



CITY OF

**PORTLAND, OREGON**

OFFICE OF NEIGHBORHOOD INVOLVEMENT

**AMANDA FRITZ, COMMISSIONER**  
Amalia Alarcón de Morris, Bureau Director  
1221 SW 4th Avenue, Room 110  
Portland, Oregon 97204

*Enhancing the quality of Portland's Neighborhoods through community participation*

**DATE:** July 22, 2010

**TO:** Mayor Sam Adams

**FROM:** Amalia Alarcón de Morris, Bureau Director *Alarcón*

**RE:** Report Title: Appoint seven members to the Public Involvement Advisory Council

**FOR MAYOR'S OFFICE USE  
ONLY**

Reviewed by Bureau Liaison \_\_\_\_\_

1. **INTENDED THURSDAY FILING DATE:** July 29, 2010
2. **REQUESTED COUNCIL AGENDA DATE:** August 4, 2010
3. **CONTACT NAME AND NUMBER:** Afifa Ahmed-Shafi, x35202
4. **PLACE ON**  **CONSENT**  **REGULAR**
5. **BUDGET IMPACT STATEMENT ATTACHED:**  **Y**  **N**  **N/A**
6. **THREE (3) ORIGINAL COPIES OF CONTRACTS APPROVED AS TO FORM BY CITY ATTORNEY ATTACHED:**  **Yes**  **No**  **N/A**

7. **BACKGROUND ANALYSIS**

The Public Involvement Advisory Council (PIAC) was adopted by City Council on Feb. 27, 2008, Resolution No. 36582. The goal of the PIAC is to strengthen and institutionalize the City's commitment to public involvement through adopted principles, policies, and guidelines that assist City bureaus in creating consistent expectations and processes for public involvement activities.

The Public Involvement Advisory Council is a standing body accountable to City Council comprised of community members and City staff working collaboratively. The Public Involvement Advisory Council will develop and advocate for policy and best practices related to improving public involvement across all City of Portland bureaus.

The role of the PIAC is to:

- Review and refine past recommendations regarding citywide public involvement.
- Develop guidelines and policy recommendations for citywide public involvement, to be presented to City Council for approval.
- Provide support and advice to City Council and City bureaus with implementation of shared public involvement guidelines and best practices.



- Encourage ongoing collaboration between the community, City bureaus and City Council in the development of shared public involvement guidelines.

The seven members being brought forward for appointments to the PIAC include five community members and two city staff members. The five community members were chosen through a competitive selection process and evaluated based on their interest in public involvement and their experiences with engaging a broad diversity of communities. We successfully recruited representatives who belong to or have significant experience with the following communities: youth, elders, persons with disabilities and business. The two city staff members include representation from the Portland Housing Bureau and the Office of Management and Finance.

Below is a list of new members with their organizational affiliations.

	<b>Community Members</b>	<b>Affiliation(s)</b>
1	Teresa Baldwin	Emerge Oregon
2	Robert Boy	Oregon Institute on Disability and Development, OHSU
3	William Miller	Native American Youth and Family Center, Youth member
4	Paige Prendergast	Breeze Block Gallery Owner
5	Sally Stevens	Elders in Action, Personal Advocate Volunteer

	<b>City Staff Members</b>	<b>Bureau</b>
1	Kelly Ball	Office of Management and Finance
2	Beth Kaye	Portland Housing Bureau

**8. FINANCIAL IMPACT**

No new revenue will be generated.

**9. RECOMMENDATION/ACTION REQUESTED**

Appoint seven members to the Public Involvement Advisory Council.

