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MEMO

DATE: April 14, 2015
TO: Community Involvement Committee
FROM: Sara Wright, Community Outreach and Information Representative
SUBJECT: Overview of Comprehensive Plan Public Engagement, January 2013-February 2015

This memo briefly summarizes the public engagement processes associated with the Comprehensive Plan Update, in chronological order, based on the previously published memos summarizing each stage. Please also note that, although not summarized here, the extensive community engagement undertaken for the Portland Plan provided the foundation for the development of the policies and maps in the Comprehensive Plan.

January — May 2013

The Comprehensive Plan Update public engagement process began with a series of workshops with community groups, along with outreach to the general public through tabling and community presentations. Information collected was used in the development of Comprehensive Plan policy. Low-income residents, people of color and youth were under-represented in the group of respondents. Over-represented groups included people between the ages of 35 and 64, people whose households had an income of greater than \$50,000 per year and people who self-identified as “white.”

Goal: Collect public comments on the Working Draft, Goals and Policies.

Activities:

- 8 workshops held with over 350 participants. Workshops included 6 area-focused and 2 topic-focused (business and environment) events.
- 65 community presentations and 4 staff tabled events were held during the comment period, attended by approximately 1,400 people.
- Online and paper survey resulting in 427 responses.
 - 4% of participants were under the age of 24 (29% of population citywide)
 - 7% making less than \$15K a year (15% of population citywide)



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1900 SW 4th Avenue, Suite 7100, Portland, OR 97201 | phone: 503-823-7700 | fax: 503-823-7800 | tty: 503-823-6868

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- 14% of participants were people of color (24% of population citywide)
- About 290 comments were collected online, at workshops and at community meetings.

Spring 2013: District Mapping Conversations

In the Spring of 2013, District Mapping Conversations were held to build capacity and familiarity with the Comprehensive Plan. These workshops began with a district liaison staff presentation targeted to the specific coalition’s concerns, followed by discussion, and a mapping exercise focusing on topics addressed in the Comprehensive Plan such as centers and corridors, connectivity, scale, land use, and economic growth. These events provided an opportunity to gather early input, often from already-involved neighborhood representatives. Based on evaluation feedback, participants generally appreciated the opportunity to ask questions, provide input and have an early conversation. Comments and mapping input from these events informed the Comprehensive Plan Proposed Draft and land use map.

Goals:

- Build capacity and familiarity with the Comprehensive Plan
- Provide an early opportunity for the community to review and consider map changes
- Gather early input
- Provide transparent access to Comprehensive Plan and bridge Working Drafts 1 and 2

Activities:

10 meetings (two paired meetings in each district), averaging 20 participants per meeting. Participants were representatives from neighborhood and business associations, community organizations and institutions. Meetings included an introduction to key policies/issues (at the first meeting) and organizing concepts and urban design framework (at the second meeting), followed by a discussion guided by the district liaison for the district. District liaisons developed discussion questions for their own districts, generally covering issues around location of centers/corridors, connectivity, scale, land use and economic growth.

Summer 2013: Targeted Outreach

In summer 2013, outreach was targeted to groups that had been under-represented in earlier engagement activities. Tabling activities were held from June through August, primarily at popular community events where people would already be gathering for other activities, but also at the 1900 building. Interactive activities engaged people in conversation about what they liked or disliked about their neighborhood, with questions related directly to policy in the Comprehensive Plan. The outreach was more effective than previous efforts at reaching low-income residents, people of color and youth, and the use of popular existing community events and interactive activities yielded good participation.

Goal: Include youth, people of color and low-income residents in public participation for the Comprehensive Plan Update.

Activities:

16 tabling activities held from June — August 2013 at SUN Schools, Good in the Hood, Sunday Parkways, National Night Out, Gateway Community Fair, BPS, and Founders Day in Lents.



- Activity 1: Map It!
Participants answered questions by filling out a map of their district. Focus was on home, travel, routes and businesses as well as desired changes (what would you do, change or fix?). 266 responses.
 - 38% of participants were under the age of 18 (19% of population citywide)
 - 18% of participants made less than \$10K per year (9% of population citywide)
 - 26% of participants were people of color (24% of population citywide)
- Activity 2: Postcards
Postcards were given to youth, who were asked to draw or describe their favorite place in Portland. 205 postcards were collected.

