



**June 25, 2012**

**FROM:** Mayor Adams & City Commissioners

**TO:** Bureau Directors & Senior Bureau Managers

**RE: **Announcing Implementation of the “Bureau Public Involvement Baseline Assessment” Survey****

The Portland City Council is committed to increasing the quality and consistency of public involvement across City government. In order to assess current public involvement policies and practices across City government, the City Council is requiring each City bureau and office to complete a bureau public involvement baseline assessment questionnaire.

The intention of this baseline assessment is to collect basic information on current public involvement policies and capacity in bureaus. The information collected will help inform the work of the Public Involvement Advisory Council (PIAC) in its effort to support bureaus in improving their public involvement practices through the development of training, best practices, and other technical support.

This baseline assessment implements an action directed by City Council on August 4, 2010 through its adoption of Resolution 36807. City Council directed the PIAC to develop a “public involvement baseline assessment” questionnaire modeled on the questionnaire used by the Customer Service Advisory Committee. City Council also directed city bureaus to complete the questionnaire and submit the information to PIAC and directed PIAC to review the information and report back to City Council.

Three pilot bureaus, BES, BPS and Parks, participated in a beta test of this assessment form in April, and provided valuable feedback which resulted in the current version of this questionnaire.

### **More information and support**

- Completion date for questionnaire: City bureaus and offices should submit their completed questionnaires to PIAC by July 27, 2012. PIAC will follow up with bureaus to discuss results and ways that PIAC can be supportive to bureaus. PIAC will also give an overall update on baseline assessment results to City Council in late September 2012.

- Where to find the questionnaire: The baseline assessment form is available online on the PIAC website at: [www.portlandonline.com/oni/baseline](http://www.portlandonline.com/oni/baseline)

For more support and guidance, contact Afifa Ahmed-Shafi, Public Involvement Best Practices Program Coordinator in the Office of Neighborhood Involvement, at 503-823-5202, or [afifa.ahmed-shafi@portlandoregon.gov](mailto:afifa.ahmed-shafi@portlandoregon.gov).

We recognize that the duties and work of different city bureaus and offices varies widely, as does the appropriateness of involving the community. We believe the data from this baseline assessment will help us better understand how bureaus are involving the community and how to improve the effectiveness of community involvement across city government.

Thank you for your cooperation.

**Mayor Sam Adams**

**Commissioner Nick Fish**

**Commissioner Amanda Fritz**

**Commissioner Randy Leonard**

**Commissioner Dan Saltzman**

City of Portland

## **BUREAU PUBLIC INVOLVEMENT BASELINE ASSESSMENT**

Thank you for filling out the Public Involvement Baseline Assessment questionnaire for your bureau. This questionnaire is intended to capture a general description of each city bureau's basic public involvement policies, programs, and capacities.

The form is seeking general information rather than a lot of detail. However, please provide any context you think would help describe your bureau's practices in the "Comment" section for each question.

The City of Portland Public Involvement Advisory Council (PIAC) will use the information from the completed forms to:

- prepare a summary report for the City Council describing public involvement policies and practices across city government, and
- identify information, training and support that PIAC can provide to help bureaus involve the public more successfully.

THERE ARE NO "RIGHT" OR "WRONG" ANSWERS. The intention of this assessment is to gather basic information about how different bureaus manage and conduct their public involvement. Please just explain what your bureau does.

This questionnaire may take up to an hour to complete. Some questions you will find easy to answer yourself; other questions may require you to solicit input from other people in your bureau.

Please press "Submit Form" when you have completed the questionnaire and email your completed form to [afifa.ahmed-shafi@portlandoregon.gov](mailto:afifa.ahmed-shafi@portlandoregon.gov) .

Paste in links to documents in "comment" box or tell us how to get a copy.

If you have questions or need assistance, please contact Afifa Ahmed-Shafi at 503-823-5202; [afifa.ahmed-shafi@portlandoregon.gov](mailto:afifa.ahmed-shafi@portlandoregon.gov).

