
Portland Plan Public Participation Phase I Progress Report

June 2010



City of Portland Bureau of
Planning and Sustainability
Sam Adams, Mayor | Susan Anderson, Director



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Table of Contents

Introduction	1
The Role of Partners in Portland Plan Outreach and Engagement.....	2
Approaches and Goals of Portland Plan Public Involvement	4
Levels of Participation and Approaches Used	4
<i>Table 1. Approaches Used for Various Levels of Participation</i>	<i>5</i>
Engaging Non-Geographic Communities.....	8
Public Participation Goals and Measures of Success.....	10
Evaluation of Phase I Public Involvement Goals.....	14
Evaluation of Phase I Public Involvement Approaches	18
Approaches Used and Lessons Learned	18
<i>Table 2. Evaluation of Approaches Utilized in Phase I of Portland Plan Outreach....</i>	<i>18</i>
Community Involvement Committee Members' Evaluation of Phase I	23
Next Steps / Moving Forward	25
APPENDIX	
APPENDIX A – Principles to Foster Inclusive Public Participation	26
APPENDIX B – Measures of Success Data	27
APPENDIX C – Comments from Community Involvement Committee (CIC) Members....	36
APPENDIX D – Demographic Data from Phase I Workshops and Surveys.....	41
APPENDIX E – Presentation List Phase I.....	42

Introduction

The purpose of this report is to document and evaluate the outreach and public participation activities for Phase I of the Portland Plan (Fall 2009 – March 2010). This document will help the Community Involvement Committee, staff, local decision-makers and the public at large review the work to date and provide an opportunity to reflect on lessons learned to improve the next round of Portland Plan outreach and engagement activities. Additionally, this report will serve as documentation for the Community Involvement Committee when they update the Portland Planning Commission on the City of Portland’s public engagement process as it relates to state-mandated periodic review.

The outreach and engagement approaches employed during Phase I confirm earlier principles, best practices, and relationships developed from previous efforts, such as visionPDX and Community Connect. Building upon visionPDX outreach principles, “depth, breadth, and sustainability”, Portland Plan outreach has focused on reaching as many diverse communities within Portland as possible



while emphasizing long-term relationship building¹. Likewise, the Portland Plan outreach efforts are designed to maintain relationships with underrepresented groups and proactively work to remove barriers to participation by following the recommendations of Community Connect and the volunteer citizen committee to enhance community and government relations. Appendix A of the report highlights similar key findings and principles pulled from relevant and recent documents.

The evaluation of methods, approaches, and goals used in Phase I of Portland Plan outreach will create the baseline for future phases of Portland Plan outreach and engagement to improve upon. Lessons learned reported in this document will directly inform and shape the remaining Portland Plan process phases. Overall, Phase I of Portland Plan public involvement approaches and goals have been successful. Specifically, Portland Plan staff were successful at maintaining existing relationships with community members and organizations, creating many new connections with individuals and groups, involving as many people as possible, and utilizing creative and unique venues for various forms of participation for diverse communities. Despite the successes, the demographics of participants reveal obvious gaps in outreach. Feedback from communities historically underrepresented in planning processes indicates that Portland Plan staff needs to improve outreach strategies to engage the diverse non-geographic groups of Portland in relevant and culturally appropriate ways.

Already Portland Plan staff is incorporating lessons learned from Phase I into Phase II outreach and engagement strategies and activities.

¹ “Community Engagement Report: October 2007”, visionPDX, Bureau of Planning, City of Portland

The Role of Partners in Portland Plan Outreach and Engagement

As an overarching strategic plan for the future of the City, the Portland Plan will be most meaningful and enduring if it is developed with the participation of Portlanders who reflect the age, ethnicity, economic status and geographic distribution of the city as a whole.

Numerous partners inside and outside of the Bureau of Planning and Sustainability are working collaboratively to design and carry out an inclusive public participation program:

Community Involvement Committee (CIC) – Convened in July 2009, these 16 committee members serve as the “eyes and ears” of Portland’s many diverse communities and have come together to ensure that ALL Portlanders’ views are reflected as the Portland Plan is developed. CIC members advise City staff on outreach and engagement criteria, principles, and approaches; and serve as a sounding board to staff on ideas, messages, materials, etc. They also serve as ambassadors to the public, encouraging their respective communities to engage in the Portland Plan process. Four subcommittees of CIC members assist staff with ideas and input: Executive, Outreach, Communications and Workshop Design. Between July 2009 and March 2010, the group has met with Portland Plan staff eight times See report acknowledgements for list of CIC members.

District Liaison Program – This team of planners, each of whom is assigned to one of six districts within the city, cultivates an understanding of the issues, concerns and opportunities community members care most about in their respective districts. The District Liaisons play a key role in outreach and engagement for the Portland Plan because they can easily access the relationships they already have with residents, organizations, businesses and employees, institutions and others. They can also forge new relationships that strengthen their community networks and enhance understanding of their districts. In addition, the liaisons can “ground-truth” and validate issues as they are discussed in early drafts of the plan to ensure that they are consistent with what the liaisons hear in their everyday conversations with community members.

Youth Planning Program – BPS hires youth 14-21 years old to work alongside Portland Plan staff to assist in garnering youth viewpoints in long-range planning activities and to engage youth in planning and civic life in an empowered manner. The Youth Planning Program has designed and sponsored a number of activities to generate youth interest and involvement in the Portland Plan.

Office of Neighborhood Involvement (ONI) – This City bureau promotes a culture of civic engagement by connecting and supporting all Portlanders working with government to build inclusive, safe and livable neighborhoods and communities. ONI staff who work in Neighborhood Resource Center programs (including but not limited to the Diversity and Civic Leadership Program and programs for people with disabilities) help people get involved in neighborhoods and community, and support diversity and accessibility for all to participate in civic governance for under-represented communities. ONI staff also work on a public involvement best practices program to strengthen partnerships between community and government. ONI staff are sharing their expertise and knowledge in this process and are providing assistance in addressing equity

issues. The Mayor asked Commissioner Fritz and two of her bureaus (ONI and the Office of Human Relations) to help design and lead discussions related to equity in the next phases of the Portland Plan beginning in Phase II.

District Coalition Offices – Seven neighborhood coalitions facilitate community member participation services and related neighborhood crime prevention activities for neighborhood associations and other community members within their geographically defined areas. The Coalitions can provide basic information to neighborhood associations and others about the Portland Plan to help “open the door” to participation. Coalition offices can also serve as clearinghouses for documents for the public to review (for example, each coalition office has Portland Plan background documents available, recognizing that many Portlanders do not have internet access at home). Coalitions also provide newsletters and other communication channels to help spread the word to constituents about upcoming Portland Plan events. District Coalition Offices hosted unique outreach and activities related to Portland Plan that specifically engaged members of these geographic communities.

Diversity and Civic Leadership (DCL) Program – This program arose through ONI based on the recommendations of a Diversity and Civic Leadership Committee (DCLC). The committee wanted to see the neighborhood system improve by fully engaging residents of Portland from all cultural and socioeconomic walks of life. The pilot program, established in 2007, is based on the assumption that the quality of community participation is enhanced with full, equitable participation of underrepresented communities leaders and constituents. Recent programs include DCL project grants to build capacity of underrepresented groups and increase participation with City government; a leadership academy to train emerging leaders; and a DCL Advisory Committee to review and advise ONI on programming related to diversity outreach and engagement of underrepresented communities. DCL partners include Immigrant and Refugee Community Organization (IRCO), the Center for Intercultural Organizing (CIO), the Native American Youth and Family Center (NAYA), the Urban League, and the Latino Network. DCL Partners will receive grant funding from BPS beginning in Phase II to design and carry out culturally appropriate engagement activities for the Portland Plan.

Other Active Groups – There are a multitude of civically-minded groups that can provide venues and opportunities for public engagement in the Portland Plan. A few examples are the Citywide Land Use Group, which meets at least monthly and has dedicated numerous meeting agendas to the Portland Plan; the League of Women Voters; and the City Club. Examples of other not-for-profit partners are:

New Columbia & the Housing Authority of Portland
Portland State University, Freshman Inquiry courses
Elders In Action
The Q Center
Connecting Communities Coalition

Approaches and Goals of Portland Plan Public Involvement

Levels of Participation and Approaches Used

There are four levels of public participation built into the Portland Plan process as suggested by the CIC Outreach Subcommittee:

- Notification
- Information
- Presentations
- Interactive Activities

These levels are on a continuum, with each level building upon the previous level. Levels of participation may differ for different audiences, according to individual and group interests and desired levels of participation. Availability of staff and volunteer resources to carry out more intensive levels of engagement may be constrained during Portland Plan development and implementation.

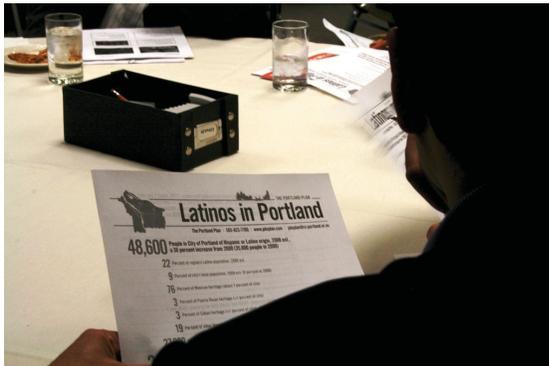


Table 1 below describes the different levels of participation including our commitment to the public and the approaches used for each.

Table 1: Approaches Used for Various Levels of Participation

Level of Participation	Commitment to the Public	Approaches Used
<p>1. Notification: Notify interested and potentially interested individuals, organizations, and institutions of Portland Plan events</p>	<ul style="list-style-type: none"> ▪ Inform as many individuals, groups, and organizations as possible about the Portland Plan and upcoming events 	<p>Marketing and Communications: Advertising; Direct mail, e.g. Curbsider magazine, Community newspaper inserts; E-mails to Master Mailing List (MML), print and other media</p>
<p>2. Information: Provide information on the Portland Plan to educate interested and potentially interested individuals, organizations and institutions</p>	<ul style="list-style-type: none"> ▪ Prepare & distribute information that is easily read and understood to diverse audiences ▪ Utilize laypeople's terms ▪ Provide translators and translated materials for non-English languages when possible and/or requested 	<p>Fact sheets & Background reports: One page fact sheets, 3-5 page overviews, and lengthy in-depth background reports for 13 topic areas; materials shared at workshops and also available online and at Portland-area public schools, libraries and neighborhood coalition offices.</p> <p>Survey: Visually pleasing printed survey available at workshops, special events, online, and at various public schools, libraries, and neighborhood coalition offices.</p> <p>Brochures and informational boards: These additional printed materials were utilized at various public engagement events and activities.</p> <p>Web site: New website with fresh interface; Updated frequently with events and news</p> <p>Social Media: Use of Facebook, Twitter, and Flickr to share information, post details for events, and provide images to the public on latest Portland Plan news</p> <p>Local media: Portland Community Media provides live and repeated cable viewing of events along with coverage from independently programmed radio stations; also media in Oregonian, Portland Mercury, Oregon Public Broadcasting and KBOO.</p>

Level of Participation	Commitment to the Public	Approaches Used
<p>3. Presentations: Attend meetings of interested groups, organizations, and institutions and provide presentations to solicit questions, comments, and suggestions to help shape the project, and to encourage attendees' participation in the Portland Plan process</p>	<ul style="list-style-type: none"> ▪ Staff will attend various community meetings to provide Portland Plan overviews and updates ▪ Staff will solicit questions and comments from community members ▪ Collect participant contact information for future Portland plan updates, events, etc. 	<p>Overview presentations at group meetings: Staff and CIC members attend meetings of various community and neighborhood groups to provide project overviews, solicit community feedback, and encourage further participation in the process</p> <p>Hosted presentations: Staff and CIC members attend meetings of interested organizations for a "special" presentation on the Portland Plan; most presentations allowed for group discussion and community feedback on topics of interest and overall process</p> <p>Special events: Events designed for and carried out by organizations and groups interested in the Portland Plan with staff assistance; also includes staff tabling at other special events; e.g., Fix it Fairs</p>

Level of Participation	Commitment to the Public	Approaches Used
<p>4. Interactive Activities: Design and implement special programs and activities beyond basic information sharing and presentations that seek input from Portlanders from different backgrounds and interests</p>	<ul style="list-style-type: none"> ▪ Design, identify opportunities for, and implement creative outreach strategies for various and diverse groups of Portlanders 	<p>Workshops: Seven similar events, geographically dispersed with business-, youth- and Latino-targeted events, which included a PowerPoint presentation, audience polling with clickers, and group discussions</p> <p>Topical work sessions: Community members invited to nine 1-2 hour sessions to discuss specific topics in depth for both public education and as public input for staff.</p> <p>Online and printed surveys: Primary survey to solicit viewpoints on different aspects of life in Portland; survey made available at workshops and online, and was distributed in community newspapers and to neighborhood associations; submission deadline was March 31, 2010. Additional business-oriented survey and youth survey were made available online and in print to be distributed at various events and public spaces.</p> <p>Special outreach activities to non-geographic groups: Staff working with outreach partners to design and conduct culturally appropriate materials and activities, with the aim of engaging communities that may not generally participate in City processes. Special outreach includes low income community, youth, immigrants, seniors and people with disabilities, and the LGTBQ community.</p>

Engaging Non-Geographic Communities

The Community Involvement Committee (CIC) brainstormed various public participation approaches to facilitate widespread public education, input, involvement and collaboration for the Portland Plan. Portland Plan staff and partners are in the process of designing and implementing special outreach to non-geographic groups that will continue throughout all Portland Plan outreach phases.

The Portland Plan public participation strategy seeks to optimize the resources and tools available to welcome Portlanders who haven't been involved in City planning processes before. Facilitating broad participation in the process will require that we address common barriers, including logistical barriers (e.g., selecting appropriate meeting days and times for the audience; providing food and childcare at public meetings), mobility and transportation barriers (e.g., selecting locations that are on frequent transit routes and are in ADA accessible buildings), and communication barriers (using layperson's terms and providing interpretation; selecting images that convey inclusivity). Activities must be welcoming and comfortable, and recognize that people have different communication preferences and styles. An information and education component is also important so that newcomers understand how the City works and the significance of this planning effort and outcomes.

Socio-Cultural and Issue-Oriented Groups

During Phase I of Portland Plan outreach, city staff focused on building relationships with organizations that work with or represent non-geographic communities. Culturally-based groups are best positioned to design specially-tailored approaches because they are familiar with their communities' needs, level of interest, and the relevance of Portland Plan issues to community members. Each organization can identify goals most appropriate for the particular community (i.e., how deeply or broadly do they want to get involved and at which points in the process?) to help shape a meaningful and culturally-appropriate education, outreach and engagement program.

Staff worked with Latino organizations to co-design and host an outreach event for the Spanish-speaking community and business people in early winter 2010. The evening workshop featured Latino leaders and community members similar to the Phase I public workshops. As part of this event, Portland Plan publications were translated into Spanish and distributed to participants.

Outreach and engagement activities to issue-oriented groups like those focusing on Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) groups, urban design/built form, the environment/climate change, education and the arts through hosted presentations and other special events have occurred in Phase I or are planned to occur in early Phase II. These discussions and future stages of policy development for the Portland Plan will draw upon reports soon to be published by the Coalition of Communities of Color and other sources which highlight the economic, health, educational and other disparities for various populations in the city and county.

The term “non-geographic communities” includes culturally-based groups (e.g., youth, ethnic organizations, people with disabilities, faith-based groups) and issue-oriented groups (e.g., business and advocacy groups). These communities differ from neighborhood associations, which traditionally have served as a primary focus for public involvement in Portland, in that issues of primary concern may not be tied to the places where people live.

Businesses

In Phase I, initial meetings were held with representatives of the business community to design a strategy for specific outreach and engagement activities for Portland's business community.



