



Bureau of Planning and Sustainability

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## MEMO

**DATE:** November 12, 2014

**TO:** Planning and Sustainability Commission

**CC:** Community Involvement Committee

**FROM:** Sara Wright, Community Outreach and Information Representative

**SUBJECT:** Comprehensive Plan Update Public Involvement from 4/1/2014 to 11/4/2014

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From April 1, 2014, to present, the Bureau of Planning and Sustainability has implemented the following public information activities related to the Comprehensive Plan Update:

- Online tools and information
- Articles and advertising in media
- Planning and Sustainability Commission hearings and briefings
- Mailings to property owners
- Presentations and tabling at community meetings, walks, and events
- District liaison “office hours” at community locations
- Open house events
- “Learning and Commenting” session
- Comprehensive Plan Helpline

The intent of these activities was to inform the public about the elements of the Comprehensive Plan Proposed Draft and its effects on specific properties, answer questions from the community, and ensure that people who wanted to provide testimony to the Planning and Sustainability Commission (PSC) were prepared to do so effectively.

This memo will be part of the formal report submitted to the Oregon Department of Land Conservation and Development to meet Periodic Review requirements. As with past reports, the memo tracks BPS community involvement activities, which are guided by the Comp Plan Update Public Involvement Principles and Performance Measures (updated January 2013).

### Online Tools and Information

The primary tool used to communicate and provide opportunities for input on proposed map changes was the online Map App, an interactive map showing the proposed map changes, the Transportation Systems Plan and infrastructure investments. For each proposed land use designation change, the Map App provides information about the category of the proposed change, the reason for the proposal, and

DRAFT 11/12/2014



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the current and existing Comprehensive Plan designations and zones. Viewers can zoom in and out to see the maps at different scales, and can type in a specific address to see what has been proposed in the vicinity. Users can submit legal testimony to the Planning and Sustainability Commission through the Map App as well as see testimony submitted by others (without a name attached), which has created a conversational environment. Since July 2014, the Map App has registered roughly 30,000 page views and approximately 1,200 comments.

BPS has also continued to use the Comprehensive Plan Update web pages and E-news to reach the public. The Comprehensive Plan Update website received over 275,000 page views between December 2013 and November 2014. On September 9, 2014, an “online open house” was added to the website, allowing site visitors to review the materials produced for the three physical open houses described below. Over 4,000 visits were made to that site through November 10. The Comprehensive Plan E-news, which goes out monthly, was sent in October to 6355 email addresses. The E-news was opened by 27% of recipients, and 79 people clicked through to content. About 57.5% of opens used a desktop and 42.5% used a mobile device.

To explore new ways to communicate dense and complex topics in a matter of minutes as well as reach more people more quickly, urban designers and communications staff created three “topic videos” to help explain the reasons for some of the land use map changes as expressed in the Map App (see <http://www.portlandoregon.gov/bps/65337>). One video talked about creating more land for jobs and two others talked about the reasons and rationale for down-designating for natural hazards and stormwater constraints as well as infrastructure deficiencies in East Portland. Another series of videos for the Comprehensive Plan Update is still in progress, but three out of five episodes of the Centers and Corridors videos are available on the bureau’s YouTube channel at <https://www.youtube.com/user/bpswebteam/videos>. All the videos have been featured in blog posts, social media and the Comprehensive Plan E-news.

#### **Articles and Advertising in Media**

BPS staff placed quarter-page display ads in nine community/cultural papers in June and July to announce the release of the Map App and pending release of the Proposed Draft, followed by quarter-page ads in the same papers in August and September issues to advertise the upcoming public hearings. The papers were SE Examiner, Hollywood Star, St Johns Review, Mid-county Memo, SW Portland Post, NW Examiner, Portland Observer, El Hispanic News and Asian Reporter. BPS staff also worked with journalists at a variety of media outlets to inform coverage of the Comprehensive Plan update, resulting in more than 40 articles about the process.

#### **Planning and Sustainability Commission**

The Planning and Sustainability Commission held two briefings during the summer, open to the public, providing information on the proposed Comprehensive Plan Update. From September through November 4, 2014, the PSC held four public hearings on the Comprehensive Plan Proposed Draft. Two of the hearings were held at community locations: PCC Southeast Campus and Parkrose High School. At the hearings more than 250 individuals testified in person and in writing.

The mailer sent to individual property owners provided information about the hearings, and at least 20 people (in addition to those who offered testimony) came to each hearing just to learn more about the proposed changes and how their property might be affected. Staff were available to speak with community members one-on-one and explain how the proposed changes might affect them.

