

EXHIBIT B

Public Engagement Work Program

July 31, 2008

Purpose

The purpose of public engagement in the periodic review work program is to provide open and meaningful opportunities for individuals and organizations to effectively influence Comprehensive Plan updates.

Portland has a proud and lengthy tradition of a well-informed, highly involved community committed to making Portland a great place to live, work and play. An extensive network of neighborhood associations and district coalitions, an active business community and a growing network of ethnic, immigrant and historically “hard-to-reach” communities all provide the City of Portland with a wealth of knowledge, commitment and passion from its people. As the City develops and undertakes periodic review, it is renewing its commitment to quality public engagement by building on the communities’ strengths as well as the City’s recent successes in community visioning and engagement.

Officially Recognized Citizen Involvement Advisory Committee

Integral to the public engagement work program is an official committee to advise the process regarding public engagement. State law gives the City three choices in terms of designating its Citizen Involvement Advisory Committee (CIAC):

1. the City Council may serve as its own advisory committee;
2. the City Council may designate the Planning Commission as the advisory committee; or
3. the City may appoint an advisory committee separate from the Planning Commission.

If the City selects the second or third options the members must be “broadly representative of geographic areas and interests related to land use and land-use decisions” and “be selected by an open, well-publicized public process.”

The City Planning Commission recommended using a combination of the second and third approaches listed above - that the Community Involvement Advisory Committee be composed of three planning commissioners and at least nine other members of the community. A planning commission member and a community member would serve as co-chairs. Community members for the CIAC would be nominated by the Mayor and confirmed by City Council for fixed terms

The committee would:

1. Review, comment, and recommend changes to this draft public engagement program.
2. Monitor the public engagement process throughout the planning process to ensure the engagement program is being properly carried out.
3. The CIAC may also schedule quarterly work sessions and issue reports. If the CIAC discovers through its monitoring and evaluation activities that the approved public engagement work program could be made more effective, it may recommend that the City Council make changes to the approved program.

The community members should reflect essential constituencies within Portland including, but not limited to, neighborhood association and district coalition networks, business associations, ethnic communities, and other organizations with interests in how Portland develops. The CIAC will work on a participatory rather than a representative model. It is the CIAC as a whole that reflects Portland as a community; members should not view themselves as the sole representative of a particular constituency or interest.

All CIAC meetings will be subject to state open meetings and public records laws. The CIAC will collectively determine how to resolve any procedure issue that might arise during the course of a meeting, whether that be Robert's Rules of Order, consensus, modified consensus or other decision-making structure. The Bureau of Planning would provide staff support for these meetings.

Guiding Principles

The following principles are proposed to be used to guide public engagement during the preparation of plan updates and as the basis for ongoing monitoring and improvements to the public engagement work program.

The Portland Planning Bureau will value and record all comments received. All recommendations received will be retained, considered and made available for public review. Every public recommendation made orally or in writing for a Planning Commission or City Council hearing will receive an official city response. The response will explain how the recommendation was considered and accommodated or why accommodation was not possible.

The Portland Planning Bureau will provide effective tools and information in order to make effective public participation possible.

Information needed to make decisions will be presented in a simplified and understandable form. Assistance will be provided to interpret and effectively use technical information. Copies of technical information will be available on the Internet, at public libraries, at neighborhood coalition offices and at other locations open to the public. Translations of key documents will be available.

Decisions will be open, transparent and accessible. Reports containing the facts and reasons necessary to make particular decisions will be available at least twenty-one days before any Planning Commission or City Council hearing, and these reports will be retained for the life of the plan. All hearing venues will be accessible.

Plans, supporting documents, and plan-implementing measures will be adopted by City Council ordinances and will be retained in City offices easily accessible to the public and made available on the Internet.

PHASES OF THE WORK PROGRAM

The Periodic Review work program is organized around four phases. Public engagement methods and strategies will be tailored for each phase of the work program. The following summarizes the work and products of the phases:

Phase I: Develop Work Program

This phase will be used to compile and share baseline information, define the scope of the project and prepare a work program.

Research will be conducted to build a shared base of facts on which to build the work program. This includes an assessment of existing City plans and programs in light of existing conditions, observable trends, and the values and information identified through the visionPDX project. At a minimum, the project scope must meet the needs of the state comprehensive plan "periodic review" requirements. A more far reaching scope is expected to be needed to respond to the direction of City Council and the aspirations of the community.

