group thought that geographic disparity was important to cover, and if equity could be used to balance geographic disparities in the Pearl, Downtown, etc.

Eric replied that it is an important issue, whether this is strictly about people or geography for geography's sake. He said people should be careful about using "pure geography" as there are many other factors to consider when planning for future equity.

Jason mentioned that there is a see-saw effect, with sprawl moving people out to the edges, then people reflexively moving back into the central city. We should focus on where communities and services presently are, and make them better there, instead of creating incentives for communities to move to where money is being spent.

Stanley cautioned about the danger of a backlash if you put money too exclusively into one area, for example in the eastern portion of East Portland, to the extent of being a detriment to the other parts of town. Equity is an issue about neighborhood and community identity.

Liz stated that in East Portland, newcomers move out there, and experience lack of infrastructure, sidewalks, and paved roads.

Marty gave examples of disparities, such as minorities making up 48% of public school rosters, and higher unemployment rates for African-American men. There is untapped potential in these minority populations.

Jason noted that past housing policies, made with good intentions, had the unintended result of displacing African-American communities. He said that housing policies should move forward in a more equitable way

Eden said that the CIC could use the DCL partners to help with messaging of strategies and identifying and choosing images of disparities. If someone sent an email with these questions the DCL partners could help answer or provide ideas for imagery.

Howard asked Bob if the CIC provided important info that the Equity TAG could use. Bob replied that the discussion and ideas provided for the definition of equity, and examples the group talked about were helpful, and he will take them and present to the Equity TAG.

Howard asked the group for ideas on how to get the word out to partner agencies. Bob stated that the Mayor has encouraged cooperation amongst partner agencies. Is there anything that would speak best to partners? Are we missing opportunities with others? We could use part of the message for the city business piece, Objectives and Actions Point C. Showing is better than telling. If Portland increases minority hiring and contracting and has better accountability for progress over time, perhaps partners would join in.

Howard asked if it was a good idea to ask all private and public organization partners to look at the definition of “equity” and endorse it? Parks already endorses the word equity. Peter’s group endorses equity. Howard recommended going to each partner agency and having leadership endorse the term equity.

Linda said that in Action 3, Column A, organizations already have a concentrated equity effort, for example Multnomah County’s Office of Equity, as well as efforts at the local school level. She recommended partnering with these “sister offices” to create a stronger message.

Bob added that the Equity TAG noticed this as well, and asked to recognize that other people outside the City are doing the same thing.

Liz mentioned that, in general, the Portland business community won’t get excited about equity unless it improves their respective businesses, and makes the city a more vital, dynamic place. Connecting around the idea of “gifts”, that each Portlander has unique gifts to give the community, regardless of physical or mental differences should resonate with the business community. She made the recommendation to move language to include “gifts to share”, that employers would see this language as an opportunity to improve their business.

Peter agreed that businesses are first and foremost about making money. It is important to recognize geographic differences and inequities. There are issues that need to be addressed surrounding introducing workforce housing to the eastside. The 50% median family income limit is too high for low-income housing funds. This creates inequity for “lower middle-class” workers that want to live close to their work.

Howard requested that Bob work with Marty to produce a joint equity report to submit to the PSC. Marty suggested that this should dovetail with the Portland Plan Phase 3 update already scheduled to happen at PSC in July. When they go back to cover public involvement, including a discussion about equity should be a natural fit.

CIC Decisions and Follow up Actions

Howard asked Marty to give an update on the subcommittee to recruit new members into the CIC. Marty stated that Stan, Paula, Anyeley, and Howard volunteered for the subcommittee. So far a small number of applications have been received. The last time they solicited for members they received

roughly 80 applications. She thought this may be in no small part because they spent \$3500 for advertising in the first round and none in the latest round. They wanted to experiment in the second round and see if networking and word-of-mouth would make up for lack of advertising dollars. They reached out to personal contacts in DCL partner organizations, OAME, Milepost 5, various professors at PSU, Warner-Pacific and Concordia; targeting outreach to communities of color. Despite their best efforts, the grass roots tactic obviously did not work as well as planned. That said the two new applicants are high quality; these, added to the remaining 60 applicants from the first round should combine to form a solid pool of candidates.

Liz wondered if there was any evaluation of the applications yet.

Stanley replied that he will review them once they are all put together. He said he was disappointed that there were only 2 new applicants, and wondered how much of this is because no money was spent on advertising, or if instead it is because the Portland Plan isn't widely resonating with Portland in general? He said that on the street, when he encounters people a lot of them only have vague knowledge of the project name, but know little if anything about the content of the Plan. Liz mentioned that a different population wants to get involved in this stage of the Portland Plan, as opposed to the people showing interest when the Plan was just starting out.

Peter said that, applications aside, he was disappointed in the lack of CIC members present at this CIC meeting. He asked if it was not out of the question to create and pay for a Portland Timbers-style billboard that will help (re)establish interest in the Portland Plan.

Howard asked if one reason for the lack of enthusiasm might be that people are happy with Portland as it is, and believe that, especially in comparison to other cities, it is functioning well. He said that for the most part, Portland has a big reputation for being a good town. In the words of Ron Tonkin, "we are Portland proud."

Stanley shared his belief that there is a significant portion of the population that for whatever reason does not share that optimistic view of Portland.

Howard told the group that the subcommittee will meet on Friday and review the CIC applications, and will keep the CIC updated on their progress.

Business Outreach Update

Howard invited Barry Manning to talk about business outreach, focusing on the APNBA, which represents a larger number of smaller businesses compared to the Portland Business Alliance.

Barry introduced himself and gave an update on Phase 3 business activities and the memo. He said that after the Portland Plan Fairs, there was a desire to reach out directly to the business community. Barry thanked Peter for his input, which helped the decision to hold a citywide Portland Plan Business Forum. The Forums were designed to take the "pulse" of the business community, to share and review the Draft Strategies and get them better acquainted with the Portland Plan.

The first of the two Forums was held on April 29th at NW Natural, with more of a PBA focus. This event was advertised widely through emails from the Mayor's Office to various broad spectrum organizations, and reinforced through personal networks. Eighty-two people attended.

The second Forum took place at the Left Bank Annex on May 9th. This was a smaller venue, focused specifically on the APNBA and small business in general. APNBA took full responsibility for

marketing the event. The attendance goal was 50, and 30 people attended. Barry felt that was a good number, given the amount of advertising.

Barry said he will do another hosted presentation today, the 18th, at NINA. Again, the focus of these events is to inform people about the strategies, and get feedback using voting clickers at the level of “right direction, neutral, wrong direction.”

Howard asked how much time was spent at these events talking about equity. Barry responded that neither the presenters nor the participants asked specifically about equity, it was simply stated as an overarching component of the Plan. Both groups were almost exclusively interested in talking about the Economic Prosperity and Affordability and, to a lesser extent, the Healthy Connected Neighborhoods strategies. In terms of the EPA piece, the PBA supported the idea of urban innovation and pursuit of a next generation business core more than the APNBA did. The APNBA was more focused on business neighborhood vitality, and felt that this piece should be moved from the HCN to the EPA strategy.

Stanley noted that using a weighted average, a vast majority of the Business Forum questions were voted as moving in the “right direction.” He asked Barry if attention will be paid to the outliers. Barry responded that they would, most likely in a follow-up email directed at the “no” votes.

Howard asked that, since equity wasn’t discussed at length in these forums, if we could reengage them later on about equity? Barry said we could, and will do so later on, potentially in Equity-focused follow-up meetings.

Peter said that, again, the business differences can be traced to geography. The PBA is mostly made up of west side and downtown core businesses, while the APNBA is concentrated in outlying neighborhood commercial districts. From that point of view, their response to the Education piece is interesting. This is a fairly well-represented group in terms of location and types of businesses, as well as demographics.

Brian pointed out that in his view East Portland is underrepresented. It is a very large geographic area, but they represent only 4% of the total business participation in the surveys.

Marty replied that East Portland has a lot of residential population that lives there, but there are few businesses based in that part of town that would participate in this kind of outreach, thus the low percentage.

Barry mentioned that Christina Scarzello is doing targeted outreach to east Portland businesses to get their take on the strategies.

Linda suggested working with the East Portland Chamber of Commerce, as they are trying to act as a “counterweight” to the PBA.

Barry said his take-away from the Forums is that people are talking, exchanging good information, and the APNBA in particular is learning a lot of new specific info about the Portland Plan. Leading into the Forums their awareness level was “there’s this thing called the Portland Plan.”

Peter added that he was impressed with attendance at the Forums.

Howard encouraged Barry to involve the business community further about equity, and bring them closer to the Equity Initiative and we move into Phase 4.

Update on grants to Diversity and Civic Leadership (DCL) Partners for culturally-appropriate Portland Plan involvement

Marty reported that the last time the CIC met in April, an update on the DCL Partners involvement and/or influence on the Portland Plan Fairs had been given. Recently, Deborah was invited to give a Portland Plan update to the Portland Indian Leaders Roundtable. Lai-Lani is active with this group, and it was through Lai-Lani that shared the Northwest Health Foundation's definition of equity as a possible replacement of the one included in the draft Equity Preamble. Marty has done tabling with CIO, specifically through the SUN program at Harrison Park School. CIO is going through a detailed review of the drafts, and should be in contact with their comments and recommendations soon.

Marty went on to say that next week there will be a Portland Plan presentation and discussion at IRCO's all staff meeting. Bob, Matt and Marty met with Polo, while Deborah and Matt met Pei-ru to prepare for a 30-minute presentation. Matt Wickstrom has other meetings in the works with Africa House and APANO.

Marty asked if anyone had anything to add. **Linda asked for an update on the Comp Plan.** Eden replied that the Portland Plan Draft Plan should be ready by the end of July, and that the Graphics Team is presently coming up with a rough draft template to engage the most people possible.

Stanley asked if opportunities could be created for CIC members to sit in with staff, even as observers, to see how staff is putting these things together. Eden said she would try to invite members to future meetings.

Linda requested a strategy to do outreach moving forward. Marty went over the list of summer events, the next being the East Portland Expo, which the Draft Plan should be ready in time for. That said, Marty acknowledged that outreach should be an agenda item for the next meeting.

Linda asked if the Portland Plan would have a presence at Sunday Parkways. Marty responded that they would skip the first two events, since there is no new substantive info to give people yet.

Brian informed the group that he would be on extended leave from July through September. He said that he would be willing to resign if the CIC had issues with that long of an absence. As a group they said it was okay, he could stay on.

Marty noted that as there will be no August CIC meeting, Brian will only miss one during his break.

Howard closed with a few issues for the group to consider: what disparity examples most resonate with a broad audience, and how they can frame a call for partner agencies and the private sector to join in, in order to reduce disparities.

Howard adjourned the meeting.

Next Steps:

Next CIC meeting will be Wednesday, June 15, from 8:00 to 10:00am.

Attachments

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



- Equity Technical Action Group for Portland Plan
- Equity Initiative
- Community Involvement Committee Evaluation of Phase 3 Outreach and Engagement
- Barry Manning – memo – Phase 3 Business Forums and Presentations

Community Involvement Committee

Meeting Minutes

June 15, 2011

Committee Members Present: Paula Amato, Jason Barnstead-Long, Liz Gatti, Brian Heron, Shirley Nacoste, Linda Nettekoven, Stanley Penkin, Howard Shapiro, Peter Stark

Absent: Judy BlueHorse Skelton, Judith Plascencia Gonzalez, Anyeley Hallova, Lai-Lani Ovalles, Rahul Rastogi, Ryan Schera, Alison Stoll

BPS Staff: Raihana Ansary, Eden Dabbs, Chris Dornan, Eric Engstrom, Emily Sandy, Deborah Stein, Marty Stockton

Visitors: Susan Blevins

Welcome

Howard began the meeting by noting that quorum attendance was not achieved. The 4/20/11 and 5/18/11 minutes still need approval. The CIC will look at them at the July meeting.

Announcements

Marty announced the following upcoming events:

- Planning and Sustainability Commission hearing and recommendation on Portland Plan: Factual Basis and Buildable Lands Inventory, Tuesday, June 28, 6:00 PM; 1900 Building, 1900 SW 4th Avenue, Room 2500
- Planning and Sustainability Commission briefing on Portland Plan Community Involvement Update, Tuesday, July 12, 12:30 PM; 1900 Building, Room 2500

Summer Outreach Schedule

- East Portland Exposition, Saturday and Sunday, July 23 and 24, 11:00 AM; Ed Benedict Community Park, Powell Blvd near NE 102nd Ave
- Sunday Parkways NW/Downtown, Sunday, July 24, 11:00 AM – 4:00 PM
- Ecotrust Sundown Concert, Thursday, July 28, 5:30 – 8:30 PM; Southside of the Ecotrust parking lot located at 721 NW 9th Ave

CIC Decisions and Follow up Actions

Stanley reported on the CIC Selection Subcommittee's progress. They received a few new applications and reached back to the 68 original applications to complete the applicant pool. After an evaluation ratings process, they narrowed down the field to 17, and from there to the final 7 interviewees. They are in the process of interviewing candidates to fill the CIC openings. Within a few weeks, they should have the two to three recommendations.

Stanley said that while not as racially diverse as a group as he'd like, there are other diversities represented such as profession, geographic location etc. Marty concurred, stating challenges with increasing the diversity of the applicant pool. Stanley said he's also evaluating the ability of people who can come into a 2-year old committee and contribute immediately. Marty said the standard

procedure is to put the selections on the Consent Agenda. Howard suggested not going on the consent agenda, and instead recommending them in person to City Council. This would provide a good way to get face-time with the City Council members.

Eric Engstrom recommended that perhaps a better way to get face-time is for the CIC to take the lead on a simplified executive summary. Jason is leading; Stan, Peter, Liz and Linda are tentative. Howard requested that Steve Dotterrer present the Census results as well.

Liz clarified that CIC would present to City Council, then would approve the new CIC selections. Other members were approved on the consent agenda in the past.

Stanley said it is a good idea to get in front of Council, but coinciding as it does with the release of the draft plan, the timing might not be right.

Marty stated that it is important that new members are on board for the 7/20 meeting. Also the PSC 7/12 briefing – having two briefings that close to each other, and adding City Hall would be likely a bit much – that said, it would be good to have time with City Council.

Eric Engstrom suggested that the CIC could help lead the briefing in December, prior to the presentation of the Draft Plan. CIC membership agreed with Eric's suggestion.

Portland Plan Draft

Stan felt disconnected from what the PPAG is doing. Howard responded that the PPAG meets quarterly, but attendance has been spotty.

Deborah Stein stated that much feedback has indeed come from the PPAG and PSC. There are multiple levels of review that the draft is presently going through. Also, the Equity TAG has reviewed all the strategies in depth, and has worked to make sure that Equity is included in all constituent strategies, EPA, Education, and HCN. Deborah added that the Draft Plan will include acknowledgement of the involvement of all partners.

Eden explained that the process of compiling various, potentially conflicting comments is long, difficult, and confusing. As much as the Communications Team wants to share this with the CIC, the only part actually written at this point is the introduction.

Howard asked the CIC membership to weigh in as thoroughly and vocally as the Equity TAG did. TriMet, the Port of Portland etc have all gone in front of the PSC to voice their side, and the CIC should not be any different.

Yesterday at PSC they had first exposure to the Census review. The data are still raw. Portland is growing, but not at the rate that it was before. The outlying area of “greater Portland” including Vancouver WA is growing quickly. The Census data so far show the African-American population at 6% of total, Asian at 7%, and Hispanic percentages are growing the fastest overall. These are very significant data for forming the plan, determining who is here at present, and how the numbers are trending. Howard asked for Steve Dotterrer to attend to speak further about the Census report. Census data is critical to the Portland Plan. Marty said she will share the two-page memo about the census with the CIC.



Communications Update / Brainstorm and Advice to Staff

Eden reported that she is working with Portland Community Media and just finished a summary video of the Phase III Portland Plan Fairs. Once the video is up and running on the Portland Plan website, Eden will send a link to the CIC. Eden described the video as fun, touching on strategies, showing fair content and showcasing community members who attended.

Eden referred to the timeline B+W handout about the transition from Phase III to Phase IV – phase III is finished, June and July is all about the draft plan – keep the momentum and awareness alive about the draft plan. In August and September, let the public know that the draft plan is online for viewing. Printed copies will be big and expensive, so emphasis on digital viewing. Budget alternatives are VIP presentation-level set for a small group, as well as a larger number of B+W hard copies for general requests. PSC hearing dates tentatively scheduled for Sept and October. This phase is about informing and education, not surveys, not collecting info or feedback. Message should be: here is the plan, filled with great ideas - open it and read it. If you have comments, there are formal non-BPS channels to direct them to. Whole back page shows directions on how to do this.

Peter asked if there was budget for one banner to place at various locations with the website. It could be the start of a campaign to maximize awareness of the progress of the Plan leading up to its adoption. Stanley agreed that there is a lack of broad awareness and penetration of message. Howard agreed that there are 30,000 people involved now, but 600,000 in Portland.

Eden said that there is value in keeping awareness alive in the Plan, and the quick strategic actions (5 years or less) that will be happening. As we move into Comp Plan, keep talking about managing the message and where the emphasis should be in community engagement.

Linda said it is important to note that this is an active plan and won't sit on a shelf. Portland is famous for creating and adopting plans, and not acting on them, at least for a long time.

Howard said the Portland Plan is somewhat composed of the Climate Action Plan, Comp Plan, etc. Shirley asked about population involved in creating and molding the Plan. Eden responded that 20,000 comments were submitted and recorded, and went into decision on the Plan. Eden looked for confirmation on methodology about banners, postcards etc.

Jason said that we need to form a Portland culture, that everyone is involved – thanks for taking part, and we still need your help. Connect from City Hall to grass-roots neighbor-to-neighbor actions.

Stanley said he really liked the Portland Timbers marketing campaign, and asked if help was needed from Weiden + Kennedy to aid in Portland Plan marketing. One of the most effective parts of the billboard campaign was that it featured Portlanders themselves, glorifying the fans in an effort to increase the local fan base. Eden said there is a small line item in the budget for marketing consulting, and asked the CIC what the best time for a splashy banner / billboard etc. Her main concern is that people get burned out on the message before the project is done. She wondered if it would be better to do this before it is adopted, or as/after it is adopted. CIC will want a visceral message, but timing is the key issue.

