

Community Involvement Committee

Meeting Minutes

September 15, 2010

Committee Members Present: Paula Amato, Jason Barnstead-Long, Liz Gatti, Linda Nettekoven, Lai-Lani Ovalles, Howard Shapiro, Alison Stoll

Absent: Judy BlueHorse Skelton, Judith Gonzalez Plascencia, Anyeley Hallova, Brian Heron, Shirley Nacoste, Stanley Penkin, Peter Stark, Rahul Rastogi, Ryan Schera

Staff (BPS): Tom Armstrong, Debbie Bischoff, Eden Dabbs, Eric Engstrom, Alex Howard, Deborah Stein, Marty Stockton

Visitors: None

Welcome and Announcements – Howard Shapiro

Howard welcomed everybody. Howard noted a lack of a quorum and it was noted that approval of minutes should be attempted via email. The group agreed that they would “vote” by email to approve the minutes from July and upcoming meetings’ minutes. Linda asked for a clarification in the July minutes to specify that Southeast Uplift (SEUL) could be a good convener; but not necessarily appoint someone to the Central City 2035 Advisory Group.

Marty announced that all Central City 2035 Advisory Group and Portland Plan Advisory Group meetings would be included in her emails and in announcements at CIC meetings.

Marty announced four big events coming up:

1. Central City 2035, N/NEQ Stakeholder Advisory Committee Meeting #1 - Thursday, September 16th, 5:30pm; ODOT Region 1 Headquarters, 123 NW Flanders
2. Portland Plan and the Congress for the New Urbanism – Thursday, Sept. 16th, 6:00-8:00pm; 1900 Building, Room 7A
3. NW Sunday Parkways – Sunday, Sept. 26th, 10:00am-3:00pm; Wallace Park, NW 25th Avenue & Raleigh Street
4. Portland Plan Advisory Group (PPAG) – Thursday, Oct. 28, 9:00 am-12:00 pm; 1900 Building, Room 2500 A

Marty recognized that Paula’s photo was included in an OHSU advertisement in the Women’s Health Annual Insert in Portland’s Monthly.

Lai-Lani announced the upcoming United Way Community Issues Breakfast: Diversity & the Inclusion Paradox event on Thursday, October 7th from 7:30-9:30am at the Oregon Convention Center.

Phase II Survey Results – Tom Armstrong

Tom presented the results of the Phase II Survey, which include data received from the extended survey collection period over the summer. Survey responses from people of color only represented 12% of responses, significantly less than the 26% of Portland’s population. This weighting of responses was suggested from the Equity, Civic Engagement and Quality of Life technical action group. As a check, responses were weighted to reflect the diversity of Portland, but there was no

change in the Top Priorities. Cross-tabulation analysis of the results based on Race/Ethnicity and Household Income characteristics showed some shifts in relative priorities. New surveys pushed the priorities of higher education and housing into the top five priorities. Different geographic districts showed a similar consistency in relative priorities. For the most part the top three or four issues are the same. One example Tom gave of a result that reflects geographic differences, was the priority of Healthy Food in North Portland. Eric noted that East Portland responses were underrepresented and West Portland was overrepresented.

Howard asked if the survey tracked newcomers and the response was no. Also, Deborah said the Phase 1 and Phase 2 surveys haven't tracked people with disabilities. Debbie stated that through the Diversity and Civic Leadership grants, Urban League is conducting an Equity Survey in East Portland. Marty said the Phase II Survey provided a great lesson: the importance of tracking demographics of survey responses through the duration of the survey to assist with focusing outreach on underrepresented communities. Howard said it would be interesting to track Central City responses, as the Central City is growing. Alison thanked the team, stating that conducting a survey is a lot of work. Eric mentioned that the raw data is available and that there were individuals working on their own analysis of it. Howard reminded the team that improved outreach to communities of color is extremely important. Liz asked whether the Diversity and Civic Leadership partners could assist with improving survey numbers. Lai-Lani responded that NAYA would not use the Phase II Survey and that NAYA will figure out ways that are culturally-appropriate and communicate why the Portland Plan is important to individuals and their families.

Tom gave examples of the free form comments with the most controversial issues being diversion of sewer contract savings for green streets (bike lanes) and community policing. Missing Issues most often mentioned in written comments included health care and mental health services among others.

Tom shared that he had recently accepted the position to be the bureau's Metro liaison. Alex will be now leading the workshop design and other efforts.

Portland Plan Public Participation Phase II Progress Report – Debbie Bischoff

Debbie walked through the Portland Public Participation Phase II Progress Report and again requested that CIC members fill out the Phase II evaluation to be included in the report, if they haven't done so already. Debbie referred to the goals and highlighted a couple of successes of Phase 2, including:

- 1) Utilizing the new outreach approach of tabling at 31 previously-existing community fairs and events resulted in engaging hundreds of Portlanders otherwise unlikely to participate in the Portland Plan process; and
- 2) The development and use of the interactive "What's your big idea" Portland Plan game solicited 401 recorded responses. Eric requested that we bring the data from the game to the next CIC meeting.

Debbie shared that gaps in Phase 2 outreach included the homeless and renter populations, although there was some outreach to renters through coordination with the Housing Authority of Portland. A better job is needed to market child care and translation services at events and to improve non-English media. Debbie also stated that a better tool to determine first time participants is needed. Looking ahead, Debbie and Marty said the Phase 3 survey needs to be shortened and more easily understandable language is recommended.

Lai-Lani asked about the role of youth, particularly the Youth Planning Program in outreach. Marty responded that the bureau's summer youth interns staffed many hours at summer events and assisted



with distributing the Phase II Survey and hosted presentations at Portland Community College and the Self Enhancement, Inc. (SEI). Jason asked about school involvement and stated that getting students involved is a great way to get parents involved. Eden responded that now school is back in session, we can make connections and that the game kit is available and is intended for classroom use.

Debbie said the report will be finalized at the end of the month.

Howard said social media is the way to reach youth. Marty urged the CIC to “fan” or “like” the Portland Plan on Facebook because many updates are also shared through wall posts. Allison said there are still many who don’t keep up with Twitter and Facebook and staff needs to recognize this.

Paula asked for the results of the Phase II Business Survey and Marty said she would email the draft to the CIC, but the responses to the open-ended questions were still being organized into themes and analyzed.

Preview of Upcoming Steps in the Portland Plan Process – Eric Engstrom

Eric stated that the technical action groups (TAGs) are developing a revised set of draft directions and objectives and within the next few months these drafts will be ready for public review and discussion. The draft actions will be the focus of the Phase 3 workshops. Technical analysis is underway as is an update to the draft background reports. During the next few months there will be a speaker series in the November 2010 through January 2011 timeframe. Invited keynote speakers and local expert panels will react to where we are now and what’s the smart thing for Portland to do. The speaker series will set the tone for Phase 3, rather than invite input, which will occur at the Phase 3 workshops in the February through March 2011 timeframe. The basic intent for Phase 3 is to bring it all together into integrated strategies. Eric asked for CIC input on the following items for Phase 3:

- 1) suggestions for local expert panelists for the speaker series;
- 2) structure for workshops; and
- 3) to keep CIC informed and providing input about the relationship with the Diversity and Civic Leadership partners and progress of the grants.

Liz loved the idea of the speaker series, but felt the challenge is that it is an intellectual experience and may sound too heady for some and discourage attendance. Instead of the “speaker series” title, Liz said make it sound more inviting and also consider other ways to make this a community event. Liz also commented that laying fallow is productive in regards to a process. Liz shared that speakers have too much of an academic orientation. Linda suggested looking for opportunities to co-sponsor with organizations. Alex said that Community Health Partners and Kaiser are co-sponsors. Linda said to sponsor with organizations that are in the trenches on an issue. Howard said Portland has lots of local compelling speakers (e.g., Larry Wallach is a great example). Eric said the CIC is invited to submit suggestions on local panelists. Debbie suggested that staff will send out a list of speakers to date.

Eric discussed the upcoming Comprehensive Plan process and asked the CIC to help us think about how to bridge the Portland Plan with the Comprehensive Plan. Staff will need the assistance of the CIC to shift from strategic to the comprehensive scale. Howard expressed concern that staff is asking for things from the CIC, but when attendance is low there is a need to send a message, asking members to re-up. Eric stated that City Council changed the CIC bylaws to say only Council can appoint new members. Marty reminded the CIC that it was time to consider the two vacancies on the CIC. Alison said Marty does a great job keeping the CIC informed. Paula suggested more work in the subcommittees and by email.

The CIC agreed that the presentation and discussion of the Buildable Lands Inventory (BLI) be postponed until October's meeting. Eric mentioned that the BLI will be presented at upcoming work sessions with the Planning & Sustainability Commission in October and November with the hearing in the November/December timeframe.

Communications Update – Eden Dabbs

Eden continued the update on the speaker series stating that five events are proposed around the topic areas: prosperity and affordability, city green, education, equity and a healthy community. Liz recommended somehow incorporating the words “community, communication and connection” in packaging the speaker series.

Eden presented the Communications Phase II Report highlighting that in Phase 2 translation of the brochure and the survey in four languages (Spanish, Russian, Vietnamese and Chinese) occurred and that the game is to be translated into Spanish per Latino Networks request. Eden stated that the game has been an effective tool. She said video use was new to this phase, giving examples of the Equity Video at the Phase 2 workshops and filming game participants at the summer events. Eden said that increasing translated material and translators at events is desired and that she would work with the Communications subcommittee on a strategy for the translation budget. Allison stated that the Diversity and Civic Leadership partners may be a better resource than the CIC Communications subcommittee. Linda recommended looking into potential outside resources, like a foundation request. Deborah mentioned that BPS colleague Desiree Williams-Rajee was exploring a City language bank.

Deborah and Eden introduced the proposed communications' Request for Proposal (RFP), stating that it came from a concept of using the wisdom provided from community opinion leaders by Ronault (Polo) Catalani. Alison felt staff already does that work and that the money for the RFP is better spent on translation. Liz understood that market research intent behind the RFP. Linda asked where staff is at with the development of the strategies. Deborah said the intent behind the RFP was more on how do we describe the draft strategies in a way that's relevant and meaningful rather than market the strategies. Deborah said that further conversations with Office of Neighborhood Involvement staff, Diversity and Civic Leadership partners and Polo would be done on both the proposed RFP and translation strategy.

Next Step(s)

The next CIC meeting is as follows:

- **Wednesday, October 20, 8:00-10:00 a.m., Rm. 7A (7th Floor, 1900 Bldg.)**

Meeting adjourned.

Attachments

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

Phase II Survey Summary, dated August 30, 2010

Portland Plan Public Participation Phase II Progress Report (draft), dated September 9, 2010

Phase II Evaluation

Phase II Marketing Communications Recap, dated September 14, 2010



Phase II Survey
Results as of August 30, 2010

Findings from the Phase II survey results.

