

## [STAFF REPORT FOR USE FOR COMMITTEE ON RACIAL EQUITY MEETINGS]

### PUBLIC ENGAGEMENT GUIDE – PHASE 1

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Meeting Date: January 18, 2024  
Department: Communications

Presenter: Gloria Pinzon  
Length: 60 minutes

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#### ISSUE STATEMENT

Metro is updating the Public Engagement Guide for the first time since 2013. The guide is required to inform the public about the regional transportation planning work as one of Metro's responsibilities as the Metropolitan Planning Organization (MPO) as designated by the State of Oregon and the United States Federal Highway Administration. The FHA also advised that Metro update the guide to be more accessible to the broadest base of the public through summaries and visuals, include information about all of Metro's departments, include information about how historically underserved communities will be engaged, and require a public comment period as well.

#### COUNCIL ENGAGEMENT & KEY DATES

##### **January 23, 2024 at 10:30 am**

Council Work Session: Council will react to the partial draft of Guide content and provide project direction to staff January 23

*Open public comment period: Open through February 02*

##### **March 2024 (no date yet)**

Metro Council consideration of adoption of updated Public Engagement Guide

#### **Prior CORE Engagement:**

- **May 2023:** CORE shared feedback on a draft list of Guiding Principles for meaningful public engagement. Feedback summarized in the attachments.
- January 10, 2024: CORE Members invited to join Public Engagement Review Committee to discuss Public Engagement Guide.

#### **Why are you coming to CORE?**

1. Inform CORE about project progress.
2. Seeking feedback from CORE Members on draft application of guiding principles for the Public Engagement Guide. (Page 9-12 of the draft introduction of the guide). Please note that the guide has not gone through a graphic design review and the table formatting is in draft. The table does reflect feedback from the PERC committee on the desired outcomes needing to be clear about who the desired

outcomes are meant for (*e.g.* the community or Metro?), and they wanted to see the desired outcomes listed before the “in practice” section.

- Staff will incorporate feedback from CORE members into presentation to Metro Council. Also, reporting back on what we heard from PERC members in 2023 and how it was applied.
- Request for CORE members to share public comment period with partners.
- Proposed questions for discussion:
  - A. *In your opinion, what is important to advancing racial equity? Is something missing or unclear?*
  - B. *Pick one principle of your choice, how can Metro work towards accountability or evaluation on this principle?*

*If there is time:*

3. Provide feedback on the “language check” boxes in the draft introduction.
  - For context, these boxes were created as one tactic to address issues raised by staff, CORE, PERC or Council around the need to have shared language about engagement language or practices. For example, some folks have an issue with the use of the word “public” since it’s not specific enough.

### **How will CORE feedback be used?**

- CORE feedback will be included in January 23 Council Work Session presentation and incorporated into future drafts of Public Engagement Guide before Spring 2024 adoption.
- CORE’s Jan18 feedback will be incorporated into January 23 Work Session

## IAP2 Spectrum of Public Participation



IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

INCREASING IMPACT ON THE DECISION					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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**Using the Public Participation spectrum, where is CORE's impact at this particular meeting?**

January 18 CORE meeting: Consult, Involve

### STRATEGIC CONTEXT & FRAMING COUNCIL DISCUSSION

[Please provide strategic context where applicable and frame the discussion around how this project fits in with other Metro programs, recent public or committee engagement, stakeholder decisions, budget challenges or opportunities, etc.]

- Which [Strategic Plan to Advance Racial Equity, Diversity and Inclusion](#) goal(s) or department racial equity plan goals does this project advance and how?
- *The application of meaningful and intentional public or community engagement over time can lead to improvements to all goals of the plan. The plan seeks to provide advice to inform projects related to decision-making processes as well as education or service-oriented outreach programs.*

Particular attention on Goal B: Meaningfully engage communities of color.

- Defines meaningful engagement. Guiding principles are more explicit about ways that Metro can be more inclusive and people-centered.

- Staff wants to work towards shared agreement at Metro about approaches to engagement that includes clarity on roles of staff, leadership and Metro Council.
- Acknowledge that communications and engagement must be adaptive to the needs of the communities we serve. Streamline internal processes as much as possible to support staff in being inclusive and adaptive. Include opportunities for shared learning and include communities in evaluation of practices.
- Staff should apply the Racial Equity Framework tool to their planning processes through a power map to identify priority audiences, potential impacts.
- Improving practices around ADA and language accessibility.  
Where has this project moved racial justice forward for the agency:
- Being clearer and more intentional about what community engagement can look like when we are intentional about humanizing the work, being responsive to community needs and input, and committing to involving community voices in projects from the beginning of a project.
- Giving more guidance and clear language about SPAREDI Goal B's language.
- Unpacking and giving more tools to staff who are navigating bureaucratic processes and engagement practices. Giving consistency to staff processes.
- Updating Guiding Principles
  - Modeling the principle during engagement: collective effort, responsiveness, transparency, seeking input widely and consistently.
  - Process improvement with equity practices.
- What did/will community and stakeholder engagement look like?
  - Engagement has included review and input from members of the Public Engagement Review Committee and Committee on Racial Equity.
  - Future engagement seeks to involve partners in the review of key parts of the draft guide.
  - How did/will you engage with Black, Indigenous and communities of color, immigrant communities and/or members of the disability community? What did they say? How is their input impacting decision making?
    - PERC members include people who identify as people of color as well as living with a disability. They are excited and inspired by the guiding principles. Also worried about accountability and Metro staff not being fully embracing of the guidance.
    - ROLE: They are a co-creator, reviewer, and approver of draft content.
- Internal input:
  - Metro Council: see attachment
  - CORE (from May 2023 meeting): see attachment
  - Others:
- Internal engagement: can share summarize in presentation.