#### **Mailings**

Three mailings were sent out during this time period notifying owners of affected properties. The first was sent to owners of commercially designated property affected by the change to “Mixed Use”

11/12/2014

2



designations. The second was a general heads-up to other property owners, and the third included language required by Measure 56.

- Mixed Use mailer, sent to 17,338 property owners
  - In mailboxes starting 7/1
- Postcard, sent to 10,378 property owners
  - In mailboxes starting 7/24
- Measure 56 mailer, sent to 41,551 property owners
  - In mailboxes starting 8/15

### **Community Meetings and Events**

Staff presented information about the Comprehensive Plan Proposed Draft at 99 community meetings and walks and tabled at four community events during this time period. (See list below.)

Also, in order to provide more direct engagement opportunities, district liaisons held 16 “office hours” events in their districts. These were low-key offerings, usually involving a district liaison, a laptop and a sign. Office hours were advertised through the Comprehensive Plan Update website, the CPU E-news and the district liaisons’ community email networks. Helpline staff also encouraged callers to attend local office hours to get more information. Office hour attendees were primarily concerned with their specific properties.

### **Open Houses**

The Comprehensive Plan Open Houses were held in early September and featured information about the Comprehensive Plan Proposed Draft as well as the Early Implementation projects. Open houses were advertised through the Comprehensive Plan Update website, the CPU E-news, social media and the district liaisons’ community email networks. A lobby display at 1900 SW 4<sup>th</sup> Avenue from August 2014 to present also provided information about the Comprehensive Plan.

- Open House #1 - David Douglas High School, 9/10/2014, 4-7 p.m.
  - About 20 attendees
- Open House #2 - 1900 SW 4<sup>th</sup> Ave, 9/16/2014, 4-7 p.m.
  - About 20 attendees
- Open House #3 - Roosevelt High School, 9/18/2014, 4-7 p.m.
  - About 12 attendees

### **Learning and Commenting Sessions**

To increase participation of communities experiencing rapid change or potentially vulnerable to changes proposed in the plan, BPS hired a consultant to assist with targeted outreach to these historically under-represented communities. Through a “Learning and Commenting Session,” staff met with members of a dozen community groups, who identified areas of the plan they wanted to focus on in preparation for the public hearings. A small capacity-building stipend was provided to three groups (Verde, Community Alliance of Tenants and Portland Community Reinvestment Initiative) who wanted to explore the potential impacts of the plan on their communities more deeply. A district liaison was appointed to work with each group to help them prepare effective testimony for the PSC, and all three groups did testify to the PSC.

### **Community Engagement Liaisons**

Staff are working with the Office of Equity and Human Rights to connect with the Community Engagement Liaisons in order to reach out to immigrant and refugee communities. While BPS staff are enthusiastic about the opportunity this program offers to connect with under-represented and underserved groups, logistical issues and the challenges of building new relationships have made it



difficult to get this effort moving. BPS is committed to working with OEHR to continue to pursue relationship-building through this program.

### **Comprehensive Plan Helpline**

The helpline call center (503-823-0195) was set up as a single point of contact for questions about the Comprehensive Plan Proposed Draft. The intent was to make it easy for callers to get the information they need and to allocate staff time efficiently.

From July to October 2014, the helpline received more than 1,300 calls. From July 1–25, the helpline was staffed by a single person. From July 25 – September 26, the helpline was staffed by four part-time temporary employees. Since then, the helpline has been again staffed by a single non-dedicated employee. The helpline experienced a surge in calls on August 15, when the Measure 56 mailer began to hit mailboxes. The call volume went from five to eight calls/day to an average of 80 calls/day over the following two weeks.

Caller questions varied widely, ranging from concerns about eminent domain to questions about the impact of development on specific properties. Almost all callers were responding to the mailers and were concerned about impact on specific properties. About half of calls have been between 5 and 15 minutes long.

