

| Problem Statement | Issue | Suggested Solution/Remedy | Source of Ideas |
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Public Involvement Task Force

Communications and Access to Info Workgroup

Summary of Problems, Issues and Solutions

Charge: Improve coordination of communication efforts for efficiencies and cost reductions. Utilize e-government to reach public while acknowledging digital divide issues.

Below is a summary of comments received to date broken down into problem, issue and solution statements. Source of ideas lists what constituency/summary document the idea originated from along with known examples of good models. This is meant to help each workgroup begin discussion and prioritization on the broad range of ideas. Not prioritized in any order.

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| Don't know where to go to find out all the hearings, workshops, meetings, project info, etc. City is sponsoring. | <ul style="list-style-type: none"> • Create centralized location where people can go with certainty to search for events by geography, topic/project name, bureau, etc. • Provide web links where people can go to get more info on project. (see solution) | <p>Each bureau posts notices to centralized web-based calendar listing all Council hearings, open houses, forums, neighborhood association meetings, etc. Perhaps providing minimal public notice.</p> <ul style="list-style-type: none"> • Needs to have search functions listed under "issues" to make effective. • Need to have links to project info for more info, when public can provide input, how, when are decisions going to be made, who is making decision. • Notify media on a monthly or weekly basis of calendar updates. | <p>SW comm. plan Business mtg. APANO/Latino mtg. East/CNN mtg. NW/SW mtg. CGIS project, Portlandmaps.com good model B. Hoop document</p> |
| Too much mail, too many emails from City. Need one coordinated notice. | Prioritize and coordinate what notices are distributed to public. Consider citywide newsletter | <ul style="list-style-type: none"> • Produce citywide newsletter mailed via saturation carrier route listing all City notices for public involvement. (bi-monthly/quarterly) • Send out postcards on projects directing people to contact person, phone, and/or web site for more info. | <p>Business mtg. NW/SW mtg.</p> |
| Mailings not reaching renters. | Utilize saturation carrier route mailings that reach all living units. | <ul style="list-style-type: none"> • Establish criteria for what types of notices need to go carrier route to reach all living units. • Help make staff aware that ArcView and GIS mapping | <p>Comm. Of Color mtg. NW/SW mtg.</p> |

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| | | <p>do not reach all apartment units, missing renters.</p> <ul style="list-style-type: none"> • Coordinate centralized list of apartment owners/managers to request assistance with distribution of notices. | |
| Don't see City notices in print media used by unique constituencies. | Diversify use of print media for publication of key notices to reach constituencies that may not always read the Oregonian or Daily Journal of Commerce. | <p>Maintain centralized updated media list for all City PI staff and project managers including lists of:</p> <ul style="list-style-type: none"> • Business trade journals • Neighborhood newspapers • Ethnic minority media • College and youth media | Business mtg. Comm. of color mtg. ONI has updated media lists for neighborhood, ethnic media |
| Notices about projects only go out at the beginning and very end. | Provide updates throughout lifecycle of projects. Even if there is minimal action, stakeholders need to know status. | Provide updates throughout the lifecycle of major projects to stakeholders listing contact info, how/if people can participate, etc. Determine what types of projects need ongoing notices. | Business mtg. |
| City staff expect Neigh. and Business Assocs. to notify members with minimal/no funding for communication. | Associations need adequate support to notify members about key issues that might affect their constituency. | <p>Provide adequate funding or assistance for:</p> <ul style="list-style-type: none"> • Printing & mailing monthly/quarterly newsletters. • Web-hosting and/or support. • List-serve hosting and/or support. | Business mtg. Comm. of Color mtg. NW/SW mtg. |
| Don't know where to go to work with other groups and individuals concerned about a project. | Expand example of Development Services that lists Neighborhood and Business Associations contact info to direct people who want to get involved. | Include Neigh. Assoc. and Business Assoc. contact info on all projects that have a defined geography including links to those organizations websites on City websites for project info, e.g. Portlandmaps.com CIP project listings. | Business mtg. BDS Portlandmaps.com/CIP |
| Don't know breadth of geographical impact of a project. | Describe or provide maps showing geographical area impacted by construction or planning projects when appropriate. | Produce maps of geographical impact area for major projects to be used in mailings and posted on project web sites. | Business mtg. |
| Don't notice small "Public Notice of Impending Action" on sites. | Provide large/legible signboards at properties with upcoming land use actions, site or road construction. | Determine appropriate sizes for site signs that can be seen by cars traveling 25-60 miles per hour. Use bright red, big, identifiable City logos, multiple signs on large project sites. | Business mtg. Comm. of Color mtg. BES CSO projects good model. |

