



SOUTH PARK BLOCKS MASTER PLAN

Community Engagement Summary -- February 2020

Goals

The community engagement approach for this stage of the project was designed to:

- Enlist community participation in the design review process with a special focus on students, PSU communities of color, the Native American Community Advisory Council and Parks Accessibility Advisory Committee;
- Explain how community feedback and ideas during the visioning phase influenced the development of draft concepts;
- Gather and understand community feedback on the draft design concepts to develop a preferred park design; and
- Build community relationships and support for the South Park Blocks and PP&R.

Approach

Community stakeholders and the general public were invited to review and comment on three design concepts for the South Park Blocks Master Plan. This second stage of engagement included two meetings of the Community Advisory Committee, stakeholder discussions, focus groups with students at PSU and St Mary's Academy, consultations with the Parks Accessibility Advisory Committee and the Native American Community Advisory Council. PP&R partnered with the PSU Farmers Market to hold a Community Gathering and Market Booth followed by a month-long comment period. A full list of meetings and events is on page 3.

Community Engagement Overview

The following meetings, outreach and events were designed to engage stakeholders and the broader community in the review of design concepts. Public feedback was gathered on the design features and park improvements to guide the Community Advisory Committee and project team as they refine the concepts into a preferred park design. A total of twenty meetings including a Community Gathering event were held between September 2019 and February 2020. A complete list appears on page 3. The opportunity to review and comment on design concepts was promoted through community outreach to stakeholders and at all meetings, events and activities during this stage of the project. A written survey was distributed in paper copies, online at the PP&R website and through social media during the month-long comment period.

- PP&R partnered with the Portland Farmers Market to promote the project and comment opportunity. The Farmer's Market provided a Community Booth at the 11/23 PSU Market, and shared announcements through their vendor networks and social media posts.
- Two meetings of the Community Advisory Committee were held in September and October. The September agenda included a presentation by Ed Washington of Portland State University who discussed the history of Vanport, issues of race and racism in Portland, and connections between Vanport and Portland State University. In October, the CAC previewed the draft design concepts and discussed key design elements, proposed park features and fall community engagement plans.
- More than 250 people were contacted at a PSU Farmers Market Community Booth and a Community Gathering held inside Smith Memorial Student Center on 11/23/2019. A Spanish interpreter provided language assistance to participants and market vendors.
- 139 people submitted written and online surveys with detailed comments on the three design concepts between November 23 and December 30, 2019.
- Two focus groups were held with students at St Mary's Academy and Portland State University in February.
- Multiple email notifications were sent to promote the design concepts, community gathering event and survey to neighbors, stakeholders, project advisors, PSU staff, PSU student groups and community organizations.
- Social media posts encouraged the review of design concepts, attendance at the Community Gathering in November and comments on the design concepts using a written survey.
- A total of 500 flyers in Spanish and English were distributed to residents, businesses, organizations, park visitors, PSU students and staff, and Portland Farmers Market visitors to promote the Community Gathering and invite comments on the design concepts.
- An announcement about the Community Gathering and comment survey was posted on the PP&R main web page, the project web page and featured in the City of Portland online citywide events calendar.
- 35 lawn signs in Spanish and English promoting the project and Community Gathering were posted in the 12-block park for ten days prior and one week after the event.
- A comprehensive report on community comments was prepared to document public feedback and inform the design process.

Meetings and Events	Date
	2019
Community Advisory Committee Meeting #3	September 26
Community Advisory Committee Meeting #4	October 29
Parks Accessibility Advisory Committee	November 7
Friends of the South Park Blocks	November 12
Portland Business Alliance	November 19
Native American Community Advisory Council	November 19
Portland Art Museum	November 22
Community Gathering #2 – PSU Farmer’s Market	November 23
Design Concepts Comment Survey	November 23--December 30
Downtown Neighborhood Association Land Use and Transportation Subcommittee	December 3
Design and Historic Landmarks Commissions Joint Briefing	December 5
Parks Board Land Use and Infrastructure Subcommittee	December 6
Oregon Historical Society	December 11
Portland’s Center for the Arts	December 30
	2020
Native American Community Advisory Council	January 15
Urban Forestry Commission	January 16
Portland Famer’s Market	January 24
Arlington Club	January 27
Portland Parks Board	February 11
St Mary’s Academy Focus Group	February 25
PSU Student Focus Group	February 28