Feedback from the business community resulted in city staff and CIC members creating a business-oriented survey to better understand the challenges and needs of businesses in Portland. The survey was released in late-Phase I (March) and is available both online and in paper copies and will be tabulated after the survey closes at the end of May, with the input provided contributing to Phase II products.

One of the seven public workshops held in Phase I was a business issues focused workshop held December 3, 2009, early in the day in downtown to encourage business community attendance. About 120 people attended the event and provided their comments, which staff recorded and entered into the project database. Business affiliated organizations such as the Alliance of Portland Neighborhood Business Associations (APNBA) assisted staff in promoting Portland Plan events and the business survey. A similar workshop will occur in Phase II.

Youth

A widely advertised youth planning workshop to get youth involved in Portland Plan processes, called "YouthBomb", was held on December 15, 2009 with 25 youth participants. Youth were also present at other workshops, and Youth Planners from the Youth Planning Program participated and assisted at the workshops. A youth-oriented survey was developed and distributed widely during Phase I. The survey was on the Portland Plan's website for youth engagement – www.pdxyouth.org. Hard copies of the surveys and drop-boxes were also distributed by Multnomah County Libraries' Teen Councils and Librarians and by youth-serving community organizations. The councils also assisted in outreach of the survey to youth. By the end of Phase I, over 750 completed youth surveys were collected. Youth input from the surveys were synthesized and provided to the Action Area Technical Advisory Groups for their consideration in February. Additionally, City of Portland Youth Planners continued to collaborate with partnering organizations such as SMYRC (Sexual Minority Youth Resource Center) to provide support and outreach about Portland Plan, and with the Multnomah County Youth Commission to assist in distributing and collecting completed youth surveys and spreading the word about the Portland Plan.



Seniors

Estimated at 40% of the overall population nationally, seniors are a significant segment of our population with specific needs and desires, and are often not effectively engaged in public processes. Specific outreach and engagement to this community began in early Winter 2010 by providing Portland Plan presentations to local area senior and retirement communities. Key partner groups and agencies such as Elders in Action, Loaves and Fishes, and Senior District Centers' Program Managers helped to provide a venue for the elderly community to participate in Portland Plan processes. Surveys were made available at these venues and seniors completed estimated 200-250 surveys.

People with Disabilities

The Connecting Communities Coalition partnered with City staff to organize a special forum in late-Phase I that functioned as a listening session to convey to Portland Plan staff the barriers to participation for people who identify as having a disability. Specific issues, concerns, and desires were voiced for improving livability for these Portlanders. As with other such events, the summary notes from this forum were entered into the Portland Plan database for review by staff in developing Portland Plan products. Additionally, Portland Plan staff, a CIC member and professionals who work with disability communities are working together to design and implement future 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. Specialized outreach and engagement like the above mentioned forum held in Phase I may also be scheduled during Phase II and beyond focusing on topic areas of greatest interest such as housing, education and skill development, jobs and transportation.

Education

There are many Portlanders active in the education of their children, students or employees at educational institutions, or interested in education overall. In Phase I, Portland Plan staff completed a few specific outreach events with parents at a Portland elementary school and with students at a charter school and a Portland State University class. Staff and a CIC member have begun to design and implement an outreach and engagement approach to reach parents and other Portlanders concerned about Portland's youth and schools. Phase II will have more outreach and engagement with the education community including developing additional strategies and activities with our Portland Plan education partners, e.g. Portland Community College, each of the city's school districts, and utilizing Parent Teacher Associations to get the word out for engagement in the Portland Plan.

Public Participation Goals and Measures of Success

It is important to regularly evaluate and report back to the CIC, Planning Commission and others in the community to relate the effectiveness of the Portland Plan public participation and engagement efforts. The CIC Outreach Subcommittee identified goals and measures of success listed below that enable Portland Plan staff, Planning Commission and community partners to gauge ongoing success of public participation and engagement methods. The following is a Phase I evaluation of measures of success to be succeeded by concluding remarks and next steps.

This section first lists the goals and measures of success that are evaluated for Phase I. The following evaluation describes how the public participation goals have been met and opportunities for improvement. Each goal area evaluation references a table in the appendix that provides the data gathered/qualitative descriptions of how the measures were met or not in Phase I.

Goal 1: Build on existing relationships

Quantitative Measures of Success

1.1	# of visionPDX organization/group participants who hosted a Portland Plan event
1.2	% of 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
1.3	# of staff from other City bureaus and agencies who participated in the Portland Plan outreach effort and # of City bureaus/agencies that devoted staff time informing and engaging their contacts and relationships in the Portland Plan

Qualitative Measures of Success

1.4	Describe the new and existing relationships built upon during the Portland Plan outreach process thus far
1.5	Describe the CIC members and Staff's involvement in maintaining existing relationships within the community
1.6	Ask CIC members report engagement efforts and relationships maintained throughout the community through Portland Plan outreach

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

Quantitative Measures of Success

2.1	% of positive responses on workshop evaluation forms that reflect adequate education received at presentations and events
2.2	% of targeted outreach groups successfully participated in an outreach event
2.3	# of outlets where Portland Plan materials were made continually available, other than internet. (I.e. Public libraries, universities, neighborhood coalition offices, DCL office, etc)
2.4	# of outreach documents translated into a non-English language (e.g., Spanish)
2.5	# of events where translator and/or non-English-speaking staff participated in outreach events
2.6	# of hours Phase I workshops were televised on Portland Community Media
2.7	# of YouthBomb surveys collected
2.8	# of attendees at YouthBomb workshop

Qualitative Measures of Success

2.9.1	Elaborate on the targeted outreach efforts to reach broader and more diverse groups with education and information
2.9.2	Describe the targeted efforts to reach the business community
2.9.3	Describe the targeted efforts to reach the aging and people with disabilities community
2.9.4	Describe outreach strategies such as Portland Community Media that help reach more diverse groups
2.9.5	Describe the targeted outreach to the homeless community
2.9.6	Describe the targeted outreach to renters
2.9.7	Elaborate on the partnerships and programs established with DCL for culturally-appropriate outreach
2.10	Describe the staff training completed to better reach and work with marginalized communities, such as the February cultural competency training
2.11	Describe the staff involvement of other city bureaus and offices who reached out to their constituents

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

Quantitative Measures of Success

3.1	# of sources taken from data from “how heard about project” from completed surveys and meeting evaluation forms (if person notes from another organization or committee)
3.2	# of new Portland Plan workshop participants for each phase
3.3	# of organizations Portland Plan staff met with for the first time, and # of organizations Portland Plan staff met with multiple times within the process

Qualitative Measures of Success

3.4.1	Describe the different venues and approaches used for community involvement and engagement
3.4.2	Describe the various venues and approached utilized to distribute the survey
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
3.5	Describe the other interactive tools used in the outreach effort

Goal 4: Involve as many people as possible

Quantitative Measures of Success

4.1	# of total people reached through the Portland Plan engagement process
4.2	# of Phase I workshop participants
4.3.1	# of surveys completed online (General, Youth, Business Community)
4.3.2	# of surveys completed, mailed in (General, Youth, Business Community)
4.4	# of friends on Facebook
4.5	# of followers on Twitter
4.6	# of views on Flickr account
4.7	# of views on www.pdxplan.com

Goal 5: With feedback and continuous engagement throughout Portland Plan development and implementation, ensure community members are being heard

Quantitative Measures of Success

5.1	% of people who complete evaluation forms at each stage of process who feel positive that their feedback at events, polling, etc. is being heard
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Qualitative Measures of Success

5.2	Describe how community participants might find their comments and opinions reflected in the Portland Plan products and processes
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
5.4	Describe follow-up activities conducted by staff for specialized outreach to ensure the opinions and needs of various communities are heard

Evaluation of Phase I Public Involvement Goals

The public participation and engagement strategy has identified measurable goals which will enable the Bureau of Planning and Sustainability, Planning Commission, and community partners to gauge the ongoing success of public participation and engagement methods. Portland Plan staff recognizes constraints related to budget and staffing resources and have been working to make the most of opportunities through engaging new and existing relationships within the community. Portland Plan staff aims to complete as much comprehensive an outreach and engagement program as possible.

Quantitative and qualitative data related to the measures of success for the goals can be found in Appendix B. Phase I evaluation comments from the CIC highlighted later in this report along with specific comments listed in Appendix C, are sources that contribute to the below discussion of strengths and weaknesses of Phase I public participation efforts.

Goal 1: Build on existing relationships

Previous planning efforts such as visionPDX and the District Liaison program have established important relationships with community groups and organizations. Additionally, CIC members bring their own established relationships through their professional and volunteer efforts. 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.

★ **Successes**

Portland Plan staff continued to maintain relationships established before the Portland Plan outreach and engagement began with many neighborhood, business, professional and non-profit organizations. Staff coordinated with organization contacts in the sharing of Portland Plan information and announcements for distribution to interested organization members. Staff also coordinated on setting up project overviews and/or special hosted presentations with these organizations. Other city bureau staff including ONI staff and CIC members assisted Portland Plan staff with contacting and engaging organizations and groups with whom they have existing relationships including cultural and ethnic groups, residential developments, professional groups, and school communities. New relationships have been formed with senior groups, non-profit social service organizations and interest groups such as people with disabilities and the LGBTQ community. Initial outreach has taken place with some cultural/ethnic groups, e.g. Spanish speaking community.

Staff worked in Phase I with ONI and contacts from the Diversity Civic Leadership (DCL) partners to conduct a grant program to provide culturally-appropriate Portland Plan outreach and engagement. This grant program will be implemented beginning in Phase II.

Finally, City bureaus and partner agencies provided assistance with outreach and engagement publicity on events and participated in activities. Over 30 staff members from thirteen (13) different City agencies participated in getting the word out to interested public on topical work sessions along with Phase I workshop facilitation services. Partner agencies such as Portland

Public Schools and the Housing Authority of Portland also assisted in advertising Phase I Portland Plan workshops.

✓ *Areas for Improvement*

- Need more City bureau and partner agency assistance with outreach and engagement, as part of their own project outreach and outreach to employees
- Need to build relationships with new groups, especially under-served and non-geographic issue-oriented communities (acknowledging a slower start due to working out small grants with DCL partners)

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 by those who are traditionally underrepresented in public processes.



★ *Successes*

Portland Plan Phase I outreach achieved successes and improvements in materials provided and approaches used in engaging broader audiences depending upon language and communication preferences, abilities and interest. Staff used a variety of approaches to accommodate various levels of engagement and for diverse groups, see Table on approaches used.

Of those who attended a Phase I workshop and filled out an evaluation card, 93% agreed or strongly agreed that the education received during the workshop was adequate. Staff completed outreach to more than 50% of the groups/organizations targeted in Phase I outreach. Many of these presentations and events organized in Phase I included the tailoring of presentations and materials provided to reflect language and communication preferences; e.g. Spanish language brochure and survey; large print handouts for seniors and others who are visually impaired; a survey designed by youth for youth; and information in Power Point presentations and handouts reflecting specific interests of a targeted audience.

Media was also used as a key tool to educate diverse groups about the Portland Plan. Portland Community Media repeatedly ran the Phase I workshops on cable access TV; articles and announcements appeared in different newspapers like the Portland Observer, and El Hispanic News; large articles and the Phase I survey were included in the Winter 2010 Curbsider magazine that went to every household in Portland.

Notebooks with Portland Plan materials including background reports for Phase I were distributed to all neighborhood district coalition offices, libraries and DCL partner organization offices within the City for public review.

✓ **Areas for Improvement**

- Continue to produce meaningful materials translated into other languages, large print, Braille, etc.
- Provide simplified easy-to-understand educational materials to newcomers that highlight why they might want to participate
- Continue diverse media coverage e.g. Latino, Asian newspapers, KBOO radio, etc
- Expand outreach to renters e.g. Community Alliance of Tenants

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 multiple diverse communities

★ **Successes**

Portland Plan staff acknowledges that Portlanders have different preferences for engagement and provided diverse venues and opportunities for public involvement in Phase I. Table 1 summarizes the approaches we used from different types of printed materials, to different types of events/activities occurring throughout the city like hosted presentations and project overviews. People have had opportunities to participate formally at different events and/or interact with project staff and provide input via mailed surveys, by emailing and completing the survey on the project website and through Facebook, flickr and Twitter. Last but not least, staff recognizes that to increase diverse public participation at outreach and engagement events they need to be held at convenient and comfortable places for as many people as possible with certain amenities like being on a transit line, and refreshments, child care, and translation services provided. The later two provisions were strategically provided when most desired due to budget constraints.

✓ **Areas for Improvement**

- Need to better monitor/record/understand the # of first time participants in Portland Plan events/activities
- Continue to offer food/childcare/translators
- Explore ideas and implement additional interactive tools for engagement

Goal 4: Involve as many people as possible

With Portland's population nearing 576,000 people and growing in size and diverse composition, 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. It is important to also engage newcomers to government/public planning activities in addition to those who already engage in government matters. Overall, we will create a stronger, more meaningful plan with participation from Portlanders of different backgrounds and experiences.

★ **Successes**

Phase I workshops were successful in drawing 900 people (though those in attendance were not representative of the socio-demographic characteristics of Portland as a whole). An additional

1,500 people were reached through community presentations and other outreach events. A total of 13,000 youth and adults completed the Phase I surveys by mail or online through the project web site. Over 248,000 views were made on the www.pdxplan.com web site. There are over 1,500 friends on Facebook, 825 followers on Twitter, and nearly 24,300 views were made on the Flickr account.

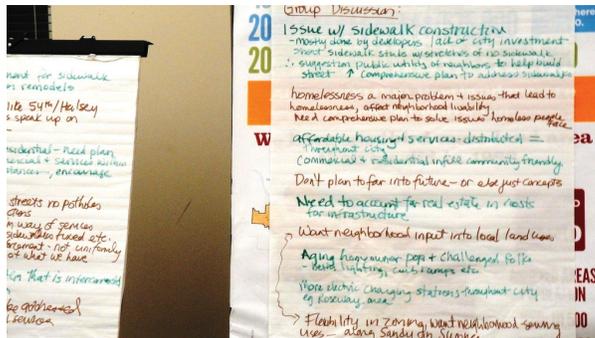
✓ **Areas for Improvement**

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

Goal 5 – Being heard as community members with feedback and continuous engagement throughout Portland Plan development and implementation

Community members, groups, and organizations are concerned about the transparency of how public input is utilized in planning processes in a meaningful way. A successful outreach effort will

demonstrate to the community transparency in how their voice and opinion is utilized in development of the Portland Plan.



★ **Successes**

Of those who attended a Phase I workshop and filled out an evaluation card, 95% responded positively or strongly agreed that the workshop provided a meaningful opportunity to voice opinions. Workshop

polling and survey results from Phase I are posted on the project web site and available to the public who do not have computer access. A diagram was included in the Phase I workshop presentation and posted on the web site illustrating how public input was being incorporated in the Portland Plan process and products. Survey results and comments are listed in a database that has Action Area subsections. Staff and technical working groups on the topic areas use this data to review and discuss these comments in development of specific work products.

✓ **Areas for Improvement**

Continue to demonstrate to public in documents/information provided in each phase, how their comments are being incorporated from previous input – report results and findings from previous phases on web site and in documents

Design and implement follow-up activities that incorporate previously received group input as part of specialized outreach to cultural/ethnic and other non-geographic groups (building relationships)

Evaluation of Phase I Public Involvement Approaches

To begin evaluating Phase I of Portland Plan public participation activities, staff have 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. The table that follows describe the opportunities and challenges to the various approaches utilized. the different approaches and notes opportunities, limitations and lessons learned for the current and future phases of the Portland Plan process.

