

# Comprehensive Plan Update

## Community Involvement Plan (Periodic Review Tasks 3 and 4)

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# I. Introduction

The purpose of this community involvement plan is to describe how Portlanders can become involved in the Comprehensive Plan update. This document is intended to supplement the official [Community Involvement Program](#) for the Comprehensive Plan Update, as amended and adopted by City Council in August, 2010. Portlanders, City of Portland staff and the Community Involvement Committee (CIC) are the audience for this plan, to be used as a touchstone during this effort.

## II. Work Description and Background

### II.A. Overview

Portland's Comprehensive Plan (Comp Plan) is the basis for all land use planning and growth management actions in Portland, providing direction for City decision-making on everything from citizen involvement and economic development to transportation, natural resources, housing, and infrastructure.

The Comprehensive Plan is part of a statewide system of planning that was put in place in the 1970's to protect the state's farm and timber economies, its treasured landscape, and to provide orderly ways of planning for new development. The State of Oregon requires that every city and county adopt and periodically update a comprehensive plan that establishes a growth boundary and meets state and regional planning goals while retaining local control of specific land use decisions. The existing Comprehensive Plan for Portland was adopted in 1980 and has been amended several times since then. This is the first extensive update of the Comprehensive Plan since 1980.

The Comprehensive Plan has three components:

**Goals and Policies:** Broad statements of the community's long-term desires, values and preferred future directions. Goals describe the ideal future that would result if the plan were fully realized, while policies represent choices made to carry out the goals.

**Comprehensive Plan Maps:** The maps depict the community's desired future development pattern and how the city will accommodate growth. The maps show land use designations, which set where and at what intensity particular uses (e.g. residential, commercial, industrial and open space) are allowed. The maps also show things like the city limits, urban services boundaries and street classifications.

**Public Facilities Plan:** This is a list of capital projects that describes significant public facilities needed to support future development depicted on the comprehensive plan maps and described in the goals and policies.

These components are all about the future - they depict or describe things we want to try and make happen over the next 25 years. A lot has changed since the last update in 1980. The Portland region has had sustained population growth and development and is expected to continue the trend with a forecasted 130,000 new households and 140,000 new jobs by 2035. The Comp Plan update is about physical development balanced with the natural environment, but it exists to serve the needs of the people. The following conditions frame the context of the Comp Plan update:

- The "working poor" make up about one-quarter of all Multnomah County households. Average wages in Multnomah County have not kept pace with the rising costs of living. In some inner neighborhoods, many renters and small businesses have been involuntarily displaced. The community development approaches we embed in the Comprehensive Plan must combat involuntary displacement.
- In the last decade, Portland had flat job growth. As the largest city in the region and the state, Portland is the business center for the regional economy and a trade gateway to the Pacific Rim. The

Comprehensive Plan must include land supply and infrastructure policies that aid in the creation of high paying jobs.

- Only 53% of Portland’s high school students graduate in four years and 23% dropped out altogether. The Comprehensive Plan must include land use and infrastructure investment decisions that promote the success of our public school system, recognizing that youth success is supported by safe neighborhoods and stable housing, among other factors.
- Chronic disease rates have increased, and 53% of Multnomah County residents are overweight or obese. The physical layout of the city and the quality of our infrastructure has a major impact on human health. For that reason, public health professionals believe the Comprehensive Plan could be a key tool toward creating a healthier city.
- Population trends suggest changing demographics with increasing racial and ethnic diversity, smaller households, and an aging population. Our future population may have different needs, and the Comprehensive Plan is a tool to consider and plan for those needs.

It’s time to take a fresh look at where Portland is heading for the next generation, and how to adapt our Comprehensive Plan to address these issues.

## **II.B. Framework**

### **Periodic Review**

The Comp Plan update is carried out by completing state-required tasks through a process called Periodic Review. According to the state, the fundamental purpose of Periodic Review is to ensure that local comprehensive plans are:

- Updated to respond to changes in local, regional and state conditions,
- Coordinated with other comprehensive plans and investments, and
- In compliance with the statewide planning goals, statutes and rules.

The Bureau of Planning and Sustainability developed a work plan for this update that has been approved by City Council and the Oregon Department of Land Conservation and Development (DLCD). The following five tasks make up the general required work program. The current Comp Plan update work and the context for this specific involvement plan are generally part of tasks 3 and 4.