6,541 surveys – 5,702 mail-in, 839 online

Survey statements for the Draft 2035 Objectives are at the end of the summary.

Observations

- Overall, most of objectives are “On The Right Track” based on a composite score of “Just Right” plus “Not Aggressive Enough”. Only 4 out of 22 objectives scored less than a 70% rating.
- The Top Priorities ranking is based on an open ended question in which respondents were asked to write down the number of their top three priorities out of the objectives that were presented. See the attachment for the full text for each objective.

On The Right Track

1. Healthy Watersheds
2. Maintenance First
3. Raising the Bar
4. Sense of Safety
5. Greenhouse Gas Emissions

Top Priorities

1. More Living Wage Jobs
2. Raising the Bar
3. Maintenance First
4. Sense of Safety
5. Healthy Watersheds

- Survey responses from People of Color¹ only represented 12% of responses, significantly less than the 26% of Portland’s population. The responses were weighted to account for this gap, but there was no change in the Top Priorities.

Total	People of Color	Weighted Results
1. More Living Wage Jobs	1. More Living Wage Jobs	1. More Living Wage Jobs
2. Raising the Bar	2. Raising the Bar	2. Raising the Bar
3. Maintenance First	3. Sense of Safety	3. Maintenance First
4. Sense of Safety	4. Higher Education	4. Sense of Safety
5. Healthy Watersheds	5. Housing	5. Healthy Watersheds

- Cross-tabulation analysis of the results based on Race/Ethnicity and Household Income characteristics show some shifts in relative priorities.

Top Priorities

People of Color	Low Income²	Low Income/People of Color³
1. More Living Wage Jobs	1. More Living Wage Jobs	1. More Living Wage Jobs
2. Raising the Bar	2. Housing	2. Housing
3. Sense of Safety	3. Healthy Watersheds	3. Higher Education
4. Higher Education	4. Higher Education	4. Educational Equity
5. Housing	5. Raising the Bar	5. Healthy Watersheds

¹ “People of Color” are respondents other than “White/Caucasian” or “No Response”.

² “Low Income” is lowest income category – households earning less than \$20,000 per year.

³ “Low Income/People of Color” represent a relatively low sample size of 157 responses.

- Different geographic districts⁴ show a similar consistency in relative priorities:

Top Priorities

North	Northeast	East	Southeast	West	Central City
More Living Wage Jobs	Raising the Bar	Sense of Safety	More Living Wage Jobs	Raising the Bar	More Living Wage Jobs
Raising the Bar	More Living Wage Jobs	Raising the Bar	Raising the Bar	More Living Wage Jobs	Raising the Bar
Higher Education	Greenhouse Gas Emissions	More Living Wage Jobs	Greenhouse Gas Emissions	Maintenance First	Sustainable Transportation
Healthy Watersheds	Maintenance First	Maintenance First	Sustainable Transportation	Sense of Safety	Housing
Healthy & Affordable Food	Healthy Watersheds	Healthy Watersheds	Maintenance First	Healthy Watersheds	Greenhouse Gas Emissions

Respondents were given an opportunity to list any objectives that they thought were missing or ones that needed to be changed. Many of the respondents used the space to offer general comments:

- Most controversial issues: Diversion of sewer contract savings for green streets (bike lanes) and community policing
- More comments about disc golf, Sellwood Bridge, dog parks, and MLS soccer than CRC (2)
- Many people are impatient and do not understand why the objectives, which are expressed in terms of targets for 2035, will take 25 years to accomplish. This is the underlying theme to many of the comments related to "Not Aggressive Enough" ratings.
- A thread of comments related to the City's role and relationship to other agencies (especially schools) and personal choices/behavior – implying that it is not a City function to get involved in these matters.

Missing Issues most often mentioned in written comments:

- Historic preservation
- Toxics - air/noise/light pollution
- Homelessness
- Earthquake/disaster preparedness
- Recycling (plastics) and composting.
- Health care and mental health services

⁴ Geographic districts are based on ONI Neighborhood Coalition boundaries sorted by zip code, so there is not always precise alignment. The biggest discrepancies came with some of the zip code boundaries that overlap between West Portland and the Central City, in which responses were assigned to West Portland.

All Survey Responses (weighted scores)

On the Right Track		Top Priorities	
Healthy Watersheds	89%	More Living Wage Jobs	1597
Maintenance First	87%	Raising the Bar	1534
Raising the Bar	87%	Maintenance First	1130
Sense of Safety	87%	Sense of Safety	1015
Higher Education	82%	Healthy Watersheds	982
Greenhouse Gas Emissions	81%	Greenhouse Gas Emissions	939
Educational Equity	81%	Sustainable Transportation	928
More Living Wage Jobs	79%	Complete Neighborhoods	911
Home Energy Use	79%	Higher Education	903
Arts Education	77%	Housing	872
Equal Employment Opportunity	75%	Healthy & Affordable Food	804
Household Budget	75%	Educational Equity	763
Active & Healthy Lifestyle	74%	Competitive Economy	730
Complete Neighborhoods	72%	Home Energy Use	686
Sustainable Transportation	72%	Arts Education	635
Housing	72%	Active & Healthy Lifestyle	603
Healthy & Affordable Food	71%	Household Budget	444
Participation & Change	70%	Equal Employment Opportunity	321
Access to Recreation	69%	Participation & Change	181
Competitive Economy	67%	Access to Recreation	169
Satisfaction	60%	Satisfaction	102
Arts Attendance	52%	Arts Attendance	66

On the Right Track: Not Aggressive Enough plus Just Right

Not Aggressive Enough

1. Raising the Bar (49%)
2. GHG Emissions (47%)
2. Healthy Watersheds (47%)
4. Maintenance First (43%)
5. Sense of Safety (41%)

Too Aggressive

1. Complete Neighborhoods (17%)
2. Sustainable Transport (15%)
2. Access to Recreation (12%)
4. Healthy Food (10%)
5. Housing (9%)

Should Not Be An Objective

1. Arts Attendance (33%)
2. Satisfaction (23%)
3. Active & Healthy Lifestyle (15%)
4. Participation & Change (13%)
5. Healthy & Accessible Food (13%)

Survey Respondents Profile

Where do you live?

	2008	Phase II	People of Color	Low Income	Low Income People of Color
North	11%	10%	12%	13%	13%
Northeast	19%	20%	19%	15%	12%
East	24%	13%	18%	17%	25%
Southeast	26%	30%	25%	29%	17%
West	13%	22%	17%	17%	19%
Central City	7%	4%	6%	8%	12%
Outside		1%	3%	0%	1%

Note: Central City was undercounted due to zip code overlap with surrounding districts.

What is your household income?

	2008	Phase II	People of Color
Under \$20,000	16%	14%	24%
\$20,000 - \$50,000	30%	33%	31%
\$50,000 - \$100,000	38%	35%	32%
Over \$100,000	16%	18%	14%

What is your race or ethnicity?

	2008	Phase II	Low Income	Low Income People of Color
Asian or Pacific Islander	8%	3%	6%	22%
Native American	4%	2%	4%	13%
White/Caucasian	74%	85%	70%	-
Black/African American	7%	3%	6%	18%
Latino/Hispanic	9%	3%	6%	19%
Mixed/Other	2%	5%	8%	28%

Cross Tabulation Based On Demographics

On the Right Track	All Returns	Weighted	People of Color	Low Income	Low Income People of Color
Healthy Watersheds	89%	89%	87%	87%	83%
Raising the Bar	88%	87%	83%	80%	75%
Maintenance First	87%	87%	83%	83%	75%
Sense of Safety	87%	87%	86%	79%	77%
Greenhouse Gas Emissions	82%	81%	76%	81%	75%
Higher Education	82%	82%	81%	79%	82%
Educational Equity	81%	81%	78%	77%	82%
More Living Wage Jobs	79%	79%	79%	81%	79%
Home Energy Use	79%	79%	77%	80%	78%
Arts Education	78%	77%	74%	76%	76%
Equal Employment Opportunity	75%	75%	73%	74%	76%
Household Budget	74%	75%	76%	79%	82%
Active & Healthy Lifestyle	74%	74%	75%	76%	78%
Complete Neighborhoods	73%	72%	71%	75%	77%
Sustainable Transportation	72%	72%	73%	77%	73%
Housing	72%	72%	73%	78%	77%
Healthy & Affordable Food	72%	71%	71%	74%	71%
Participation & Change	71%	70%	69%	79%	78%
Access to Recreation	69%	69%	68%	69%	70%
Competitive Economy	67%	67%	68%	60%	62%
Satisfaction	60%	60%	61%	62%	67%
Arts Attendance	52%	52%	51%	53%	52%

On the Right Track: Not Aggressive Enough plus Just Right

Top Priorities	All Returns	Weighted	People of Color	Low Income	Low Income People of Color
More Living Wage Jobs	1	1	1	1	1
Raising the Bar	2	2	2	5	8
Maintenance First	3	3	8	10	15
Sense of Safety	4	4	3	11	10
Healthy Watersheds	5	5	7	3	5
Greenhouse Gas Emissions	6	6	14	8	18
Sustainable Transportation	7	7	17	9	12
Complete Neighborhoods	8	8	10	15	14
Higher Education	9	9	4	4	3
Housing	10	10	5	2	2
Healthy & Affordable Food	11	11	9	6	7
Educational Equity	12	12	6	14	4
Competitive Economy	13	13	11	18	16
Home Energy Use	14	14	16	12	17
Arts Education	15	15	15	13	13
Active & Healthy Lifestyle	16	16	13	16	9
Household Budget	17	17	18	7	6
Equal Employment Opportunity	18	18	12	17	11
Participation & Change	19	19	19	19	19
Access to Recreation	20	20	20	20	20
Satisfaction	21	21	21	21	21
Arts Attendance	22	22	22	22	22

Cross Tabulation Based On Geography

Top Priorities	All Returns	North	NE	East	SE	West	Central City
More Living Wage Jobs	1	1	2	3	1	2	1
Raising the Bar	2	2	1	2	2	1	2
Maintenance First	3	6	4	4	5	3	9
Sense of Safety	4	7	11	1	9	4	7
Healthy Watersheds	5	4	5	5	7	5	6
Greenhouse Gas Emissions	6	12	3	9	3	9	5
Sustainable Transportation	7	13	6	16	4	10	3
Complete Neighborhoods	8	8	10	10	6	8	10
Higher Education	9	3	8	6	10	6	11
Housing	10	11	9	7	8	12	4
Healthy & Affordable Food	11	5	12	8	11	16	8
Educational Equity	12	9	7	15	13	11	12
Competitive Economy	13	15	16	11	16	7	13
Home Energy Use	14	10	13	12	12	15	14
Arts Education	15	14	15	17	14	13	16
Active & Healthy Lifestyle	16	16	14	13	15	14	17
Household Budget	17	17	18	14	17	17	15
Equal Employment Opportunity	18	18	17	18	18	18	18
Participation & Change	19	19	19	19	20	20	19
Access to Recreation	20	20	20	20	19	19	22
Satisfaction	21	21	21	21	21	21	20
Arts Attendance	22	22	22	22	22	22	21

