



## **Metro Public Engagement Review**

**Revised May 24, 2012**

### **Introduction and overview**

In response to evolving communications and public engagement practices, Metro staff has developed a multi-track public engagement review process. Public engagement review engages the public, community organizations, and local government public involvement staff to actively monitor and contribute to Metro's public engagement efforts. Efficient public engagement at the project and program level requires review at the agency level. The new process is in addition to the public involvement outreach done regularly at the project and program levels. All Metro public engagement activity is guided by the principles of citizen involvement adopted by the Metro Council in 1997.

### **Mission**

Active public engagement is essential to Metro's role as regional convener and makes Metro a more responsive and collaborative agency. Metro believes that good government requires the collaboration of elected officials, staff and representation of diverse residents of the region. Continual cooperation among these parties results in rich and sustainable policy decisions. Therefore, Metro is committed to fostering a robust public engagement environment.

Metro's public engagement review process provides:

1. Constructive feedback on Metro's public engagement practices.
2. More focused and effective public engagement activity.
3. Access to local expert knowledge and best practices.

### **Purpose**

The public engagement review process guides Metro staff in the development and implementation of successful public engagement outreach with residents of the region.

### **Objectives and outcomes**

**Build public trust:** through transparent and open policy development and planning processes. Respect and consider all community input.

**Build sustainable decisions:** by convening diverse regional stakeholders and residents in order to identify and realize mutual interests and beneficial outcomes.

**Promote equity:** by recognizing the rich diversity of the region and ensuring that benefits and burdens of growth and change are distributed equitably.

**Understand local aspirations:** by engaging local experts and community members in order to access local knowledge and aspirations.

**Achieve efficiency:** by organizing public engagement activities to make the best use of public participants' time, effort, and interests.

**Improve best practices:** by coordinating with other public involvement experts and community members.

**Broaden outreach:** by engaging populations that have been historically underrepresented in regional policy discussions and decisions, such as older people, young adults, the disabled, communities of color, and people of lower income.

## Tools and tactics

Metro will convene a standing Public Engagement Review Committee, a stakeholder summit, and Public Engagement Peer Group to monitor Metro's public engagement efforts. The public engagement review process will also include an annual Opt In public engagement review survey and the production of an annual public engagement report. Tools and tactics are outlined below.

### Public Engagement Review Committee (PERC)

Chapter V, Section 27 of the Metro Charter requires that a standing "citizens' committee" be established and maintained by the Metro Office of Citizen Involvement. The Public Engagement Review Committee (PERC) meets this requirement. The PERC will convene twice each year, in May or June and again in November.

Duties of the PERC include:

- Assist in developing the stakeholder summit agenda
- Assist with outreach to stakeholder summit participants
- Assist in facilitating the stakeholder summit
- Review the annual public engagement report
- Provide input on content of the annual Opt In public engagement review survey

The Committee will be made up of public involvement staff persons from Clackamas, Multnomah, and Washington county governments; staff persons from community organizations; and at-large community members as follows:

|                                |              |
|--------------------------------|--------------|
| Clackamas County.....          | 1            |
| Multnomah County.....          | 1            |
| Washington County.....         | 1            |
| Community Organizations.....   | 3            |
| At-large Community Member..... | minimum of 3 |

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Minimum of 9 total members

Members of the PERC will be appointed as follows:

- Representatives (and alternates if desired) of the counties shall be appointed by the presiding executive of their jurisdiction/agency. Alternatively, a county may nominate an employee of a city or special district within the county, with the consent of the jurisdiction's administrator.
- Community member and community organization representatives and their alternates will be nominated through a public application process, confirmed by the Metro Council, and appointed by the Metro Council President.

Criteria for the selection of community member and community organization representatives include:

- **Community Service:** Demonstrated commitment to community involvement.
- **Experience:** Demonstrated skills, knowledge or experience valuable to support Metro's public engagement principles.
- **Diversity:** Collectively representative of the geographic and demographic diversity of the region.

### **Stakeholder Summit**

Metro will convene an annual summit of community stakeholders representing diverse aspects of the region, members of Metro citizen advisory committees and oversight committees on ongoing projects. Meetings will be advertised and open to the general public.

The function of the stakeholder summit is to:

- Evaluate Metro public engagement practices from the previous year
- Share local community information
- Give advice on priorities and engagement strategies for upcoming Metro policy initiatives

### **Public Engagement Peer Group**

Metro will convene two meetings annually of public engagement staff and professionals from across the Portland metropolitan region.

The function of the public engagement peer group is to:

- Share and learn about best practices and new tools, including international, national and local examples and case studies
- Share information, upcoming policy discussions and events in order to facilitate collaboration and leverage individual jurisdiction outreach efforts
- Provide input on public engagement process for individual projects
- Document best practices for public engagement
- Review and update public engagement principles and planning guide

## **Public engagement review annual schedule**

### **Winter**

Public engagement peer group meeting #1

### **Spring**

Public Engagement Review Committee meeting #1

- Assist with pre-planning stakeholder summit

Public engagement peer group meeting #2

- Assist with pre-planning stakeholder summit

### **Early fall**

Stakeholder summit

Annual Opt In public engagement review survey

### **Late fall**

Annual public engagement report released

Public engagement review committee meeting #2

- Review annual public engagement report

## **Measurement and evaluation**

The success of Metro's public engagement program is defined by consistently effective and efficient communication between Metro and the public. Metro staff will use the following tools to evaluate the success of Metro's public engagement processes:

- An annual Opt In public engagement review survey will measure public perception of Metro's public engagement processes
- Stakeholder summit and public engagement peer group participant interviews, questionnaires, and/or collected comments
- The public engagement report will summarize project evaluations, including:
  - Objectives
  - Context
  - Levels of involvement
  - Methods and techniques used
  - Who was involved (and who was not involved)
  - Inputs (costs)
  - Outputs (products and activities)
  - Outcomes (benefits/impacts)