**Task 1: Community Involvement Plan - Adopt a plan to ensure meaningful, timely and sufficient community participation in all phases of plan update.** The City’s Public Involvement Plan for all aspects of Periodic Review was adopted by City Council in August 2010. It included creation of the Community Involvement Committee (CIC), and a set of best practices that would be employed throughout Periodic review. The Bureau of Planning and Sustainability has subsequently worked with the CIC to produce more detailed public involvement plans for each phase of the work plan. The present plan is a more specific public involvement sequence for tasks 3 and 4.

**Task 2: Inventory and Analysis - Conduct research and analysis necessary to provide a solid factual base for plan update.** Required background reports were adopted by City Council in 2012.

**Task 3: Consideration of Alternatives -Identify the social, economic, environmental and energy implications of alternative patterns of development. Development patterns will be depicted by use, intensity and form.**

**Task 4: Policy Choices - Consider alternative policy choices informed by the alternatives analysis.**

**Task 5: Implementation - Identify and develop implementation measures necessary to carry out the policy decisions (e.g funding identified projects, establishing new programs).**

### **Recent Planning Guidance**

The Comp Plan update is guided by the aspirations outlined in two early planning efforts: visionPDX and the Portland Plan.

Launched in 2005 by Portland Mayor Tom Potter, visionPDX was an extensive public engagement process to develop a shared vision for our community for the next 20 years and beyond. The purpose of visionPDX was to invite community members to plan for the future of the city and open up government to all Portlanders, particularly to underrepresented groups and communities. Their dreams and aspirations became Portland 2030: a broad vision for the future, which includes the values Portlanders share and direction on the built, economic, environmental, learning and social future for our city.

Adopted by City Council in 2012, the Portland Plan builds on the broad vision set forth in visionPDX. Organized around an equity framework, measures of success and integrated strategies based on nine action areas, the Portland Plan contains a five-year strategic action plan and guiding policies for the City and Portland Plan partners, and provides guidance for developing the Comprehensive Plan update.

Guiding framework provided by visionPDX and the Portland Plan:

**Vision for 2035**

Shaped by the Willamette and Columbia Rivers, Portland connects people and nature to create an international model of equity and sustainability. We are a city of communities. Our distinct neighborhoods and vibrant downtown are safe, energizing civic and cultural spaces. Our diverse population, innovative businesses and forward-thinking leaders work together to ensure livability for all. -visionPDX

**Portland is a prosperous city.**

In 2035, Portland is a place where households prosper. It is a city where prioritizing business growth has resulted in a robust, resilient and low-carbon regional economy with economic opportunities that support the needs of a socially and economically diverse population.

**Portland is an educated city.**

In 2035, youth of all cultures, ethnicities, abilities and economic backgrounds have the opportunities they need to thrive -- like clean and safe neighborhoods, good schools and places for recreation. In 2035, Portlanders actively support youth and contribute to abundant opportunities to develop as individuals and contribute to a healthy community and sustainable economy.

**Portland is a healthy city.**

In 2035, all Portlanders live in places that support healthy living with safe, accessible and high-quality housing, access to affordable and healthy food and transportation options, reliable sanitary and stormwater services and clean drinking water. Portlanders are linked to each other, jobs and greenspaces by a network of corridors that encourage active transportation, integrate nature into neighborhoods, enhance watershed health and air quality, and provide access to services and destinations. All Portlanders live in neighborhoods where nature is never far away and it is safe and easy to walk, bike or roll to meet their daily needs.