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| Not reaching young people through traditional methods. | Need to diversify outreach strategy utilizing new technologies and old-fashioned styles. | <ul style="list-style-type: none"> • Provide informational kiosks in shopping malls and other high pedestrian traffic areas. • Pay youth to hand out fliers for events/projects at high schools and college campuses. • Put messages on banner-ads on popular local sites. • Email list-serves. • Cable Access advertising and Portland Cable Access produced shows. • Remind people they can go to libraries to access internet. | Youth mtg. |
| Some people need one-on-one contact to really comprehend how an issue impacts their immediate life. | Door to door outreach is the most effective means of getting your message out to constituents impacted by a project. | Create a team of Ameri-Corp volunteers who continually canvass the City who are contracted to do outreach in geographically specific areas. | Youth mtg. Comm of color mtg. APANO/Latino mtg. North PDX mtg. City staff mtg. NW/SW mtg. Downspt Discnct |
| Don't know where to go to get started with City public involvement efforts. | Public needs a single point of access to city for information and assistance. | <ul style="list-style-type: none"> • Explore improvements to City information and referral. • Create public involvement and/or public information coordinator roles for city. | PI Consultants mtg. Comm. of Color mtg. See NY City I&R computerized system |
| | Utilize partnerships with neighborhood merchants that could subsidize costs. | Place merchants' ads on mailings. | Comm. of Color mtg. |
| Individuals are receiving duplicate, outdated, and deceased persons mailings. | Improve maintenance of bureau databases to remove duplicates, delete people who are deceased or moved away, etc. Significant savings in postage, mailing, staff entering duplicate/bad data. | Create citywide web-based database that all staff can access to provide updated contact info, committee/topic interests, and list management for each record. Create list management coordination role. This would also allow ONI to update all bureaus contact info for business and neighborhood associations. | Comm. of color mtg. Nancy Chapin idea Random comment Metro uses such a system, saves 10's of thousands \$\$\$. |
| Not reaching people of color through institutions they trust and relate to. | Utilize churches and ethnic minority owned businesses to post and distribute fliers and | <ul style="list-style-type: none"> • Coordinate bureau efforts to build partnerships with ethnic minority faith organizations and chambers of commerce. | Comm. of color mtg. APANO/Latino mtg. |

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| | info. | <ul style="list-style-type: none"> • Build contractual partnerships with POC chambers of commerce and faith-based organizations to assist with distribution of project literature. • Hold meetings at churches, especially important for Slavic community. Slavic papers distributed through churches. | |
| People with English as a second language have difficulty with notices. | Use visual graphics to get message across as well as text. | <ul style="list-style-type: none"> • Utilize graphs, pictures and charts to get messages across. • Keep text summary's short and simple. | APANO/Latino mtg. |
| Communities of color not familiar with City bureaucracy and who's who. | Bureau staff need to develop ongoing relationships with community leaders of color. | <p>Coordinate bureau efforts to build ongoing relationships with key organizations and leaders of color:</p> <ul style="list-style-type: none"> • Getting City reps to key organizational meetings. • Setting up meet and greet sessions on key projects. • Maintain contact lists and updates on organizational issues and interests for bureau PI staff. | APANO/Latino mtg. |
| Don't know how to get on mailing lists. ONI list serve is not filtered. Sends out too much information. | Need education on how to get on lists and filtering system to limit emails to topics individuals are interested in receiving info on. | <ul style="list-style-type: none"> • Create centralized web-based mailing list sign-up location where individual can choose topics and projects they wish to receive notices about. • Create centralized web-based location where people can access archives of ONI and other bureau notices. • Require all notices to include contact info for how to get more information or how to sign up for project/bureau mailing lists. | African-American mtg |
| People do not feel input is appreciated by City. | Improve follow-up to ensure public their input is important to City PI efforts. | Provide follow-up thank you letters with feedback form to individuals who participate in PI efforts. Include outline of how information will be used, who is making decision, when is decision being made. | African-American mtg |
| Not everybody has email and still need snail mail notices. | Put into place assurances that those without email are not left behind as digital divide grows. | <ul style="list-style-type: none"> • Create criteria for which types of projects and notices require snail mail to be used or at least to supplement email. • Require all list databases to split both email and snail mail address so slow mailers are not absentmindedly left out of being notified. | North PDX mtg. Random comment |
| Many people still use | Identify ways to get notices | <ul style="list-style-type: none"> • Have ads/PSA's about upcoming civic issues during | North PDX mtg. |