*“Collaboration between the City and citizens will result in the best policies and decisions for all of Portland.”*

*-City of Portland Citizen Involvement Principles, 1996*

# ***Public Involvement Advisory Council City of Portland***



*The goal of the Public Involvement Advisory Council is to strengthen and institutionalize the City's commitment to public involvement and assist City bureaus in creating consistent expectations and processes for public involvement activities*

*The Public Involvement Advisory Council will develop and advocate for policy and best practices related to improving public involvement across all City of Portland bureaus*



## Public Involvement Advisory Council (PIAC)

[www.portlandonline.com/oni/piac](http://www.portlandonline.com/oni/piac)

### What is PIAC?

PIAC was created by City Council in 2008 in response to numerous requests from the community and from City bureaus recommending that the City conduct more consistent and improved public involvement processes. PIAC is a 34 member advisory council made up of representatives from 14 City bureaus and 14 community organizations. This unique arrangement reflects a partnership between community and government. PIAC is charged with the creation of proposed public involvement guidelines for the City of Portland – to be presented to the Mayor and City Council for consideration and approval.

#### ● **Community Members on PIAC**

- Glenn Bridger, Southwest Neighborhoods Inc
- Cassie Cohen, Vision into Action
- Tony DeFalco, Environmental Professionals of Color
- Donita Fry, Native American Youth and Family Center
- Christine Egan, Portland Community College
- Damon Isiah Turner, Know Agenda Consulting
- Linda Nettekoven, Southeast Uplift Neighborhood Coalition
- Midge Purcell, Urban League of Portland
- Mandy Putney, Envirolssues
- Stephanie Stokamer, Portland State University
- Sonny Tan, Cambodian Community of Oregon
- Christine White, Port of Portland
- Allison Wisniewski, Cleveland High School
- *5 additional community members to be appointed in August 2010.*

#### ● **City Bureau Members on PIAC**

- Kelly Ball, Office of Management and Finance
- Jimmy Brown, Water Bureau
- Megan Callahan, Bureau of Environmental Services
- Ronault Catalani, Office of Human Relations
- Jen Clodius, Fire and Rescue
- Mark Fetters, Bureau of Development Services
- Brian Hoop, Office of Neighborhood Involvement
- Joleen Jensen-Classen, Portland Development Commission
- Beth Kaye, Portland Housing Bureau
- Colleen Keyes, Parks & Recreation
- Paul Leistner, Office of Neighborhood Involvement
- Rick Nixon, Bureau of Technology Services
- Marty Stockton, Bureau of Planning and Sustainability
- Arnold Warren, Police Bureau
- Desiree Williams-Rajee, Bureau of Planning and Sustainability

*Exhibit A*

**City of Portland Public Involvement Principles**

**Preamble:** Portland City government works best when community members and government work as partners. Effective public involvement is essential to achieve and sustain this partnership and the civic health of our city. This:

- ❖ Ensures better City decisions that more effectively respond to the needs and priorities of the community.
- ❖ Engages community members and community resources as part of the solution.
- ❖ Engages the broader diversity of the community—especially people who have not been engaged in the past.
- ❖ Increases public understanding of and support for public policies and programs.
- ❖ Increases the legitimacy and accountability of government actions.

The following principles represent a road map to guide government officials and staff in establishing consistent, effective and high quality public involvement across Portland’s City government.

These principles are intended to set out what the public can expect from city government, while retaining flexibility in the way individual city bureaus carry out their work.

**Public Involvement Principles**

**Partnership** Community members have a right to be involved in decisions that affect them. Participants can influence decision-making and receive feedback on how their input was used. The public has the opportunity to recommend projects and issues for government consideration.

**Early Involvement** Public involvement is an early and integral part of issue and opportunity identification, concept development, design, and implementation of city policies, programs, and projects.

**Building Relationships and Community Capacity** Public involvement processes invest in and develop long-term, collaborative working relationships and learning opportunities with community partners and stakeholders.

**Inclusiveness and Equity** Public dialogue and decision-making processes identify, reach out to, and encourage participation of the community in its full diversity. Processes respect a range of values

and interests and the knowledge of those involved. Historically excluded individuals and groups are included authentically in processes, activities, and decision and policy making. Impacts, including costs and benefits, are identified and distributed fairly.