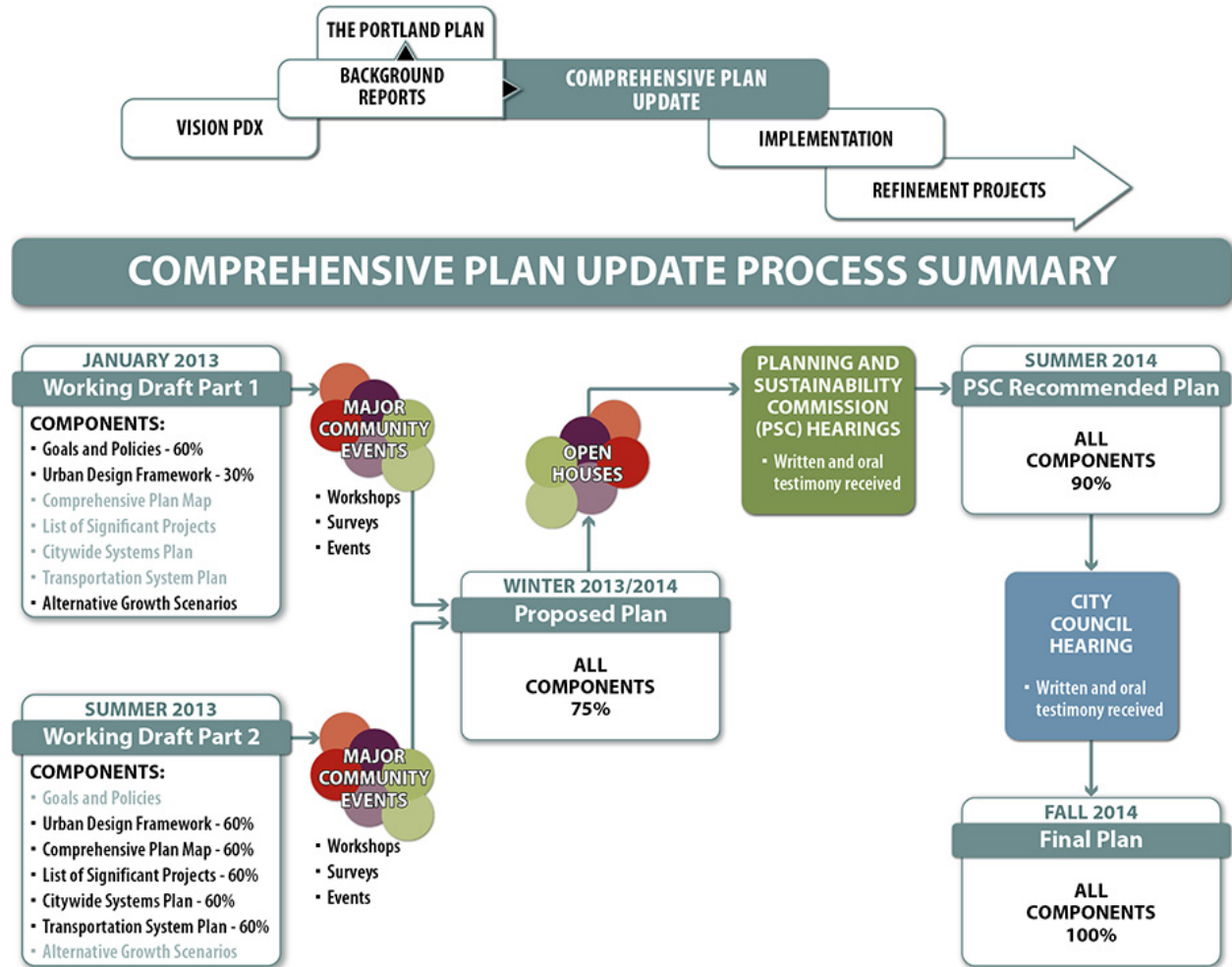
**Portland is an equitable city.**

In 2035, all Portlanders have access to the opportunities they need to advance their well-being and achieve their full potential. It is a place where communities equitably share the benefits of growth and change and where no one community is over-burdened. In 2035, all Portlanders and communities fully participate in transparent and accountable decision-making.

In 2035, Portlanders' commitment to each other and to their city has created a place that is prosperous, educated, healthy and equitable.

## II.C. Timeline

The current segment of the Comp Plan update work program will extend for approximately two years, resulting in an updated Comprehensive Plan. The diagram below outlines the specific products that that are part of the Comprehensive Plan and the approximate timing estimated at this point.



## III. Community Involvement Process

### III.A. Community Involvement Guidance

#### **City of Portland Public Involvement Principles and Goals**

The Community Involvement Committee (CIC) has embraced the following principles for public involvement, adopted by the Portland City Council in August 2010. The principles represent a road map to guide government officials and staff in establishing consistent, effective and high quality community engagement across Portland's City government.

