

Community Involvement Committee

Meeting Minutes

February 16, 2011

Committee Members Present: Jason Barnstead-Long, Judy BlueHorse Skelton, Liz Gatti, Linda Nettekoven, Stanley Penkin, Howard Shapiro, Alison Stoll

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

BPS Staff: Chris Dornan, Alex Howard, Deborah Stein, Marty Stockton; **Mayor's Office Staff:** Raihana Ansary,

Visitors: Amica Hunter, Kyle Ohmer, Huifu Xu, Min Yu, Hilary Olivos

Welcome

Howard welcomed everybody and invited the visitors to introduce themselves. He also confirmed Portland Plan Fair staffing: Judy, Linda and Stanley at Hosford, and Howard and Alison at IRCO.

Announcements

Marty announced the following upcoming events:

- OMF Community Budget Forum – Thursday, February 24, 6-6:30pm; David Douglas High School, 1001 SE 135th Ave
- Fix-It Fair (Portland Plan booth) – Saturday, February 26, 8:30am – 2:00pm; Jefferson High School, 5210 N Kerby
- OMF Community Budget Forum – Tuesday, March 1, 6-6:30pm; Wilson High School, 1151 SW Vermont
- One or two orientation sessions next week for staff / CIC members

Portland Plan Fairs

- Wednesday, March 2 from 6:30-9pm, Hosford Middle School, 2303 SE 28th Place
- Sunday, March 6 from 12:30-3pm, Oregon Zoo, 4001 SW Canyon Road
- Thursday, March 10 from 6:30-9pm, De La Salle North Catholic High School, 7528 N. Fenwick Avenue
- Saturday, March 12 from 10:00-12:30pm, IRCO, 10301 NE Glisan Street

CIC Decisions and Follow up Actions

1. Schedule for 2011 CIC meetings to be provided (see under Next Steps below).
2. Draft CIC application for vacancy positions for CIC review.
3. Training for BPS staff/CIC members staffing the Portland Plan Fairs.

Howard stated that the meeting materials are good and clear, and hopes that we will get more than the “usual suspects” at these fairs. He encouraged outreach to our constituencies, getting the word out that there is such a thing as the Portland Plan and that it will be going in front of City Council soon.

Judy said she appreciated getting the PP Fair handbills.

Stanley mentioned that the arts community will be involved in the Zoo Fair.

Marty announced that RACC will be an exhibitor at the Zoo, and that the Creative Arts Network will be present at all the fairs. She added that the Naturopathic College, OLCV and possibly Metro will be at the Fair as well. Stanley's working on contacting Metro, as well as the Mayor's office.

Howard shared that the Creative Arts Network is aggressively seeking a tax measure supporting the arts. They will likely come in and share their story with the CIC. This is a regional effort.

Marty announced the proposed dates of upcoming CIC meetings for 2011, and said she would post the schedule if the dates worked for everyone. Marty also proposed having one evening meeting the first month of each quarter, every 3rd Wednesday, which the CIC accepted. She also asked about creating a timeline for recruiting to fill one to three vacancies on the CIC. She proposed to get the announcement out by end of February, and accepting applications through April 1st. The CIC needs to decide who among the CIC and staff will review applications, so that they are ready to get the Mayor's approval by early May. She suggested that we run the application by Commissioner Fritz, and work to involve her in the process as well.

Howard had an attendance question, mentioning that several CIC members have not been showing up to meetings. He proposed that the CIC call a meeting with the executive committee to reach out to absentee members and figure out how they want to proceed. Most likely people the 3 or 4 people who have not been coming will need to be replaced. Howard asked the members present to find candidates in their constituencies who are enthusiastic about joining.

Marty said that this should provide a great opportunity to find people with more energy and new ideas, and that members should focus on recruitment with targeted outreach.

Liz shared that the Fairs would be a great place to advertise recruiting for CIC; the committee agreed with this idea. She went on to say that if people are already volunteering for the Portland Plan Fairs, the odds are higher that those people might be interested to join the CIC.

Alex stated that the CIC is part of the state-mandated Periodic Review process. As such, the CIC has been recruited to help the Portland Plan trend into the Comprehensive Plan, at least through 2012-2013.

Howard agreed that the executive committee will meet to address vacancies and recruiting. He asked the CIC meeting guests to think about participating in the CIC itself.

Marty mentioned she should be getting dates out shortly for Item 3 on the agenda, trainings for BPS staff and CIC members for Portland Plan Fairs.

Liz asked if we signed up for the Fairs, are we then also Ambassadors? Marty answered yes.

COMPREHENSIVE PLAN

Marty moved on to Item 4, the Comp Plan update. She stressed the importance of engaging early with stakeholders.

Deborah Stein announced that there would be an introductory overview at the Citywide Land Use Group on the 28th to generally describe the upcoming Comp Plan process, and how the Portland Plan and Comp Plan fit together.