Jason said that March and/or April would be a great time to go for it. Linda said that the moment of adoption is a great time to get word out. Linda said that having the website out there in the fall, and then a big push in March, would be a good use of money. Eden agreed. Peter thought that quicker action would be better.

Eden handed out the plan outline. The strategies and definitions were basically the same as before, but “Education” is now titled “Thriving, Educated Youth.” Eden also handed out a specific Thriving Educated Youth packet. The intent was to show the layout as a template for all the other individual strategy reports. Eden said there is a shift in presenting the information, moving from pictures to a color-coded approach. Education is red, EPA is purple, Equity is yellow, and HCN is green. The challenge is to present dense content in a very accessible way. Lists such as “top 10” are popular ways to communicate in an easily accessible way.

Howard said his inclination is toward fewer words, even though the document already has a lot of visual elements. He advised Communications to look more toward “sound bytes”, acknowledging that it is tricky because there is so much info to communicate. Graphics are very important.

Eden said the Communications team is also looking increasingly at video as a method of communication about the Plan, likely in tandem with social networking, such as posting videos on Facebook. Her initial opinion is that any large-scale marketing or advertising should coincide with the Portland Plan’s adoption by City Council.

The Outreach Subcommittee is involved in PSC as well. The 4-page executive summary is different from the PSC presentation, and exists for two very different purposes, so it doesn’t necessarily make sense to combine them.

The Communications Team will handle the two-page “Curbsider teaser,” condensing versions of existing documents such as “How will we pay for it?” CIC members agreed that they would like to have reviewer status of the 2-page flier before approval and release.

Deborah mentioned that the 4-page executive summary containing the guts of the Draft Plan will come out in August, and not before the Draft Plan is completed and released. Marty stated that to meet Title 6 requirements, we need an executive summary that is translatable into various languages. Eden said that internally, we need to figure out what the summary will look like, confirm the timing, and share with CIC, youth planners, etc.

Brian pointed out that the average Portlander would be most interested in a message of “Come Win with Us” instead of “Here’s the Plan.”

Raihana opined that participating in the Summer Zoo Concert Series could add to outreach.

Eden and Liz agreed that at the July meeting they could help with planning for August.

Comprehensive Plan Update

Emily Sandy gave an update about the Comp Plan. Sandra Wood covered the big timeline before; they need to have the Plan itself completed by the fall of 2012. First product is a workplan draft of the Comp Plan with placeholders for things they need to accomplish. These placeholders largely do not include solutions. They are in the process of figuring out what the topics are, but the main focus comes from state-required things, such as figuring out the number and allocation of staffing. They are working to come up with a draft to present to targeted stakeholders, vs. the general open house group, plus mayor’s office and other political interests to vet, and to present formally to PSC. They get to work on pieces they prioritize to work on. With the Portland Plan pushing farther into the fall, the Comp Plan will get started later this year in outreach to the stakeholders.

While the Portland Plan provides focus for the Comp Plan, it is not everything that makes up the Comp Plan. Again, the Comp Plan is focused on state-required Periodic Review elements. Eden will be the Communications lead for the Comp Plan. There are fundamental differences between the Portland Plan and the Comp Plan; we will cover those differences later.

Eden talked about printed materials for the summer. The four-page report summary is due from the Communications Subcommittee in the next 1-2 weeks for the first event. Marty mentioned a conflict with the four-pager, along with the PSC briefing, as well as the Mayor's response on 7/9.

Deborah described the layout of the executive summary will include bullet points below each strategy and will focus on visual elements to communicate its points.

Howard said that the Portland Plan shouldn't be popularized, while the Comp Plan is a state-required Plan. The CIC should revisit these fundamental differences later.

Comments from the Public: Susan Blevins introduced herself to the CIC. She said she was very interested in the progress of the Portland Plan, though a lot of her friends and neighbors were not aware of the Plan at all. She said she would probably come to the next CIC meeting. The members welcomed her to do so, and encouraged her feedback.

Next Steps:

Next CIC meeting will be Wednesday, July 20, from 6:00 to 8:00 PM.

Howard adjourned the meeting.

Attachments

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

- Phase IV Outreach
- Phase IV Communications Planning
- Portland Plan – Summer 2011 Outreach and Materials
- Table of Contents - Draft Plan
- Draft Portland Plan Video – Concept Statement
- Portland Plan Draft – Intro
- Portland Plan Draft - Styles

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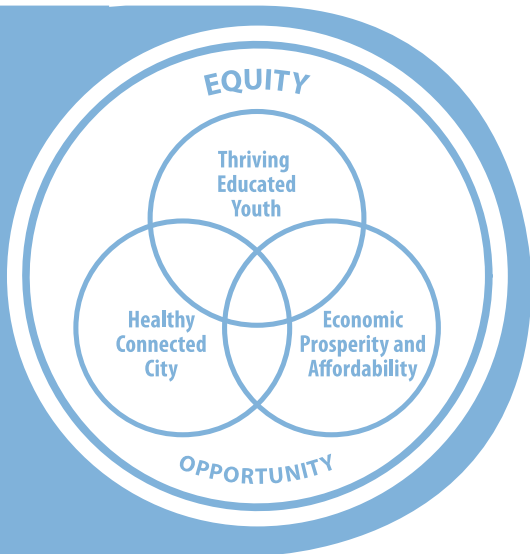
THE PORTLAND PLAN...

Making Portland a thriving city – prosperous, healthy and equitable for all

What is the Portland Plan?

The Portland Plan provides a roadmap to help our city thrive and become more sustainable. The plan includes three integrated strategies to achieve this vision:

- Thriving Educated Youth
- Economic Prosperity and Affordability
- Healthy Connected City



The Portland Plan is the result of the continued work and commitment of thousands of Portlanders, numerous community organizations and government agencies, and many staff who devoted their interest, intellect and passion to the creation of a strategic plan for all of Portland.

What will the plan include?

Each strategy has two major parts:

- A five-year action plan (2012-2017)
- New policies to reach our vision for 2035



How will the Portland Plan be implemented?

The Portland Plan will be implemented through a variety of tools, including:

- Legislative advocacy
- City and partner programs
- Internal city practices
- Intergovernmental agreements
- A new Comprehensive Plan

WHAT'S NEXT?

Learn more at www.pdxplan.com

Review and comment on the draft Portland Plan, starting in August.

Participate in the Comprehensive Plan process, starting in 2012.



HAVE YOUR SAY



During Fall 2011, the draft Portland Plan will come before the Planning and Sustainability Commission for hearings and recommendation to City Council. In early 2012, the final Portland Plan will be reviewed by City Council.

Here's how you can comment on the draft plan and the final Portland Plan ...

PLANNING AND SUSTAINABILITY COMMISSION HEARINGS

The Portland Plan hearings will be held at three different locations around the city to ensure that as many people as possible can participate in the process. Please check the website (www.pdxplan.com) for locations.

SEPTEMBER 27, 2011

6 – 9 P.M.

HEARING (public comments welcome)

OCTOBER 11, 2011

6 – 9 P.M.

HEARING (public comments welcome)

OCTOBER 25, 2011

6 – 9 P.M.

HEARING (public comments welcome)

COMMISSION RECOMMENDATION TO CITY COUNCIL

Written comments on the Portland Plan will be accepted now through the Planning and Sustainability Commission hearings. To submit a written comment to the Planning and Sustainability Commission, please send a letter or email to pdc@portlandoregon.gov with the subject line "Portland Plan testimony."

CITY COUNCIL HEARING AND ADOPTION

The dates for City Council hearing and adoption of the Portland Plan have not been determined yet. Consult the website for more information starting in early 2012 at www.pdxplan.com.

The Portland Plan team is committed to providing equal access to information and meetings. If you need special accommodations, please notify us five (5) days prior to the event by phone at 503-823-7700, by the TTY line at 503-823-6868, or by the Oregon Relay Service at 1-800-735-2900.





Community Involvement Committee

Paula Amato

Paula is a Faculty Physician/Educator at OHSU, City Club member, Volunteer Physician at Outside In, and on the Board of the Gay and Lesbian Medical Association. She is relatively new to Portland, having worked internationally and lived in various other large cities. She has a long-standing interest in public health and is a strong believer in mixed use/diverse neighborhoods, public transportation, universally accessible public spaces, context-appropriate architecture and sustainability. She has leadership/advocacy experience, public sector work experience and has worked as a community volunteer.

Judy BlueHorse Skelton

A member of the Metro Citizen Community Involvement Committee and a Board Member of the Urban Greenspaces Institute, Judy has also worked with visionPDX, the Native American Community Advisory as liaison with Portland State University Administration and was the Portland representative to the Oregon Indian Education Association. "I love this place; I am passionate about and committed to the integration of indigenous knowledge and relationships into the larger fabric/conversations happening in Portland and the region and hope to strengthen the bridges between diverse communities, local governments, businesses, natural spaces/places and the intrinsic wisdom that the land has always held. Recognizing the immense diversity within all communities can offer creative solutions and possibilities."

Lois Cohen

Lois has over twenty years experience in strategic communications. Her background working at every level of government, from the City of New York to the State of Oregon and the Federal Department of Transportation, gives her an uncommon ability to assess political landscapes - enhancing project delivery for clients and building innovative partnerships for the agencies and communities they serve. Since June 2008, Ms. Cohen has been the President of Lois D. Cohen Associates, a Portland-based communications firm specializing in community relations, outreach strategy consulting and delivery of communications workshops for public and private organizations. Before founding Lois D Cohen Associates, Ms. Cohen served for seven years as Director of Community Partnerships for Portland State University's Graduate School of Education; and served in a number of government positions such as Intergovernmental Projects Manager for Oregon's Department of General Services. She is an effective public speaker who gave the luncheon address to those attending the 2009 Governor's Market Place. Her remarks focused on Small Businesses: Marketing in a Web-Based Environment.

Elizabeth Gatti

Liz has worked as a resolution facilitator for the Office of Neighborhood Development, provided community mediation services and is currently the owner of Wild Violet Productions, LLC, an organization focused on community enrichment in its many forms. She also serves on the boards of the Hosford/Abernethy Neighborhood Development

(HAND) and the PTA of her children’s school, as well as other community involvement committees. “Magic occurs when people are truly involved in their lives and the life of their community. I would like to support our community in connecting in the healthiest possible way, particularly around our collective future, which I perceive the Portland Plan to represent. As a member of the CIC, my role would be to model the possibility of positive involvement and encourage people to do what we are all here to do – make our contribution.”

Judith Gonzalez Plascencia

Judith is an architect working for Zimmer Gunsul Frasca Architects. She has also been a land-use planner for the Southeast Uplift Neighborhood program, an organizer/builder for the City Repair Collective and a community liaison with the Guadalajara Portland Sister Cities Association. She is an excellent communicator, enjoys group work, and is bilingual English-Spanish, familiar with the Portland urban planning system, knowledgeable about community involvement and neighborhood associations system. “If selected for this position, I am not representing my office or other community organizations. That helps a lot as I think the hardest will be to keep my personal point of view in perspective. It would help me remember that this is not about me, go back to the common need and assess it accordingly. It might be that the best approach is not my favorite, but it is the best way for the community we are aiming to serve.”

Anyeley Hallova

Anyeley is a partner with Project^ecological development, doing real estate development planning, project management, due diligence and marketing. She has also been a development manager for Gerding Edlen Development and an urban design associate with EDAW Inc. Currently, she is a volunteer with the Imago Dei Community Church, Portland, and is serving on the Adjustment Committee with the City of Portland. Her skills include group facilitation, public speaking, city planning, promoting sustainable development and public participation. “I believe that government should be inclusive of all the people it represents. This ensures that community initiatives, including planning policies and programs, reflect the needs and desires of its residents. Public participation and inclusion is essential to the success of any city planning effort.”

Brian L. Heron

Brian is currently the co-moderator of the East Portland Action Plan Implementation Advocacy Committee which grew out of the East Portland Action Plan initiated by Mayor Potter in 2007. He is the pastor of Eastminster Presbyterian Church and has worked on or for multiple youth and family services and organizations in NE Portland. “It is both important to me as well as necessary to my profession that communities are well-represented and that they don’t move forward until they can move forward together. I am interested in contributing to the work of this committee for two reasons: (1) it is how I personally give back to the community for all the gifts it afforded me; and (2) I do think I have well-honed skills and experience that will contribute to promoting community engagement. My professional life has spanned working in the faith community, social services, hospice, law enforcement and self-employment.”

Jason Long

Jason is a community planning specialist with the Native American Youth and Family Center. He has had an internship with the Office of Neighborhood Involvement and the Clackamas Community Land Trust. He is skilled in facilitation, problem-solving, consensus organization, data research and community involvement. “As an active member of the Portland community, I want to further participate and contribute my skills in the fulfillment of a project which will have long-lasting effects on the growth and development of our community. Because I am part of a growing minority of disabled citizens, frequently challenged and hindered by ways in which our city planning processes are organized, I feel I can offer first-hand insight into ways to make public involvement more accessible to everyone.”

Shirley Nacoste

Shirley has worked at Outside In, Gresham Rehab & Specialty Care, Wildwood Personal Initiatives and the Tualatin Valley Center. As a community volunteer, she is or has been an advisor on a City of Portland Budget Bureau Advisory Committee, a board member of Southeast Uplift, a member of the Center Neighborhood Association and treasurer for the NAACP, Portland branch. “I will respectfully work to shift perceptions and experiences toward the current reality of the population demographic of Portland: that neighborhood associations are not just for homeowners and the feeling that neighborhood associations are white homeowner organizations that are not always open. It is important to find ways to treat people in a manner that is respectful and inclusive. And I will work to improve communication between community members, groups and our Community Involvement Committee members.”

Linda Nettekoven

Linda’s ongoing volunteer efforts reflect her long-term commitment to helping groups and individuals find their “voice,” whether in the workplace or the public policy arena. During her 10+ years in Portland Linda has channeled much of her volunteer energy into the City’s neighborhood system. A long-time board member and officer of her neighborhood association and her neighborhood coalition, she currently serves as vice chair of the Hosford-Abernethy Neighborhood Development Association (HAND). With a background in health, community and organizational psychology, she helped to develop the City’s Five Year Plan to Increase Community Involvement, serves on the City’s Public Involvement Advisory Committee and has represented citizen concerns on several bureau/budget advisory committees. She is also a founding member of the Division Vision Coalition, a collaborative effort to revitalize SE Division Street. “The quality of the Portland Plan will be determined by the quality of the community engagement that informs it. I look forward to collaborating with others to help create an innovative, effective and welcoming process that will make Portlanders proud.”

Lai-Lani Ovalles

Lai-Lani joined the Planning Commission in July 2008. She has worked in the education and social justice field for over 10 years to bring youth and adults together for personal and social transformation. As a community organizer, she helped engage individuals in the community through civic education and nonviolence activities in Washington, Oregon, California, New York, Florida, New Mexico, and New Zealand. She works with the Native American Youth and Family Center as the Indigenous Community Engagement Coordinator. She coordinates Native professional development, leadership initiatives and

networking events, and staffs the work of the Portland Indian Leaders Roundtable. Lai-Lani believes in the power of culture, creativity and indigenous knowledge to guide in the creation of a just and peaceful world.

Stanley Penkin

A native New Yorker who has been in the construction and building business for many years, Stan is currently “retired” but actively engaged in the development of green and sustainable infill projects in Portland. His educational background includes a BS in Civil Engineering and an MS in Urban Planning. During his six years in Portland, he has been actively involved in the community, including chairmanship of his HOA Board, board member of Portland Center Stage, co-founder of the Oregon Arts and Culture PAC (ArtPAC) and an avid supporter of the arts. While New York still remains in his heart, Portland is in his soul. “Portland had the foresight to make vital and visionary decisions in the 1970s that propelled the city forward. We are now at another critical crossroad that will determine how we continue to move forward. I believe in an open, transparent and inclusionary process and am honored to be on this committee and to help in any way I can.”

Kevin Pozzi

"A lifelong Hoosier, I graduated from Indiana University in 2009 with a Journalism degree and extensive experience within the university’s student media, student affairs, and service learning programs. While appreciative of my Midwestern roots, my old home felt lacking in the civic engagement and environmental ethos that I felt myself drawn to, and decided that a fresh start would offer the best opportunity to reach my potential. All signs led to Portland, and so after graduation, I caught the Amtrak from Chicago and began anew. After working in Residence Life at the University of Portland, I am now a Congressional Staffer for Representative Earl Blumenauer focused on managing our intern program, as well as GLBT, Arts/Humanities, and student loan work. Interested in the intersection of smart growth and public service, I also volunteer with 1000 Friends of Oregon, the Bus Project, and am a City Club member. It is an honor to join the Portland Plan’s Community Involvement Committee, and reflective of the work and experiences that I hope will shape my career."

Ryan Schera

Ryan is a land use planner and on the board and land use committee for the Portsmouth Neighborhood Association. He has also volunteered at the Rebuilding Center and has a Bachelors degree in Community Development. “Over the past two years, I have been working as a land use planner for a local firm in Portland. In this capacity, I have held a number of neighborhood meetings to address public concerns on a development proposal. As a volunteer with the Portsmouth Neighborhood Association, I sit at the other side of the table. I feel that my planning and neighborhood experiences allow me to have a unique and significant understanding of the public involvement and land use processes and policies. The CIC is an immense opportunity for the citizens of Portland to get involved and participate in the shaping of the City’s future and land use policy for the next 20 years.”

Howard Shapiro

Howard moved to Portland in 1973 after a 25-year career in marketing and broadcasting in Seattle. He is a member of the Portland Planning Commission, serves as vice chair of Albina Community Bank, and is a board member of Rejuvenation, Portland Center Stage,

and Oregon Public Broadcasting. “As Portland looks ahead, planning the next 20 years, and all that promises, the citizens, the roots of our community, need to help shape that restructure. Important voices can be overlooked or worse, ignored. The Community Involvement Committee, the antenna of public opinion and awareness of the Portland Plan, is a wonderful opportunity for me, as a Planning Commissioner, to listen and learn and contribute. I have had the unique advantage of a personal conversation with all the committee members and it is an honor to do this work with such a fine group of people.”

