

Metro | Meeting minutes

Meeting: Public Engagement Review Committee
Date/time: Tuesday, November 12, 2013
Place: Metro Regional Center, 600 NE Grand Ave., Portland, Rooms 370A and B

Attendees

PERC members: Luis Nava, Sue Marshall, Mike Pullen, Stephen Roberts, Casey Barnard,
Metro: Grace Cho, Ted Leybold, John Mermin, Pietro Ferrari, Juan Carlos Ocaña-Chiu, Patty Unfred, Heather Coston, Valerie Cuevas; Scott Robinson, Deputy COO; Metro Councilor Kathryn Harrington; Mary Hull Caballero, Office of the Auditor
Guests: Anna Wendt, Pam Phan, Taren Evans, Diane Besser
Absent: Corinne Bloomfield, Julia Meier, Jennifer Sexton, Juanita Walton, Eleanore Hunter, Barbara Smolak, Candice Kelly, Tara Sulzen , Greg Greenway

Welcome

Patty Unfred opened the meeting with introductions, noting the committee members who could not attend the meeting because of illness or other obligations. Patty Unfred reviewed the agenda and Sue Marshall added a review of the committee calendar at the end of the meeting.

In the inaugural year of the PERC, one community organization representative and three at-large community members were appointed for a one-year term in order to establish a rotation schedule. Eventually all positions will be appointed for three-year terms. After consulting with councilors and the communications director, staff has recommended that Casey Barnard, Greg Greenway, Jennifer Sexton and Tara Sulzen be reappointed to the PERC for full three-year terms. This will be up for Metro Council action on Dec. 12.

Equity strategy technical work group contracts

Program background

Scott Robinson introduced Pietro Ferrari, Metro's new equity strategy program manager. In 2012, Metro Council adopted the multi-year work plan to look at what equity means, both quantitatively and qualitatively, from a community perspective, as it relates to the five other desired regional outcomes (vibrant communities, economic prosperity, safe and reliable transportation, leadership on climate change, clean air and water).

Metro appointed representatives to serve on the Equity Strategy Advisory Committee with members from diverse backgrounds including business, community, philanthropic and public sectors. One of the advisory committee's charges is to recommend a series of community-supported equity indicators to be used in the Equity Baseline. To assist the advisory committee, Metro has

contracted with six community-based organizations to serve on a technical work group with Metro staff. 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. This work group serves as a pilot project to explore new practices in how to expand and deepen community involvement and partnerships with Metro's programmatic and technical work.

The technical work group will define and refine the indicators, assess feasibility of collecting indicator data for sustainable tracking and make a recommendation of indicators to the advisory committee. The technical work group will also take indicators to the community and engage them for feedback on the indicators and provide capacity building. The technical work group's indicator recommendations will be part of the Equity Baseline Report that the advisory committee will submit to the COO, who will then present to Metro Council for action on a unifying agency strategy on equity in 2015.

More information on the advisory committee and the equity strategy program timeline are online at www.oregonmetro.gov/equity.

PERC's role

Staff proposes PERC monitor and assess this effort (with support from Metro staff), and develop recommendations on how this partnership model could be replicated as a long-term coordinated model for community participation in Metro's programmatic work, beyond the Equity Strategy Program.

The proposed PERC role:

1. Assist with the development of a process evaluation approach and criteria that Metro staff can use to monitor the pilot work group model.
2. Monitor ongoing activities and evaluate the work group process, through periodic updates from Metro staff.
3. Review final work group process evaluation report, developed by Metro Communications staff with input from the Equity Baseline Work group.
4. Develop recommendations on the structure, funding, and other institutional support needed to manage and sustain a long-term model for community engagement in Metro's technical, policy, and program work, based on the learning from the pilot work group model.

Using community organizations for technical work groups and community engagement will be a pilot that the PERC can review and give feedback on the process and public involvement strategy. Metro has previously done similar contracting with community organizations for Opt In launch and LEP discussion groups but this will be a larger, more formalized pilot of the strategy. The technical work group engagement activities will begin in March/April 2014.

Casey Barnard noted the importance of qualitative indicators, which can be more descriptive for equity issues, and suggested that PERC be involved with assessing or observing meetings related to the technical work groups in some ways before the next scheduled PERC meeting in May 2014. Stephen Roberts suggested engaging the Public Engagement Network (PEN) for feedback as well. The committee showed interest in taking on these tasks; Casey Barnard, Sue Marshall and Luis Nava expressed additional interest in possible subgroup work.

Equity analysis engagement strategy for the 2016-18 MTIP and 2014 RTP update

Background

Grace Cho presented the engagement strategy for the technical work phase of the 2016-18 MTIP and 2014 RTP update. The purpose is to provide PERC an overview of the engagement strategy for the draft methodology for the 2016-18 MTIP and 2014 RTP Analysis of Benefits, Burdens, and Disparate Impacts. Staff seeks feedback and direction on how to ensure the methodology has buy-in from community organizations and is an effective engagement strategy. The engagement approach discussed today is focused on the analysis methodology but staff recognizes the overlap and relationships between analysis and public involvement.

