

Spring 2004

## Regional Public Involvement Training and Education

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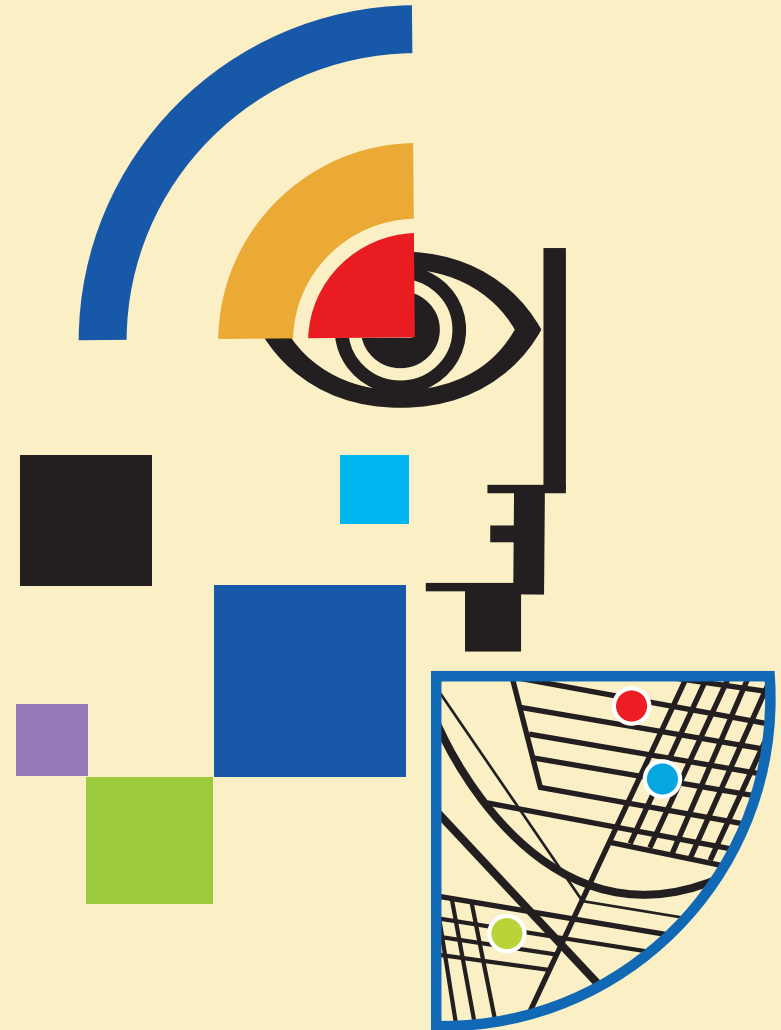
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# Regional Public Involvement Training and Education

*Conducted by the*  
**Institute for Portland  
Metropolitan Studies**  
*and the* **Center for Public  
Participation**

*in conjunction with*

**PORTLAND STATE  
UNIVERSITY**



**Community Geography Project Capstone and GIS Mapping Project**

Spring 2004

**W**hy create a public participation atlas? The core questions of geography— of “where” and “why there” not only tell us where things are and why but where things aren’t and, perhaps, why. This atlas is not only an attempt to identify the organizations that are providing public participation training opportunities in the region but it is also a “first take” at identifying how well distributed across the region such training opportunities are. This is important because many people’s first entry into public participation processes, beyond voting, is at the local level around local concerns. Some populations may be well served and others not served at all.

This Atlas is the result of a one-term (ten-week) Portland State University (PSU) Senior Capstone course partnered with the Center for Public Participation at Portland State University. During this time, students did field work to identify: the organizations that provide public participation training, the types of training provided, where training is offered, and who it is targeted to. In addition, students were introduced to geographic information systems (GIS) technology that enabled them to map their results. Given the short time allotted for the tasks at hand, the students are providing the first step and justification for a more comprehensive and in-depth study.

I would like to thank Julie Odell, director of the Center, for all of her support and encouragement.

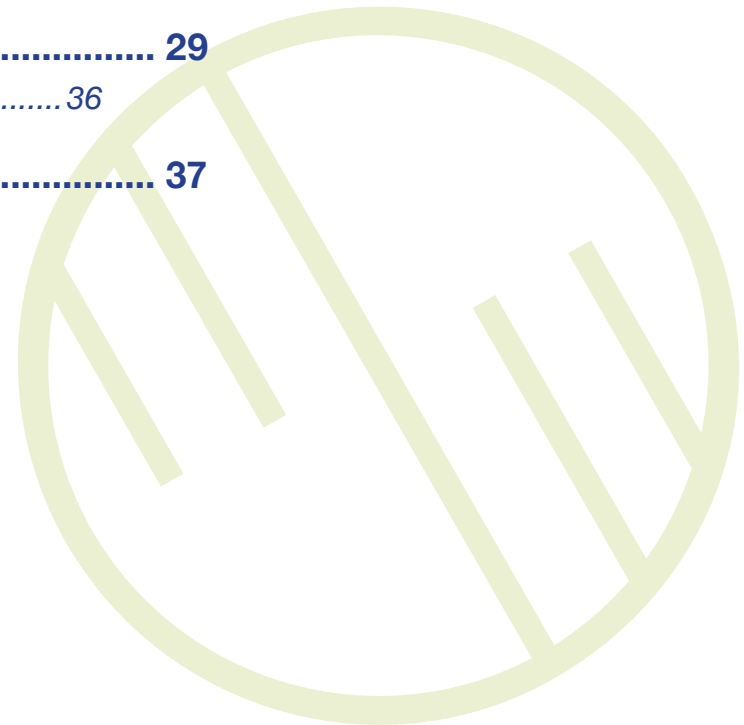
*Meg Merrick, Capstone Instructor  
Coordinator of the Community Geography Project  
Institute of Portland Metropolitan Studies  
Portland State University*

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**T**he purpose of this capstone project was to explore citizen participation training efforts from a variety of perspectives in the Portland metropolitan region. The service areas of those efforts were mapped against the efforts are intended to serve. In addition, this information was assessed in relationship to neighborhoods in the region where there is known to be significant citizen participation and neighborhoods that are less active. To bring this data together we used Geographic Information Systems (GIS) to combine and map the information gathered. Simply put, a GIS combines layers of information about a place to give you a better understanding of that place. What layers of information you combine depends on your purpose—finding the best location for a new store, analyzing environmental damage, viewing similar crimes in a city to detect a pattern, and so on.

To accomplish these goals we partnered with the Center for Public Participation at Portland State University. The Center for Public Participation provides resources for active democratic participation in government and civic life. The Center's mission is to expand the knowledge and practice of public participation among community members, public involvement practitioners, scholars, and public sector officials, managers, and staff through training and education, research, evaluation, and communication information services.

The CPP was founded in 2000 as a collaborative partnership between the Executive Leadership Institute (ELI) at Portland State University and the Cascade Chapter of the International Association for Public Participation (IAP2). It is now guided by a unique and diverse 34-member steering committee comprised of community members, professional public involvement practitioners, public sector managers and staff, and academicians. The CPP is supported and collaborated with a wide range of public, private and non-profit organizations to implement its programs and projects.

We contacted a variety of organizations and were interested not only in if and where they held trainings, but also what skills were taught at those trainings. We surveyed them looking at a specific set of skills to see if they were being taught. Those 17 skills are Leadership, Community organizing, Event planning, Volunteer supervision, Financial management, Communication skills, Fundraising/Grant writing, Public relations, Organizational procedures, Lobbying, Public testimony, Interpersonal skills, Meeting facilitation, Issues awareness, Diversity awareness, Letter writing, Conflict resolution, and a category was included for Other. While specific trainings taught different skills, at least half of the trainings taught leadership skills, issues awareness, and communication skills. To find out if the organizations we were looking at offered trainings that taught the set of skills we were interested in, we attempted to complete phone surveys. However due to the non-profit nature of many of the organizations we surveyed, we utilized e-mail surveys as well.