Peter Stark

Peter is an architect and native of Portland. Having worked for large firms in New York and Los Angeles, Mr. Stark moved back to Portland in 1995 and for the past fifteen years he has been very active in local development and planning. A member of the Alliance of Portland Neighborhood Business Associations and Portland Business Alliance, he is the past president and currently serves on the Board for the Central Eastside Industrial Council and is vice-chair of the CE-Urban Renewal Advisory Committee. In 2008, he was responsible for directing the Central Eastside’s Strategic Plan. In addition to inner SE planning Mr. Stark also has participated on regional committees including those for transportation, urbanization and growth. He is currently president of the Hillside Neighborhood Association and chairs the Cornell Road Sustainability Coalition, representing four northwest neighborhood associations, the Portland Bicycle Transportation Alliance, the Forest Park Conservancy and the Portland Audubon Society.

Alison Stoll

A NE Portland neighbor for 27 years, Alison is the executive director of Central Northeast Neighbors, a nonprofit coalition of 8 neighborhood and 5 business associations in NE Portland. Her work with CNN has spanned 20 years, first hired as a crime prevention Coordinator. Alison serves on the Boards of RideConnection, a nonprofit providing rides for seniors and differently abled people in the Portland Metro area, Parkrose Business Association, the Alliance of Portland Neighborhood Business Associations (APNBA) and Grant Park Church. Alison is a 2007 Spirit of Portland Award Winner for Community Partnerships, holds a Chief’s Forum Problem-Solving Award from Mayor Tom Potter and was presented with the American Mothers Leah Sauer Award for her work in the Community. “I believe that everyone should have a voice and be involved in their community.”



PORTLAND PLAN PUBLIC PARTICIPATION PHASE 3 PROGRESS REPORT



THE PORTLAND PLAN

September 2011



Bureau of Planning and Sustainability
Innovation, Collaboration, Practical Solutions.

City of Portland, Oregon
Sam Adams, Mayor • Susan Anderson, Director



Acknowledgements

Bureau of Planning and Sustainability

Sam Adams, *Mayor, Commissioner-in-charge*

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Executive Summary

Phase 3 of Portland Plan public involvement (Sept. 1, 2010–May 31, 2011) focused on partnering with organizations, especially the Diversity and Civic Leadership Partners, to team up on outreach; strived for a more targeted outreach to the business community and large employers; and provided forums for community discussion and information sharing to a broader range of Portlanders.

SUCSESSES

- Collaborated with the Diversity & Civic Leadership Program (DCL) and its five member organizations: the Center for Intercultural Organizing (CIO), Immigrant and Refugee Community Organization (IRCO), Latino Network, Native American Family Center (NAYA), and the Urban League of Portland
- Developed new community fair approach as an alternative to the large district workshops
- Hosted the Portland Plan Inspiring Communities series, where experts in the fields of economic development, environmental justice, education, community health and sustainable systems shared fresh perspectives on what strategies have worked elsewhere
- Connected with approximately 375 fair participants, 400 Portland Plan Inspiring Communities series participants, and 1,740 attendees to Portland Plan presentations
- Improved demographics of Portland Plan participants (fair participants and attendees to Portland Plan presentations) more closely reflected City-wide demographics in Phase 3 compared to Phases 1 and 2, with an increase among Asian and Latino participants
- Conducted five large-employer brown bag lunch presentations to share information about the plan and gather feedback at Mercy Corps, OHSU, Olympic Mills Commerce Center, Daimler Trucks North America and Evraz Oregon Steel
- Continued the outreach approach of tabling at 19 community-sponsored fairs and events
- Strengthened existing relationships with both partner organizations and community groups and cultivated new relationships

AREAS FOR IMPROVEMENT AND ADJUSTMENTS IN PHASE 4

The February 2011 issue of the citywide Curbsider featured a two-page spread about the Portland Plan strategies and Equity Initiative, as well as information promoting the Phase 3 Fairs. It was accompanied by an Office of Management and Finance survey that focused on neighborhood issues and budgeting priorities.

Standalone surveys were created for each strategy and the Equity Initiative, which were distributed at the fairs, hosted presentations, community tabling events and replicated on Survey Monkey for the web. The eight surveys were long and dense, and it's likely that people were overwhelmed by the amount of time and effort required to fill them out. Consequently, the return rate for the Phase 3 surveys was not nearly as high as for the past two phases; only 217 surveys were filled out in print and online combined. Demographic questions were not included.

Another reason for low survey responses could be fatigue about the Portland Plan. Staff and CIC members note that many people feel as though their voice has been heard, each phase of the Portland Plan offered less and less new information as it was refined, and Portlanders are ready

to move on to implementation and the Comprehensive Plan. It is important to thank the public for their contribution to date, while making a clear connection to the work that has already been done and the upcoming Comprehensive Plan Project.



Phase 3 feedback is informing subsequent outreach and engagement strategies, including:

- Simplify the message to reach the largest number of Portlanders as possible. Many Portlanders do not know there is a Portland Plan under development. As an attempt to inform more Portlanders, several suggestions for creative communications have been offered for Phase 4.
- Target outreach to faith-based organizations, especially those with high concentrations of newcomers and groups typically underrepresented in public processes.
- IRCO's ENGAGE workshop attendees provided the following feedback on the format of and ability to be informed by the Portland Plan Fair they attended:
 - Exhibits should be more interactive with fewer words and posters.
 - With limited translated materials, the fair was not friendly to English-learners.
 - Conduct more outreach to ethnic community organizations.
 - Improve coordination with IRCO to translate advertisements and materials.
- Coordinate more with venues to advertise events to those who use or visit the facility. For instance, flyers announcing the Portland Plan Fair at IRCO were created but not displayed at IRCO. Also consider translating flyers.
- Share analysis of public feedback in a timely manner. Simply posting the survey results and public comments from the Portland Plan Fairs on the website did not clearly demonstrate to the public how their feedback was being factored into drafting of the plan.

Introduction

The purpose of this report is to document and evaluate the outreach and public participation activities for Phase 3 of the Portland Plan public involvement process, from September 2010 through May 2011. This report, along with subsequent reports for other Portland Plan public involvement phases, will serve as documentation for the Community Involvement Committee (CIC) when committee members update the Portland Planning and Sustainability Commission on the City of Portland's public engagement process as it relates to state-mandated periodic review.

LOOKING BACK ON PHASES 1 AND 2

Phase 1 of Portland Plan public involvement was focused on establishing a framework, determining goals, building a menu of public involvement approaches, and identifying measures of success. Additionally, Phase 1 focused on notifying and informing as many Portlanders as possible about the Portland Plan process. Key new relationships began to form during Phase 1, and staff recognized the importance of nurturing these relationships throughout Phase 2 and beyond. The Phase 1 progress report identified many areas of outreach and engagement that staff can improve on, namely less focus on broad notification and more focus on engaging new and under-represented communities.

Overall, Phase 2 of Portland Plan public involvement approaches and goals were successful. Specifically, Portland Plan staff maintained existing relationships with community members and organizations, created many new connections with individuals and groups, increased the number and diversity of people involved, and utilized creative and unique venues for various forms of participation. Despite the successes, the demographics of participants continue to reveal gaps in engagement. Staff is conducting outreach strategies with community partners to engage the diverse non-geographic groups of Portland in relevant and culturally appropriate ways. Lessons learned as reported in this document will directly inform and shape the remaining Portland Plan process phases.

EVALUATING PHASE 3

Generally Phase 3 of Portland Plan public involvement approaches and goals have been successful. Specifically, public involvement efforts focused on partnering with organizations, especially the Diversity and Civic Leadership Partners, to team up on outreach, improve communication of Portland Plan content and include more culturally appropriate engagement of diverse communities. The diversity of participants at the fairs and other Portland Plan presentations improved greatly, specifically among the Asian and Latino communities. Staff strived for a more targeted outreach to the business community and large employers as well as provided forums for community discussion and information sharing to a broader range of Portlanders. The low return rate for the eight surveys created for each strategy and the Equity Initiative is an area of improvement to address in subsequent planning efforts.

PREVIEW OF PHASE 4

As Phase 3 is evaluated, there may or may not be public involvement approaches or outreach tools that apply to the more formal public involvement planned for Phase 4. This formal public involvement process will consist of the public providing written and verbal testimony to both the Planning and Sustainability Commission and City Council. Much of our experience with public involvement in Phase 3 can be carried forward into the Comprehensive Plan and other planning efforts. This report shares many of those lessons learned.



Evaluation of Phase 3 Public Involvement Goals

PUBLIC INVOLVEMENT GOALS AND MEASURES OF SUCCESS

It is important to regularly evaluate and report back to the CIC, Planning and Sustainability Commission and others in the community to relate the effectiveness of the Portland Plan public participation and engagement efforts.

Portland Plan staff recognize constraints related to budget and staffing capacity and have been working to make the most of opportunities through the engagement of new and previously involved community members. Portland Plan staff aim to complete as comprehensive an outreach and engagement program as possible, given these constraints.

Quantitative and qualitative data related to the measures of success for the public participation goals can be found in Appendix A. Phase 3 evaluation comments from the CIC highlighted later in this report, along with specific comments listed in Appendix B, contribute to the following discussion of strengths and weaknesses of Phase 3 public participation efforts. The Public Participation Goals are as follows:

- **Goal 1:** Build on new and existing relationships
- **Goal 2:** Engage broader and more diverse groups with education and information, and provide all interested with enough education so they can meaningfully participate
- **Goal 3:** Provide multiple venues and means for community involvement and engagement
- **Goal 4:** Involve as many people as possible
- **Goal 5:** Acknowledge that Portlanders are being heard, and show how their comments are being incorporated into the Portland Plan¹



¹ This goal was reworded by the CIC for clarity.

Goal 1: Build on new and existing relationships

A successful public outreach and engagement effort will expand upon these existing relationships to best leverage diverse individual and group perspectives in the Portland Plan process.

Areas of improvement identified in the **Phase I** report include:

- *Need more bureau and partner agency assistance with outreach and engagement with their employees and constituents; and*
- *Need to build more relationships with new groups, especially under-served and non-geographic issue-oriented communities.*

Areas of improvement identified in the **Phase II** report include:

- *Continue to seek bureau and partner agency assistance with outreach and engagement; and*
- *Continue to build new and ongoing relationships with under-served and non-geographic issue-oriented grounds, including cultural groups, faith communities, homeless communities, renters and minority businesses.*

SUCSESSES

Phase 3 of the Portland Plan included **broader outreach to Portland's business community**, reaching over 200 people. In autumn 2010, Portland Plan staff conducted five large-employer brown bag lunch presentations to share information about the plan and gather feedback. These were held at Mercy Corps, OHSU, Olympic Mills Commerce Center, Daimler Trucks North America and Evraz Oregon Steel. In addition, the team made presentations to the Portland Business Alliance, Columbia Corridor Association Board, and the Alliance of Portland Neighborhood Business Associations (APNBA). Business outreach in Phase 3 wrapped up with business forums to gather feedback on elements of the strategies. A Citywide Business Forum was held on April 28, 2011, an APNBA-hosted Business Forum was held on May 9, and a presentation to the Northwest Industrial Neighborhood Association (NINA) followed on May 18, 2011.

Portland Plan staff continued to maintain relationships developed prior to the Portland Plan process as well as new relationships developed during Phases 1 and 2. Many interest-based organizations, neighborhood coalitions and individual neighborhood associations received ongoing updates at their meetings on the progress of the Portland Plan. For example, the Connecting Communities Coalition held a second Portland Plan workshop as a follow up to one held in Phase 1. Portland Plan staff continued working with Portland State University faculty on presentations to Freshman Inquiry classes. See results for Goal 2 for engagement with Diversity Civic Leadership Committee organizations.

Coordination with other City bureaus and partner agencies also continues. For example, the Bureau of Environmental Services, Bureau of Transportation, Office of Human Relations, Office of Neighborhood Involvement (ONI) staff helped to develop content for Phase 3 fairs and provided staffing at the fairs. Furthermore, Office of Management and Finance (OMF) staff tabled at the Phase 3 fairs, while Portland Plan staff tabled at Community Budget Forums. Both the Portland Development Commission (PDC) and the Port of Portland continued internal communications and coverage on Portland Plan-related announcements.

With the exception of the Planning and Sustainability Commission, the Public Involvement Advisory Council, the Portland Streetcar Citizen Advisory Committee and coordination with the Portland Commission on Disability, we did not connect with a majority of the City of Portland's 44 boards and commissions during Phase 3. In Phases 1 and 2, BPS staff met with or presented to many of the planning and development-related decision bodies on the developing draft strategies and the planning process. Once the draft Portland Plan is available in Phase 4, BPS staff will have an opportunity to expand and improve outreach to these boards, committees and commissions.

AREAS FOR IMPROVEMENT

- Continue to seek bureau and partner agency assistance with outreach and engagement.
- Continue to build new and ongoing relationships with under-served and non-geographic issue-oriented groups, including cultural groups, faith communities, homeless communities, renters, and minority businesses.
- Continue — and in some cases broaden — involvement with City of Portland boards, committees and commissions.

APPLICATION TO PHASE 4 AND BEYOND

All the areas of improvement bulleted above have application to Phase 4 and subsequent public involvement efforts for the bureau.



Goal 2: Engage broader and more diverse groups with education and information, and provide all interested with enough education so they can meaningfully participate

A well-designed public engagement program will provide widely understandable and meaningful materials and information describing the project in a manner that encourages participation of those who are traditionally underrepresented in public processes.

Areas of improvement identified in the **Phase I** report include:

- *Continue to produce meaningful materials translated into other languages, large print and Braille; and*
- *Provide simplified easy-to-understand materials to newcomers, highlighting why they might want to participate, continue diverse media coverage, and expand outreach to renters.*

Areas of improvement identified in the **Phase II** report include:

- *Increase the percentage of participants from under-represented communities. For example, while Latinos make up 9 percent of Portland’s population, only 3 percent of survey respondents identified themselves as Latino (see Appendix C for demographics of both workshop participants and survey respondents).*
- *Improve marketing for services available at outreach events and workshops. Services that would allow greater participation from under-represented communities (interpretation, child care, Braille) were underutilized.*
- *Utilize the accessibility checklist provided by ONI when choosing future sites for Portland Plan events to improve the general accessibility to all participants.*
- *Implement frequent and regular analysis of survey and/or workshop demographics to better target communities under-represented and to refocus outreach efforts.*
- *Increase outreach to and support from non-English language media, such as radio, newspapers, etc.*
- *Continue to outreach and engage renters and the homeless population.*
- *Continue to outreach and engage the business community, specifically engaging management-levels of larger businesses and employees in the area.*
- *Develop fewer and simpler survey questions that will be easier to understand than Phase 2 survey questions.*

SUCSESSES

Collaboration with the Diversity & Civic Leadership Program (DCL) and its five member organizations: the Center for Intercultural Organizing (CIO), Immigrant and Refugee Community Organization (IRCO), Latino Network, Native American Family Center (NAYA), and the Urban League of Portland.

Portland City Council approved a grant program in June in which the DCL member groups receive funds to conduct culturally meaningful and appropriate public engagement for future Portland Plan phases. A synopsis of each DCL partner’s desired outcomes, overview of approaches and efforts for Portland Plan involvement follows.

The Center for Intercultural Organizing

The Center for Intercultural Organizing (CIO) seeks to increase immigrant and refugee community involvement in public policy decisions made at the city level by utilizing the Portland Plan to build community capacity and educate the community about key policy decisions that have a direct impact on their lives. CIO has an existing program, the Pan-Immigrant Leadership and Organizing Training (PILOT) program, and participants in this program will work with staff and board members to review, analyze and publicly present the contents of the Portland Plan.



In tandem with this work, CIO and its constituents will develop a multimedia campaign that offers explanations of the Portland Plan components to present to the immigrant and refugee community and the public-at-large.

What's happened so far ...

CIO has:

- Participated in brainstorming around the communications of and provided videotaping services for three Portland Plan discussion groups.
- Tabled at two Portland Plan Fairs at the Oregon Zoo and at IRCO.
- Co-tabled with BPS staff at Harrison Park SUN Program's Use Your Voice night.
- The Portland Plan and CIO's response to it were discussed in depth at six staff meetings, including a full afternoon work session when BPS staff joined.
- CIO utilized the Portland Plan as one of the core issues in the 2011 PILOT Program. This included two sessions — an overview and at the final PILOT meeting to get input from PILOT members on CIO's final report. The PILOT workshops involved 30 people, including PILOT members and volunteers and staff who were invited to participate in the sessions.

The Immigrant and Refugee Community Organization

The Immigrant and Refugee Community Organization (IRCO) plans to educate and engage communities about the Portland Plan while learning ways to actively influence its design and content. The organization also plans to identify ways to advocate for important community issues in Portland that may be outside the scope of the Portland Plan. IRCO plans to train staff and community leaders about the Portland Plan, utilizing existing ENGAGE meetings. The October Community Needs Assessment Conference helped inform the discussion of community issues and the connection between those issues and the Portland Plan. Further community meetings with the Slavic, African and Asian communities and those who have been underrepresented throughout the process will be scheduled. IRCO also suggests holding a collective community event for the constituents of all DCL partners.

What's happened so far ...

IRCO has:

- Held a Community Needs Assessment Conference attended by over 300 people.
- Participated in the development of a Portland Plan PowerPoint presentation for individuals with limited English skills and conducted training with a small group of IRCO community leaders.
- Selected appropriate survey questions and provided Portland Plan information at Winter Giving 2010 event.
- IRCO staff tabled at the Portland Plan Fair at IRCO.
- Coordinated the IRCO ENGAGE workshop with the Portland Plan Fair held at IRCO and provided valuable input about the format of the fair and suitability for Portland's newcomers.
- Brainstormed ideas for future involvement of IRCO staff interested in specific components of the plan.



