
www.oregonmetro.gov

Public engagement annual report

An annual report covering public engagement review and notable public involvement activities.

Submitted: November 1, 2013

Covering July 1, 2012 – June 30, 2013



Metro | *Making a great place*

About Metro

Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy, and sustainable transportation and living choices for people and businesses in the region. Voters have asked Metro to help with the challenges and opportunities that affect the 25 cities and three counties in the Portland metropolitan area.

A regional approach simply makes sense when it comes to providing services, operating venues and making decisions about how the region grows. Metro works with communities to support a resilient economy, keep nature close by and respond to a changing climate. Together we're making a great place, now and for generations to come.

Stay in touch with news, stories and things to do.

www.oregonmetro.gov/connect

Metro Council President

Tom Hughes

Metro Councilors

Shirley Craddick, District 1

Carlotta Collette, District 2

Craig Dirksen, District 3

Kathryn Harrington, District 4

Sam Chase, District 5

Bob Stacey, District 6

Auditor

Suzanne Flynn

Metro office of citizen involvement

Metro believes that effective citizen involvement is essential to good government. Elected officials, staff and residents all play important roles in governing the region. Cooperation among the Metro government, local governments and residents result in the best policy decisions. Therefore, Metro commits to promote and sustain a responsive public involvement environment.

Metro respects civil rights

Metro hereby gives public notice that it is the policy of the Metro Council to assure full compliance with Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, Executive Order 12898 on Environmental Justice and related statutes and regulations in all programs and activities. Title VI requires that no person in the United States of America shall, on the grounds of race, color or national origin, be excluded from the participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which Metro receives federal financial assistance. Any person who believes they have been aggrieved by an unlawful discriminatory practice under Title VI has a right to file a formal complaint with Metro. Any such complaint must be in writing and filed with Metro's Title VI Coordinator within one hundred eighty (180) days following the date of the alleged discriminatory occurrence. For more information, or to obtain a Title VI Discrimination Complaint Form, see the web site at www.oregonmetro.gov/civilrights or call (503) 797-1536.

TABLE OF CONTENTS

Office of Citizen Involvement

Public Engagement Review Committee

Public Engagement Network (Peer group)

Annual public engagement survey

Annual community summit

Title VI and Metro's Limited English Proficiency Plan

Public outreach activities report

1. [Regional Flexible Funding Allocation and the Metropolitan Transportation Improvement Program](#)
2. [Climate Smart Communities Scenarios Project](#)
3. [Opt In](#)
4. [Southwest Corridor Plan](#)
5. [Glendoveer facility improvement and operations contract](#)
6. [Diversity Action Plan](#)

2013-14 engagement plans

1. [Public Engagement Guide](#)
2. [Regional Transportation Plan](#)
3. [Metropolitan Transportation Improvement Plan](#)
4. [Climate Smart Communities Scenarios Project](#)
5. [Urban Growth Report](#)
6. [Southwest Corridor Plan](#)
7. [Powell-Division Corridor Plan](#)
8. [Parks and Natural Areas Levy](#)
9. [Solid Waste Road Map](#)
10. [Equity Strategy Program](#)
11. [Diversity Action Plan](#)

OFFICE OF CITIZEN INVOLVEMENT

In 2012, Metro's Office of Citizen Involvement developed a new public engagement review process designed to ensure that Metro's public involvement is effective, reaches diverse audiences and harnesses emerging best practices. The new process includes a semi-annual meeting of professional public involvement peers, an annual community summit, annual survey and report, and the establishment of a new standing public committee, the Public Engagement Review Committee (PERC). The Metro Council approved the process and appointed 14 members to the PERC in November 2012.

The process was in development since 2010 and Metro engaged community stakeholders, including local government public involvement staff, former Metro Committee for Citizen Involvement members, and the International Association of Public Participation Cascade Chapter, to create a multi-track public engagement review process. This report constitutes the first annual public engagement report issued following adoption of the new review process.

Public Engagement Review Committee

PERC meets at least twice a year and serves as a key component of Metro's efforts to develop successful public engagement processes. The committee includes at least three at-large community members, at least three staff or board members from local community organizations and a public involvement staff member from Clackamas, Multnomah and Washington counties. The current PERC is made up of 7 community representatives, 3 community organization representatives, and 3 county representatives.

Criteria for membership selection 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.

Member recruitment occurs annually for one-third of the community member and community organization positions in order to ensure continuity on the committee. Local government representatives are reappointed as desired by the sponsoring county.

The PERC met three times between January and June 2013 to refine their mission, committee role and ground rules, as well as craft the annual public engagement survey and the new public engagement guide, which will be adopted in November 2013.

Public Engagement Network (Peer group)

The Public Engagement Network (PEN) group convenes public engagement staff and professionals from throughout the region to pool professional knowledge by sharing best practices, emerging tools

and case studies. The group met three times between summer 2012 and fall 2013 with 30 to 60 people attending each meeting. The group is addressing shared priority issues such as engaging diverse communities, establishing effective evaluation practices and finding ways to effectively share resources and information.

In August 2012, nearly 60 participants attended the first peer group meeting to share ideas for how to work together to foster collaboration, learn about best practices and new tools, and network with other public engagement professionals. This first meeting identified the goals of the peer group to be networking, support, sharing of best practices and new ideas, and developing shared standards and resources. Small groups recognized four challenging priority areas for further exploration by this group: 1) learning and collaboration, 2) diversity, equity and access, 3) evaluation tools and techniques and 4) developing common resources.

The winter meeting was held in February 2013 with approximately 45 participants and focused on the four areas of interest identified in the previous meeting for small group discussion of ideas and challenges. The small group on learning and collaboration discussed options for electronic platforms including blogs, e-libraries, contact lists and event calendars as tools to promote more dialogue. Diversity, equity and access group dialogue focused on how to build and maintain capacity, sharing resources and ongoing/non-project based relationship building. The developing common resources conversation explored options for expanding use of existing tools like Metro's Opt In panel and 3CMA. The small group considering evaluation tools and techniques focused on refining the why evaluate question in order to proceed with how to evaluate. The peer group identified evaluation tools and techniques and developing common resources for action points at the next scheduled meeting in September 2013.

Annual public engagement survey

An annual Opt In online panel public survey provides further opportunity to evaluate Metro's public involvement efforts. An Opt In survey on Metro's public engagement practices was conducted in May/June 2013 and results helped inform the creation of Metro's draft public engagement guide.

Results from the Opt In survey showed that respondents feel Metro generally does a good job providing opportunities for the public to get involved, but can do better showing how feedback influences project outcomes and decisions.

Survey feedback also showed that people generally want to engage with Metro, but a lack of time makes it difficult to get involved. Information from the survey will help staff evaluate public involvement efforts, prioritize resources and better understand how the public prefers to receive information.

Annual community summit

The community summit is a public event that will bring together stakeholders representing the diverse perspectives of the region to provide input on Metro's public engagement practices, share local community information and advise on priorities and engagement strategies for upcoming policy initiatives. Since this is the first year for the PERC, Metro will not be holding a region-wide community

summit this year but instead is focusing on holding a Title VI training workshop for local government partners and community partners in November 2013.

With TriMet, ODOT, City of Portland and the Oregon Transportation Research and Education Consortium (OTREC), Metro will co-host this Title VI training in November 2013 for Metro staff, staff from cities, counties and other agencies and community organizations on Title VI, Limited English Proficiency and Environmental Justice. The purpose of the training will be to raise overall awareness, set common expectations and share resources around federal requirements to enable regional and local implementation to provide residents with the most meaningful public involvement experiences. A follow-up event to provide more time for discussion and practical application is anticipated in spring 2014.