Household Income

	<u>2008</u> <u>Portland</u>	<u>North</u>	<u>NE</u>	<u>East</u>	<u>SE</u>	<u>West</u>	Central <u>City</u>
Under \$20,000	16%	17%	11%	20%	13%	11%	25%
\$20,000 - \$50,000	30%	37%	31%	40%	35%	27%	30%
\$50,000 - \$100,000	38%	34%	38%	34%	35%	34%	28%
Over \$100,000	16%	12%	20%	6%	17%	28%	16%

Race or Ethnicity

	<u>2008</u> <u>Portland</u>	<u>North</u>	<u>NE</u>	<u>East</u>	<u>SE</u>	<u>West</u>	Central <u>City</u>
Asian or Pacific Islander	8%	3%	2%	5%	3%	3%	2%
Native American	4%	2%	1%	2%	2%	2%	3%
White/Caucasian	74%	83%	87%	79%	89%	89%	82%
Black/African American	7%	3%	3%	3%	1%	1%	4%
Latino/Hispanic	9%	3%	2%	5%	1%	1%	5%
Mixed/Other	2%	5%	4%	5%	4%	4%	3%

Phase II Survey Statements

Draft Objectives for 2035: *What kinds of big changes should we aim for?*

1 - Arts Education: Today, Portland Public Schools has only 34 arts specialists for more than 46,000 students. *By 2035: Expand arts education by establishing arts learning programs in all of Portland's K-8 schools.*

2 - Arts Attendance: Today, more than 41% of Oregonians attend art events, well over the national average of 29%. *By 2035: Increase the percentage of Portlanders who attend arts events.*

3 - Complete Neighborhoods: Today, 26% of Portlanders live close enough to parks, businesses, frequent transit service, schools and other amenities to safely and easily walk or bike to meet their daily needs. *By 2035: Increase the percentage of Portlanders who can safely and easily walk or bike to services and amenities to 90%.*

4 - Raising the Bar: Today, around 61% of Portland's high school students graduate on time. *By 2035: Achieve a minimum 80% on-time high school graduation rate at all high schools.*

5 - Higher Education: Today, many of Portland's job seekers don't have sufficient skills or training to qualify for job openings. *By 2035: Ensure that vocational training and higher education provide a robust pool of skilled job seekers to match all job openings in each sector.*

6 - Equal Employment Opportunity: According to the 2010 State of Black Oregon report, "The Black male labor force participation rate is about 9 percentage points less than that of White males." *By 2035: Achieve equitable participation in the labor force for Portlanders of all races, ethnicities and genders.*

7 - Educational Equity: In the 2007-08 school year, just over 43% of Latino students enrolled in Portland Public Schools as seniors graduated from high school. *By 2035: Bring the high school graduation rate for Portland's students of color, youth in poverty, and English language learning youth up to that of other students.*

8 - Housing: Today, many of Portland's neighborhoods do not offer a range of affordable and family-friendly housing choices. *By 2035: Increase the range of housing choices so that families have more options. Prioritize new housing development that is affordable to households earning less than half the area median income. (Half the median income is \$34,000 for a family of four).*

9 - Household Budget: Today, many lower income households spend more than 70% of their income on housing and transportation costs. *By 2035: Reduce the combined cost of housing and transportation to less than 45% of median income. This would include locating more new housing close to transit and within walking distance of services.*

10 – Active and Healthy Lifestyle: Today, 55% of Multnomah County adults and 10% of teens are overweight or obese. *By 2035: Create opportunities for active lifestyles and healthy eating, so that at least 60% of adults and 95% of children and teenagers are at a healthy weight.*

11 - Access to Recreation: Today, about 80% of Portlanders live within a ½-mile walking distance of a developed park or natural area. *By 2035: Increase access so that all Portlanders are within a ½-mile walking distance of a park, natural area, trail or greenway.*

12 - Healthy and Affordable Food: Today, 60% of Portlanders live within a ½-mile walking distance of a full service grocery store. *By 2035: Increase access so that 90% of Portlanders are within ½-mile walking distance of a grocery or market that sells affordable healthy and locally grown food.*

13 - Sense of Safety: Currently, 61% of Portlanders citywide report feeling safe walking alone at night in their neighborhoods. Several eastside areas reported a sense of safety as low as 35-48%. *By 2035: Improve safety so that 75% of Portlanders in every neighborhood feel safe walking alone at night.*

14 - More Living Wage Jobs: Today, Portland has a higher unemployment rate and lower median income than comparable West Coast cities. In the past 30 years, only the top 20% of Portland's earners have seen their incomes rise. *By 2035: Raise the income of Portlanders whose incomes have remained flat or declined. Decrease unemployment rates so they are lower than the average West Coast urban area.*

15 - Competitive Economy: In 2008, Portland area export businesses generated \$19.5 billion of income into the regional economy. *By 2035: Improve the competitive position of Portland businesses that buy and sell in global markets, and improve global market access for all Portland businesses. Increase the region's export income by an average annual rate of 5%.*

16 - Satisfaction: We do not currently measure residents' sense of connectedness and satisfaction with their neighborhoods and city. *By 2035: Establish a baseline and increase residents' sense of connectedness and satisfaction throughout Portland.*

17 - Participation and Change: Today civic advisory bodies and commissions generally do not reflect the diversity of Portland. *By 2035: Improve Portlanders' opportunity to participate and capacity to effect change in their community where advisory bodies and commissions reflect Portland's diversity.*

18 - Home Energy Use: Over the past 20 years, household energy use has increased by 19%. *By 2035: Reduce household energy use by at least 25% from current levels.*

19 - Greenhouse Gas Emissions: Today, 15% of local energy comes from renewable sources, such as hydro, wind and solar. *By 2035: Double the percentage of renewal energy sources to 30%.*

20 - Sustainable Transportation: Today, 27% of commute trips are made by sustainable transportation (pedestrian, bicycle, transit). *By 2035: Increase the percentage of sustainable commute trips to 60%.*

21 - Healthy Watersheds: Overall, the health of the Willamette River and its tributaries is improving, but more progress needs to be made. *By 2035: Improve the water quality of at least half of Portland's streams so they are healthy enough for people and salmon.*

22 - Maintenance First: Today, there is a backlog of deferred public facility maintenance (repairs to public buildings, water, sewer, streets, schools). *By 2035: Reduce the maintenance backlog for public facilities by 50%.*

Portland Plan Public Participation Phase 2 Progress Report

DRAFT

September 9, 2010



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



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

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

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

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Executive Summary

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

Successes

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

Areas to improve on for Phase 3

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

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

Already, staff is incorporating lessons learned during Phase 2 and prior while planning for Phase 3 of Portland Plan public involvement. Staff is planning a Fall Speakers Bureau to address popular strategies, concerns, and other public input to set the stage for public participation in Phase 3 workshops.

Introduction

The purpose of this report is to document and evaluate the outreach and public participation activities for Phase 2 of the Portland Plan public involvement process, from April through August 2010. This report, along with subsequent reports for other Portland Plan public involvement phases, will serve as documentation for the Community Involvement Committee when they update the Portland Planning and Sustainability Commission on the City of Portland's public engagement process as it relates to state-mandated periodic review.

Looking Back on Phase 1

Phase 1 of Portland Plan public involvement was focused on establishing a framework, approaches used, and the goals and measures of success. Additionally, Phase 1 focused on notifying and informing as many Portlanders as possible about the Portland Plan process. Key new relationships began to form during Phase 1, and staff recognizes the importance of nurturing these relationships throughout Phase 2 and beyond. The Phase 1 progress report identified many areas of outreach and engagement where staff can improve, namely less focus on broad notification and more focus on engaging new and under-represented communities.



Evaluating Phase 2

Overall, Phase 2 of Portland Plan public involvement approaches and goals have been successful. Specifically, Portland Plan staff was successful at maintaining existing relationships with community members and organizations, creating many new connections with individuals and groups, involving as many people as possible, and utilizing creative and unique venues for various forms of participation for diverse communities. Despite the successes, the demographics of participants continue to reveal gaps in outreach. Staff is conducting outreach strategies with community partners to engage the diverse non-geographic groups of Portland in relevant and culturally appropriate ways. Lessons learned as reported in this document will directly inform and shape the remaining Portland Plan process phases.

Evaluation of Phase 2 Public Involvement Goals

Public Participation Goals and Measures of Success

It is important to regularly evaluate and report back to the CIC, Planning and Sustainability Commission and others in the community to relate the effectiveness of the Portland Plan public participation and engagement efforts. Before Phase I of Portland Plan public involvement began, the CIC Outreach Subcommittee established goals and measures of success to gauge ongoing success of public participation and engagement methods. It is worth noting that during the evaluation of Phase 2 of Portland Plan public involvement, CIC members and staff reworded Goal 1 and Goal 5 to better reflect desired public involvement outcomes and for more clarity.

Portland Plan staff recognizes constraints related to budget and staffing resources and have been working to make the most of opportunities through engaging new and existing relationships within the community. Portland Plan staff aims to complete as much comprehensive an outreach and engagement program as possible.

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



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

Goal 1: Build on new and existing relationships

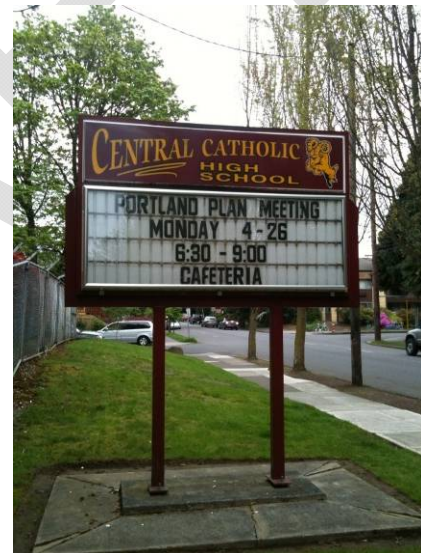
A successful public outreach and engagement effort will expand upon these existing relationships to best leverage diverse individual and group perspectives in the Portland Plan process.

Areas of improvement identified in the Phase I report include: *Need more bureau and partner agency assistance with outreach and engagement with their employees and constituents; and need to build more relationships with new groups, especially under-served and non-geographic issue-oriented communities.*

Successes

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

As for expanding upon relationships with new groups, particularly under-served and non-geographic issue-oriented groups, specific outreach materials and workshops were created for the business community as well as the development of business luncheon events that will be carried out through Phase 3. Additionally, Portland Plan staff has developed new relationships with arts-related groups, educational groups and institutions, the aging community, and the LGBTQ community during Phase 2. See results for Goal 2 for engagement with Diversity Civic Leadership Committee organizations.