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| evening TV news to get their information. | about upcoming hot/controversial issues on the local evening news. | <p>newscasts. (Difficult to do.)</p> <ul style="list-style-type: none"> • Coordinate Public Information role for building relationships with TV news media on key City issues. | |
| One size does not fit all. | Recognize any successful communication strategy needs to utilize multiple media outlets. | Major projects need to show evidence of utilizing several media strategies: Email and web, PSA's and advertising in print media, etc. | All group mtgs. and feedback. |
| Parents with school kids are very school centric and too busy to get info. | Utilize school communication systems to get info to parents. | <ul style="list-style-type: none"> • Coordinate building relationship with Portland Public School's public relations coordinator. • Consider partnership in joint-publication/funding with County, school districts, of regular notices that go out through each school. | East/CNN mtg. |
| Have trouble finding material on City web through search engines | Use of meta tags needs to be improved for quicker search results on City web sites. | Not very familiar. Need to research. | East/CNN mtg. |
| City web sites are not very interactive. | Improve City web sites to be more interactive with polling, surveys, archiving documents, etc. | <ul style="list-style-type: none"> • Train city staff how to utilize new widgets on Portlandonline.com for polling, surveys, etc. • Marketing to public these new opportunities. • Make sure electronic document archives are accessible to those with slow computers, have links to Adobe download for Adobe Reader. | NW/SW mtg. See Bureau Tech Services E-Gov report |
| Project web sites don't provide link for providing public comment. | | Require all projects with public involvement to include a link for providing public comment either through a comment form or email link to staff. | NW/SW mtg. |
| City does not have a coordinated media strategy. Media only covers negative and controversial stories. | Build relationships with media on announcing public meetings before they happen, providing high quality info, coordinating PI efforts media. | Create public information coordination role to build relationships with media, coordinate the distribution of PSA announcements to media, provide follow-up to get media coverage. Help with framing the issue, giving context of broader Citywide picture. | Inner SE mtg. City staff mtg. |
| City staff are not familiar with other bureau projects. | Good internal City communication so staff know what others are working on and can be community ambassadors to answer | <ul style="list-style-type: none"> • Use Citywide Public Involvement Network meetings to provide project networking, overviews and updates. • Create intra-net web site for PI staff with one page summaries on PI projects with overviews and frequently asked questions. | City staff mtg. |

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| Public does not have tools to independently test alternative models for major project proposals. | <p>questions on related projects.</p> <p>Providing assistance to public to independently model and test alternative scenarios for major projects would provide benefit of informed public with more ownership in key City initiatives.</p> | <ul style="list-style-type: none"> Investigate web technologies that would allow public interaction in testing alternative models of proposals. Research PSU partnerships with student research modeling alternative scenarios for projects, working with public groups. | 2-25-03 public forum |
| Legally prescribed public notice advertisements in Oregonian are too small, not effective. | Notices in the Oregonian/other papers need to be more prominent, consider joint advertisements that pool bureau notices. | <ul style="list-style-type: none"> Coordinating a regular city advertisement of PI notices in key area papers could result in larger ad copy with regularity that can be recognizable. PI coordinator role could look for opportunities to combine advertisements for cost savings. | 2-25-03 public forum |
| City not taking advantage of sending notices with current water billing system. | Water billing mailings could be cost effective system for sending notices. | Research if notices could be sent via water billing. | 2-25-03 public forum |
| City does not have a coordinated citywide communication strategy for public info and involvement. | Benefit of having a citywide strategy for coordinating public communication that could result in cost savings and improved public relations. | <ul style="list-style-type: none"> Role for a public involvement and/or public information coordinator. Develop annual workplan that continually improves coordination of bureau communication efforts. | 2-25-03 public forum 3-03 questionnaire |
| Staff don't know what other public involvement efforts are underway. | Provide better internal networking for staff to be aware of opportunities to coordinate, partner on PI projects. | <ul style="list-style-type: none"> Create intranet site for staff listing current/ongoing outreach efforts with contact info. Maintain ongoing Citywide Public Involvement Network staff meetings to allow for project updates and brainstorming opportunities to collaborate. | 3-03 questionnaire |
| Not utilizing cable access except for Council mtgs. | Portland Cable Access has expressed interest in providing more coverage of City public involvement efforts on their programming. | <ul style="list-style-type: none"> Develop a cable access talk show or informational meeting on City issues and/or Neighborhood Associations. | <ul style="list-style-type: none"> KGW did a ½ hour show in 70's with Joan Biggs. County CIC has a talk show format. |

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