Title VI and Metro’s Limited English Proficiency Plan

Title VI of the Civil Rights Act of 1964 and Executive Order 13166: “Improving Access to Services for Persons with Limited English Proficiency (LEP),” requires Metro to reduce language barriers that may impede access to engagement activities by people who may not be proficient in English as well as ensuring low-income communities and communities of color are engaged. In order to ensure meaningful access to Metro’s services by people who have a limited ability to speak English, Metro maintains a Limited English Proficiency plan, which provides a needs assessment and implementation steps for providing language assistance.

To learn more about the needs and interests of community members that have a limited ability to speak English, Metro partnered with and provided funding to community organizations that serve limited English proficiency (LEP) populations including Spanish, Russian, Chinese and Vietnamese communities to organize, recruit, facilitate and capture comments at language discussion groups.

Table 1: Community organizations awarded funds for language discussion groups

Community organization	Population served	Discussion group language
Adelante Mujeres	Low-income Latina women and their families, primarily in Washington County	Spanish
Asian Health and Services Center	Cantonese, Mandarin and Vietnamese clients with a focus on being the bridge between Asian and American culture, building a harmonious community, reducing health inequity and improving healthcare quality for all Asians.	Chinese (Mandarin and Cantonese)
Immigrant Refugee Community Organization (IRCO)	Large variety of immigrants, refugees and the community at large	Russian
Asian Pacific American Network of Oregon (APANO)	Asian and Pacific Islander population	Vietnamese
Latino Network	Latino population, primarily in Multnomah County	Spanish
Los Niños Cuentan	Latino population, primarily in Clackamas County	Spanish

Each language discussion group had varying levels of awareness of or interest in Metro’s programs or services, yet Metro staff identified several common themes across all language discussion groups. In

order to better engage communities that have a limited ability to speak English, consider the following:

- Build relationships and trust with communities that have a limited ability to speak English through partnerships with community-based organizations
- Speak the language or find a trusted community leader to speak on your behalf
- Translate materials – but use limited text and culturally specific images to help convey the message.

Additional information on Metro's LEP Plan and Title VI requirements is available on Metro's website at www.oregonmetro.gov/civilrights.

PUBLIC OUTREACH ACTIVITIES

The outreach efforts listed below are a sampling of Metro's engagement activities from fiscal year 2013. There were many other projects with public activities throughout the year including:

- Parks and natural areas levy referral
- Nature in Neighborhoods and North Portland Enhancement grant programs
- Willamette Falls Legacy Project in partnership with Oregon City
- Westside Trail
- Metro website improvement project

1. Regional Flexible Funding Allocation and the Metropolitan Transportation Improvement Program (MTIP)

Regional Flexible Funding Allocation for 2016-18 was initiated in May 2013; JPACT and Metro Council are scheduled to approve fund allocation in Fall 2013; 2015-18 Metropolitan Transportation Improvement Program (MTIP) scheduled for approval September 2014.

Every two years, the Joint Policy Advisory Committee on Transportation (JPACT) and the Metro Council decide how best to spend money from three federal funds: Congestion Mitigation Air Quality, Transportation Alternatives Program, and the Surface Transportation Program. The regional flexible fund allocation process identifies which projects in the 2035 Regional Transportation Plan (2035 RTP) will receive funding. The flexible funding process is Metro's component of the Metropolitan Transportation Improvement Program (MTIP), the transportation capital program for the region.

For the 2016-18 funding cycle, Metro asked local governments to nominate projects which met the criteria of different competitive categories: 1) active transportation and 2) green economy and freight. Regional economic opportunity fund projects were previously nominated by JPACT. Funding levels for region-wide transportation programs (Travel Options, system management, etc.) were also previously set by JPACT.

Metro publicized projects submitted (29 projects along with five region-wide programs) for a 30-day public comment period between May 8 and June 7, 2013. In the competitive funding categories, the purpose of this comment period was to ask the public which projects should be prioritized for funding. The public was also asked how all of the proposed projects and programs (competitive or non-competitive nominations) could be improved to meet community needs. Metro also held a joint Metro Council/JPACT public hearing on May 30 to collect oral comments.

The public comment outreach effort focused on notifying the communities that would be most impacted by the 29 proposed projects, with additional broader notification to the region as a whole. Metro sought to include all project area residents in the comment process, including those with limited-English proficiency (LEP). Metro used 2006-2010 ACS Census data to determine the languages spoken by at least five percent of the population or 1,000 persons within a one-half mile radius of each

of the 29 proposed projects. Analysis showed that Spanish, Russian, Chinese and Vietnamese were spoken in the vicinity of several projects. Metro also looked at school district data and found that LEP speakers of these same languages lived in the vicinity of some projects.

Based on this data, Metro translated program, program background, introductory materials, and short project descriptions for the online comment tool into the four identified languages. In areas with higher percentages of non-English speakers, Metro translated longer, more detailed project descriptions into the appropriate language(s). Members of the public were encouraged to provide comments in any language via the online tool, email or a phone call (assisted by a phone translation service). Metro also created fact sheets in the four identified languages for distribution to faith-based and non-profit organizations that work with non-native English speaking communities in project areas. In addition, Metro created bilingual advertisements to notify the public about the comment period in local newspapers in the project areas that had greater concentrations of non-English speakers. Although Metro received positive feedback about providing information in multiple languages, no comments were received in a language other than English. Staff evaluations point to the need to continue developing relationships with community organizations who can encourage participation by LEP populations.

Metro's efforts to publicize the comment period and ways to comment included:

Email blasts: Metro announced the opening of the comment period to its interested persons and organizations list, which included approximately 1,400 people, as well as to its local partners and coordinating committees. Local partners were encouraged to forward the email to their constituents and contacts. A second, third and fourth email reminded recipients about the comment period and announced the public hearing date.

Email to Councilors and Metro Chief Operating Officer: Metro announced the opening of the comment period and the public hearing date, and encouraged Councilors to forward the email to constituents and community contacts and include notice in their e-newsletters.

Newsfeeds: Metro encouraged public comments through several newsfeed stories, sent to media and interested parties and prominently placed on the Metro homepage. The newsfeed currently has 600 subscribers.

Multiple-language newspaper advertising: Advertising was placed in thirteen project area newspapers, encouraging readers to provide comments and attend the public hearing. Many of the ads were published in multiple languages, including Spanish, Vietnamese, Chinese, and Russian, based on the languages spoken in the area of newspaper distribution.

Outreach to community leaders: Metro sent personalized emails to sixty Equity/Environmental Justice leaders in the Metro area. The emails encouraged recipients to forward the information to their contacts.

Providing tools for local jurisdictions and partners: Metro provided documents and tools to local jurisdictions and partners to help them invite members of the public to provide comments. This

included an email template for email blasts, as well as translated materials for use in their own public meetings and hearings, translated fact sheets, sign in sheets and comment forms.

Outreach to bilingual faith-based communities: Metro distributed Spanish, Vietnamese, Chinese, and Russian language fact sheets to fourteen churches in the vicinity of Regional Flexible Funds projects. These churches were located primarily in the Hillsboro, Aloha, Beaverton, Gresham, and Southeast Portland areas.