**Partnership** Community members have a right to be involved in decisions that affect them. Participants can influence decision-making and receive feedback on how their input was used. The public has the opportunity to recommend projects and issues for government consideration.

**Early Involvement** Public involvement is an early and integral part of issue and opportunity identification, concept development, design, and implementation of city policies, programs, and projects.

**Building Relationships and Community Capacity** Public involvement processes invest in and develop long-term, collaborative working relationships and learning opportunities with community partners and stakeholders.

**Inclusiveness and Equity** Public dialogue and decision-making processes identify, reach out to, and encourage participation of the community in its full diversity. Processes respect a range of values and interests and the knowledge of those involved. Historically excluded individuals and groups are included authentically in processes, activities, and decision and policy making. Impacts, including costs and benefits, are identified and distributed fairly.

**Good Quality Process Design and Implementation** Public involvement processes and techniques are well-designed to appropriately fit the scope, character, and impact of a policy or project. Processes adapt to changing needs and issues as they move forward.

**Transparency** Public decision-making processes are accessible, open, honest, and understandable. Members of the public receive the information they need, and with enough lead time, to participate effectively.

**Accountability** City leaders and staff are accountable for ensuring meaningful public involvement in the work of city government.

#### **Lessons Learned**

In addition to striving to achieve the citywide public involvement principles, the Comp Plan update will also work to address these lessons learned in earlier Periodic Review tasks and the Portland Plan process, identified by the CIC, staff and project partners in the community engagement evaluation:

- Seek bureau and partner agency assistance with outreach and engagement.
- Build new and ongoing relationships with under-served and non-geographic issue-oriented groups, including cultural groups, faith communities, homeless communities, renters, and minority businesses.
- Continue, and in some cases broaden, involvement with City of Portland boards, committees and commissions.
- Ensure there is adequate time between the public release of a draft document and the corresponding public hearings and public comment period, while factoring in time for organizations to meet and coordinate an official response, as well as, avoiding the holidays for the public comment period.
- Drafts released for public comment and other outreach material should be available in large print and html-friendly versions at the time of public release.
- Continue to coordinate more with venues to advertise events to those who use or visit the facility.
- Consider the date and time of hearings and workshops and verify that the scheduling does not conflict with the local organizations regularly scheduled meetings.

- Engage more people, especially non-geographic communities and first-timers.
- Demonstrate to participants how previous input is being incorporated into current materials and proposals.

### Specific Challenges

Staff and the CIC acknowledge specific challenges for community involvement for this project including the need to distinguish between the Comprehensive Plan update and previous phases of Periodic Review, the public often relates more to implementation over policy development, and public fatigue from five years of citywide planning projects following VisionPDX and the Portland Plan.

In order to address these issues the following approaches will be used:

- There will be a conscious effort to show the lineage, relationship and distinction between the Comp Plan update process and previous efforts in continuing information and educational efforts.
- Key implementation projects will be identified and worked on during the process to respond to immediate community needs. For example, on the issue of apartments and parking, staff will develop short-term solutions for consideration early in 2013, focusing specifically on parking, while the project continues to pursue longer-term and more holistic approaches related to development, parking and design through the Comp Plan update.
- Examples of potential implementation measures will be shared in conjunction with draft policy to better inform the public.

## III.B. Key Audiences

This Community Involvement Plan is designed to reach all audiences that may be affected or have an interest in the Comp Plan update process. It will also be designed to reach out to other groups and individuals—those that may not yet have an interest or be compelled to participate—to encourage their awareness, understanding, and involvement in the process. The City has identified the following particular audiences that are important to contact and engage:

- **Community / General public:** Interested people across the community;
- **Neighborhood Associations and Coalitions:** Portland has 95 neighborhood associations that are served by five, independent non-profit District Coalition Offices and two City-run District Offices;
- **Diversity and Civic Leadership Program:** Capacity building program involving five funded groups of community-based organizations comprised of under-represented community members, in order to increase constituent participation in the civic governance of the City;
- **Interest-Based Groups:** Non-profit organizations, community and faith-based groups;
- **Business:** Institutions, large employers and small businesses, business associations, chambers of commerce;
- **Educational and Religious Groups:** Private schools, educational associations, faith-based groups, also partially referenced within the institutions (under business) and school districts (under governmental agencies);
- **Governmental Agencies:** More than 20 government agencies, including Metro, TriMet, Multnomah County, the schools districts, the Portland Development Commission and others;
- **Tribes:** Oregon tribal governments, these separate sovereigns with powers to protect the health, safety and welfare of their members and to govern their lands;
- **Utilities and Transportation:** Power, gas and communications providers and freight operators;
- **City Bureaus and Offices:** The City of Portland's 25 bureaus and offices;
- **City Officials, Boards and Commissions:** The boards and commissions serve mostly in an advisory capacity to various city bureaus and some county agencies. But some also hear appeals, provide expertise, advocate, receive public concerns, or establish, review and enforce policies and regulations; and
- **Media:** Local news outlets.