Table 2. Evaluation of Approaches Utilized in Phase I of Portland Plan Outreach

Opportunities	Limitations	Lessons for Next Phases
Approach: Workshops		
<ul style="list-style-type: none"> ▪ Attracts people who are civically engaged ▪ Workshops held around city and at different times make it more convenient for people to attend because there are multiple choices ▪ Postcard announcement of workshops to all single-family households, and other marketing communications efforts drew larger than normal crowds 	<ul style="list-style-type: none"> ▪ Hard to draw people who are new to/uncomfortable with public processes ▪ Hard to draw minority, lower income and non-English speaking populations; need to build relationships, communicate why folks should be involved and provide needed amenities e.g. interpretation services 	<ul style="list-style-type: none"> ▪ Advertise earlier and to diverse audiences for broader participation ▪ Offer interpretation and childcare services, and make sure that advertising highlights this availability ▪ Hold more workshops on Saturdays (and potentially on Sunday afternoons) to enable people to attend who cannot attend evening sessions ▪ Locate workshops along transit routes and advertise accordingly ▪ Have hosts who can invite and accompany newcomers

Approach: Overviews at Group Meetings		
<ul style="list-style-type: none"> ▪ Quick introduction of or update to the Portland Plan for engaged community members in their setting, with hopes of engaging more people in the Portland Plan process ▪ Tailored to group based on their needs and interests ▪ Initiates dialog on best approaches for specific communities 	<ul style="list-style-type: none"> ▪ Limitations to extent of information provided, group discussion and input to Portland Plan staff 	<ul style="list-style-type: none"> ▪ Need to have up-to-date and meaningful materials to share with community groups
Approach: Hosted Presentations		
<ul style="list-style-type: none"> ▪ Can be tailored to be meaningful in approach and content to each group/organization ▪ CIC or other contacts with Portland Plan “host,” introduce event and lend grass roots support ▪ Ideal approach to reach non-geographic groups: youth, seniors, labor, business, cultural, ethnic, disabilities 	<ul style="list-style-type: none"> ▪ Staff capacity may limit number of hosted presentations 	<ul style="list-style-type: none"> ▪ Need to continue to build ongoing relationships such as with non-geographic groups to build trust and demonstrate that their voices are being heard

Approach: Hard Copy and Online Surveys		
<ul style="list-style-type: none"> ▪ Accessible and inviting to people who prefer to participate privately ▪ A revised survey for youth was developed ▪ A revised survey is in process for business people ▪ Accessible survey via internet ▪ Survey handed out at hosted presentations and other outreach events 	<ul style="list-style-type: none"> ▪ Not accessible to non-English speakers (in current format) ▪ Many don't have internet access ▪ People may desire more accessible information on topics before completing survey ▪ Some people frustrated that they could only pick one answer ▪ Survey questions don't necessarily get at issues of highest concern to some communities ▪ Survey language may be difficult for some to understand 	<ul style="list-style-type: none"> ▪ 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
Approach: Special Outreach Activities with Non-Geographic Groups		
<ul style="list-style-type: none"> ▪ Build relationships with partner assistance and solicit input from folks not usually engaged through neighborhood system or with City on planning ▪ Design materials to be accessible and meaningful to specific groups ▪ Incorporate unique perspectives into input received ▪ Community expertise is available to consult and provide guidance on best practices for culturally-appropriate outreach and engagement (e.g., DCL partners, ONI, Connective Communities Coalition) 	<ul style="list-style-type: none"> ▪ Limited resources to complete extensive and comprehensive outreach to all non-geographic groups 	<ul style="list-style-type: none"> ▪ 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

Approach: Special Events		
<ul style="list-style-type: none"> ▪ Tailored to specific needs and desires of particular groups in comfortable settings ▪ Ideal approach to reach non-geographic groups: youth, seniors, labor, business, cultural, ethnic, and people with disabilities 	<ul style="list-style-type: none"> ▪ Limited resources to complete extensive outreach for special events 	<ul style="list-style-type: none"> ▪ Be strategic about special events to be held ▪ Utilize CIC volunteers, partner agencies, and others to coordinate, participate in, and assist with special outreach events.
Approach: Social Media		
<ul style="list-style-type: none"> ▪ Good medium to attract youth, young adults and others comfortable with new forms of engagement ▪ Opportunities to continually update fans and followers with new information about PP ▪ Allows for online dialogue, giving staff a sense of people's issues and concerns as well as a chance to hear praise and positive feedback 	<ul style="list-style-type: none"> ▪ Many Portlanders are unfamiliar and do not use social media ▪ Not considered valid form of public testimony for Periodic Review requirements 	<ul style="list-style-type: none"> ▪ Staff training needed

Approach: Marketing and Communication		
<ul style="list-style-type: none"> ▪ Half-page ads in community and ethnic newspapers reached a more targeted audience ▪ The Granny Franny postcard reached every household in PDX ▪ The 27 Things/Survey insert in the Curbsider went to every single-family household in PDX ▪ E-mails were sent by BPS and the Mayor to thousands of PDXers, inviting them to participate 	<ul style="list-style-type: none"> ▪ The number and variety of neighborhood newspapers, their size req. and deadlines are tough to keep track of in the thick of things ▪ Postcard format doesn't allow much space for all the info ▪ Curbsider audience may have a hard time switching gears between recycling message and PDXPlan 	<ul style="list-style-type: none"> ▪ Need to buy more ads in more foreign language papers, and Observer, Just Out, etc. ▪ Postcard message/image was offensive to some seniors; type too small and grey ▪ Timing of Curbsider drop didn't quite jive with workshops ▪ Utilize marketing and communications staff from agency partners to assist with outreach and engagement to their constituents
Web site		
<ul style="list-style-type: none"> ▪ Appeals to a much wider audience; easier to navigate; connects to social media and PCM 	<ul style="list-style-type: none"> ▪ Not everyone uses the internet 	<ul style="list-style-type: none"> ▪ Adapt for visually impaired and have buttons for information in languages other than English
Approach: Local Media (televised and audio)		
<ul style="list-style-type: none"> ▪ Many Portlanders tune into Channel 30 ▪ A good alternative for those who could not attend a workshop ▪ Workshops repeatedly televised to educate and inform more Portlanders ▪ Local media reaches underrepresented audiences with information and event announcements that would not otherwise be informed. 	<ul style="list-style-type: none"> ▪ At 2-1/2 hours, it's a lot of static television ▪ Some locations did not allow for live broadcast ▪ PCM is limited in its ability to do crawls and other enhanced viewing options 	<ul style="list-style-type: none"> ▪ Need to produce large print materials and send to various media partners in a timely manner

Community Involvement Committee Members' Evaluation of Phase I

To add an additional dimension to the Phase I outreach and engagement evaluation, Portland Plan staff posed the following three questions to CIC members during a regularly scheduled meeting in April 2010:

- 1. Please provide us with your comments on Portland Plan outreach and engagement efforts for Phase I. Please tell us what you liked about these efforts and make suggestions for improvement for us to consider in Phase 2 work.*
- 2. To help us complete the Phase I 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 with the community.*
- 3. Please provide us with any another comments or suggestions.*

Of the sixteen (16) CIC members who were emailed copies of the questions prior to and following the meeting, nine (9) 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

CIC members successfully served as ambassadors of the Portland Plan to each member's respective communities. The role that CIC members played to reach out to their own constituencies served a critical role to maintain existing relationships and build creative new outreach strategies. Examples include tabling at large community events within a CIC member's neighborhood; integrating Portland Plan outreach with on-going work in the arts community; utilizing expertise on making materials more accessible to all communities and with less jargon; rallying support and additional input for creating a business-community survey; coordinating Portland Plan outreach events between local PTA groups and neighborhood associations; and serving on panels at academic and/or professional events on behalf of Portland Plan public engagement.

Overall, CIC members feel that the Portland Plan team and CIC are taking steps in the right direction to improve the engagement of underrepresented communities, "getting the word out", and maintaining strong relationships within the community. Additionally, CIC members feel that Portland Plan outreach and engagement efforts have improved from previous City efforts and remain sincere, frequently noting the quality of work by Portland Plan staff and the actions by staff to make processes as accessible and transparent as possible.

Despite marked improvements, CIC members feel there is still room to improve on specific engagement strategies. Specifically, all respondents commented on the lack of involvement of underrepresented communities such as ethnic minorities and low-income communities. Numerous responses noted that the majority of Portland Plan Phase I workshop participants identified as white and from middle and/or upper class income levels. All CIC member responses emphasized the need for Portland Plan staff to commit further time and resources to engage typically underrepresented communities of Portland.

Multiple CIC member responses noted concerns related to the transparency of the Portland Plan outreach and engagement process. In particular, concerns over jargon and the clarity of the Portland Plan in relation to other City of Portland planning initiatives such as visionPDX and the update of the City's state-mandated Comprehensive Plan. CIC members noted the need for Portland Plan staff to clarify the significance and meaning of the Portland Plan process in layman's terms. Transparency in regards to how participants' input will be reflected into future Portland Plan processes and documents was also noted by CIC members as being an area of concern that can be improved upon. In particular, multiple members noted that maintaining the public's trust in utilizing their input, including previous planning processes such as visionPDX, has been challenging during Phase I.

Next Steps / Moving Forward

The first phase for Portland Plan outreach and engagement has been focused on setting the framework and approaches and establishing goals and measures of success. This has also been an opportunity to work out the “kinks” and refine public involvement approaches (which will be evaluated for each phase of the Portland Plan).

This phase has also focused on notifying and informing as many members of the public as possible of the Portland Plan process and beginning the conversation on current facts about Portland and initial input on priorities for the future.

This has also been a time to rekindle relationships developed as part of visionPDX; and figure out cultural/non-geographic outreach and engagement following up from visionPDX.

There is significant room for improvement and with valuable input to date from the CIC overall and the Outreach Subcommittee, along with staff and community insights from workshop evaluations, we have learned many lessons and will make adjustments accordingly into the next phase.

As this is the first progress report, it is the baseline for future reports to be completed after subsequent processes. Currently the Portland Plan team is improving Phase II outreach and engagement strategies based on suggestions formalized within this report. Future design and implementation of Portland Plan public involvement strategies will continue to be modified based upon previous phases’ accomplishments and lessons learned.

APPENDIX A - PRINCIPLES TO FOSTER INCLUSIVE PUBLIC PARTICIPATION

This is a distillation of recommendations from visionPDX, Community Connect and other sources to apply to the Portland Plan public engagement process

Tap “experts” and leaders within under-represented communities (including but not limited to immigrant and refugee populations, youth, people in generational poverty and people with a variety of disabilities) to know the best ways to effectively draw these groups into our planning process. For example, to know how to effectively involve youth, we should consult with other youth. Our conventional public involvement techniques will continue to draw our usual participants; we will instead need to try new approaches and techniques to reach new audiences. We should consider contracting with organizations that work with under-represented groups to elicit their assistance in involving their constituents.

Anticipate, identify and remove barriers to participation. These may include logistical barriers (meeting location, time of day, lack of childcare, etc.) or psychological barriers (vocabulary, level of technical complexity, lack of diversity portrayed in presentation images, etc. In addition, it’s important to provide multiple ways for people to provide input, recognizing differences in comfort level and communication preferences. Recognize that not all Portlanders have internet access, so reliance on online communication may leave many Portlanders out of the process.

Promote culturally-appropriate direct outreach and communication strategies. These may include one-on-one relationship building, going where people already gather, building on existing networks, using customized approaches for different communities, providing translated materials and using alternative communication methods

Build in the time and budget to carry out these recommendations. Time and staff capacity are significant limitations to carrying out a fully inclusive public involvement program. To do this well requires building relationships over time, and designing individually tailored activities with diverse groups rather than relying on a few events that primarily attract mainstream participants.

Provide education: both to the public on the issues you’re working on and to staff on engaging and working with diverse audiences. Examples of the former: study circles, local issue forums, consensus conferences, charrettes, and other deliberative democracy techniques.

Build meaningful, long-term relationships. Bring people together with long-term collaboration in mind. Build relationships *before* crises hit. Build relationships with organizations so they can mobilize their own populations. [“It is very difficult to develop a relationship in the middle of a crisis” – Albina Ministerial Alliance board member Rev. T. Allen Bethel]

APPENDIX B – Measures of Success Data

Goal 1. Build on existing relationships

Quantitative Measures and Descriptions		Data
1.1	# of visionPDX organization/group participants	14 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 I
1.2	% 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.	71% (19% "strongly agreed"; 52% "agreed")
1.3	# of staff from other City bureaus and agencies who participated in the Portland Plan outreach effort; and # of City bureaus/agencies that devoted staff time informing and engaging their contacts and relationships in the Portland Plan	<p>Workshop facilitators: PBOT (1); BES (3); PPR (2); and BDS (1). <i>4 Agencies, 7 staff members</i></p> <p>Work Session staff (City): PBOT (3); BES (10); PPR (4); POEM (1); BDS (1); Human Relations (1); Cable (2); ONI (2); OMF (2); Mayor's Office (2); Housing Bureau (3); Water Bureau (1); <i>13 bureaus and agencies; 33 staff members</i></p> <p>Work Session Staff (Partners): PDC (1); Port of Portland (1); WSI (1); HAP (1); Trimet (1); Multnomah County (1); PPS (1); Centennial (1); RACC (1); <i>9 partner agencies with 9 staff members</i></p> <p>Total of 33 agencies and bureaus that committed 40 staff members' time; and 9 partner agencies that committed 9 staff members' time.</p>
Qualitative Measures and Descriptions		Data
1.4	Describe the new and existing relationships built upon during the Portland Plan outreach process thus far.	<p>New relationships were formed with senior groups through specific retirement communities, Senior District Centers/Loaves and Fishes Program, Elders in Action. Also, non-profit organizations like Impact NW, IRCO, Coordinating Committee to End Homelessness, Connecting Communities Coalition/Commission on Disabilities, Q Center, and unions, charter school and PSU classes.</p> <p>Existing relationships were furthered with neighborhood and business associations and coalitions, citywide land use group, city agencies and staff and commissions and councils, the City Club, League of Women Voters, chambers of commerce, professional organizations like the American Institute of Architects, and partner agencies like Housing Authority of Portland. Also</p>

	<p>sustainability organizations like the Green Building Council, NW Ecobuilding Guild, and events like Fix it Fair, Youth Summit and city budget forums</p>
<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 and 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> <p>Overall, CIC members felt that the effort and methods for Phase I outreach were very good. More so, members felt that Portland Plan outreach is an improvement upon previous planning efforts and are building a solid framework for future phases of the Portland Plan and for future Portland planning projects.</p> <p>Nearly every CIC member noted that engagement of underrepresented communities needs to be improved, and that Portland's diversity was not reflected in the demographics of Phase I participants. Late timing and/or not establishing delicate relationships with various communities earlier in the process was also seen a concern during Phase I. And lastly, concerns about messaging, transparency of processes, and the use of jargon was mentioned numerous times as barriers during Phase I which could be improved upon in future Portland Plan phases.</p>

APPENDIX B (con't)

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
2.1	% of positive responses on evaluation forms that reflect adequate education received at presentations and events	93% (39% "strongly agreed"; 54% "agreed")
2.2	% of targeted outreach groups successfully participated in an outreach event.	59% (based on the number of groups in the Portland Plan outreach log and how many of them had completed an outreach event during Phase I)
2.3	# of outlets where Portland Plan materials were made continually available, other than internet. (I.e. Public libraries, universities, neighborhood coalition offices, DCL office, etc	All County libraries (16); Neighborhood District Coalition Offices (7); Senior Centers (11); DCL Partners (4); Universities (1): <i>Total of 39</i>
2.4	# of outreach documents translated into a non-English language (e.g., Spanish)	2 total (Brochure translated into Spanish and Phase I survey translated into Braille)
2.5	# of events where translator and/or non-English-speaking staff participated in outreach events	5 total (Four workshops provided Spanish translators; One hosted event at New Columbia provided Spanish translation)
2.6	# of hours Phase I workshops were televised on Portland Community Media	Approximately 17-20 hours. See also Measure 2.10.4
2.7	# of YouthBomb surveys collected	762
2.8	# of attendees at YouthBomb workshop	25
Qualitative Measures and Descriptions		Data
2.9.1	Elaborate on the targeted outreach efforts to reach broader and more diverse groups with education and information.	Local, community media was utilized such as Channel 30 Portland Community Media, three radio interviews by Portland Plan staff, and workshop broadcasts on radio stations for the hearing impaired community; A few organizations serving non-geographic communities hosted presentations and modified workshops with data, questions, and services specific to the community; designed and worked toward established of small grants for DCL organizations and others to reach and engage culturally diverse and other non-geographic groups.