Media outreach: Metro sent a news release to media contacts announcing the public comment period and public hearing date. News releases were customized for local community media by highlighting local proposed projects. Media coverage about the process included an article in The Oregonian on May 22, available here:

http://www.oregonlive.com/commuting/index.ssf/2013/05/metro_asks_public_to_help_spen.html

How public input was used:

Comments collected were shared with the project applicant jurisdictions for review, response and project modification if appropriate. Following the applicant review of comments, county coordinating committees and the Portland City Council conducted their own public involvement process and prioritized among competing projects to nominate a “100 percent” list of projects to JPACT and the Metro Council for approval in fall 2013.

Table 2. Regional Flexible Fund comment period, commenters by race. Website commenters only.

Number	Race	% of total
590	Caucasian	67%
50	Other	6%
24	Hispanic/Latino	3%
9	Black/African-American	1%
7	Asian	1%
3	American Indian/Alaska Native/Caucasian	0.36%
2	American Indian/Alaska Native	0.26%
2	Native Hawaiian/Pacific Islander	0.26%
1	Caucasian, Hispanic/Latino	0.12%
183	No response	21%
871	Total	100%

2. Climate Smart Communities Scenarios Project

Initiated Fall 2010; expected completion December 2014.

The 2009 Oregon Legislature passed House Bill 2001, the Jobs and Transportation Act. The law includes a requirement for the Metro MPO to work with the Oregon Department of Transportation (ODOT), the Department of Land Conservation and Development (DLCD), and local governments to analyze land use and transportation scenarios that are designed to accommodate planned population and job growth for the year 2035 and reduce GHG emissions from cars and light trucks. The law also

requires Metro to adopt a preferred scenario after public review and consultation with local governments, and calls for local governments in the Portland metropolitan region to implement the adopted scenario. In response, Metro launched the Climate Smart Communities Scenarios Project, a multi-year process to design the best set of policies to reduce carbon emissions from transportation while helping achieve our goals of building livable, prosperous and equitable communities.

During the reporting period, the project conducted extensive outreach with community and business leaders, local governments, and Metro's technical and policy advisory committees. A set of outreach materials was developed during this period for use in a toolkit for Metro Councilor and staff presentations. The elements of the toolkit include:

- A program brochure providing an overview of the three investment-based scenarios and accompanying policy questions
- A timeline for engagement with cities, counties, and communities
- Eight case studies that spotlight what communities are already doing through the implementation of their local plans to reduce greenhouse gas emissions
- A five-minute overview video about the scenarios project featuring interviews with community and business leaders on how reducing greenhouse gas emissions might look from a public health, environmental, business and social justice perspective

These materials represent a shift from the more technical nature of the material produced previously to outreach materials more suitable for a broader audience.

Outreach activities between July 1, 2012 and June 30, 2013 included:

A. Engaged local governments and other stakeholders to share project information and early findings, July 2012 through June 2013

Metro Councilors and staff continued to share the Phase 1 findings and other project information through briefings to city councils, county boards, county-level coordinating committees, state commissions, Metro advisory committees, regional and state conferences, and other meetings. Staff also convened a local government staff technical working group. The work group provided technical advice to Metro staff, and assistance with engaging local government officials and senior staff.

B. Maintained project web site, July 2012 through June 2013

A project website was maintained providing access to reports, factsheets and other project materials.

C. Convened business and community leader workshops and focus groups, July 2012 through June 2013

Metro staff conducted three workshops with environmental justice/social equity, public health, and environmental community leaders and six focus groups with business owners, freight shippers and operators, homebuilders and developers, engaging more than 100 community and

business leaders to identify evaluation criteria and priority outcomes to measure in the scenario analysis phase. A key objective of the outreach was to continue to build relationships and create new partnerships with community-based organizations and business associations in the region. Dr. Manuel Pastor, nationally recognized expert on economic and social equity, gave a public presentation on measuring and promoting regional equity, drawing on his experience in various equity indicator projects, and was the keynote presenter at the equity/EJ workshop. Staff followed up individually with eight equity/EJ workshop participants to get additional input from the perspective of communities of color and low income communities.

D. Conducted Opt In public opinion survey, March 2013

The online survey invited more than 19,000 community members to participate; a total of 2,835 members participated. The survey gauged public awareness of and support for GHG reduction goals, land use and transportation strategies being considered to reduce emissions, and willingness to take personal action. Results were shared with advisory committees and informed the strategies being tested in the summer of 2013.

E. Standing advisory committee briefings, September 2012 through June 2013

Land use and transportation policymakers and technical staff were briefed in their standing committees (JPACT and MPAC, TPAC and MTAC, respectively). The overview video and community case studies were used in these presentations, with updates on the development of evaluation criteria based on stakeholder feedback, and current, ongoing analysis information and results as they became available.

3. Opt In

Ongoing

In 2011, Metro initiated an online public engagement tool called Opt In (www.optinpanel.org) to reach a broader audience and get input about Metro programs and policies. Participants are asked to provide basic demographic information and invited to take one or two online surveys each month.

The panel has grown to 20,954 members as of July 2013 providing an opportunity for broad, ongoing engagement with a large number of community members. To boost participation numbers from underrepresented demographic groups – including racial minorities, youth and some geographic areas, Metro contracted with community-based organizations and consultants in 2011 and 2012. Community organizations conducted extensive outreach to their members. Although overall demographic percentages remain roughly the same, the numbers have continued to grow along with the panel and Metro has developed continued relationships with the organizations serving communities of color.

The figures in Table 4 show race and ethnic origins of Opt In participants, as disclosed by the participants, as of August 1, 2013.

Table 3. Opt In participants' race and ethnicity (August 2013)

	Population	Percent of population
Hispanic/Latino	635	3%
Black/African American	254	1%
American Indian/Native American	471	2%
Asian or Pacific Islander	708	3%
White/Caucasian	18,205	87%
Decline to answer	1,134	5%
Other	634	3%
Total	20,954	100%

In 2012 and 2013, Metro has focused on building partnerships with other agencies and local governments to continue to grow a diverse Opt In panel. Metro worked with local jurisdictions (Clackamas County, Washington County, City of Portland and Portland Development Commission), agencies (TriMet), media (Community Newspapers) and community organizations (Neighborhood Partnerships) to reach their constituents and networks through an Opt In survey and to continue to increase the diversity of participation.

In addition, Metro partnered with Community Newspapers to promote and advertise Opt In through a series of stories and editorials in local newspapers. Metro also engaged with Community Newspapers to promote a survey and series of stories on the Climate Smart Communities project specifically.

Metro and local partners conducted eleven surveys over the past year:

Metro surveys

- Aug. 24 - Sept. 2, 2012: Metro, Oregon Zoo
- Sept. 13 – Nov. 19, 2012: Metro, natural areas
Results were used to frame and develop a successful funding proposal to voters in May 2013.
- Sept. 19 – Oct. 15, 2012: Metro, North Portland enhancement grants
Results provided important additional information to the North Portland Enhancement Committee regarding community preferences to addressing declining fund balances. Also, the results suggested to the committee that it could likely gain additional support by modifying some aspects of its recommendation by addressing concerns identified by people who disagreed with, or at least did not prefer, the way the committee wished to deal with the declining fund balances.
- Feb. 21 – Mar. 6, 2013: Metro, website improvement project
Responses informed the website improvement project discovery process by clarifying audience needs and preferences.
- Mar. 26 – Apr. 8, 2013: Metro, Climate Smart Communities Scenarios

Results showing what is important to the public helped staff develop criteria for how scenarios will be analyzed.