**Good Quality Process Design and Implementation** Public involvement processes and techniques are well-designed to appropriately fit the scope, character, and impact of a policy or project. Processes adapt to changing needs and issues as they move forward.

**Transparency** Public decision-making processes are accessible, open, honest, and understandable. Members of the public receive the information they need, and with enough lead time, to participate effectively.

**Accountability** City leaders and staff are accountable for ensuring meaningful public involvement in the work of city government.

**City of Portland**  
**Public Involvement Principles, Indicators and Outcomes**

<p style="text-align: center;"><b>Principles</b></p> <p style="text-align: center;">Public agencies that achieve excellence in public involvement follow the principles below.</p>	<p style="text-align: center;"><b>Indicators</b></p> <p style="text-align: center;">Public involvement processes that follow these principles commonly exhibit the following characteristics.</p>	<p style="text-align: center;"><b>Outcomes</b></p> <p style="text-align: center;">High quality public involvement processes often produce the following outcomes and benefits.</p>
<p><b>Partnership</b></p> <p>Community members have a right to be involved in decisions that affect them. Participants can influence decision-making and receive feedback on how their input was used. The public has the opportunity to recommend projects and issues for government consideration.</p>	<ul style="list-style-type: none"> <li>• Community members are kept informed of issues and processes.</li> <li>• Community members know how to be involved and decide the degree of their involvement.</li> <li>• Community members are advised how their input will affect the decision, and are followed up with contact from the lead agency throughout the decision-making process. (feedback loop)</li> <li>• Process constraints are clarified and understood by community members.</li> <li>• The decision making process and decision makers and their power are explained and understood.</li> </ul>	<ul style="list-style-type: none"> <li>• A better project or policy will result from community participation.</li> <li>• Government will have a better understanding of the community and its concerns.</li> <li>• The policy or project will have greater community acceptance.</li> </ul>

<p><b>Principles</b></p> <p>Public agencies that achieve excellence in public involvement follow the principles below.</p>	<p><b>Indicators</b></p> <p>Public involvement processes that follow these principles commonly exhibit the following characteristics.</p>	<p><b>Outcomes</b></p> <p>High quality public involvement processes often produce the following outcomes and benefits.</p>
<p><b>Early Involvement</b></p> <p>Public involvement is an early and integral part of issue and opportunity identification, concept development, design, and implementation of city policies, programs, and projects.</p>	<ul style="list-style-type: none"> <li>• Community members help set priorities and shape policies, programs, and projects.</li> <li>• Key stakeholders are involved as early as possible.</li> <li>• Key stakeholders help define the problem, issues, and project parameters.</li> <li>• Community members help define the process for outreach and decision making.</li> </ul>	<ul style="list-style-type: none"> <li>• Better project scoping, more predictable processes, and more realistic and defensible assessments of process time and resource needs.</li> <li>• Early and broad community support for the project or policy.</li> <li>• Identification of potential problem areas before they become an issue.</li> </ul>
<p><b>Building Relationships and Community Capacity</b></p> <p>Public involvement processes invest in and develop long-term, collaborative working relationships and learning opportunities with community partners and stakeholders.</p>	<ul style="list-style-type: none"> <li>• Community members feel heard and feel that their input is valued and used by city staff.</li> <li>• Community members trust the process and city staff.</li> <li>• City staff have consistent and reliable connections with stakeholders and community groups that facilitate effective two-way communications.</li> <li>• City staff engage in ongoing monitoring of relationships.</li> <li>• City staff continually assess which communities and populations are missing key information, or are not involved.</li> </ul>	<ul style="list-style-type: none"> <li>• Processes leave neighborhoods and communities stronger, better informed, increase their capacity to participate in the future, and develop new leaders.</li> </ul>

