

**AIRPORT FUTURES
PUBLIC INVOLVEMENT SUBCOMMITTEE #1 MEETING NOTES
4/22/08 3-5 pm
Multnomah County Building
501 SE Hawthorne, Room 635
Portland, OR**

Attendees: Ross Monn; Linda Robinson; Hector Roche; Denny Stoecklin; Fred Stovel; John Weigant

Unable to Attend: Maryhelen Kincaid, Patrick Metzger, Lawrence Russell, Mike Sloan

Staff: Bronwyn Buckle; Lise Glancy

I. Introductions/Opening Comments

Hector opened the meeting noting that he would like to see future meeting times set to maximize attendance. 7-9 pm is better than 3-5 pm. He noted that we will not be selecting chair at this meeting. There is interest among this group that the chair be a community member of the PAG, not a government PAG member (other 2 subcommittees currently headed by government PAGs). The group wondered if Patrick Metzger or other community members of the subcommittee note present would be interested in serving as the chair. Other community members are: Maryhelen Kincaid, Lawrence Russell, and Mike Sloan. Hector offered to provide facilitation support to the chair.

John: We have an official subcommittee now even if the business representative is not present. Our business representative does not have to be present to “make” the meeting. Not everyone can be at all meetings, so we should not wait until we have everyone here to select the chair.

The subcommittee agreed to select the chair at the next meeting when Jill Eiland (the business rep) can attend.

Lise agreed to send out the charter with the next meeting notice.

II. Neighborhood/Other Stakeholder Outreach

Bronwyn: Referred the group to memo in packet for update on what outreach has been done to date.

Fred: Noted that Laura Hudson should be listed in this memo as attending the Vancouver open house. *(The record has been corrected.)*

Lise: We discovered that most people heard about the open houses electronically. We spend a lot of money on ads. There’s a disconnect. Ads will never go away, but can we save some money here? Next time we have an open house in Portland it will be out in the community, not at the downtown Port offices. We scheduled it here because of the forecast subcommittee meeting preceding the open house. Vancouver event was better because it was in the community. There were a lot more questions and general interaction/energy.

Linda: You have to do ads for those who don’t have computers.

Ross: Midland Library is a good location (122nd off Burnside). Or contact Alesia – she’s on the Parkrose School Board and can get us space.

Lise: Noted that we had initially planned to have the Portland open house in the community. We could not get into Parkrose, Concordia, and a couple of other facilities. Apparently, this is challenging during the school year. We will try again though.

Denny: Structure future presentations so you spend a **LOT** of time listening. (The entire group strongly agreed with this.) Ask specific questions. Be clear about what you want feedback on. Don’t open discussion too wide. Don’t debate the facts. Structure conversation so input gathered is useful.

Bronwyn/Lise: We do ask specific questions at these meetings and we line them up as best as possible with the surveys we have online so all the information collected can be compared. The recent open houses were an example of this.

Fred: Many groups don’t care how the forecast was created. They just want to know what it says. During the Land Use/Transportation outreach phase, ask questions like “Now that we know this is the forecast, what are your concerns about traffic in the neighborhood? On 1-205? How will this affect you? Who should be responsible?”

John: He’s happy to go out and do some speaking, wants to know what to say, what info to get back and how to collect the information.

Lise: Staff can provide a PowerPoint for you to use and you can tailor it as needed. We’ll be making one for the City Early Proposal/PDX Facility Requirements phase soon and this group will have input on that PowerPoint. This will include an opportunity for neighborhoods to provide early input on the tool and concerns related to the land use portion of the planning process and outline how folks can get involved early.

Fred: What is cost of direct mail? Is that an option? They do it for political campaigns.

Lise: Our study area is quite broad. Political campaigns typically target a subset of the population like motivated Democrats. They pay for these mailing lists and then do bulk mail. Our study area is quite broad and we do not have budget for a blanket direct mail. Note: The City will do a mailing as part of the land use phase.

a) Neighborhoods – Which neighborhoods are priorities? Ideas to reach them better?

Lise: We haven’t been successful getting time with a lot of neighborhood associations and know that coalition meeting agendas are very tight. If you have connections and can get us on an agenda, please help us out.

Bronwyn: This goes for the PAG too. We need your help. The PAG’s help.

Ross: Many neighborhood associations don’t meet over the summer. We need to make the information seem more exciting/relevant.

Bronwyn: Things will get more exciting when we get into land use phase.

Lise: Reviewed the four neighborhood coalitions around PDX and asked which neighborhoods are priorities for scheduling meetings and what ideas do you to reach them better? Vancouver neighborhood list was also provided. NOTE: No Vancouver reps were present at this subcommittee meeting.

Northeast Coalition of Neighborhoods (NECN) - Denny Stoecklin

Executive Director position is currently vacant – Denny will find out who the main contact is.

