

**AIRPORT FUTURES
PUBLIC INVOLVEMENT SUBCOMMITTEE MEETING #3
MEETING NOTES**

Date and Time:	6/3/08, 7 - 9 PM
Location:	Parkrose High School and Community Center 12003 NE Shaver Street, Portland OR
Attendees:	Patrick Metzger Eric Meyer Alesia Reese Linda Robinson Hector Roche Denny Stoecklin Kelly Sweeney
Staff:	Lise Glancy Chris White Shannon McArthur Bronwyn Buckle
Unable to attend:	Jill Eiland Maryhelen Kincaid Lawrence Russell Mike Sloan Fred Stovel

1. Opening and Introductions – Hector

Hector welcomed the group and Hector asked each person to introduce themselves and explain what brought them to this committee's work.

Hector then reviewed the agenda. He said that this meeting would be more info-oriented and at the next meeting we will be discussing how this subcommittee will work together, including defining and agreeing to a model of consensus that fits this particular group. For example, we will determine dissenting views at the table and work through these issues so the group is in agreement.

Hector went on to note the importance striking a balance between results and process to reach these results. When working with diverse groups this can be tricky, but we want to make sure each member feels our work is meaningful. All these points will be discussed in greater detail at our next meeting. He invited the group to contact him at any time and let him know if there are concerns that we are spending too much time on one or the other.

Linda asked why the business representative was not here, and whether this is a bad time for her. Lise explained that Jill was unable to make tonight's meeting, but should be able to attend other night meetings. Alesia suggested that this group could meet regularly at the EPNO office, and we would not have to worry about finding new locations each time we hold a meeting.

Kelly said that as a new member, he wanted to understand the rules of engagement first and earn his way into the conversation.

Hector proposed that we include everyone on the dialog although voting may have issues. He said that his bias is to always err on the side of inclusiveness.

Lise commented that we are lucky to have Hector. He's taken an active role as chair.

Hector told the group that agenda times are estimates. His goal for future meetings is to have information in advance of meetings and work by e-mail as we can.

Hand Out: Meeting Agenda

2. Updates – All

Binders

Lise handed out PI SC binders which include the materials from the first three meetings. She committed to minimizing paper where possible.

HAND OUT: PI SC Binder

Charter

Lise also handed the revised charter, noting the changes to reflect the input from the subcommittee from the last meeting.

Hector said the Charter is a work still in progress. He will work on adding some language around governance. He added that nailing down charter language also serves to prevent work scope creep. This group will also work on defining its success at the next meeting. Lise pointed out that this gets at Denny's question of how we will know when we have been successful and our work complete. Lise asked that any suggested changes to the charter be emailed to staff by 6/16.

Alesia asked that we build in periodic review into the charter and work plan. She suggested that this group check in every 3 months (not more often) to measure its success. This also gets to ensuring our work is successful. This includes a wide range of factors including reviewing data collection, event debriefs, meeting locations, etc.

Chris White supported these ideas and added that in some cases, despite their best efforts, public engagement events have yielded limited results. She advocated for this group to take on realistic goals and consider doing targeted outreach. Linda added that event success should not just be based on how many people are reached.

PAG Action Request

Lise talked about the PAG response to our PAG Action Request. To date, only 6 forms have been completed (2 additional forms have been submitted). Alesia commented that this item had bad placement on the agenda. Hector noted that, as one of two community members on the Coordinating Committee, he will have agenda influence. He will push for a balance of results/process. Alesia suggested that we have the PAG use breakout to fill out the Action Request. She also suggested that the Action Request be sent out again. To record ideas regarding outreach opportunities, she suggested that we have a flip chart at these meetings to add events all the time.

Hand Out: PI SC Charter

Airport Futures to Council on 6/25

Lise updated the group on the 6/3 City Council Staff Briefing. It went well. Alesia suggested in the future we take a PAG member to these briefings. Lise then invited everyone to come to 6/25 City Council briefing and share their perspectives on the process during the public comment period. Subcommittee members can also come to listen. Some of the subcommittee members were nervous about testifying. Linda pointed out that some citizens have done this a million times and not to be intimidated. Lise offered to familiarize people with how to testify if they have never done it before. Eric added that sometimes nerves can be charming. Slick presentations are not always the most effective.