2.9.2	Describe the targeted efforts to reach the business community	<p>The initial targeted business outreach has been a Portland Business Survey. Staff crafted a draft survey based on stakeholder input, which was reviewed, edited and added to by several partners: CIC members and their business cohorts, PDC, Portland Business Alliance, and the Mayor's office economic advisors among others. The survey was released in late March, and remains open for completion online and in print into June. It is organized around the nine Action Areas of the Portland Plan.</p> <p>Additionally, a Phase I workshop focusing on business interests was held on December 3, 2009 with 120 people attending. Presentations and updates have been provided to specific business associations and groups including chambers of commerce.</p>
2.9.3	Describe the targeted efforts to reach the aging and people with disabilities community	<p>Three hosted presentations were held at Senior residential communities (Russellville, Center Commons and Harvest Homes). Staff met with directors from Elders in Action, Multnomah County Aging and Disabilities, Hollywood Senior Center on 2/04/10 and 3/03/10. Staff meet with the Senior District Centers and Loaves & Fishes program managers on 2/08/10 to brainstorm outreach to seniors. A brief Portland Plan overview was presented to the Elders in Action Commission on 2/17/10. Phase I surveys were distributed at all the Portland Senior District Centers and Loaves & Fishes meal sites. Ultimately, approximately 250 completed surveys were collected. Survey drop boxes were created for this purpose and will be used for the Phase II survey. A Portland Plan Workshop: Senior Perspective is scheduled for June 3rd at NAYA.</p> <p>A 3/31/10 Forum with the Connected Communities Coalition with the Commission on Disabilities invited to attend. Over 40 people attended the event and provided their input on barriers to participation and issues and desires to improve livability for people with disabilities. This event and materials were recorded and replayed on Omni net radio.</p>
2.9.4	Describe outreach strategies such as Portland Community Media that help reach more diverse groups	<p>Portland Plan Phase I workshops were played live and replayed approximately 170 times on local cable access TV. Additionally, radio media was utilized; three radio interviews by Portland Plan staff were conducted on local public radio stations OPB and KBOO; and workshops were broadcasted on OmniNet radio, a radio station for the hearing impaired community</p>
2.9.5	Describe the targeted outreach to	<p>Sisters of the Road Café distributed and collected surveys; Youth Program regularly partners with</p>

	the homeless community	Outside In, a non-profit that works with the homeless youth population; Staff presented to the Coordinating Committee to End Homelessness that reached both homeless Portlanders and service providers to the homeless community; Presentation given to Impact Northwest, a non-profit that provides self-sufficiency programming to Portlanders in poverty including the homeless
2.9.6	Describe the targeted outreach to renters	The Bureau's community newsletter, The Curbsider, is sent to every Portland household which includes multifamily dwellings and apartment buildings; Special programming with Hacienda CDC reaches low-income, primarily Latino renting families; Loaves & Fishes assisted Portland Plan staff by providing related materials with deliveries to low-income rental units; New Columbia and other low-income housing projects hosted Portland Plan workshops and events.
2.9.7	Elaborate on the partnerships and programs established with DCL for culturally-appropriate outreach	Although the joint grant program created by BPS and the DCL partners will not go into effect until Phase II of Portland Plan Public Involvement, significant leg work was completed between the two groups during a variety of meetings and listening sessions. BPS staff were invited to open and/or board meetings of the DCL partners so that BPS could listen to concerns of the communities the DCL partners represent.
2.10	Describe the staff training completed to better reach and work with marginalized communities	February staff cultural competency training organized with the Office of Neighborhood Involvement. Approximately 40-50 Portland Plan staff attended the training.
2.11	Describe the staff involvement of other city bureaus and offices who reached out to their constituents	Other City bureau and office staff reached out to the constituents to attend March work sessions on the Action Areas draft directions/objectives, which were the preliminary products for upcoming Phase II workshops.

APPENDIX B (con't)

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

Quantitative Measures and Descriptions		Data
3.1	# of sources taken from data from “how heard about project” from completed surveys and meeting evaluation forms	Postcard/Mail (62); Email (35); Family, Friends, Word of Mouth (21); Neighborhood groups (21); School/University (18); Misc / Other (17); Flyer (12); PP Social Media (8); Newspaper (7); PP or City Website (7); Other City event (6); Street and lawn signs (5); Non-City or PP website (5); Radio (2); Public television (0)
3.2	# of new Portland Plan participants (participants who have previously never heard of Portland Plan before choosing to participate in this round)	Specific question was not asked during Phase I. Rather, the following question was asked and may possible relate to original measure: (71% answered workshop evaluation as already having a high level of knowledge and involvement on Portland issues)
3.3	# of organizations Portland Plan staff met with for the first time, and # of organizations Portland Plan staff met with multiple times within the process	70 organizations total participated in hosted presentations with Portland Plan staff. Future phases will determine organizations with whom Portland Plan staff met with multiple times.
Qualitative Measures and Descriptions		Data
3.4.1	Describe the different venues and approaches used for community involvement and engagement	<p>Venues We chose venues where people are, where it is accessible by transit and within, and safe, familiar and comfortable. Outreach events were held at housing developments, organizations offices, downtown locations accessible by transit; e.g. IRCO, New Columbia, and the Q Center.</p> <p>Approaches We worked with organizations and groups to design hosted presentations that was formatted to be best understood and applicable in terms of interests to the particular group. We prepared materials in large print, different languages, and provided ASL and language interpreters, generally upon request. We provided PowerPoint presentations at some presentations.</p>
3.4.2	Describe the various venues and approaches utilized to distribute the survey	Brought surveys to senior centers and left drop-boxes, Handed out at Workshops, Handed out at N.A. meetings, Handed out at Hosted Presentations, Mailed out to all single family homes through Curbsider, distributed through district liaisons, available on website. See data for Measure 3.5.

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	Portland Plan events were advertised using Facebook, Twitter, and the Portland Plan website; Photos of Portland Plan events are posted on Flickr which allows comments and cross-linking on social network sites; Social media networks allowed staff to post comments and tidbits of interesting feedback and polling responses from various Portland Plan events
3.5	Describe the other interactive tools used in the outreach effort	Utilized interactive polling at Phase I workshops (and a few hosted presentations) with hand-held clickers allowed for instant visibility of important topic areas and the values of the participants in the room compared to City averages; Cartoonists provided sketches to related to youth populations; Youth planners engaged in guerrilla style outreach by passing out surveys and Portland Plan materials on transit, along transit stops, at libraries, and at public schools; Library teen councils with the help of the Youth program formed a friendly competition on which branch could collect the most completed Portland Plan youth surveys where winning branch gets an ice cream party sponsored by Portland Plan staff. Social media accounts were used try to spark online discussions, where as the Portland Plan website posted polling results of workshops within a day or so of the event.

APPENDIX B (con't)

Goal 4. Involve as many people as possible

Quantitative Measures and Descriptions		Data
4.1	# of total people reached through the Portland Plan engagement process	900 people signed in at workshops; 1500 people attended community presentations; 4,000 surveys submitted online; 9,000 surveys submitted by mail (source: Tom Armstrong's 4/2/10 memo) Survey mailed to every Portland household
4.2	# of Phase I workshop participants	Approximately 970 (See Appendix D for demographic breakdown of workshop and survey participants)
4.3.1	# of surveys completed online (General, Youth, Business Community)	3,498 (See Appendix D for demographic breakdown of online survey participants)
4.3.2	# of surveys completed, mailed in (General, Youth, Business Community)	Approximately 4,800
4.4	# of friends on Facebook	1,536
4.5	# of followers on Twitter	825
4.6	# of views on Flickr account	24,354
4.7	# of views on www.pdxplan.com	248,982

APPENDIX B (con't)

Goal 5. With feedback and continuous engagement throughout Portland Plan development and implementation, ensure community members are being heard

Quantitative Measures and Descriptions		Data
5.1	% of people who complete evaluation forms at each stage of process who feel positive that their feedback at events, polling, etc is being heard	Specific question was not asked during Phase I. Rather, the following question was asked and may possible relate to original measure: "This workshop provided a meaningful opportunity for me to voice my opinions", 95% responded positively (35% strongly agreed and 60% agreed)
Qualitative Measures and Descriptions		Data
5.2	Describe how community participants might find their comments and opinions reflected in the Portland Plan products and processes	City staff technical working groups along with CIC volunteers to 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 technical working groups, utilize the cataloged comments for future direction settings; Portland Plan staff used neighborhood groups and coalitions to test run workshop materials, and gathered direct feedback to inform future Phase I workshops
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.	In depth research on equity within Portland Plan and previous Portland planning efforts was completed and then woven into Phase II 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 and are being prepared for Braille translation for Phase II.
5.4	Describe follow-up activities conducted by staff for specialized outreach to ensure the opinions and needs of various communities are heard	Based on responses from workshops with the senior community, drop-boxes and surveys were provided to various senior centers and retirement homes

APPENDIX C – Comments from Community Involvement Committee (CIC) Members

CIC members were provided with a brief set of questions during the April 2010 CIC General Meeting to assist the Portland Plan staff to evaluate Phase I outreach and engagement.

1. Please provide us with your comments on Portland Plan outreach and engagement efforts for Phase I. Please tell us what you liked about these efforts and make suggestions for improvement for us to consider in Phase II work.

“There were many aspects that made the process interesting and engaging. Having the Mayor at each presentation was certainly a plus – but also having facts about the city and of course the interactive survey – loved it. At the same time there were aspects I wish could have been different. I felt frustration with the inability to select multiple or varying choices on the survey. I think the inability to do this - skews the results. If the survey could have allowed your top 3 or top 2 picks I think you might have seen more support in secondary categories. I also had a concern that the questions and the focus of the survey was geared specifically to individual citizens – their personal needs, wishes, expectations... so on. This isn't a bad thing but misses the opportunity to engage the business community whose needs and wants are considerably different. Specifically questions relating to transportation, infrastructure and city process were lacking (or diminished) in the discussion – yet these topics are key to many businesses and frankly critical to the success of the city”

“I felt there were significant, sincere efforts made, but falling somewhat short due to lack of participation from the minority and underserved population. I believe there was confusion about the message and how this differed from VisionPDX, not to mention lack of clarity about the difference between Portland Plan and Comprehensive Plan. In other words, ‘same old, same old’ perception by many (my anecdotal take on it). It was also an overwhelming amount of information to digest and understand. Nevertheless, we had to start somewhere and lessons were learned from the first round that has hopefully informed the second round. I believe we have to get people focused in more detail and with enough time to discuss specific action areas, rather than trying to cover too much and thus diluting our efforts and causing frustration”

“I commend the BPS's effort to involve and engage the community; Outreach efforts were largely effective; applaud the multipronged approach, i.e. Workshops, surveys, mailings, etc.”

“May consider Google ads or Facebook ads if not done recently (they get a lot of traffic); Need better minority participation at workshops - example, need much more aggressive media approach (consider fliers, billboards, event incentives to bring people there. [Minority outreach] is being started now but is a little late for Phase I”

“I liked that input from community members regarding the outreach and engagement was taken into consideration and that parts of the process were improved; I liked that the historical under-representation of minority groups was addressed and tries were made to improve the outreach and engagement with these groups; Much work still needs to be done and increased efforts for this need to be an immediate high-priority; I liked that improved accessibility was taken into

consideration. This still needs improvement; There needs to be better and longer term education and marketing of involvement to unaffiliated community members; I liked that equity has been a focus. This still needs improvement and there needs to be evidence of accountability and responsibility.”

“I think the efforts have been outstanding between workshops, surveys, curbsides, group outreach, etc. It is a monumental task and there will always be those who either feel they weren’t represented well or who didn’t have a voice because of various barriers. I do think we can improve on hearing the voices of our racial/ethnic/religious minorities. However, there are significant barriers to overcome that make it not as easy as just offering them the opportunity. I believe there is a whole education process and the establishing of trust that must come first, but we have to start somewhere to establish relationships and I do believe the efforts have been significant and sincere”

“I think this is the best effort that Planning (pre-BPS) has ever made to engage the entire community --building on Vision PDX. I look forward to seeing the relationships now being forged serve as gateways to future involvement in City efforts (across bureaus). I think staff is doing an amazing job on a very tight time schedule; However, I think we’re still scrambling to relate to groups we should have contacted a year or two ago and Connecting with much earlier in the game. That includes partnering with ONI, which has connections beyond the neighborhood system. I felt as though the neighborhood system was kept at arms length during the first phase of the process and that hindered ownership and involvement from that system; Staff’s willingness and ability to set up “tailored” workshops. Kudo’s to Marty for all her good work coordinating those efforts; The Mayor has done a nice job of emceeding overall and I think he handled the equity issue well at the SE workshop I attended; Most important to me – emphasis on equity issues – commitment to reaching people from all groups in our city. I’m holding my breath and hoping it won’t be just words this time; Comments and suggestions from my fellow CIC members – I think the group has much to offer; However, asking us for our comments at the last minute or after the document is already printed and changes can’t be made makes me feel like I’m rubber stamping things. I am sympathetic to how much work staff is trying to get done; I know updates on workshops are on the website, but I still feel like I don’t have an ongoing big picture of where the gaps are? What groups do we still need to reach, etc.?; I like the mix of Portlanders being the face of the Plan; I still don’t think we’ve satisfactorily answered the question of “why should I care?” How will it affect me? For some people; I like the clickers, the instant feedback about who is in the room.; People still ask me where do these numbers come from? Why should I trust them?, etc; I’ve lost track of what’s happening with the DCL partners. Have small grants been awarded? That is a good concept, but it needed to be framed slightly differently for groups whose infrastructure is small and somewhat fragile.”

“Language” continues to present challenges in how Portlanders relate to people, place, and things... not languages of other countries, but the struggle communities, institutions, governments, and orgs experience as they try to capture/express fundamental paradigm shifts in US and global business-as-usual thinking and practices. Sustainability, like Equity, is a term, when fully described, probably needs to run throughout the Portland Plan. I believe it does, but having its word, Sustainability, linked solely with Natural Environment, has raised questions and perhaps a little confusion in some educational and business communities, who are understanding and utilizing “sustainability” across all sectors and themes; The diversity committee work and

presentations focused with Urban League, NAYA, Latino Network, IRCO, and the International group is great.”