#### *Summary Information on Incoming Helpline Calls (July 1 – October 31, 2014)*

- 1,334 total calls
- Staff got through a backlog of Measure 56 mailer calls on 8/27 (nine business days after surge began on 8/15)
- 20 calls required language interpretation (through bilingual staff or Language Line)
  - 7 Vietnamese
  - 6 Spanish
  - 4 Russian
  - 2 Cantonese
  - 1 Korean
- Neighborhoods with 20 or more calls (*not all callers provided property address*)
  - Powellhurst-Gilbert (E) - 86
  - Eliot (NE) - 40
  - Montavilla (SE) - 34
  - Sellwood-Moreland Improvement League (SE) - 34
  - Hazelwood (E) - 33
  - Lents (E) - 33
  - Northwest District (W) - 33
  - Richmond (SE) - 32
  - Wilkes (E) - 31
  - Brentwood-Darlington (E) - 29
  - Kerns (SE) - 24
  - South Portland (W) - 21
  - Buckman (SE) - 20
  - Cully (NE) - 20

11/12/2014

4



## Presentations and Tabling

Event or Organization	Date	# of Contacts	Activity
Public Involvement Advisory Council	4/1/2014	30	Presentation
Reed Neighborhood Association	4/2/2014	50	Presentation
Woodstock Land Use Committee	4/9/2014	15	Presentation
North Mt. Tabor Neighborhood Association	4/14/2014	10	Presentation
Kerns Neighborhood Association	4/15/2014	20	Presentation
Mt. Tabor Neighborhood Association	4/15/2014	40	Presentation
SWNI LU Committee	4/15/2014	8	Presentation
Montavilla Land Use and Transportation Committee	4/17/2014	5	Presentation
Arbor Lodge NA	4/17/2014	15	Presentation
Division Design Committee	4/24/2014	20	Presentation
Task 5-MU Zones Project - Neighborhood Walk - NE Broadway	4/26/2014	22	Community Walk
Montavilla Visioning	4/28/2014	45	Presentation
University Park	4/28/2014	10	Presentation
Public Involvement Advisory Council	5/6/2014	30	Presentation
Linnton NA	5/7/2014	8	Presentation
Hayden Island NA	5/8/2014	20	Presentation
Task 5-MU Zones Project - Neighborhood Walk - SE Division at 122nd	5/10/2014	8	Community Walk
Cathedral Park NA	5/13/2014	12	Presentation
Hillsdale Alliance	5/14/2014	5	Presentation
Task 5-MU Zones Project - Neighborhood Walk - SE 82nd/Jade District	5/14/2014	17	Community Walk
Kenton NA	5/14/2014	15	Presentation

11/12/2014

5



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Brooklyn Station Areas Open House	5/15/2014	45	Presentation
Piedmont NA	5/15/2014	12	Presentation
SE Uplift Land Use and Transportation committee	5/19/2014	20	Presentation
Creston-Kenilworth	5/19/2014	15	Presentation
SWNI LU Committee	5/20/2014	8	Presentation
Overlook NA	5/20/2014	25	Presentation
Task 5-MU Zones Project - Neighborhood Walk - N Lombard	5/22/2014	16	Community Walk
Citywide Land Use	5/27/2014	15	Presentation
Task 5-MU Zones Project - Neighborhood Walk - N Williams	5/29/2014	28	Community Walk
Public Involvement Advisory Council	6/3/2014	30	Presentation
Task 5-MU Zones Project - Neighborhood Walk - SE Division St.	6/4/2014	63	Community Walk
St John's NA	6/9/2014	12	Presentation
East Columbia NA	6/10/2014	10	Presentation
Task 5-MU Zones Project - Neighborhood Walk -Multnomah Village	6/11/2014	15	Community Walk
SE Uplift Land Use and Transportation committee	6/16/2014	20	Presentation
Hosford-Abernethy Neighborhood Development (HAND)	6/17/2014	10	Presentation
South Portland LU committee	6/17/2014	7	Presentation
Portsmouth NA	6/17/2014	9	Presentation
Woodstock Land Use Committee	6/18/2014	15	Presentation
82nd Avenue Coalition	6/23/2014	40	Presentation
Laurelhurst Neighborhood Association	6/25/2014	40	Presentation
Brooklyn Action Corps	6/26/2014	10	Presentation