Bronwyn said that in the future there are two ways to integrate PAG into Council presentations. PAG members can speak on their own during public testimony or be incorporated in to the project presentation. That is not possible at the 6/25 session because we only have 30 minutes and already have 6 speakers (2 PAG members Catherine Ciarlo and Bill Blosser in addition to Bill Wyatt, Gil Kelley, Jay, and Sean). In the future, we can work in members of this and other subcommittees. Alesia suggested that we ask a member of the forecast subcommittee to speak on the behalf of that subcommittee.

Alesia also said that this group should be on the same page about information that would be shared at updates and council sessions. She suggested that we provide comments for review in advance. Hector said that this will become important when there are decisions on the table. Linda said that sometimes sharing testimony in advance with other subcommittee members is not realistic. She does not always write testimony in advance.

Bronwyn went on to say that her hope is that this group shares what each other is going to say – even if we disagree – so that members and staff are not caught off-guard during council sessions. Agreeing to this makes for a stronger team atmosphere, and builds a sense of trust between staff and community members. Lise added that we hope to show that we are working together to avoid mistakes of past. Eric said that the sharing of presentation material goes both ways and that staff need to share what they will say with the PAG in advance as well. Staff agreed.

Bronwyn added that we are likely to get more time with City Council (and other major decision-making bodies) if PAG members ask for space on their agendas, time to meet with them, etc.

3. Summary of Community Outreach to Date and Additions to stakeholder list – Lise / Bronwyn

In response to a question from the last meeting by Alesia, Lise reviewed a summary of public input by phase with the subcommittee. She provided a copy of this material to Alesia, noting that the PAG received copies of this in their meeting packets. Linda and Kelly did not get PAG packets so they asked that she provide them with a copy as well.

Bronwyn passed around a draft copy of the project's outreach tracking matrix record. The matrix shows two key things. First, the table shows all the stakeholders (community, business and environmental) identified in the *Airport Futures Public Involvement Plan (PIP)* and how often each group has been contacted during each phase so far. During Phase 2, we sent all the groups three written updates and offered to meet with them, but were not invited to meet with them. We need to schedule meetings with these groups before our current phase (Phase 3) ends in October.

Second, the PIP lists about 140 organizations to be involved throughout the project, but also states “__Ethnic minorities and low income groups” should be included. Lise has done some demographic research and in the neighborhoods immediately surrounding PDX and discovered that there is a higher proportion of African American, Asian and Hispanic populations living there than in the rest of the city. This committee is asked to help identify organizations to reach these populations (and other groups as identified). On page 5 of the matrix, there are placeholders for organizations that help us meet these requirements. Alesia suggested we could reach ethnic groups at the EPNO multicultural fair. She suggested that we talk to Armando at the fair and should also try talking to the schools to reach low income and minority groups. Patrick suggested Willy Brown's organization as a possible partner to reach the African American population. Alesia suggested adding educational and labor groups to this list. Bronwyn responded that we can add groups like these to the list, but those specifically named (and those that meet the low-income and ethnic minorities) must be the priority. We need help from the PI SC with introductions to and help getting on the agenda of these groups. Linda suggested that we add Port employees to the list. Lise noted that we do employee brown bags and met with PDX volunteers on 5/28. Eric asked about open houses as a venue.

Kelly noted that one of our success criteria might be to hit 90% of contacts. He also suggested that we rank the neighborhoods that are most impacted. Linda said we can do this.

Linda asked when the matrix will come before the group again. Hector said this list will be a standing agenda item for the group to check their progress. It is a list with a life. Hector then asked from the group to provide feedback on stakeholders to Bronwyn on the list by 6/16. He also asked the group to think about venues and getting time on the agenda.

Hand Out: Project Outreach Tracking Matrix

4. PDX AirFair/Airport Futures PI Participation – Lise / Shannon

Lise introduced Shannon McArthur, the AirFair Coordinator. Shannon went over a short memo describing the event, its participants and its purpose. The AirFair will be Saturday, July 12, 10 – 3 PM at PDX on the upper road under the canopy. It will be fun family event.