- May 28 – June 10, 2013: Metro, public engagement
Comments will aide staff in evaluating how Metro engages the public and where resources will be focused. Results showed that the public would like a more clear explanation of how their input will be used. The public wants to engage with Metro, but finds it difficult to find the time. As future outreach plans are developed, staff will look for ways to make understanding the project and providing feedback easier and efficient.

Partner surveys

- July 26-30, 2012: Community Newspapers, neighborhood issues
- Nov. 16 – Dec. 13, 2012: City of Portland, housing
- Feb. 21 – Mar. 9, 2013: Neighborhood Partnerships, Oregon story
- Mar. –Apr. 2013: TriMet, rider perceptions and priorities for service
- Apr. 17 – May 20, 2013: Portland Development Commission, economic development

4. Southwest Corridor Plan

The plan was initiated Sept. 28, 2011. From September 2011 through February 2012, project partners focused on identifying the policy framework, existing conditions, opportunities, challenges, goals, objectives and evaluation framework. From February through August 2012, project partners developed the wide range of potential projects and the screening process for that wide range. From August to December 2012, project partners worked on setting the framework for a shared investment strategy and prioritizing potential projects. From January to July 2013, project partners obtained public input to inform the decision by the Southwest Corridor Plan Steering Committee regarding the land use and transportation projects to continue studying in the next phase.

In the MPO's long range transportation plan (2035 RTP), priority was given to the Southwest Corridor as the next corridor the region would study for a high capacity transit solution to address traffic congestion and demand for more public transit service. The plan focuses on the corridor connecting Sherwood and Portland, Oregon. The plan integrates local land use plans to identify actions and investments that support livable communities; a transportation plan to examine potential roadway, bike and pedestrian improvements as well as a transit alternatives analysis; and strategies for improving the built environment such as economic development, housing choices, parks, natural areas, trails and health.

The plan area has concentrations of poverty, ethnicity, limited English proficiency and seniors that are higher than the regional average. High concentrations of each and combinations of these populations occur throughout the corridor. The public involvement activities conducted during this reporting period were designed to reach out to these populations and encourage their active participation in the project.

During this reporting period, Metro and project partners finalized the existing conditions report, an executive summary and technical reports that outlined the unique characteristics of the plan area, and identified challenges and opportunities in economic development, housing choices, natural areas, trails, and health. From June 22 through July 31, 2012, project partners hosted an online, virtual open

house. Participants viewed video feeds that explained the purpose and process of the overall plan. Participants were then directed to a related questionnaire to obtain their input on how to narrow the list of projects and move forward those that reflected the values of the study area communities. The questionnaire received 543 responses.

From November 14, 2012 to January 1, 2013, project partners hosted the online interactive Shape Southwest game and associated questionnaire. A paper version of the questionnaire was distributed in English, Spanish and Vietnamese to libraries and organizations serving environmental justice communities to engage residents without computer access. Community planning forums were convened on October 9 and December 3, 2012. Staff also hosted booths at community events, and briefed community groups, specifically to engage the environmental justice communities. Public engagement at this stage of the project focused on discussions of the benefits and tradeoffs of different types of investments, beginning with the premise that the region cannot afford everything. During the public comment period, 2,098 people visited the project website, 695 electronic submissions to Shape Southwest were made, 471 electronic questionnaires were submitted, and 20 paper-version questionnaires were received, including two Spanish-language questionnaires and no Vietnamese-language questionnaires.

Between January 2 and June 30, 2013 project staff provided briefings to community groups and municipal committees and sponsored events to gather feedback to inform decision-making. Events included an open house with neighborhood associations in Portland, a town hall meeting and an economic summit for the whole corridor (held in Tigard), and two community planning forums (one in Tualatin and the other in Tigard). In addition to the input gathered at these events, two online questionnaires were available (May 23 – June 27) for the public to provide input and make comments: one questionnaire focused on the high capacity transit alternatives and project outcomes and the other on the staff recommendations to the Steering Committee about the shared investment strategy for transit, roadway and active transportation projects, parks and nature projects, and development strategies. A total of 2,669 responses to the two questionnaires were received.

During this stage of the project, staff conducted a number of specific activities designed to engage and obtain input from environmental justice communities:

- Staff contacted 16 local community-based organizations serving environmental justice communities in the project study area to brief them about the project and ask questions similar to those in the online questionnaires
- Staff met in person with representatives from six (6) community-based organizations while five (5) other organizations provided input via email or telephone

The input received from the community-based organizations serving environmental justice populations mirrored, for the most part, the input collected in the two online questionnaires. In both, respondents expressed strong support for high capacity transit and other proposed land use projects in the study area. The most salient differences between these organizations' and the online respondents to the questionnaire's input were:

- Organizations serving environmental justice populations preferred bus rapid transit over light rail
- For these organizations, the most important project outcomes were: equity, healthy communities, prosperity and access and mobility, as opposed to the most important outcomes identified in the responses to the questionnaires (that came primarily from white people): better transit, access and mobility and feasibility

The environmental justice outreach activities for this project phase were summarized in Appendix E of the July 2013 Public involvement report, which is available at:

<http://www.oregonmetro.gov/index.cfm/go/by.web/id=38352>

How was public input considered and how did it shape the Southwest Corridor Plan?

The input received from the public through the above-mentioned activities was considered by the Southwest Corridor Plan staff and decision-makers. The Plan’s steering committee members were briefed on the results of the different public involvement activities and events, and received copies of the public involvement reports written by Metro staff in advance of their decision-points.

Plan staff considered public input and used it in the following ways:

- Comments on the local transit service during the scoping phase, Shape Southwest and the Shared Investment Strategy recommendation informed TriMet’s work on the Southwest Service Enhancement Plan (and contributed to making the service enhancement plan a priority in the recommendation).
- Comments on local projects (and public engagement with local partners) helped create the list of projects to be analyzed and prioritized as part of the active transportation and roadway lists.
- Comments during the scoping and Shape Southwest emphasized the need to seek parks, trails and natural areas investment opportunities in the corridor, which was reflected in the Shared Investment Strategy recommendation.
- Comments on the draft alignment options helped create new design options to be studied in the refinement phase. Also, comments have already helped identify some that appear less feasible to move forward into a Draft Environmental Impact Statement.
- Feedback on the “level” of bus rapid transit led the steering committee to recommend 50 percent or more exclusive right of way for this mode.
- Feedback on what should be studied further for connecting high capacity transit led the steering committee to recommend studying high capacity transit from Portland to Tualatin, via Tigard in the refinement phase.

Public input will continue to be considered and to help shape the Southwest Corridor Plan’s future decisions in the refinement phase and into the National Environmental Policy Act process.

5. Glendoveer facility improvement and operations contract

The Glendoveer golf course and tennis facility provides amenities for golfers and nature lovers alike with two 18-hole courses, a pro shop, covered tennis courts, a restaurant and a two-mile public trail, all surrounded by hundreds of majestic fir trees. Every week more than 5,000 people from the surrounding neighborhood, East County and throughout the region use Glendoveer.

The Glendoveer facility improvement and operations contract project evaluated conditions at the property and conducted an extensive public engagement process to make recommendations for improvements in conjunction with a competitive bidding process for a new operations contract.