Priorities for outreach include:

1. Concordia
2. Grant Park
3. Vernon
4. Woodlawn

North Portland Neighborhood Services (NPNS) – Maryhelen Kincaid

Maryhelen was not able to make the meeting. Bronwyn and Lise committed to get this information from Maryhelen.

Central Northeast Neighbors (CNN) – Fred Stovel

1. Cully
2. Sumner (Erwin keeps them well-informed)
3. Northern part of Beaumont Wilshire
4. Other organizations in the coalition area: Hacienda CDC, NAYA, and maybe business organizations

Fred: Noted that there were other organizations within the coalition area that should be contacted. Hacienda CDC, NAYA, and maybe business associations.

Fred: NECN and CNN are having a joint meeting soon. George Bruender will be there too. Fred to check on the date and work with George to provide an update on Airport Futures.

Lise: let us know if you need anything/support/materials/project fact sheet/etc.

East Portland Neighborhood Office – Ross Monn

1. Wilkes
2. Parkrose
3. Argay – Comment: we think they should be interested but aren't hearing anything?

Denny: We need to have a 2-prong approach.

1. Get people the info they need to know and
2. Listen to what they want to say (and capture the information).

Ross: Talk to land use chairs and they can judge if it should get larger meeting time/attention/agenda time. E-mail each chair to ask for time on the agenda. Tell them why important to their neighborhoods. Do not do this during the summer as some do not meet.

John: Talk to Gresham/East County neighborhoods too. I think there is a Gresham Neighborhood Involvement organization. I can help if I have material.

Denny: Contact coalitions and ask for an article in their newsletters.

Ross: EPNO has a special issue coming out in June. Due date for the May EPNO was April 14th, not the 28th. Email info@epno.org to get details.

Bronwyn: We have been sending regular updates to Office of Neighborhood Involvement (ONI) list. They are not getting picked up. Also send them to Vancouver Office of Neighborhood Involvement.

Ross: Noted that he hasn't been receiving these.

Hector: Perhaps at our next PAG meeting we should ask all members to get the word out.

Bronwyn: Offered to write up a specific request from the subcommittee.

b) Minority group outreach – Which groups should we talk to?

Bronwyn: The Public Involvement Plan for Airport Futures also commits to outreach to low income and other minority groups.

Lise: We've done some research about the composition of the neighborhoods around the airport. There is a higher percentage of low income level and minority groups (e.g., African American, Asian, Hispanic). We need your help identifying organizations in these communities to engage.

Ross – EPNO is having multicultural fair on Saturday, 7/12. They are doing outreach to African American, Hispanic and Pacific Island communities. *Armando is the organizer. Ross provided a flyer.*

Bronwyn: Can we do a focus group or table there?

Ross: Yes. Contact Armando.

Lise: This is the same day as the PDX Street Fair, but we will do both.

Group: Ask the coalition heads which organizations in the community we should talk to to achieve that goal.

Hector: Also contact the Coalition of Communities of Color which cuts across the communities of color. Co-chairs are Lee Po Cha from the Asian Reporter and Nichole Maher from Native American Youth Association (NAYA). Executive Director of International Refugee Community (IRCO) is also on the board of the Coalition.

Project Email Updates

Bronwyn: We have an electronic email list for project.

Fred: Are they getting buried with CNAC info?

Lise: No. Separate, brand new list.

Linda: Embed links to these related projects (like CNAC) for people to follow to learn more.

List Servs

Bronwyn: Help us get the word out through local listservs. Some come out quarterly, some constantly.

John: May want to try posting on the Oregon Planning Network list serve – comes out constantly.

Bronwyn: We need list serves identified AND if possible for people/PAGS to post to them for us.

Linda: Other examples: Coalition for Livable Future & CSWSC.

III. Public Involvement Materials and Messages

What are our key messages about Public Involvement?

Lise: open and transparent process. Many opportunities to provide input.

John: How has public influenced process so far?

Lise: Handed out list of how public involvement has influenced the process. Developed this based on feedback from the ad hoc group. Includes:

- Public input continues to shape the project
- Established integrated planning process to consider PDX needs and community impacts
- Expanded participation on the PAG
- Developed extensive public engagement process
- Refined Vision and Values to guide planning
- Refined telephone survey and sampling area
- Identified issues to address in the planning process
- Expanded scope of and provided extensive input on forecast
- Convened sustainability subcommittee to develop analytical evaluation tool

John: The message is that this process is different than any previous process, it's more responsive. He'll write something in support of this.

Lise: Goal is to have a page on the website on how public involvement has influenced the process. Love the subcommittees help on this.

Hector: Describe one or two examples of how public has affected process. Stories should make sense to the community. Find one or two stories about how this makes a difference in your community/lives.

Bronwyn: These stories should be co-written with Public Involvement PAG members and posted on website.