“As a community member who has been involved with the Portland Plan process since 2008, I have seen Portland Plan outreach and engagement efforts expand and expand. City Staff have been highly responsive to suggestions by committee members (both full CIC and Outreach committee members) regarding including varied and diverse groups and individuals in varied and diverse workshops and other activities such as specialized presentations and questionnaires. I have seen, heard and experienced both invitation and encouragement to participate in the process. Even the technical processes have been inclusive, with technical meetings open to the community (with added expectation for focused contribution) that are now feeding into this next phase of the Portland Plan process. I am personally excited that we have made a direct invitation to those of the education community (including parents, teachers, administrators, non-teachers and student) to participate in Phase II of the Portland Plan outreach project. I have found City Staff to be very creative, especially given quite limited resources, with outreach activities and very willing to utilize contacts in the community. I am also impressed with their intent to link Portland's Vision Into Action (Portland's largest outreach effort to date) process to ongoing Portland Plan efforts. I know that this is not an easy task, for many reasons. And I have seen strong effort to accomplish this and a continue interest in ensuring public confidence that they will. I believe the Equity section of Phase II workshops reflects this commitment”

2. To help us complete the Phase I 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 with the community.

“My concern about the lack of business involvement on the Portland Plan is the reason I pushed for a different survey – a business focused survey. With my encouragement - business leaders met and brainstormed questions that could be included on this new survey and staff created drafts for review. I also understand planning vetted the survey with PBA and other business organizations. Further, I've leveraged my relationship with APNBA and CEIC boards to encourage business owners fill out the survey”

“I believe my greatest area of contribution was to engage with the arts community and attempt to bring them into the process. This is still a work in progress (I hope). I further did my best to talk up the process with people in my particular community and with many friends and acquaintances beyond that. I also posted or handed out flyers where I could, and participated in a Fix it Fair where I gained firsthand experience by speaking to people from a very different perspective than mine. I also attended two TAG work sessions that allowed me to more closely understand specific issues that will hopefully prepare me to become a better ambassador in the future”

“Provided input into workshop design; Assisted with outreach to various community constituencies; Provided feedback on Phase I workshops to BPS”

“Provided an outside viewpoint in review of marketing materials so that a person who is not as close to the planning process can understand (more clarity, less jargon); Suggestions for youth, make things Facebook and internet friendly; Suggest outside groups not traditionally included; Provide feedback for workshop structure to be clear and effective; I have tried to educate and involve uninvolved and under-represented community members; I have passed on many suggestions of my own and from what I have heard community members say regarding plan

texts, presentations and the process; I have attended many community meetings and Portland Plan related meetings to get other perspectives and points of view”

“I was only able to attend one workshop during the Phase I. I volunteered at the Fix It Fair in East Portland this winter. Also, because I am involved in EPAP I maintain regular updates and communication from the Portland Plan to the East Portland Action Plan. I also wrote a blog for the Portland Plan that I believe will be used at a later date”

I have reached out in the following ways: Reported on a monthly basis to my neighborhood association and the two business associations I attend. (I doubt in either case that my updates and reminders have caused anyone to attend workshop. However, they may have resulted in surveys being completed. APNBA reps are also present at those meetings; Coordinated with my fellow CIC member to set up a joint Abernethy PTA and HAND Portland Plan meeting.; Talked about the Plan and e-mailed information to my women’s book group (all live in NE except me); E-mailed workshop schedules and survey info with reminders to HAND and Division Vision list serves, sometimes business associations; Served on 4 member planning committee to set up Southeast Uplift workshop on the Portland Plan prior to the start of workshops; Reported on SEUL workshop to the Citywide Land Use Group and encouraged other neighborhoods and coalitions to hold workshops; Served on two panels on infill/neighborhood character/historic preservation for the Architectural Heritage center this spring – the first one I was the point person for info on the CIC, upcoming workshops, etc. The second one Steve Dotterer was also a panelist; Supplied information to 2 Latino women at PSU on how to become more involved, supplied them with contact info for Marty, etc; Updated the PIAC on the Portland Plan process early on; Attended 4 of the 7 Phase I workshops to listen in and see how people seemed to be responding. I facilitated a group at the Wilson High event.”

“Emailing announcements and invitation to participate to members in the Native American community, as well as PSU students, including the School of Education’s Leadership in Ecology, Culture, and Learning, and the senior capstones, “Environmental Education through Native American Lenses” and “Learning Gardens and Civic Engagement.”; Several students have attended more than one community outreach presentation and one student attended ALL of them in Phase I, changing his major at PSU from business to Urban Planning. His comments to me were that “there weren’t enough young people or people of color. Discussions at small groups were not well-informed.” He felt possibilities for creative, innovative ideas were limited... too rushed.”

“I have participated in several workshops, including one jointly conducted by the Abernethy PTA and Hosford Abernethy Neighborhood Association (HAND), encouraged by myself and others on the Committee. I am basically a walking commercial for the Portland Plan and encourage all in my immediate and broader community to participate in the process, as they see appropriate. I have contact those on my listserve, by verbal invitation throughout my day to day life, and handed out materials in the school setting.”

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

“I think there remains a disconnect between the CIC and the Mayor’s advisory group. I realize there is a little bit of cross-over between the groups – but given the large learning curve many of us have gone through on the CIC - I would suggest we have some joint sessions between the two

groups. Thank you for the opportunity to be involved on the CIC. I look forward to the positive future our efforts bring to the City of Portland”

“I can’t think of any additional suggestions at this time beyond the productive group discussions and comments already offered at meetings and which I know staff is diligently addressing in an effort to “get it right.””

“Unfortunately the respondents were overwhelming white and upper/middle class; My sense is that racial/ethnic minority groups feel excluded/marginalized; CIC meetings have not been well attended in general - maybe more flexibility regarding the meeting time and date”

“People in the community are anxious to see real, concrete suggestions, to make feedback to design; Community doesn't want to participate tremendously until it gets more specific”

“Outreach and engagement improvement tools like this sheet are continuing to be given out too late. Community members have made comments about feeling this tardiness is intended and having continued mistrust that Portland will do anything with their comments and involvement”

“I really appreciate all the efforts being put into the Portland Plan. There is a working attitude in our culture right now that the City Government is responsible to the community to keep them informed and involved. I do believe that is half of the picture. However, I also think there is a general malaise among the community regarding taking responsibility to be involved. In court or in the IRS one cannot plead “ignorance.” The point is, being aware of your responsibilities to the larger community rests just as much on the shoulders of individual citizens and groups. I say this because there is a tendency for the City to feel like they have to respond to every criticism for not being more transparent, for not being more aggressive, for not engaging every group, for not having the foresight to see every issue, etc. The Portland Plan is making great efforts to get the word out to the public. At some point the responsibility lies with the community to seek participation, engagement, and a public voice. The Portland Plan can provide the opportunity, but they can’t force people to pick up the pen, use the phone, or walk to the workshop. The Portland Plan can provide opportunities for engagement, but they can’t make a person care or feel engaged. That comes from someplace else. Okay...stepping down from my soap box now!”

“I may have more ideas before the meeting on the 11th. I can tell I’m experiencing participation fatigue. I hope my less involved counterparts aren’t feeling it as well.”

“A lot of energy and thought has clearly gone into development of presentations/PowerPoint and written literature/media/surveys, however, we’re still not reaching a large segment of the population – name/brand recognition?? “What is the Portland Plan and what is its relevancy to me?” We need to continue to get out the word, perhaps personalizing the message with multiple “faces of Portland – different ethnicities, ages, gender.” More tabling at a greater variety of events. Tapping into existing networks of expertise in diverse communities; I so appreciate Howard’s facilitation of meetings and the staff’s support and focus – the team brought together has a great feel and wish we had more time to hear more about their work and ideas. Never enough time ;-)) Thanks for all your work!”

“I think that BSP Staff are doing a great job. I am very impressed and thrilled by their commitment to making this Portland Plan processes a success. And their ability and interest in taking many different perspectives into account. Keep up the good work!”

APPENDIX D – Demographic data from Phase I Workshops and Surveys

Data provided by Portland Plan staff

What is your household income?

Workshop	Online Survey	Mail-in Survey	Total	2008 Citywide*	Household Income
13%	9%	-	10%	16%	Under \$20,000
21%	24%	-	23%	30%	\$20,000 - \$50,000
33%	36%	-	36%	38%	\$50,000 - \$100,000
21%	21%	-	21%	16%	Over \$100,000
12%	10%	-	10%		No response

*Data from the American Community Survey, Census Bureau

What is your racial or ethnic group?

Workshop	Online Survey	Mail-in Survey	Total	2008 Citywide*	Race or Ethnic Group
4%	2%	-	2%	8%	Asian or Pacific Islander
2%	1%	-	1%	7%	Black / African American
<1%	1%	-	<1%	4%	Native American
6%	1%	-	2%	9%	Latino/ Hispanic
75%	83%	-	81%	74%	White / Caucasian
4%	5%	-	5%	2%	Mixed/Other
10%	7%	-	8%		No response

*Data from the American Community Survey, Census Bureau

APPENDIX E – Presentations List for Phase I

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

Phase I

Portland Plan Outreach and Engagement Events	Date
DRAC – Institutional Facilities Coalition	07/08/09
City Club Civics101	09/23/09
Citywide Land Use Group	09/28/09
NECN Civic Youth Engagement Work session	9/29/09
Central City URA Study Community Workshop	10/12/09
Informal Group of interested American Planning Assoc. Planners	10/12/09
Russell/Parkrose/Wilkes Neighborhood Associations	10/15/08
Southeast Uplift Coalition	10/17/09
American Institute of Architects – Historic Resources Committee	10/21/09
Portland Business Alliance Land Use Task Force	11/03/09
Healthy Portland Workgroup	11/06/09
Landmarks Commission	11/09/09
City Club Civics101	11/10/09
Northwest Industrial Neighborhood Association	11/10/09
Friends of Cathedral Park Neighborhood Association	11/10/09
League of Women Voters (Portland Plan Study Circle)	11/13/09
Bureau of Development Services Land Use Division	11/16/09
Bureau of Development Services Land Use Division	11/16/09
Brown Bag for City of Portland Employees	11/17/09
East Portland Chamber of Commerce	11/18/09
Citywide Land Use Group	11/23/09
Portland Business Alliance, Land Use Group	12/02/09
Design Commission	12/03/09
Home Builders Association	12/10/09
Portland Development Commission (brown bag)	12/14/09
Portland Housing Bureau	12/15/09
Holgate Library Teen Council	1/05/10
Industrial and Commercial Brokerage Group of Norris, Beggs & Simpson	01/06/10
Madison South	01/07/10
Eliot Board Association	01/11/10
Hayhurst Neighborhood Association	01/11/10
Montavilla Neighborhood Association	01/11/10
Creston-Kenilworth Neighborhood Association	01/12/10
Transition PDX and Portland Peak Oil	01/13/10
Portland Multnomah Food Policy Council	01/13/10
District Coalition Directors & Board Chairs	01/14/10

Portland Plan Outreach and Engagement Events	Date
North Portland Land Use Group	01/18/10
Russellville Park (Retirement Community)	01/19/10
Midland Library Teen Council	1/20/10
Coordinating Committee to End Homelessness (CCEH)	01/20/10
Abernethy PTA/Hosford-Abernethy Neighborhood Development (HAND)	01/21/10
Central Northeast Neighbors (CNN)	01/25/10
AFSCME	01/26/10
Northwest Ecobuilding Guild	01/27/10
Northeast Coalition of Neighborhoods	01/27/10
Oregon Environmental Council	01/28/10
NE Coalition Land Use and Transportation	01/28/10
Impact Northwest staff	01/28/10
IRCO staff	01/29/10
Portland State University Freshmen Inquiry class	02/01/10
Portland Plan Workshop: Latino Perspective (The Hispanic Metropolitan Chamber, El Hispanic News, Latino Network , Hacienda Community Development Corporation, Miracle Theatre, Multnomah County Health Department, and Verde)	02/02/10
Concordia Neighborhood Association	02/02/10
Senior District Centers' Program Managers, Elders in Action, and the Loaves & Fishes	02/08/10
Elders in Action Commission	02/17/10
Opal Charter School of the Portland Children's Museum (Grade 2)	02/18/10
Urban Forestry Commission	02/18/10
Cascadia Region Green Building Council	02/24/10
Rockwood Library Teen Council	02/25/10
Eliot Tower Home Owners Association	02/25/10
Portland State University Freshmen Inquiry class (Chet Orloff)	03/01/10
Central Eastside Industrial Council – Land Use, Transportation and Urban Development Committee	03/02/10
SMILE (Sellwood Moreland Improvement League)	03/03/10
Sabin Community Association	03/18/10
Center Commons	03/11/10
Buckman Community Association	03/11/10
Portland Plan Workshop: New Columbia	03/15/10
SWNI - West Portland Crossroads Forum	03/15/10
East Portland Chamber of Commerce	03/17/10
Bosco-Milligan Foundation/Architectural Heritage Center program titled "Historic Preservation & The Portland Plan	03/20/10
Connected Communities Coalition Forum with the Portland Plan	03/23/10
Recode	03/23/10
Harvest Homes (Retirement Community)	03/20/10
North Portland Neighborhood Services Portland Plan Workshop	03/31/10

Portland Plan Public Participation Phase 2 Progress Report

October 4, 2010



City of Portland Bureau of
Planning and Sustainability
Sam Adams, Mayor | Susan Anderson, Director



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Table of Contents

Executive Summary	2
Introduction	3
Evaluation of Phase 2 Public Involvement Goals	4
Evaluation of Phase 2 Public Involvement Approaches.....	11
Community Involvement Committee Members' Evaluation of Phase I.....	15
Next Steps & Moving Forward	16

APPENDIX

APPENDIX A – Measures of Success Data	17
APPENDIX B – Comments from Community Involvement Committee (CIC) Members....	27
APPENDIX C – Demographic Data from Phase 2 Workshops and Surveys.....	29
APPENDIX D – Presentation List Phase 2	30

Executive Summary

Phase 2 of Portland Plan public involvement, from April 1 to August 31, 2010, sought more targeted and interactive outreach approaches to engage typically under-represented communities than Phase 1. Overall numbers of participants in Phase 2 workshops and surveys are slightly lower than Phase 1; however Phase 2 succeeded at taking steps in the right direction for a more inclusive public involvement process.

Successes

- Approximately 450 workshop participants, 6,500 survey responses, 228 business survey responses, and 1,085 attendees to Portland Plan presentations
- Demographics of Portland Plan participants (survey respondents and workshop participants) more closely reflected City-wide demographics in Phase 2 compared to Phase 1
- Existing relationships with both partner organizations and community groups were strengthened, and new relationships were cultivated
- Utilizing the new outreach approach of tabling at 31 community-sponsored fairs and events resulted in engaging hundreds of Portlanders otherwise unlikely to participate in the Portland Plan process
- The interactive “What’s your big idea?” Portland Plan game solicited 401 recorded responses
- Targeted non-geographic communities that participated in Portland Plan workshops or hosted presentations include:
 - Senior and aging community
 - Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) community
 - Public & private schools
 - Business community
 - Faith-based communities

Areas to improve on for Phase 3

While Phase 2 outreach to non-geographic groups has improved since Phase 1, more extensive partnerships with other City bureaus, partner agencies, and community groups could foster more participation from typically under-represented groups and would increase the number of first-time participants. Better promoting services available at Portland Plan events such as free childcare and translation services could also increase the number of under-represented and first time participants. Improved data collection methods are needed to better understand the number of first-time participants reached in future public involvement phases.

Lastly, staff and CIC members need to continue to build upon the positive work of Phases 1 and 2: maintain existing relationships and establish new relationships with community organizations and partner agencies; and explore and implement new outreach tools, approaches, and venues for outreach.

Introduction

The purpose of this report is to document and evaluate the outreach and public participation activities for Phase 2 of the Portland Plan public involvement process, from April through August 2010. This report, along with subsequent reports for other Portland Plan public involvement phases, will serve as documentation for the Community Involvement Committee when they 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 Phase 1

Phase 1 of Portland Plan public involvement was focused on establishing a framework, approaches used, and the goals and 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 recognizes the importance of nurturing these relationships throughout Phase 2 and beyond. The Phase 1 progress report identified many areas of outreach and engagement where staff can improve, namely less focus on broad notification and more focus on engaging new and under-represented communities.



Evaluating Phase 2

Overall, Phase 2 of Portland Plan public involvement approaches and goals have been successful. Specifically, Portland Plan staff continued maintaining existing relationships with community members and organizations, creating many new connections with individuals and groups, increasing the number of people involved, and utilizing creative and unique venues for various forms of participation for diverse communities. 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

Evaluation of Phase 2 Public Involvement Goals

Public Participation 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. Before Phase I of Portland Plan public involvement began, the CIC Outreach Subcommittee established goals and measures of success to gauge ongoing success of public participation and engagement methods. It is worth noting that during the evaluation of Phase 2 of Portland Plan public involvement, CIC members and staff reworded Goal 1 and Goal 5 to better reflect desired public involvement outcomes and for more clarity.

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

Quantitative and qualitative data related to the measures of success for the goals can be found in Appendix A. Phase 2 evaluation comments from the CIC highlighted later in this report along with specific comments listed in Appendix B, that contribute to the following discussion of strengths and weaknesses of Phase 2 public participation efforts.