The class had 19 students who were assisted by Meg Merrick, Coordinator for the Community Geography Project; Julie Odell, Administrative Director for the Center for Public Participation, and Diane Besser.

To minimize the workload, the class divided into four groups, each interviewing a different set of organizations. Though the group distinctions are somewhat arbitrary, they were a way for the class to organize the organizations into workable groups. The first group, the Hot Spot Group was specifically looking at areas that could be identified as participation hot spots and contacted people who worked for the city of Portland as well as surrounding communities, and members of Citizen Advisory Committees. The second group, the Liberal Group looked at liberal organizations, but unlike the Progressive Group, looked at organizations that were working to maintain the current political status quo, not organizations trying to make large scale changes. The third group, the Conservative Group, looked at organizations that are traditionally considered conservative, such as religious organizations, more capitalist and market driven groups and chambers of commerce. The fourth group, the Progressive Group, looked at organizations that were active in progressing the citizens of the area. They considered environmental groups as well as progressive political groups. The members of the groups were:

**Hot Spot:**

Kelley Martin  
Lurch  
Miriah Page

**Conservative:**

Jack Anliker  
Douglas Ashton  
Greg DeLap  
Megan Faber

**Liberal:**

Cameron Barry  
Phillip Hanshew  
Chelsea Nehls  
Jason Price  
Sheetal Ruiwale  
Amy Whistler

**Progressive:**

Grey Ayer  
Scott Barbur  
Sven Beker  
Leslee Biggs  
Arturo Pinedo  
Michelle Ziecina

It is important to note, that despite all of our efforts, the data collected just begins to scratch the surface of what could be known about these organizations and the benefit they bring to the community. The data that we do have is purely descriptive in manner and all charts and graphs should be considered in this way.

## Greater Portland-Metro Regional Civic Activity Hotspots, Special Case Studies

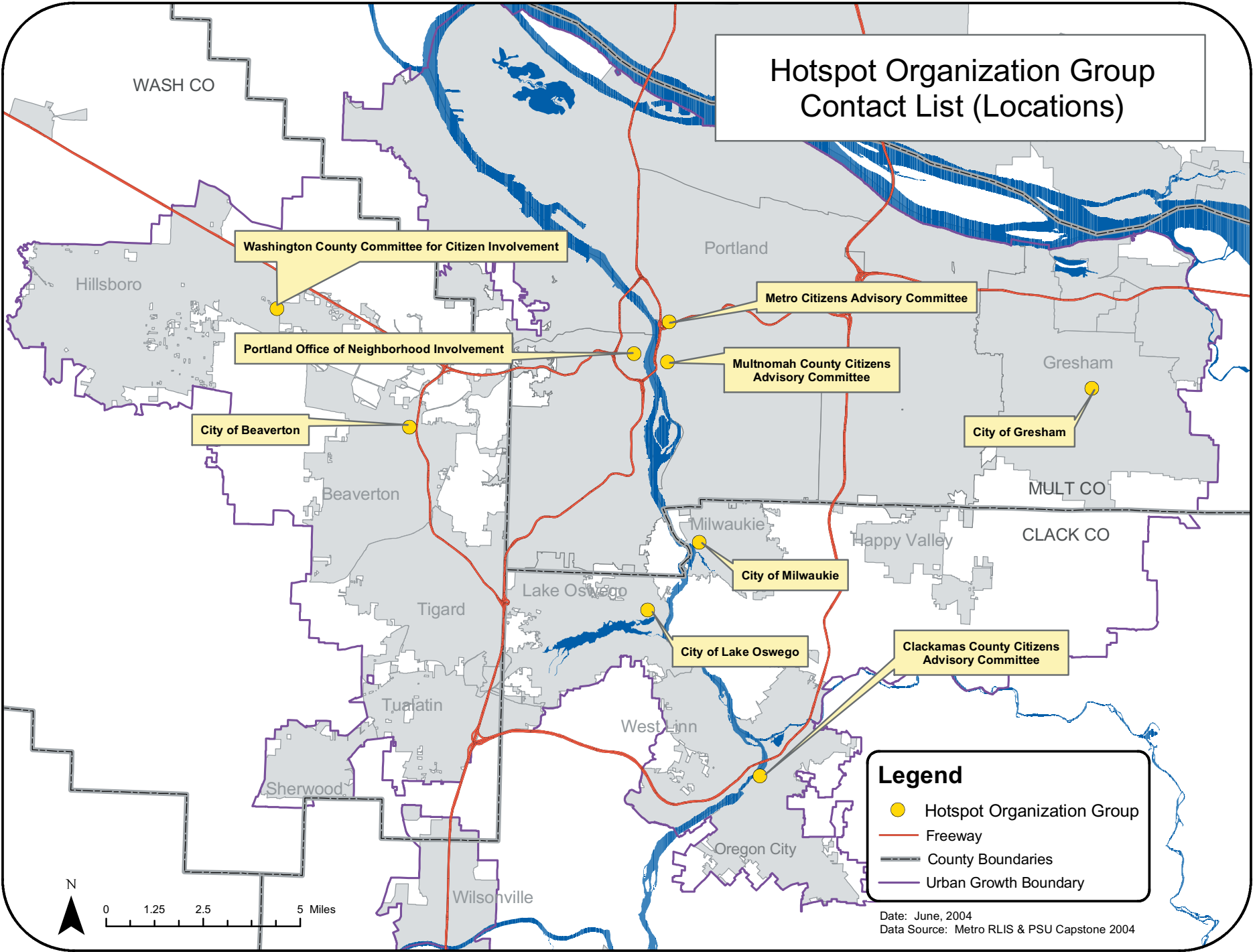
The Hotspot Group's main objective was to find and map areas in the tri-county region with high levels of civic involvement. Our goal was to formulate quantitative data into a geographically spatial reference. In order to find out this information, we decided it would be best to first contact people with positions managing neighborhood association programs for specific cities, counties, and the region as a whole. To find this information, we contacted the following people:

Bryan Hoop, Portland Office of Neighborhood Involvement  
Kay Foetisch, City of Gresham  
Megan Callahan, City of Beaverton  
Jason Wachs, City of Milwaukie  
Iris Treinen, City of Lake Oswego  
Kathleen Todd, Multnomah County Citizens Advisory Committee  
Linda Gray, Washington County Committee for Citizen Involvement  
Francine Raften Clackamas County Citizen Advisory Committee  
Gina Whitehill-Baziuk, Metro Citizens Advisory Committee  
Tri-County Voting Records  
Cliff Voliva, Oregon Land Development Commission

In our attempt to find out the hotspot areas, we chose to ask very general questions that could be answered without having our interviewees look up data outside of what they knew off the top of their heads. Because most of the details given were only of a descriptive nature, we chose not to map individual events and training sites, but instead show the notably active neighborhood associations (NA) and citizen participation committees (CPO). About half of the events listed in our compilation were not specifically defined enough to assign map points. In all cases at the city level, they identified areas in terms of neighborhood associations. Neighborhood associations were determined to be active if they had events in those areas- including regular meetings and neighborhood activities such as picnics and cleanups. Each city typically had one location where the main events were held. Events are usually held in a downtown location for each city, making the neighborhood where this city was located a hotspot.



# Hotspot Organization Group Contact List (Locations)





**H**otspot areas are shown in the map as purple shaded regions. It was surprising to find that active civic engagement was not necessarily determined by the issues that each neighborhood focused on. However we did find that urban renewal, land use, and development were common issues that hotspot areas focused on.

The next level of information that we located was at the county level. This was also very informative in helping us locate where the hotspots around the tri-county region are. The contacts gave us specific information about active CPOs in Clackamas, Multnomah and Washington counties. The information told us the activity levels of CPOs and what trainings, if any, they receive. Major issues that came up in each of the CPO meetings were that of land use and legislation, such as taxation.

