Public Involvement Advisory Council (PIAC)
Meeting Agenda & Notes
December 3, 2013

Members Present: Mohamed Abdiasis, Bill Beamer, Glenn Bridger, Mike Crebs, Jaymee Cuti, Donita Fry, Greg Greenway, Brian Hoop, Denver Igarta, Elizabeth Kennedy-Wong, Paul Leistner, Linda Nettekoven, Amy Spring, Marty Stockton, Mike Vander Veen.
Members Absent: Kelly Ball, Kyle Brown, Bill Gentile, Tim Hall, Muna Idow, Carri Munn, Colleen Poole, Christine White
Guests: Margaret Tallmadge (Verde, NAYA, New Leaders Council volunteer), Adrew Scott (City Budget Office), Sarah Diffenderfer (City Budget Office), Shoshanah Oppenheim (Office of Management & Finance)
Staff: Greg Greenway

Agenda
   A. Announcements & Business
            1. Announcements & Public Comment
            2. Approve October & November Meeting Notes
            3. Update on Budget Advisory Committee Group
   B. Discussion Items
            4. Integrating the Work of the Comprehensive Plan and ASPIRE Groups
            5. Review of Draft Comprehensive Plan
            6. PIAC Membership Recruitment and Selection
            7. Planning for the PIAC Annual Report
   C. Adjourn

Notes

A. Announcements & Business

1. Announcements & Public Comment

There were no other announcements or public comment.

2. Approve October and November Meeting Notes

The meeting notes for October and November were approved unanimously (Glenn motion, Mike second).

3. Approve Recommended List of Appointees to PIAC

A recommended list of appointees to PIAC was approved unanimously (see Attachment at the end of the notes). PIAC members expressed their appreciation to colleagues who agreed to be re-appointed, and to several new members who will begin their first terms. Outreach for additional PIAC members will continue in December and January (Glenn motion, Marty second).

B. Discussion Items

4. Community Budget Process

Andrew Scott, director of the Budget Office, presented the City's plans for outreach on next year's budget and reflected on last year's experience.

- The City will do outreach February-May of 2014
- The budget for outreach is $20,000 and one-tenth of an FTE employee
- There were six budget forums last year; this year there will be three. Why?
    o Different (better) budget environment this year
    o Lower interest this year (and interest waned in later forums last year)
    o City Council did not get value from more forums (same people & comments)
- Only one forum is required, in May. One additional forum will be on the westside, and one on the eastside (where there is much more interest)
- All meetings will be ADA accessible and near transit
- There was translation available last year but it was not used and it was expensive. The challenge is to have it if it is needed, but not to pay for it if it is not
- Budget Office is focusing on building capacity in underrepresented communities, with targeted outreach well in advance (asking ONI's help with emails to targeted groups)
- Other outreach methods will include the City website and a smaller version of "Budget 101" than last year. The "budget brief" document is being changed into a more "citizen friendly" pamphlet.

PIAC members provided feedback.

- Mike V: Need earlier notice in east Portland than last year
- Mohammad: Internet is not used as much in underrepresented communities. Word of mouth is the key to outreach. The City does not invest as much in outreach as the County; the County does a good job. The City should invest more and not rely solely on the media. Andrew asked how the County does it. Mohammad said the County reaches out to CBO's well in advance. But giving a very small amount of money ($300) to a CBO to do real outreach for the City is a slight because it is not enough. Andrew said the mayor has talked about possibly collaborating with the County.
- Paul: It is important to think about the relevance of the budget to different audiences (some want the big picture, some have specific demands, some don't know much about it at all). Laurel Butman wrote a report from a budget group in 2005 that Paul will share with Andrew. He encouraged the Budget Office to see what it can learn from the County.
- Marty: Will there be a summary report on public feedback before the hearing? Andrew: No. We summarize written comments but don't tally what we heard. Marty said it is important to make sure people's time is valued.