Marty mentioned the Neighborhood and District Coalition chairs, and how she hoped that DCL partners would attend these meetings. This hasn't happened yet, but staff liaisons to DCL partners have met with each of the DCL organizations to preview the Comp Plan process. Staff has continued to stress the importance of having geographic and non-geographic communities at the table.

Deborah noted that the DCL organizations and neighborhood coalitions were having a joint retreat on February 25th to talk more about how they work together.

DIVERSITY AND CIVIC LEADERSHIP (DCL) PARTNERS UPDATE

Deborah shared that the District Liaisons each have liaison responsibilities with DCL partner organizations, in addition to their established geographic responsibilities.

Other updates:

Urban League is holding a Portland Plan Workshop tonight at Planned Parenthood on MLK (Debbie Bischoff = staff liaison).

Latino Network is working with staff liaison Joan Frederiksen to focus Latino involvement at the Portland Plan Fair at De La Salle. This location was identified by Latino Network as the most likely of the four fairs to attract a Latino audience. There will be a large amount of Spanish-language material there, and a number of Spanish interpreters will be there. Latino Network has also graciously helped with outreach.

IRCO is hosting one of the fairs, and will dovetail their scheduling so that members of a leader/training cohort happening at the same time will get to attend the fair as part of their training schedule (Matt Wickstrom = staff liaison).

Deborah mentioned that BPS is arranging for the Curbsider excerpts (Portland Plan overviews) to be translated into Spanish, Russian, Vietnamese and Chinese.

Alison Stoll suggested that staff contact Hacienda Community Development to encourage attendance at the fairs. She also suggested there may be a need to provide transportation for Hacienda residents to the fairs.

Other outreach updates: Judy BlueHorse Skelton said that she shared a table with Indian education, the Confederated Tribes of Siletz, Native American Rehabilitation, etc. They did a welcome with drums. Deborah mentioned that Donita from NAYA attended the Portland Indian Leaders Roundtable and delivered Portland Plan Fair materials to them. Marty said that CIO is interested in having an exhibit at the Zoo to recruit membership. She also said that IRCO could possibly have a table there as well.

Howard suggested that staff interact with HAP because this would provide a good opportunity to engage public housing residents. Marty responded that Shelley Marchesi from HAP has been involved, and she helped facilitate at Phase II workshops. Alex Howard added that Joe Zehnder has worked directly with Steve Rudman, HAP Director, on developing the Portland Plan.



Judy mentioned that two students have volunteered to do some language translation, from English into Arabic, Egyptian and Korean, to use on a permanent banner.

Deborah said that while staff has not yet translated materials into Somali, we want to connect with Portland's Somali community. Liz Gatti added that a large number of Somali families live in the Hosford neighborhood. Hopefully the student council is aware of this. She is excited about getting students engaged. She suggested that they create paper murals to show in their smaller cafeteria, and fully utilize the gym. The students will get the breezeway decorated, and will act as ambassadors for the fair.

Linda Nettekoven mentioned that a cluster of Somali families reside in the Creston-Kenilworth area. Kevin Bacon at Hosford might have some ideas about this. Also, SEUL has a long history of working with the Somali Sewing Circle. Afifa started at CNN. Alison Stoll stated that SWNI has a connection with Somali families. Lul Abdullah, formerly with CNN, is now with Lutheran Family Services and she is a great contact with the Somali community in Portland.

PORTLAND PLAN PHASE III FAIRS

Liz asked if the auditorium at Hosford is available, since the cafeteria is small. The two rooms are nice, but separate. Events will include Colored Pencils, drums, a jazz band, and Hosford Principal Kevin Bacon doing a welcome.

Marty explained that it is hard to gauge attendance from Phase II. Phase I had close to 200 people – phase II had anywhere from 40 to 150 people. It will be difficult to say how many will attend the Fairs. It is possible there is some civic engagement fatigue, and people are looking for a more intimate experience, the higher energy of a smaller location. If the weather is good, and we are able to have music out front, by the ADA ramp, right in front of the school, it could influence attendance as well. Using smaller-scale venues for these fairs is definitely intentional.

Marty asked to hear from CIC members about their outreach experiences.

Jason has been waiting for Portland Plan Fair materials to be available; now that he has them he will distribute and follow up with Marty and the CIC.

Marty noted that Chris Dornan is distributing the save-the-date / Curbsider flyer and 11x17 poster to libraries, neighborhood associations, community centers, and senior centers. We can supply extras to CIC members for distributing to their own networks.

Liz asked if Chris is distributing materials to area schools. Marty answered no; while staff would love to, we don't have the capacity to do so, and we are looking for help distributing the materials. We are mailing materials out to businesses.

The Colored Pencils collaborative will be paid to provide culturally varied entertainment at each of the fairs. Marty mentioned that Gary Marschke, Polo and Nim from Colored Pencils feel that there needs to be a broader discussion about the long-term relationship between BPS and the organization.