11/12/2014

6



Eastmoreland Land Use Committee	7/7/2014	10	Presentation
Sunnyside Neighborhood Association	7/14/2014	8	Presentation
Brooklyn Action Corps	7/15/2014	10	Community Walk
SE Uplift Land Use and Transportation committee	7/21/2014	15	Presentation
Drop-in office hours	7/21/2014		Office hours
Woodstock Community Business Association	7/22/2014	45	Presentation
PSC Briefing (Policy/Overview)	7/22/2014		Presentation
82nd Avenue Coalition - 82nd Ave Walk	7/28/2014	10	Presentation
Citywide Land Use Group	7/28/2014	15	Presentation
Drop-in office hours	7/29/2014		Office hours
Drop-in office hours	7/30/2014		Office hours
MLK Dream Run celebration at MLK and Alberta	8/2/2014	14	Tabling
Columbia Building Trades Council	8/5/2014	20	Presentation
Sullivan's Gulch NA	8/5/2014	12	Presentation
Sellwood-Moreland Improvement League	8/6/2014	45	Presentation
Drop-in office hours	8/6/2014		Office hours
Drop-in office hours	8/11/2014		Office hours
PSC Briefing (Maps)	8/12/2014		Presentation
Brentwood-Darlington NA	8/13/2014		Community Walk
NWNW Special Land Use Meeting	8/13/2014	10	Presentation
Working Waterfront Coalition	8/14/2014	30	Presentation
Multnomah Days	8/16/2014	55	Tabling
PAALF's Developing Our People's Plan: What is our community vision?	8/16/2014	10	Tabling
NWDA Board	8/18/2014	20	Presentation
Drop-in office hours	8/18/2014		Office hours
SWNI Open office hours	8/19/2014	15	Office hours
SWNI LU Committee	8/19/2014	10	Presentation
Drop-in office hours	8/19/2014		Office hours
Ped Advisory Committee walk on 82nd	8/19/2014	15	Community Walk

11/12/2014

7



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Jade District	8/20/2014	5	Presentation
Urban Forestry Commission meeting	8/21/2014	20	Presentation
Rose City Park NA	8/21/2014	7	Presentation
Drop-in office hours	8/22/2014	4	Office hours
SE Sunday Parkways	8/24/2014	66	Tabling
Drop-in office hours	8/25/2014	1	Office hours
N Portland Library presentation	8/25/2014	1	Presentation
Drop-in office hours	8/26/2014	9	Office hours
NECN LUTC	8/27/2014	22	Presentation
South Portland NA	9/3/2014	18	Presentation
Drop-in office hours	9/4/2014		Office hours
Drop-in office hours	9/4/2014		Office hours
Drop-in office hours	9/5/2014	5	Office hours
PCoD ABE subcommittee	9/8/2014	12	Presentation
PSC Briefing (CSP/TSP)	9/9/2014		Presentation
CNN LU chairs meeting	9/10/2014	15	Presentation
Kenton NA	9/10/2014	15	Presentation
Drop-in office hours	9/10/2014	5	Office hours
Drop-in office hours	9/11/2014	7	Office hours
Hollywood Library presentation	9/11/2014	9	Presentation
SE Uplift Land Use and Transportation committee	9/15/2014	15	Presentation
Multnomah NA - LU meeting	9/15/2014		Presentation
Overlook Village Business Association	9/16/2014	5	Presentation
Jade District Steering Committee	9/16/2014	20	Presentation
North Tabor Neighborhood Association	9/16/2014	15	Presentation
Small Infill Subgroup of the Homebuilders Association	9/17/2014	15	Presentation
Piedmont NA	9/18/2014	14	Presentation
Alberta Main St design committee	9/18/2014	18	Presentation
Rose City Park and Roseway NA	9/18/2014	27	Presentation
82nd Avenue Improvement Coalition	9/22/2014	22	Presentation
Parkrose School Board	9/22/2014	20	Presentation

11/12/2014

8





Living Cully partners meeting	9/24/2014	12	Presentation
North Portland Land Use Group	9/25/2014	15	Presentation
League of Women Voters	9/26/2014	15	Presentation
SWNI CPU meeting	9/30/2014	33	Presentation
Homestead NA	10/7/2014	10	Presentation
Public Involvement Advisory Council	10/7/2014	30	Presentation
Bridlemile NA	10/8/2014	12	Presentation
Richmond Neighborhood Association	10/13/2014	45	Presentation
Eliot/Boise joint Neighborhood Association	10/13/2014		Presentation
Ashcreek Neighborhood Association	10/13/2014	20	Presentation
Multnomah Neighborhood Association	10/14/2014	40	Presentation
Urban Forestry Comm. Policy Committee	10/14/2014	4	Presentation
Doorknocking on Fessenden in St John's	10/15/2014	6	Presentation
SWHRL General Mtg	10/15/2014	20	Presentation
SE Uplift LU Committee	10/20/2014	15	Presentation
SWNI LU Committee	10/21/2014	16	Presentation
PDX CAC	10/22/2014	40	Presentation
North Portland Land Use Group	10/23/2014	12	Presentation
Woodstock Visioning Project	10/23- 10/27/2014	90	Presentation
Multnomah LU Committee	10/27/2014		Presentation
<b>Total</b>		<b>2066</b>	