Latino Network

The Latino Network seeks to increase the Latino community's voice and vision in public policymaking and utilize Portland Plan involvement to help achieve this objective. Existing BPS materials will be used to collect data in a culturally appropriate manner that may not have been captured otherwise. The organization plans for staff, volunteers and community members to integrate the Portland Plan into their established

programs, identify opportunities to engage broader communities who are not currently connected with Latino Network and further engage constituents by offering opportunities to facilitate Portland Plan engagement activities, including survey collection and facilitation of the "Portland Plan Game."

What's happened so far ...

The Latino Network has:

- Provided Portland Plan information and collected participant survey responses at various venues and summer events, including Portland Parks & Recreation free summer lunch program, Latino-centric flea markets, faith-based organizations and the Bite of Oregon.
- Introduced Portland Plan concepts and facilitated the Portland Plan game and discussion at small community gatherings, the 2011 DCL Academy and Verde's Green Leaders group.

NAYA

The Portland Youth and Elders Council (PYEC) wants to bring a clearer understanding to the Native American community of the benefits of contributing perspectives for how the City can best serve their needs. This effort is also intended for the Native American community to recognize how the City can have direct influence on the well-being of the community's families and children. The PYEC intends to develop leadership within their grassroots advocacy group to help individuals become better equipped to share information with the broader community. This leadership development will lead to more effective teaching, coalition building and exponentially shared knowledge. PYEC will host work sessions and also suggests a united DCL event for communities of color.

What's happened so far ...

NAYA has:

- Recruited community participation in reviewing draft materials for the next round of workshops, and participated in Technical Advisory Group work, including providing feedback on language used in materials to ensure greater inclusivity.
- Introduced Portland Indian Leaders Roundtable partners to the Portland Plan by sharing the handbook. Discussion of 28 attendees included upcoming opportunities to educate within member organizations.

- Participated in planning efforts for Multnomah County Youth Commission to ensure NAYA youth inclusion in an overall youth involvement effort.
- Participated as part of PYEC in discussion and information sharing with partner DCL organizations at workshops and community events.

Urban League

The Urban League plans to engage African Americans, other people of color and low income community members in determining priorities for the Portland Plan. Their goal is to ensure that equity is reflected throughout the plan and through the development of an “equity tool” used to evaluate priorities and actions. The Urban League plans to utilize an African American community needs assessment survey and promote a comprehensive approach to reduce disparity by including measurable improvements to economic, social and health outcomes and conditions as part of the Portland Plan. Outreach and involvement will include the development of a survey(s), canvassing, various methods of advertising and notification and a hosted meeting(s) with Portland Plan staff.

What’s happened so far ...

Urban League has:

- Collected 175 issue-oriented surveys from African Americans and conducted door-to-door canvassing, knocking on 1,000 doors throughout the Portland-Metro Area.
- Provided Portland Plan information at a candidates forum attended by 200 people.
- Partnered with City staff to provide a Portland Plan overview at an Urban League civic engagement event at Leander Court attended by 20 people and participated in a discussion at a Social Justice and Civic Leadership training attended by 50 people.
- Held a V.O.I.C.E. project meeting that was attended by 15 community members at Planned Parenthood.
- Tabled at Fir Ridge High School community night attended by 75 community members, students and staff.
- Hosted a groundbreaking project day for Urban League’s Urban Harvest Garden project in February attended by 100-plus community members.
- Tabled at the Portland Plan Fair at De La Salle North Catholic High School attended by 50 to 75 community members.
- Tabled at a Diversity Summit at the Oregon Convention Center attended by 500 plus attendees.
- Attended and tabled at PSU — Youth Summit attended by 75 youth.
- Tabled at Good in the Neighborhood and Juneteenth events, distributing Portland Plan information to participants.

Translated Materials



The Portland Plan staff advised the Office of Management and Finance to translate their survey in the February issue of the Curbsider into four languages (Chinese, Russian, Spanish and Vietnamese) paired with culturally appropriate outreach. For Phase 3, the centerfold of the Curbsider was used to display the three strategies and Equity Initiative in a simple and graphic way. This text was also translated into the four languages referred to above and

was used at the Portland Plan Fairs and with the Diversity and Civic Leadership Program (DCL) Program. Informational brochures, surveys and fair materials were also provided in large print.

Portland Plan Fairs

During March 2011, more than 400 people attended four Portland Plan Fairs, which offered a fun way to learn about and comment on strategies for education, economic prosperity and affordability, and healthy connected neighborhoods, as well as an Equity Initiative. Breakout sessions were available for those who wanted to have in-depth discussions about the strategies and Equity Initiative. Local food, music and dance from Colored Pencils, and community booths made each of the fairs unique. Childcare was provided, free for the participants. Targeted outreach to the Latino community was done for the event at De La Salle North Catholic High School, which featured bilingual staff, volunteers, materials in Spanish, and food from Micro Mercantes. For this event, Spanish language ads were produced by and place on radio station KRYP, which also did a station appearance at De La Salle.

Youth

Youth Planners and other staff led Portland Plan discussions with classes at Portland State University (PSU). Youth Planners also provided analysis of the draft Equity and Thriving Educated Youth components of the plan.



AREAS FOR IMPROVEMENT

- Targeted outreach to faith-based organizations, especially those with high concentrations of newcomers and groups typically underrepresented in public processes
- IRCO's ENGAGE workshop attendees provided feedback on the format of and ability to be informed by the Portland Plan Fair they attended:
 - Exhibits should be more interactive with fewer words and posters.
 - With limited translated materials, the fair was not friendly to English-learners.
 - Conduct more outreach to ethnic community organizations.
 - Improve coordination with IRCO to translate advertisements and materials.

APPLICATION TO PHASE 4 AND BEYOND

Continuing to build and expand relationships with Portland’s faith-based organizations is an ongoing area of improvement for the Portland Plan effort and beyond.

Because Phase 4 will not have the workshops, fairs or other large community events, the feedback provided by IRCO’s ENGAGE workshop attendees will be forwarded onto subsequent public involvement efforts by the bureau.

Goal 3: Provide multiple venues and means for community involvement and engagement

To accommodate various needs as well as rapidly changing technology, a successful public involvement process will utilize many venues and output to advertise events, share information, and solicit feedback. Venues not traditionally used such as social media, the internet, local public television and radio, and large print materials allow us to reach a more representative sample of Portland’s diverse communities.

Areas of improvement identified in the **Phase 1** report include:

- *Need to monitor and record the number of first-time participants;*
- *Continue to offer food, childcare, and translators; and*
- *Explore ideas and implement additional interactive tools for engagement.*

Areas of improvement identified in **Phase 2** report include:

- *Develop a new tool to determine the number of first time Portland Plan participants;*
- *Develop and implement a new tool to collect data on participants of Portland Plan events other than workshops and surveys;*
- *Improve marketing of services such as childcare and translation services so they may be better utilized; and*
- *Consider and implement new interactive outreach tools in Phase 3.*

SUCCESSSES

From December 2010 to January 2011, hundreds of Portlanders attended the Portland Plan Inspiring Communities series, where experts in the fields of economic development, environmental justice, education, community health and sustainable systems shared fresh perspectives

on what strategies have worked elsewhere. The five events occurred all over the city to reach a broader range of Portlanders. One of the events, held at the Hollywood Theatre, did not offer accessible bathroom facilities in the historic building, so accommodations were made in an adjacent business. These events provided a new approach to community involvement and engagement in a lecture series type format.

During the March 2011 Portland Plan fairs, a door prize entry form was used to gather demographic information from the fair goers. This immediately entered participants into a raffle where five tickets were pulled on the hour. At least 70 percent of participants filled out



this form, which included questions on the following: zip code, age, how did they travel to get to the fair, income, ethnic background and languages spoken at home other than English. At both the Portland Plan Inspiring Communities series and the Portland Plan fairs, as in the prior workshops, evaluation cards were offered to participants to gain feedback. Evaluation questions included how familiar the participant was with the Portland Plan, which gave BPS staff the ability to track first time Portland Plan participants at these large events. Of the 79 Portland Plan presentations that were given during Phase 3, over half were with organizations that had yet to receive a presentation by BPS and other City staff.

Portland Plan staff participated in 19 community events, including culturally targeted SUN School Family Nights, job fairs, neighborhood street fairs, Fix-It Fairs, and Community Budget events. These community fair events allowed Portland Plan staff to reach hundreds of Portlanders who might not have otherwise been involved. Assistance from partners such as Oregon Association of Minority Entrepreneurs (OAME) and CIO helped to connect Portland Plan staff to such community fairs. The continuation of tabling at the large number of community fairs and events (see Appendix D for list of all events) during the autumn, winter and spring enabled Portland Plan staff to reach hundreds of Portlanders who might not have been reached otherwise.

AREAS FOR IMPROVEMENT

Coordinate more with venues to advertise events to those who use or visit the facility. For instance, flyers announcing the Portland Plan Fair at IRCO were created but not displayed at IRCO. Also consider translating flyers.

APPLICATION TO PHASE 4 AND BEYOND

Two of the Portland Plan public hearings with the Planning and Sustainability Commission will be at Portland-area public schools. Coordination with these venues will be one approach of outreach for these events.



Goal 4: Involve as many people as possible

With Portland’s population nearing 576,000 people and growing in size and diversity, it’s important for the Portland Plan to involve as many people as possible in hopes that a representative sample will participate and provide their unique perspectives and ideas.



Areas of improvement identified in the **Phase I** report include:

- Continue to engage more people, especially non-geographic communities and first-timers.

Areas of improvement identified in the **Phase II** report include:

- *Develop new tools to better measure and keep track of the number of Portlanders engaged at public events;*
- *Identify new groups and communities that have yet to be involved in the Portland Plan process; and*
- *Implement more focused outreach to the disabilities community, to the education community and to the business community.*

SUCSESSES

While the overall number of Portlanders participating in the Phase 3 fairs was down slightly, compared to the workshops in Phase 2, the diversity of attendees and first time Portland Plan participants increased. Among the Asian and Latino communities the greatest increase in participation was measured. For those who self-identified with the Asian or Pacific Islander race, attendance increased from 4 to 10 percent; the participants who self-identified with the Latino ethnic group increased from 4 to 9 percent.

Two months prior to the fairs, the Portland Plan Inspiring Communities series saw approximately 400 participants. An estimated 1,740 people attended Portland Plan presentations. Portlanders were engaged in 79 Portland Plan presentations to host organizations, and hundreds more participated in 19 community events where staff tabled during Phase 3.

Additionally, staff continued to engage more Portlanders through social media, increasing Facebook fans, Twitter followers, and the number of views on the Portland Plan Flickr account and pdxplan.com (see Appendix A for all figures).

AREAS FOR IMPROVEMENT

- Continue to engage more people, especially non-geographic communities and first-timers.
- Develop new tools to better measure and keep track of the number of Portlanders engaged at public events.

APPLICATION TO PHASE 4 AND BEYOND

All the areas of improvement bulleted above have application to Phase 4 and subsequent public involvement efforts for the bureau.

Goal 5: Acknowledge that Portlanders are being heard, and show how their comments are being incorporated into the Portland Plan²

Community members, groups and organizations are concerned about the transparency and meaningfulness of how public input is utilized in planning processes. A successful outreach effort will demonstrate transparency and how community voices and opinions were utilized in the development of the Portland Plan.

Areas of improvement identified in the **Phase I** report include:

- *Continue to demonstrate to the public in documents and information provided in each phase, how their comments are being incorporated from previous input; and*
- *Report results and findings from previous phases on website and in future Portland Plan documents.*

Areas of improvement identified in the **Phase II** report include:

- *Develop evaluation forms for specialized events (instead of only workshop); and*
- *Continue to report back and demonstrate to participants in workshops and events that previous input is being incorporated into current materials and proposals.*

SUCSESSES

During November 2010, staff convened discussion groups to share the preliminary language of the emerging strategies to ensure that communication was clear, concise, culturally sensitive, age appropriate and inclusive. Staff met first with the DCL partners, then with the Portland Plan Community Involvement Committee (CIC), the Multnomah Youth Commission, and finally the business community. The discussion groups were facilitated by Kathy Fong Stephens from Barney Worth and filmed by CIO. Feedback from the discussion groups was valuable to the process of writing copy for the Curbsider, rolling out the strategies and promoting the Phase 3 fairs.

Following the Portland Plan fairs, the survey results and public comments were posted on the website, yet the analysis of the public feedback was slow to be provided. Staff continued to utilize a master database of all written comments and event evaluations, which was also accessed by staff through the intranet when revising the draft strategies and the Equity Initiative following the fairs. The draft strategies and Equity Initiative were also sent to each City bureau, neighborhood coalition and DCL partner requesting formal comment. Upon receipt and the weeks following, staff reported back to those bureaus and organizations that provided feedback.

AREAS FOR IMPROVEMENT

- Share analysis of public feedback in a timely manner. Simply posting the survey results and public comments from the Portland Plan Fairs on the website did not clearly demonstrate to the public how their feedback was being factored into drafting of the plan.

APPLICATION TO PHASE 4 AND BEYOND

The above area of improvement has application to Phase 4 and subsequent public involvement efforts for the bureau. During the public hearing process with the Planning and Sustainability Commission and City Council, staff will have to organize and report on public testimony and provide staff responses to this testimony.

² This goal was reworded by the CIC for clarity.

Evaluation of Phase 3 Public Involvement Approaches

To begin evaluating Phase 3 of Portland Plan public participation activities, staff asked the following questions:

- Are we meeting our goals for successful participation?
- Have the approaches used helped us to meet our goals?

Approaches Used and Lessons Learned

A variety of outreach and engagement approaches has been used, and will continue to be used, throughout the Portland Plan public process. Table 1 below shows the opportunities and limitations of two new approaches to Portland Plan public involvement, “Portland Plan Fairs” and “Large Employer Brownbags.” Table 2 reviews the various approaches used in Phase 3 that were also used in Phases 1 and 2, in particular the lessons learned and how Portland Plan staff and CIC members have responded to prior and new lessons learned.

Table 1. Evaluation of New Approaches Utilized in Phase 3 of Portland Plan Outreach

Opportunities	Limitations	Lessons for Next Phases
Fairs		
<ul style="list-style-type: none"> ▪ Fair format was open and flexible ▪ Provided varying levels of participation, attendees were able to browse and comment in writing or choose to engage with other participants and staff. ▪ Very interested community members had the opportunity to have in-depth conversations ▪ Fairs were scheduled on a variety of days and time so that a wide array of Portlanders can participant ▪ The CIC was involved in tailoring each event slightly to reflect the character of the location and target outreach ▪ Community booths, music and food attracted people and added vitality ▪ Format was fun, colorful and vibrant 	<ul style="list-style-type: none"> ▪ Can be staff intensive to run both the fair and small group discussions ▪ Too many opportunities to provide feedback in the way of the eight surveys, mapping exercises, and staff facilitated group discussions ▪ Some attendees were off-put by the level of music and other distractions 	<ul style="list-style-type: none"> ▪ Focus the ways the public can provide feedback ▪ Offer community booths participants an opportunity to evaluate the event ▪ Provide more targeted outreach when offering interpretation and childcare services ▪ Communicate timely analysis of feedback results ▪ IRCO’s ENGAGE workshop attendees provided feedback on the format of and ability to be informed by the fair: <ul style="list-style-type: none"> – Exhibits should be more interactive with fewer words and posters. – Expand translated materials. – Conduct more outreach to ethnic community groups. – Improve coordination with IRCO, etc. to translate ads and materials.

Table 1. Evaluation of New Approaches Utilized in Phase 3 of Portland Plan Outreach

Opportunities	Limitations	Lessons for Next Phases
Large Employer Brownbags		
<ul style="list-style-type: none"> ▪ Opportunity to engage public in different context — provides a work “lens” ▪ Improved ties with employers in Portland ▪ Spread information through new channels/workplace ▪ Reached non-Portland residents and broadened feedback/ perspectives 	<ul style="list-style-type: none"> ▪ Difficult to generate interest depending on purpose/timing in project (info sharing vs. feedback) ▪ Requires interest/effort on part of firm/employer to proceed ▪ Difficult to schedule — when is there a critical mass of employees available for presentation? ▪ Relies upon employer or work sites to accommodate meeting space and promote 	<ul style="list-style-type: none"> ▪ Define target audience: management or employees? ▪ Clarify the criteria for types of firms/employers to contact. ▪ Better define advertising and promotion for events. ▪ Consider timing; what is the right time to engage employees in this setting?

Table 2. Incorporating Lessons Learned into Subsequent Phases

Lessons Learned	Incorporating Lessons Learned
Workshops	
<p>Phase 1</p> <ul style="list-style-type: none"> ▪ Advertise earlier and to diverse audiences for broader participation ▪ Announcement distribution at numerous locations citywide did not result in increase in participation ▪ Evaluate holding more workshops on Saturdays (and potentially on Sunday afternoons) to accommodate people who cannot attend evening sessions <p>Phases 1 & 2</p> <ul style="list-style-type: none"> ▪ Provide more targeted outreach when offering interpretation and childcare services so that people take advantage of these services ▪ Have hosts who can invite and accompany newcomers 	<p>Phase 2 Adaptations</p> <ul style="list-style-type: none"> ▪ Workshops were well-advertised in advance with a “Save the Date” flyer that provided dates, times, and locations of Phase 2 workshops (with the exception of the business-focused workshop) ▪ Stronger relationships with partner agencies resulted in increased advertising to partner agencies’ constituents and thus more diverse participants ▪ Holding more workshops on weekends and in the evenings did not result in increased attendance <p>Phase 3 Adaptations</p> <ul style="list-style-type: none"> ▪ The business-focused workshop was expanded to three events: the main event, one hosted by APNBA and the other hosted by NINA.

Table 2. Incorporating Lessons Learned into Subsequent Phases

Lessons Learned	Incorporating Lessons Learned
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Overviews at Group Meetings

Phases 1 & 2

- Need to have up-to-date and meaningful materials to share with community groups and let people know how they can meaningfully plug in to the process

Phases 3

- Improve communication around the Portland Plan and its relationship to the Comprehensive Plan and other planning efforts
- Continue relationship with periodic check-ins and follow up to questions and feedback provided

Phase 2 Adaptations

- With limited resources, it has been difficult for Portland Plan staff to produce frequently updated meaningful materials for specific community groups.