This phase of the work program concludes with the City Council adoption of the work program and public engagement program.

Phase II: Alternative Futures

In this phase, additional research will be conducted as needed on issues, constraints, problems, and opportunities facing the city. Through outreach, research and analysis, the City will compile community needs and desires in greater detail. The analysis of conditions, previous plans and community values will be combined with community input to develop draft goals, guiding principles and initial evaluation criteria for the plan. The results of this work will define the shared "Planning Context." The City will make summaries of the results available and easily accessible.

The information contained in the Planning Context document will be further refined into a menu of choices that can be used to define and test alternative courses of action. This refinement will be done in two parts. First, the City will frame basic choices that will be organized as "themes," with each theme emphasizing a different mix of community values. Second, through analysis and public input, themes will be combined and developed into "scenarios" for detailed modeling and evaluation. Each scenario will be analyzed based on the community-generated evaluation criteria and state requirements.

The end product of this phase is a technical report and a complete response to public comments received to date.

Phase III: Plan Development

This phase contains big decisions, or what the state planning requirements call “the ultimate policy choice.” The preliminary decision will be presented in the form of a “Concept Plan” recommended by the Planning Commission and accepted by the City Council. This concept plan will be fleshed out and refined through public outreach.

The approved concept plan will be used as the basis for the final plan, which will include a “physical plan” component. The “physical plan” will be the more detailed basis for revision or replacement of the comprehensive plan map. Since this map serves as the basis for land use regulations, the presentation of the draft “physical plan” may require individual notice to property owners whose development opportunities would be affected by the proposed plan.

Comprehensive plan updates must also be coordinated with plans of other affected governments. State law requires the City to provide notice of the proposed adoption of a new plan to affected governments, and to consider and respond to their comments. Portland is quite likely to receive comments from Multnomah County, the school districts, Metro, the Port of Portland, Tri-Met, adjoining cities, and several state agencies. Based on the probable effects of adoption and expected feedback from affected and interested persons and governments, the physical plan could be revised.

The products of this phase are plan updates recommended by the Planning Commission, adopted by City Council, and submitted to the state as a final decision.

Phase IV: Implementation

This phase is about selecting necessary and sufficient means to carry out the comprehensive plan. State law provides that, “plans shall be the basis for specific implementation measures,” and requires that “these measures shall be consistent with and adequate to carry out the plans.” In other words, plans are not supposed to contain “orphaned” policies. Every provision of a plan is supposed to be carried out some time during the life of the plan, certainly within 20 years of adoption.

Implementation measures for the existing comprehensive plan include the zoning map and code, urban renewal districts, written agreements with other governments and development partners, lists of capital projects needed to support the physical plan and tax abatement programs. Each of these measures might need to be changed or replaced.

The products of this phase are new or revised implementing measures recommended by the Planning Commission, adopted by City Council ordinance and submitted to the state as a final decision.

PUBLIC ENGAGEMENT

Use a range of outreach channels:

- Build upon existing networks and information channels;
- Reach out to all generations and communities by having discussions, attending events and meetings and making information available where people live, study and hang out;
- Record comments and ideas at meetings and events, provide timely response to questions and concerns, and make comments accessible to the public;
- Create one central official project mailing list for project communication (include both U.S. mail and e-mail addresses);
- Maximize web-based tools such as the project web page, electronic newsletter and short videos; and
- Design and implement a media strategy, including regular press releases promoting on-going newspaper and radio/TV coverage.

Use accessible outreach materials:

- Compose several audience-appropriate materials targeted to and based on input from youth and other under-represented and hard-to-reach communities, groups and individuals;
- Create a standard and graphic style for all written/print materials so that materials are easily identified as part of this project;
- Translate key materials into several languages and use appropriate and effective channels for distribution of information such as in partnership with trusted community-based organizations and cultural groups; and
- Present materials in alternative formats; always have materials available digitally and in standard print formats as well as large-print format on request.

PHASE I – Develop Work Program **November 2007 to August 2008**

The purpose of public engagement in Phase I of the project is to inform people about the project, identify additional issues, needs and desires that the community wants addressed in the plan and provide people with an opportunity to review and comment upon the draft assessments and preliminary work program.