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<p><b>Inclusiveness and Equity</b></p> <p>Public dialogue and decision-making processes identify, reach out to, and encourage participation of the community in its full diversity. Processes respect a range of values and interests and the knowledge of those involved. Historically excluded individuals and groups are included authentically in processes, activities, and decision and policy making. Impacts, including costs and benefits, are identified and distributed fairly.</p>	<ul style="list-style-type: none"> <li>• A strong effort is made to accommodate diverse needs, backgrounds values and challenges.</li> <li>• Participation in the process reflects the diversity of the community affected by the outcome.</li> <li>• Culturally appropriate and effective strategies and techniques are used to involve diverse constituencies.</li> <li>• City staff follow-up with under-engaged groups to see how the process worked for their community members.</li> <li>• An assessment is made to identify communities impacted by a project or policy. The active participation of these communities is made a high priority.</li> <li>• The demographics, values, and desires of and impacts on affected communities are identified early on, influence the process design, and are reaffirmed throughout the process.</li> </ul>	<ul style="list-style-type: none"> <li>• City policies, projects, and programs respond to the full range of needs and priorities in the community.</li> <li>• Trust and respect for government increases among community members.</li> <li>• City staff and members of more traditionally-engaged communities understand the value of including under-engaged communities.</li> <li>• Equity is increased by actively involving communities that historically have been excluded from decision making processes.</li> <li>• Members of under-engaged communities increase their participation in civic life.</li> <li>• New policies do not further reinforce the disadvantaged position of historically disadvantaged people or groups.</li> </ul>



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<p><b>Good Quality Process Design and Implementation</b></p> <p>Public involvement processes and techniques are well-designed to appropriately fit the scope, character, and impact of a policy or project. Processes adapt to changing needs and issues as they move forward.</p>	<ul style="list-style-type: none"> <li>• The public is allowed an opportunity to give meaningful input regarding what the community needs from government.</li> <li>• Process facilitators have the skills, experience, and resources needed to be effective.</li> <li>• Careful planning of project timelines take into account the length of time community media, neighborhoods and organizations require for effective public involvement.</li> <li>• Information is sent out in a timely manner so people and organizations can respond.</li> <li>• Input is sought from participants periodically on how the process is working for them.</li> <li>• Community partners have input into whether processes should change and how they should be modified.</li> </ul>	<ul style="list-style-type: none"> <li>• People understand the purpose of the project and why it's being done.</li> <li>• Conflict is reduced as are challenges to the process.</li> <li>• Communication is more efficient and effective.</li> <li>• Outcomes are more sustainable.</li> <li>• Public confidence and trust built through good processes can carry on to future processes.</li> </ul>

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<p><b>Transparency</b></p> <p>Public decision-making processes are accessible, open, honest, and understandable. Members of the public receive the information they need, and with enough lead time, to participate effectively.</p>	<ul style="list-style-type: none"> <li>• Roles and responsibilities are clearly identified, understood and accepted.</li> <li>• All meetings are open to the public and held in venues that are accessible and welcoming to community members.</li> <li>• Relevant documents and materials are readily available to the public.</li> <li>• Materials are available prior to the meeting so people are informed and ready to participate fully.</li> <li>• Materials that are lengthy or complex are made available with additional lead time to ensure community members can review and understand the materials, clarify with bureau staff, and check back with the communities they represent as needed.</li> <li>• Adequate time and resources are given for translation of materials and interpretation services and accommodations at meetings and forums as necessary.</li> </ul>	<ul style="list-style-type: none"> <li>• Community members have a better understanding of the project or policy and are better able to participate effectively.</li> <li>• Government understanding of community opinions and needs is enhanced.</li> </ul>