### III.C. Project Advisory Committees and Decision Making

**Community Involvement Committee:** The Community Involvement Committee (CIC) was chartered to review and make recommendations on the community involvement efforts for the entire Periodic Review process, including the Portland Plan and the Comp Plan update.

The CIC reviews past involvement efforts and results, and previews and advises staff on upcoming involvement approaches and activities. The committee makes recommendations to the Planning & Sustainability Commission (PSC) and staff on ways to continue or improve its community involvement activities so they meet the overall goals of the community involvement work program. The CIC is charged with serving as the “eyes and ears” of Portland’s many and diverse communities, ensuring that the perspectives of ALL Portlanders are reflected in the Comprehensive Plan update.

**Portland Plan Advisory Group (PPAG):** Formed in 2009, and noted in the DLCDD-approved Periodic review work plan, this Mayor-appointed committee advised staff on the development of the integrated Portland Plan strategies. Its work was completed in 2011.

**Policy Expert Groups:** In consultation with the CIC, the Bureau of Planning and Sustainability formed Policy Expert Groups (PEGs) in early 2012 to help develop, review and provide comments to City staff on proposed policy recommendations for the Comp Plan Update for the following eight topic areas:

|   |                                  |
|---|----------------------------------|
| Community Involvement                     | Economic Development             |
| Education and Youth Success               | Infrastructure Equity            |
| Neighborhood Centers                      | Networks                         |
| Residential Development and Compatibility | Watershed Health and Environment |

PEGs consist of approximately 15 to 25 members, representing both community and government viewpoints, as well as specific skills and expertise that relate to each PEG topic. Each PEG has been meeting monthly since June 2012 to review Comprehensive Plan proposals. Meetings are open to the public, meeting dates/times are shared on an online calendar and agendas and meeting minutes are posted online or otherwise available to the public.

**Planning and Sustainability Commission:** The Planning and Sustainability Commission (PSC) is the recommending body for the Comp Plan update, providing recommendations to the City Council for consideration. PSC meetings will be held at key stages of the Comp Plan update and the community is invited to attend PSC meetings and help provide input in public hearing settings. Additionally, PSC members sit on the CIC and PEGs to monitor progress between PSC meetings.

**City Council:** City Council is the decision making body for the Comp Plan update. City staff will periodically brief Council about the Comprehensive Plan efforts. Following Planning and Sustainability Commission recommendations, City Council will consider the Comprehensive Plan and hold a public hearing prior to taking action.

### III.D. Ongoing Relationship Building and Coordination

The City and other stakeholders identified a need to build deeper relationships with specific communities during the Portland Plan process, and this effort is continuing into the Comp Plan update. Central to this effort is collaboration with the Diversity and Civic Leadership Partners, five organizations that assist with engagement with underrepresented sections of the community. The partners include the Center for Intercultural Organizing Immigrant and Refugee Community Organization, Latino Network, Native American Youth and Family Center and the Urban League of Portland. As part of the collaboration, BPS developed and has renewed a sponsorship program in which DCL member groups receive funds to conduct culturally meaningful and appropriate community engagement for the Comp Plan update process.

In addition to the DCL program, BPS is building relationships and maintains ongoing, focused efforts to reach other specific segments of the community including age-specific groups, the LGBTQ community,



faith-based communities, the disability community, and with interest-specific community groups. Several staff members regularly communicate with these community groups with the intent of bridging community identified areas of interest with efforts specific to BPS and within the City of Portland.