The presentation began with a review of Metro's responsibilities as a federally designated metropolitan planning organization (MPO) and related Title VI and EJ requirements. The engagement approach for PERC feedback included:

- Phase I – Participate and listen to feedback at partner-hosted community forums. TriMet hosted community organizations representing environmental justice populations and community members.
- Phase II – Conduct online survey featuring specific methodology questions followed up by facilitated discussions with targeted audiences or interviews with stakeholders. The survey will be informed by the Phase I forums. Possible audiences to include TriMet Transit Equity Advisory Committee, Metro Equity Strategy technical work group and Transportation Policy Advisory Committee.

Discussion

The committee asked for more information on who was included in the Phase I forums. Staff will send the list of participants to the committee. Sue Marshall commented that it is known that regional needs far outstrip dollars available for projects and asked how the equity analysis work will hold up in politics. Casey Barnard remarked that a key part in engagement is to close the loop by showing the community how their input was used.

Public engagement guide update

Patty Unfred reviewed the additions made to the Public Engagement Guide since the PERC had last seen it based on feedback from committees and the over 1400 who participated in the public comment period. Additions to the guide include:

- More information on Limited English Proficiency plans, Diversity Action Plan and EJ
- To include an opportunity for public comment on the agenda for all advisory committee meetings
- Case studies
- More tools and techniques

The remaining milestones are JPACT action on the guide on Nov. 14 and Metro Council action on the guide on Nov. 21.

Sue Marshall suggested using upcoming outreach as opportunity to distribute the guide. Patty Unfred noted that 1-page How to get involved handout as possibly filling that need. In questions about translating the guide, Casey Barnard advised that it may not be necessary to translate the

entire guide but the important thing is make sure people know who to contact and where to follow-up for more information.

Public engagement annual report

Heather Coston and Valerie Cuevas presented the first annual report on public engagement, reporting on key initiatives July 2012 to June 2013 with a section on previewing 2013-14 planned engagement. Staff seeks feedback from PERC on content by Nov. 20 before the report is presented to Metro Council on Dec. 3.

Mike Pullen expressed appreciation for the honesty of the report, noting the struggles to include a more diverse audience in the Opt In panel. Stephen Roberts asked that the content be reviewed to best include how engagement affected decision-making.

Part of the Metro Council work session on Dec. 3 where staff will briefly present the report will be reserved for the PERC to give direct feedback to Metro Council. 2 members of PERC could briefly present at the work session, coordinating with the entire committee on what to report. Greg Greenway, Candice Kelly, Tara Sulzen and Casey Barnard have expressed interest in participating in this presentation.

Councilor Kathryn Harrington thanked the committee for the tremendous gift they provide with their work on public involvement. PERC was encouraged to think about sharing what they have enjoyed in this process, what has been meaningful and what they look forward to exploring with Metro in the future.

Councilor Kathryn Harrington also asked the committee their opinion on holding Metro Council meetings outside Portland, noting that there has not been a Metro Council meeting in her district in over 2 ½ years. Sue Marshall commented that it is important because not everyone can come to Portland, but time of day is important as well. Luis Nava pointed out that there needs to be non-traditional ways to engage the community beyond regular council meetings to help the community know what Metro is about.

Title VI training update

Patty Unfred shared about the Title VI training happening on Monday, Nov. 18 with FTA and FHWA trainers. The morning session will be history and regulations with case studies in the afternoon. It cannot be emphasized enough how great it will be for partners and local jurisdictions to be in the same room, hearing the same training and working through things together.

Committee updates

Sue Marshall suggested getting the 2014 PERC meeting dates scheduled as soon as possible. The committee showed general support for meeting more than twice a year, up to quarterly. Mike Pullen shared that the Women in Transportation Seminar (WTS) national conference will be in the region in April and the [IAP2](#) conference will be in Bend, OR in June. Stephen Roberts shared that Washington County will be going through an evaluation with IAP2 on their Community Planning Organization structure and process.

Next steps

Materials to provide to the PERC:

- List of community organizations awarded the Equity strategy program technical assistance contracts, when the contracts are finalized
- Roster of who is represented at between the TriMet Equity Advisory Committee and TPAC
- Previous benefits and burdens analysis
- 1-page flyer How to get involved
- 2014 committee meetings will be scheduled
- Nature in Neighborhoods Capital Grants brochure and postcard

Actions for PERC

- Comments on content on the public engagement annual report due to Valerie Cuevas by noon on Wednesday, Nov. 20
- Email Patty Unfred if interested in presenting at the Metro Council work session, the afternoon of Dec. 3. Interested committee members will work together on who (2 members) and what to present.