Outreach activities included:

- A town hall style public meeting to share information and answer questions about the project
- The creation of a stakeholder contact list with more than 16,000 addresses and 300 emails
- An Opt In survey to assess opinions about priorities for maintenance and improvements, and for community input on selecting a contractor to manage Glendoveer operations
- Informational kiosks at the facility with project updates and contact information
- A project website with updates and information about how to get involved
- A citizen review panel to review request for proposals for the new operations contract

The following goals helped guide public involvement activities:

- Build on earlier outreach activities
- Conduct an open and transparent process
- Choose activities and tools that will add value to the project and genuinely engage the community
- Keep the public informed with accurate, up-to-date information
- Build trust and a long-term relationship with the community
- Maintain a level of flexibility with the process
- Manage misinformation

Glendoveer Citizen Review Panel

Between July 25 and September 30, 2012, a citizen review committee consisting of neighbors, tennis players, golfers and fitness trail users was formed to evaluate proposals to manage the golf course, tennis center, driving range and pro shop at Glendoveer, and recommend firms to move forward to the interview process.

Key panel activities included:

- Reviewing proposed selection criteria and request for proposal responses in advance of committee meetings
- Participating in three facilitated committee meetings – two to discuss process; one to score proposers based on Metro’s selection criteria

- Providing feedback to Metro staff about the proposals, interview questions, etc.

This was the first time Metro had formed a citizen review panel to help select an operations contract. Several panel members attended the interviews with the selected firms and provided feedback to staff.

Feedback from panel members about participating in the selection process was extremely positive. Comments about the process included appreciation for having an opportunity to shape the future direction of Glendoveer, the diversity of the panel participants, the structure and process, and Metro staff's ability to communicate information in an efficient, clear and detailed manner. All members agreed that they would be interested in participating on a panel for Metro again.

The panel will continue to serve as a resource to the new operator and Metro. The project culminated in the selection of Course Co. Inc as the new operator of the Glendoveer golf course and tennis center. Significant public engagement with the community and facility users was critical to making this decision and the development of a facility improvement plan.

How community input impacted the project's outcome:

Public engagement with the community and facility users was critical to the selection of the new operations contract and the development of the facility improvement plan.

Input from the Opt In survey and community meetings helped staff prioritize and implement facility improvements. Feedback revealed that the tennis center was in immediate need of maintenance including the repair of a leaking roof. This was among the first improvements that came out of the facility plan. Feedback also indicated the need for a new golf cart barn, new restrooms in the club house and general updates to the exterior and interior public spaces. The club house received new carpet and paint, the Ringside Steakhouse Restaurant received new exterior paint and staff worked with a design firm to develop a new color pallet for the overall facility using Metro's recycled paint. A request for proposal for construction of the cart barn is currently underway. New restrooms are on the horizon.

Input from the Citizen Review Panel helped Metro select firms to be interviewed for the new operations contract. Some panel members also sat in on the interviews and provided feedback. The decision to award the contract was ultimately Metro's but public input played a major role in the final selection.

6. Diversity Action Plan

The Metro Council formally adopted Metro's Diversity Action Plan in November 2012. The plan identifies goals, strategies and actions to increase diversity and cultural competence at Metro in four key areas: internal awareness and diversity sensitivity, employee recruitment and retention, committee membership and public involvement and procurement.

The path to the final adoption of the plan included a survey in 2010 of Metro employees to collect feedback on issues of diversity, a series of diversity town halls held in the spring of 2011 for employees, a rigorous review process of the draft plan with 25 different employee groups within Metro, and review of

the plan by diverse community leaders. The draft plan was adapted to reflect the input from employees and community members.

In 2013, core teams of employees were developed to implement the four key areas of the Diversity Action Plan (DAP). Core Area Team 3, led by Communications manager Patty Unfred, addresses public involvement and committee membership to achieve the goals stated in the DAP:

Goals for public involvement and citizen advisory committee membership seek to have Metro outreach and committees, at a minimum, serve and represent the diversity of the region's population. Many of these actions should be part of a continuous and conscious effort to acknowledge that one committee member cannot represent an entire group and to ensure various groups are continually engaged. To meet these goals, Communications staff will conduct research to assess gaps in community interactions; engage the Metro Council members to actively conduct outreach to historically underserved communities; establish protocols to improve diverse representation on Metro committees; and put tools in place to track and coordinate growing relationships with diverse communities as well as better communicate with those communities.

Beginning in spring 2013, the team of 18 staff - representing multiple departments and venues - has met monthly to review and identify priority actions, develop a work plan and identify budget and resource needs.

2013-14 ENGAGEMENT PLANS

Following is a sampling of current and planned engagement opportunities throughout the region from July 2013 through June 2014.

1. Public Engagement Guide

In fall 2013, Metro will update the Public Engagement Guide, formerly the Public Involvement Policy for Transportation Planning. The document will support Metro's MPO certification by the Federal Transit Administration and the Federal Highway Administration and establishes consistent ways the agency ensures everyone has opportunities to participate in the regional planning and decision-making processes. It is intended to provide:

- An accessible overview of Metro as an agency
- Tools for connecting with Metro to receive information
- An understanding of how Metro decision-making processes typically work and how to engage during decision-making
- Examples of engagement tools and techniques to reach underrepresented populations such as those with limited English proficiency, diverse cultural backgrounds, low-income, disability, seniors and youth

Metro is working with the Metro Public Engagement Review Committee (PERC), the Transportation Policy Alternatives Committee (TPAC), Metro Technical Advisory Committee (MTAC) and the Joint Policy Advisory Committee on Transportation (JPACT) to create a revised public participation plan, now referred to as Metro's *Public Engagement Guide*, to set forth the processes for implementing Metro's public involvement program, to comply with federal public engagement requirements and to establish guidelines for inclusive public engagement for the agency.

To view the guide, visit www.oregonmetro.gov/engagementguide

A public comment period was held between August 12 and September 30, 2013 with the primary goal of engaging a diverse and representative group of stakeholders from across the region and gathering substantive public comment and feedback to help shape, inform and improve Metro's engagement policies. Metro received 1,466 comments through the Public Engagement Guide public comment process. The vast majority of these public comments were received through an online survey (1,464) and two comments came through email (2).

In reviewing comments, the following are actions Metro may consider to enhance public participation of different cultures and to make sure engagement opportunities are accessible to everyone in the region:

- Create different opportunities for communities to learn about Metro's services, programs and decision-making processes
- Translate materials pertaining to Metro's programs or services and make available online
- Continue to collaborate with community-based organizations to engage underserved communities across the region

- Develop an engaging and concise description of Metro's programs and services
- Provide an easily accessible community engagement calendar to the public
- Create a user friendly executive summary on the Public Engagement Guide for the public
- Engage underserved communities to serve on advisory boards
- Hold open houses with different community groups informing them how Metro's public meetings work and how to engage in decision-making processes
- Conduct outreach to neighborhood schools, community colleges or student leadership programs to reach diverse audiences
- Diversify composition of Metro committees (currently a priority action in Metro's Diversity Action Plan)
- Educate and bring greater awareness to the local agencies which implement projects of their public engagement obligations
- Support local agencies by providing regional resources and analytical demographic information to help inform and supplement local data

The appendix to the Public engagement guide public comment report includes all comments submitted. This input will be delivered to Metro Council to inform their decision-making.

Metro's Public Engagement Guide is periodically reviewed and updated based on experience, changing circumstances and to reflect diverse regional opinions.

The Public Engagement Guide will be formally reviewed at least once every four years and revised to reflect changes, as well as to meet federal or other regulations and guidance. Upon review, a 45-day comment period will be held prior to adoption.