### III.E. Community Involvement Opportunities and Tools

There will be a range of involvement opportunities and communication tools used to ensure that Portlanders are able to find information and engage in the Comp Plan update process. The community involvement opportunities will be organized to allow people to engage across a spectrum of interest levels:

**Inform:** Some people are just learning of the project and want to track the process and stay up to date on the latest project news.

**Consult:** Other people want to be slightly more involved, making sure the Comp Plan update is broadly addressing the topics they are interested in and generally going in the right direction.

**Collaborate:** Another group of people want to be deeply involved in the ongoing work of the Comp Plan update, closely tracking the process and providing thoughtful and meaningful input into the products.

The following opportunities and tools will be used throughout the process, offering ways to stay informed and affect the project outcomes that facilitate the range of interest levels and meet the needs of the audiences outlined in section III.B. In addition to the opportunities and tools listed below, a variety of outreach materials will be produced for each phase. For the entry level audience, brochures and other summary information materials will be created; information boards, handouts and discussion materials will be developed for events, and information comprising the basis for decision-making (the “public record”) will be made available locally for public review at City offices and on the website as appropriate.

Table 1 displays how the opportunities will be used periodically to meet these different levels of involvement. The tools will be used consistently throughout the project to communicate project news updates and announce events.

#### Involvement Opportunities

**Workshops:** A series of interactive public workshops will be held to gather feedback on the working draft. The workshops will be held in locations around Portland, and will be designed to allow stakeholders and the public to engage directly in the planning process to learn about the project and provide input that will meaningfully shape project outcomes. There will be one set of workshops focused on the part-1 products (draft goals and policies) and a second set of workshops focused on the part-2 products (urban design framework, comprehensive plan map, citywide systems and transportation systems plans).

**Community-hosted Topic Forums:** Interactive forums that are built around community-generated discussion topics will be organized to facilitate discussions about the working draft, and potentially for additional products. The forums will complement City-hosted workshops, ensuring that community members have an opportunity to discuss and provide meaningful input on topics that may not be included in the City workshops. Staff and advisory committee members will work with community organizations to identify possible topics that interest their members, assist with planning the events and attend the forums to answer questions, participate in the discussions and collect feedback to incorporate into the Proposed Draft.

**Community Group Meetings:** Staff will contact community groups to inform them about the process and seek their input. Staff will ensure that interested groups are made aware of project proposals and milestones, offer opportunities for groups to submit comments and attend community group meetings at key project milestones. CIC members will advise on stakeholder groups that should be included in outreach efforts.

**Advisory Committee Meetings (CIC, PEGs):** Advisory committee meetings are a good way to learn more details about topics that are being discussed as part of the Comp Plan update process. All committee

meetings will be open to the public and include public comment periods. The meetings will be announced through the website and other outlets, and all materials will be made available to the public before the meeting. Meeting minutes will be posted to the website following the meetings.

**District Mapping Conversations:** Interactive conversations and mapping exercises with neighborhood representatives and other key members of the public to gather early input on the draft urban design framework. These meetings will help build community capacity and familiarity with mapping options related to proposed policy as well as provide an opportunity for early community input prior to publication of draft Part 2 products.

**Open Houses:** Informational open houses will be held in locations around Portland after the Proposed Draft is released to allow stakeholders to learn about the Draft and prepare to testify at Planning and Sustainability Commission public hearings.

**Tabling:** Staff will attend community events throughout the process, providing information about the Comp Plan update and how to get involved.

**Social Media:** Facebook, Twitter and Flickr will be used to announce project news and promote and document events. Social Media will also be used to make connections to similar efforts, organizations and individuals in Portland.

**Surveys:** Questionnaires or surveys will be used to get targeted feedback from stakeholders about the community involvement efforts and content in the Comp Plan Update products at key points in the process.

#### **Tools**

**Project Website:** <http://www.portlandoregon.gov/bps/57352> A project website has been developed and will be regularly updated, serving as a primary source of information for the public and as a means to solicit and receive public feedback. The website will include a calendar of events, meeting agendas and minutes, project documents, links to other related planning efforts and other information as needed. It will also include a means for the public to submit comments and feedback to project staff at key points in the process.

**Media Relations:** Announcements for key events and document releases will be distributed to local media outlets (Oregonian, Daily Journal of Commerce, neighborhood and culturally-specific newspapers and other outlets). Opportunities to advertise events in non-English publications will also be explored.