1. Public Engagement may include, but is not limited to:

- a. Go where the people are; attend neighborhood and other community and civic meetings to introduce the plan update process; and
- b. Host a series of community meetings to educate folks about the planning process and to get feedback on the draft assessments of comprehensive plan and Central City Plan and draft work program.
- c. Two Planning Commission hearings.
- d. One City Council hearing.
- e. Report on public comments received at public hearings.

PHASE II – Develop Alternative Futures for Portland **Spring 2008 to Spring 2009**

Establish the Portland Context

The purpose of public engagement at this step of Phase II is to inform the community about the project; identify issues and generate ideas for addressing issues and opportunities; and identify/discuss preliminary goals and principals that will be used to shape and evaluate alternative strategies/scenarios for accommodating projected growth, addressing issues and realizing opportunities.

2. Public Engagement may include, but is not limited to:

- a. Host citywide Summits to engage, inform and inspire Portlanders with big picture possibilities and generate ideas that will help shape the plan;
- b. Go to where the people are; attend neighborhood and other community and civic meetings;
- c. Use web-based input tools: surveys and comment forms to inform and solicit ideas;
- d. Use opinion surveys, interviews and feedback forms to solicit information to help inform the planning effort; and
- e. Conduct outreach at summer events: be present to provide information, answer questions and take in feedback at other community events and forums such as cultural activities, clean-up days, farmers markets, etc.

Develop Initial Choices and Themes

The purpose of public engagement at this step of Phase II is to continue soliciting community input, building upon the previously gathered information, to develop and refine potential alternative futures for Portland, and identify preferences.

3. Public Engagement may include, but is not limited to:

- a. Community workshops and forums showcasing alternative choices and asking for direction in narrowing choices;
- b. Focus groups, task forces and special committees as needed;
- c. Self-directed community discussion groups and study circles; and
- d. First phase of selecting, training and building relationships with a corps of volunteers to participate as community discussion leaders.

Narrow and Refine Scenarios and Choices

The purpose of public engagement at this step of Phase II is to pull together information from the public regarding the preliminary scenarios and goal/policy choices, identify common themes and preferences and merge similar components to form a limited number of alternative choices.

4. Public Engagement may include, but is not limited to:

- a. Community workshops and forums (Two rounds: The first round would involve reviewing broad brush, alternative scenarios for the future and big picture policy choices, generating other ideas, and identifying preferences. The second round would involve reviewing and refining three or four scenarios and major policy choices derived from the first round of workshops).
- b. Focus groups, task forces and special committees as needed;
- c. Citywide events;
- d. Self-directed community discussion groups, study circles;

- e. Continued development of a corps of volunteers as leaders in facilitation of community discussions;
- f. Web-based education and feedback tools: on-line questionnaires, videos, discussion guidelines, etc;
- g. Planning Commission hearing;
- h. City Council hearing; and
- i. Report on comments received at public hearings

PHASE III – Plan Development **Summer 2009 to Spring 2010**

Develop the Concept Plan

The purpose of the public engagement in Phase III is to flesh out and refine the scenario and big picture goals and policies preferred by the City Council in partnership with the people of Portland.

5. Public Engagement (may include, but is not limited to):

The public engagement shifts at this point. The City will no longer need public input to define and refine concepts and goals, but to instead to refine a draft concept plan. In this phase of the project, community education about the draft concept plan is critically important.

- a. Corps of volunteers takes a leadership role in public education about preliminary draft of new and revised Comprehensive and Central Portland Plans;
- b. Community meetings and forums continue to review and refine the draft plan;
- c. Focus groups, task forces and special committees as needed;
- d. Outreach at summer events: be present to provide information, answer questions and take in feedback at other community events and forums such as cultural activities, clean-up days, farmers markets, etc;
- e. Interviews and feedback forms; and
- f. Web-based education and feedback tools: online questionnaires, videos, discussion guidelines, etc.

Refine and Adopt the Plan Updates

The purpose of public engagement at this step in Phase III is to collect comments and input that assist the staff and the Planning Commission in amending and refining the concept plan.

6. Public Engagement (may include, but is not limited to):

- a. Web-based education and feedback tools: online questionnaires, videos, and discussion guidelines, etc.;
- b. Community workshops and forums;
- c. Focus groups, task forces and special committees as needed;
- d. Corps of volunteers takes a leadership role in public education and further refinement of draft plan;
- e. Planning Commission hearing;
- f. City Council hearing(s); and
- g. Report on comments received at public hearings.