Raihana Ansary stated that the Mayor has a couple of scheduling conflicts that prevent him from attending all of the fairs, but he will attend when he can.

Howard asked if Commissioner Fish has been invited. Marty answered that all Commissioners are invited but we need to personally work with the city commissioners' schedulers to get one or more booked for each event.

Alex stated that Deborah, Marty and the CIC members are customizing each of the four fairs to make each more engaging. Fairs will all share some basic materials, including drafts of each of the strategies as well as the Equity Preamble and the Equity Initiative. Each draft strategy will be honed through feedback gained through the next few months. What you are seeing is a work in progress, in terms of content and presentation. At each strategy station, there will be posters, info about why we are using these strategies and the objectives we are looking to achieve. There will be breakout sessions for each strategy that will do a deeper dive into the material. Healthy Connected Neighborhoods has an interactive mapping element, with a PowerPoint active in the background. It will be a "build your hub or greenway" activity, a system design and continuous open-session exercise. For Equity there will be a continuous open house, as well as its own classroom, which will provide a more intimate venue for more in-depth conversations. Education is working through a variety of questions.

Liz asked how involved the school districts were with the Education strategy, and if we are inviting the superintendents to come to the Fairs. Deborah responded that they are very involved. There is a major collaborative effort involving the Superintendents Council, BPS, and the Cradle-to-Career Initiative.

Jason commented that the Portland Plan draft strategy documents are too big, and asked if we could cut down to 3 pages, change from side-by-side columns to top and bottom sections to make it shorter and clearer. Stanley asked if there is a way to create a simple quick overview.

Alex explained that when you come into the Fair, if you show more visual posters you will process the timeline at a superficial level. The Education piece is the most text-heavy, whereas Healthy Connected Neighborhoods is more image-driven. She will work on producing a one-page overview.

Alison noted that with the general public, and even with higher education levels than average, these draft documents would be hard to digest for groups we are trying to reach. It would really help to have one-pagers with lots of visuals. This would be essential for casual viewers. Alex agreed with the need for simplicity, but also stated a concern that we do not want to misrepresent these strategies by oversimplifying them.

Alison and Liz both clarified that this is not a criticism, as these documents reflect a lot of hard work. The point they are trying to make is that they want the materials to be inclusive, written at a 4th-grade reading comprehension level so that everyone can understand them. Linda opined that there should be an emphasis on language simplification such as using "key points" instead of "key policy shifts" etc

Deborah commented that the logical order in planners' minds is "Why are we doing this?" and "What are we changing?" Do you think most people care about "key actions" first? Linda answered yes, actions first, then background, followed by "why" at the conclusion for those who want to read on for more detail. Liz added that we need excitement now, since we will have plenty more mundane "nuts and bolts" when the Comp Plan "rubber hits the road."

Alex explained that "key new ideas" helps avoid "policy" as a word. Staff needs to complete these strategy documents as a complete set of information. When telling staff "shrink this to 2 pages," staff is concerned about creating incomplete work that loses important information. Staff could use CIC's



help showing staff how to – literally – clip out info. The drop-dead date for document production is March 2nd to be ready for the fair. Things shift, input comes in all the time, irregularly, and we can all expect multiple additional changes before the drafts are published. Alex is hoping to be able to get preliminary drafts for everybody by Feb 23rd. The schedule is complicated by the upcoming BPS office move from Feb 17-23, when staff will be without desks and computers. We could meet with interested CIC members on the 24th to get more input, but anything suggested will require very fast turn-around times, thus we should only have one or two people – Liz, Linda and/or Jason could brainstorm ways to best communicate ideas for the layman. The production value is about what you see, as the graphics team won't be available until the end of next week. The 24th is the best date, Alex will email the meeting time. Feb 25th is the date to finalize all the materials taken to the Fairs.

Howard stated that what he was hearing is “shorter, more graphic.” He added that Peter Stark would agree if he was at this meeting.

Allison stated that CIC members are not criticizing staff, but offering constructive advice on how to best reach constituencies – it's really important that we step up when we see ongoing inefficiencies or miscommunications. Deborah replied that this is where your value is – keep it up! This feedback is all very helpful and constructive. Liz and Alison stated that part of CIC's job is to support staff. BPS staff is great, and pushback is to be expected when you are trying to change the status quo. Howard added that none of the work is worthwhile if the messaging is obscure to the people you are trying to reach. Jason asked about rearranging the other documents, not just education, so that there is uniformity of message style.

Deborah asked about the survey format, and the kind of questions we'll be asking at Fair. Raihana asked if the target audience is just Fair attendees or others as well. Deborah said that she is looking for feedback. The survey might not work for people who don't attend the fair. We should answer the question “how is my input going to get used?”