Our last contact we made was with Metro. Gina Whitehill-Baziuk gave us insight about what areas Metro considered to be hotspots. The main problem with this information was that Metro has project corridors that each tends to be classified as hotspot areas. These project corridors can be considered hotspot areas for upwards of ten years, until completion, and then are replaced with new project corridors, making the hotspots shift to other locations. Metro, therefore, had little available specific data that stood out. Information given was more of a general nature about where projects are being planned or where projects are currently happening. At any one time Metro can have hundreds of projects concurrently in progress. Trainings mentioned (volunteer supervision and meeting facilitations) were descriptive and often was not addressed specifically enough to use as mapping data, as was seen in most all cases of data collection.

It would be beneficial for future projects of this nature to have an opportunity to be able to take more time to follow-up for additional information and to formulate better phrased questions, that wouldn't create such vague answers. It would be optimal for future mapping projects to ask more specific questions, have a greater knowledge of terminology, and either the homogenization of some terms or nuances thereof (for example the terms: annexation, land use, UGB and urban renewal).

**T**he last and final information that the hotspot group collected was voter registration by precinct. This information provided us with specific data of which party each voter was affiliated with. This information helped in comparing what areas were considered hotspots and which party if any seemed to be more active than the other.

The information was drawn from the surveys that were collected from each of our select community NA/CPO liaisons. The surveys they answered helped to determine which areas they considered to be hotspots. We referred to the websites for each city contacted as a supplement to the survey interviews. The following are the websites that we used as additional resources:

Neighborhoods of Beaverton Website:

<http://www.ci.beaverton.or.us/departments/neighborhoods>

City of Lake Oswego Website:

<http://www.ci.oswego.or.us/>

City of Milwaukie Website:

<http://cityofmilwaukie.org>

City of Gresham Website:

<http://www.ci.gresham.or.us/>

Portland Office of Neighborhood Involvement (ONI) Website:

<http://www.portlandonline.com/oni>

These sites provided us with pertinent information about where certain events in the city were held. Each website had information on or links to every NA and their events schedules and locations. We found that the majority of events were generally held at one common location for each community. These then determined what areas were to be considered as hotspots.

CPO activity for each county was determined by the occurrence of CPO meetings, consistently high attendance at these meetings, and the publication of a CPO newsletter. We used the following websites for further CPO information:

Multnomah County

<http://www.co.multnomah.or.us/orgs/civ>

Washington County

<http://extension.oregonstate.edu/washington/citizen.htm>

Clackamas County

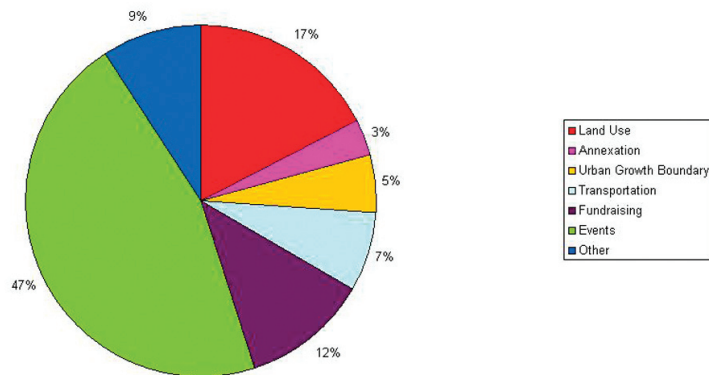
<http://www.co.clackamas.or.us/citizenin>

Metro hotspots were derived from public hearings, trainings, and open houses listed as collected from the interviews, available hand out literature, and from their website:

<http://www.metro-region.org>

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#### Organization Issues and Activites Identified as Important



The pie chart for trainings, special events, and hearings shows the six most prevalent categories discernable from the data. All other items that do not fit into specific areas are categorized as “other.” The most dominant at 47%, was the “events” category, because it reflected the easy ability to coordinate grassroots activities at the “neighborhood” level. These “Events” included such things as: open childcare at neighborhood churches, neighborhood block parties, farmers markets, project hearings, neighborhood watch meetings, neighborhood night out parties, and concerts in the parks. There were many neighborhood activities geared toward the local neighborhood patrons.

The next most active category, at 17%, was “land use,” which noted hotspots in Beaverton, Gresham, Clackamas County, Metro, and Washington County. “Fundraising” followed with 12% of identifiable areas and was solely mentioned in Clackamas County as an issue for its CPOs on this year’s agenda.

The category of “Other,” having 9%, included topics of environmental issues, sanitation, general identification, mentor childcare, noise, roads, and same sex marriages. These noted hotspots are located in Milwaukie, Gresham, Portland, Beaverton, Metro, and Multnomah County.

“Transportation” issues were noted within Beaverton, Washington County, and Metro, with 7% of the pie. “Urban Growth Boundary” was defined as a hotspot in Gresham, Washington County and Metro at 5%. “Annexation” trailed at 3%, being able to document it only in Washington County.

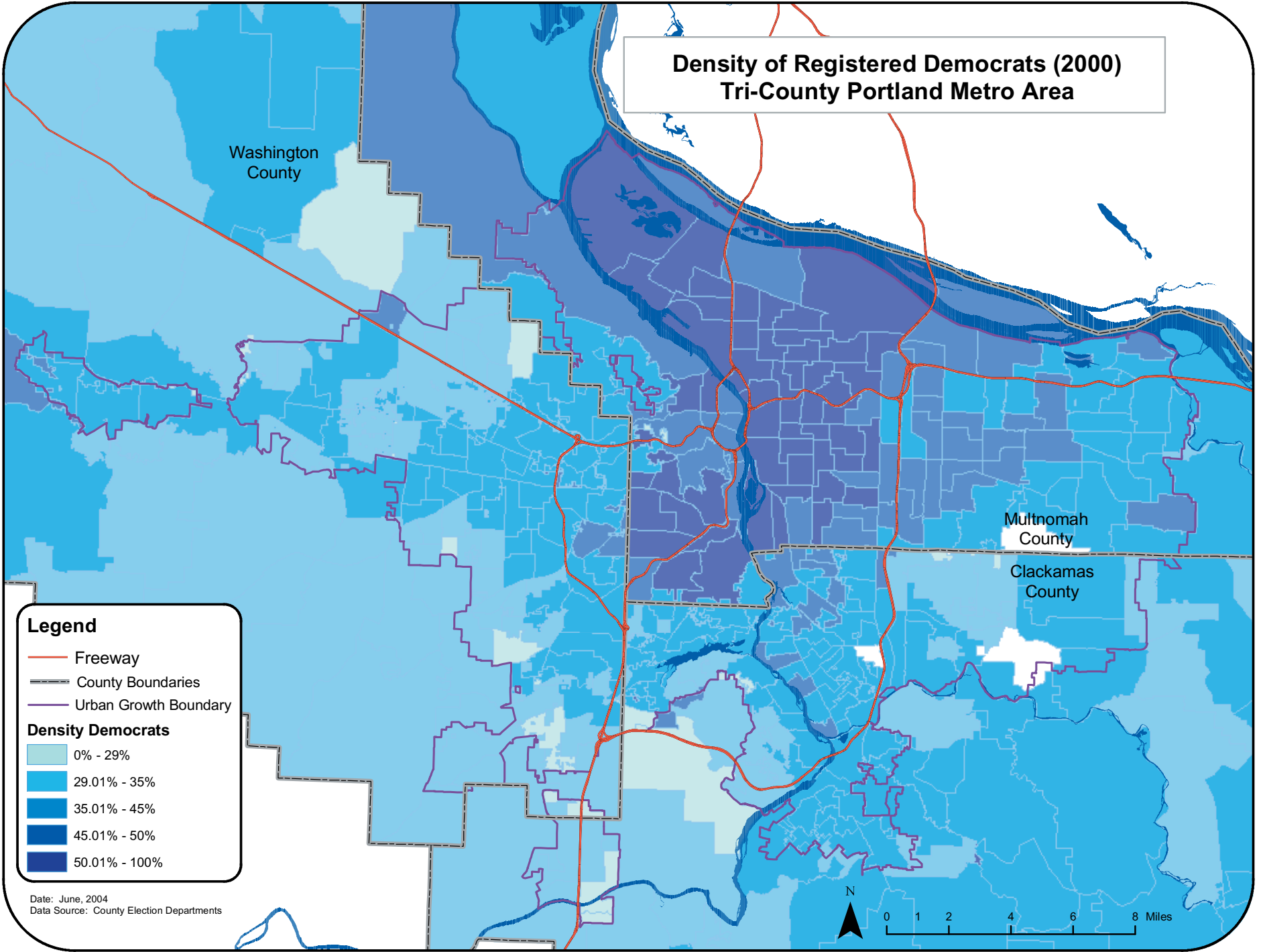
The pie chart on the previous page is in direct correlation to our map of the locations. We devised this pie chart based on our information from the websites and the questions on the survey. The areas represented in each category may be incomplete because of the difficulty in assessing proper issue categories or locations for a number of activities that rendered documentation incomplete or left out altogether. These factors resulted from a lack of details available from outside sources or the inability to access those details based on the experience and time constraints realized during the course of the project.