Tabling at community events as shown above (RiverFest on left and Good in the Neighborhood on the right) is a new and successful outreach approach utilized in Phase 2

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.*

Successes

Portland Plan staff continued to maintain relationships developed prior to the Portland Plan process as well as new relationships developed during Phase I. Partnerships with and assistance from other City bureaus and partner agencies increased. For example, the Office of Neighborhood Involvement (ONI) staff helped to develop content for Phase 2 workshops and provided facilitator training for workshops; the Housing Authority of Portland (HAP) helped to distribute Phase 2 surveys to residents; and Portland Public Schools (PPS) and other local schools advertised Phase 2 workshops and other Portland Plan-related announcements on their websites. Both the Portland Development Commission (PDC) and the Port of Portland increased internal communications and coverage on Portland Plan-related announcements.

Specific outreach materials and workshops were created for the business community and business luncheon events that were designed to be carried out through Phase 3. Additionally, Portland Plan staff has developed new relationships with arts-related groups, educational groups and institutions, the aging community, and the LGBTQ community during Phase 2. See results for Goal 2 for engagement with Diversity Civic Leadership Committee organizations.



Partner groups and organizations helped to advertise events Phase 2 workshops

Areas for Improvement

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

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 by 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; provide simplified easy to understand materials to newcomers, highlighting why they might want to participate; continue diverse media coverage; and expand outreach to renters.*

Successes

Non-English Portland Plan informational brochures and Phase 2 surveys were translated into four languages (Spanish, Russian, Chinese and Vietnamese). A number of responses were received utilizing the Spanish and Russian language surveys. Informational brochures, surveys, and workshop materials were also provided in large print. ONI provided assistance in developing easy to understand materials and consultation on engagement practices.

A huge success is the strengthened relationship 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.

Two focused town halls were conducted: one for the LGBTQ community and one for the arts community. Presentation materials and discussion questions were formed around strategies of most importance and relevance to each of these communities.

Portland Plan staff participated in 32 community events including culturally-targeted home-buying fairs, neighborhood street fairs, city-wide bicycling



Photo of LGBTQ Town Hall courtesy of the Q Center

and community events, and National Night Out 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 Hacienda Community Development Corporation and NAYA helped to connect Portland Plan staff to such community fairs. And lastly, a newly designed and interactive Portland Plan game implemented during these community fairs and events encouraged meaningful discussions about the Portland Plan process with broader audiences.

Youth Planners and other staff led Portland Plan discussions with classes at Portland State University (PSU), Self Enhancement Inc. (SEI) Academy, and the Summer Youth Connect: Program, with incoming area freshman high school students who participate in summer field trips.

A business-specific survey received 228 responses. It was created with assistance from CIC members, PDC, the Portland Business Alliance, and the Mayor's Office and was available in print and online from March to June. Additionally, a business-focused workshop with 51 attendees took place on May 17th. Portland Plan staff initiated a brown bag luncheon series with a number of local large employers during Phase 2; however the meetings themselves will take place during Phase 3.

Areas for Improvement

- Increase the percentage of participants from under-represented communities. For example, while Latinos make up 9% of Portland's population, only 3% 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

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 multiple diverse communities.

Areas of improvement identified in the Phase I report include: *Need to monitor and record the number of first-time participants; continue to offer food, childcare, and translators; explore ideas and implement additional interactive tools for engagement.*

Successes

During Phase 2, Portland Plan staff introduced a new, interactive game titled "What's Your Big Idea?" in which participants moved magnetic graphics displaying Portland Plan directions to create a "flower" or other amalgamation of priority strategies developed in prior phases as their big idea for the future of our city. The game garnered a lot of public participation; in fact, staff elicited 401 games played throughout Phase 2, primarily at community fairs and events. In general, tabling at the large number of community fairs and events (see Appendix D for list of all events) during the summer enabled Portland Plan staff to reach hundreds of Portlanders who might not have been reached otherwise. This focus on tabling at community events led to other outreach opportunities for Portland Plan staff including three home buying fairs sponsored by organizations that serve Latinos, Native Americans, and Asian and Pacific Islanders, as well as multi-cultural festivals such as Good in the Hood, and the East Portland Expo.



Staff recorded 401 responses to the "What's your big idea?" game developed for Phase 2 outreach

Areas for Improvement

- Develop a new tool to determine the number of first time Portland Plan participants
- Develop and implement 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
- Consider and implement new interactive outreach tools in Phase 3

Goal 4: Involve as many people as possible

With Portland's population nearing 576,000 people and growing in size and diverse composition, 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.*

Successes

While fewer Portlanders participated in workshops and surveys compared to Phase 1, Phase 2 public involvement still reached 450 workshop participants, 6,500 general survey respondents, and 228 business survey respondents. An estimated 1,000+ Portlanders were engaged in 49 Portland Plan presentations completed, and hundreds more participated in 32 community events where staff tabled during Phase 2. Additionally, staff was able to engage more Portlanders through social media than during Phase 1 increasing friends on Face book, followers on Twitter, and the number of views of the Portland Plan Flickr account and pdxplan.com (see Appendix A for all figures).

Areas for Improvement

- 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
- Implement more focused outreach to the disabilities community, to the education community, and to the business community

Goal 5 – Acknowledge that Portlanders are being heard, and show how their comments are being incorporated into the Portland Plan¹

Community members, groups, and organizations are concerned about the transparency of how public input is utilized in planning processes in a meaningful way. A successful outreach effort will demonstrate to the community transparency in how their voice and opinion is utilized in 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.*

Successes

For Phase 2 workshops, Portland Plan staff redesigned the workshop evaluation to better gauge how participants felt about whether or not their feedback was being heard. 92% of workshop participants responded positively to the evaluation question, “This workshop has provided me with a sense that the City of Portland is listening to my concerns”. Likewise, 97% of workshop participants responded positively to the evaluation question, “How well do you feel like your comments were captured by the facilitator and note-taker?”



May 10th workshop held at the University of Oregon White Stag building downtown

Staff developed new tools to assist participants in feeling like their concerns and comments are being incorporated into the Portland Plan process. Communications staff developed new graphics utilized in Phase 2 workshops to better display the entire Portland Plan process. Staff continued to utilize a master database of all written comments and event evaluations, which was also accessed by staff when developing direction setting and designing future workshops. With the added emphasis on equity, staff solicited additional written comments and extended the Phase 2 survey window to incorporate more feedback from community partners, many of whom received written responses from staff on how their concerns will be incorporated into future Portland Plan outreach.

Areas for Improvement

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

¹ This goal was reworded by the CIC for clarity.

Evaluation of Phase 2 Public Involvement Approaches

To begin evaluating Phase 2 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 an approach new to Portland Plan public involvement, “Tabling at community events”. Table 2 reviews the various approaches used in Phase 2 that were also used in Phase 1, 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 2 of Portland Plan Outreach

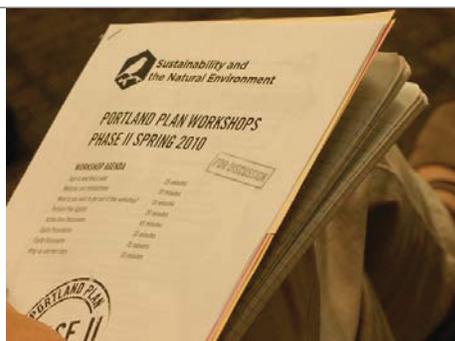
Tabling at Community Events		
Opportunities	Limitations	Lessons for Next Phases
<ul style="list-style-type: none"> Can capture masses of people to make aware of project including people who wouldn't typically attend workshops Can solicit input while tabling such as with the survey and game 	<ul style="list-style-type: none"> Can be staff intensive if there are numerous all day or multi-day weekend events Short time with audience limits the depth of discussion May be difficult for people with disabilities to access these events (e.g. at a park) 	<ul style="list-style-type: none"> Time for individual public interactions need to be shorter such as with completing a shorter survey Engage and train CIC and other volunteers to assist staff at tabling events



Staff tabled at events such as the Mississippi Street Fair (left photo) and the East Portland Expo (right photo)

Table 2. Incorporating Lessons Learned from Phase 2

Workshops	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phase 1</i></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><i>Phases 1 & 2</i></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 	<ul style="list-style-type: none"> ▪ Phase 2 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
Overviews at Group Meetings	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phases 1 & 2</i></p> <ul style="list-style-type: none"> ▪ 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 	<ul style="list-style-type: none"> ▪ 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	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phase 1</i></p> <ul style="list-style-type: none"> ▪ Need to continue to build ongoing relationships such as with non-geographic groups to build trust and demonstrate that their voices are being heard <p><i>Phase 2</i></p> <ul style="list-style-type: none"> ▪ Continue Town Hall events 	<ul style="list-style-type: none"> ▪ Two successful Town Hall events were held during Phase 2: 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



Workshops continue to play a big role in Phase 2 Portland Plan public involvement with approximately 450 participants

Hard Copy and Online Surveys	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phase 1</i></p> <ul style="list-style-type: none"> ▪ 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 	<ul style="list-style-type: none"> ▪ 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
Special Outreach Activities with Non-geographic & Community Groups	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phase 1</i></p> <ul style="list-style-type: none"> ▪ 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 <p><i>Phase 2</i></p> <ul style="list-style-type: none"> ▪ Need to assist organizations with outreach efforts as requested 	<ul style="list-style-type: none"> ▪ 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

KẾ HOẠCH THÀNH PHỐ PORTLAND
Hội Thảo Giai Đoạn II bắt đầu ngày 26 tháng Tư

**ĐÃ CÓ BUỔI NÓI CHUYỆN VỀ CUỘC HỘI THẢO ĐÓ,
VÀ SAU ĐÓ ĐÃ LÀM MỘT VÀI VIỆC VỀ BUỔI HỘI THẢO ĐÓ.**



In Phase 2, surveys were made available in four non-English languages: Spanish, Russian, Chinese, and Vietnamese (shown above)

Social Media	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phases 1 & 2</i></p> <ul style="list-style-type: none"> ▪ Staff training needed 	<ul style="list-style-type: none"> ▪ 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
Marketing and Communications	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phases 1 & 2</i></p> <ul style="list-style-type: none"> ▪ Need to buy more ads in more foreign language papers, and Observer, Just Out, etc. ▪ Utilize marketing and communications staff from agency partners to assist with outreach and engagement to their constituents 	<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
Website	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phases 1 & 2</i></p> <ul style="list-style-type: none"> ▪ Adapt for visually impaired and have buttons for information in languages other than English 	<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
Local Media (televised and audio)	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phase 1</i></p> <ul style="list-style-type: none"> ▪ Need to produce large print materials and send to various media partners in a timely manner <p><i>Phase 2</i></p> <ul style="list-style-type: none"> ▪ Successfully reach television and radio stations that represent non-geographic communities 	<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.

Community Involvement Committee Members' Evaluation of Phase 2

To add an additional dimension to the Phase 2 outreach and engagement evaluation, Portland Plan staff posed the following three questions to CIC members in August for their input:

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

Of the sixteen (16) CIC members who were emailed the above questions, 4 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 2 evaluation offered valuable comments about the Portland Plan process. Their process suggestions included encouraging more CIC participation because there has not been a quorum at a number of meetings. Two respondents noted that the Phase 2 survey was too long and complex. Future surveys should have fewer questions and be easier to comprehend/respond. In terms of the Phase 2 workshops, the events were too long and should be limited to 2 hours so participants stay focused. Information provided to newcomers should be clear and provide enough information to explain process and allow immediate engagement in the process. Additionally, staff needs to market ancillary services for events such as childcare and translation.

On the positive side for Phase 2 activities, having different people moderate and note take at Phase 2 workshops worked well. The attempt to engage and capture input on complex topics was appreciated as was the expansion of venues and approaches, e.g. Big Idea game. One CIC member noted the impressive list of community outreach events that were held in Phase 2. Additionally, efforts made to engage under-represented groups through outreach and engagement grants to organizations that serve these groups and by translating materials in other languages was a plus. Finally, staff was acknowledged for their hard work, commitment and creativity.

Next Steps & Moving Forward

In Phase 3, Portland Plan staff will continue to:

- Work with the CIC, bureaus and agency partners, community organizations and others to engage newcomers and under-represented individuals and groups in the Portland Plan;
- Build upon existing and new relationships;
- Promote services like child care and translation to encourage more diverse participation at workshops and special events;
- Explore and implement new outreach tools, techniques, and venues for outreach and engagement; and
- improve data collection methods to better evaluate new comers to process

In addition to ongoing efforts, Portland Plan staff are planning to offer a Fall Speakers Series for the public on directions that are being considered for over-arching strategies in the Plan. These topics come from public input gathered in Phases 1 and 2. The formal Phase 3 workshops with draft strategies for public consideration and comment will take place in the Winter.

APPENDIX A - Measures of Success Data

Goal 1. Build on new and existing relationships

Quantitative Measures and Descriptions		Data
1.1	# of visionPDX organization/group participants	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
1.2	% 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.	Phase 2 – 68% (24% “strongly agreed”, 44% “agreed”) Phase 1 - 71% (19% "strongly agreed"; 52% "agreed")
	# of staff from other City bureaus and agencies who participated in the Portland Plan outreach effort; and # of City bureaus/agencies that devoted staff time informing and engaging their contacts and relationships in the Portland Plan	Workshop facilitators: PBOT (2); BES (3); PPR (1); and BDS (1); Human Relations (1); Cable (2); ONI (2); OMF (1); Housing Bureau (3); <i>10 bureaus and agencies; 15 staff members</i> Additionally, 8 community member volunteers were trained by partner agency ONI and used as facilitators for the workshops.
Qualitative Measures and Descriptions		Data
1.4	Describe the new and existing relationships built upon during the Portland Plan outreach process thus far.	Conversations that began in Phase I 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 and with continued coordination with the five organizations for the remainder of the Portland Plan. With the Portland Plan brochure and Phase 2 survey translated into Spanish, Russian, Chinese and Vietnamese, new connections were made to non-English speakers through outreach efforts with IRCO District Senior Center, Latino Network, Portland Housing Center, Housing Authority of Portland and specific events, such as, the Latino Home Fair, NAYA Housing to Homeownership Fair and the Asian & Pacific Islander Home Fair. National Night Out also provided an opportunity to connect to the Portlanders within the Chinese community. New relationships were formed with the LGBTQ groups through coordination of the LGBTQ Town Hall in April with follow up

		<p>engagement at the Q=Mob, a social/political organization and the Portland Plan booth at the Pride Festival. Outreach to faith-based organizations included Ecumenical Ministries, Temple Beth Israel and several African-American churches in the N/NE Portland area. The Portland Plan Arts Town Hall culminated from new relationships with co-hosts Regional Arts & Culture Council, Creative Advocacy Network, New Portland Colored Pencils & Portland Center Stage.</p> <p>More contacts with schools were made, including: Gilkey International Middle School; collaboration on and multiple visits to Portland State University “Understanding Place-making in Sustainable Communities” class, the Summer Youth Connect program, serving incoming freshman to Reynolds and Jefferson high schools; and the Margaret Carter Skills Center at Portland Community College – Cascade Campus. Several visits to the Opal Charter School of the Portland Children’s Museum Grade 2 class, led to a visit from Mayor Sam Adams to view their project called “The Neighborhood”, a model of a “sustainability and caring city”.</p> <p>The connections made with senior groups continued, which lead to a Senior Day Discussion on the Portland Plan co-hosted by Elders in Action, NAYA, Hollywood Senior Center and Multnomah County’s Aging and Disability Services.</p> <p>Relationships continued with the Citywide Land Use Group, American Institute of Architects, the Portland Business Alliance, City Club and neighborhoods and business associations.</p>
1.5.1	Describe the CIC member’s and Staff’s involvement in maintaining existing relationships within the community.	<p>CIC members used their existing connections to Arts, Education, Businesses and 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>
1.6	Ask CIC member’s to report engagement efforts and relationships maintained throughout the community through Portland Plan outreach.	<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>

APPENDIX A (con't)

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
2.1	% of positive responses on evaluation forms that reflect adequate education received at presentations and events	Phase 2 – 92% (32% “strongly agreed”; 60% “agreed”) Phase 1 - 93% (39% "strongly agreed"; 54% "agreed")
2.2	% # of targeted outreach groups successfully participated in an outreach event.	Number of events for targeted outreach to the following groups not targeted in Phase I: Sexual and gender minorities- 5 events Senior/aging community- 7 events Faith-based community- 2 events Education communities & institutions- 10 events
2.3	# of outlets where Portland Plan materials were made continually available, other than internet. (I.e. Public libraries, universities, neighborhood coalition offices, DCL office, etc	All County libraries (16); Neighborhood District Coalition Offices (7); Senior Centers (11); DCL Partners (4); Universities (1): <i>Total of 39</i>
2.4	# of outreach documents translated into a non-English language (e.g., Spanish)	8 total (Brochures and Phase 2 surveys translated into 4 languages: Spanish, Russian, Chinese, and Vietnamese. Materials also produced in large-print.
2.5	# of events where translator and/or non-English-speaking staff participated in outreach events	0 total (compared with 5 in Phase 1) In Phase 2, no one took advantage of the translators at workshops/events.
2.6	# of hours Phase 2 workshops were televised on Portland Community Media	7 workshops were aired a combined 291 times equating to approximately 730 hours on Portland Community Media
2.7	# of YouthBomb surveys collected	No YouthBomb survey in Phase 2
2.8	# of attendees at YouthBomb workshop	No YouthBomb Workshop, 60 showed to Ice Cream Social and Workshop in June.
Qualitative Measures and Descriptions		Data
2.9.1	Elaborate on the targeted outreach efforts to reach broader and more diverse groups with education and information.	Tabling at a variety of community events citywide was the primary outreach effort to reach broader and more diverse groups in Phase 2. Events included street fairs, home ownership fairs, Sunday Parkway events, the East Portland Exposition and two Education Summits.