Linda asked whether there will be other City and PDOT people there. Lise responded that key stakeholders have been invited including: Bureau of Environmental Services, City Planning, City of Vancouver, ODOT, Columbia Slough Watershed Council, Portland Air Cargo Association, Columbia Corridor Association. Linda said she had concerns that this would be an airport public relations event. Lise noted that based on feedback from our last meeting that the 4 adjacent neighborhood coalitions had been invited as well so we can hear from them as well as share information about the airport. We will also have comment cards and input opportunities.

Hector asked what the vehicle for input will be at the AirFair. Lise responded that we will have surveys (hard copies), comment cards and were planning on doing 2 or 3 presentations with Q and A.

Linda said that we should have flip charts on hand to capture people's comments and questions (these will be added to the FAQ). This has been effective in the past, sometimes better than handouts, surveys etc.

Bronwyn suggested that instead of only having large presentations, we could try to set up smaller tables for conversations. Having less-structured presentation-style setting could address Linda's suggestion at the last subcommittee meeting about having interactive conversations with people to explain the complex issues around airport development and operations more meaningfully.

Shannon told the group that there will be music, air field tours and free advertising on the MAX. The PDX Volunteer Group will help staff the event. A website will be up soon so people can RSVP for air field tours online. Chris told the group that this is the first year this is being done and it is modeled on Seaport (Marine Side). The draw for that was about 1000. Our goal is to draw 1000-2000.

Linda asked if we could get the event on community calendars and in newsletters. Bronwyn answered that we are doing this now.

The group asked a few questions on who was asked to attend. Kelly asked whether Oregon National Guard was invited and said it would be great to get the climbing wall there. He also asked whether Cascade Station was invited. Alesia echoed his interest in seeing business partners at the event and suggested that we invite PDC or someone to represent urban renewal areas. Lise noted that space is going to be limited on the roadway so we want to be sure our key stakeholders as noted previously have an opportunity to attend before we add others. Lise will check with PDC on their interest in participating.

Lise said that, in response to Alesia's questions at last meeting, we will have a table at the fair which showcases the number and types of jobs available at the airport. There will be a breakout of the number of jobs by county. We also plan to have a list of job hotlines for the Port of Portland, FAA, etc.

Shannon invited this group to share their perspectives and give input on AirFair plans, as they have done on the Airport Futures surveys and presentations. Shannon's contact info is on the handout. Bronwyn asked that the subcommittee members also come to the event and help "staff the booth," and field questions. Patrick asked what would be asked of volunteers. Bronwyn said this just means be at the table for an hour or so, and be on hand to answer questions talk to people, share their experience with the project. All PAG members will be asked to volunteer for AirFair, not just this group. Staff is preparing materials and talking points to have on hand to refer to.

Lise asked Eric if AIR wants to have a table. He said that they probably will not be able to have a table due to everyone's time being stretched thin. Kelly asked whether Flightcraft will have a table. Shannon said they have been invited. She added that PDX vendors and concessions are and will have special promotions throughout the day.

The group complimented Shannon on the project.

Hand Out: AirFair memo & Employment pie charts were passed around.

5. Other Upcoming Outreach Opportunities – Bronwyn

At the last PAG meeting and at this committee's last meeting, we asked for suggestions on how to reach the public. Bronwyn introduced the list on the back of the agenda, explaining that we've taken what we heard from people and made a short list of events that have been suggested. She said that we have committed to the Kenton Annual Meeting and the AirFair. EPNO Multicultural Fair has not been confirmed. We are also waiting to hear about Citywide Land Use Chairs meeting.

Linda said we should go to 6/21 Explorando because this event is a great opportunity to reach the Hispanic population who live around the slough, and it is an appropriate event for us to be at. Lise said that staff agrees but we don't have any materials translated and we have no Spanish-speaking staff. Linda advocated that we find Spanish speakers who are familiar with issues regarding the slough that can help us communicate and gather input. She suggested balloons and airplanes to draw folks in. Lise suggested that if we can't get this together in time, we will make sure we go to the event in 2009.