2. Regional Transportation Plan

Metro plans to adopt the 2014 Regional Transportation Plan update in July 2014. This update will focus primarily on updating projects that will be eligible for federal funding, continuing most of the policies, goals and objectives from the 2035 Regional Transportation Plan. Adopted in 2010, the 2035 RTP calls for transportation investments that support the region's economy, foster vibrant communities and expand safe, affordable transportation options for families and businesses. Some updates in procedural requirements will be made in the 2014 updated to meet new federal and state requirements.

From July through December 2013, Metro will work with regional partners to develop the draft 2014 Regional Transportation Plan. From January through March 2014, Metro will perform initial air quality testing and system performance modeling based on the draft plan. Metro will ask the public to respond to this analysis and comment on the draft plan during a 45-day comment period in April and May. Metro will then edit and finalize the plan based on public comments before adoption and submission to the U.S. Department of Transportation and the Oregon Department of Land Conservation and Development.

Since multiple regional decisions will be requesting public comment and have overlapping policy implications (RTP, Metropolitan Transportation Improvement Plan, Climate Smart Communities Scenario Project), the spring 2014 public comment period will be coordinated and represented as one "regional decision-making and community comment" occasion, potentially with several regional community events to foster interaction. In advance of the public comment period, Metro will work to prepare key audiences to participate and encourage their networks to engage in the spring 2014 comment period. This process includes clear information about the extent of this update, the timeline for decision-making, what information will be available and how residents and other stakeholders will be able to affect the final outcome. Immediately leading up to and through the comment period, Metro will work to provide stakeholders and the engaged public an understanding of the draft policy and project list changes and the importance of participating in the decision-making process, helping them prepare to discuss implications, offer comments and advocate during the comment period.

Metro expects to:

- Provide information online on the project, decision-making process and timeline
- Provide briefings to community stakeholders, upon request
- Engage community leaders in small group discussions around key updates and changes to the plan
- Distribute periodic updates to the RTP interested persons email distribution list as well as to local jurisdictions and advocacy groups with the request for distribution through their networks
- Leverage agency social media outlets to broaden notification and interest
- Notice and convene a 45-day comment period to include an online and paper questionnaire and collection of paper, email and verbal comments on the draft RTP

Through the process, opportunities to improve equity in engagement and the analysis of benefits and burdens to low-income, minority and people with limited English proficiency communities and populations will be sought and implemented in collaboration with the Metropolitan Transportation Improvement Plan (below) and the development of Metro's Equity Strategy. Demographic analysis and this coordination will help Metro identify audiences that may need special engagement efforts and encouragement to participate.

3. Metropolitan Transportation Improvement Program

Metro plans to adopt the 2015-18 Metropolitan Transportation Improvement Program (MTIP) in July 2014. The Metropolitan Transportation Improvement Program is the federally required documentation of transportation investments scheduled for the Portland metro region during a four-year cycle. The MTIP comprises projects and programs administered by Metro, ODOT, TriMet and SMART. Metro is required to prepare the MTIP document every two years and includes the scheduling of project funding over a four-year period.

From October 2013 through January 2014, Metro will work to develop and conduct an equity analysis to communicate the benefits and burdens of scheduled transportation investments across ethnic and income demographic spectra. This will include engaging regional decision-makers and advisory committees as well as community advocates and service organizations in the development of the analysis methodology and criteria. In February 2014, Metro will conduct air quality analysis on the MTIP project list. Metro will ask the public to respond to these analyses and comment on the MTIP

during a 45-day comment period in April and May. Metro will then edit and finalize the plan based on public comments before adoption and submission to the Oregon Transportation Commission and the U.S. Department of Transportation.

Refer to the above section for plans to coordinate the spring 2014 public comment period and outreach for Regional Transportation Plan, Metropolitan Transportation Improvement Plan and Climate Smart Communities Scenario Project.

4. Climate Smart Communities Scenarios Project

Metro has developed a comprehensive engagement strategy that outlines engagement goals, objectives, key messages, and target audiences, along with tactics, tools and performance measures for the period beginning July 1, 2013, to the adoption of the preferred approach in December 2014.

The engagement strategy will be implemented in coordination with Metro's Equity Strategy development, 2014 Regional Transportation Plan update and other priority Metro projects. The strategy will also be informed by data compiled for the Limited English Proficiency (LEP) Plan.

Public engagement activities

As the scenarios project moves into the results phase this winter, Metro staff will broaden public outreach efforts to better understand the attitudes, beliefs and priorities of community, business and elected leaders to inform development of preferred scenario.

Integral to the public engagement strategy for the period from January to December 2014 is reconnecting with community leaders that have already been engaged in the project through the workshops and follow-up outreach and involving community members to help shape the preferred scenario. Specifically, public outreach activities will include the use of a communications and outreach consultant to provide strategic support and services to effectively and meaningfully engage diverse audiences that are potentially affected by implementation of the preferred scenario.

Included activities in the public engagement strategy:

- Stakeholder interviews and discussions with community, business and elected leaders to inform development of preferred scenario
- Topic-specific discussion groups for a mix of audiences including social equity and environmental justice leaders from three counties of the region
- Focus groups comprising residents of cities and unincorporated communities in the three counties in the region that are demographically representative of the population
- Presentation toolkits that tell the Climate Smart Communities story in plain language and enable community leaders to lead discussions with existing community groups around the region
- Online comment tool and materials that allow community members to provide feedback to help shape the preferred scenario

Refer to the above section for plans to coordinate the spring 2014 public comment period and outreach for Regional Transportation Plan, Metropolitan Transportation Improvement Plan and Climate Smart Communities Scenario Project.

5. Urban Growth Report

The urban growth report, which is part of the urban growth management process, is underway and expected to be completed in December 2014. The first phase of the process will culminate with the release of the draft urban growth report in July 2014. The second phase will finish with the adoption of the final version of the urban growth report by the Metro Council in December 2014.

Staff will implement a public engagement strategy throughout both phases of the report. During the first phase, the strategy will include:

- Outreach to stakeholders, including advocacy organizations and communities that have not traditionally been involved in the decision-making process, such as people of color, immigrants and refugees, and people with low incomes
- Community involvement events, including a speakers series with follow-up involvement activities
- Coordination with other Metro projects and initiatives' outreach efforts

During the second phase, which will begin after the release of the draft urban growth report, the public engagement strategy will include:

- A 45-day public comment on the draft urban growth report, including formal notification of the period and activities, open house events, additional events or activities to engage specific stakeholders who are unlikely to attend the open houses, and an online input-collection tool
- Coordination with other Metro projects and initiatives' outreach efforts
- Open houses to obtain input on the final draft urban growth report, and an online input-collection tool

Throughout both phases of the urban growth report project, staff will seek opportunities to write newsfeed stories that highlight the importance of the project for the region and its practical implications. Staff will also pitch stories to interested media to encourage them to cover the project, especially shortly before and after the report's consideration by the Metro Council.

6. Southwest Corridor Plan

In July 2013, the steering committee recommended transit alternatives for further study along with roadway, bicycle, pedestrian, parks, trails and natural area projects as part of the Southwest Corridor Shared Investment Strategy. In November 2013, the Southwest Corridor Plan will begin a refinement phase for further design and analysis of the high capacity transit alternatives. Metro expects the steering committee to issue a recommendation in June 2014 for the high capacity transit mode and alignment design options to take into a Draft Environmental Impact Statement.