<p>2.9.2</p>	<p>Describe the targeted efforts to reach the business community</p>	<p>A Portland Business Survey was created with stakeholder input including CIC members and their business cohorts, PDC, Portland Business Alliance, and the Mayor's office economic advisors among others. The survey was released in print and online versions in late March through June. 228 surveys were completed. Results can be viewed on the project website and have been incorporated into the technical work. With assistance from the Mayor's Office and PDC, over 300 local businesses were contact about a business workshop held on May 17th. Additional hosted presentations were held with the Portland Business Alliance and the Regional Results Team - Economic Opportunities, and tabling at the Cascades Job Fair. Portland Plan staff initiated a brown bag luncheon series for businesses and their employees during Phase 2; however the meetings themselves will take place in Phase 3.</p>
<p>2.9.3</p>	<p>Describe the targeted efforts to reach the aging and people with disabilities community</p>	<p>A Senior Day event was held June 3, 2010 with 50 people of diverse racial and ethnic backgrounds attending. The presentation included an overview of the Portland Plan with particular emphasis on the Age-Friendly Cities report created by the Institute on Aging in partnership with the World Health Organization. Attendees had several opportunities to provide comments and feedback including electronic polling. Elders in Action, the Native American Youth and Family Center, Multnomah County Aging and Disability Services, and the Hollywood Senior Center partnered on the event.</p> <p>Staff also attended two senior group events at the Immigrant and Refugee Community Organization attended by 60 people of Russian, Vietnamese, Bhutanese and African descents. Attendees received a translated overview of the Portland Plan and completed translated Phase 2 surveys.</p> <p>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 2 has been to encourage people with disabilities to attend Phase 2 workshops, of which there was representation from this diverse community.</p> <p>Staff regularly attends the Portland Commission</p>

		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.
2.9.4	Describe outreach strategies such as Portland Community Media that help reach more diverse groups	Portland Plan Phase 2 workshops were played live for 2 workshops and replayed for all 7 workshops approximately 291 times on local cable access TV.
2.9.5	Describe the targeted outreach to the homeless community	Mayor Adams article in Street Roots newspaper talked extensively about the Portland Plan. More activities will be reported in Phase 3.
2.9.6	Describe the targeted outreach to renters	The Bureau's community newsletter, The Curbsider, is sent to every Portland household which includes multifamily dwellings and apartment buildings included the Phase 2 survey and information about the Portland Plan. Staff tabled at 3 housing to home ownership fairs sponsored by Latino, Asian and Pacific Islander and Native American organizations. Also, the Portland Housing Center and Housing Authority of Portland assisted in distributing and having over 100 completed surveys returned for data input.
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)	In June, Portland City Council approved the grant agreements with the 5 DCL organizations for culturally-specific Portland Plan outreach activities through the remainder of the Portland Plan process. In Phase 2, these organizations are refining their work plans for engagement. The Urban League has begun their outreach with a canvassing effort in East Portland that has resulted in over 150 equity surveys being completed while raising awareness about the Portland Plan. Phases 3 and 4 will bring much more targeted culturally-appropriate outreach and engagement through implementation of the grants by the DCL organizations.
2.10	Describe the staff training completed to better reach and work with marginalized communities	Staff attended a number of useful trainings including City Public Involvement Network sessions on outreach to low income/homeless populations and ADA and accessibility. Staff also participated at a "Roll and Stroll" to experience barriers that people with disabilities face in getting around downtown Portland. Staff also received Native American cultural training in preparation for a housing fair. Finally, a kickoff meeting with the DCL partners was a learning experience to better understand and reach these communities.

2.11	Describe the staff involvement of other city bureaus and offices who reached out to their constituents	Other City bureau and office staff reached out to the constituents to attend the Phase 2 workshops held in April/May such as the Bureau of Environmental Services, the Office of Neighborhood Involvement (events calendar), the Portland Online web site announcements and Commissioner Fritz's home page. The Parks and Recreation SUN Community Program staff at Beaumont Middle School also publicized the workshop announcement.
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APPENDIX A (con't)

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

Quantitative Measures and Descriptions		Data
3.1	# %of sources taken from data from "how heard about project" from completed surveys and meeting evaluation forms	Email (24%); Curbsider Newsletter (18%); Community Group (13%); Family, Friends, Neighbor (12%); Other (12%); City Website (10%); Face book/Twitter (6%); Newspaper (4%)
3.2	# of new Portland Plan participants (participants who have previously never heard of Portland Plan before choosing to participate in this round)	Phase 2 - 31% answered the workshop evaluation that they did not have a high level of knowledge and involvement on Portland issues. Phase 1 - 29% answered workshop evaluation in Phase 1 as already having a high level of knowledge and involvement on Portland issues)
3.3	# of organizations Portland Plan staff met with for the first time, and # of organizations Portland Plan staff met with multiple times within the process	43 organizations in total participated in hosted presentations with Portland Plan staff. Of these, 5 organizations had hosted presentations in Phase 1, 7 organizations held 2 or more hosted presentations in Phase 2.
Qualitative Measures and Descriptions		Data
3.4.1	Describe the different venues and approaches used for community involvement and engagement	<u>Venues</u> For workshops we chose venues 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. <u>Approaches</u> 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. We prepared materials in large print and different languages, and provided ASL and language interpreters, generally upon request. We provided PowerPoint presentations at some presentations. A new approach for community engagement in this phase was the Big Idea Game, which was a successful tool for summertime outreach and community input during Phase 2.

<p>3.4.2</p>	<p>Describe the various venues and approaches utilized to distribute the survey</p>	<p>Surveys and drop-boxes for completed surveys were left at senior centers; surveys were handed out at workshops, at neighborhood and neighborhood coalition meetings and offices, and at hosted presentations. They were mailed out to all households through the Curbsider, distributed through district liaisons, and made available on project website. Outreach to 4 classes at SEI school program netted 100 youth completing the survey. Surveys were also distributed by the Housing Authority of Portland, Latino Network, and the Portland Housing Center. Mayor's Office staff also distributed surveys at African American churches in North/Northeast Portland.</p>
<p>3.4.3</p>	<p>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>Portland Plan events were advertised using Face book, Twitter, and the Portland Plan website; Photos of Portland Plan events are posted on Flickr which allows comments and cross-linking on social network sites; Social media networks allowed staff to post comments and tidbits of interesting feedback and polling responses from various Portland Plan events; Social media such as Face book and Twitter also allowed staff to cross-advertise events with partner agencies that solicited public comments and was generally well-received; Portland Plan website was updated to allow open comments which was utilized by several Portlanders.</p>
<p>3.5</p>	<p>Describe the other interactive tools used in the outreach effort</p>	<p>Interactive polling continued in Phase 2 workshops however it was limited to demographic questions; 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 included a new open comments component that many members of the public have utilized; and Portland Plan staff greatly expanded on the number of community fairs and events that were tabled at which provided ample opportunity to engage hundreds of Portlanders who may not otherwise have participated in Portland Plan.</p>

APPENDIX A (con't)

Goal 4. Involve as many people as possible

Quantitative Measures and Descriptions		Data
4.1	# of total people reached through the Portland Plan engagement process	Approximately 450 workshop participants; Approximately 6,500 survey responses; 228 business survey responses; Approximately 1,085 attendees to Portland Plan presentations; and Curbsider mailing containing the community survey was mailed to every household in Portland
4.2	# of Phase 2 workshop participants	Approximately 450 (See Appendix D for demographic breakdown of workshop and survey participants)
4.3.1	# of surveys completed online	839 community surveys, 228 business surveys
4.3.2	# of surveys completed, mailed in	5,702
4.4	# of "fans" on Face book	Phase 2 – 1,737 Phase 1 – 1,536
4.5	# of followers on Twitter	Phase 2 – 1,176 Phase 1 - 825
4.6	# of views on Flickr account	Phase 2 – 10,657 Phase 1 - 24,354
4.7	# of views on www.pdxplan.com	Phase 2 – 118,222 Phase 1 - 248,982 (when website was created through 1 st phase)

APPENDIX A (con't)

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
5.1	% of people who complete evaluation forms at each stage of process who feel positive that their feedback at events, polling, etc is being heard	Phase 2 workshop evaluation questions that relate to this measure are: -"This workshop has provided me with a sense that the City of Portland is listening to my concerns", 92% responded positively (32% strongly agreed and 60% agreed) -"How well do you feel like your comments were captured by the facilitator and note-taker?" 97% responded positively (51% very well understood, 46% understood)
Qualitative Measures and Descriptions		Data
5.2	Describe how community participants might find their comments and opinions reflected in the Portland Plan products and processes	City staff technical working groups along with CIC volunteers to 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 technical working groups, utilize the cataloged comments for future direction settings; Portland Plan staff used neighborhood groups and coalitions to test run workshop materials, and gathered direct feedback to inform future Phase I workshops
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.	In depth research on equity within Portland Plan and previous Portland planning efforts was completed and then woven into Phase II 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).
5.4	Describe follow-up activities conducted by staff for specialized outreach to ensure the opinions and needs of various communities are heard	Staff provided a written response to written comments and concerns raised by the Connecting Communities Coalition (representing people with disabilities). Staff also responded to a request from the Equity, Civic Engagement and Quality of Life Technical Working Group to extend the Phase 2 survey timeline to include targeted outreach to communities of color that were lacking as survey respondents.

APPENDIX B – Comments from Community Involvement Committee (CIC) Members

CIC members were provided with a brief set of questions in August to assist the Portland Plan staff to evaluate Phase 2 outreach and engagement. Below are their direct responses.

1. Please provide us with your comments on Portland Plan outreach and engagement efforts for Phase 2 (April to August 2010). Please tell us what you liked about these efforts and make suggestions for improvement for us to consider in Phase 2 work.

“The CIC group has come together nicely since its early days and has gained a better perspective and understanding of the goals and objectives of the Plan. With excellent collaboration between CIC members and staff, the process has been smoothed out and improvements made, as evidenced by the changes to the work plan presented to the Planning Commission and recently approved by City Council. While we are all volunteers with busy schedules, I have some concern about our general inability to achieve quorums at our regular meetings and hope for improvement in that regard.

I feel there is still 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 would like to see more clarity going forward. A good start was made with the recent inclusion of a Central City Plan presentation at a CIC meeting. This type of collaboration between groups should continue. If CIC members still have some confusion after more than a year at work, it does not bode well for the public’s understanding.

Additionally, interactive meetings with TAG groups (and others) such as recently done with the Equity group helps to more cohesively meld all the action efforts. We should be doing this with all the TAGs.”

“Because of a number of scheduling conflicts I was not able to get to any of the Phase 2 workshops this time. In the meetings, however, I felt the staff has been working diligently to take what they learned from the first phase of workshops, and have listened and tried to implement the CIC’s suggestions into their approaches. From the prepared plans I still think there is a need to do a better job in getting attendees to know where they are in the process and to nurture an element of trust. There is this balance between giving new attendees enough information for them to understand their specific role on that particular evening or workshop and giving them too much to where they feel like they can’t move forward without understanding the whole process. Again, not having attended this round, this may be invalid, but it was what perceived in the CIC rehearsals.”

“Survey – too long/complex

Workshops – less well-attended than phase I

Duration – balance between maintaining people’s attention and not having enough time to cover the material and to delve deeply into all the issues; 2 hrs max is optimal

Moderators did a good job; it was helpful to have separate note takers

Impressive list of community outreach events”

"I would like to acknowledge the following aspects of Phase 2:

- stellar attempt to engage and capture input related to complex topics
 - expanded community venues and playful structure (game, etc.)
 - efforts to provide grant money to organizations representing under-represented groups
 - efforts to create communication materials in multiple languages
 - continued creative ideas and real commitment from all BPS and other city staff involved
- Agree that need to market ancillary services more (e.g. childcare) to help expand participant numbers with families."

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 believe my greatest area of contribution has been my engagement with the arts community and bringing it into the process. After an earlier aborted attempt, we held a very successful Arts Town Hall Workshop at the Gerding Theater on July 27. There was an enthusiastic, standing room crowd upwards of 140 people and much valuable input was gathered.

I further did my best to talk up the process with people in my particular community and with many friends and acquaintances beyond that. At one small gathering, I facilitated the Portland Plan game 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 from a diverse perspective. This experience gave me a greater understanding of some specific issues and has helped me become a better ambassador for the Portland Plan. I have also been a regular member and participant in the Arts TAG work sessions and participated in several others."

"My main participation I believe has been through my role as the co-chair of the East Portland Action Plan. I feel like I am listening for and feeding information to the CIC from EPAP and vice versa. I have made the plea on a number of occasions for East Portland to step up in their level of engagement in the Portland Plan process especially as, at the same time, we are asking for equity in this region."

"Attended phase II workshop as well as the arts-specific workshop and TAG meeting
Promoted workshops/survey to my various communities
Served on the workshop subcommittee"

"I sent out email reminders to Phase 2 meetings to list-serves."

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

"Shorter/less complex survey instruments Increased diversity representation at workshops and survey responders – I realize this is a constant challenge; Overall, well done! Congratulations to the team for your hard work!"

"Thank you for all your efforts!!!"

APPENDIX C – Demographic data from Phase 2 Workshops and Surveys

Data provided by Portland Plan staff

What is your household income?

Phase 1 Workshop	Phase 2 Workshop	Phase 1 Survey [#]	Phase 2 Survey	2008 Citywide*	Household Income
13%	22%	9%	14%	16%	Under \$20,000
21%	24%	24%	33%	30%	\$20,000 - \$50,000
33%	31%	36%	35%	38%	\$50,000 - \$100,000
21%	21%	21%	18%	16%	Over \$100,000
12%	6%	10%	10%	n/a	No response

Phase 1 survey data available only for online survey responses; Phase 2 survey data includes both online and mail-in survey responses

*Data from the American Community Survey, Census Bureau

What is your racial or ethnic group?

