

ATTACHMENT 3 Community Involvement

Community Involvement for the Portland Plan is designed to achieve four objectives, which are best practices from the Community Connect Report and visionPDX. Many of the lessons learned from the two projects can be implemented with existing bureau resources yet will benefit from increased participation by ONI as their experience can enhance Planning's ability to implement new approaches to outreach in a timely fashion.

Key objectives:

1. **Going to the Community (and not expecting them to come to us):** Challenges to this objective include: a) helping the community to identify its self-interest and responding to requests based on that need, b) reducing barriers to participation such as language and child care, and c) engaging early and often. The best opportunities available to address the challenges include using the Youth, Vision into Action and District Liaison programs for our outreach efforts. We will make use of existing events and the ONI network of events and communication.
2. **Improving Access to Underrepresented Communities:** The role of the VIA coalition staff and the Youth program give BOP a significant resource to address this objective. We will work with staff on both projects to leverage their expertise and work plans and channel them to the Portland Plan outreach.
3. **Create Leadership and Volunteer Opportunities:** Working with the community to define clear roles for community member's involvement in the process of the Portland Plan will be the most direct way to accomplish this objective. In addition, creating a framework for implementation activities by volunteers, perhaps through small grant programs, are another opportunity. We will work with ONI and our own internal staff teams to develop a leadership tract in the Portland Plan outreach program. Both Advisory Council's will be consulted on this question and a short term set of actions will be developed for immediate community action.
4. **Transparency and Accountability:** We will proactively work to "demystify" planning, work with the community to define roles and responsibilities, including the community in implementation and closing the information loop. The Portland Plan and other Planning Bureau efforts will improve this objective by creating an evaluation mechanism with the assistance of the CIC.

The basic purposes of the Bureau of Planning's Community Engagement Strategy are as outlined in materials provided previously to the Mayor:



"Meaningful, effective community engagement is a priority for the Portland Plan. Our objectives are two-fold: to engage the community (broadly) in developing the Portland Plan and to use the planning process to build capacity both within the Bureau and within the community for a fuller practice of engagement and governance for the long term. The basic guide developed thus far is the Public Engagement Work Program (adopted by the Planning Commission 7/8 and the Council on 8/6):

- 1. Create a Community Involvement Committee (CIC)**
- 2. Build on existing networks and information channels.**
- 3. Design specific engagement strategies specific to each phase of the project**
- 4. Maintain a transparent process that records and responds to comments received."**

1. Community Involvement Committee (CIC)

- a. The Council approved the creation of the CIC as part of the resolution forwarding the City's periodic review work plan and public engagement program. The state requires an advisory committee. The Planning Commission recommended a committee that acts as a subcommittee of the Planning Commission that includes a spectrum of community advisors to review, comment and recommend changes to the public engagement program and monitor the process to ensure that it is being properly carried out. The state CIC supported this approach for the city and their advisory committee meeting on 8/21.
- b. Three members of the Planning Commission volunteered to serve: Howard Shapiro, Lai-Lani Ovalles and Amy Cortese. The start up of the CIC is the top priority for the VIA Coalition Portland Plan subcommittee because it will help tie the Vision and the VIA Coalitions' activities to the Portland Plan and help us implement the lessons learned in the visionPDX Engagement Process.
- c. We have drafted recruitment materials and developed a proposed selection process for review by the PC members of the committee and the VIA subcommittee. The recent ONI selection process for the PIAC is the template. The schedule is to advertise and recruit for members from mid-September to mid-October.
- d. The CIC members would be appointed by the Mayor and reviewed by the Council (similar to city boards and commissions.) We have proposed that the application forms be reviewed by a group made up of members of the Planning Commission, the VIA Coalition subcommittee on the Portland Plan, staff from the Mayor and Mayor-elect's office as well as one or two ONI and District Coalition staff. This is scheduled for late October/early November.
- e. The first meeting of the CIC will be in early November. The agenda is to define success in public engagement and the values that will drive engagement in the Portland Plan. The committee will also be asked to review the adopted Public Engagement Plan, the staff evaluation of the first phase of public engagement and recommendations for Phase II.
- f. The CIC will be coordinated with the PIAC established by Council to insure that the city's new engagement approach is incorporated into the Portland Plan. Coordination includes reporting by the CIC to the PIAC, representatives serving as liaisons between the committees and PIAC and ONI staff assisting with CIAS selection.
- g. We are drafting an outline of the typical Quarterly report that the CIC would use to evaluate the outreach strategy and make recommendations for revisions.

2. Build on Existing Networks and Information Channels

- a. **VIA Coalition.** The Coalition provides a connection between the long range Portland Plan and the community action agenda VIA has been charged to implement. The Coalition has appointed a subcommittee to work with Portland Plan staff and the PC. The items they propose to work on were discussed with the Mayor two weeks ago and are summarized in the attachment.
- b. **Evaluation of the Phase I Public Engagement.** Staff has drafted an assessment of the first phase, using comments they received from the staff facilitators and comments from the public. The VIA Coalition members have also given their assessment to staff. We have also received evaluations from our consultants on the first phase--Lupin Consulting (organizers of the June 6th Summit) and Cogan Owens Cogan. ONI has also provided advice to the Portland Plan after a half day work session. *The Evaluation report will be ready for review in early September.*
- c. **Youth Planning Program.** Continue to engage youth citywide on the development of the Portland Plan, continue to evolve youth engagement strategies, suggest changes/additions to the Plan as it develops and to the overall engagement effort. To date, the youth have conducted youth specific outreach and participated in the general Portland Plan. Both approaches seem to work and will be continued.

