
Portland Plan Public Participation Phase I Progress Report

May 28, 2010



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.

**For more information about the
Portland Plan Public Participation Phase I Progress Report,
please contact:**

Debbie Bischoff
Portland Bureau of Planning and Sustainability
1900 SW 4th Avenue, Suite 7100
Portland, Oregon 97201-5380
Phone: 503-823-6946
E-mail: debbie.bischoff@portlandoregon.gov
A digital copy of this report can be found at:
www.portlandonline.com/bps

Acknowledgements

Community Involvement Committee

Howard Shapiro, Chair	Shirley Nacoste
Paula Amato	Linda Nettekoven
Judy BlueHorse Skelton	Lai-Lani Ovalles
Elizabeth Gatti	Stanley Penkin
Judith Gonzalez Plascencia	Rahul Rastogi
Anyeley Hallova	Ryan Schera
Brian L. Heron	Peter Stark
Jason Long	Alison Stoll

Portland Plan Public Involvement Team

Bureau of Planning and Sustainability

Marty Stockton, Community Outreach and Information
Brett Bauer, Planner

With Assistance From:

Tom Armstrong, Portland Plan Project Coordinator
Kristin Belz, Communications Specialist
Debbie Bischoff, Senior Planner, NE District Liaison
Eden Dabbs, Communications
Joan Frederiksen, City Planner, West District Liaison
Jacqueline Gruber, Community Service Aide
Holly Howell, Community Service Aide
Barry Manning, Senior Planner, North District Liaison
Kate McQuillan, Community Service Aide
Pam Phan, Youth Planning Program Manager
Christina Scarzello, City Planner, East District Liaison
Deborah Stein, Supervising Planner
Matt Wickstrom, City Planner, SE District Liaison
Desiree Williams-Rajee, Residential & Events Outreach Coordinator

Office of Mayor Sam Adams

Jane Ames, Public Involvement Liaison, Mayors Office
Clay Neal, Liaison to Bureau of Planning and Sustainability

Office of Neighborhood Involvement

Afifa Ahmed Schafi, Public Involvement Best Practices Specialist
David Brandt, Intern
Paul Leistner, Neighborhood Program Coordinator
Jeri Williams, Neighborhood Program Coordinator

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, cultivate 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

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.

highlight the economic, health, educational and other disparities for various populations in the city and county.

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
-----	--

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.

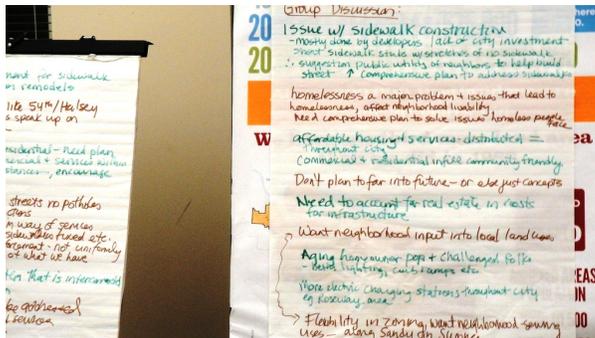
✓ **Areas for Improvement**

- 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	<i>Data forthcoming...</i>
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.

<p>3.4.3 Describe the various social media networks utilized in the outreach effort and describe how utilizing social media has engaged community members and allowed for the community to provide feedback</p>	<p>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</p>
<p>3.5 Describe the other interactive tools used in the outreach effort</p>	<p>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.</p> <p>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.</p>

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
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
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
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