### **Voter Registration by Precinct- Clackamas, Multnomah, and Washington Counties**

It was believed that obtaining the most current registration numbers for voters in the tri-county area would perhaps show us a correlation between high levels of civic engagement and the number of registered voters. The group contacted the different elections offices for each county in order to acquire the information. It is interesting to note the variance between the three counties in the way their data is stored and compiled. Each county has different data categories. Multnomah County had all of their numbers up to date and inputted into an Excel spreadsheet. On the other hand, Washington County did not have their information inputted into any database and the group had to go to the actual elections division and make copies of all the information. An Excel spreadsheet was then created with this information to match how Multnomah County had organized their data.

Maps were then created using Arc View GIS 3.3 to breakdown voter numbers into three categories: Democrats, Republicans, and Other (all parties not falling under Democrat or Republican). Maps were made showing the percentage of Democrat and Republican density by precinct. The maps show the dominant political (by natural majority) as the darkest color and the lightest shade defines a less than 30% party density. Four of the 660 precincts are not shaded, noting no available voter data. The following maps reflect density of registered Democrats: blue, and Republicans: red.

# Density of Registered Democrats (2000) Tri-County Portland Metro Area



## Legend

- Freeway
- County Boundaries
- Urban Growth Boundary

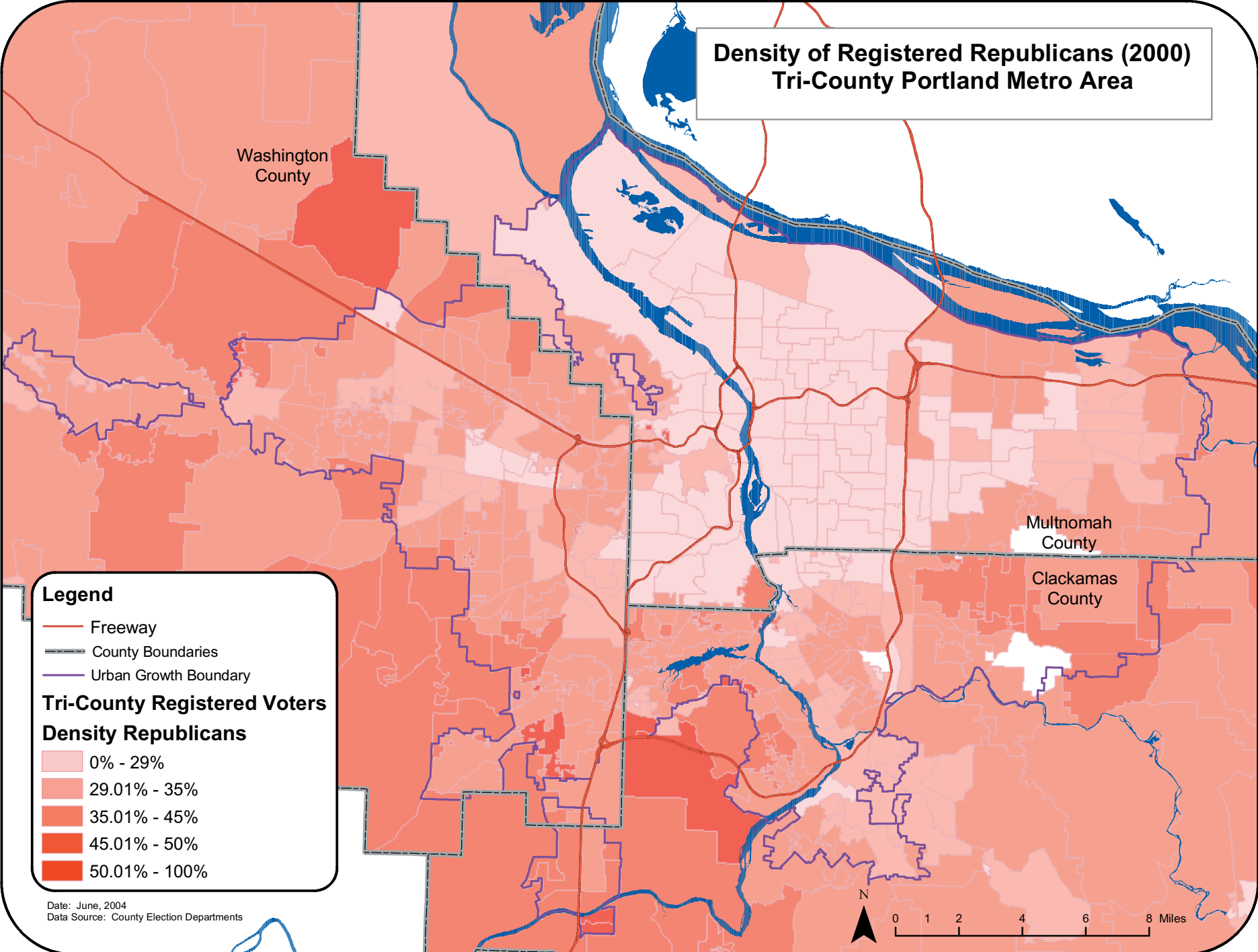
## Density Democrats

- 0% - 29%
- 29.01% - 35%
- 35.01% - 45%
- 45.01% - 50%
- 50.01% - 100%

Date: June, 2004  
Data Source: County Election Departments



# Density of Registered Republicans (2000) Tri-County Portland Metro Area



**T**hroughout this process some difficulties were encountered. The main issue of concern was actually obtaining the voter numbers from the elections divisions. Multnomah County made the quest extremely easy and efficient by providing us with an emailed spreadsheet of the data. The other two counties required physically going to the county elections offices and photo copying the records to be converted into an electronic spreadsheet. Making the maps also posed an interesting challenge—that of forming a distribution to effectively compare Democrat and Republican density that could then be contrasted with mapped civic activity to best test our hypothesis. The limited scope of time and resources hindered the detail of our information. It appears that there is no direct correlation between civic activity and voter density. This has been determined, unscientifically, from our maps.