The first youth grants were recently awarded. These grants empower youth to take leadership roles and they introduce the youth to civic engagement and the city. This was a collaborative effort with the PCC foundation/Students4giving. For the winter/spring grant round, discussions have begun with Oregon Community Foundation (OCF) to see if we can enlarge the collaborative effort. This summer, the youth program has also worked with IRCO to place youth in summer projects with the District Liaison program, working on smaller scale and more immediate planning projects.

The May 31st Youth Summit introduced many youth to the Portland Plan (and other city/county youth programs) and the youth planning program will continue similar work over the summer. For the Portland Plan, this builds a pool of youth to participate in the planning process. The program expects to continue building this pool and then integrating the youth into the overall engagement program.

This fall, the youth planning program, will release the Youth Engagement Manual, which will provide advice to the Planning Bureau and other government agencies in methods for involving youth.

- d. **District Liaison Program.** The Liaison program functions as additional eyes and ears in the community; conveying and reporting critical information and concerns back and forth. The program will assist with policy development and engagement activities.

The liaisons are the most available and accessible planning staff. They are the intake point for issues of all types. They can and are explaining the Portland Plan and the connection of citywide issues to individual concerns in neighborhoods with the hope that they can address short term issues and raise awareness of the longer term importance of the Portland Plan. They employ community capacity building problem solving techniques for "district-sized" issues. (the current Cully/Concordia Assessment project, where multiple groups/organizations work as a temporary team is one model for this.)

- e. **ONI** has provided advice and assistance with the design of the public engagement strategy to date. They are now assisting us in evaluating the effectiveness of that engagement. We have asked for further assistance in three areas:
- 1) Identifying engagement approaches that meet the needs of the Portland Plan and contribute to community capacity building.
 - 2) Engagement approaches for reaching the “hard to reach.”
 - 3) Identifying training for Planning staff in implementing these approaches.
 - 4) Leveraging the current neighborhood system to support Portland Plan engagement.
- f. **Business Community** networks will be directly connected to the Portland Plan through connection with members and city support staff of the SBAC, APNBA and APP. These connections will be in addition to the assistance provided by the District Liaisons and ONI.

3 Design Specific Engagement Strategies for each Phase or the Portland Plan.

In phase II, we will be focused on presenting and reviewing the public direction received in Phase I and in visionPDX along with the information contained in the eight critical issue papers. In late Fall 2008, the effort will bring our materials to groups in their meetings and gathering places. We will also produce news pieces and web updates. These approaches will be combined with open houses and town hall style meetings as we move into the major choices of Phase II in Spring 2009.

Expanding Capacity for Public Engagement 2008 Activities

Public Engagement Tasks	Timeline	Lead	Objective/Purpose
1. Report to Public on Phase I and visionPDX implementation	Website initial information in <i>September</i> ; Report <i>October</i> ; Meetings in <i>Nov-Dec</i> .	Report: Kerstin Cathcart; Engagement: Christine Appleberry	Transparency and Accountability; Going to the Community; Improving Access to Under-represented Communities
2. Substantive content for public (ex: Critical Issue Papers)	Draft reports for communication and completeness: <i>Review in early October</i> . Reports available for <i>community meetings/ events in Nov-Dec</i>	Lead: Alex Howard, with individual authors. Review groups to be established by Steve Dotterrer. Christine Appleberry to schedule meetings. Complete by?	Inform/Consult
3. Establish CIC	Recruit: <i>Sept-Oct</i> Review/Select: <i>Oct-Nov</i> First meeting: <i>Nov</i>	Christine Appleberry, with assistance of Planning Commission and VIA Coalition subcommittee	Involve/Collaborate; Create Leadership and Volunteer Opportunities
4. Design Engagement Plan for Choices in Jan-June '09 (outreach through district liaisons, youth programs, online discussion, town hall meetings and study circle groups)	Draft Engagement Plan to review with Mayor/ Mayor-elect. Direct ion from CIC after it is established in <i>Nov</i>	Christine Appleberry, Steve Dotterrer (completed by Public Engagement manager when hired)	Inform/Consult/Involve
5. Recruit/Select Engagement Manager	Mayor's approval: <i>Sept</i> Hiring process: <i>Sept-Nov</i>	Celia Heron/ Steve Dotterrer	Building Staff Capacity to engage the community
6. Mayor/Mayor-elect agreement on engagement approach and approach to engaging jurisdictional partners	<i>October</i>	Staff of Mayor and Mayor-elect, Gil Kelley, Steve Dotterrer	

4. Maintain a transparent process and respond to the comments received.

Getting the word out about what the Bureau has heard and how we have responded is as critical as recording the response itself. We will be using four mechanisms to get the word out to the public:

- a. The Bureau's Portland Plan internet site includes posting of comments and response. The current format of the website will be improved.
- b. Using engagement in any phase to report back to the community the comments and results of the last phase.
- c. Using the CIC to prefect engagement in each phase. As mentioned above, we are drafting an outline for a quarterly report on outreach, and the evaluation of phase I will be a model of how we intend to document and work toward improving our engagement process. The materials in the council packet serve as the model of where we are in recording and responding to comments.
- d. Using the media.