Partner groups and organizations such as schools who hosted Phase 2 workshops helped to advertise

Areas for Improvement

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

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

A well designed public engagement program will provide widely understandable and meaningful materials and information describing the project in a manner that encourages participation by those who are traditionally underrepresented in public processes.

Areas of improvement identified in the Phase I report include: *Continue to produce meaningful materials translated into other languages, large print and Braille; provide simplified easy to understand materials to newcomers, highlighting why they might want to participate; continue diverse media coverage; and expand outreach to renters.*

Successes

Non-English Portland Plan informational brochures and Phase 2 surveys were translated four languages (Spanish, Russian, Chinese and Vietnamese) instead of one during Phase I. A number of responses were received utilizing the Spanish and Russian language surveys. Information brochures, surveys, and workshop materials were also provided in large print. Partner agency, ONI, provided assistance in developing easy to understand materials as well as encourage for participation.

A huge success is the strengthened relationship with the Diversity & Civic Leadership Committee (DCLC) and its five member grounds: the Center for Intercultural Organizing (CIO), Immigrant and Refugee Community Organization (IRCO), Latino Network, Native American Family Center (NAYA), and the Urban League of Portland. Portland City Council approved a grant program in June in which the DCLC member groups receive funds to conduct culturally-meaningful and appropriate public engagement for future Portland Plan phases.

Two Town Halls focused on segmented communities (the LGBTQ community and the arts community) were conducted. Presentation materials, data provided, and discussion questions were formed around strategies of most importance and relevance to the community.



Photo of LGBTQ Town Hall courtesy of the Q Center

Portland Plan staff participated in 32 diverse community events ranging from culturally-targeted home-buying fairs, neighborhood street fairs, city-wide bicycling and community events, and National Night Out events. These community-fair events allowed Portland Plan staff to reach hundreds of Portlanders who might not have otherwise been involved. Assistance from partners such as Hacienda Community Development Corporation (Hacienda CDC) and NAYA helped to connect Portland Plan staff to such community fairs. And lastly, a newly designed and interactive Portland Plan game

implemented during these community fairs and events encouraged meaningful discussions about the Portland Plan process with broader audiences.

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

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

Areas for Improvement

- Increase the percentage of participants from under-represented communities. For example, while Latinos make up 9% of Portland's population, only 3% of survey respondents identified as Latino (see Appendix C for demographics of both workshop participants and survey respondents)
- Improve marketing for services available at outreach events and workshops. Services that would allow greater participation from under-represented communities were underutilized. Specifically, translators, child care, and Braille services were underutilized.
- Utilize the accessibility checklist provided by ONI when choosing future sites for Portland Plan events to improve the general accessibility to all participants
- Implement frequent and regular analysis of survey and/or workshop demographics to better target communities under-represented and to refocus outreach efforts
- Increase outreach to and support from non-English language media, such as radio, newspapers, etc
- Continue to outreach and engage renters and the homeless population
- Continue to outreach and engage the business community, specifically engaging management-levels of larger businesses and employees in the area
- Develop fewer and simple survey questions that will be easier to understand than Phase 2 survey questions

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

To accommodate various needs as well as rapidly changing technology, a successful public involvement process will utilize many venues and output to advertise events, share information, and solicit feedback. Venues not traditionally used such as social media, the internet, local public television and radio, and large print materials allow us to reach a more representative sample of Portland's multiple diverse communities

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



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

Successes

During Phase 2, Portland Plan staff introduced a new, interactive game titled "What's Your Big Idea?" in which participants can move magnetic graphics displaying Portland Plan directions developed in prior phases. The game proved to be very successful at garnering public participation; in fact, staff elicited 401 games played throughout Phase 2, primarily at community fairs and events. In general, tabling at the large number of community fairs and events (approximately 32, see Appendix D for list of all events) during the summer enabled Portland Plan staff to reach hundreds of Portlanders who might not have been reached otherwise. This focus on tabling at community events led to other unique outreach opportunities: Portland Plan staff participated at three home buying fairs promoted organizations that serve Latinos, Native Americans, and Asian and Pacific Islanders, as well as multi-cultural festivals such as Good in the Hood, and the East Portland Expo.

Areas for Improvement

- Develop a new tool to determine the number of first time Portland Plan participants
- Develop and implement new tool to collect data on participants of Portland Plan events other than workshops and surveys
- Improve marketing of services such as childcare and translation services to they may be better utilized
- Consider and implement new interactive outreach tools in Phase 3

Goal 4: Involve as many people as possible

With Portland's population nearing 576,000 people and growing in size and diverse composition, it's important for the Portland Plan to involve as many people as possible in hopes that a representative sample will participate and provide their unique perspectives and ideas.

Areas of improvement identified in the Phase I report include: *Continue to engage more people, especially non-geographic communities and first-timers.*

Successes

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

Areas for Improvement

- Develop new tools to better measure and keep track of the number of Portlanders engaged at public events
- Identify new groups and communities that have yet to be involved in the Portland Plan process
- Implement more focused outreach to the disabilities community, to the education community, and to the business community

Goal 5 – Being heard as community members with feedback and continuous engagement throughout Portland Plan development and implementation Acknowledge that Portlanders are being heard, and show how their comments are being incorporated into the Portland Plan

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

Areas of improvement identified in the Phase I report include: *Continue to demonstrate to the public in documents and information provided in each phase, how their comments are being incorporated from previous input; and report results and findings from previous phases on website and in future Portland Plan documents.*

Successes

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



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

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

Areas for Improvement

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

Evaluation of Phase 2 Public Involvement Approaches

To begin evaluating Phase 2 of Portland Plan public participation activities, staff have asked the following questions:

Are we meeting our goals for successful participation?

Have the approaches used helped us to meet our goals?

Approaches Used and Lessons Learned

A variety of outreach and engagement approaches has been used, and will continue to be used, throughout the Portland Plan public process. Table 1 below shows the opportunities and limitations of an approach new to Portland Plan public involvement, “Tabling at community events”. Table 2 reviews the various approaches used in Phase 2 that were also used in Phase 1, in particular the lessons learned and how Portland Plan staff and CIC members have responded to prior and new lessons learned.

Table 1. Evaluation of New Approaches Utilized in Phase 2 of Portland Plan Outreach

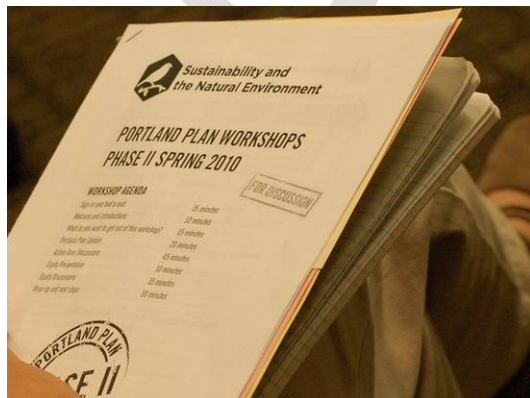
Tabling at Community Events		
Opportunities	Limitations	Lessons for Next Phases
<ul style="list-style-type: none"> Can capture masses of people to make aware of project including people who wouldn't typically attend workshops Can solicit input while tabling such as with the survey and game 	<ul style="list-style-type: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



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

Table 2. Incorporating Lessons Learned of Approaches Utilized in Phase 2

Workshops	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phase 1</i></p> <ul style="list-style-type: none"> Advertise earlier and to diverse audiences for broader participation Announcement flyer citywide did not result in increase in participation Evaluate holding more workshops on Saturdays (and potentially on Sunday afternoons) to enable people to attend who cannot attend evening sessions <p><i>Phases 1 & 2</i></p> <ul style="list-style-type: none"> Provide more targeted outreach when offering interpretation and childcare services so that people take advantage of these services Have hosts who can invite and accompany newcomers 	<ul style="list-style-type: none"> Phase 2 workshops were well-advertised in advance with a “Save the Date” flyer that provided dates, times, and locations of Phase 2 workshops (with the exception of the business-focused workshop) Stronger relationships with partner agencies resulted in increased advertising to partner agencies’ constituents and thus more diverse participants Holding more workshops on weekends and in the evenings did not result in increased attendance
Overviews at Group Meetings	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phases 1 & 2</i></p> <ul style="list-style-type: none"> Need to have up-to-date and meaningful materials to share with community groups and let people know how they can meaningfully plug in to the process 	<ul style="list-style-type: none"> With limited resources, it has been difficult for Portland Plan staff to produce frequent up-to-date and meaningful materials
Hosted Presentations and Town Halls	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phase 1</i></p> <ul style="list-style-type: none"> Need to continue to build ongoing relationships such as with non-geographic groups to build trust and demonstrate that their voices are being heard <p><i>Phase 2</i></p> <ul style="list-style-type: none"> Continue successful Town Hall events 	<ul style="list-style-type: none"> Two successful Town Hall events were held during Phase 2: one for the LGBTQ community and one for the arts community. Both Town Halls were covered generously by the media.



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

Hard Copy and Online Surveys	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phase 1</i></p> <ul style="list-style-type: none"> ▪ Consider translation of surveys into popular non-English languages and large print for the visually impaired. ▪ Continue to provide materials at public libraries, colleges and neighborhood coalition offices ▪ Next survey needs to be shorter and more easily comprehensible by the public ▪ Focus survey outreach to renters and homeless ▪ Monitor demographics of who's completing surveys so can respond with additional targeted outreach to those groups not completing the survey 	<ul style="list-style-type: none"> ▪ Surveys were translated into four non-English languages for Phase 2: Spanish, Vietnamese, Russian, and Chinese ▪ Unfortunately the Phase 2 survey was longer and, by some accounts, harder to comprehend ▪ Survey outreach to renters was improved by sending copies in the Curbsider newsletter to every household in Portland; the surveys were mailed to only single-family households in Phase 1 ▪ There were no improvements in Phase 2 to focus survey outreach to the homeless community. Staff lacks the relationships and tools to access the homeless community. This is an area for improvement for Phase 3. ▪ Demographic questions were incorporated into all Phase 2 workshops and surveys unlike Phase 1 which failed to ask demographic questions for mail-in surveys
Special Outreach Activities with Non-geographic & Community Groups	
Lessons Learned	Incorporating Lessons Learned
<p><i>Phase 1</i></p> <ul style="list-style-type: none"> ▪ Need to ensure Portland Plan messaging/information is accessible and easy to understand for non-geographic and special-interest groups ▪ Need to show how previous non-geographic group input from visionPDX will be incorporated and followed through in Portland Plan ▪ Need to continue to build relationships with community organizations and encourage their participation in the Portland Plan development <p><i>Phase 2</i></p> <ul style="list-style-type: none"> ▪ Need to assist organizations with outreach efforts as requested 	<ul style="list-style-type: none"> ▪ Stronger relationships with organizations who advocate for non-geographic communities, the new DCL grant program, and the visible equity work produced by staff have helped gain trust in the communities and will hopefully encourage increased participation ▪ Translating the Phase 2 brochure and survey into four non-English languages made the messaging and information more accessible to specific non-geographic communities ▪ Newly created graphics that display visionPDX as part of the foundation to Portland Plan content have been incorporated into outreach materials and the website