- Shoshanah: Need to determine the kind of process you want: public information vs. public involvement. Andrew said it used to be more informational and people hated it. The City gave up on the idea of education because people mainly want to tell the mayor their priorities. There are other forums for education.
- Donita: The City gave DCL partners $300 for a forum. That's not enough to do anything meaningful. The City should invest in its programs and partners. Part of our leadership development is to have a baseline of understanding in our communities. It's about building trust, to invest in the kind of outcomes you want.
- Brian: A better estimate of what it would take is $3,000-$5,000.
- Elizabeth: The budget is 80% set by the time of the budget hearing, leaving a small opportunity for influence. Think about motivated self interest. Gather cumulative budget knowledge, thematically, about what's happening over time. It's an iterative process, and important to connect values to numbers. You need to do education every time, especially to set the context and create a good tone for the conversation.
- Linda: It is hard to get underrepresented communities to participate because there are so many demands on them for participation on boards and commissions. How can you capture comments that are useful and cumulative? A city manager might help with that.
- Mike V: Be clear about what stages of budget development there are and what can happen at different stages of the game. When there is a forum, people need materials to prepare for it. The potential value is big, so it is important to avoid the perception that the decision has already been made. Benchmark the process.
- Shoshanah: Where are you on the spectrum of participation? What outcomes can public comments lead to?
- Mike V: Forums are a recruitment opportunity. Build something into the design that channels community energy to the right place by letting folks know about Budget Advisory Committees and other opportunities to contribute input..
- Elizabeth: Bureaus should share contact info. The process works if you do it right. Parks is beloved.
- Andrew: We used to do a survey but it is expensive ($30K). We found that City Council uses the results if it supports their views. Is it a good outcome if well organized groups change the budget in a way that the broader public might not support? But the survey does validate what is heard.
- Elizabeth: It would be helpful to frame the bureau budget processes as part of the City budget process. There are earlier opportunities for public input at the bureau level, so the Budget Office should present this to the public as part of the annual City budget process.
- Bill: People care, but the City often doesn't talk about things in a way that people understand or care about.
- Jaymee: Are there other ways to participate? Andrew: Online. Jaymee: It is important to be creative. Think about postcards at service centers, churches and other gathering centers.
- Marty: Also recommend libraries. Bill: The Health Dept. does that.

- Paul: You need to demonstrate the tradeoffs in the budget. What kind of input do you want? Are you trying to measure intensity of interest? Asking people to balance tradeoffs? Paul seconded Elizabeth's comment about the entire span of the process (including input at the bureau level) being framed as the City budget process.
- Brian: BAC recommendations include $25,000+ to go to DCL and other partners for early engagement on the budget. How much do other cities spend? If it is not a high priority for elected officials, but it is for us, then communities (and PIAC) need to push for it.
- Elizabeth: How can you leverage participation on other projects in order to inform the budget? For example, the Portland Plan is also about the budget.
- Bill: You can leverage relationships with other bureaus, to get help earlier.
- Andrew: Thank you. We welcome your feedback and critique.

5. Review of Draft Comprehensive Plan

The Comp Plan group continued to facilitate a conversation about the draft document. PIAC members reviewed and gave feedback on the draft policies in chapter 1:

Policy 1.4
Mike: Should there be more language here, like a call for an annual report?
Marty: The manual will deal with how to do the process assessment.
Glenn: We just did this kind of an assessment with Andrew.
Brian: Is there something missing here about building relationships?
Marty: That is covered in Policy 1.1.

Policy 1.5
Elizabeth: It is important to define capacity building. "Invest in…" something specific. Be clear about what you mean. You need strong relationships before education.
Mohammad: Add "processes" to the end of the sentence.
Brian: Use the word "invest"?

Policy 1.6
Denver: Use "gain" instead of "have" the tools, etc.
Amy: Drop "attitudes" because you can't necessarily change those through professional development (Glenn agrees, but Paul says attitudes matter).

Policy 1.7
Donita: "Affected" communities is overly broad because of the interconnectedness of all communities in Portland. Better to use something like "directly impacted" or remove "affected." Glenn: "Impacted" is too strong (it applies when something really big happens, like the impact of a comet).
Donita: Add "and ensure avenues for participation." In the section on data, add "community verified data."

Policy 1.8
Denver: What does "the City" mean? Specify if you mean staff, elected officials, etc.

Policy 1.9
Group: Make the last sentence a separate sub-policy (policy 1.9.c).