- Community relations team. This is a community practice group that includes approximately 60 staff from across the agency.
- Senior Leadership Team, as a group
- Department specific staff engagement:
  - Created an advisors team representative of departments across the agency to involve in the project along the way.
  - Staff presentations were offered to all departments. These are the departments that took the opportunity: Diversity, Equity, and Inclusion leadership, Parks and Nature leadership and communications team, Communications all-staff, Planning Development and Transportation leadership, Portland's leadership, WPES leadership, Capital Asset Management leadership, Housing Department, Data and Resource Center, Tribal Affairs Policy Liaison.
- What are the anticipated racial equity impacts of the Public Engagement Guide?

### **Desired outcomes**

- People have accessible information and meaningful opportunities to participate in programs, services or decision-making processes at Metro.
- Metro creates welcoming spaces that encourage civic leadership and connection through community-led activities and capacity building.
- Metro Council can make decisions that are well-informed and address the needs and priorities of the diverse communities they serve.

## **BACKGROUND**

The Public Engagement Guide is a flexible tool with information to enable meaningful connections and collaboration between individuals and Metro staff, the Metro Council, local governments, local businesses, and non-profit organizations. Metro is committed to advancing racial equity, climate resilience and building shared prosperity for our communities.

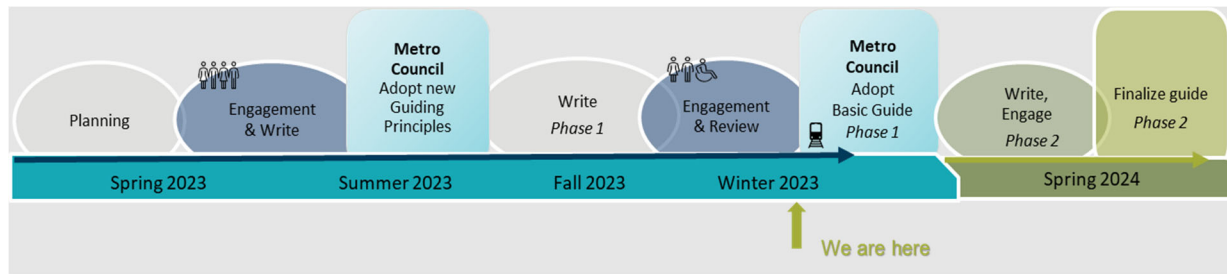
The Metro Council, staff, and Metro advisory committees use the guide along with other policies across the organization to plan and carry out engagement activities. The guide will strengthen Metro's engagement practices. It will help ensure we are supporting policymakers to make informed decisions.

This guide supports Metro's efforts toward restoration of past harms and accountability to the people we serve. It also offers an opportunity to create shared understanding about basic engagement terminology and best practices for inclusive and meaningful public engagement.

### **Desired outcomes**

- ✓ People have accessible information and meaningful opportunities to participate in programs, services, or decision-making processes at Metro.
- ✓ Metro creates welcoming spaces that encourage civic leadership and connection through community-led activities and capacity building.
- ✓ Support the Metro Council in making decisions that are well-informed and responsive to the needs of the diverse communities and perspectives of greater Portland.

Project timeline and major steps:



**Step 1: (COMPLETED)** Adopt new Guiding Principles for Meaningful Public Engagement. Completed June 15, 2023. Summarize input received from engagement with Public Engagement Review Committee, Committee on Racial Equity, Metro Council and Metro staff to inform content for the future guide.

**Step 2: (COMPLETED)** Create a draft outline of the future guide using past input from future users of the guide. Convene a group of advisors and collaborators to create, review or research for future content of the new guide. Engage with the Public Engagement Review Committee and Metro staff on the draft outline before creating content.

**Step 3: (In progress)** Create draft of new public engagement guide. Open public comment period in compliance with Corrective Action 3. Receive feedback on draft guide from future users including Public Engagement Review Committee, Metro staff and the Metro Council, the public and community partners. Update timeline of project to plan to complete guide.

**Step 4:** Adopt a basic guide to meet minimal requirements of Federal Highway Association. Continue to develop additional tools and guidance to add to the appendix in the future. Begin to explore ways to enhance user experience through web-tools, engagements, or other processes.

**Step 5:** Complete the guide with additional guidance, tools or resources in appendix. This could include minimal changes to the adopted version of the guide, if needed. This last step will be followed by the development of a website meant to support users in navigating guidance without having to use one PDF document every time.

*Keeping the guidance up to date:* Once the 2024 basic guide is adopted and then completed with appendices, the guide will be ready to be used and is expected to be reviewed every three years starting in 2027. During the update review process user feedback and evaluation will be sought out to keep the document guidance updated and information for the public current.

## ATTACHMENTS

[Identify and submit any attachments or supporting documents.]

Attachment 1\_Draft guide introduction section

Attachment 2\_Summary of feedback on Guiding Principles

Attachment 3\_PowerPoint slides with basic project information.