In November and December 2013, project partners will ask for the public's feedback on the draft purpose and need statement, against which the possible design options will be judged. In February 2014, project partners will provide information on the preliminary cost estimates, traffic analysis, automobile lane treatment needs and other performance measures for the possible design options, asking residents their thoughts on how to determine the most promising options to study further. In April 2014, residents will be asked to react to additional information on the design options and for

their thoughts on a station area planning approach. Project partners expect to release a draft recommendation in May, asking the public to respond during a comment period in May. Project partners will then edit and finalize the recommendation based on public comments before adoption and submission to the project partner jurisdictions for their action. Throughout the process, project partners will collaborate and work to provide stakeholders and the engaged public an understanding of the Southwest Corridor Plan and the importance of participating in the decision-making process, helping them prepare to discuss implications, offer comments and advocate during the comment period.

Project partners expect to:

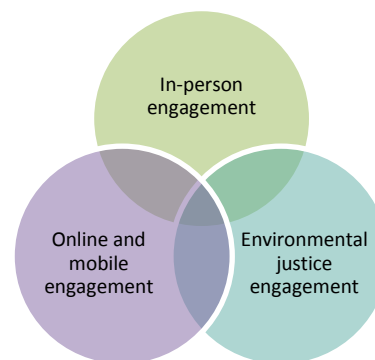
- Provide information online on the project, decision-making process and timeline
- Provide briefings to community stakeholders, upon request
- Distribute periodic updates to the Southwest Corridor Plan interested persons email distribution list leverage project and partner agency social media outlets to broaden notification and interest
- Engage the public throughout the refinement phase to improve analysis of the design options and narrow the options down to a few of the most promising to take into more detailed analysis in a Draft Environmental Impact Statement
- Convene a 15-day comment period to include an online and paper questionnaire and collection of paper, email and verbal comments on the draft recommendation

Through the process, opportunities to improve equity in engagement and the analysis of benefits and burdens to low-income, minority and people with limited English proficiency communities and populations will be sought and implemented, learning from the work of the Regional Transportation Plan and Metropolitan Transportation Improvement Program (above) and the development of Metro's Equity Strategy. Besides helping to identify communities of concern in the benefits and burdens analysis, demographic analysis and this coordination will help project partners identify audiences for special engagement efforts and encouragement to participate.

7. Powell-Division Corridor Plan

The 4- and 9-line buses on Powell Boulevard and Division Street are among the most used in the region. Upgrades to this service could improve the experience for riders and cost less to operate. The Powell-Division Transit Project will study higher capacity transit that can be faster, more reliable and carry more people. Recent community efforts, such as the East Portland Action Plan and East Portland in Motion, will guide development strategies at station areas to be consistent with community and business goals for neighborhood development.

The study will conclude with a decision on route, the mode of transit and station locations. A



Powell-Division engagement opportunities

For more information visit
www.oregonmetro.gov/powelldivision

successful outcome is dependent upon engaging people who live or use services in the area in the development of the community-supported vision for new transit. The Powell-Division Transit Project is a partnership of Metro, TriMet, the cities of Portland and Gresham, Multnomah County and the Oregon Department of Transportation.

Engagement will consist of in-person opportunities, online and mobile opportunities and targeted outreach to low-income and minority populations. Public engagement will begin fall 2013 and continue through winter 2015 with the decision on route, mode and stations. The following principles will guide engagement strategies, activities and materials.

- Use a customer-first lens: Relate to people the way they relate to the world, not through a project lens
- Make it easy for people to participate: Meet people where they are and capitalize on opportunities for coordinated engagement
- Be clear: Be clear about decisions, how input is a part of decision-making, who is making the decisions and when/what to expect as a result

The project team will strive to meet the engagement goals listed below. The public is invited to comment on these goals via a survey through the project website. Their comments are shaping engagement strategies and evaluation metrics, which will be assessed at milestones and at the project's conclusion.

- Goal 1: Communicate complete, accurate, understandable and timely information
- Goal 2: Gather input by providing meaningful opportunities to participate
- Goal 3: Provide timely public notice of opportunities to participate
- Goal 4: Facilitate the involvement of low income populations, communities of color and people with limited English proficiency

The engagement scope, currently being developed, will be designed so that public input feeds the decision-making process directly. Of note, the project's steering committee will be comprised of community and business leaders in addition to elected and agency officials. This integrated approach to decision-making was successfully used for the East Metro Connections Plan, which will serve as a model for reaching consensus.

Table 4: Powell-Division Corridor Plan engagement overview

<p>Establish goals for the project, Fall 2013 through winter 2014</p> <p>Questions for the public</p> <ul style="list-style-type: none"> - What do you want more of & less of in your community? - What works well with transit? - What needs to be improved? <p>Input opportunities (TBD)</p> <ul style="list-style-type: none"> - Community meetings (like this) - Online and print surveys - Steering committee meeting 	<p>Identify potential transit alternatives and community needs, Spring through summer 2014</p> <p>Questions for the public</p> <ul style="list-style-type: none"> - What are the important places in your community and why are they important? - What does better access to those places look like? - What would improve the experience of getting to, waiting for and riding transit? <p>Input opportunities (TBD)</p> <ul style="list-style-type: none"> - Community meetings (like this) - Hands on workshop - Online and print surveys - Steering committee meeting 	<p>Refine alternatives, Fall 2014</p> <p>Questions for the public</p> <ul style="list-style-type: none"> - What tradeoffs are most important to you? (e.g., I would rather walk a few more blocks than wait a few more minutes) - How can these alternatives be improved? - What is missing? <p>Input opportunities (TBD)</p> <ul style="list-style-type: none"> - Community meetings (like this) - Hands on workshop - Online and print surveys - Steering committee meeting 	<p>Agree on a project - mode, route, stations, Winter 2015</p> <p>Questions for the public</p> <ul style="list-style-type: none"> - Do you support the recommendation? - What is missing? - How can it be improved? <p>Input opportunities (TBD)</p> <ul style="list-style-type: none"> - Community meetings (like this) - Open house - Online and print surveys - Steering committee meeting
---	--	---	---

8. Parks and Natural Areas Levy engagement

The parks and natural areas local option levy will generate \$8-10 million per year over a five-year period. Funds collected will be spent in the following program areas: natural areas restoration and maintenance, regional parks operations, access to natural areas, volunteers, conservation education and Nature in Neighborhood grants.

The influx of levy-funded projects amplifies the need to engage neighbors, stakeholders and the general public. Public engagement goals and activities will be scaled to the scope of each specific levy-funded project, as described in the table below. In addition to project-level public engagement, Metro will use a number of communication tools, including an annual report, direct outreach and website updates, to ensure that the general public is informed and aware of Metro’s work to implement the levy.

Table 5: Parks and natural areas levy engagement levels

Typical project	Public engagement goal
Minor restoration or maintenance work, most land acquisitions	Inform: Let people know about a specific project, increase awareness about the parks and natural areas local option levy.
Milestone acquisition, significant restoration project	Consult: Lay groundwork for long-term relationship with neighbors, get general feedback.
Significant changes to properties, park planning	Involve: Build understanding and long-term relationship with community, involve in planning and decisions.
Master plans, system plan	Collaborate: Generate extensive public input and support, lay foundation for a successful long-term project.