**THANK YOU!**

**BUREAU NAME:** \_\_\_\_\_

BUREAU POLICIES

**1. Does your bureau have a written, overall public involvement policy/strategy/manual?**

- Yes (Briefly describe the nature of the document and paste in a link in the Comment box or let us know how to get a copy)
- We are working on it (How far along are you? Expected completion date?)
- We are interested in developing a policy, but haven't started (What support would be helpful to you?)
- No or Not Applicable

Comments:

**2. How does your bureau identify when it is appropriate to do public involvement (e.g. for a specific project) and, if so, the appropriate level of public involvement? (check all that apply)**

- Formal assessment tool (e.g. BIP #9 Public Involvement Toolkit, etc.) (please provide copy or link)
- Internal staff meetings
- Conversations with community leaders
- No defined process
- Other (please describe)

Comments:

**3. Does your bureau create written public involvement plans as part of the development of its projects, programs, and policies?**

- Yes (please provide link to template or sample or tell us how to get a copy)
- In some cases, but not always (please explain)
- No

Comments:

STAFFING

**4. Does your bureau have a designated lead staff person or manager who oversees public involvement for your bureau?**

- a. Yes (please identify and provide contact information)
- b. No

Comments:

**5. How does your bureau conduct its public involvement efforts?**  
(check all that apply)

- A dedicated team of public involvement staff people
- Various project managers and other staff do public involvement along with their other duties
- We hire outside consultants
- Other (please describe)

Comments:



**6. Does your bureau have FTE positions dedicated specifically to “public involvement/community outreach” or “public information” services? (check all that apply)**

*While public involvement and public information duties can overlap, “public involvement” generally focuses more on two-way communication with community members and relationship building, often through workshops, focus groups, advisory committees, etc. “Public information” focuses more on getting a bureau’s message out to the community e.g. press releases, articles, information pieces, etc.*

- We have positions dedicated to public involvement (please provide number of FTE and describe their roles)
- We have positions dedicated to public information (e.g. one or more “public information officers”) (please provide number of FTE and describe their roles)
- These roles overlap (please describe)
- Other (please describe) e.g. We have seventeen FTE program managers that each have .2 FTE dedicated to public involvement duties

Comments:

**7. Does the formal job description for your bureau director include language that refers to the need to ensure the public is appropriately involved in the work of the bureau?**

Ask your human resources or SAP staff person for the formal job classification title for the position. Then go to the OMF website and look up the job description at:

<http://www.portlandonline.com/omf/index.cfm?c=28266&>

- Yes (please paste in formal job title and relevant language in Comment box)
- No

Comments:

TRAINING/PROFESSIONAL DEVELOPMENT

**8. What public involvement training and/or mentoring opportunities does your bureau offer to regular bureau staff (vs. trained public involvement staff) who are asked to involve the public in their work or projects? (check all that apply)**

- Skilled public involvement staff provide mentoring and guidance to other bureau staff
- Basic training in communication skills for working with the public
- Basic training in public involvement process design and techniques
- Working effectively with historically underrepresented communities
- Other (please describe)

Comments:

EVALUATION

**9. How does your bureau evaluate your public involvement processes?** (check all that apply)

- Evaluation by participants (e.g. public or community stakeholders)
- Evaluation by internal bureau staff
- Other (please describe)
- No evaluation

Comments:

**10. If your bureau evaluates its public involvement processes, how does your bureau use the information?** (check all that apply)

- Feedback used by individual bureau staff improve their public involvement work
- Formal identification of best practices to improve bureau-wide public involvement policies and practices
- Other (please describe)

Comments:

OUTREACH/COMMUNICATION

**11. What information does your bureau's website offer to help community members learn about your programs and projects?**  
(check all that apply)

- Easy-to-access information about your bureau's programs and current projects (please describe)
- Contact information for staff people who can provide more information about a program or project (please describe)
- Other (please describe)

Comments:

12. **Which avenues does your bureau offer to the public to comment on your bureau's activities and projects?** (check all that apply)

- Mail in comments
- Telephone comments
- Interactive online tools.
- In-person meetings
- Open houses/workshops
- Focus groups
- Surveys
- Community advisory committees
- Grant review committees
- Other (please specify)

Comments:

**13. What special strategies does your bureau use to involve historically under-represented groups in the community? (e.g. communities of color, immigrants and refugees, people with disabilities, youth, renters, people who are homeless, elders, LGBTQ, and faith-based communities) (check all that apply)**

- Collaborative design of processes with community groups
- Co-hosting events with community organizations
- Mini grants to community groups
- Language translation/interpretation
- Outreach through culturally specific community media
- Child care/food/entertainment
- Physical barrier-free locations
- Alternative formats for materials (large format, Braille, ASL interpretation, etc.)
- ASL and real-time/closed captioning
- Easy to understand language in communications
- Focus groups
- Other

Comments:



ADVISORY COMMITTEES

- 14. Does your bureau have one central committee (that includes volunteers, community members, and stakeholders) that provides ongoing review and input to the bureau and helps set priorities for your bureau?**