Pointing to an example, Howard said that some of the language is clear, that workforce preparation works, but is not sure about “cradle-to-career” – this needs more explanation to be understandable.

Deborah said this is helpful to hear. The survey doesn't seem to work as stand alone document; people need more info and preparation to respond to the survey in a meaningful way. Perhaps the questionnaire could be turned into a workbook.

Stanley claimed he didn't see an area for additional comments on the draft survey form. Marty answered that there is a space for comments within question 5, but it is lacking space overall.

Jason pointed out that in his opinion, this looks like it is two separate documents. To be more specific, the questionnaire and breakout session are two documents. He thought it would be nice if this could be made less cluttered. He advised removing the header on 2nd page, making the font larger and more spread out for the benefit of people with sight problems.

Stanley wanted to see the questionnaire printed on colored paper.

Judy asked the CIC meeting guests to provide input on the questionnaire.

Jason asked if we could give these surveys to elementary-aged kids to read and see if they understand them. He expressed frustration with the process in that you cannot continually say “we don't have enough time” and be able to make change and improve the process.

Howard replied that there is indeed a timing issue. These are great ideas but we don't have 3 months to implement all of them. Marty suggested that if the community were to push back on schedules, saying "we need more time," this might be more successful. The upcoming Phase 4, starting in the summer, will be a more formal phase – with public input being directed towards the Planning and Sustainability Commission and City Council. It will be interesting to see the direct interaction between our committees and community groups and the elected officials.

Howard recommended that we involve kids in reading the documents for Phase 4, since there should be time for that. Liz said that she could help break down the documents, as she has worked with 4th-graders previously.

Marty explained the flow of the Fairs. You enter through the cafeteria, and at the Education booth, the staff person would introduce you to the strategy, give you a snapshot of the strategy and provide you with a questionnaire.

Raihana commented that the Quick Start questions will be the most confusing. Not everyone knows what "market rate housing" or "SUN schools" are.

Marty replied that Paul Leistner from ONI said towards the end we can have a question that says "what additional info do you need to answer these questions?" This will help staff to know what to include or change.

Deborah mentioned that asking the public to rank priorities using a numerical scale sometimes throws people off. Alternatives might include choosing between "right direction / neutral / wrong direction" or "yes/no/maybe." Alison added that we should simplify the language on these options.

Eden Dabbs handed out the Curbsider, and let the committee know that staff just completed a large print order of materials so that CIC members and others could help distribute these. Also, presentation boards have been created for each strategy. Eden also went over the media and social media marketing efforts the Portland Plan is using for the Fairs, and warned that there are severe production constraints attributable to the office move. She also reinforced the need to balance digital vs. paper use for communication.

Howard noted that the BPS Graphics Team will play a big role in making documents more image-heavy and less text-heavy for these fairs.

COMMENTS FROM THE PUBLIC

In regards to the questionnaire, guests stated that the questions make sense, but people are overwhelmed by a large number of questions. The paragraphs are long, with small font. The language could be simplified even more, for example in question 2, "Could you picture yourself playing a role in one or more of these action areas?" Suggestions were to take out words and simplify questions as much as possible.

Additional suggestions:

- It might be easier to include an overview of each action next to the question, in a sidebar to refer to when filling out the questionnaire.
- For question 5, using options of "cold/warm/hot" makes sense, but could trip people up. Translating errors could occur with this as well.
- How would you distribute the survey at events? Quick Start questions should be tied to Quick Start information. Send the same information over the internet and by email.



- Staff needs to revalidate word choice. Have a single 2-sided overview for each action / strategy. Using color would help.
- Simplifying info would help, especially when translating into different languages. Shoot for a 4th-grade level.
- Look to use the thought process of the general public when designing documents. For example, using a “here’s the problem, here’s the goal, here’s the action” format would be awesome.
- On a side note, New Seasons Arbor Lodge is closely tied w/ De La Salle. It would be a good place to network, raise money etc.

Approval of Minutes from and Meetings

Quorum was not achieved for the CIC to vote on the minutes from the previous January 2011 meeting.

Next Steps:

The next CIC meeting is as follows:

- Wednesday, April 20th, 6:00-8:00p.m., Room 7A (2nd Floor, 1900 Bldg)

Next Steps

Schedule for 2011 CIC meetings

- Wednesday, April 20th, from **6:00-8:00pm**
- Wednesday, May 18th, from 8:00-10:00am
- Wednesday, June 15th, from 8:00-10:00am
- Wednesday, July 20th, from **6:00-8:00pm**
- *Wednesday, August 17th, from 8:00-10:00am
- Wednesday, September 21st, from 8:00-10:00am
- Wednesday, October, 19th, from **6:00-8:00pm**
- Wednesday, November 16th, from 8:00-10:00am
- Wednesday, December 21st, from 8:00-10:00am

*Action item: To consider canceling the August meeting, due to this being traditionally a time that people are on vacation.