Frequently Asked Questions (FAQs)

Lise: Reviewed the Frequently Asked Questions (FAQs). Noted that there were some duplicate questions (5 & 10 and 2 & 6). This FAQ is to be posted on the website but we

wanted the subcommittee's input on it. Project staff are too close to the project, speak project language not readily understood by the man/woman on the street.

The subcommittee talked about who the audience was and the level of detail required. The FAQs need to have enough detail to be interesting for those who want it, but not so much that it shuts some people out. The members asked us to provide the DRAFT FAQ electronically for comments. They will look at in detail and get back to us with more.

Hector: Too high level a description in #1. Need more.

Linda: How do I get involved (question 5) and project contact information should be near the top and easy to see.

Hector: Many of these answers are too long. Think about who your audience is.

John: Answer to question 5 should include the CURRENT ways to get involved including the list subcommittees as a way for people to get involved. Add a separate question or two on the subcommittees, how many, what they are, what they are working on, etc.

John: On question 1 – clarify that there will be 2 products being developed/2 processes occurring at the same time – airport master plan and city's land use plan. Also make "what is sustainability" a question on the FAQ. Clarify what a sustainability framework is.

Linda: Question 7 is not "English." Needs to be more understandable. Some of the more specific questions are the more interesting ones to those who are tracking these issues. Don't wait to include these. There should be a question on the Colwood acquisition.

Glossary of Terms

Bronwyn: There are many terms that staff use that the public doesn't understand. We should add terms like "enplanements" and "operations" to the glossary.

Hector: At open house have chart packs to note terms that needed clarification, and let people leave questions that they want addressed. Not everyone is comfortable asking questions in a group...

IV. Public Involvement Survey

Lise: Noted that the project team would like to have a web survey on our project involvement efforts. Our goal is to have this on the website by mid May. One of the reasons we have proposed this approach is that while the PAG spoke highly of the PAG process, there was little feedback on our broader public involvement efforts in the PAG's 6 month process evaluation. (NOTE: This evaluation is a commitment included in the Public Involvement Plan for a regular project evaluations.)

Lise: Reviewed the survey noting that the questions are the nearly same as those on the evaluation form provided to the PAG, new questions are noted and are based on the fact that the survey will be largely web-based. We also hope to ask for regular feedback at our stakeholder outreach meetings, open houses.

The subcommittee provided the following initial comments, but asked that the draft web survey be provided to them electronically.

Suggestions:

- Text box at the top needs more explanation or to be deleted.
- The online survey should have a link to the other parts of the website so they can look through it while answering the survey, but it needs to be easy to get back to the survey so they can complete it.
- On Question 6 – change end of question to be “...do you use to receive information on local issues?”
- At the end add “do you want to be added to the email update list” with a sign up option/link.

Other comments on the website included:

John: You might want to add a new header for Document Library which makes this more interesting to open.

Linda: Electronic notification is important. Expand this list.

Fred: You may want to add links from the Association of Portland Neighborhood Business Associations, neighborhood coalitions and neighborhoods to the project website.

V. Timeline Check In

5/20 is next PAG meeting – Election Day.

Next wave of outreach will be on land use tools and sustainability as part of the City Early Proposal and PDX Facility Requirements phase.

Next public meetings are in July. We'll be providing updates and getting input at these sessions to share with the PAG on 7/15. No PAG meeting is scheduled in August.

VI. Summary/Follow up items/Next meeting agenda/Etc

Next Public Involvement Subcommittee Meeting:

Proposed date for next Public Involvement Subcommittee meeting: **May 12** (to be before next PAG), 7 – 8:30/9 pm. *Jill Eiland is available to attend.*

Denny will see about getting the Community Room at the Kennedy School. Concordia schedules this room and Denny is part of this neighborhood.

Ross will see about getting space at EPNO as back up.

Fred suggests the 2nd floor room at Laurelwood as an option for the future too.

Staff homework:

- Provide electronic version of the survey, FAQ, and subcommittee charter to ALL subcommittee members
- Develop draft Public Involvement Subcommittee Request for 5/20 PAG
- Send out meeting notes and date/location confirmation

This group's homework:

- Review and comment on the survey and FAQ **by May 7**

- Identify terms for the glossary
- Identify listservs
- Identify groups that help fulfill our outreach needs (low income, minority, etc)
- Follow-up on meeting location for 5/12 Public Involvement Subcommittee – Denny and Ross

5/12 Agenda Items:

- Review charter
- Select chair
- Detailed overview of Public Involvement Plan and Intergovernmental Agreement as a group
- Review Land Use PowerPoint (if available – schedule may be too tight – Land Use Subcommittee to vet this)
- Review/Approve Public Involvement Subcommittee Action request for 5/20 PAG meeting
- Discuss other update items for 5/20 PAG meeting
- Items carried over from 4/22?