*Please list the committee's name, purpose, role and paste a link to committee's website, if available, into "Comment" box.*

- Formal board or commission
- Year-round "bureau advisory committee"
- Budget advisory committee
- Other

Comments:

**15. What other types of advisory committees--with community member participation--does your bureau use?**

- Ongoing standing committees (please provide some examples)
- Short-term committees (please provide some examples)
- None

Comments:

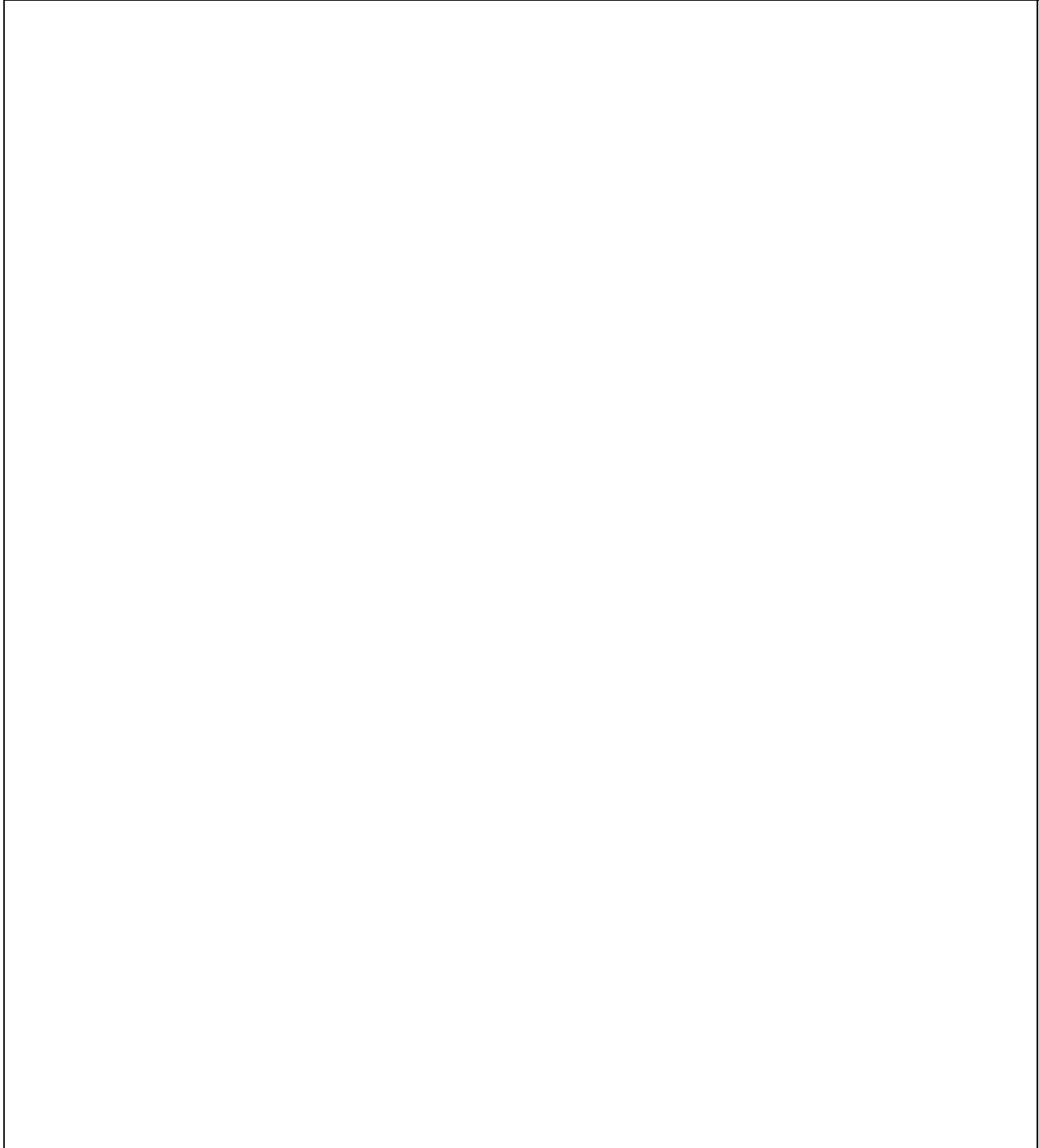
**16. How does your bureau recruit people to serve on its advisory committees?** (check all that apply)