CIC Decisions and Follow up Actions

Meeting adjourned.

Attachments:

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

Portland Plan Passport
What is the Portland Plan?
Timeline
Curbsider Booklet



Tell Us What You Think:

Breakout Discussions

If you want to dig into a deeper discussion about the Equity Initiative and the strategies, join us for a group discussion at a breakout session. Look for signs or ask a staff person to help you find the one you want.

Survey

Fill out a survey at each station or take the survey at www.pdxplan.com. We want to hear from you.

**The Portland Plan.
It's your city. It's our future.
Let's make this plan together.**

www.pdxplan.com

Welcome to the Portland Plan Fair!

Presenting **three draft strategies and an Equity Initiative** to address Portlanders' top priorities:



Equity



Economic Prosperity and Affordability



Education



Healthy Connected Neighborhoods

Come inside for a look at Portland's future . . . a city that's prosperous, healthy and rich in opportunity for all.

TAKE A WALK AROUND THE ROOM AND VISIT EACH STATION, WHERE YOU CAN LEARN MORE AND TALK TO THE FRIENDLY FOLKS AT EACH BOOTH.

FEEL FREE TO ASK QUESTIONS, MAKE COMMENTS AND WRITE DOWN YOUR THOUGHTS. OR FILL OUT A SURVEY AND THEN JOIN US FOR A GROUP DISCUSSION AT A BREAKOUT SESSION.



BREAKOUT DISCUSSIONS
(SEE SCHEDULE OR STAFF FOR TIMES & LOCATIONS)

ECONOMIC PROSPERITY AND AFFORDABILITY

EDUCATION

HAVE YOUR MAP STAMPED AT EACH STATION FOR A CHANCE AT MORE RAFFLE PRIZES!



HEALTHY CONNECTED NEIGHBORHOODS

EQUITY INITIATIVE

BREAKOUT DISCUSSIONS
(SEE SCHEDULE OR STAFF FOR TIMES & LOCATIONS)

ENJOY THE MUSIC, THE FOOD, THE GAMES AND YOUR FELLOW PORTLANDERS!

BREAKOUT DISCUSSIONS
(SEE SCHEDULE OR STAFF FOR TIMES & LOCATIONS)

WELCOME STATION



YOU ARE HERE

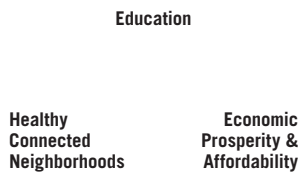


WHAT IS THE PORTLAND PLAN?

The goal of the Portland Plan is to make Portland a thriving and sustainable city – a city that is prosperous, healthy and rich in opportunity for all. Through it Portlanders can help define community priorities, guide investments and set the course for the city and partner agencies for the next 25 years.

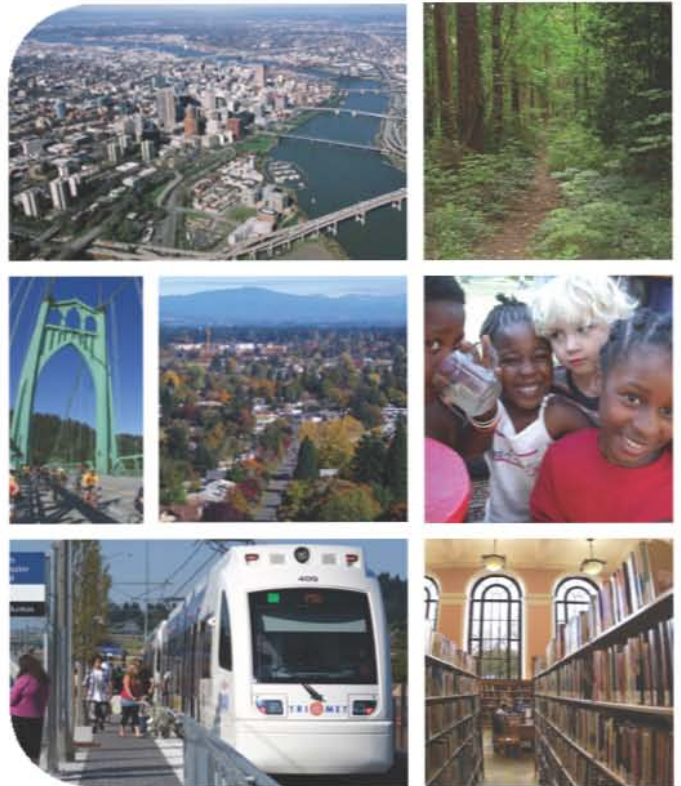
In Phase Two of the Portland Plan, Portlanders said that living wage jobs, student success and a healthy environment were top priorities. In response to these priorities, extensive research and national and best practices, an Equity Initiative and three draft strategies were developed:

- Education
- Economic Prosperity & Affordability
- Healthy Connected Neighborhoods



Each integrated strategy will include:

- Strategic objectives to achieve by 2035
- A 25-year policy framework (outlining focus areas to meet the objectives)
- 5-year “quick-start” actions
- Partners that will take lead roles in carrying out the actions



The Portland Plan

will be accomplished over time through a variety of efforts, such as:

- Intergovernmental agreements
- Legislative advocacy
- Programs
- City internal practices
- Budget instructions
- Comprehensive Plan (policies, map and citywide systems plan)

To achieve both statigic objectives and the objectives in all nine action areas, city planners are developing a draft scope of work for the Comprehensive Plan and sharing it with various community groups. The first round of public outreach for the Comp Plan will likely be in the spring/summer of 2011.