Linda said that she would contact CSWSC for how they are working with translation issues. Hector said we should decide if the event is a priority and then talk about how to get resources. Shannon suggested the East County Mediation group as possible resource. Alesia suggested IRCO as another source of translation services. Chris adds to think carefully about what activities we do at these events (like Explorando) – just a flyer may not be effective, good use of time, etc.

Bronwyn agreed and explained that this is exactly the conversation we want to have with this group – how should we prioritize where staff time is spent, leveraging resources, etc. and still meet our goals? The question for the group is: Is this the best way to engage people? Should we try to schedule smaller, more focused group discussions? Best use of time? Hector said we'd talk about "criteria" at an upcoming meeting.

Alesia asked about getting project materials to use in conversations with her contacts. Bronwyn responded that we have talked about a small "PAG Press Kit" for everyone, including key points on the work of each of the subcommittees, FAQ materials, etc so that this group (and the larger PAG) feels comfortable talking about Airport Futures.

Hand Out: Information on back of agenda

6. PI Survey – Lise

The survey has not yet been posted online, but it will be soon. Hector asked if there are any last burning issues on this survey, please get this to Lise by Friday 6/6. Lise agreed to e-mail this with the charter for review and comment. Alesia noted that many of her constituents did not have access to e-mail. Bronwyn said that we will get hard copies of the survey to members of this subcommittee to distribute to their neighborhood contacts. Hector suggested that we have a future agenda item on how to make the surveys accessible to a broader audience.

Hand Out: paper handout/hard copy of latest version

7. Summary/Follow Up Items and Next Meeting Date and Agenda Items – Hector

Follow up from this meeting:

- Subcommittee members will get edits on Charter and Outreach Tracking Matrix stakeholder list by 6/16 and Survey to staff by 6/6 (Lise will send out electronic versions of the documents.)
- Subcommittee members will get comments to Shannon McArthur on the AirFair
- Hector will work on adding language around governance with staff via email
- Lise will send a sign-up email to subcommittee members (and the larger PAG) to help out at the AirFair.
- Eric will check with Fred Stovel about AIR coming to the AirFair.
- Linda will get back to staff with any assistance she can get for Explorando
- Shannon will check with East County Mediation Services on possible translation of materials for Explorando.
- Lise will check with PDC about their interest in participating in the AirFair.

Next Meeting Date. The group decided that they do not need to meet before the street fair (July 12) or the next PAG meeting (July 15.) They want to meet in 7 – 8 weeks, on July 22 or 23 at the East Portland Neighborhood Office (EPNO). (*This meeting has been set for July 22, 7-9 pm at EPNO*). Work needed between now and then will be done via email. Hector and staff will meet between this committee's meetings. Hector and staff's aim going forward is to meet one week after each PI SC Meeting.

Future agenda items:

- Principles for working together (touched on at beginning of meeting)
- How we will make project information accessible to a wider group
- PI SC Work Plan
- Debrief on Public Involvement Survey (Online and Hard Copy) results
- Debrief of AirFair and identify lessons, ideas to be incorporated in the future
- Success measures

9. Meeting Evaluation – Hector/All

The group gave the following comments on the meeting. These comments will be incorporated at future meetings where ever possible.

Positives:

- Good balance of process, relationships and results
- All questions from last meeting were responded to
- Meeting was well-run
- Made it through entire agenda, Ended on time despite late start
- Good agenda marshalling

Negatives:

- Too many acronyms, but "Pub Invmt" is ok

Suggestions:

Keep weighty stuff at the end so people running late don't miss out.

Lise asked Hector if it would be helpful to have a time keeper? He said that is not necessary right now. We can revisit later if necessary.

Staff Follow up:

- Bronwyn and Alesia will work on FAQs to be ready by the AirFair and EPNO
- Lise will get summary to Eric, Kelly, Linda who did not get the Public Comment by phase packet
- Bronwyn is taking all the good ideas that this group has put forward and organized them in a document.

Hand Outs:

- *Meeting Agenda*
- *Charter (5/27/08 version)*
- *PI survey*
- *AirFair memo*
- *Stakeholder Outreach tracking matrix*