- Bureau staff or city commissioner recommends people to invite to participate
- Bureau asks stakeholder groups to identify people they want to represent their perspectives
- Open recruitment—e.g. broad public announcement of open positions
- Formal application and review process (versus a more informal, ad hoc process)
- Other (please describe)

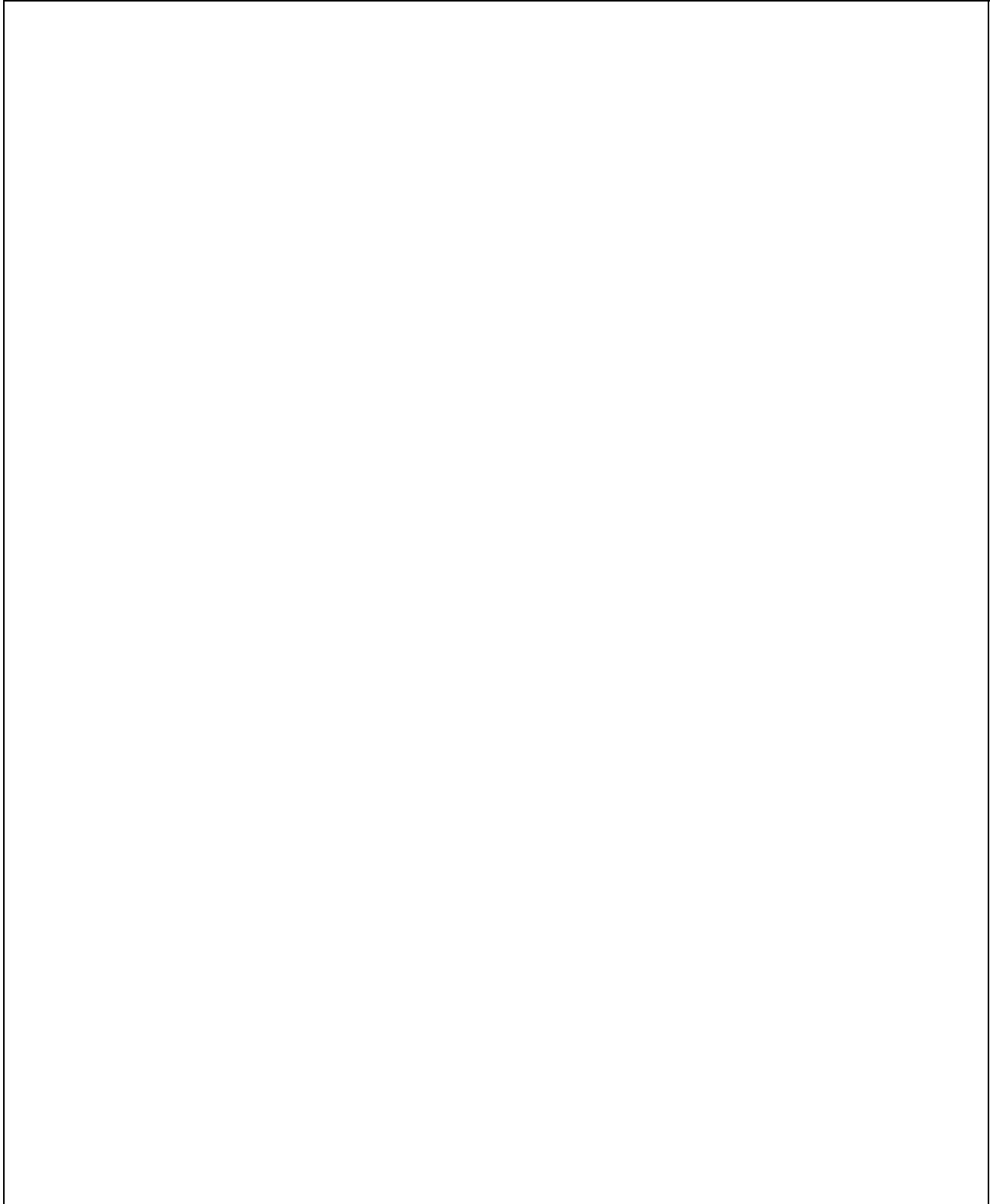
Comments:

OVERALL ASSESSMENT

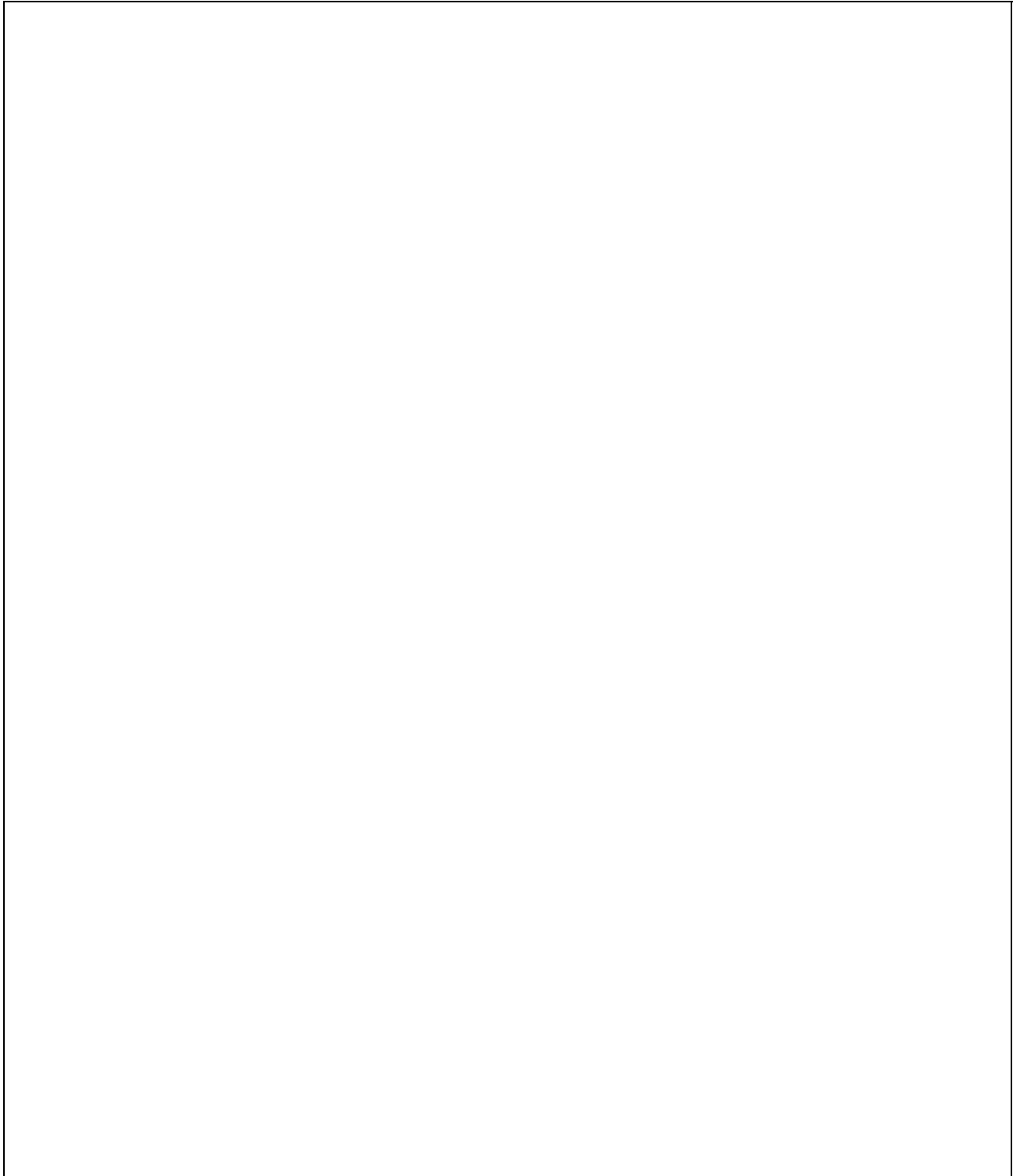
**17. What are three things your bureau feels it is doing well in involving the public?**

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**18. What are three things your bureau finds most challenging in involving the public?**

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**19. What information, technical assistance, training or other resources would help staff in your bureau involve the public more effectively?**



<i>Print Name:</i>	<i>Title:</i>
<i>Signature and Date</i>	

**Person who completed questionnaire**

<i>Signature and Date</i>
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**Bureau Director**

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<p>Please press "submit form" at the top of this PDF and email your completed questionnaire to:</p> <p>Afifa Ahmed-Shafi ONI 131/110 <a href="mailto:afifa.ahmed-shafi@portlandoregon.gov">afifa.ahmed-shafi@portlandoregon.gov</a> 503-823-5202</p> <p><b><i>THANK YOU FOR FILLING OUT THIS QUESTIONNAIRE! We will follow up to discuss any areas in which you would like support from the Public Involvement Advisory Council.</i></b></p>
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