Hosted Presentations and Town Halls

Phase 1

- Need to continue to build ongoing relationships such as with non-geographic groups to build trust and demonstrate that their voices are being heard

Phase 2

- Continue Town Hall events

Phase 3

- Continue Town Hall events, but strive to make the workshops, fairs, etc. open and accessible to the community at large

Phase 2 Adaptations

- Two successful Town Hall events were held: one for the LGBTQ community and one for the arts community. Both Town Halls were covered generously by the media.
- Make sure format for “town halls” meet the expectations of the public, i.e., attendees have the opportunity to provide input directly.

Phase 3 Adaptations

- One Town Hall event was held for the disabilities community.



Table 2. Incorporating Lessons Learned into Subsequent Phases

Lessons Learned	Incorporating Lessons Learned
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Hard Copy and Online Surveys

Phases 1 & 2

- Consider translation of surveys into popular non-English languages and large print for the visually impaired.
- Continue to provide materials at public libraries, colleges and neighborhood coalition offices
- Next survey needs to be shorter and more easily comprehensible by the public
- Focus survey outreach to renters and homeless
- Monitor demographics of who’s completing surveys so staff can respond with additional targeted outreach to those groups not completing the survey

Phase 3

- Continue to include demographic questions to know who is completing the survey and where to target outreach

Phase 2 Adaptations

- Surveys were translated into four non-English languages for Phase 2: Spanish, Vietnamese, Russian, and Chinese
- Unfortunately the Phase 2 survey was longer and, by some accounts, harder to comprehend
- Survey outreach to renters was improved by sending copies in the Curbsider newsletter to every household in Portland; the surveys were mailed to only single-family households in Phase 1
- There were no improvements in Phase 2 to focus survey outreach to the homeless community. Staff lacks the relationships and tools to access the homeless community. This is an area for improvement for Phase 3.
- Demographic questions were incorporated into all Phase 2 workshops and surveys unlike Phase 1 which failed to ask demographic questions for mail-in surveys

Phase 3 Adaptations

- Advised the Office of Management and Finance to translate their survey in the February’s issue of the Curbsider into four languages (Chinese, Russian, Spanish and Vietnamese) paired with culturally appropriate outreach.



Table 2. Incorporating Lessons Learned into Subsequent Phases

Lessons Learned	Incorporating Lessons Learned
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Special Outreach Activities with Non-geographic & Community Groups

Phase 1

- Need to ensure Portland Plan messaging/information is accessible and easy to understand for non-geographic and special-interest groups
- Need to show how previous non-geographic group input from visionPDX will be incorporated and followed through in Portland Plan
- Need to continue to build relationships with community organizations and encourage their participation in the Portland Plan development

Phase 2

- Need to assist organizations with outreach efforts as requested

Phase 3

- Targeted outreach to faith-based organizations especially those with high concentrations of newcomers and groups typically underrepresented in public processes.

Phase 2 Adaptations

- Stronger relationships with organizations who advocate for non-geographic communities, the new DCL grant program, and the visible equity work produced by staff have helped gain trust in the communities and will hopefully encourage increased participation
- Translating the Phase 2 brochure and survey into four non-English languages made the messaging and information more accessible to specific non-geographic communities
- Newly created graphics that display visionPDX as part of the foundation to Portland Plan content have been incorporated into outreach materials and the website

Phase 3 Adaptations

- Translating the Phase 3 Curbsider into four non-English languages made the messaging and information more accessible to specific non-geographic communities.

Social Media

Phases 1 & 2

- Staff training needed
- Promoting and documenting events

Phases 1 & 2 Adaptations

- Unfortunately no staff training has taken place due to limited resources. Portland Plan communications staff continue to incorporate social media in public involvement which has greatly improved since Phase 1
- Social media used to promote Phase 2 Workshops with a contest promotion on Twitter

Phase 3 Adaptations

- Promotion and documentation of the speaker series, the PSC hearings and work sessions, and the Portland Plan Fairs.
- Social media was employed to make connections to similar initiatives and efforts, our partner organizations and bureaus, CIC members and youth planners, as well as essays and editorials that offered food for thought.

Table 2. Incorporating Lessons Learned into Subsequent Phases

Lessons Learned	Incorporating Lessons Learned
<h2>Marketing and Communications</h2>	
<p>Phases 1, 2 & 3</p> <ul style="list-style-type: none"> ▪ Need to buy more ads in more non-English language papers, and Observer, Just Out, etc. ▪ Utilize marketing and communications staff from agency partners to assist with outreach and engagement to their constituents 	<p>Phase 2 Adaptations</p> <ul style="list-style-type: none"> ▪ In Phase 2, half-page ads were placed in the following cultural/minority papers: El Hispanic News, Asian Reporter, Portland Observer, Just Out, and Portland Family ▪ Informally, agency partners have increased outreach efforts to both their staff and their constituents; however no formal relationships were established with the marketing and communications staff at our partner agencies <p>Phase 3 Adaptations</p> <ul style="list-style-type: none"> ▪ The continuations of ads placed in the following cultural/minority papers: El Hispanic News, Asian Reporter, Portland Observer, Just Out, and Portland Family ▪ Partner agencies (PPS, HAP, PDC) helped get the word out with their e-newsletters, websites and social media channels
<h2>Website</h2>	
<p>Phases 1 & 2</p> <ul style="list-style-type: none"> ▪ Adapt for visually impaired and have buttons for information in languages other than English <p>Phase 3</p> <ul style="list-style-type: none"> ▪ Use of the website to communicate increasingly complex and technical information to an audience that was losing “buzz”. 	<p>Phase 2 Adaptations</p> <ul style="list-style-type: none"> ▪ Due to both budget constraints and Portland Online’s inability to host non-English characters, information in languages other than English was not made available on the Portland Plan website. For the same reasons, changes to the website to better accommodate the visually impaired did not happen <p>Phase 3 Adaptations</p> <ul style="list-style-type: none"> ▪ A series of blog posts were created to publicize and recap each of the speaker series events, which were streamed live on the web ▪ The fairs were promoted in a similar fashion with video and slide shows posted after each of the four events.

Table 2. Incorporating Lessons Learned into Subsequent Phases

Lessons Learned	Incorporating Lessons Learned
Local Media (televised and audio)	
<p>Phase 1</p> <ul style="list-style-type: none"> ▪ Need to produce large print materials and send to various media partners in a timely manner 	<p>Phase 2 Adaptations</p> <ul style="list-style-type: none"> ▪ Large print materials were created in Phase 2 and were made available at the same time as other Portland Plan materials. ▪ In Phase 2, initial contacts with non-English speaking radio stations were developed, however staff had a difficult time receiving follow up communications.
<p>Phase 2</p> <ul style="list-style-type: none"> ▪ Successfully reach television and radio stations that represent non-geographic communities 	<p>Phase 3 Adaptations</p> <ul style="list-style-type: none"> ▪ Experimented with radio, placing :15 and :30 spots on OPB and KRYP, respectively. With the Spanish-language radio station appearance, extra investment into value-added spots and on-air promos with Spanish-speaking staff and Colored Pencils organizers were leveraged. ▪ The Inspiring Communities series played 245 times for a total 439 hours ▪ The Community Fair Spanish PSA played 39 times. ▪ Contracted with Portland Community Media to videotape the fairs, but this time instead of broadcasting live and showing each fair in its entirety, PCM created a fun and breezy video that acted as a kind of visual montage of the events, with an into and closing call to action by the Mayor. The video was featured on the BPS YouTube channel.
<p>Phase 3</p> <ul style="list-style-type: none"> ▪ Continue a television and establish an online video presence 	



Community Involvement Committee Members' Evaluation of Phase 3

To add an additional dimension to the Phase 3 outreach and engagement evaluation, Portland Plan staff posed the following three questions to CIC members in May for their input:

1. *Please provide us with your comments on Portland Plan outreach and engagement efforts for Phase 3 (September 2010 to May 2011). Please tell us what you liked about these efforts and make suggestions for improvement for us to consider in Phase 3 work.*
2. *To help us complete the Phase 3 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 another comments or suggestions.*

Of the sixteen (16) CIC members who were emailed the above questions, 7 CIC members replied. All member responses can be found in Appendix C. Below is a summary of key themes that emerged from CIC member responses.

Overview of CIC Member Responses

The CIC members who completed the Phase 3 evaluation offered valuable comments about the Portland Plan process. One CIC member noted a noticeable shift in the relationship between BPS staff and the CIC since last fall; going on to describe that the first couple of phases was structured with the CIC being reported to about the development of the plan, but at a stage where CIC comments couldn't easily be integrated, shifting to where the CIC is being engaged at the onset of ideas and developments and that CIC feedback is critical for how the process is being shaped. In terms of the Phase 3 fairs, one respondent stated that there was different and more welcoming approach via the fair concept. There was good interaction between the CIC group and staff in developing the fair concept, resulting in well organized and beautifully executed events. Regarding the Inspiring Communities Series, one respondent stated that speaker series was an important interlude in the community workshop process in that they were focused on a broader view of the topics being discussed during the community meetings. Finally, staff was acknowledged for being responsive to input from the CIC regarding community involvement, elaborating that they solicit input and listen to unsolicited input with active response.

Their process suggestions included encouraging more CIC participation because there has not been a quorum at a number of meetings. One respondent stated appreciation of the ongoing updates regarding the work of the DCL partners each month; continuing that it would be nice to hear from some of them directly, but hesitant to add any more meetings to their lives. Another CIC member shared that there is a fair amount of confusion around the many simultaneous initiatives taking place and the many different groups involved (CIC, PPAG, Central City Plan etc.) and at some of the CIC meetings during Phase 2, there was interaction with other groups such as those working on the Central City Plan and the Equity TAG group. This CIC member recommended that more should be done to help foster a more cohesive effort amongst all groups around the Portland Plan. One CIC member shared that in addition to the current efforts, a simple – viral – message is needed that the city is in the process of asking Portlanders what they want the city to be in 25 years.

Next Steps & Moving Forward

In Phase 4, Portland Plan staff will continue to:

- Continue to seek bureau and partner agency assistance with outreach and engagement.
- Continue to build new and ongoing relationships **with under-served and non-geographic issue-oriented grounds including:** cultural groups, faith communities, homeless communities, renters, and minority businesses.
- Continue and in some cases broaden involvement with City of Portland Boards, Committees and Commissions.
- Simplify the message to reach the largest number of Portlanders as possible. Many Portlanders do not know there is a Portland Plan under development. As an attempt to inform more Portlanders, several suggestions for creative communications have been offered during Phase 4.
- Target outreach to faith-based organizations, especially those with high concentrations of newcomers and groups typically underrepresented in public processes.
- Coordinate more with venues to advertise events to those who use or visit the facility. For instance, flyers announcing the Portland Plan Fair at IRCO were created but not displayed at IRCO. Also consider translating flyers.
- Continue to engage more people, especially non-geographic communities and first-timers.
- Develop new tools to better measure and keep track of the number of Portlanders engaged at public events.
- Share analysis of public feedback in a timely manner. Simply posting the survey results and public comments from the Portland Plan Fairs on the website did not clearly demonstrate to the public how their feedback was being factored into drafting of the plan.

As the City prepares to roll out the draft Portland Plan, we have an opportunity to tell the whole story about it. No longer collecting and vetting facts, determining directions and objectives or vetting integrated strategies, we are now reaching the end of a multi-year process to create a 25-year plan for the city and its residents.

As a long range plan to ensure that Portland is an equitable, thriving, healthy and sustainable city, the Portland Plan is vast in scope and complex in nature with many layers of detail. The challenge — and the opportunity — is to communicate to as many Portlanders as possible what it is, why it's important and how it was created in collaboration with the community.

Over the summer of 2011, staff **will be** out in the community again in a limited way at street fairs and special events, as well as, meeting with various neighborhoods, businesses, interest-based organizations and cultural and faith-based groups with information about the draft Portland Plan. Summer outreach **will be** about providing information on the process, as well as, educating the public on the plan, as the process transitions into a more formal phase where the public engages directly with City decision-makers. Outreach **will involve** guiding the public to submit written testimony or attend and testify at one of the Planning and Sustainability Commission hearings during the autumn of 2011.

APPENDIX A

Measures of Success Data

Goal 1. Build on new and existing relationships

Quantitative Measures and Descriptions	Data
<p>1.1 Number of visionPDX organization/group participants</p>	<p>6 out of 55 organizations that participated in vision PDX went on to host a Portland Plan workshop, presentation and/or discussion during Phase 3</p> <p>10 out of 55 organizations that participated in visionPDX stakeholder interviews, engagement interviews, and Vision into Action grants went on to host a Portland Plan workshop, presentation and/or discussion during Phase 2</p>
<p>1.2 Percent of individual participants who answered positively to a workshop evaluation question that asks whether or not they had a high level of knowledge and involvement on Portland issues.</p>	<p>Phase 3 – Inspiring Communities Series, Question #2: 187 responses, 21 strongly agree, 96 agree = 63% positive</p> <p>Phase 3 – Portland Plan Fairs, Question #2 and #3: Question 2: 27 responses, 10 strongly agree, 15 agree = 93% positive. Question 3: 27 responses, 9 strongly agree, 13 agree = 81% positive. Total = 87% positive</p> <p>Phase 2 – 68% (24% “strongly agreed”, 44% “agreed”)</p> <p>Phase 1 – 71% (19% “strongly agreed”; 52% “agreed”)</p>
<p>1.3 Number of staff from other City bureaus and agencies who participated in the Portland Plan outreach effort; and number of City bureaus/agencies that devoted staff time informing and engaging their contacts and relationships in the Portland Plan</p>	<p>Fair facilitators: PBOT (2); BES (3); PPR (1); Human Relations (1); ONI (1); PDC (1); Portland State University (1); Oregon Department of Human Services (1); <i>six bureaus and two agencies; 11 staff members</i></p> <p>Additionally, six bureaus and three agencies provided community booths at the fairs.</p>

Quantitative Measures and Descriptions	Data
<p>1.4 Describe the new and existing relationships built upon during the Portland Plan outreach process thus far.</p>	<p>Phase 3 of the Portland Plan included broader outreach to Portland’s business community reaching over 200 people. In autumn 2010, Portland Plan staff conducted five large-employer brown bag lunch presentations to share information about the plan and gather feedback. These were held at Mercy Corps, OHSU, Olympic Mills Commerce Center, Daimler Trucks North America and Evraz Oregon Steel. In addition, the team made presentations to the Portland Business Alliance, Columbia Corridor Association Board, and the Alliance of Portland Neighborhood Business Associations (APNBA). Business outreach in Phase 3 wrapped up with business forums to gather feedback on elements of the strategies. A Citywide Business Forum was held on April 28, 2011; an APNBA-hosted Business Forum was held on May 9, and a presentation to the Northwest Industrial Neighborhood Association (NINA) followed on May 18, 2011.</p> <p>Conversations that began in Phase 1 with the Diversity & Civic Leadership Program (DCL), a partnership that includes the Center for Intercultural Organizing (CIO), Immigrant and Refugee Community Organization (IRCO), Latino Network, Native American Family Center (NAYA), Urban League of Portland; led to a Portland City Council approving public involvement grants in June (Phase 2) and with continued coordination with the five organizations for the remainder of the Portland Plan. In Phase 3 collaboration with the DCL Partners was underway. See results under Measure 2.9.7 below for engagement activities with the DCL organizations.</p> <p>Advised the Office of Management and Finance to translate their survey in the February’s issue of the Curbsider into four languages (Chinese, Russian, Spanish and Vietnamese) paired with culturally appropriate outreach. For Phase 3, the centerfold of the Curbsider was used to display the three strategies and Equity Initiative in a simple and graphic way. This text was also translated into the four non-English languages referred to above and was used at the Portland Plan Fairs and with the DCL. Informational brochures, surveys, and fair materials were also provided in large print.</p> <p>Relationships were continued with the LGBTQ groups through coordination of the Portland Plan booth at the Gay Fair in the Square.</p> <p>The Portland Plan Fairs were strengthened from new relationships with co-host Colored Pencils by providing a welcoming atmosphere, entertainment and bringing more people to the fairs that otherwise might not have known or interested in going to them.</p> <p>Relationships continued with the Citywide Land Use Group, American Institute of Architects, the Portland Business Alliance, City Club, Connecting Communities Coalition, Senior District Centers, Portland State University and neighborhoods and business associations.</p>

Quantitative Measures and Descriptions	Data
<p>1.5.1 Describe the CIC member’s and Staff’s involvement in maintaining existing relationships within the community.</p>	<p>CIC members used their existing connections to arts, education, businesses, organizations, communities with disabilities, housing/ residents, etc. to plan and target outreach, engagement materials, activities and events with Portland Plan staff.</p> <p>See Measure 1.4 above for staff’s existing relationships which are generally based on traditional work on planning and sustainability projects.</p>
<p>1.6 Ask CIC member’s to report engagement efforts and relationships maintained throughout the community through Portland Plan outreach.</p>	<p>In general, CIC members effectively served as liaisons between the Portland Plan and their respective constituencies. Members have spearheaded numerous creative outreach strategies to assist Portland Plan staff maintain current relationships and build new relationships within the community.</p>

Goal 2. Engage broader and more diverse groups with education and information, and provide all interested Portlanders with enough education so that they can meaningfully participate

Quantitative Measures and Descriptions	Data
<p>2.1 Percent of positive responses on evaluation forms that reflect adequate education received at presentations and events</p>	<p>Phase 3 – Inspiring Communities – 91% (39% “strongly agreed, 52% “agreed); Portland Plan Fairs – 84% (42% “strongly agreed”, 42% “agreed)</p> <p>Phase 2 – 92% (32% “strongly agreed”; 60% “agreed”)</p> <p>Phase 1 – 93% (39% “strongly agreed”; 54% “agreed”)</p>
<p>2.2 Number of targeted outreach groups successfully participated in an outreach event.</p>	<p>Number of Phase 3 events for targeted outreach to the following groups not targeted in Phase I:</p> <p>Sexual and gender minorities – 3 events</p> <p>Senior/aging community – 0 events</p> <p>Faith-based community – 0 events</p> <p>Education communities and institutions – 3 events</p> <p>With the listed groups above, some level of communication and/or coordination occurred. The emphasis in Phase 3 has been to encourage people to attend Phase 3 events, of which there was representation from these diverse communities.</p>
<p>2.3 Number of outlets where Portland Plan materials were made continually available, other than internet. (i.e. public libraries, universities, neighborhood coalition offices, DCL office, etc.</p>	<p>All County libraries (16); Neighborhood District Coalition Offices (7); Senior Centers (11); DCL Partners (5); Universities (1):Total of 40</p>

Quantitative Measures and Descriptions		Data
2.4	Number of outreach documents translated into a non-English language (e.g., Spanish)	4 total (Curbsider translated into four languages: Spanish, Russian, Chinese, and Vietnamese. Materials also produced in large-print.
2.5	Number of events where translator and/or non-English-speaking staff participated in outreach events	1 total (compared with 5 in Phase 1 and none in Phase 2).
2.6	Number of hours Phase 3 Portland Plan Inspiring Communities Series events and fairs were televised on Portland Community Media	The Inspiring Communities Series played 245 times for a total of roughly 439 hours. The Community Fair Spanish PSA played 39 times. Channel 11 reaches the Metro region to around 400,000 households. Channel 22 reaches East and West Multnomah County to around 241,000 households. Channel 23 and 30 reach East and West Portland to around 179,000 households.
2.7	Number of YouthBomb surveys collected	No YouthBomb survey in Phase 3
2.8	Number of attendees at YouthBomb workshop	No YouthBomb Workshop or youth specific event in Phase 3.
2.9.1	Elaborate on the targeted outreach efforts to reach broader and more diverse groups with education and information.	Continued the outreach approach of tabling at 19 community-sponsored fairs and events.
2.9.2	Describe the targeted efforts to reach the business community	Phase 3 included broader outreach to Portland’s business community reaching over 200 people. In autumn 2010, Portland Plan staff conducted five large-employer brown bag lunch presentations to share information about the plan and gather feedback. These were held at Mercy Corps, OHSU, Olympic Mills Commerce Center, Daimler Trucks North America and Evraz Oregon Steel. In addition, the team made presentations to the Portland Business Alliance, Columbia Corridor Association Board, and the Alliance of Portland Neighborhood Business Associations (APNBA). Business outreach in Phase 3 wrapped up with business forums to gather feedback on elements of the strategies. A Citywide Business Forum was held on April 28, 2011; an APNBA-hosted Business Forum was held on May 9, and a presentation to the Northwest Industrial Neighborhood Association (NINA) followed on May 18, 2011.
2.9.3	Describe the targeted efforts to reach the aging and people with disabilities community	Staff shared ongoing updates on the Portland Plan and the Inspiring Communities series and fairs with the Senior District Centers, Multnomah County Aging and Disabilities Services and Elders in Action.