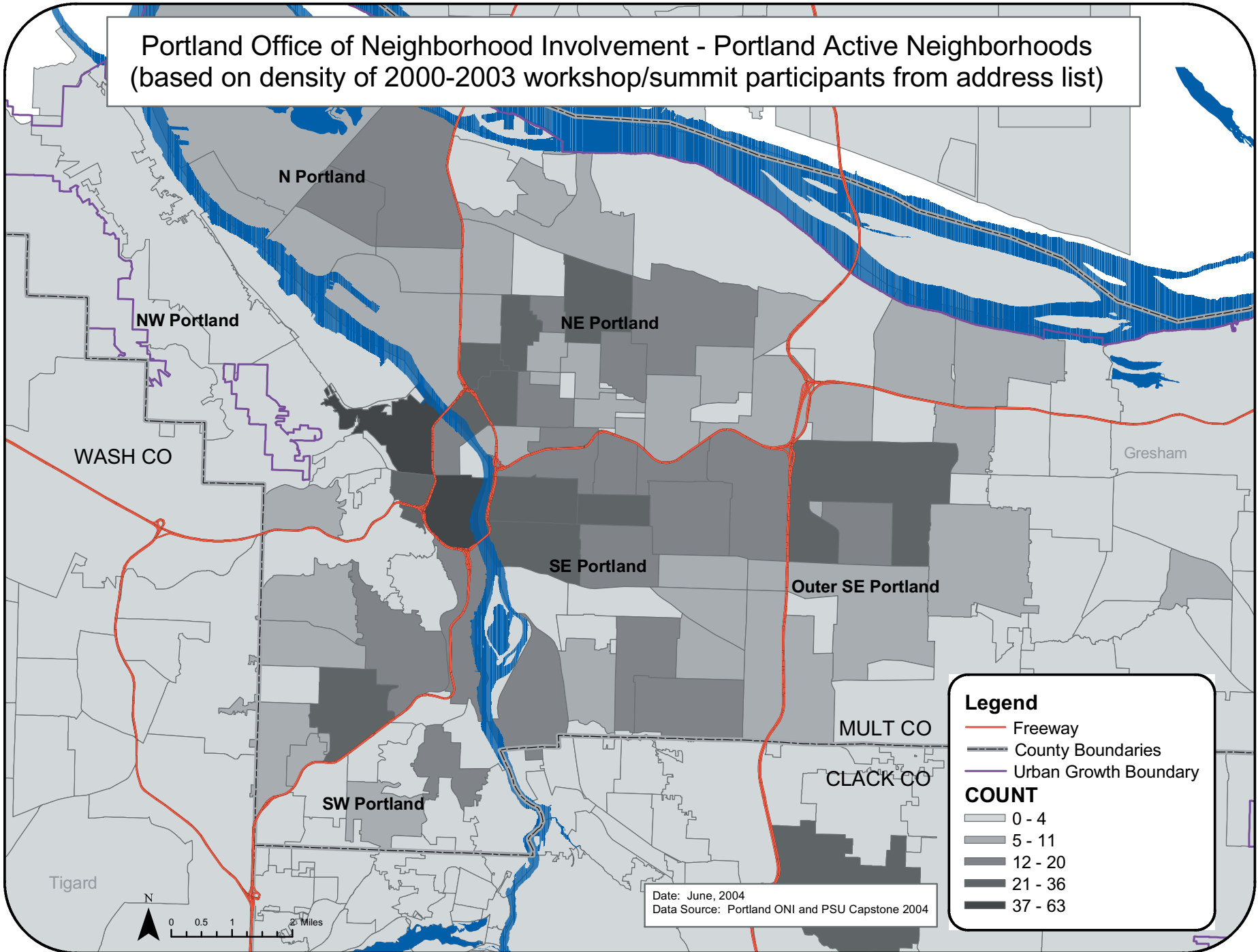
### **Portland ONI Case-Study of Summit Meeting Participation (2000-2003)**

Brian Hoop, of Portland ONI, provided spreadsheet data on three summits held from 2000-2002 and a proposed interest in a 2003 summit. From this data, we created an attendance density map to better reflect civic involvement in the Portland area. It can be seen that the highest density (dark grey) of participants are drawn from downtown Portland and the Pearl District. The lightest interest shown tends to travel from the more distant communities, such as Boring, Hillsboro, and Wilsonville. Interest significantly drops for the majority of neighborhoods outside of Multnomah County. It also appears participation is higher in correlation to commerce corridors. Higher attendance in some areas may be caused by regular attendance at multiple functions. Another issue with our data is that several people from the same household will not be counted as individuals in the point by point map view.

**W**hile the location was difficult to pin down in terms of civic activism in the community, the characteristics of the participants seemed to be easier to track. The stereotypical “active” citizen in Portland is a 40-70 year old, white, middle class person. Possible explanations for this are: the fact that they are generally established home owners; have a strong belief in protected private interest; have a lifestyle allowing for more leisure time; and have a higher level of education, whether it is through life experience or post-secondary education. That is not to say that there is not active involvement by any other age, ethnicity, gender, etc. However, active minority citizens are estimated to be less than one percentage point of the population as a whole. Citizen Involvement Advisory Committee (CIAC), Feb 1996, “Survey of Citizen Involvement, Statewide”

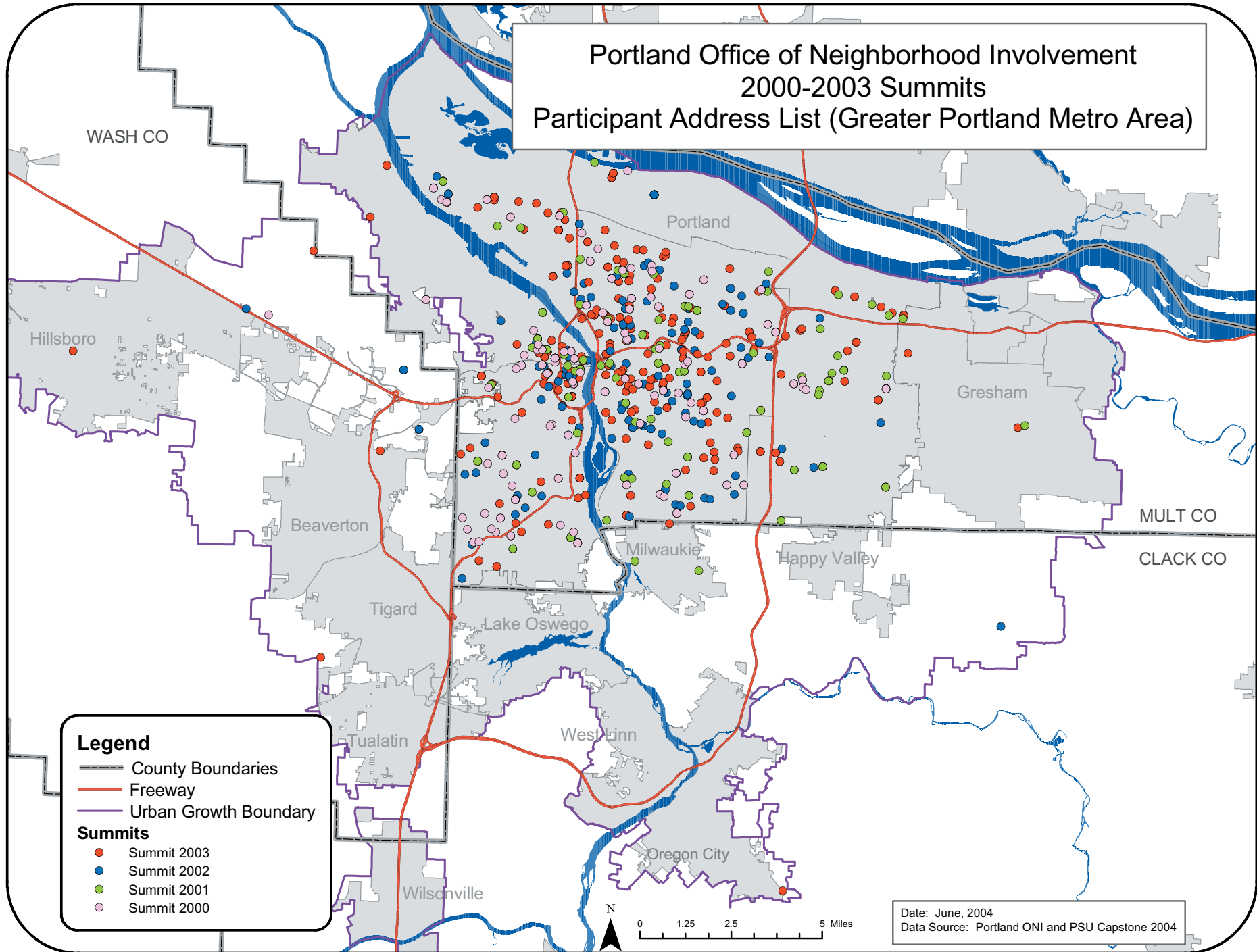
The CIAC survey obtained from Cliff Voliva expresses data from surveys on citizen involvement that had been sent to 276 selected Oregon municipalities and counties. Of the 276, 142 were completed. Although no charts or maps were drawn from the data collected, it was entered into an Excel spreadsheet for future use. With future data collected from the missing municipalities and counties, more conclusions will be drawn as to the level and cause of civic involvement in relation to population in any given area. Two key suggestions were brought up in the survey report. First, as populations grow, full-time management, budgeting, and other organizational tasks are required to encourage and sustain civic involvement. Second, the smaller the community, the less formal of a structure is necessary for the town to function civically. The ability and interest to respond to detailed data collection, complementary programs, and legislation increase along with staffing. Ability and interest also increase based on the size of the area’s population (i.e. more population creates more interest and vice versa).