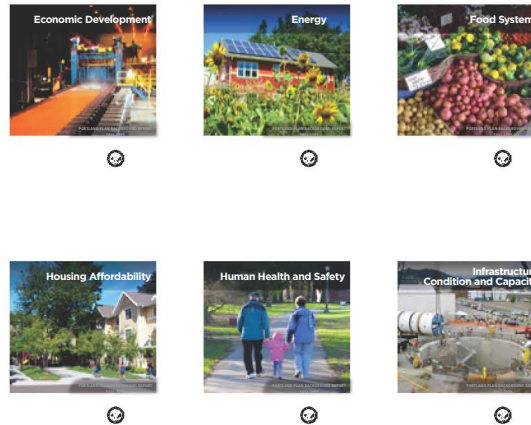
TIMELINE



VISIONPDX (2006–2009)

Community Values:

- Community Connectedness and Distinctiveness
- Equity and Access
- Sustainability: Environmental, Social, Cultural and Economic



PHASE I: FACT FINDING (FALL–WINTER 2009–2010)

- Before Phase I, City staff developed a series of background reports on numerous topics, including human health and safety, energy, economic development, watershed health and historic resources. The purpose of the background reports was to develop a well-researched and thorough understanding of Portland's existing conditions.
- During Phase I of the Portland Plan process, Portlanders reviewed the issues facing our community and said that jobs, education, equity, public health and sustainability are most important to address in a plan for the future.
- Based on public input, City staff developed a set of goals for 2035, organized into nine action areas, for public review.

READ THESE MATERIALS ONLINE AT
WWW.PDXPLAN.COM



PHASE II: SETTING DIRECTION (SPRING 2010)

- Portlanders reviewed and commented on the goals in the nine action areas, online, at workshops and in surveys.
- People indicated that their top priorities are:
 - Living wage jobs
 - Raising the bar for quality education
 - Improving our sense of safety
 - Providing a healthy environment
- This input helped shape the draft strategies in Phase III.



PORTLAND PLAN ACTION AREAS



THE PORTLAND PLAN – INSPIRING COMMUNITIES SERIES
DECEMBER 1, 2010 – JANUARY 17, 2011



PHASE III: STRATEGY BUILDING
(SUMMER–WINTER 2010–2011)

- Over the summer at fairs and community meetings, hundreds shared their big ideas to form strategies to address Portlanders’ top priorities.
- In the fall, people attended the Inspiring Communities Speaker Series and learned best practices from experts on how other cities are taking action.
- Based on the priorities Portlanders set in Phase II, the strategy ideas Portlanders developed this summer, and national and international research and evidence, City staff developed draft strategies to achieve Portlanders’ top goals that line up with our community values.
- At the Phase III community fairs, draft strategies are presented for public review, consideration and comment.



PHASE IV: DRAFT PLAN AND ADOPTION
(SUMMER–WINTER 2011)

- In Phase IV Portlanders’ comments and recommendations will be used to refine the strategies.
- The refined strategies will be the core of the Portland Plan.
- When complete and adopted, the Portland Plan will set a five-year action agenda for the City and partners, provide instructions for the City’s budget process and establish 25-year policy directions.

THE PORTLAND PLAN WILL BE IMPLEMENTED THROUGH:

- Intergovernmental Agreements**
- Legislative Advocacy**
- Programs**
- City Internal Practices**
- Budget Instructions**
- Comprehensive Plan (Policies, Map and Citywide Systems Plan)**

IMPLEMENTATION
(2012 AND BEYOND)

The City and partners will implement the plan in many different ways. For example, partners and the City may develop intergovernmental agreements to share responsibility for a task to reduce overlapping efforts, or they may advocate for critical legislative changes at the state and national level. To achieve both strategic objectives and the objectives in all nine action areas, the Portland Plan will set the framework for the City’s new Comprehensive Plan.



PORTLAND PLAN FAIRS

Check out the **DRAFT STRATEGIES** for
Portland's future

DEVELOPED WITH THE COMMUNITY, THE PORTLAND PLAN STRATEGIES
ADDRESS PORTLANDERS' KEY CONCERNS:

Equity • Education
Economic Opportunity & Affordability
Healthy Connected Neighborhoods

SAVE THE DATE

WEDNESDAY MARCH 2

6:30 – 9 p.m.