Quantitative Measures and Descriptions	Data
	A second forum with the Connecting Communities Coalition was held in April, 2011. The Equity Technical Action Group also coordinated directly with the Portland Commission on Disabilities.
	Portland Plan staff, a CIC member and professionals who work with disability communities are continuing to work together to design and implement outreach and engagement activities that are meaningful and that encourage more active engagement in the Portland Plan. This includes special publicity for events, providing materials in large print, Braille, and on a CD (for review using special computer programs that enhance readability) and making other accommodations as requested at events. The emphasis in Phase 3 has been to encourage people with disabilities to attend Phase 3 events, of which there was representation from this diverse community.
	Staff regularly attends the Portland Commission on Disability (PcoD) quarterly meetings and provides Portland Plan announcements and updates. Staff will continue to work with the Connecting Communities Coalition and the PcoD to encourage involvement in the Portland Plan through activities and technical support and feedback on Portland Plan products.
<p>2.9.4 Describe outreach strategies such as Portland Community Media that help reach more diverse groups</p>	<p>While filming at the Zoo fair, PCM shot footage of Spanish-speaking staff promoting the De La Salle Community Fair, which they made into a Spanish PSA that played 39 times.</p> <p>With the help of a media buyer, staff bought advertising on Spanish-language radio station KYRP, which made a station appearance at De La Salle in addition to creating :30 spots in Spanish to promote the fair.</p>
<p>2.9.5 Describe the targeted outreach to the homeless community</p>	<p>No targeted outreach to the homeless community occurred in Phase 3.</p>
<p>2.9.6 Describe the targeted outreach to renters</p>	<p>The Bureau’s community newsletter, The Curbsider, is sent to every Portland household which includes multifamily dwellings and apartment buildings information about the Portland Plan.</p>

Quantitative Measures and Descriptions	Data
<p>2.9.7 Elaborate on the partnerships and programs established with DCL for culturally-appropriate outreach (DCL partners include: the Native American Youth and Family Center, the Latino Network, the Urban League of Portland, the Immigrant and Refugee Community Organization, and the Center for Intercultural Organizing)</p>	<p>Phase 3 focuses on partnering with the DCL partners, to team up on outreach and gain feedback from the diverse communities DCL represents.</p> <p>CIO:</p> <ul style="list-style-type: none"> ▪ Participated in brainstorming around the communications of and provided videotaping services for three Portland Plan discussion groups. ▪ Tabled at two Portland Plan Fairs, at the Oregon Zoo and at IRCO. ▪ Co-tabled with BPS staff at Harrison Park SUN Program’s Use Your Voice night. ▪ The Portland Plan and CIO’s response to it were discussed in depth at six staff meetings, including a full afternoon work session when BPS staff joined. ▪ CIO utilized the Portland Plan as one of the core issues in the 2011 PILOT (Pan Immigrant Leadership and Organizing Training) Program. This included two sessions, an over view and at the final PILOT to get input from PILOT members on CIO’s final report. <p>IRCO:</p> <ul style="list-style-type: none"> ▪ Held a Community Needs Assessment Conference attended by over 300 people. ▪ Participated in the development of a Portland Plan PowerPoint presentation for individuals with limited English skills and conducted a training with a small group of IRCO community leaders. ▪ Selected appropriate survey questions and provided Portland Plan information at Winter Giving 2010 event. ▪ IRCO staff tabled at the Portland Plan Fair at IRCO. ▪ Coordinated the IRCO Engage workshop with the Portland Plan Fair held at IRCO and provided valuable input about the format of the fair and suitability for Portland’s newcomers. ▪ Brainstormed ideas for future involvement of IRCO staff interested in specific components of the plan. <p>Latino Network:</p> <ul style="list-style-type: none"> ▪ Provided Portland Plan information and collected participant survey responses at various venues and summer events including Portland Parks & Recreation free summer lunch program, Latino-centric flea markets, faith based organizations, and the Bite of Oregon. ▪ Introduced Portland Plan concepts and facilitated the Portland Plan game and discussion at small community gatherings, the 2011 DCL Academy and Verde’s Green Leaders group.

Quantitative Measures and Descriptions	Data
	<p>NAYA:</p> <ul style="list-style-type: none"> ▪ Recruited community participation in reviewing draft materials for the next round of workshops, and participated in Technical Advisory Group work, including providing feedback on language used in materials to ensure greater inclusivity. ▪ Introduced Portland Indian Leaders Roundtable partners to the Portland Plan by sharing the handbook. Discussion of 28 attendees included upcoming opportunities to educate within member organizations. ▪ Participated in planning efforts for Multnomah County Youth Commission to ensure NAYA youth inclusion in an overall youth involvement effort. <p>Urban League:</p> <ul style="list-style-type: none"> ▪ Collected 175 issue-oriented surveys from African Americans and conducted door-to-door canvassing knocking on 1,000 doors throughout the Portland-Metro Area. ▪ Provided Portland Plan information at a Candidates Forum attended by 200 people. ▪ Partnered with City staff to provide a Portland Plan overview at an Urban League civic engagement event at Leander Court attended by 20 people and participated in a discussion at a Social Justice and Civic Leadership training attended by 50 people. ▪ Held a V.O.I.C.E. project meeting that was attended by 15 community members at Planned Parenthood. ▪ Tabled at Fir Ridge High School community night attended by 75 community members, students and staff. ▪ Hosted a ground-breaking project day for Urban League’s Urban Harvest Garden project in February attended by 100 plus community members. ▪ Tabled at the Portland Plan Fair at De La Salle North Catholic High School attended by 50–75 community members. ▪ Tabled at a Diversity Summit at the Oregon Convention Center attended by 500 plus attendees. ▪ Attended and tabled at PSU — Youth Summit attended by 75 youth. ▪ Tabled at Good in the Neighborhood and Juneteenth events, distributing Portland Plan information to participants.

Quantitative Measures and Descriptions	Data
<p>2.10 Describe the staff training completed to better reach and work with marginalized communities</p>	<p>In Phase 3 staff attended a number of useful trainings including City Public Involvement Network sessions on leading consensus based processes. Staff also participated in Portland State University sessions on accessibility through design. Staff also regularly attends the Equity Council presentations and discussions, such as, Lisa Bates’ “What is Equity Anyway?” talk.</p>
<p>2.11 Describe the staff involvement of other city bureaus and offices who reached out to their constituents</p>	<p>Other City bureau and office staff reached out to the constituents to attend the Phase 3 fairs held in March such as the Bureau of Environmental Services, the Office of Neighborhood Involvement (events calendar), the Portland Online website announcements and Commissioner Fritz’s home page. Portland Development Commission used social media to promote the Phase 3 fairs and the business-oriented workshops.</p>

Goal 3. Provide multiple venues and means for community involvement and engagement

Quantitative Measures and Descriptions	Data
<p>3.1 Percent of sources taken from data from “how heard about project” from meeting evaluation forms</p>	<p>Email (24%); Curbsider Newsletter (18%); Community Group (13%); Family, Friends, Neighbor (12%); Other (12%); City Website (10%); Face book/Twitter (6%); Newspaper (4%)</p>
<p>3.2 Number of new Portland Plan participants who have previously never heard of Portland Plan before choosing to participate in this round)</p>	<p>Phase 3 — Portland Plan Fairs, Question #2 and 3: Question 2: 27 responses, 10 strongly agree, 15 agree = 93% positive. Question 3: 27 responses, 9 strongly agree, 13 agree = 81% positive. Total = 87% positive</p> <p>Phase 2 — 31% answered the workshop evaluation that they did not have a high level of knowledge and involvement on Portland issues.</p> <p>Phase 1 — 29% answered workshop evaluation in Phase 1 as already having a high level of knowledge and involvement on Portland issues)</p>
<p>3.3 Number of organizations Portland Plan staff met with for the first time, and number of organizations Portland Plan staff met with multiple times within the process</p>	<p>74 organizations in total participated in group meetings or hosted presentations with Portland Plan staff. Of these, 30 organizations had hosted presentations in Phases 1 and/or 2.</p> <p>6 organizations held two or more group meetings or hosted presentations in Phase 3.</p>

Quantitative Measures and Descriptions	Data
<p>3.4.1 Describe the different venues and approaches used for community involvement and engagement</p>	<p>Venues — For the speaker series and fairs, venues were chosen where people are, where it is accessible by transit and within, and safe, familiar and comfortable. Outreach events were held at many different locations throughout the city. Tabling events were also selected based on the diversity of population to be reached and varying locations throughout the city.</p> <p>Approaches — Staff worked with organizations and groups to design hosted presentations that were formatted to be best understood and applicable in terms of interests to the particular group. Materials in large print and different languages were prepared, and provided ASL and language interpreters, generally upon request. PowerPoint presentations were provided at some presentations. The Big Idea Game, an interactive game was continued in the early part of Phase 3.</p>
<p>3.4.2 Describe the various venues and approaches utilized to distribute the survey</p>	<p>Surveys were handed out at fairs, at neighborhood and neighborhood coalition meetings and offices, and at hosted presentations. They were distributed through district liaisons, and made available online on the Portland Plan website.</p>
<p>3.4.3 Describe the various social media networks utilized in the outreach effort and describe how utilizing social media has engaged community members and allowed for the community to provide feedback</p>	<p>In addition to promoting and documenting the speaker series, the PSC hearings and work sessions, and the Portland Plan Fairs, in Phase 3 social media was employed to make connections to similar initiatives and efforts, partner organizations and bureaus, CIC members and youth planners, as well as essays and editorials that offered food for thought.</p>
<p>3.5 Describe the other interactive tools used in the outreach effort</p>	<p>Interactive polling continued in the Phase 3 business-oriented workshops; With over 400 recorded responses, the Portland Plan Game titled “What’s your big idea?” was extremely successful at encouraging discussion and soliciting feedback about how Portlanders prioritize various concepts and strategies; Social media was expanded to allow more and encourage public comments; The Portland Plan website also continued inclusion of an open comments component that many members of the public have utilized; and Portland Plan staff continued tabling at community fairs and events which provided ample opportunity to engage hundreds of Portlanders who may not otherwise have participated in Portland Plan.</p>

Goal 4. Involve as many people as possible

Quantitative Measures and Descriptions	Data
4.1 Number of total people reached through the Portland Plan engagement process	Approximately 375 fair participants; Approximately 217 survey responses; Approximately 400 speaker series participants; Approximately 1,740 attendees to Portland Plan presentations; and Curbsider mailing containing the community survey was mailed to every household in Portland
4.2 Number of Phase 3 fair participants	Approximately 375 (See Appendix D for demographic breakdown of workshop and survey participants)
4.3 Number of surveys completed online, mailed in or in person	217 surveys
4.4 Number of “fans” on Facebook	Phase 3 – 1,839 (100 more than Phase 2) Phase 2 – 1,737 Phase 1 – 1,536
4.5 Number of followers on Twitter	Phase 3 – 1,933 (750 more than Phase 1) Phase 2 – 1,176 Phase 1 – 825
4.6 Number of views on Flickr account	Phase 3 – 48,000 views cumulative Phase 2 – 10,657 Phase 1 – 24,354
4.7 Number of views on www.pdxplan.com	Phase 3 – 444,000 page views, with spikes in May (47,000) and June (57,000) Phase 2 – 118,222 Phase 1 – 248,982 (when website was created through 1st phase)

Goal 5. Acknowledge that Portlanders are being heard, and show how their comments are being incorporated into the Portland Plan

Quantitative Measures and Descriptions	Data
<p>5.1 Percent of people who complete evaluation forms at each stage of process who feel positive that their feedback at events, polling, etc is being heard</p>	<p>Phase 3 events did not include questions that relate to this measure. In Phase 4, all public testimony received will be responded to in a staff report to the Planning and Sustainability Commission and then City Council.</p>
<p>5.2 Describe how community participants might find their comments and opinions reflected in the Portland Plan products and processes</p>	<p>City staff technical working groups compile, analyze, and form future phases of Portland Plan materials and documents; A master database exists where all written comments and event evaluations are entered and stored. Portland Plan staff, including the technical working groups, utilizes the cataloged comments for future direction settings; Portland Plan staff convened discussion groups to share the preliminary language of and about the emerging strategies with the DCL partners, CIC, the Multnomah Youth Commission and the business community.</p>
<p>5.3 Describe efforts made by City staff to report results and findings of previous Portland Plan outreach phases through out the Portland Plan process.</p>	<p>In depth research on equity within Portland Plan and previous Portland planning efforts was completed and then woven into Phase 3 materials and processes in response to equity concerns by various communities; Portland Plan website and social media advertise polling results and key themes heard within days of events; Based on feedback from community of people with disabilities, materials were created with larger font for improved readability. Information on CDs and Braille were provided on request (there were no requests).</p>
<p>5.4 Describe follow-up activities conducted by staff for specialized outreach to ensure the opinions and needs of various communities are heard</p>	<p>Staff also collaborated with the Equity Technical Working Group to create the draft Equity Preamble and Equity Initiative.</p>

APPENDIX B

Comments from Community Involvement Committee (CIC) Members

CIC members were provided with a brief set of questions in May to assist the Portland Plan staff to evaluate Phase 3 outreach and engagement. Below are their direct responses.

1. Please provide us with your comments on Portland Plan outreach and engagement efforts for Phase 3 (September 2010 to May 2011). Please tell us what you liked about these efforts and make suggestions for improvement for us to consider in Phase 3 work.

“The Phase 1 and 2 workshop concepts were, in my opinion, becoming stale and needed a fresher approach. Phase 3 took a different and more welcoming approach via the fair concept. There was good interaction between the CIC group and staff in developing the fair concept, resulting in well organized and beautifully executed events (I am admittedly basing this on the Zoo event in which I participated). The interactive portions of the fair worked particularly well and seemed to attract much interest. I do, however, still have concern about the overwhelming amount of information being presented to the public, which causes many to glaze over. There is no easy answer to this dilemma, but we should continue to look for ways to more efficiently and simply present information, if that is even possible.

I continue to feel that there is a fair amount of confusion around the many simultaneous initiatives taking place and the many different groups involved (CIC, PPAG, Central City Plan etc.). At some of our meetings during Phase 2, we interacted with other groups such as those working on the Central City Plan and the Equity TAG group. We should be doing more of this to help foster a more cohesive effort amongst all groups around the Portland Plan. The work of PPAG, in particular, continues to be a mystery to me and I feel that interaction between that group and CIC has been lacking. The more recent involvement of youth interns at our meetings has added a fresh perspective and broadened our conversations. This should continue.”

“There were two primary areas that I feel were highlights of this particular phase. The first is that I felt a noticeable shift in the relationship between city staff and the CIC since last fall. In the first couple of phases it felt as if we were being reported to about the development of the plan, but at a stage where our comments couldn’t easily be integrated because of deadlines. Now it feels like we are being engaged at the onset of ideas and developments and that our feedback is critical for how the process is being shaped. It is a subtle shift, but one where it feels like we are operating more as one committee rather than as CIC and staff.

The second is that in this phase I feel like BPS/Portland Plan has done a really good job of communicating their competence and trustworthiness to the community. I think the broad scope of the Portland Plan is so overwhelming that it takes a staff person (if that) to really understand how it operates, how it all fits together, and how it interfaces with other plans and partners. The average person who doesn’t have time to really digest it won’t be able to see and understand the whole picture. However, The Curbsider and the last phase of community fairs did communicate something very important—“This process is in good hands. They are hearing us. These people know what they are doing. We trust them to be able to work with us and on behalf of us.” I realize this is not true for everyone and there are degrees to it. Overall, the lack of distrust I have heard is displaying a satisfactory sense of trust in the City to carry this forward.”