Portland Office of Neighborhood Involvement - Portland Active Neighborhoods  
 (based on density of 2000-2003 workshop/summit participants from address list)



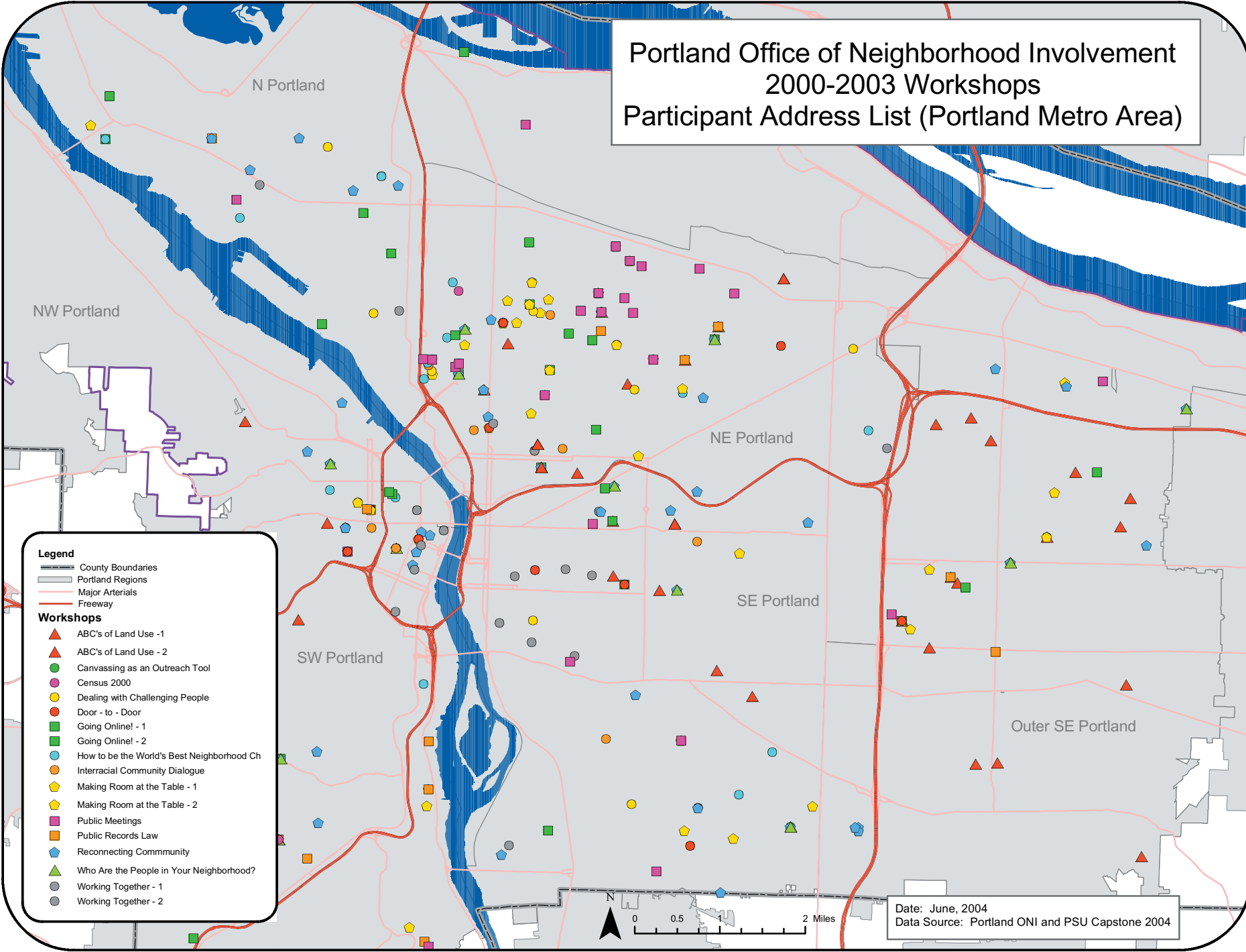
Date: June, 2004  
 Data Source: Portland ONI and PSU Capstone 2004

Portland Office of Neighborhood Involvement  
2000-2003 Summits  
Participant Address List (Greater Portland Metro Area)





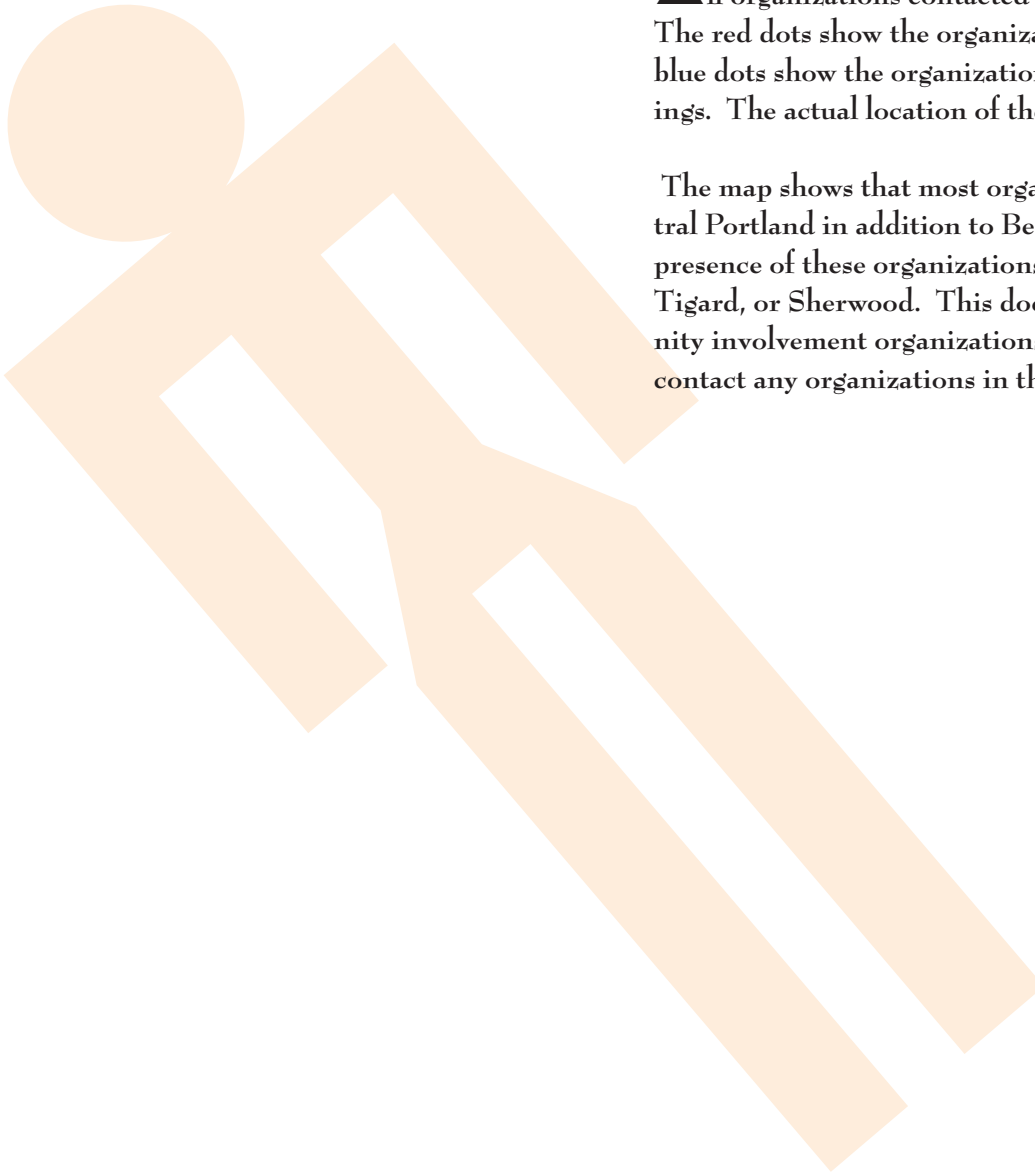
# Portland Office of Neighborhood Involvement 2000-2003 Workshops Participant Address List (Portland Metro Area)