**E Newsletter:** A newsletter with updates about the Comp Plan update project will be distributed monthly. At this time, over 5,000 people receive the newsletter.

**Public Notices:** Prior to advisory committee meetings and other events, the City will notify stakeholders, community members, and organizations through one or more of the following means:

- Direct mail or email to Portland residents, businesses and other interested parties;
- Posters and/or flyers at City buildings, Multnomah County branch libraries in Portland, Diversity and Civic Leadership and Neighborhood Coalition offices;
- Newspaper notice for both promotional and/or legal notification;
- Lawn signs at event sites; and
- Website and social media postings.

PSC and City Council public hearings will also be noticed to comply with legal requirements before the hearings.

**Table 1: Community Involvement Opportunities by Phase and Level of Involvement**

| Community Involvement Opportunities   | Level of Involvement* |
|---|-----------------------|
| <b>Task 3 and 4 Rollout<br/>January to December 2012</b>  |                       |
| Advisory Committee Meetings (CIC, PEGs)   | ○ ● ●                 |
| Community Group Meetings  | ○ ●                   |
| Social Media  | ○ ●                   |
| <b>Working Draft (Parts 1 and 2)<br/>December 2012 to Fall 2013</b>   |                       |
| Advisory Committee Meetings (CIC, PEGs)   | ○ ● ●                 |
| Workshops<br>▪ <i>Part 1 - citywide focus on goals and policies</i><br>▪ <i>Part 2 - district focus on urban design framework, comp plan map, citywide system plan and transportation system plan</i> | ○ ● ●                 |
| Community-hosted Topic Forums<br>▪ <i>Part 1 - citywide focus on goals and policies</i>   | ○ ● ●                 |
| Community Group Meetings  | ○ ●                   |
| Community Mapping Conversations   | ○ ● ●                 |
| Tabling   | ○                     |
| Social Media  | ○ ●                   |
| Surveys   | ●                     |
| <b>Proposed Draft<br/>Winter 2014</b>   |                       |
| Planning and Sustainability Commission Hearings   | ○ ●                   |
| Open Houses   | ○ ●                   |
| Community Group Meetings  | ○ ●                   |
| Tabling   | ○                     |
| Social Media  | ○ ●                   |
| Surveys   | ●                     |
| <b>Recommended Draft<br/>Summer 2014</b>  |                       |
| City Council Hearings   | ○ ●                   |
| Community Group Meetings  | ○ ●                   |
| Social Media  | ○ ●                   |
| *Note - level of involvement indicators correspond to three target levels: ○ = inform; ● = consult; ● = collaborate.  |                       |

## IV. Evaluation and Accountability

### IV.A. Feedback Loop

City staff will use a database to track comments received on the draft products and maintain a list of stakeholders, community members and organizations interested in receiving meeting announcements. - The City will update the database after each public outreach event. Staff will compile public input and comments throughout the planning process and make them available to the public and advisory committees on an on-going basis. The project team will brief commissions and decision-makers on the progress of the plan, results of outreach efforts and public input at key points in the planning process and during the formal hearing and adoption process. In these briefings and in plan reports, staff will describe how the project has responded to public feedback. Commission and Council decisions will be communicated to stakeholders and the general public through the website, electronic/hard copy mailings and local media outlets.

### IV.B. Community Involvement Evaluation

The main forum for evaluating the Comp Plan update community involvement is a set of qualitative and quantitative measures that have been developed by the CIC and staff, based on measures used in the Portland Plan process. The measures coordinate with the City of Portland Public Involvement Principles that are serving as the Comp Plan community involvement principles (see Section III.A). Progress reports will be produced periodically that summarize community outreach efforts and report on the measures. The measures, organized by the citywide principles, are listed below.

In addition to the measures, staff will debrief regularly to discuss outcomes and agree on improvements for future activities, seek informal feedback from stakeholders and interested parties about the process and use questionnaires to obtain feedback from advisory committee members and from the public who attend workshops.

#### Comp Plan Update Public Involvement Principles and Performance Measures

**Principle 1: Partnership** Community members have a right to be involved in decisions that affect them. Participants can influence decision-making and receive feedback on how their input was used. The public has the opportunity to recommend projects and issues for government consideration.