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

Social Media	
Lessons Learned	Incorporating Lessons Learned
<i>Phases 1 & 2</i> <ul style="list-style-type: none"> ▪ Staff training needed 	<ul style="list-style-type: none"> ▪ Unfortunately no staff training has taken place due to limited resources. Portland Plan communications staff continue to incorporate social media in public involvement which has greatly improved since Phase 1
Marketing and Communications	
Lessons Learned	Incorporating Lessons Learned
<i>Phases 1 & 2</i> <ul style="list-style-type: none"> ▪ Need to buy more ads in more foreign language papers, and Observer, Just Out, etc. ▪ Utilize marketing and communications staff from agency partners to assist with outreach and engagement to their constituents 	<ul style="list-style-type: none"> ▪ In Phase 2, half-page ads were placed in the following cultural/minority papers: El Hispanic News, Asian Reporter, Portland Observer, Just Out, and Portland Family ▪ Informally, agency partners have increased outreach efforts to both their staff and their constituents; however no formal relationships were established with the marketing and communications staff at our partner agencies
Website	
Lessons Learned	Incorporating Lessons Learned
<i>Phases 1 & 2</i> <ul style="list-style-type: none"> ▪ Adapt for visually impaired and have buttons for information in languages other than English 	<ul style="list-style-type: none"> ▪ Due to both budget constraints and PortlandOnline's inability to host non-English characters, information in languages other than English was not made available on the Portland Plan website. For the same reasons, changes to the website to better accommodate the visually impaired did not happen
Local Media (televised and audio)	
Lessons Learned	Incorporating Lessons Learned
<i>Phase 1</i> <ul style="list-style-type: none"> ▪ Need to produce large print materials and send to various media partners in a timely manner <i>Phase 2</i> <ul style="list-style-type: none"> ▪ Successfully reach television and radio stations that represent non-geographic communities 	<ul style="list-style-type: none"> ▪ Large print materials were created in Phase 2 and were made available at the same time as other Portland Plan materials ▪ In Phase 2, initial contacts with non-English speaking radio stations were developed, however staff had a difficult time receiving follow up communications.

Community Involvement Committee Members' Evaluation of Phase 2

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

- 1. Please provide us with your comments on Portland Plan outreach and engagement efforts for Phase 2 (April to August 2010). Please tell us what you liked about these efforts and make suggestions for improvement for us to consider in Phase 2 work.*
- 2. To help us complete the Phase 2 progress report we need you to describe how you as a CIC member and Portland Plan Ambassador have assisted us in our engagement efforts including capitalizing on your existing relationships in the community.*
- 3. Please provide us with any another comments or suggestions.*

Of the sixteen (16) CIC members who were emailed copies of the questions prior to and following the meeting, XYZ replied. All member responses can be found in Appendix C. Below is a summary of key themes that emerged from CIC member responses.

Overview of CIC Member Responses

To be completed upon receiving more CIC member responses....

Next Steps & Moving Forward

In Phase 3, Portland Plan staff will continue to:

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

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

APPENDIX A - Measures of Success Data

Goal 1. Build on new and existing relationships

Quantitative Measures and Descriptions		Data
1.1	# of visionPDX organization/group participants	10 out of 55 organizations that participated in visionPDX stakeholder interviews, engagement interviews, and Vision into Action grants went on to host a Portland Plan workshop, presentation and/or discussion during Phase 2
1.2	% of individual participants who answered positively to a workshop evaluation question that asks whether or not they had a high level of knowledge and involvement on Portland issues.	Phase 2 – 68% (24% “strongly agreed”, 44% “agreed”) Phase 1 - 71% (19% "strongly agreed"; 52% "agreed")
	# of staff from other City bureaus and agencies who participated in the Portland Plan outreach effort; and # of City bureaus/agencies that devoted staff time informing and engaging their contacts and relationships in the Portland Plan	Workshop facilitators: PBOT (2); BES (3); PPR (1); and BDS (1); Human Relations (1); Cable (2); ONI (2); OMF (1); Housing Bureau (3); <i>10 bureaus and agencies; 15 staff members</i> Additionally, 8 community member volunteers were trained by partner agency ONI and used as facilitators for the workshops.
Qualitative Measures and Descriptions		Data
1.4	Describe the new and existing relationships built upon during the Portland Plan outreach process thus far.	Conversations that began in Phase I with the Diversity & Civic Leadership Committee (DCLC), which partnership includes the Center for Intercultural Organizing (CIO), Immigrant and Refugee Community Organization (IRCO), Latino Network, Native American Family Center (NAYA), Urban League of Portland; led to a Portland City Council approving public involvement grants in June and coordination with the five organizations for the remainder of the Portland Plan. With the Portland Plan brochure and Phase II survey translated into Spanish, Russian, Chinese and Vietnamese, new connections were made to non-English speakers through outreach efforts with IRCO District Senior Center, Latino Network, Portland Housing Center, Housing Authority of Portland and specific events, such as, the Latino Home Fair, NAYA Housing to Homeownership Fair and the Asian & Pacific Islander Home Fair. National Night Out also provided an opportunity to connect to the Portlanders within the Chinese community. New relationships were formed with the LGBTQ groups through coordination of the LGBTQ Town Hall in April with follow up engagement at the Q=Mob, a social/political

		<p>organization and the Portland Plan booth at the Pride Festival. Outreach to faith-based organizations included Ecumenical Ministries, Temple Beth Israel and several African-American churches in the N/NE Portland area. The Portland Plan Arts Town Hall culminated from new relationships with co-hosts Regional Arts & Culture Council, Creative Advocacy Network, New Portland Colored Pencils and Portland Center Stage.</p> <p>More contacts with schools were made, including: Gilkey International Middle School; collaboration on and multiple visits to Portland State University “Understanding Place-making in Sustainable Communities” class, the Summer Youth Connect program, serving incoming freshman to Reynolds and Jefferson high schools; and the Margaret Carter Skills Center at Portland Community College – Cascade Campus. Several visits to the Opal Charter School of the Portland Children’s Museum Grade 2 class, led to a visit from Mayor Sam Adams to view their project called “The Neighborhood”, a model of a “sustainability and caring city”.</p> <p>The connections made with senior groups continued, which lead to a Senior Day Discussion on the Portland Plan co-hosted by Elders in Action, NAYA, Hollywood Senior Center and Multnomah County’s Aging and Disability Services.</p> <p>Furthering of relationships with the Citywide Land Use Group, American Institute of Architects, the Portland Business Alliance, City Club as well as neighborhoods and business associations occurred.</p>
<p>1.5.1</p>	<p>Describe the CIC member’s and Staff’s involvement in maintaining existing relationships within the community.</p>	<p>CIC members used their existing connections to Arts, Education, Businesses and organizations, communities with disabilities, housing/residents, etc to plan and target outreach, engagement materials, activities and events with Portland Plan staff.</p> <p>See Measure 1.4 above for Staff’s existing relationships which are generally based on traditional work on planning and sustainability projects</p>
<p>1.6</p>	<p>Ask CIC member’s to report engagement efforts and relationships maintained throughout the community through Portland Plan outreach.</p>	<p>In general, CIC members effectively served as liaisons between the Portland Plan and their respective constituencies. Members have spearheaded numerous creative outreach strategies to assist Portland Plan staff maintain current relationships and build new relationships within the community.</p>

APPENDIX A (con't)

Goal 2. Engage broader and more diverse groups with education and information, and provide all interested Portlanders with enough education so that they can meaningfully participate

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

		<p>Sunday Parkway events, the East Portland Exposition and two Education Summits.</p>
<p>2.9.2</p>	<p>Describe the targeted efforts to reach the business community</p>	<p>A Portland Business Survey was created with stakeholder input including CIC members and their business cohorts, PDC, Portland Business Alliance, and the Mayor's office economic advisors among others. The survey was released in print and online versions in late March through June. 228 surveys were completed. Results will be available in September 2010. With assistance from the Mayor's Office and PDC, over 300 local businesses were contact about a business workshop held on May 17th. Additional hosted presentations were held with the Portland Business Alliance and the Regional Results Team - Economic Opportunities, and tabling at the Cascades Job Fair. Portland Plan staff initiated a brown bag luncheon series for businesses and their employees during Phase 2; however the meetings themselves will take place in Phase 3.</p>
<p>2.9.3</p>	<p>Describe the targeted efforts to reach the aging and people with disabilities community</p>	<p>A Senior Day event was held June 3, 2010 with 50 people of racial and ethnically diverse backgrounds attending. The presentation included an overview of the Portland Plan with particular emphasis on the Age-Friendly Cities report created by the Institute on Aging in partnership with the World Health Organization. Attendees had several opportunities to provide comments and feedback including electronic polling. Elders in Action, the Native American Youth and Family Center, Multnomah County Aging and Disability Services, and the Hollywood Senior Center partnered on the event.</p> <p>Staff also attended two senior group events at the Immigrant and Refugee Community Organization attended by 60 people of Russian, Vietnamese, Bhutanese and African decents. Attendees received a translated overview of the Portland Plan and completed translated Phase 2 surveys.</p> <p>Portland Plan staff, a CIC member and professionals who work with disability communities are continuing to work together to design and implement outreach and engagement activities that are meaningful and that encourage more active engagement in the Portland Plan. This includes special publicity for events, providing materials in large print, Braille, and on a CD (for review using special computer programs that enhance readability) and making other accommodations as requested at events. The emphasis in Phase 2 has been to encourage people with disabilities to attend Phase 2 workshops, of which there was representation</p>

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

		understand and reach these communities.
2.11	Describe the staff involvement of other city bureaus and offices who reached out to their constituents	Other City bureau and office staff reached out to the constituents to attend the Phase 2 workshops held in April/May such as the Bureau of Environmental Services, the Office of Neighborhood Involvement (events calendar), the Portland Online web site announcements and Commissioner Fritz's home page. The Parks and Recreation SUN Community Program staff at Beaumont Middle School also publicized the workshop announcement.