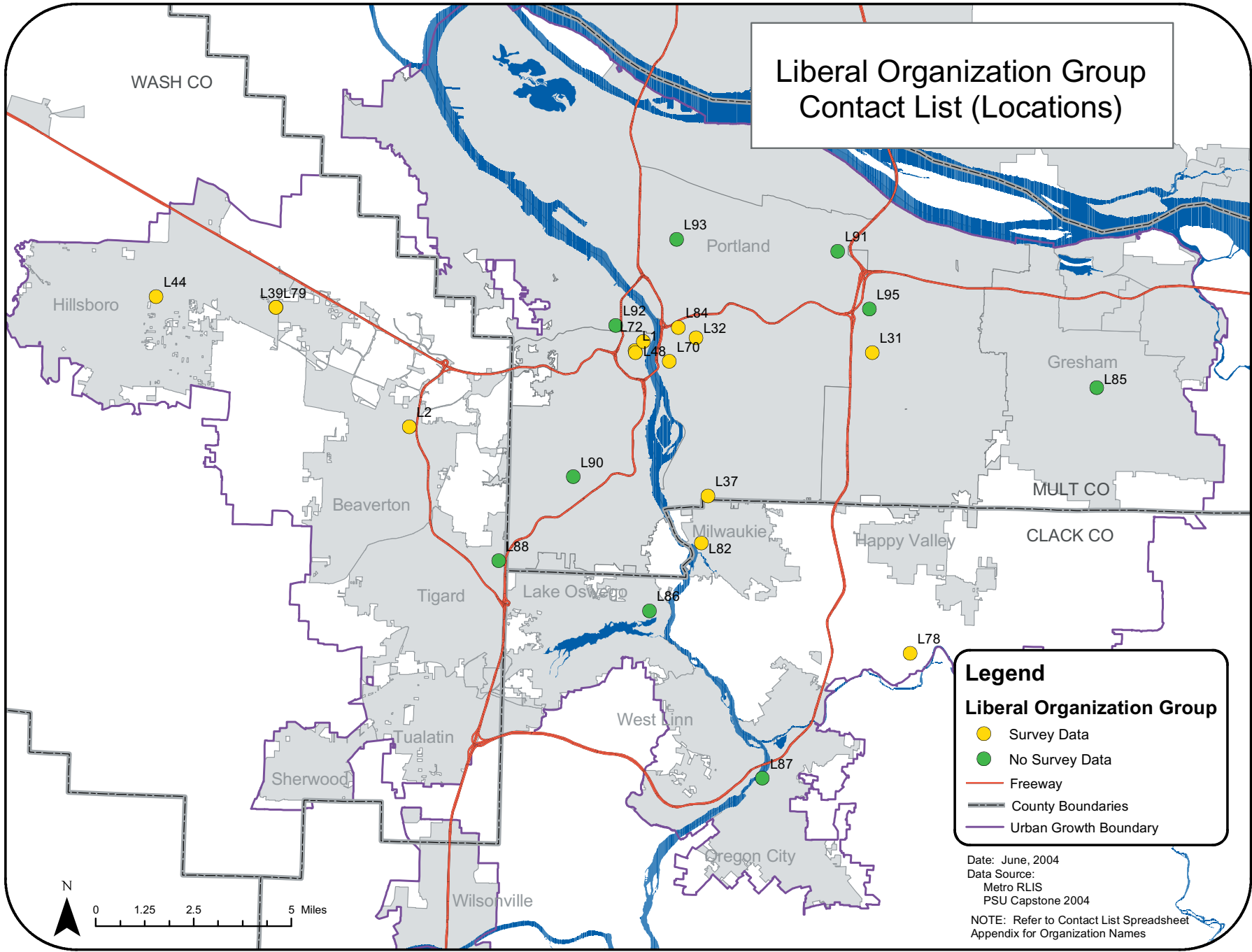
## Liberal Group

▲ All organizations contacted by the Liberal group are shown on this map. The red dots show the organizations that responded to the survey, while the blue dots show the organizations that did not respond or do not offer trainings. The actual location of the organization is mapped.

The map shows that most organizations contacted are clustered in central Portland in addition to Beaverton and Hillsboro. The map shows no presence of these organizations in the outer southwest regions of Tualatin, Tigard, or Sherwood. This does not necessarily mean there are no community involvement organizations in these areas; it just means that we did not contact any organizations in those areas.



# Liberal Organization Group Contact List (Locations)



**Legend**

**Liberal Organization Group**

- Survey Data
- No Survey Data
- Freeway
- County Boundaries
- Urban Growth Boundary

Date: June, 2004  
 Data Source:  
 Metro RLIS  
 PSU Capstone 2004  
 NOTE: Refer to Contact List Spreadsheet  
 Appendix for Organization Names

**The following lists detail the organizations that responded and those that did not.**

**Organizations that answered survey and offer trainings:**

City Of Portland Office Of Transportation  
City Of Beaverton Neighborhood Program  
East Portland Neighborhood Office  
Citizens For Oregon's Future  
Johnson Creek Watershed Council  
4-H Citizenship And Civic Education Program For Youth-  
Washington County  
Solv  
City Of Portland Office Of Neighborhood Involvement  
Multnomah County Citizen Involvement Committee  
1000 Friends Of Oregon  
Community Emergency Response Team  
Citizen Participation Organization  
City Of Milwaukie Neighborhood Services  
Democratic Party Of Oregon

