

**AIRPORT FUTURES  
PUBLIC INVOLVEMENT SUBCOMMITTEE MEETING #13  
MEETING NOTES AND FOLLOW-UP**

<b>Date and Time:</b>	<b>4/29/09, 6:00 - 9 PM</b>
<b>Location:</b>	Portland International Airport, St. Helens A Meeting Room, 7100 Airport Way, Portland, OR
Attendees:	Maryhelen Kincaid Stuart Mathew Patrick Metzger Alesia Reese Linda Robinson Hector Roche Lawrence Russell Denny Stoecklin Kelly Sweeney Vicki Thompson John Weigant
Staff:	Lise Glancy Sam Imperati Sean Loughran Melissa McCluney Chris White
Not attending:	Erwin Bergman Bronwyn Buckle Chris Corich Eric Meyer Mike Sloan Fred Stovel

<b>1. Introductions, Agenda, Outcomes – Sam Imperati</b>	<b>Follow-up</b>
<p>Following a brief round of introductions, Sam reviewed the agenda and meeting objectives.</p> <p>Desired outcomes:</p> <ol style="list-style-type: none"> <li>i. Draft OPIS Framework Agreement for June 4 and 10 Public Meetings</li> <li>ii. Draft Success Measures Agreement, and</li> <li>iii. June 4 and 10 Public Meetings Ad Hoc Group</li> </ol> <p>Lise Glancy thanked and congratulated the group for completing their homework. Lise presented Denny with a Starbucks gift card for being the first to submit the homework.</p>	None

<b>2. Draft PISC Success Measures – Denny Stoecklin/</b>	<b>Follow-up</b>
<p>Denny briefed the subcommittee on the Draft Success Measures. Refer to the following attachments:</p> <ul style="list-style-type: none"> <li>• Success Measures Cover Sheet</li> <li>• Success Measures Matrix</li> <li>• Success Measures May – October 2009 Evaluation</li> <li>• Success Measures March 2010 Evaluation</li> </ul>	An ad hoc committee consisting of Hector, John and Denny have volunteered to meet in the next few weeks for further refinement of the success measures.

### Three Components of Measuring Success

Success measures are intended to help us evaluate how effectively the subcommittee has completed our charge. To do this in a simple way, three components are proposed:

- **Goals** describing what is to be achieved through our work.
- **Actions** describing the subcommittee's charge or the work undertaken to achieve those goals, and
- **Evidence** describing the qualitative and quantitative data to evaluate the effectiveness of our actions.

The Success Measures Matrix lists these components and recommends three broad goals.

### Goals

- Communicate effectively with opportunities for two-way communication.
- Raise public knowledge about airport issues.
- Create a sense of public participation in airport development decisions.

### Discussion about the Goals, Actions, and Evidence

Sam recapped the three proposed goals and asked the subcommittee, "Do these three goals adequately summarize and make easy to communicate what we hope to achieve through our work?"

- The first goal mentions two-way communication. Who does that include? The intention is to provide an opportunity for the public to give feedback. This includes communication among members of the public, Planning Advisory Group, Technical Advisory Pool, Port Commission, Planning Commission, City Council, and City and Port staff.
- The second goal - Raise public knowledge about airport issues. The word "issues" has a negative connotation. This goal could be reworded "Raise public knowledge about the airport." The term "public" is quite broad. Need to better define who we are talking about. For this definition we could use the lines drawn on the map – including impacted members of the public. Include our targeted population vs. the population of for example, Salem.
- The third goal says "create a sense"...whose sense? The sense of the subcommittee. How do we know if we have accomplished the goal of public participation? The process has offered the public many opportunities to comment, but it is important for this input to make a difference. The wording needs to be stronger – "create public participation", or "create meaningful public participation" rather than a "sense" of participation
- The Evidence section of the Success Measures Matrix lists qualitative and quantitative data to evaluate the effectiveness of our actions. Qualitative evidence includes evaluations by Public Involvement Subcommittee, evaluations by the public, and changes