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

Phase 1 survey data available only for online survey responses; Phase 2 survey data includes both online and mail-in survey responses

*Data from the American Community Survey, Census Bureau

APPENDIX D – Presentations List for Phase 2

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

Phase 2

Portland Plan Presentations	Date
Northeast Coalition of Neighborhoods Portland Plan Workshop	4/3/10
Sexual Minorities Youth Resource Center	4/5/10
Woodstock Neighborhood Association	4/7/10
Hollywood Senior Center	4/8/10
SE 122 nd Avenue Pilot Project, Citizen Working Group	4/08 & 5/13/10
LGBTQ Community Hosts a Portland Plan Town Hall (Q Center, Basic Rights Oregon, Cascade AIDS Project)	4/12/10
City of Portland's Bicycle Advisory Committee	4/13/10
City/County Information & Referral staff	4/15/10
North Portland Land Use Group	4/20, 5/18, & 7/19/10
St. Johns Main Street Committee	4/21/10
Opal Charter School of the Portland Children's Museum (Grade 2) *	4/23 & 5/17/10
Northwest Health Foundation	4/26/10
Q=Mob	4/28/10
East Portland Action Plan	4/28/10
Lents Urban Renewal Advisory Committee (URAC)	5/11 & 7/13/10
American Institute of Architects Historic Resources Committee *	5/19/10
Senior Day Discussion on the Portland Plan (Elders in Action, NAYA, Hollywood Senior Center and Aging & Disability Services)	6/03/10
Portland Business Alliance, Sustainability Committee	6/09/10
Gilkey International Middle School	6/09/10
Temple Beth Israel, Social Action/Sustainability Committee	6/10/10
Sunnyside Neighborhood Association	6/10/10
IRCO District Senior Center (African, Romanian, Russian, and Vietnamese senior community)	6/15/10
Sumner Neighborhood Association	6/15/10
IRCO District Senior Center (Russian senior community)	6/16/10
Ecumenical Ministries/Oregon, Portland Interfaith Wellness Coalition	6/28/10
Portland Plan Ice Cream Party at Midland Library (Teen Council)*	6/29/10
City Club *	6/29 & 8/24/10
Portland State University "Understanding Place-making in Sustainable Communities" class	7/01, 7/20, 8/03 & 8/05/10
Portland Business Alliance, Land Use Task Force *	7/06/10
Summer Youth Connect (Reynolds High School incoming freshmen)	7/14/10
Summer Youth Connect (Jefferson High School incoming freshmen)	7/16/10
Kerns Neighborhood Association	7/21/10

Mt. Tabor Neighborhood Association	7/21/10
Self Enhancement, Inc.	7/27/10
Arts Town Hall (Regional Arts & Culture Council, Creative Advocacy Network (CAN), New Portland Colored Pencils, Portland Center Stage)	7/27/10
Margaret Carter Skills Center at PCC Cascade Campus	7/28/10
Interstate Business Association	8/05/10
OASIS	8/19/10
Rose City Park Neighborhood Association	8/19/10
Metro Results Team: Economic Opportunity	8/19/10
Citywide Land Use Group *	8/23/10
OMSI	8/25/10

Portland Plan Outreach – Tabling Events	Date
Education Summit (Parkrose High School)	4/10/10
Education Summit (Oregon Convention Center)	4/12/10
13th Annual Cascade Job Fair (Portland Community College, Cascade Campus)	4/27/10
Coalition for a Livable Future's 2010 Regional Livability Summit	4/29/10
NE Sunday Parkways (Fernhill Park)	5/16/10
Grand Works Northwest Art Festival (The Mark Building)	5/22/10
Senior Day at the Hollywood Farmers Market (NE Hancock between 44th & 45 th)	5/22/10
Senior Resource Fair: Gay and Grey PDX (Friendly House – 1737 NW Thurman)	5/22/10
12 th Annual Latino Home Fair at the Oregon Zoo	5/23/10
Depave Summer 2010 Kickoff at the New Day School	6/05/10
Pride Northwest (Tom McCall Waterfront Park)	6/19 & 6/20/10
Kickoff Summer Free for All (Peninsula Park)	6/25/10
Good in the Hood (King School Park)	6/26/10
N Sunday Parkways (Arbor Lodge Park)	6/27/10
Mississippi Avenue Street Fair	7/10/10
East Portland Exposition (Ed Benedict Community Park)	7/17- 7/18/10
East Sunday Parkways (Lents Park)	7/18/10
18 th Annual Division/Clinton Street Fair	7/24/10
Music Monday in the Park	7/26/10
5 th Annual Native American Housing to Homeownership Fair at NAYA Family Center	7/31/10
National Night Out at the following parks: Argay Park, Burlingame Park, Fernhill Park, McCoy Park, Oregon Park, and Willamette Park	8/3/10
Buckman Community Association Picnic	8/8/10
Asian & Pacific Islander Homebuying Fair at Portland Community College SE Center	8/14/10
SE Sunday Parkways (Colonel Summers Park)	8/15/10
Riverfest 2010 (Riverfront Park)	8/19 – 8/22/10
Multnomah Days Parade	8/21/10
Portland Public Schools, Caring Community Day Barbeque	8/27/10

Portland Plan Public Participation Phase 3 Progress Report

August 31, 2011



City of Portland Bureau of
Planning and Sustainability
Sam Adams, Mayor | Susan Anderson, Director



The Portland Plan Team
is committed to providing equal access to
information and hearings.

If you need special accommodation,
please call 503-823-7700,
the City's TTY at 503-823-6868, or the
Oregon Relay Service at 1-800-735-2900.

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Table of Contents

Executive Summary	2
Introduction	4
Evaluation of Phase 3 Public Involvement Goals	6
Evaluation of Phase 3 Public Involvement Approaches	18
Community Involvement Committee Members' Evaluation of Phase III	25
Next Steps & Moving Forward	27
 APPENDIX	
APPENDIX A – Measures of Success Data	28
APPENDIX B – Comments from Community Involvement Committee (CIC) Members....	39
APPENDIX C – Demographic Data from Phase 3 Fairs and Surveys.....	44
APPENDIX D – Presentation List Phase 3	45
APPENDIX E – Phase III Marketing Communications Recap Memo.....	48

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.

Successes

- 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.

[Insert Phase 3 photos and captions]

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

[Insert Phase 3 photos and captions]

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.*

Successes

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.*

Successes

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 placed 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.*

Successes

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.

Comment [ed1]: So how many were first timers?

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.*

Successes

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.*

Successes

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.

Comment [ed2]: Is the analysis done?

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

² This goal was reworded by the CIC for clarity.

Commission and City Council, staff will have to organize and report on public testimony and provide staff responses to this testimony.

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

Fairs		
Opportunities	Limitations	Lessons for Next Phases
<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 offered. - 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 (Continued)

Large Employer Brownbags		
Opportunities	Limitations	Lessons for Next Phases
<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

Workshops	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phase 1</i></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><i>Phases 1 & 2</i></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><i>Phase 2 Adaptations</i></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><i>Phase 3 Adaptations</i></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 (Continued)

Overviews at Group Meetings	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phases 1 & 2</i></p> <ul style="list-style-type: none"> ▪ 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 <p><i>Phases 3</i></p> <ul style="list-style-type: none"> ▪ 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 	<p><i>Phase 2 Adaptations</i></p> <ul style="list-style-type: none"> ▪ 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	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phase 1</i></p> <ul style="list-style-type: none"> ▪ Need to continue to build ongoing relationships such as with non-geographic groups to build trust and demonstrate that their voices are being heard <p><i>Phase 2</i></p> <ul style="list-style-type: none"> ▪ Continue Town Hall events <p><i>Phase 3</i></p> <ul style="list-style-type: none"> ▪ Continue Town Hall events, but strive to make the workshops, fairs, etc. open and accessible to the community at large 	<p><i>Phase 2 Adaptations</i></p> <ul style="list-style-type: none"> ▪ 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. <p><i>Phase 3 Adaptations</i></p> <ul style="list-style-type: none"> ▪ One Town Hall event was held for the disabilities community.

Table 2. Incorporating Lessons Learned into Subsequent Phases (Continued)

Hard Copy and Online Surveys	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phases 1 & 2</i></p> <ul style="list-style-type: none"> ▪ 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 <p><i>Phase 3</i></p> <ul style="list-style-type: none"> ▪ Continue to include demographic questions to know who is completing the survey and where to target outreach 	<p><i>Phase 2 Adaptations</i></p> <ul style="list-style-type: none"> ▪ 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 <p><i>Phase 3 Adaptations</i></p> <ul style="list-style-type: none"> ▪ 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 (Continued)

Special Outreach Activities with Non-geographic & Community Groups	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phase 1</i></p> <ul style="list-style-type: none"> ▪ 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 <p><i>Phase 2</i></p> <ul style="list-style-type: none"> ▪ Need to assist organizations with outreach efforts as requested <p><i>Phase 3</i></p> <ul style="list-style-type: none"> ▪ Targeted outreach to faith-based organizations especially those with high concentrations of newcomers and groups typically underrepresented in public processes. 	<p><i>Phase 2 Adaptations</i></p> <ul style="list-style-type: none"> ▪ 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 <p><i>Phase 3 Adaptations</i></p> <ul style="list-style-type: none"> ▪ Translating the Phase 3 Curbsider into four non-English languages made the messaging and information more accessible to specific non-geographic communities.
Social Media	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phases 1 & 2</i></p> <ul style="list-style-type: none"> ▪ Staff training needed ▪ Promoting and documenting events 	<p><i>Phases 1 & 2 Adaptations</i></p> <ul style="list-style-type: none"> ▪ 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 <p><i>Phase 3 Adaptations</i></p> <ul style="list-style-type: none"> ▪ 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 (Continued)

Marketing and Communications	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phases 1, 2 & 3</i></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><i>Phase 2 Adaptations</i></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><i>Phase 3 Adaptations</i></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
Website	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phases 1 & 2</i></p> <ul style="list-style-type: none"> ▪ Adapt for visually impaired and have buttons for information in languages other than English <p><i>Phase 3</i></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><i>Phase 2 Adaptations</i></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><i>Phase 3 Adaptations</i></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 (Continued)

Local Media (televised and audio)	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phase 1</i></p> <ul style="list-style-type: none"> ▪ Need to produce large print materials and send to various media partners in a timely manner <p><i>Phase 2</i></p> <ul style="list-style-type: none"> ▪ Successfully reach television and radio stations that represent non-geographic communities <p><i>Phase 3</i></p> <ul style="list-style-type: none"> ▪ Continue a television and establish an online video presence 	<p><i>Phase 2 Adaptations</i></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><i>Phase 3 Adaptations</i></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.

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 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.
- 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
1.1	# of visionPDX organization/group participants	<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>
1.2	% 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>Phase 3 – Inspiring Communities Series, Question #2: 187 responses, 21 strongly agree, 96 agree = <u>63% positive</u></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 = <u>87% positive</u></p> <p>Phase 2 – 68% (24% “strongly agreed”, 44% “agreed”)</p> <p>Phase 1 - 71% (19% "strongly agreed"; 52% "agreed")</p>
1.3	# of staff from other City bureaus and agencies who participated in the Portland Plan outreach effort; and # of City bureaus/agencies that devoted staff time informing and engaging their contacts and relationships in the Portland Plan	<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>
Qualitative Measures and Descriptions		Data
1.4	Describe the new and existing relationships built upon during the Portland Plan outreach process thus far.	<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</p>

	<p>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>
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1.5.1	Describe the CIC member's and Staff's involvement in maintaining existing relationships within the community.	<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>
1.6	Ask CIC member's to report engagement efforts and relationships maintained throughout the community through Portland Plan outreach.	<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>

APPENDIX A (con't)

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
2.1	% of positive responses on evaluation forms that reflect adequate education received at presentations and events	<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>
2.2	# of targeted outreach groups successfully participated in an outreach event.	<p>Number of Phase 3 events for targeted outreach to the following groups not targeted in Phase 1:</p> <p>Sexual and gender minorities – 3 events Senior/aging community – 0 events Faith-based community – 0 events 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</p>

		communities.
2.3	# of outlets where Portland Plan materials were made continually available, other than internet. (I.e. Public libraries, universities, neighborhood coalition offices, DCL office, etc	All County libraries (16); Neighborhood District Coalition Offices (7); Senior Centers (11); DCL Partners (5); Universities (1): <i>Total of 40</i>
2.4	# 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	# 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	# 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. <ul style="list-style-type: none"> • 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	# of YouthBomb surveys collected	No YouthBomb survey in Phase 3
2.8	# of attendees at YouthBomb workshop	No YouthBomb Workshop or youth specific event in Phase 3.
Qualitative Measures and Descriptions		Data
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

	<p>presentation to the Northwest Industrial Neighborhood Association (NINA) followed on May 18, 2011.</p>
<p>2.9.3 Describe the targeted efforts to reach the aging and people with disabilities community</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>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>
<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</p>

		Portland Plan.
2.9.7	<p>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><u>CIO:</u></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><u>IRCO:</u></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><u>Latino Network:</u></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

	<p>free summer lunch program, Latino-centric flea markets, faith based organizations, and the Bite of Oregon.</p> <ul style="list-style-type: none"> ▪ 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. <p><u>NAYA:</u></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><u>Urban League:</u></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
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		500 plus attendees. <ul style="list-style-type: none"> ▪ 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.
2.10	Describe the staff training completed to better reach and work with marginalized communities	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.
2.11	Describe the staff involvement of other city bureaus and offices who reached out to their constituents	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.

APPENDIX A (con’t)

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

Quantitative Measures and Descriptions		Data
3.1	% of sources taken from data from “how heard about project” from meeting evaluation forms	Email (24%); Curbsider Newsletter (18%); Community Group (13%); Family, Friends, Neighbor (12%); Other (12%); City Website (10%); Face book/Twitter (6%); Newspaper (4%)
3.2	# of new Portland Plan participants (participants who have previously never heard of Portland Plan before choosing to participate in this round)	<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 = <u>87% positive</u></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>

3.3	# of organizations Portland Plan staff met with for the first time, and # of organizations Portland Plan staff met with multiple times within the process	<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>
Qualitative Measures and Descriptions		Data
3.4.1	Describe the different venues and approaches used for community involvement and engagement	<p><u>Venues</u> 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><u>Approaches</u> 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>
3.4.2	Describe the various venues and approaches utilized to distribute the survey	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.
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	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.

3.5	Describe the other interactive tools used in the outreach effort	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.
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APPENDIX A (con't)

Goal 4. Involve as many people as possible

Quantitative Measures and Descriptions		Data
4.1	# 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	# of Phase 3 fair participants	Approximately 375 (See Appendix D for demographic breakdown of workshop and survey participants)
4.3	# of surveys completed online, mailed in or in person	217 surveys
4.4	# of "fans" on Facebook	Phase 3 – 1,839 (100 more than Phase 2) Phase 2 – 1,737 Phase 1 – 1,536
4.5	# of followers on Twitter	Phase 3 – 1,933 (750 more than Phase 1) Phase 2 – 1,176 Phase 1 – 825
4.6	# of views on Flickr account	Phase 3 – 48,000 views cumulative Phase 2 – 10,657 Phase 1 – 24,354
4.7	# 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 1 st phase)

APPENDIX A (con't)

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
5.1	% of people who complete evaluation forms at each stage of process who feel positive that their feedback at events, polling, etc is being heard	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.
Qualitative Measures and Descriptions		Data
5.2	Describe how community participants might find their comments and opinions reflected in the Portland Plan products and processes	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.
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.	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).
5.4	Describe follow-up activities conducted by staff for specialized outreach to ensure the opinions and needs of various communities are heard	Staff also collaborated with the Equity Technical Working Group to create the draft Equity Preamble and Equity Initiative.

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.”

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- “
- 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 1 Workshop	Phase 2 Workshop	Phase 3 Fairs	Phase 1 Survey [#]	Phase 2 Survey	2008 Citywide*	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
# 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 *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 [#]	Phase 2 Survey	2008 Citywide*	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
# 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 *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
122 nd 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
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
50's 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
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
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
19 th 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