“I was pleased by the effort that was made to try and put together the information, materials, and events in more accessible and inviting ways.

Community involvement efforts like this process could be improved with more work on accessibility (physical, cultural, timing, etc.), and continuing and increasing efforts to establish connections to community members (better marketing, evidence of positive results, long-term relationships, accessibility, etc.)”

- “Overall, great effort!
 - Events organized and well-attended
 - Held on various dates/times and at various locations”
-

“The speaker series was an important interlude in the community workshop process. I liked that they were focused on a broader view of the topics being discussed during the community meetings. The Phase 3 fairs were a great opportunity to reconnect at a personal level with community members. Participants could engage (or drill down) at the level of their choosing. They were great community events, very inviting, festive and informative. The activities were interesting and fun and there were many opportunities for feedback.”

“I thought the “fair” presentation was the best effort to date. Having separate tables for different elements of the plans allowed visitors to focus on the areas they have particular interest. I also enjoyed the map and makers that allowed you to mark specific interests or concerns. The additional entertainment and food was also greatly appreciated. Frankly the only disappointing aspect was the lack of attendance. I spent time at the front gate to the zoo trying to solicit interest and although a handful took brochures, most of the zoo patrons were from locations outside of the region. As such this event only attracted those that purposefully went to the zoo for the event — rather than those going to the zoo that wandered in out of interest.

I also attended the recent business outreach and again thought the staff pulled together a good presentation. Having Sam at the entire meeting was a good idea. Although there were comments that attendance was small — I thought it was well attended — especially by those that are involved in business organizations and outreach.”

a. “Phase 3 was all about Community Fairs. Things I liked:

The strategy was a good one and staff and volunteers executed it well — based on my experience at Hosford. The format for the fairs evolved over time and it was nice to see plans change based on feedback from the CIC and others.

There was a sense of high energy at the event — food, music and colorful displays added to that.

Creating committees of staff and volunteers to help organize each event, engage others, etc. was a good idea that led to good outcomes and I hope saved a little wear and tear on staff.

b. Things to think about for the future

Wish we could find locations that were easier to navigate, especially after dark (this is a hard one).

Strategy displays still seemed too dense — so much to read sometimes makes a person not want to try.

Still not sure what we learned from people’s participation — need to see a breakdown someday of survey results and small group discussion notes. Too often knowing people feel neutral toward or don’t like something doesn’t tell us why.

Ongoing challenge is getting us info, text, etc. soon enough for us to respond — given our monthly schedule and the internal review process that things must also go through. Sometimes it seems we see things at the last minute when the decisions have already been made.”

2. To help us complete the Phase 2 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.

“I have continued to engage with the arts community and bringing it into the process. I initiated a successful Arts Town Hall Workshop at the Gerding Theater at which there was an enthusiastic, standing room crowd upwards of 140 people with much valuable input gathered.

I am always talking up the Portland Plan with people in my particular community and with many friends and acquaintances beyond that. I facilitated the Portland Plan game with a small group and brought awareness to some people who otherwise would not have been engaged. I also posted or handed out flyers where I could and, during Phase 1, participated in a Fix it Fair where I gained firsthand experience by speaking to people with a diverse perspective. This experience gave me a greater understanding of some specific issues and helped me become a better ambassador for the Portland Plan.

I participated in some earlier TAG group discussions and am a regular member of the Arts TAG group. For the Phase 3 Fairs, I worked with staff in developing the fair concept. I reached out to a number of groups and garnered the participation of the Creative Advocacy Network (CAN), RACC and the National College of Naturopathy Medicine, as well as helping to engage Colored Pencils’ involvement in providing music. I attended the Zoo fair as a Portland Plan “Ambassador” and engaged with attendees at the event.”

“The primary place where I have been most effective, I believe, is on the EPAP committee. I have been less involved than I was when I was co-chairing it, but I have continued to advocate for East Portland to attend the fairs, fill out the surveys, and continue to speak on behalf of East Portland issues. I have also had some contact with the urban Presbyterian churches and have encouraged them to stay active in this process. In addition, because I am on the City’s Charter Commission, I have tried to keep my ears open to the relationship between the Portland Plan and the Charter process.”

“I met with groups and individuals that I knew, and with ones that I didn’t know, and promoted involvement. I gave suggestions with other CIC members about groups to connect with and ways to try and reach them, and about new methods of outreach.”

-
- “Attend and participate in regular CIC and subcommittee meetings
 - Attended the event at the Portland Zoo
 - Advertised event to various constituencies e.g. Sellwood, OHSU, LGBT community, PDX City Club”

“I continue to invite members of my community through email, particularly related to my neighborhood school for the fairs. I met with the principal of the middle school where the local fair was held. I also represented the school garden program at the fair. I distributed posters throughout my neighborhood at businesses and homes.”

“I was directly involved in both efforts noted above. I helped with many of the suggestions implemented in the zoo workshop and provided a number of suggestions for the business outreach. Plus I used my contacts to get the word out...”

- a. “Helped to plan and staff the Hosford Community Fair. Helped organize HAND and SEUL tables and history display
 - b. Gave monthly Portland Plan updates or reminders at meetings of Division/Clinton and Hawthorne Business Associations
 - c. Arranged for or made monthly presentations on PDX Plan and Central City Plan at HAND meetings
 - d. Forwarded BPS announcements and reminders to HAND list serve and website.
 - e. Attended monthly SE Uplift Livability Committee meetings and contribute to PDX Plan discussions
 - f. Shared PDX Plan strategies with my husband to inform his public health work at PSU
 - g. Participated in all but one PPAG session on the strategies
 - h. Attempted to plan community sessions on PDX Plan with City Club — decided there was not much value to add to this phase of the plan
 - i. Presented experiences with PDX Plan public involvement to PSU class.
 - j. Recruited one student to participate in Community Workshops.”
-

3. Please provide us with any another comments or suggestions.

“The seasonal weather, temperature, and shortness of day seemed to have a negative impact on participation. Postponing the fair even one month could have had notably positive results.”

- Survey instruments need to be shortened and simplified
 - ADA accessibility?
-

“I am very satisfied that the City staff is responsive to input from the committee regarding community involvement. They solicit input and listen to unsolicited input with active response.”

“When I ask a stranger, I still find a majority of Portlanders aren’t aware of the “Portland Plan”. In addition to the current efforts I think we need a simple — viral — message that the city is in the process of asking its citizens what they want the city to be in 25 years.”

- “I’ve appreciated the ongoing updates re: the work of the DCL partners each month. It would be nice to hear from some of them directly, but I’d be hesitant to add any more meetings to their lives.
 - It might have been nice to hear more about the work of the Equity Tag earlier in the process — i.e., if it might have influenced our outreach planning in any way.
 - I appreciate the ongoing “calendar” of upcoming events that Marty sends us.
 - The work of building meaningful relationships is so important and greatly enhances our collective effort to create a more equitable city.
 - I share Judy Bluehorse’s feeling that the spirit of equity is present in the CIC group — a genuine sense of mutual respect and concern for others’ ideas, questions, and experiences — a readiness to recognize and appreciate each other’s gifts (as Liz might say).”
-

APPENDIX C

Demographic data from Phase 3 Fairs and Surveys

Data provided by Portland Plan staff

What is your household income?

Phase I Workshop	Phase 2 Workshop	Phase 3 Fairs	Phase 1 Survey ¹	Phase 2 Survey	2008 Citywide ²	Household Income
13%	22%	21%	9%	14%	16%	Under \$20,000
21%	24%	26%	24%	33%	30%	\$20,000–\$50,000
33%	31%	28%	36%	35%	38%	\$50,000–\$100,000
21%	21%	13%	21%	18%	16%	Over \$100,000
12%	6%	12%	10%	10%	n/a	No response

¹ Phase 1 survey data available only for online survey responses; Phase 2 survey data includes both online and mail-in survey responses; Phase 3 survey data not available

² Data from the American Community Survey, Census Bureau

What is your racial or ethnic group?

Phase 1 Workshop	Phase 2 Workshop	Phase 3 Fairs	Phase 1 Survey ¹	Phase 2 Survey	2008 Citywide ²	Race or Ethnic Group
4%	4%	10%	2%	3%	8%	Asian or Pacific Islander
2%	5%	5%	1%	3%	7%	Black/African American
<1%	3%	3%	1%	2%	4%	Native American
6%	4%	9%	1%	3%	9%	Latino/Hispanic
75%	79%	66%	83%	85%	74%	White/Caucasian
4%	4%	2%	5%	5%	2%	Mixed/Other
10%	2%	5%	7%	n/a	n/a	No response

¹ Phase 1 survey data available only for online survey responses; Phase 2 survey data includes both online and mail-in survey responses; Phase 3 survey data not available

² Data from the American Community Survey, Census Bureau

APPENDIX D

Presentations List for Phase 3

Portland Plan staff has been tracking outreach and engagement events with the following document:

Phase 3

Portland Plan Presentations	Date
Mercy Corps	9/16/10
Congress for the New Urbanism, Cascadia Chapter	9/16/10
Rose City Park Land Use Committee Meeting	9/19/10
Citywide Land Use Group	9/27/10, 2/28/11, 4/25/11
OHSU	9/30/10
Oregon Association of Minority Entrepreneurs (OAME)	10/08/10
National Association of Minority Contractors of Oregon	10/12/10
Olympic Mills	10/14/10
Daimler Trucks North America	10/21/10
Arbor Lodge Neighborhood Association	10/21/10
Leander Court (Urban League)	10/27/10
East Portland Action Plan, General Meeting	10/27/10
NECN Land Use and Transportation Meeting	10/27/10
Evraz Oregon Steel	10/28/10
North Portland Land Use Group	10/28/10, 12/15/10
CNN Land Use and Transportation Meeting	11/01/10
IRCO All Staff	11/04/10, 5/27/11
Center for Intercultural Organizing PILOT Retreat	11/07/10
Oregon Tradeswomen, Inc.	11/17/10
Woodstock Neighborhood Association, Land Use Subcommittee	11/18/10
Portland Business Alliance, Land Use Committee	12/07/10
122nd Avenue Project – Community Working Group/ Health Partners Working Group	12/07/10
Cully Association of Neighbors General Meeting	12/14/10
East Portland Action Plan (EPAP), EcDev Subcommittee	1/03/11
Public Involvement Advisory Council (PIAC)	1/04/11
Wilkes Neighborhood Association	1/04/11

Portland Plan • Public Participation Phase 3 Progress Report

Portland Plan Presentations	Date
Hillsdale Neighborhood Association	1/05/11
Sellwood-Moreland (SMILE)	1/05/11
East Portland Neighborhood Association Chairs	1/05/11
Foster Area Business Association	1/11/11
Sullivan's Gulch Neighborhood Association	1/11/11
East Portland Action Plan (EPAP), TGM subcommittee	1/18/11
Hazelwood Neighborhood Association	1/18/11
Parkrose Neighborhood Association	1/18/11
PMC Master Plan	1/19/11
Gateway PAC	1/20/11
Russell Neighborhood Association	1/20/11
APNBA	1/24/11, 5/09/11
SE Uplift Coalition, Land Use Chairs	1/24/11, 2/22/11
Parkrose Heights Neighborhood Association	1/25/11
Rose City Park Neighborhood Association	1/25/11
East Portland Action Plan Implementation Advocacy Group	1/26/11
NECN Land Use and Transportation Committee	1/26/11
50s Bikeway Open House	1/26/11
Glenfair Neighborhood Association	1/27/11
Linnton Action Model	1/27/11
Woodstock Neighborhood Association, Land Use Committee	1/27/11
Latino Network	2/02/11
South Portland Neighborhood Association	2/02/11
Brentwood-Darlington Neighborhood Association	2/03/11
CNN LUTOP Committee	2/07/11
Midway Business Association	2/08/11
NINA	2/08/11 & 5/18/11
East Portland Neighborhood Association, Land Use Chairs	2/09/11
Kenton Neighborhood Association	2/09/11
Gateway Ecodistrict	2/10/11
Bridgeton Neighborhood Association	2/14/11
Centennial Neighborhood Association	2/14/11

Portland Plan Presentations	Date
Overlook Neighborhood Association	2/15/11
SW Neighborhoods, Inc., Land Use Committee	2/15/11
Urban League VOICE event	2/16/11
PSU Freshmen Inquiry class, Martha Works, instructor	2/17/11
Piedmont Neighborhood Association	2/24/11
Columbia Corridor Association, Board	2/25/11
North Tabor Neighborhood Association	3/01/11
Linnton Neighborhood Association	3/02/11
St. Johns Neighborhood Land Use	3/07/11
Transition PDX	3/30/11
Connecting Communities Coalition	4/14/11
Center for Intercultural Organizing	4/15/11
Eliot Neighborhood and Land Use Committee	4/18/11
Portland Plan Business Forum	4/29/11
Portland Streetcar Citizen Advisory Committee	5/04/11
Portland Indian Leaders Roundtable	5/17/11
Portland Plan Outreach – Tabling Events	Date
Belmont Street Fair	9/12/10
Portland Development Commission's Community Economic Development Roundtable	9/13/10
Portland Housing Bureau's Strategic Plan Community Forum	9/13/10
Gay Fair On The Square	9/19/10
NW Sunday Parkways	9/26/10
GoGreen10	10/05/10
Central City 2035 Open House	10/12/10
Ecodistricts Summit	10/27/10
Complete Communities 2010	10/28/10
Fix-It Fair at Ron Russell Middle School	11/20/10
Fix-It Fair at Parkrose High School	1/26/11
Transportation Safety Summit at Marshall High School	2/08/11
OAME Sustainability and Equity Fair	2/09/11

Portland Plan • Public Participation Phase 3 Progress Report

Portland Plan Outreach — Tabling Events	Date
Fix-It Fair at Jefferson High School	2/26/11
City of Portland Community Budget Forum at Wilson High School	3/01/11
City of Portland Community Budget Forum at David Douglas high School	3/08/11
Better Living Show	3/25–3/27/11
19th Annual Best Business Awards	4/19/11
Harrison Park Sun School’s Use Your Voice Family Night	4/21/11

APPENDIX E

Phase III Marketing Communications Recap Memo



City of Portland, Oregon
Bureau of
Planning and Sustainability
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Portland, Oregon 97201
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MEMO

July 31, 2011

To: Portland Plan Community Involvement Committee

From: Eden Dabbs

RE: Phase III Marketing Communications Recap

Phase One of the Portland Plan grounded us in the facts about Portland and presented nine action areas around which to organize our efforts. Phase Two presented a set of directions and objectives for each of the nine action areas. We asked Portlanders if these directions and objectives were too aggressive, not aggressive enough or just right. With this feedback (and input from summer outreach efforts, as well as national and international research and evidence) we developed draft strategies to achieve our goal of a thriving and sustainable city — healthy, prosperous and equitable for all.

From the summer of 2010 into winter of early 2011, our marketing communications efforts focused on publicizing the summer fairs, the fall Inspiring Communities Series and the spring workshops and surveys in an effort to solicit as much feedback as possible on the proposed strategies.

Summer Events: At 35+ community fairs, festivals and meetings, more than 400 Portlanders outlined their own Portland Plan strategies and "Big Ideas" using oversized magnets with the Portland Plan directions colored coded by action area. To see a sample of the many strategies offered by Portlanders, take a look at the [videos staff shot with a Flip camera.](#)

Discussion Groups: During November 2010, staff convened discussion groups to share the preliminary language of and about the emerging strategies to ensure that we were being clear, concise, culturally sensitive, age appropriate and inclusive. We met first with our DCL partners, then with the Community Involvement Committee (CIC), the Multnomah Youth Commission, and finally the business community. The discussion groups were facilitated by Kathy Fong Stephens from Barney Worth and filmed by the Center for Intercultural Organizing. Feedback from the discussion groups was valuable to the process of writing copy for the Curbsider, rolling out the strategies and promoting the Phase Three fairs.

Portland Plan Fairs: During March 2011, more than 400 people attended four Portland Plan fairs that offered a fun way to learn about and comment on strategies for education, economic prosperity and affordability, and healthy connected neighborhoods, as well as an Equity Initiative. Breakout sessions were available for those who wanted to have in-depth discussions about the strategies and Equity Initiative. Local food, music and dance from Colored Pencils, and community booths made each of the fairs unique. We targeted the Latino community for the event at De La Salle North Catholic High School, which featured bilingual staff and volunteers, and food from Micro Mercantes. To that end, we purchased ads and a station appearance with Spanish language radio KRYP FM. [See photos and video from the fairs.](#)



Advisory Oversight: Throughout the process of developing the strategies, community groups reviewed drafts, collected evidence and identified best practices being used in other cities, including many community leaders and subject area experts in the Mayor's Portland Plan Advisory Committee and nine different Technical Advisory Groups.

Inspiring Communities Series: From December 2010 to January 2011, hundreds of Portlanders attended the Portland Plan Inspiring Communities series, where experts in the fields of economic development, environmental justice, education, community health and sustainable systems shared fresh perspectives on what strategies have worked elsewhere. The five events occurred all over the city, offering geographic options as well.

Communications Objectives

Our overall communications objectives continued: Expand awareness of the Portland Plan to a broader set of residents and businesses; generate measurable public involvement; increase participation of the reluctant and maintain the support of those already involved.

Phase Three focused on developing smart, integrated strategies to move Portland forward in the areas we need it most. During this phase, we delved more deeply into our messaging — how we were communicating the strategies and what they mean for Portlanders, making a concerted effort to speak and write in a way that was engaging, rather than alienating. The discussion groups, for instance, provided opportunities for valuable two-way conversations and were as much about the process of creating the Portland Plan with the community as how we talk/write about it.

Our communications approach focused on promoting the summer events, the speakers series and the Phase III Fairs as well as presenting the strategies in as effective a way as possible. Having firmly established a web and social media presence, as well as a recognizable graphic identity, the challenge of Phase Three was to communicate increasingly complex and technical information to an audience that was losing the "buzz." In this phase, we had to think outside the box even more to help Portlanders understand and care about the Portland Plan.

Tactics

The following tactics and products were used to engage Portlanders in reviewing and commenting on the proposed strategies.