<p>to Planning Advisory Group products based on public input. The Quantitative data includes the number of people requesting to receive electronic mailings, number of people attending stakeholder meetings, number of citizen hours committed to the process and the number of website hits. Citizen hours dedicated to the Planning Advisory Group are estimated to be over 3,000 hours. If the subcommittee hours are included, this would be over 10,000 hours.</p> <ul style="list-style-type: none"> <li>• Clarification was requested regarding the meaning of the checkmarks. A checkmark does not indicate that the work is complete. A checkmark indicates that some evidence has already taken place, for example web hits, and that some of the goals or pieces have already been met. For many actions, there will be more evidence in the future.</li> <li>• The success of the website is determined by the number of web hits. Web hits are also important for online surveys. How many hits are considered successful? 1,000, 10,000 or is it 10? We receive close to 1,000 hits every month.</li> <li>• One suggestion was to measure success as a percentage of hits to the Port main page. This would not work because the Airport Futures website is separate from the Port website.</li> <li>• What does the number of website hits really mean? The question is: Do people feel it made a difference? Ideally we would measure for every website hit "Did the public feel the provided information makes a difference?"</li> <li>• Does the number of questions, comments or complaints really mean something? We can have one hundred meetings and reach a thousand people, but are we measuring warm bodies or something meaningful?</li> </ul> <p>Clearly further discussion is needed before moving forward with the Success Measures. An ad hoc committee consisting of Hector, John and Denny volunteered to meet for additional work on the Success Measures.</p> <p>The group thanked Denny for working on these success measures.</p>	
--	--

<p><b>3. DRAFT OPIS Framework based on PISC Input – Lise</b></p>	<p><b>Follow-Up</b></p>
<p><u>Overview of Draft OPIS Framework</u></p> <p>From the subcommittee homework, we had general consensus on eleven of sixteen items:</p> <ul style="list-style-type: none"> <li>• Sponsorship</li> <li>• Scope/Purview</li> <li>• Authority/Role</li> <li>• Resources</li> <li>• Appointments</li> </ul>	

<ul style="list-style-type: none"> <li>• Frequency of meetings</li> <li>• Annual evaluation/ Sunset provision</li> <li>• Annual report to sponsors/ Appointing jurisdictions</li> <li>• OPIS Decision-making</li> <li>• OPIS First year work plan</li> <li>• OPIS Intergovernmental agreement</li> </ul> <p>Items with Majority vote:</p> <ul style="list-style-type: none"> <li>• Chair/Moderator</li> <li>• Subcommittees</li> <li>• Relationship to other standing committees</li> <li>• Relationship to other PDX project committees</li> </ul> <p>No Consensus:</p> <ul style="list-style-type: none"> <li>• Membership interests</li> </ul> <p>Our goal is to have a Public Involvement Subcommittee draft OPIS ready to send to the Planning Advisory Group with the mailing on May 12<sup>th</sup>. A final discussion on the draft framework will be held at the May 20<sup>th</sup> PISC meeting, with posting on the website prior to the June public meetings.</p> <p>See attached OPIS Framework at a Glance (4/29/09) for the ensuing discussion and voting results.</p>	
--	--

<b>4. Public Meeting Planning and Outreach Updates - Lise</b>	<b>Follow-Up</b>
Public meetings coming up. Anyone interested in being involved with planning, please let us know.	

<b>5. Follow-up / Next Meeting Date/ Evaluation/ Wrap up</b>	<b>Follow-Up</b>
<p>Hector thanked all for helping close the deal on the Ongoing Public Involvement Strategy framework.</p> <p>The next meeting will be May 20<sup>th</sup> at the Kennedy School Community Room.</p> <p>Please look at upcoming Public Involvement meeting dates on back of the agenda. If you are interested in volunteering, your help would be appreciated.</p>	

Hand Outs:

- 4-29-09 Agenda
- Success Measures Cover Sheet
- Success Measures Matrix
- Success Measures May – October 2009 Evaluation
- Success Measures March 2010 Evaluation
- OPIS Framework at a glance
- Draft Success Measures and OPIS Framework Presentation Handout