October — December 2013

In the Fall of 2013, the focus was to introduce the first Map App (now called the Map App Viewer) and new documents supporting the Working Draft. The Map App was released on October 2nd and comment closed on December 31, 2013. Presentations and trainings at community meetings focused on training community members in using the Map App and teaching others how to use it. Much of the feedback citing difficulty navigating the Map App Viewer was subsequently used to inform the development of the Proposed Draft Map App.

This stage of outreach included evaluation surveys for the training activities; participants indicated that they liked to hear planning examples about specific geographic areas from a planner who is familiar with the neighborhood or district.

Goal: To introduce the Map App, Citywide Systems Plan and Companion Guide and collect public comment on the Working Draft, land use maps and infrastructure projects.

Activities:

- 51 community meetings, many tailored to specific group interests or geographies
- 33 training events (train the trainer) focused on the Map App and Companion Guide
- 3 info sessions (downtown and East Portland)
- 3 district mapping conversations (West, East and North); focus on area-specific issues/questions
- 3 community events (North, East and Downtown)
- 1,100+ comments received

April — October 2014

During this period, staff focused on informing people about the process and opportunities to provide testimony. The technological access provided by the Map App was balanced with person-to-person communication, through the Comprehensive Plan helpline and open office hours, to reach people with less access to technology. Ads in community newspapers were also aimed at reaching people on a more localized scale.

The Comprehensive Plan Helpline addressed callers' concerns, provided technical help in navigating the Map App, and advised callers on how to provide effective testimony. Helpline experience will inform adjustments to Task 5 helpline staffing and scheduling, and also messaging for the next round of mailings.



Goals:

- Inform the public about the Comprehensive Plan Proposed Draft and its effects on specific properties.
- Provide multiple opportunities and formats for the public to access information and provide testimony.
- Continue to broaden the reach of information sharing and engagement.

Activities:

Online

- MapApp - 30,000 registered views, about 1,200 comments
- Comp Plan web page - 275,000+ page views on the Comprehensive Plan web page
- E-newsletter – Monthly mailing to 6,355 people

Media

- Ads in 9 community newspapers in June and July (re: Map App & Proposed Draft) and in 9 community newspapers in Aug and Sept (re: upcoming public hearings).
- 40+ articles published in other media outlets about the Comprehensive Plan Update, Map App, and process

Planning and Sustainability Commission

- 2 public briefings in summer 2014
- 4 public hearings Sept to Nov 2014.

Mailings

- Mixed Use: 17,338 property owners in Mixed Use Zones
- Postcard: 10,378 property owners
- Measure 56 mailer: 41,551 property owners affected by proposal

Comp Plan Helpline

- 1,334 total calls from July 1-Oct. 31, 2014
- 20 language interpretation calls, provided on the spot via Language Line

Other events and activities

- Presentations at 99 community meetings and BPS-hosted walks
- Tables at 4 community events
- 16 BPS-hosted “office hours” by District Liaisons
- 3 BPS-hosted open houses: Roosevelt HS, David Douglas HS, 1900 SW 4th Ave
- District Liaisons worked with 3 community groups at Learning and Commenting sessions to identify areas of focus and how to testify effectively.

November 2014 — February 2015

Staff capacity for outreach during this period was constrained by the need to process each individual piece of testimony and develop recommendations to the PSC for the work sessions. PSC extended the testimony deadline from November 2014 to March 13, 2015 in response to testimony requesting more time.

Engagement activities continued, but were more narrowly focused on helping people to understand the Comprehensive Plan Update process and to provide effective testimony, as well as providing information about Task 5 (early implementation) projects. The ease of testifying

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through the Map App was clearly appealing to many people, as more than half the testimony was submitted online.

Goals:

- Provide multiple opportunities and formats for the public to access information and provide testimony.

Activities:

Online

- MapApp - 9,900 page views by 4,300 new visitors
- Comp Plan Update web pages – 125,492 page views
- E-newsletter – Monthly mailing to 6,355 people

Comp Plan Helpline

- 92 total calls from Nov. 1, 2014 to February 28, 2015

Other events and activities

- Presentations at 28 community meetings
- Tables at 3 community events

Testimony

4089 pieces of testimony received during the comment period for the Proposed Draft

- 2331 through MapApp
- 439 through verbal testimony or testimony cards
- 758 by email
- 561 by hard copy