Hosford Middle School, 2303 SE 28th Place
TriMet #4, #10

THURSDAY MARCH 10

6:30 – 9 p.m.

De La Salle North Catholic High School
7528 N Fenwick Avenue
TriMet #4, MAX Yellow

SUNDAY MARCH 6

12:30 – 3 p.m.

Oregon Zoo, 4001 SW Canyon Road
TriMet #63, MAX Red + Blue

SATURDAY MARCH 12

10 a.m. – 12:30 p.m.

Immigrant and Refugee
Community Organization (IRCO)
10301 NE Glisan Street
TriMet #15, #19; MAX Green + Blue

FEATURING: Booths • Games • Presentations • Discussions
Raffle Prizes • Childcare • Community Exhibitors • Local Food

COME SHARE YOUR IDEAS ABOUT HOW TO GET TO THE FUTURE WE WANT.

WWW.PDXPLAN.COM • 503-823-2041

The Portland Plan team will make reasonable accommodations for people with disabilities.
Please notify us no fewer than five (5) business days prior to the event by phone at 503-823-7700,
by the TTY line at 503-823-6868, or by the Oregon Relay Service at 1-800-735-2900.

WE LIVE HERE.



WELCOME TO THE PORTLAND PLAN: PHASE III Taking action to make Portland prosperous and healthy, with opportunity for all

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PORTLAND PLAN PHASE III

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Thank you for all your great ideas for the

Portland Plan. Thousands of you shared your big ideas at summer fairs and community events, attended workshops and filled out surveys.

Now that you've weighed in on what you think are Portland's biggest challenges, it's time to talk about solutions.

Phase Three of the Portland Plan is about developing smart strategies to address these challenges and capitalize on our opportunities.

How can Portland's community tackle complicated

issues like racial and ethnic disparities, job growth and affordable housing, while staying within our budget? The draft strategies outlined on pages 2-3 of this newsletter are a good starting place. With your input, we can figure out how to create living wage jobs, provide quality education, promote healthy living and protect the environment for all of our residents, with the limited resources available. Come to a community fair to learn more and share your ideas.

Turn the page to see Portlanders' big ideas coming to life.



PORTLAND PLAN MOVES TO PHASE III

DRAFT STRATEGIES FOR PORTLAND'S FUTURE:



Based on feedback from thousands of Portlanders during the first two phases of the Portland Plan, Phase III presents draft strategies.

Each Portland Plan strategy is a group of actions that add up to bigger goals (that is, what Portlanders want to accomplish by the year 2035).

The strategies combine elements from a variety of disciplines, like community health, transportation, education and others, and they all aim to make Portland a thriving and sustainable city—prosperous, healthy and rich in opportunity for all.

The strategies in the Portland Plan will cover a 25-year time span, but they also include short-term actions to jump-start our work as a community in the next five years. Take a look at the snapshots of each strategy below. These are just a starting place, you can find out more and share your thoughts at one of the community fairs in March.

EQUITY: Portlanders have made it clear that a long-term plan for the community must include concrete actions that advance equity and reduce the glaring disparities in educational, housing and economic opportunities, to name a few.

But what exactly do we mean by equity? Equity is the right of every person to have access to opportunities necessary for satisfying essential needs and advancing their well-being. *Based on the definition from Coalition for a Livable Future (www.cf.org)*

Whether because of race, ethnicity, income or the neighborhood they live in, many Portlanders increasingly experience disparities in their opportunities to meet their basic needs and succeed. Inequities also affect people because of their age, gender, sexual orientation and physical ability.

- 45 percent of the city's school age children are students of color, yet the graduation rates for Latino, African-American and Native-American youth in public schools is far below that of white and Asian-American youth.
- Geographically, nearly a quarter of the city's residents live in East Portland, and per capita incomes there are about 40 percent less than the citywide average. In terms of access to transit and amenities, educational opportunity and public safety, East Portland differs significantly from the rest of the city.

ECONOMIC OPPORTUNITY & AFFORDABILITY:

Improve business success and household prosperity

SOME KEY INGREDIENTS

- Increased export of local products and services
- Affordable housing near transit
- Businesses that are competitive and innovative
- Workforce education and training
- Support for small and new businesses
- Equitable access to high-speed broadband and the ability to use it
- Investment in clean tech and energy efficiency for homes and businesses

SAMPLE MEASURES OF SUCCESS

- 10,000 new jobs are created in the next five years and the employment rate is higher, particularly for communities of color
- More neighborhoods have thriving and attractive business districts
- At least 30 percent of the region's new jobs are in Portland and average earnings match West Coast peer cities
- All of Portland's households are economically secure, earning enough income to cover housing and transportation costs and other basic needs



EDUCATION:

Support learners from cradle

SOME KEY INGREDIENTS

- Quality childcare and kindergarten readiness for all children
- Culturally specific services for student success at school and in the community
- Mentoring programs and workforce preparedness
- Guaranteed opportunities for education and training past high school
- Major investments in school facilities
- Safe routes to schools



TIMELINE...