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<p><b>Accountability</b></p> <p>City leaders and staff are accountable for ensuring meaningful public involvement in the work of city government.</p>	<ul style="list-style-type: none"> <li>• Resources are applied appropriately to public engagement activities.</li> <li>• Community members' time and resources are respected and used effectively.</li> <li>• Public involvement processes are evaluated on a regular basis to foster ongoing learning and improvement.</li> <li>• Evaluation methods are tailored to different audiences to ensure meaningful feedback from all parties involved in a process, including community members, stakeholder groups, staff and management.</li> <li>• Best practices are identified and shared.</li> </ul>	<ul style="list-style-type: none"> <li>• Improved strategies and tools for outreach and decision-making.</li> <li>• Increased sense of trust in government from community members.</li> </ul>

## **RESOLUTION No.**

Establish principles to guide public involvement in the development of policies, programs, and projects of the City of Portland (Resolution)

WHEREAS, the Council created the Public Involvement Advisory Council (PIAC) in 2008 in response to urging from community members and City bureaus to help the City involve the public more consistently and in more meaningful ways in the work of the City;

WHEREAS, the Council charged PIAC with proposing and presenting public involvement guidelines for the City to the Mayor and Council for consideration and approval;

WHEREAS, Portland City government works best when community members and government work together as partners, and effective public involvement is essential to achieving and sustaining this partnership and the civic health of our city;

WHEREAS, effective public involvement:

- ❖ Ensures better City decisions that more effectively respond to the needs and priorities of the community;
- ❖ Engages community members and community resources as part of the solution;
- ❖ Engages the broader diversity of the community, especially people who have not been engaged in the past;
- ❖ Increases public understanding of and support for public policies and programs; and
- ❖ Increases the legitimacy and accountability of government actions.

WHEREAS, the attached principles represent a road map to guide government officials and staff in establishing consistent, effective and high quality public involvement across City government (see Exhibit A for public involvement principles);

WHEREAS, these principles are intended to set out what the public can expect from city government, while retaining flexibility in the way individual city bureaus carry out their work;

WHEREAS, the previously adopted public involvement principles have run their course and need to be updated to reflect current public involvement practices and goals;

NOW THEREFORE, BE IT RESOLVED, that the Council establishes the attached principles, indicators and outcomes as the formal values to guide the City's involvement of the public in the development of City policies, programs, and projects.

BE IT FURTHER RESOLVED, that these principles, indicators, and outcomes replace the City's public involvement principles adopted by the Council in 1996 (Resolution No. 35494).

BE IT FURTHER RESOLVED, that the Council directs PIAC to develop a "public involvement impact statement" modeled on the "financial impact statement" that accompanies proposed ordinances and resolutions and directs city bureaus to complete and include this "public involvement impact statement" with ordinances and resolutions proposed for Council action.



(See Exhibit B for draft version of public involvement impact statement.)

BE IT FURTHER RESOLVED, that the Council directs PIAC to develop a “public involvement baseline assessment” questionnaire modeled on the Customer Service Advisory Committee questionnaire, and directs bureaus to complete the questionnaire and submit it to PIAC at the end of each fiscal year, and directs PIAC to review this information and report to the Council. (See Exhibit C for draft version of public involvement baseline assessment.)

BE IT FURTHER RESOLVED, this resolution is binding city policy.

Adopted by the Council:

Commissioner Amanda Fritz  
Prepared by: Afifa Ahmed-Shafi  
Date Prepared: July 22, 2010

**LaVonne Griffin-Valade**  
Auditor of the City of Portland  
By

Deputy

**Exhibit B**  
City of Portland, Oregon

**[DRAFT] PUBLIC INVOLVEMENT IMPACT STATEMENT  
For Council Action Items**

1. Name of Initiator Afifa Ahmed-Shafi	2. Telephone No. 503-823- 5202	3. Bureau/Office/Dept. Office of Neighborhood Involvement
4a. To be filed (date) July 29, 2010	4b. Calendar (Check One) Regular      Consent      4/5ths <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

**1) Legislation Title:**

Establish principles to guide public involvement in the development of policies, programs, and projects of the City of Portland (Resolution)

**2) Purpose of the Proposed Legislation:**

Public involvement principles are intended to set out what the public can expect from city government, while retaining flexibility in the way city bureaus carry out their work.

