



Community Involvement Committee Meeting Minutes

April 8, 2025 5pm - 7pm | Zoom & Vanport Building

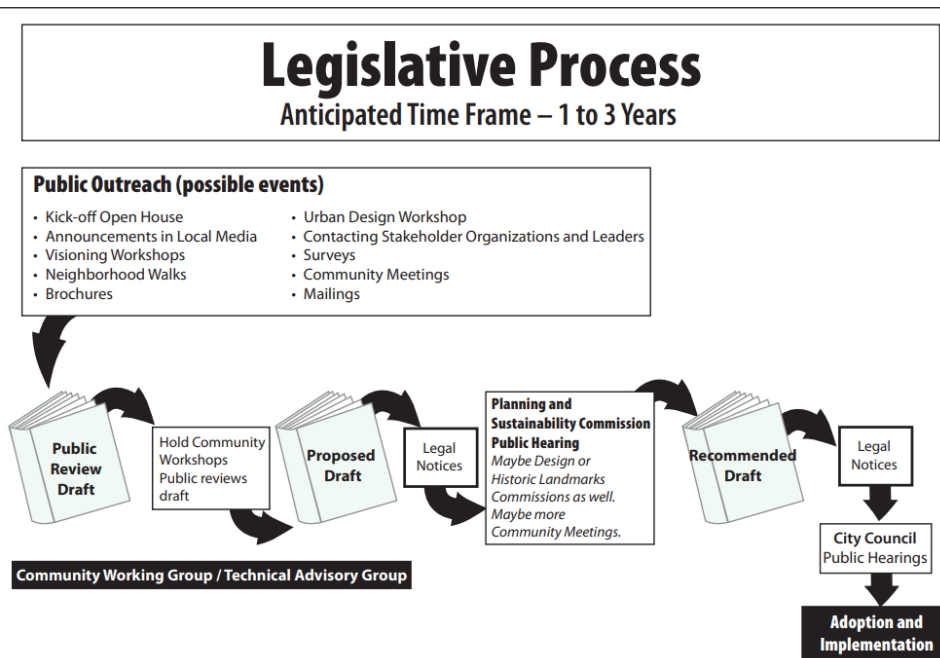
Welcome + Introductions (5:00 pm)

Housing Bonus Alignment Project (5:07 pm – 6:10 pm)

For more information, see the Housing Bonus Alignment Project presentation.

Engagement Strategies Overview

- Extending from [Housing Needs Analysis and Housing Production Strategy](#)
 - Previous survey sent through interest list, newsletters, Linked In, consultant outreach, focus groups = Electronic engagement



- Planning Projects include engagement summaries as Planning Commission and Council expecting engagement
 - Public comments and testimony come up in hearings and staff can address
- Planning Commission and Council involvement in project development depends on project

Engagement Recommendations

General Guidance:

- Ensure collection of data and research is publicly available to help explain why certain decisions were made
- Educate council and public to build advocacy support and increase level of interest



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- Bring community members into work in proactive ways
- Communicate boundaries of project early and often to set expectations.
- Facilitate opportunities for developers and general public to come together in focus groups.
- Develop public involvement summary report.

Targeted Guidance

1. Messaging Considerations
 - Show real people and real numbers. Include multi-generational households, renters, and other diverse communities.
 - May be helpful to see concepts of universal design to increase understandings of accessibility and housing
 - Communicate positives and potential negatives
 - Include something about what other cities are doing or have done
2. Tensions to be prepared to address
 - Transportation and parking
 - Potential impacts to surrounding area and gentrification
 - The need for more development with a diminishing population and low job market
3. Discussing tradeoffs
 - Emphasize diversity of units and communities.
 - Clearly communicate the outcomes of the project is a way we can direct what our city looks like.

Transportation System Plan (6:15 pm – 7:15 pm)

For more information on the 2045 Transportation System Plan, visit the [project page](#) and see the TSP presentation.

Engagement Strategies Overview

- Presented at CIC in 2023 to conceptualize project
- Looking to get creative with engagement, objectives, strategies, process considering budget realities and forecast = maximize engagement and impact
- Strategy A: Input from CIC and others
- Strategy B: Direct Engagement with partners
- Strategy C: Creating Technical and Community Advisory Committees
 - Will have 30 members for course of project. Goal to have 100 applicants.
 - 7 meetings every other month, alternating technical and community. Mainly Hybrid, may be in person for different touchpoints. Next year plan to have quarterly meetings.
 - Represent every geography
 - Received stipends for members from state department



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- Want to grow education within the group so doesn't have to be all experts
 - Outreach for targeted demographics and priority populations
- Frontloading engagement strategies
 - May not have capacity for "high touch" engagement with each and every individual or organization
 - Identified organizations with CIC, engagement staff, and other bureau staff previously to inform outreach

Engagement Recommendations

General Guidance:

- When presenting information on the Transportation System Plan, it isn't always clear how this plan exists or overlaps with other plans. Include a slide for Portland's Climate Action Plan and other related plans to better show the context.
- Include captions on any video materials.
- Continue to build relationships and coordinate engagement efforts within the bureau and across the City so the same groups / individuals are not asked to be involved over and over without staff awareness that they are already involved in other projects.
- Develop public involvement summary report.
- Include information on website on how to engage and what are the outcomes of engagement.

Targeted Guidance:

- Clearly communicate what individuals will be evaluating / providing feedback on. Include an Executive Summary.
- Have questionnaire or some mechanism for large volumes to send feedback without having to have "high touch" connections with each and every org or person.
 - Allows for data to be aggregated.
 - Identify staff who will perform analysis
 - Provide a way to collect feedback from individuals and from organizations
- Identify and work with organization's transportation policy subgroups

Action Items / Wrap up

- Review Transportation System Plan Draft Outreach plan and consider:
 - Are there missing objectives?
 - What strategies to reach objectives need to be included? What needs to be revised?
 - Who needs to be included in the process?
- Send Cayla or TSP team comments by April 21st.