Public engagement goals for the first year of levy projects include:

- Increase public awareness and support
- Bring more people to Metro destinations
- Engage more diverse audiences
- Improve stewardship across the region
- Strengthen Metro’s partnerships

The following strategies will be used to accomplish engagement goals:

- Tell the story through compelling places
- Go where the people are – literally and figuratively
- Empower Metro Council and staff to tell our story
- Capitalize on partners’ audiences, resources
- Develop a timeline that drives strategic investments
- Expand the It’s Our Nature brand
- Put resources toward key audiences

In addition to project-specific local engagement – like restoration work at Newell Creek Canyon in Oregon City and improvements to Oxbow and Blue Lake Regional Parks, the levy team is initiating several strategies to engage a more diverse segment of the regional population. Examples include:

- Nature in Neighborhoods conservation education grants – Metro staff are working collaboratively with community organizations to increase and assist with grant applications from diverse communities to meet an enhanced equity criteria for grant awards. The grant review committee will include demographically representative committee members.
- Community partnerships – Metro is contracting with community organizations to increase access and participation by youth and diverse community members in natural areas. Initial pilot projects include partnerships with Center for Intercultural Organizing and Center for Diversity and the Environment.
- Youth Ecology Corps – Metro is providing skilled conservation education and natural science staff to provide job skills training for disadvantaged youth, partnering with community service organizations.

Engaging people in Metro’s natural areas, parks and trails is critical to the implementation of levy related projects and the long-term success of the region’s work to care for these special places – and the public’s opportunities to enjoy them.

9. Solid Waste Road Map

The Solid Waste Roadmap is a long-term effort to consider and determine the best approaches to manage the region’s garbage and other discarded materials in the years ahead. It provides an opportunity to have extensive and thoughtful discussions about the best ways we can manage our garbage in the future.

Through its involvement in the regional solid waste system, Metro seeks to:

- Protect people’s health
- Protect the environment
- Get good value for the public’s money
- Keep the commitment to the highest and best use of materials
- Be adaptable and responsive in managing materials
- Ensure services are accessible to all types of customers

The Solid Waste Roadmap consists of six individual projects that, taken together, help shape the roles of public and private interests in the management of the region’s solid waste system. These six projects are:

- A. Long-term Management:** Over the long run, what does the region want to do with materials that aren’t reused, recycled, or composted?
- B. Metro South Station:** What service alternatives should Metro pursue at Metro South and in the vicinity to provide for the full suite of needed services?
- C. Foundational Work:** What is the amount and nature of waste that may be discarded in the future, and how will various alternatives perform in managing it?
- D. Organics Capacity:** What specific actions should Metro take to ensure adequate and reasonably proximate capacity to transfer and process food scraps collected from the region’s businesses and residents?
- E. Transfer System Configuration:** What model of the public-private transfer system (e.g., service levels, tonnage allocations, rates, public role, private role, etc.) best provides for the public interest?
- F. Fee and Tax Policies:** How should Metro recover the cost of solid waste services and programs, and of general government, to improve stability, equity and predictability?

“Let’s Talk Trash” is a 9-12-month outreach effort in 2014 that will support the objectives of the Solid Waste Roadmap. The purpose of Let’s Talk Trash is to engage the public in discussions about different ways to manage garbage and other discarded materials through fun and innovative events. The goal of this effort is to engage a broadly diverse group of interested persons across the region who will remain involved in these issues and provide guidance to the Metro Council on its decisions relating to the management of the region’s garbage.

Through Let’s Talk Trash and other engagements related to the Solid Waste Roadmap, Metro expects to:

- Promote broad and diverse public engagement on long-term, big-picture policy issues relating to management of garbage and other solid waste
- Provide regular communications updates to stakeholders and interested parties on Roadmap-related activities
- Broaden public understanding of how garbage is managed in the region
- Maintain and enhance public trust and confidence in how the region manages its garbage

10. Equity Strategy Program

In 2010, the Metro Council and leaders from across the region adopted six desired outcomes, focusing on what matters most in our everyday lives –vibrant communities, economic prosperity, safe and reliable transportation, leadership on climate change, clean air and water, and equity.

The Equity Strategy Program is an organizing framework initiated by the Metro Council in 2012. Metro will develop an agency strategy – in collaboration with community, city and county partners – that consistently advances equity in Metro programs, policies and services.

Metro will need to understand how communities experience the region’s outcomes today through the development of an Equity Baseline. This process is anticipated to be completed summer 2014.

The first phase of the public engagement plan will help build awareness of Metro’s Equity Strategy Program and regional support for the Equity Baseline Report from key community leaders. The goals for the engagement plan include:

- Key audiences understand Metro’s Equity Strategy Program purpose and goals
- City and county elected officials understand the purpose of the equity indicators and potential policy options related to this effort
- Key audiences across the region understand and support the key findings in the Equity Baseline Report

Program milestones

- Advisory Committee develops working definition of equity for Metro (Metro Council update and direction) – Fall 2013.
- Develop equity indicators and feasibility assessment report (Metro Council update and direction) – Winter 2014
- Develop Equity Baseline Analysis (Metro Council adoption of Equity Strategy Baseline report) – Summer 2014

Metro’s Chief Operating Officer appointed 13 members to the Equity Strategy Advisory Committee. The committee represents community members and leaders from philanthropy, community and business sectors from across the region to help guide the Equity Strategy Program. The purpose and authority of the Advisory Committee is to convene periodically to support the Metro’s Equity Strategy Program, provide constructive comments and review of deliverables, and develop recommendations on the program deliverables. The Advisory Committee will deliver program recommendations to Metro’s Chief Operating Officer, who will convey those recommendations to Metro Council, along with the Chair and other Advisory Committee members as needed.

To support implementation of Metro's Equity Strategy Program, Metro has contracted with six community-based organizations to serve on a technical workgroup with Metro staff (Equity Baseline Workgroup). These organizations will work collaboratively with Metro staff to develop Metro's Equity Baseline Report, as the first step in the creation of Metro's Equity Strategy. Work group members represent the following organizations:

- Adelante Mujeres
- Asian Pacific American Network of Oregon (APANO)
- Center for Intercultural Organizing
- Coalition for a Livable Future
- OPAL Environmental Justice Oregon
- Urban League of Portland

This workgroup serves as a pilot project to explore new practices in how to expand and deepen community involvement and partnerships in Metro's programmatic and technical work.

11. Diversity Action Plan

The Public Involvement and Committee Membership team of employees is finalizing the work plan for this core area of focus in the Diversity Action Plan and identifying budget and resource needs to include in the annual agency budget development process. Priority actions this fiscal year include:

- Develop an agency-wide process that will provide staff and Council with tools and criteria to consider diverse perspectives in our public engagement practices (See Public Engagement Guide)
- Engage diverse and underserved populations to build capacity to participate:
 - Identify diverse and underserved groups new to or not currently participating in Metro's programs, projects or services
 - Develop contact database of groups or organizations serving diverse or underserved audiences
 - Coordinate across Metro programs working with diverse communities
 - Build and maintain relationships with diverse and underserved populations, starting with asking what they need
- Inventory demographics of existing committees
- Develop overview of Metro and committee work for diverse communities, conducting outreach to assess level of interest, barriers to successful participation and how our work affects those communities.

Metro Office of Citizen Involvement

Web resources

www.oregonmetro.gov/civilrights

www.oregonmetro.gov/connect

www.oregonmetro.gov/engagementguide

www.oregonmetro.gov/committees

Contact information

Jim Middaugh, Director of Communications, 503-797-1505, jim.middaugh@oregonmetro.gov

Patty Unfred, Public Engagement Manager, 503-797-1685, patty.unfred@oregonmetro.gov

Heather Coston, Public Affairs Specialist, 503-813-7552, heather.coston@oregonmetro.gov

Valerie Cuevas, Administrative Coordinator, 503-797-1536, Valerie.cuevas@oregonmetro.gov