DRAFT

APPENDIX A (con't)

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

Quantitative Measures and Descriptions		Data
3.1	# %of sources taken from data from "how heard about project" from completed surveys and meeting evaluation forms	Email (24%); Curbsider Newsletter (18%); Community Group (13%); Family, Friends, Neighbor (12%); Other (12%); City Website (10%); Facebook/Twitter (6%); Newspaper (4%)
3.2	# of new Portland Plan participants (participants who have previously never heard of Portland Plan before choosing to participate in this round)	Phase 2 - 31% answered the workshop evaluation that they did not have a high level of knowledge and involvement on Portland issues. Phase 1 - 29% answered workshop evaluation in Phase 1 as already having a high level of knowledge and involvement on Portland issues)
3.3	# of organizations Portland Plan staff met with for the first time, and # of organizations Portland Plan staff met with multiple times within the process	43 organizations in total participated in hosted presentations with Portland Plan staff. Of these, 5 organizations had hosted presentations in Phase 1, 7 organizations held 2 or more hosted presentations in Phase 2.
Qualitative Measures and Descriptions		Data
3.4.1	Describe the different venues and approaches used for community involvement and engagement	<p>Venues For workshops we chose venues where people are, where it is accessible by transit and within, and safe, familiar and comfortable. Outreach events were held at many different locations throughout the city. Tabling events were also selected based on the diversity of population to be reached and varying locations throughout the city.</p> <p>Approaches We worked with organizations and groups to design hosted presentations that were formatted to be best understood and applicable in terms of interests to the particular group. We prepared materials in large print and different languages, and provided ASL and language interpreters, generally upon request. We provided PowerPoint presentations at some presentations. A new approach for community engagement in this phase was the Big Idea Game, which was a successful tool for summertime outreach and community input during Phase 2.</p>

3.4.2	Describe the various venues and approaches utilized to distribute the survey	Brought surveys to senior centers and left drop-boxes, also handed out surveys at workshops, at neighborhood and neighborhood coalition meetings and offices, and at hosted presentations. Mailed out to all households through the Curbsider, distributed through district liaisons, and available on project website. Outreach to 4 classes at SEI school program netted 100 youth completing the survey. Surveys were also distributed by the Housing Authority of Portland, Latino Network, and the Portland Housing Center. Mayor’s Office staff also distributed surveys at African American churches in North/Northeast Portland.
3.4.3	Describe the various social media networks utilized in the outreach effort and describe how utilizing social media has engaged community members and allowed for the community to provide feedback	Portland Plan events were advertised using Facebook, Twitter, and the Portland Plan website; Photos of Portland Plan events are posted on Flickr which allows comments and cross-linking on social network sites; Social media networks allowed staff to post comments and tidbits of interesting feedback and polling responses from various Portland Plan events; Social media such as Facebook and Twitter also allowed staff to cross-advertise events with partner agencies that solicited public comments and was generally well-received; Portland Plan website was updated to allow open comments which was utilized by several Portlanders.
3.5	Describe the other interactive tools used in the outreach effort	Interactive polling continued in Phase 2 workshops however it was limited to demographic questions; With over 400 recorded responses, the Portland Plan Game titled “What’s your big idea?” was extremely successful at encouraging discussion and soliciting feedback about how Portlanders prioritize various concepts and strategies; Social media was expanded to allow more and encourage public comments; The Portland Plan website also included a new open comments component that many members of the public have utilized; and Portland Plan staff greatly expanded on the number of community fairs and events that were tabled at which provided ample opportunity to engage hundreds of Portlanders who may not otherwise have participated in Portland Plan.

APPENDIX A (con't)

Goal 4. Involve as many people as possible

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

APPENDIX A (con't)

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

Quantitative Measures and Descriptions		Data
5.1	% of people who complete evaluation forms at each stage of process who feel positive that their feedback at events, polling, etc is being heard	Phase 2 workshop evaluation questions that relate to this measure are: -"This workshop has provided me with a sense that the City of Portland is listening to my concerns", 92% responded positively (32% strongly agreed and 60% agreed) -"How well do you feel like your comments were captured by the facilitator and note-taker?" 97% responded positively (51% very well understood, 46% understood)
Qualitative Measures and Descriptions		Data
5.2	Describe how community participants might find their comments and opinions reflected in the Portland Plan products and processes	City staff technical working groups along with CIC volunteers to compile, analyze, and form future phases of Portland Plan materials and documents; A master database exists where all written comments and event evaluations are entered and stored. Portland Plan staff, including technical working groups, utilize the cataloged comments for future direction settings; Portland Plan staff used neighborhood groups and coalitions to test run workshop materials, and gathered direct feedback to inform future Phase I workshops
5.3	Describe efforts made by City staff to report results and findings of previous Portland Plan outreach phases through out the Portland Plan process.	In depth research on equity within Portland Plan and previous Portland planning efforts was completed and then woven into Phase II materials and processes in response to equity concerns by various communities; Portland Plan website and social media advertise polling results and key themes heard within days of events; Based on feedback from community of people with disabilities, materials were created with larger font for improved readability. Information on CDs and Braille were provided on request (there were no requests).
5.4	Describe follow-up activities conducted by staff for specialized outreach to ensure the opinions and needs of various communities are heard	Staff provided a written response to written comments and concerns raised by the Connecting Communities Coalition (representing people with disabilities). Staff also responded to a request from the Equity, Civic Engagement and Quality of Life Technical Working Group to extend the Phase 2 survey timeline to include targeted outreach to communities of color that were lacking as survey respondents.

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

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

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

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

I feel there is still a fair amount of confusion around the many simultaneous initiatives taking place and the many different groups involved (CIC, PPAG, Central City Plan etc.) and would like to see more clarity going forward. A good start was made with the recent inclusion of a Central City Plan presentation at a CIC meeting. This type of collaboration between groups should continue. If CIC members still have some confusion after more than a year at work, it does not bode well for the public’s understanding.

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

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

2. To help us complete the Phase 2 progress report we need you to describe how you as a CIC member and Portland Plan Ambassador have assisted us in our engagement efforts including capitalizing on your existing relationships in the community.

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

I further did my best to talk up the process with people in my particular community and with many friends and acquaintances beyond that. At one small gathering, I facilitated the Portland Plan game and brought awareness to some people who otherwise would not have been engaged. I also posted or handed out flyers where I could and, during Phase 1, participated in a Fix it Fair where I gained firsthand experience by speaking to people from a diverse perspective. This experience gave me a greater understanding of some specific issues and has helped me become a better ambassador for the Portland Plan. I have also been a regular member and participant in the Arts TAG work sessions and participated in several others.”

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

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

APPENDIX C – Demographic data from Phase 2 Workshops and Surveys

Data provided by Portland Plan staff

What is your household income?

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

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

*Data from the American Community Survey, Census Bureau

What is your racial or ethnic group?

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

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

*Data from the American Community Survey, Census Bureau

APPENDIX D – Presentations List for Phase 2

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

Phase 2

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

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

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



Community Involvement Committee Evaluation of Phase 2 Outreach and Engagement

1. Please provide us with your comments on Portland Plan outreach and engagement efforts for Phase 2 (April to August 2010). Please tell us what you liked about these efforts and make suggestions for improvement for us to consider in Phase 2 work.
2. To help us complete the Phase 2 progress report we need you to describe how you as a CIC member and Portland Plan Ambassador have assisted us in our engagement efforts including capitalizing on your existing relationships in the community.
3. Please provide us with any other comments or suggestions. (You may use the reverse side of sheet for comments)

Thank you for your commitment to and participation on the Portland Plan Community Involvement Committee! Please email/send your completed forms to Debbie Bischoff at Debbie.Bischoff@portlandoregon.gov by Friday, August 27, 2010.



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PORTLAND PLAN

MEMO

September 14, 2010

To: Portland Plan Community Involvement Committee

From: Eden Dabbs

RE: Phase II Marketing Communications Recap

Phase One of the Portland Plan looked at where we are now as a city through extensive background research, which was presented in numerous background reports and "translated" and shared with the public via print and online surveys, workshops and hosted presentations. The feedback we received from Portlanders in Phase One was processed by staff and given to the Technical Action Groups, who then used it to develop a set directions and objectives for each of the nine action areas. Testing these objectives was the focus of Phase Two: Where do we want to go?

From April 1 – August 31, 2010, our marketing communications focused on publicizing the Phase Two workshops and surveys in an effort to solicit as much feedback as possible on the proposed objectives.

Communications Objectives

Our overall communications objectives were the same as in Phase One: expand awareness of the Portland Plan to a broader set of residents and businesses; generate measurable public involvement; increase participation of the reluctant and maintain the support of those already involved. Our communications strategies included using provocative information (Finleigh's image on the postcard saying, "It's my city too, so don't mess it up"), driving people to the website and other forms of participation (surveys, social media), leveraging networks of community influence, employing behavior change principles, soliciting public bodies/partners to speak on behalf of the Plan, and tapping into our civic pride about Portland's planning heritage. In Phase Two we paid particular attention to reaching immigrant, African American and Latino populations, and we increased our efforts to utilize our partners to help us get the word out.

Tactics

With the groundwork laid in the Phase One background reports (which were condensed into overviews and snapshots for each topic area and posted on the web as well as distributed to public libraries, ONI offices and public colleges) and the "27 Things You Should Know About Portland" fact sheet, interested Portlanders were grounded in the facts about our existing conditions. The next step was to have them review our draft objectives and tell us whether they were "aggressive enough," "too aggressive" or "just right." From a communications standpoint, this was a challenging undertaking because the objectives are highly technical and hard to translate into lay terms.

PORTLAND PLAN

Phase II Marketing Communications Recap

The following tactics and products were used to engage Portlanders in refining the proposed objectives.

Survey

A survey of 22 objectives was created to test the objectives. This was included in the Spring 2010 issue of the Curbsider with a mailing panel so that people could send it back to us via U.S. mail. The survey was also posted on the Portland Plan website, where respondents could also comment online (this was an added feature from Phase One).

After consulting with the Office of Neighborhood Involvement (ONI), we had the survey translated into [four languages](#) per their recommendation: Spanish, Russian, simplified Chinese and Vietnamese. These surveys were then distributed with the help of ONI and the Immigrant and Refugee Community Organization (IRCO) and used at the Latino and Asian Homebuyer Fairs, among other places. The Portland Plan brochure was also translated into four languages and used for targeted outreach to the Latino, Asian and Russian populations.

In an attempt to reach renters, we called on our partners at the Housing Authority of Portland, who offered to place bundles of the surveys in each of their buildings. But we did not code these surveys so it is impossible to tell how many residents of HAP facilities actually returned the survey.

At the close of Phase Two, 5,702 print surveys were completed, and 839 people filled out the online surveys (both business and resident). Minorities and people of color made up 16 percent of the respondents. For a complete analysis of the survey responses, please see the "Phase II Survey Results as of August 30, 2010" report, which includes a breakout of responses by language and demographics.

Curbsider

Due to budget constraints we could not send out a postcard in addition to the Curbsider as we had for Phase One. Instead, the Finleigh "postcard" image/marketing concept became the outside panel of the Curbsider, which was mailed to virtually every household in Portland (~200,000), including renters in multi-family units. Persuasive copy encouraged people to "imagine what's possible" in 25 years and attend one of the seven workshops, which were listed along with the Portland Plan partners as well as the links to the website, Facebook and Twitter.