Policy 1.10
Elizabeth: Regarding "culturally appropriate," what matters is how the community sees it.
Mike C: Staff doesn't design processes as culturally appropriate on their own. We get feedback from the community and get the community's help in designing the process.
Group: Synch "affected communities" language with the language in Policy 1.7 (i.e., the discussion about "affected" vs. "impacted"). Maybe use "directly affected."

Policy 1.11
Marty: This was an "ah-ha" idea from the PEG.
Greg: Change "access" to "assess."
Paul: Consider changing "corresponds with" to "meets the needs of" or "reflects the demographics of."
Marty: This is more about the data – whether you are reaching who you intend to reach.

Policy 1.12
Group: Change "disabilities" to "abilities" and delete "other."
Brian: Should it reference Title VI?
Marty: No, the direction from attorney is not to repeat the law in policy language.

Policy 1.13
Mohammad: Change "expertise" to "tools." On 1.13.a, change the opening to "Provide community members with…"

Policy 1.14
No changes.

Policy 1.15
Mike V: reference Policy 1.4 in Policy 1.15?
Paul: No, it is sufficient. Policy 1.4 refers to assessment of the bureau's practices overall (ongoing and across all projects), and 1.15 refers to the assessment of a single project.

Policy 1.16
Marty: Is "best practices" OK?
Donita: It is culturally relative. We use "practice based evidence."
Brian: At the November equity meeting it was agreed not to use "best practices." One alternative is "promising practices."
Elizabeth: Why use jargon? Just say what you mean.

Other comments on the Comp Plan:
- Shoshanah reminded Greg that she created a document that mapped Title VI language onto the draft Comp Plan goals and policies (following a similar exercise to compare the Comp Plan draft to the ASPIRE recommendations). Greg acknowledged the value of that document and said he would forward it to Marty so she could compare the language for consistency.
- Marty outlined next steps: (1) she will incorporate PIAC feedback from the last three meetings into the next draft of the Comp Plan goals and policies, (2) the Comp Plan workgroup will meet in December to review the next draft, (3) Marty will give her draft to BPS and we should see a "preferred draft" for public comment in January or February.

6. PIAC Annual Report

Greg is putting together an outline and initial draft for review by the Coordinating Committee on December 17. We will have something for the group to review in January.

7. New Ideas for 2014

Everyone was encouraged to think about topics for subcommittee work in 2014. Some ideas that have been raised are notification and digital engagement, in addition to the discussion last month about guidelines for bureau public involvement programs/policies. Staff distributed the current City Code language on notification for consideration, as well as PIAC's Strategic Plan, which lists priorities established a year ago and describes the process for establishing new working groups.

C. Adjourn

The meeting adjourned at 8:00.

(See attachment on next page)

ATTACHMENT

Recommended Appointments to PIAC
December 3, 2013

ACTION:
Recommend the following candidates to City Council for membership on PIAC

BACKGROUND:
PIAC voted at the September meeting to extend members' terms by six months until they could be reappointed to full terms. This action would recommend appointment of nine candidates to full terms:

- Reappoint Kelly Ball, Donita Fry, Elizabeth Kennedy-Wong and Christine White
- Appoint Mike Crebs to his first full term
- Appoint Bill Beamer to his first term
- Appoint Linda Nettekoven to a third term, making an exception to the Charter
- Appoint Claire Adamsick to her first term, recommended by the Selection Committee
- Appoint Jaymee Cuti to complete the term assigned to Maileen Hamto (last served by Liam Frost)

City Staff Members	Bureau	Term
Kelly Ball	Office of Management & Finance	12/3/13 – 9/30/16
William Beamer	Bureau of Planning & Sustainability	12/3/13 – 9/30/16
Michael Crebs	Police Bureau	12/3/13 – 9/30/16
Jaymee Cuti	Housing Bureau	9/28/11 – 10/1/14
Elizabeth Kennedy-Wong	Parks & Recreation Bureau	12/3/13 – 9/30/16
Shoshanah Oppenheim	Bureau of Internal Business Services	12/3/13 – 9/30/16
Community Members	**Affiliation(s)**	
Claire Adamsick	Community At-Large	12/3/13 – 9/30/16
Donita Fry	Native American Youth and Family Center	12/3/13 – 9/30/16
Linda Nettekoven	Community At-Large	12/3/13 – 9/30/16
Christine White	Port of Portland	12/3/13 – 9/30/16