##### Measures

- Describe efforts made by City staff to report results and findings of previous outreach phases throughout the Comprehensive Plan Update process.
- Describe the influence of partnerships and follow-up activities conducted by staff for specialized outreach to ensure the opinions and needs of various communities are heard.
- % of people who complete evaluation forms at each stage of the process who feel positive that their feedback at events, polling, etc. is being heard.
- # of City-hosted meetings (e.g. PEG, CIC, PSC)
- # of non-City community meetings and events attended by staff.

**Principle 2: Early Involvement** Public involvement is an early and integral part of issue and opportunity identification, concept development, design, and implementation of city policies, programs, and projects.

##### Measures

- Describe early involvement efforts to respond to community-driven issues (e.g., parking).
- Describe the CIC's role in designing the outreach process.
- # of PEG meetings prior to release of discussion draft
- # of people recruited for PEG membership.

**Principle 3: Building Relationships and Community Capacity** Public involvement processes invest in and develop long-term, collaborative working relationships and learning opportunities with community partners and stakeholders.

**Measures**

- Describe the new and existing relationships built upon during the Comprehensive Plan Update outreach process thus far.
- % of individual participants who answered positively to a workshop evaluation question that asks whether or not they had a high level of knowledge and involvement on Comprehensive Plan issues.
- # of staff from other City bureaus and agencies who participated in Comprehensive Plan outreach effort; and number of City bureaus/agencies that devoted staff time informing and engaging their contacts and relationships in the Comprehensive Plan Update process.
- # of people who responded as a 1<sup>st</sup>-time participant in a planning process.

**Principle 4: Inclusiveness and Equity** Public dialogue and decision-making processes identify, reach out to, and encourage participation of the community in its full diversity. Processes respect a range of values and interests and the knowledge of those involved. Historically excluded individuals and groups are included authentically in processes, activities, and decision and policy making. Impacts, including costs and benefits, are identified and distributed fairly.

**Measures**

- Elaborate on the targeted outreach efforts to reach broader and more diverse groups with education and information.
- # of targeted outreach groups engaged in the outreach phase.
- # of total people reached through the Comprehensive Plan engagement process.
- # of outreach documents translated into a non-English language (e.g., Spanish).
- # of times ADA accommodations were addressed (e.g., ASL interpretation, documents were designed to address readability, event location selection).
- # of events where an interpreter and/or non-English-speaking staff participated in outreach events.
- # of cultural newspaper ads placed

**Principle 5: Good Quality Process Design and Implementation** Public involvement processes and techniques are well-designed to appropriately fit the scope, character, and impact of a policy or project. Processes adapt to changing needs and issues as they move forward.

**Measures**

- Ask CIC member's to report engagement efforts and relationships maintained throughout the community through the Comprehensive Plan Update outreach.
- Describe key CIC requests that were implemented by staff
- Ask participants about the quality of their experience.
- # of meeting evaluations completed at PEG meetings and other public events.
- # of CIC evaluations completed, by phase
- # of CIC Subcommittee meetings
- # of Outreach and Events team meetings
- % of participants who are satisfied or very satisfied with their outreach experience.

**Principle 6: Transparency** Public decision-making processes are accessible, open, honest, and understandable. Members of the public receive the information they need, and with enough lead time, to participate effectively.

**Measures**

- Describe the different venues and approaches used for community involvement and engagement.
- Describe the interactive tools used in the outreach effort.
- Describe the various web-based techniques and social media networks utilized in the outreach effort and describe how utilizing social media has engaged community members and allowed for the community to provide feedback.
- # of outlets where Comprehensive Plan Update materials were made continually available, other than internet (i.e., public libraries, universities, neighborhood coalition offices, DCL offices, etc.)

- Amount of time provided for public comment on key products
- # of hits on the project website
- # of hours events or hearings at Planning and Sustainability Commission and City Council were televised on Portland Community Media

**Principle 7: Accountability** City leaders and staff are accountable for ensuring meaningful public involvement in the work of city government.

**Measures**

- Describe how community participants might find their comments and opinions reflected in the Comprehensive Plan Update products and processes/at key milestones.
- Describe self-evaluation efforts by staff after key milestones.
- # of people that responded that they felt engaged/heard at the event
- # of staff learning/trainings for public involvement skills