To convey how the discussions at the workshops and in other small group discussions might flow, we created a "cartoon strip" with two women talking about the objectives. We also devised a Phase II stamp to distinguish this phase from the previous one and future phases. That stamp motif was then carried forward in other ways (e.g., "For Discussion," "Draft"), which proved to be a unifying graphic element.

Video

With the help of the Mayor's videographer, we created a video on the subject of equity featuring a variety of representative from under represented communities talking about what equity means to them and the importance of addressing it in the Portland Plan. The Equity Video was a highlight of the Phase Two workshops and was posted on the website as well.

We also documented many Portlanders building their own mini-strategies on film, which we're periodically posting on the website and using during outreach.

PORTLAND PLAN

Phase II Marketing Communications Recap

Advertising

We invested in paid advertising to publicize the Phase Two workshops. Half-page ads designed around the Finleigh concept were placed in the following community newspapers (circulation included):

- SE Examiner (25,000)
- St. Johns Sentinel (27,000)
- Hollywood Star (23,000)
- Mid-County Memo (15,500)
- SW Village Post (10,000)
- NW Examiner (33,000)

Ads were also placed in the following cultural/minority papers prior to the workshops:

- El Hispanic News (20,000)
- Asian Reporter (20,000)
- Portland Observer (40,000)
- Just Out (45,000)
- Portland Family (40,000)

Total circulation = 298,500

Website

The Portland Plan website (www.pdxplan.com) was updated in April to reflect our movement into Phase Two. Playing off Finleigh's image for the marketing concept, the home page slide show featured children asking real questions (that Opal School students had posed about the Portland Plan) and pictures of Finleigh's peers. Each question was tied to an objective, and at the end of the slide show viewers were directed to the online survey.

In response to community conversations, a new section was created on the website devoted to the subject of equity, where links to relevant reading and the [Equity Video](#) were placed. The News page stayed vibrant with posts from CIC members (Voices from the Community), announcements about the workshops and social media contests, links to relevant articles, [video](#) of people playing the Portland Plan game during the summer outreach, and Planning Commission notices. The workshops were streamed live on the website as well.

The website has had more than 367,000 hits over the past 12 months — with spikes in April and May coinciding with the marketing of the workshops. From April 1 – August 30, 2010, www.pdxplan.com received 54,269 page views, and more than half of the visitors to the site were new.

Social Media

Continuing to use social media to market the Portland Plan experience and drive informal community dialogue as well as promote the workshops, staff devised a social media contest to heighten excitement about them. Contestants who signed up via Facebook and Twitter were entered into a raffle, and the Mayor pulled names from a box at each workshop. Winners received prizes, including gift certificates from local restaurants as well as Zoo and pool passes from our partners at Metro and Parks.

To date, social media for the Portland Plan looks like this:

- Facebook (1,731 fans – 400 more than Phase One)
- Twitter (1,186 followers – 597 more than Phase One)

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- Flickr [viewers TBD]

Engaging Cities, a website that tracks urban planning 2.0 efforts, recently gave the Portland Plan team high marks for its use of social media. See:

<http://engagingcities.com/post/963130443/the-portland-plan>

Portland Community Media

We again contracted with Portland Community Media to videotape each workshop to offer those who couldn't or didn't want to attend a workshop the chance to at least view one. Two workshops (in Southeast and East Portland) were broadcast live on Channel 30, and all seven of them were streamed live on our website. To date the seven workshops have been broadcast 291 times. Channel 30 reaches some 280,000 households in East and West Portland.

Media Relations

Earned media for Phase Two of the Portland Plan was more issue-centered than event-focused. Pre-event coverage was confined primarily to calendar listings and only a couple of papers sent reporters to actual workshops. But Adam Kuby's Acupuncture Portland project, which coincided with the launch of the Phase Two workshops in April, resulted in a variety of coverage in which the Portland Plan was mentioned, including:

Oregonian: Portland Acupuncture Project installs 35-foot-tall needle sculptures around Portland this weekend

by Keri Brenner | April 24, 2010 | Susan Anderson quoted; Portland Plan mentioned

<http://www.oregonlive.com/art/index.ssf/2010/04/po...>

PortlandArchitecture: Tradition and eccentricity: City undergoes acupuncture treatment as part of Portland Plan

by Brian Libby | April 29, 2010

<http://chatterbox.typepad.com/portlandarchitecture...>

Inner Gate Acupuncture Blog: Portland Acupuncture Project - Urban Needles

May 5, 2010

<http://innergateacupuncture.blogspot.com/2010/05/p...>

365 Awesome! blog: Portland Acupuncture Project

by Kristin | May 6, 2010

<http://www.365awesome.com/2010/05/portland-acupunc...>

Just Out: Making a Point - Larger-than-life acupuncture needle installations connect the city

by Wayne Bund | May 7, 2010

<http://www.justout.com/arts.aspx?id=220>

CHP blog: Community Health Priorities Sponsors "Portland Acupuncture Project"

June 1, 2010

<http://www.communityhealthpriorities.org/conversat...>

This is Jelly's blawg: Artworks

June 7, 2010 | re: Portland Acupuncture

<http://studiojelly.blogspot.com/2010/06/art-works...>

Neighborhood Notes: New Acupuncture Needles Make Their Point

Aug. 17, 2010 | re: Acupuncture Portland; Portland Plan mentioned

<http://www.neighborhoodnotes.com/news/2010/08/bure...>

East PDX News: Promoting civic health, art project needles Powellhurst-Gilbert

by David Ashton | August 2010 | re: Acupuncture Portland; good pictures

<http://eastpdxnews.com/general-news-features/promo...>

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[RACC website: Portland Acupuncture Project begins this weekend](http://www.racc.org/about/portland-acupuncture-pro...) Portland Plan mentioned
<http://www.racc.org/about/portland-acupuncture-pro...>

The LGBTQ community covered the Portland Plan generously due to our targeted efforts to reach them as well as other underrepresented communities (i.e., seniors, the disabled, minorities and youth). Our LGBTQ liaison was featured on a KBOO talk show in advance of town hall focused on that community. And the Regional Arts and Culture Council (RACC) helped us publicize the Arts Town Hall along with Acupuncture Portland, both of which they sponsored. For a list of all the other coverage, please see Appendix A.

There has been a noticeable uptick in editorial discussions in the Oregonian around issues central to the Portland Plan, particularly in the Sunday O section (thanks to Editor George Rede who penned an editorial after the Mayor met with Latino leaders). He has even been attempting to stimulate online discussions around some of the topics (see Aaron Renn's piece below).

[Oregonian: Latino equity: Opening conversation awaits follow-through](http://www.oregonlive.com/opinion/index.ssf/2010/0...) by George Rede | Aug. 1, 2010 | relates to Portland Plan
<http://www.oregonlive.com/opinion/index.ssf/2010/0...>

[Oregonian editorial: Sustainable neighborhoods: Living up to our 'livable' reputation](http://www.oregonlive.com/opinion/index.ssf/2010/0...) by Andres Duany & Michael Mehaffy | May 14, 2020 | compelling economic reasons for compact livable neighborhoods
<http://www.oregonlive.com/opinion/index.ssf/2010/0...>

[Planet Shifter: Urban Form & Mobility - A Proposal for the Portland Climate Action Plan 20 Minute Neighborhood](http://www.planetshifter.com/node/1535) by Willi Paul | April 10, 2010 | proposal for a 20-minute neighborhood kit
<http://www.planetshifter.com/node/1535>

[Oregonian: Picture-perfect Portland?](http://www.oregonlive.com/opinion/index.ssf/2010/0...) By Arron M. Renn | Jan. 17, 2010 | Asks: Is it livable if you can't live here?"
<http://www.oregonlive.com/opinion/index.ssf/2010/0...>

[Oregonian: 'Not acceptable:' Nearly one-third of Oregon high school students drop out](http://www.oregonlive.com/education/index.ssf/2010...) by Betsy Hammond | May 25, 2010 | re: state high school graduation and drop out rates
<http://www.oregonlive.com/education/index.ssf/2010...>

E-mail Outreach

Boilerplate copy was created to promote the Portland Plan workshops for City staff to send to their constituencies, including the:

- Mayor's lists (~10,000)
- Portland Plan list (~1,400)
- District liaisons' lists (dozens)
- ONI/neighborhood coalitions (dozens)

We leveraged the relationships inherent in the latter two lists by requesting that recipients pass along the message to their networks, which some of them did within minutes.

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Partner e-newsletters

Working with our partners at the Housing Authority of Portland, Portland Public Schools and the Portland Community College system, we were able to get the workshop announcement in their e-newsletters.

[Portland Pulse: Weigh in on education at Portland Plan workshops](http://www.pps.k12.or.us/news/3477.htm) April 22, 2010

<http://www.pps.k12.or.us/news/3477.htm>

[PCC News: Workshops slated for Portland Plan](http://news.pcc.edu/2010/04/workshops-slanted-for-p...) April 22, 2010

<http://news.pcc.edu/2010/04/workshops-slanted-for-p...>

Other Collateral

Other collateral and educational materials helped promote events and educate the public, including:

- Lawn signs for each workshop venue
- Small pins featuring the nine action area icons
- Information boards
- Response sheets
- Workshop evaluation forms

How'd We Do and What's Next?

There was not as much excitement in the community about the Portland Plan during this phase. Attendance at the workshops was down slightly and fewer people filled out the surveys. Portlanders found the objectives dense and hard to digest much less understand, but there were a surprising number of Latinos and Russians who filled out surveys in their native languages.

By translating the Portland Plan brochure and the Phase Two surveys into four other languages, we not only made the plan more accessible to minority and immigrant communities but demonstrated sincerity in wanting to include them as well. While our survey responses and workshop attendance still don't mirror Portland's demographics, the efforts of staff and City leadership to address issues of equity and inclusiveness are being perceived with greater trust as we move forward.

For Phase Three, we'll need to heed the feedback about keeping the questions easy to understand and fewer in number. We'll be working closely with ONI and our DCL partners to ensure the messages are clear and meaningful to all.

The Portland Plan game is proving to be a more effective tool to engage Portlanders in the directions and objectives, and we are in the process of translating that into Spanish for Latino Network.

Adam Kuby's Acupuncture Portland was another creative way to raise awareness about the Portland Plan. It was covered widely by local media and reporters made the connection between the public art project and the Portland Plan, quoting the artist and BPS Director Susan Anderson to make the point.

Our approach to outreach has included segmented town halls (LGBTQ, seniors and the arts communities), which has opened doors with media outlets covering those issue areas. Furthermore, editorial writing is leaning toward topics relevant to the Portland Plan. Moving into Phase Three we should consider other creative ways to garner media

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attention and approaching the editorial boards of the minority press as well as the Oregonian.