**3) Anticipated Impacts on the Community:**

**What is the nature of the impacts (benefits and burdens) the proposed action will have on the community?**

As city bureaus implement principles in their work, the community should begin to experience more consistent, effective and high quality public involvement across City government.

**4) Public Involvement—External (vs. internal city government) Stakeholders Involved:**

**Which community groups, organizations, and other interested parties did you involve in this effort?**

- Diversity and Civic Leadership Community Leaders
- Office of Neighborhood Involvement Bureau Advisory Committee
- Neighborhood District Office Directors and Chairs
- International Association for Public Participation Cascade Chapter
- Public at large – through online survey
- Community input collected during past public involvement efforts including Community Connect, Public Involvement Task Force and visionPDX.

**5) Impact of Public Involvement**

**How did you use the public input to shape the outcome of this effort?**

Community input directly impacted and shaped the final version of public involvement principles.

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Amalia Alarcón de Morris, Bureau Director, Office of Neighborhood Involvement

**Bureau Public Involvement Supervisor/Coordinator or Bureau Director**

(Typed name and signature)

**Exhibit C**  
Public Involvement Advisory Council (PIAC)

**[DRAFT] PUBLIC INVOLVEMENT BASELINE ASSESSMENT PROJECT**

Each city bureau would be asked to answer the questions below and turn in this completed form (which would be available in electronic form) to PIAC at the end of each fiscal year. This data collection process is modeled on the similar data collection process used by the City of Portland Customer Service Advisory Committee.

**BUREAU NAME:**

**Form filled out by:** \_\_\_\_\_

- 
1. Does your bureau have a written, uniform public involvement policy/strategy?  
 NO  
 YES (Please provide copy or link.)
  
  2. Does your bureau have a point person or staff team devoted to public involvement?  
 NO  
 YES (Please identify and provide contact information.)
  
  3. Does your bureau create formal, written public involvement plans as part of the development of its projects, programs, and policies?  
 NO  
 YES
  
  4. Has your bureau adopted a formal assessment tool (e.g. BIP 9 toolkit) to guide staff in identifying appropriate levels of public involvement?  
 NO  
 YES (Please provide copy or link.)



5. Does your bureau ask participants to evaluate the bureau's public involvement processes?
- NO
  - YES
6. Does your bureau website provide easy-to-find information on whom the public can contact for more information about the bureau and its programs and projects?
- NO
  - YES (Please provide link.)
7. Which avenues does your bureau provide for the public to comment on bureau activities and projects?
- Online comment form on bureau website.
  - In-person meetings/events/workshops.
  - By mail.
  - By telephone.
  - Other (Please specify.)
8. Does your bureau have a single, overall bureau advisory committee (BAC)?  
If so,
- What is the purpose/role of the bureau's BAC?
- If not,
- What kind of stakeholder advisory committees does the bureau have and what are their purpose/roles?
  - How are people recruited to serve on the bureau's BAC or stakeholder advisory committees?

9. Does your bureau use specific strategies to involve under-engaged groups in the community?

NO

YES (Please describe.)

10. Do the formal job descriptions for your bureau's director and senior managers include skill in and awareness of public involvement?

NO

YES (Please provide copy or link to job description(s).)

11. What do you believe your bureau does well in involving the public?

What does your bureau find challenging or struggle with in involving the public?

12. Would you like more information on "best practices" in public participation?

NO

YES (Please list any particular information needs or interests.)

13. Do any of your bureau's staff members participate in the City Public Involvement Network (CPIN)?

NO

YES (Please identify.)

14. Does your bureau have a representative on the Public Involvement Advisory Council (PIAC)?

NO

YES (Please identify.)

[Empty rectangular box for signature]

**Person who completed questionnaire**—typed name, title, signature, and date.

[Empty rectangular box for signature]

**Bureau director**—typed name, signature, and date.