VISIONPDX An extensive public engagement process used to develop a shared community vision and values to set a foundation for the Portland Plan: www.visionpdx.com
2006-2008

PORTLAND PLAN PHASE I
WHERE ARE WE NOW?
(THE FACTS)

FALL-WINTER 2009-2010

PORTLAND PLAN PHASE II
WHERE DO WE WANT TO GO?
(SETTING DIRECTION)

SPRING - SUMMER 2010

WHAT DO YOU THINK?

WHAT IS THE PORTLAND PLAN?

GET INVOLVED! COME TO A COMMUNITY FAIR!

PORTLAND PLAN PHASE III FAIR SCHEDULE

WEDNESDAY MARCH 2 6:30-9pm, Hosford Middle School, 2303 SE 28th Place

SUNDAY MARCH 6 12:30-3pm, Oregon Zoo, 4001 SW Canyon Road

THURSDAY MARCH 10 6:30-9pm, De La Salle North Catholic High School, 7528 N Fenwick Avenue

SATURDAY MARCH 12 10:00-12:30pm, Immigrant and Refugee Community Organization [IRCO], 10301 NE Glisan Street

The Portland Plan provides an opportunity for Portlanders to help define priorities, guide investments and set the course for the city for the next 25 years. It is a multi-year, city-wide project to create a strategic plan with short-term actions and a long-range plan to guide physical, economic, social, cultural and environmental development. Eighteen partners from local government and public agencies have joined in this effort.

Learn more at www.PDXPlan.com

Find us on **FACEBOOK**
(www.facebook.com/PDXPlan)

and **TWITTER**
(@PDXPlan, #PDXPLAN)

What does an equitable Portland look like?

- All Portlanders and communities have equal access and opportunities to influence public decision-making
- Ethnic and racial status has no bearing on one's feeling of security throughout the city
- We hold ourselves accountable, so that the benefits and burdens of our actions are equitably shared across communities

Achieving equity will be a priority and part of all the strategies and actions in the Portland Plan —

from education, housing and economic prosperity to transportation, sustainability and public health. Addressing chronic racial and ethnic disparities requires specific action, such as the development of a racial and ethnic justice and accountability initiative.

As Portland evolves, what will distinguish the city in the future will not just be distinctive neighborhoods and thriving local businesses, it will be its ability to sustain all Portlanders regardless of race, income, sexual orientation, physical ability or age.

to career and beyond

SAMPLE MEASURES OF SUCCESS

- Increased high school graduation rate for Portland's youth of color, youth in poverty and English Language Learners so it is on par with other high school students
- More children have access to quality childcare, Head Start or early childhood education
- More Portlanders attend college or (re)enter career training, such as apprenticeship programs



HEALTHY CONNECTED NEIGHBORHOODS:

Connect people with nature, neighborhoods, thriving business hubs and each other through networks of transit, trails and waterways

SOME KEY INGREDIENTS

- A network of safe and attractive sidewalks, bikeways, trails and neighborhood greenways that connect people to nature and neighborhood destinations
- Thriving neighborhood business districts and nearby attractive and affordable housing options
- Green streets, a lush tree canopy and habitat corridors that soak up stormwater, make neighborhoods more attractive and support a diversity of plants and animals
- Increased sense of safety in all neighborhoods
- Places for public gatherings, community gardens and to enjoy the Willamette and Columbia Rivers

SAMPLE MEASURES OF SUCCESS

- More Portlanders are leading active lifestyles and can easily get to thriving local business hubs, schools, parks and transit on safe sidewalks, trails and streets
- Green streets, ecoroofs, parks and open spaces increase by 10 percent, and stormwater reaching our rivers and streams is clean
- 90 percent of Portlanders will live within a 1/2 mile of a source of healthy food
- 75 percent of Portlanders in every neighborhood feel safe alone at night
- Portland's investment and program decisions consider health impacts and reducing disparities in health quality



These are just snapshots — **come to a community fair to learn more about these draft strategies.**

WE ARE HERE

**PORTLAND PLAN PHASE III
HOW DO WE GET THERE?
(STRATEGY BUILDING)**

FALL-WINTER 2010-2011

**PORTLAND PLAN PHASE IV
WHAT DO YOU THINK OF IT?
(THE DRAFT PLAN)**

SUMMER 2011

**ADOPTION OF THE
PORTLAND PLAN**

END OF 2011

**ACTIONS BY: CITY, PARTNERS,
COMMUNITY & BUSINESS**

5-year Action Plan •
New City Comprehensive Plan
(policies, codes, investments)