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APPENDIX A – Phase Two Media Coverage

[EngagingCities.com: The Portland Plan](#) posted by Chris Haller | Aug. 16, 2010 | high praise for PDXPlan social media and website
<http://engagingcities.com/post/963130443/the-portl...>

[Oregonian: Painting Portland history with a better brush, a bigger us](#) by Polo Catalani | Aug. 15, 2010 | re: Ikoi No Kai Seniors Hot Lunch at Japanese Ancestral Society
<http://www.oregonlive.com/opinion/index.ssf/2010/0...>

[Mercy Corps Northwest: Portland Plan](#) August 12, 2010 | re: business survey
<http://mercycorpsnw.wordpress.com/2010/08/12/portl...>

[Globe-Net: Building Clean-Energy and Jobs - A Guide for Cities](#) Aug. 8, 2010 | Portland Plan, CEWP and Green Building Policy referenced
<http://www.globe-net.com/articles/2010/august/8/bu...>

[Asian Reporter: Planning our Portland; Equity and the new comprehensive Portland Plan](#) by Polo Catalani | Aug. 2, 2010
<http://www.asianreporter.com/stories/polo/2010/p-2...>

[Neighborhood Notes: Roadway Not Improved: Woodstock Residents Explore the Potential of Unimproved Roads](#) by Suzanne Savell | Aug. 9, 2010 | Portland Plan mentioned; Matt Wickstrom quoted
<http://www.neighborhoodnotes.com/news/2010/08/road...>

[The AntiPlanner blog: Is Portland's Plan Working?](#) July 19, 2010
<http://ti.org/antiplanner/?p=3440>

[RACC blog: Portland Plan Arts Town Hall](#) <http://www.racc.org/resources/portland-plan-arts-t...>

[Street Roots: Mayor Sam Adams talks with Street Roots](#) June 24, 2010 | Portland Plan mentioned
<http://streetroots.wordpress.com/2010/06/24/mayor-...>

[East Portland News: Phase II of Portland Plan gets input from outer East Portland](#) by David Ashton | Susan Anderson quoted
<http://eastpdxnews.com/general-news-features/phase...>

[Sustainable Business Oregon: Portland Plan puts emphasis on sustainable business](#) by Lee van der Voo | June 14, 2010 | Eric Engstrom and Steve Kountz quoted
<http://sustainablebusinessoregon.com/articles/2010...>

[The Bee: Woodstock brainstorms its "Village Center"](#) by Elizabeth Ussher Groff | June 8, 2010 | Portland Plan mentioned
<http://www.thebeenews.com/features/story.php?story...>

[Mid-County Memo: Fritz sings to Portland Plan gathering](#) by Lee Perlman | June 2010 | re: East Portland Phase II workshop at David Douglas High School
http://www.midcountymemo.com/june10_pdxplan.html

[Transportation in the Portland Metro blog: Bike Planning: A new bike system could mean a big jump in cycling](#) reprint of Eugene Weekly article by Alan Pittman

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| May 20, 2010 | Portland Plan mentioned
<http://corysessums.blogspot.com/2010/05/pdx-as-exa...>

[ParkroseGateway blog: Portland Plan Comes To East Portland](#) by kmcdade | Nov. 21, 2009 | interesting comments on use of social media
<http://www.parkrosegateway.com/2009/11/21/portland...>

[Oregonian: Portland mayor releases statement on latest police fatal shooting](#) by Maxine Bernstein | May 28, 2010 | Portland Plan and equity mentioned
<http://www.oregonlive.com/portland/index.ssf/2010/...>

[Portland Architecture: 20 minute lifestyles and eBikes](#) by Brian Libby | May 24, 2010 | references Atlantic Monthly interview with Mayor Adams re: 20-minute neighborhoods
<http://chatterbox.typepad.com/portlandarchitecture...>

[PlayHuge blog: Mayor's visit NOT the highlight](#) by Morgan Rich | May 24, 2010 | re: the Mayor's visit to Opal 2 Charter School; Portland Plan mentioned
<http://playhuge.com/wpblog/?tag=portland-plan>

[Oregonian Outlook: PSU students try to improve on roads in southeast Portland's Woodstock neighborhood](#) by Rebecca Koffman | May 21, 2010 | findings could feed into Portland Plan
<http://www.oregonlive.com/portland/index.ssf/2010/...>

[Mercury Blogtown: "East Portland cannot be a 20-minute neighborhood. It is effectively illegal."](#) by Angela Webber | May 17, 2010 | re: Portland Plan workshop at David Douglas High School
<http://blogtown.portlandmercury.com/BlogtownPDX/ar...>

[Portland Preservation blog: Historic Preservation buried in latest Portland Plan draft objectives](#) May 14, 2010
<http://portlandpreservation.wordpress.com/2010/05/...>

[The Atlantic Monthly: The People in Your Neighborhood](#) by Lisa Cramner | May 11, 2010 | interview with Mayor Sam Adams re: 20-minute neighborhoods
<http://www.theatlantic.com/special-report/the-futu...>

[Nonstop PR's blog: Civic engagement at its finest: Portland Plan Workshop II](#) May 11, 2010
<http://nonstoppr.wordpress.com/2010/05/11/civic-en...>

[EmpowerAbility, LLC blog: Universal Design: coming to a city near you!](#) May 8, 2010
<http://empowerability.wordpress.com/2010/05/08/uni...>

[Blue Oregon: Portland Plan survey: More export growth, Less carbon emissions, Please!](#) by Dave Porter | May 6, 2010
<http://www.blueoregon.com/2010/05/portland-plan-su...>

[Disability Rights Oregon: DRO Attorney Educates Residents, the Mayor & City Staff about Universal Design](#) April 30, 2010 | re: Neisha Sazena's appearance at the NE Portland Plan workshop
<http://www.disabilityrightsoregon.org/news/dro-att...>

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[KBOO Community Calendar](http://www.kboo.org/node/21136) Northeast workshop at Beaumont Middle School
<http://www.kboo.org/node/21136>

[StreetRoots: Q4 & 5: Homelessness and small business](http://streetroots.wordpress.com/2010/04/28/q4-5-h...) April 28, 2010 |
Featuring answers by Jason Barbour, Commissioner Nick Fish and Walt Nichols |
Portland Plan mentioned
<http://streetroots.wordpress.com/2010/04/28/q4-5-h...>

[Indigo12West blog: Join Mayor Sam Adams for Portland Plan Phase Two](http://blog.indigo12west.com/tag/portland-plan/)
Letter from Mayor Sam Adams | April 26, 2010
<http://blog.indigo12west.com/tag/portland-plan/>

[Central Eastside Industrial Council blog: A message from Peter Stark, Portland Plan Citizen Involvement Committee Member and CEIC Board Member](http://ceic.cc/2010/04/28/portland-plan-needs-your...) by Peter Stark | April 28, 2010
<http://ceic.cc/2010/04/28/portland-plan-needs-your...>

[Parkrose Schools and Community blog: Follow up on East of 82nd Ave.](http://parkroseschools.blogspot.com/2010/04/follow...) by James Wood | April 16, 2010 | re: schools in Curbsider; Joe Zehnder mentioned
<http://parkroseschools.blogspot.com/2010/04/follow...>

[Just Out: Planning Ahead - LGBTQ community members give their input for the Portland Plan](http://www.justout.com/news.aspx?id=212) by Amanda Waldroupe | April 21, 2010
<http://www.justout.com/news.aspx?id=212>

[Growth Rings: Neighborhood Greenways means Neighborhood Trees](http://friendsoftrees.org/blog/2010/04/14/neighbor...) by Toshio Suzuki | April 14, 2010 | Portland Plan mentioned
<http://friendsoftrees.org/blog/2010/04/14/neighbor...>

[BikePortland.org: For PBOT, "neighborhood greenways" is more than just a new name](http://bikeportland.org/2010/04/14/for-pbot-neighb...) by Jonathan Maus | April 14, 2010 | "PBOT is working with staff from the Portland Plan to identify a hierarchy of greenways similar to what currently exists for streets"
<http://bikeportland.org/2010/04/14/for-pbot-neighb...>

[Belonging Matters blog: It's time to speak out](http://belongingmatters.blogspot.com/2010/04/its-t...) April 22, 2010 | Portland Plan workshops mentioned
<http://belongingmatters.blogspot.com/2010/04/its-t...>

[Mercury Blogtown: East Portland: Still Neglected?](http://blogtown.portlandmercury.com/BlogtownPDX/ar...) by Sarah Mirk | April 14, 2010 | EPAP before City Council; Portland Plan mentioned
<http://blogtown.portlandmercury.com/BlogtownPDX/ar...>

[KBOO/Out Loud: Enviro impact on gender variance + Pamela Means](http://kboo.fm/node/20803) April 13, 2010 | Clay Neal and Portland Plan featured
<http://kboo.fm/node/20803>

[Just Out blog: LGBTQ Town Hall Recap](http://blogout.justout.com/?p=16607) by Amanda Waldroupe | April 13, 2010
<http://blogout.justout.com/?p=16607>

[qpdx: Queer Town Hall meeting with Mayor Sam Adams](http://qpdx.com/2010/04/queer-town-hall-meeting-wi...) by Ally Hector | April 12, 2010
<http://qpdx.com/2010/04/queer-town-hall-meeting-wi...>

[DJC: Historic building inventory effort gets funding](#) by Nathalie Weinstein | April 12, 2010 | Portland Plan mentioned in context of East Portland inventory of historic

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resources

<http://djcoregon.com/news/2010/04/12/historic-buil...>

[JustOut blog: LGBTQ Portland Plan Town Hall Set for Monday at Q Center](#) by

Amanda Schurr | April 9, 2010

<http://blogout.justout.com/?p=16527>

[Oregonian: Letters to the Editor](#) by Stanley Penkin | April 10, 2010 | CIC member talks about the importance of the mayor's role in the Portland Plan

<http://blog.oregonlive.com/myoregon/2010/04/letter...>

[SE Examiner: Defining Portland's Future](#) By Don MacGillivray | Mar. 31, 2010 | re: Phase Two workshops

http://news.mywebpal.com/news_tool_v2.cfm?pnplD=66...

[Eliot Neighborhood blog: The Planners are Coming! The Planners are Coming!](#)

By Mike Warwick | Mar. 28, 2010 | re: Portland Plan, Central City 2035 and ODOT's I-5 plan

<http://eliotneighborhood.org/2010/03/28/the-planne...>

[Just Out: Part of the Plan:Portland Plan Town Hall casts spotlight on LGBTQ issues](#) by Raymond Rendleman

<http://www.justout.com/news.aspx?id=207>

[Global Strategies blog: Do we seek 5% or 8% growth in international trade?](#)

Comments March 30 Prosperity and Business Success work session | April 1, 2010

http://daveporter.typepad.com/global_strategies/20...

[The Portlander: Portland Mayor, LGBT Community to Host Town Hall](#) from media release | Mar. 31, 2010

<http://theportlander.com/2010/03/31/portland-mayor...>