

# Community Involvement Committee

## Meeting Minutes

July 20, 2011

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

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

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

**Visitors:** None

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### Welcome

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

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

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

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

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

### Announcements

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

#### Summer Outreach in July

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

#### Summer Outreach in August

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

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

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

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

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

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

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

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

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

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

### **Draft Portland Plan Preview**

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



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

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

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

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

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

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

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

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

### **Communications: Summer / Fall Materials**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### **Comprehensive Plan Project**

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

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

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

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

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

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

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

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

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

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

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

### **Next steps:**

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

### **Attachments**

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

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

## DRAFT

# Staff assumptions re: the Comprehensive Plan project

Portland Plan CIC - July 20, 2011

## Public involvement

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

## Scope, structure, and content

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

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



# Community Involvement Committee

## Meeting Minutes

April 20, 2011

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

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

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

**Mayor's Office Staff:** Raihana Ansary

**Visitors:** Jason Roop

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### WELCOME

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

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

The CIC approved both the January and February minutes.

### ANNOUNCEMENTS

Marty made the following announcements:

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

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

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

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



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

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

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

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

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

### **CIC DECISIONS AND FOLLOW UP ACTIONS**

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

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

### **PORTLAND PLAN FAIRS AND OTHER PHASE 3 OUTREACH DEBRIEF**

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

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

Ryan said the De La Salle gymnasium was cold.

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

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

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

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

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

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

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

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

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

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

Marty said the CIC Evaluation would be emailed out soon.

## **UPDATE ON PORTLAND PLAN PROCESS AND TIMELINE**

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



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

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

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

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

Ryan did not see the Beerfest.

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

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

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

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

## **COMMUNICATIONS UPDATE**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## **UPDATE ON GRANTS TO DCL PARTNERS**

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

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

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

### **COMMENTS FROM THE PUBLIC**

Jason Root introduced himself to the CIC.

### **NEXT STEPS**

The next CIC meeting is as follows:

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

### **CIC Decisions and Follow up Actions**

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

Meeting adjourned.

# Community Involvement Committee

## Meeting Minutes

May 18, 2011

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

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

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

**Visitors:** none

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### Welcome

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

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

### Announcements

Marty announced the following upcoming events:

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

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

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

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

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



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

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

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

### **Equity and the Portland Plan**

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

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

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

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

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

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

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

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

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

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





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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### **CIC Decisions and Follow up Actions**

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

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

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

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

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

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

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

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

### **Business Outreach Update**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Howard adjourned the meeting.

### **Next Steps:**

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

### **Attachments**

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



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



# Community Involvement Committee

## Meeting Minutes

June 15, 2011

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

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

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

**Visitors:** Susan Blevins

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### Welcome

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

### Announcements

Marty announced the following upcoming events:

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

### Summer Outreach Schedule

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

### CIC Decisions and Follow up Actions

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

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



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

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

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

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

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

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

### **Portland Plan Draft**

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

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

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

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

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



## Communications Update / Brainstorm and Advice to Staff

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### **Comprehensive Plan Update**

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

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

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

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

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

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

#### **Next Steps:**

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

Howard adjourned the meeting.

#### **Attachments**

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

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

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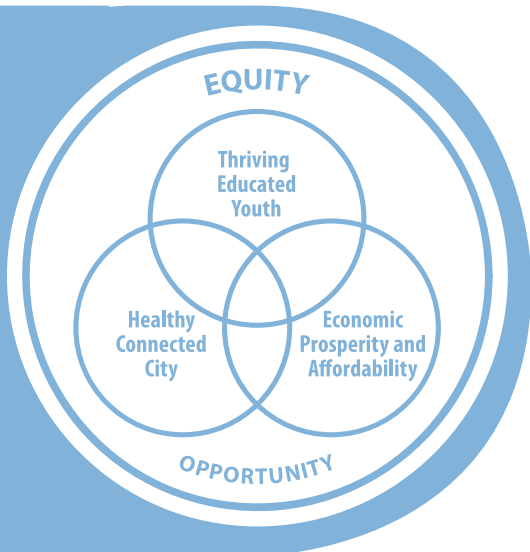
# THE PORTLAND PLAN...

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

## What is the Portland Plan?

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

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



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

## What will the plan include?

Each strategy has two major parts:

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



## How will the Portland Plan be implemented?

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

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

## WHAT'S NEXT?

Learn more at [www.pdxplan.com](http://www.pdxplan.com)

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

Participate in the Comprehensive Plan process, starting in 2012.





# HAVE YOUR SAY



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

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

### PLANNING AND SUSTAINABILITY COMMISSION HEARINGS

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

**SEPTEMBER 27, 2011**

6 – 9 P.M.

HEARING (public comments welcome)

**OCTOBER 11, 2011**

6 – 9 P.M.

HEARING (public comments welcome)

**OCTOBER 25, 2011**

6 – 9 P.M.

HEARING (public comments welcome)

COMMISSION RECOMMENDATION TO CITY COUNCIL

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

### CITY COUNCIL HEARING AND ADOPTION

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

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