What's Your Big Idea? Game

The interactive "What's your Big Idea?" game consisted of 32 oversized hexagonal magnetic tiles representing 32 Portland Plan directions and a white board. The object of the "game" was to create your own strategy, with the most important direction in the center and integrating six other directions around it to create the most cohesive strategy possible. In addition to filming people talking about their strategies, we recorded their ideas and fed them into a sortable database, which was then used to assess priorities, patterns and trends. The game not only gave us valuable input but demonstrated to Portlanders the difficulty of achieving the multiple objectives in integrated and meaningful ways.

Collateral

We produced a vast amount of collateral for Phase Three, starting with posters/flyers and programs for the speakers series; several sets of flyers for Planning and Sustainability Commission presentations/hearings/workshops; posters and handbills (which were distributed to libraries, coalition offices and PCC campuses) as well as lawn signs to promote the fairs; in addition to more than 20 info boards, handouts and breakout discussion support materials for the fairs. Employing a technique used by the BPS



Outreach Team, we sent 400 posters to community organizations asking them to hang the announcement in a prominent place in their establishment.

We also created a standalone "brochure" featuring the strategies and Equity Initiative, keying off the Curbsider spread and promoting the fairs on the backside. This piece was translated into the four languages we'd included in the past: Spanish, Russian, Chinese and Vietnamese.

Unique promotional materials and collateral were also created for two business-focused events.

Curbsider

For Phase Three, we used the centerfold of the Curbsider to display the three strategies and Equity Initiative in a simple and graphic way. We commissioned our contract graphic designer to create composite illustrations for each strategy, which were expressed in a silhouette style. The front page/ mailing panel featured a collage of Portlanders, saying "We live here. We've got big ideas." — referring back to the summer fairs and the Big Idea game. The Curbsider again was mailed to virtually every household in Portland (~200,000), including renters in multi-family units. Persuasive copy encouraged people to attend one of the four fairs, which were listed as well as links to the website, Facebook and Twitter. Carrying one of the Portland Plan graphic elements through, this issue of the Curbsider featured a Phase III stamp.

Survey

Standalone surveys were created for each strategy and the Equity Initiative, which were distributed at the fairs, hosted presentations, and community tabling events, and replicated on Survey Monkey for the web. These were very long and required a great deal of time and focused attention to fill out. Consequently, the return rate was not nearly as high as for the past two phases; only 217 surveys were filled out in print and online combined.

We offered translation of the Phase Three surveys upon request, but there were no takers.

Advertising

We used advertising to publicize the Inspiring Community Series as well as the Phase Three fairs. Quarter-page ads designed around the speakers series flyer and fair handbill were placed in the following community newspapers (circulation included):

- SE Examiner (25,000)
- St. Johns Sentinel (27,000)
- Hollywood Star (23,000)
- Mid-County Memo (15,500)
- SW Village Post (10,000)
- NW Examiner (33,000)

In addition to the papers above, we also placed ad in the following cultural/minority papers to publicize the fairs:

- El Hispanic News (20,000)
- Asian Reporter (20,000)
- Portland Observer (40,000)
- Just Out (45,000)
- Portland Family (40,000)

Total circulation = 298,500



In addition to print ads, we experimented with radio during this phase, placing :15 and :30 spots on OPB and KYRP, respectively. With the Spanish-language radio station appearance, we were able to leverage the extra investment into value-added spots and on-air promos with Spanish-speaking staff and Colored Pencils organizers. Listen to KRYP spots [here](#).

Website

The Portland Plan website (www.pdxplan.com) was updated periodically to reflect our movement into and through Phase Three. A series of blog posts were created to publicize and recap each of the speakers series events, and the fairs were promoted in a similar fashion with video and slide shows posted after each of the four events.

The website has recently been retooled to more precisely reflect the organizational structure of the plan as we move forward, adding more content (including information about land capacity and Portland Plan indicators). The About the Plan and Learn About Your City pages have been completely restructured and now have a more engaging graphic interface, making the site more informative and easier to navigate.

From June 1, 2010 – May 30, 2011, www.pdxplan.com received 444,000 page views, with spikes in May (47,000) and June (57,000).

Social Media

In addition to promoting and documenting the speakers series, the PSC hearings and work sessions, and the Portland Plan fairs, in Phase Three social media was employed to make connections to similar initiatives and efforts, our partners organizations and bureaus, CIC members and youth planners, as well as essays and editorials that offered food for thought.

Social media stats for the Portland Plan are:

- Facebook (1,839 fans – 100 more than Phase 2)
- Twitter (1,933 followers – roughly 750 more than Phase 2)
- Flickr (48,000 views cumulative)

Portland Community Media

We again contracted with Portland Community Media to videotape the fairs, but this time — instead of broadcasting live and showing each fair in its entirety, PCM created a fun and breezy video that acted as a kind of visual montage of the events, with an intro and closing call to action by the Mayor. The video was featured in the June 2011 BPS E-news and posted on Facebook, the Portland Plan website and the BPS YouTube channel. See it [here](#).

The Inspiring Communities Series played 245 times for approximately 439 hours. The Community Fair Spanish PSA played 39 times. PCM reaches include:

- Channel 11, Metro region – 400,000 households
- Channel 22, East and West Multnomah County – 241,000 households
- Channel 23 and 30, East and West Portland – 179,000 households

Media Relations

Earned media for Phase Three of the Portland Plan included mentions of the speakers series, recaps of the fairs and editorials that referenced either the Portland Plan or contained messaging very similar to it. Notable writing included:



Tribune: Focus '12 mayor's race on crucial issues by Editorial Board | June 9, 2011 | Portland Plan mentioned as "guiding light"
<http://www.portlandtribune.com/opinion/story.php?s...>

Tribune: Portland should brace for "climate refugees" by Kat West | June 9, 2011 | re: Portland Plan goals
http://www.portlandtribune.com/sustainable/story_2...

In addition, we placed a feature about the Healthy Connected Neighborhoods strategy in the April issue of Goodness Magazine:

GoodnessPDX: Making Healthy Options Available to All in Portland by Michelle Kunec | April 2011 | re: Healthy Connected Neighborhoods strategy
<http://goodnessportland.com/connected-neighborhood...>

For the complete list of media coverage, please see:
<http://www.portlandonline.com/portlandplan/index.cfm?c=49215>

E-mail Outreach

Boilerplate copy was created to promote the speakers series, the PSC hearings/worksessions and the fairs for City staff to send to their constituencies, including the:

- Mayor's lists (~10,000)
- Portland Plan list (~1,400)
- District liaisons' lists (dozens)
- ONI/neighborhood coalitions (dozens)

We leveraged the relationships inherent in the latter two lists by requesting that recipients pass along the message to their networks, which some of them did within minutes.

Better Living Show

In late March 2011, Portland Plan staff appeared at the Better Living Show, where they introduced an interactive discussion with graphic facilitator Timothy Corey. Participants were asked four Portland Plan-related questions:

1. What would make your neighborhood healthier?
2. What would make your neighborhood complete?
3. What does a youth-supportive neighborhood look like?
4. What does "nature in the city" mean to you?
5. What does "economic prosperity" mean to you?

Mr. Corey's lively illustrations of collective responses to each question can be viewed [here](#).

How'd We Do and What's Next?

In Phase Three staff and the Community Involvement Committee devised creative ways to extend outreach efforts and engage the public on different levels. The Big Idea game was developed in house and "tested" by the CIC as well as our DCL partners, who helped refine the process — to great success. The Inspiring Communities Speakers Series drew large crowds of students and stakeholders representing various interest groups, a reflection of the "star power draw" of the featured speakers as well as the local panelists. The discussion groups focused on the strategy language were invaluable to building trust with and cultivating understanding between the City and DCL partners, youth and the business community. And the results of the Better Living Show graphic facilitation can be used for a long time to come.



So our success perhaps cannot be measured only by the number of surveys completed. While attendance at the Portland Plan fairs was respectable — drawing the most diverse audience ever — Phase Three survey responses were way down from the previous two phases. The general public (and even City insiders) had difficulty with the density and length of the strategy documents and surveys.

Moving forward with the roll out of the draft plan, we'll need to have a short, easy-to-understand and digestible version of the plan for Portlanders to engage with. The actual document is too long, technical and bureaucratic.

A promotional video for the final Portland Plan is in the works, scheduled for release around the time the plan goes Council in early 2012. This will be an important tool to convey the message to the general public and all channels of distribution should be considered.

The Portland Plan Community Involvement Committee has repeatedly stressed the necessity of employing other methods of mass communication besides the Curbsider, which they and others view as ineffective and an inefficient use of money. Their recommendation is to use that allotment of promotional dollars on a billboard or bus tail campaign instead, employing a similar kind of messaging as the recent Timbers vinyl billboards with everyday Portlanders holding some type of tree-cutting device (random Portlanders holding a copy of the plan?). As we move into Phase 4, we'll have to carefully consider not just the message and call to action, but the timing of any ad campaign as well.

5

If you had a chance to speak with the people in charge of the city what would you want them to change?



6

What does your **IDEAL** or **DREAM** Portland 'look' like?

DRAW OR WRITE!



If you want to see other peoples comments or drawings, friend us on facebook at "**YOU PLAN**".



MY VOICE OUR CITY!

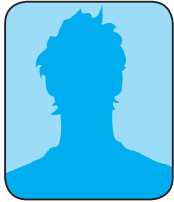
2011 SURVEY!



At the Youth Planning Program we strive to bridge the gap between youths & adults to make Portland a better place.



MY VOICE OUR CITY



Name:
School:
Age:
Gender:
Ethnicity:
Facebook / email:

1

What does success mean to you?

2

What do adults or government, schools, county, city, etc... need to do, to help you be successful?

Why take the SURVEY?

It will benefit the whole city, meaning all of US. You'll also be involved in something that creates changes for the better in Portland. What you write in this survey will NOT be edited or changed. Your ideas will go directly to City Council.

So take a moment - tell us what you think about your hopes and dreams for Portland. A few minutes now, can make a world of difference for our future! OUR Portland needs YOUR voice.



3

What do you like about your neighborhood and what would you change?

4

How do you get around Portland? (bike / max / walk / bus) where do you go? Why do you use that form of transportation over another?

DRAW OR WRITE!

FLIP FOR MORE



My Voice, Our City Survey Initial Findings and Update

Bureau of Planning and Sustainability - Youth Planning Program - Eden Berhane and Pam Phan - August 2011, Portland, Oregon

Survey By the Numbers

- 6 question survey
- Targeted Youth ages 13-25 in and around Portland
- Collected 166 surveys via:
 - 1) canvassing at: Lloyd Center Mall, Portland State University Campus, David Douglas and 162nd Max Stop
 - 2) small discussion groups with: Multnomah Youth Commission and Ground Work Portland Green Teams
 - 3) online on surveymonkey.com
- Demographics:

Ethnicity	Age
White	10 and Under
Black /African American	11-13
Latino/Hispanic	14-17
Asian	18-21
Pacific Islander	
Mixed	
Other (self reported)	
No Response	

Schools

35 Portland Public, Centennial, Gresham, David Douglas, Reynolds, Parkrose, Charter, and Private

Initial findings

- *Life Learning*
 - 1) Support and Advice from adults and others who are more experienced, even other youth (life learning)
 - 2) More opportunities and access (which means actually able to get the opportunities that are out there)
 - 3) Setting Goals, and Achieving them – Supports to reach full potential
 - a. Counseling services (i.e. pregnancy, addiction, problems and crisis, mental health,
 - b. Knowing about resources that are available to us “why don’t I know that there are school based health centers at my school?”
- *Listen to us* – Youth Empowerment and how adults can keep helping youth climb the ladder of empowerment

Recommendations

Life Learning in practice – our schools, City, and County government should support us towards...

1. **Great Careers** – how to get there, includes good schools to get us there with college and vocational programs in mind
2. **Family** – how to create and maintain a healthy family as I define it (parents, brothers, sisters, kids, aunts, uncles, other relatives, also my future children and partner)
3. **Paying the Bills** – learn about how to pay rent, utilities, banking, cell phones, internet, and other resources to make it through life
4. **Fun** – vacations, exercise, healthy activities, culture, events, music, shopping that also make up life

DRAFT
Portland Plan People's Summary

COVER

[title] The Portland Plan

- Prosperity
- Health
- Equity

Pages 2 & 3

The Portland Plan Hits the Road

Focuses on creating new jobs, successful students and a quality environment

The Portland Plan presents a roadmap to help our city thrive into the future. Several years in the making and **reflecting more than 20,000 comments from residents all over the city**, the plan's three integrated strategies and framework for advancing equity work together to realize the vision of a **prosperous, healthy and equitable Portland**.

Pull quote:

"The city that plans ahead, gets ahead. I encourage all Portlanders to join me in implementing this plan for our future, which so many of you have helped to create."

– Mayor Sam Adams

Pages 4 & 5

A Strategic and Practical Path Forward

Developed in response to some of Portland's most pressing challenges, including income disparities, high unemployment, a low high school graduation rate and environmental concerns, the Portland Plan presents a strategic path forward.

The Portland Plan is not just a land use plan ... It's a plan for the people of Portland. It will help create new jobs, successful students, distinctive neighborhoods, a vibrant Central City and an exceptional environment - in collaboration with the community.

That's where you come in ... There's something for everyone in this plan, and all Portlanders can take advantage of the opportunities within the strategies around **economic prosperity, education and a healthy, connected city**.

Pull quote:

“These integrated strategies build on each another. For example, we know that a key indicator of human health is a living-wage job, and to get that job, you need education or workforce training. Likewise, to build a strong education system, we need a thriving local economy and healthy connected neighborhoods.”

– Parkrose School District Superintendent and Portland Planning and Sustainability Commissioner Karen Gray

Pages 6 & 7

Why should I care?

At the dawn of the 21st century, Portland is known for **its commitment to positive change and resilient communities**. From our innovative solar, wind and energy efficiency policies and investments to our library circulation rate (1st in the nation), Portland has become a place more and more people want to call home.

But as we make plans for tomorrow’s city, we must address the challenges standing in the way of Portland’s brightest future.

Did you know that only 65 percent of high school students graduate on time? Or that it will take \$135 million a year just to maintain our existing infrastructure?

These and other compelling facts indicate that as attractive a city as Portland is, there are still issues to be addressed to bring us closer to our goal of making it a **thriving, sustainable and equitable city**.

Page 8 & 9

Integrated Strategies Address Portlanders’ Key Concerns

Thriving Educated Youth ...
Economic Prosperity and Affordability ...
A Healthy Connected City ...

... these are top priorities for Portlanders.

The **centerpiece of the Portland Plan** includes three integrated strategies to address these concerns, and each one has two major parts:

1. A five-year action plan (2012-2017); and
2. New policies to reach our vision for 2035.

Some **proposed actions** within the plan include:

- Make every school a SUN school
- Build 1,000 community garden plots
- Invest in a major expansion of brownfield clean-up effort
- Pilot affordable childcare in underserved neighborhoods
- Commit to planning two streetcar corridors outside the Central City
- Change how we plan for college and medical center campus growth
- Develop the Sullivan's Gulch Trail
- Change the transportation policy to emphasize green + active modes of transportation
- Launch a racial and ethnic justice initiative

Pages 9 & 10

What Makes This Plan Different?

The Portland Plan reflects ideas from the community expressed in workshops, surveys, group meetings, written comments and many conversations over the past couple of years. The three integrated strategies represent Portlanders' top priorities, and the principle of equity is one of the most important elements of the plan.

Pull quote:

"For the city to succeed, all Portlanders – regardless of race, gender, sexual orientation, disability, neighborhood, age, income or where they were born – must have access to opportunities to advance their well-being and achieve their full potential."

– Kayse Jama, Center for Intercultural Organizing

From Sydney, Australia and Denver, Colo. to Dubai, UAE and New York City, staff have researched similar plans from around the world to determine best practices and gather inspiration for the Portland Plan. The result is a plan that is aspirational and practical, strategic and community focused. With its foundation of equity and its focus on jobs, education and health, the Portland Plan takes several steps beyond the last plan for the city.

1980 was the last time Portland developed a citywide comprehensive plan. That plan helped foster many of the things that are most admired about our city, including our public transit system and a revitalized downtown. Since then, our city has grown by more than 200,000 people and expanded by 23,000 acres. By 2035, Portland is expected to gain 250,000 to 300,000 more people (nearly 50 percent). This growth presents challenges, but it will also bring vibrancy, diversity, opportunity and jobs.

So in addition to addressing our challenges, the Portland Plan will help us realize the benefits of these changes. It will prepare our community for growth and allow us to create and respond to opportunities.

What you can do

The draft plan is now available for public review at www.pdxplan.com.

During the fall of 2011, the draft Portland Plan will come before the Planning and Sustainability Commission (PSC) for hearings and recommendation to City Council. In early 2012, the Council will review the final Portland Plan. Public comments on the draft plan are welcome and can be submitted in writing or in person to the PSC. Instructions for the formal comment process are available on the website.

Portland Plan Partners

To achieve the goal of a prosperous, healthy and equitable city, the Portland Plan Partners will be innovative with new budget approaches, market-based tools, intergovernmental agreements, education and technical assistance, advocacy, capacity building and leading through model behavior.

[City of Portland](#)

[Multnomah County](#)

[Metro](#)

[TriMet](#)

[Portland Development Commission](#)

[Portland State University](#)

[Mt. Hood Community College](#)

[Portland Public Schools](#)

[David Douglas School District](#)

[Parkrose School District](#)

[Reynolds School District](#)

[Centennial School District](#)

[Oregon Health & Science University](#)

[Portland Community College](#)

[Home Forward \(Housing Authority of Portland\)](#)

[Oregon Department of Land Conservation and Development](#)

[Oregon Department of Transportation](#)

[West Multnomah Soil and Water Conservation District](#)

[East Multnomah Soil and Water Conservation District](#)

[Multnomah County Drainage District](#)

[Worksystems, Inc.](#)

[Multnomah Education Service District](#)

[Port of Portland](#)

The Portland Plan

Prosperity

Health

Equity

for all Portlanders

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Focuses on creating new jobs, successful students and a quality environment

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