**Organizations that did not respond to survey:**

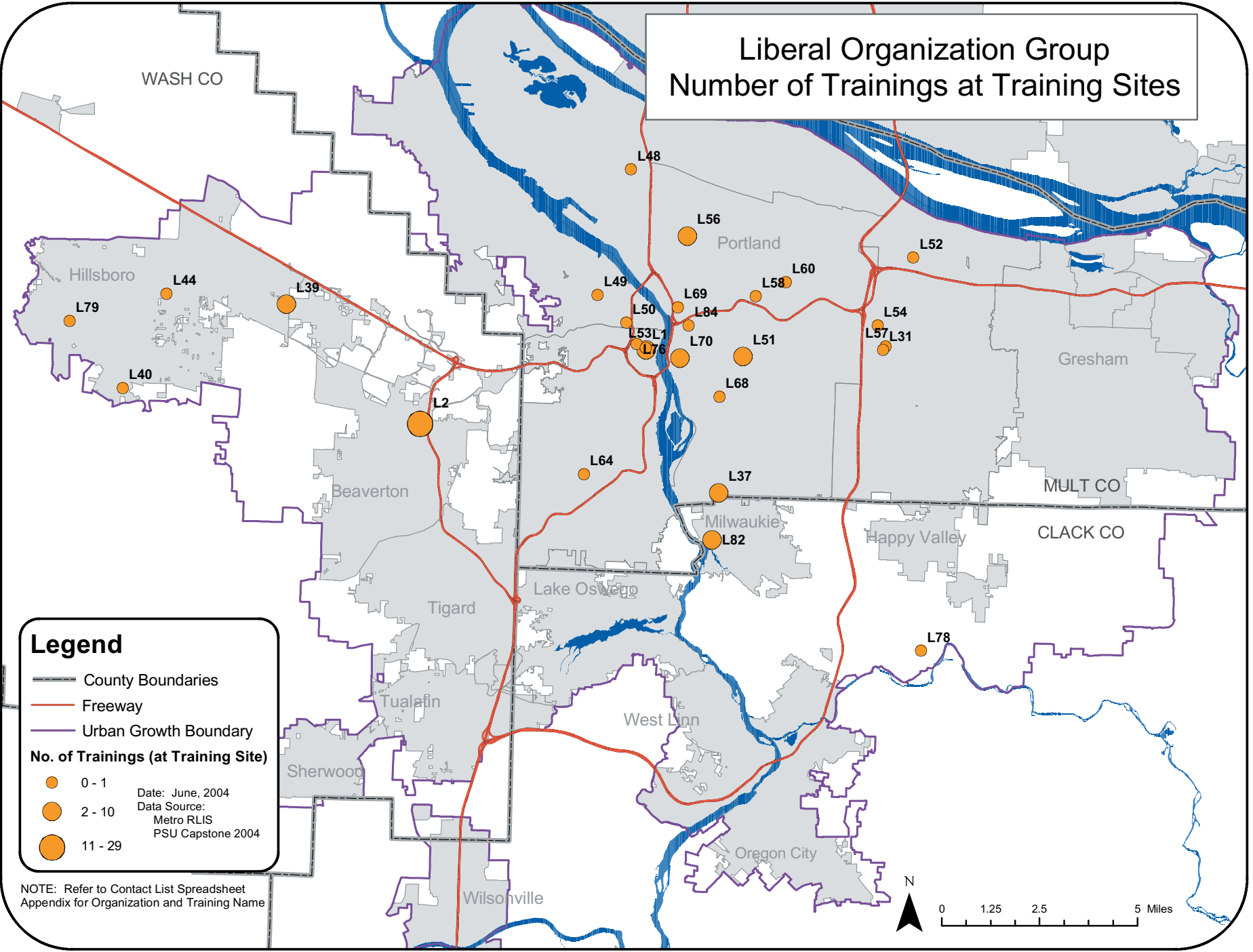
City Of Lake Oswego Neighborhood Associations- refused  
Clackamas County Committee For Citizen Involvement  
Oregon Education Association Center for Teaching and Learning  
Southwest Neighborhoods Inc  
Neighbors West/Northwest  
Northeast Coalition of Neighborhoods  
North Portland Neighborhood Services  
Service Employees International

**Organizations that offered no trainings:**

City of Gresham Neighborhood Association Program- no trainings  
Oregon Public Affairs Network- no trainings  
Central Northeast Neighbors- no trainings



# Liberal Organization Group Number of Trainings at Training Sites



**Legend**

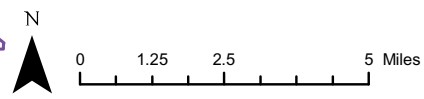
- County Boundaries
- Freeway
- Urban Growth Boundary

**No. of Trainings (at Training Site)**

- 0 - 1
- 2 - 10
- 11 - 29

Date: June, 2004  
Data Source: Metro RLIS PSU Capstone 2004

NOTE: Refer to Contact List Spreadsheet Appendix for Organization and Training Name

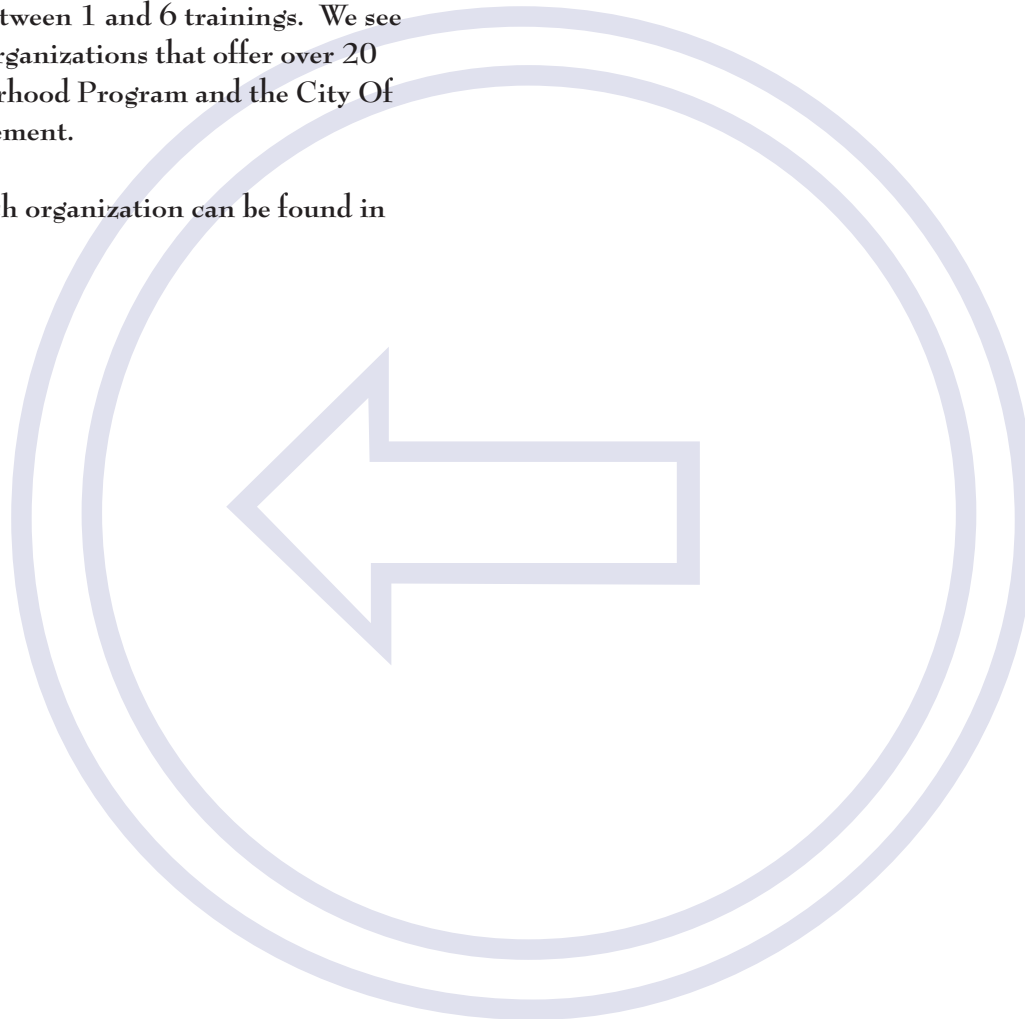


**T**his map describes the number of trainings offered by each organization, mapped by training location. Some of the actual training data collected is not represented on this map because it is statewide data, with trainings outside the Portland area.

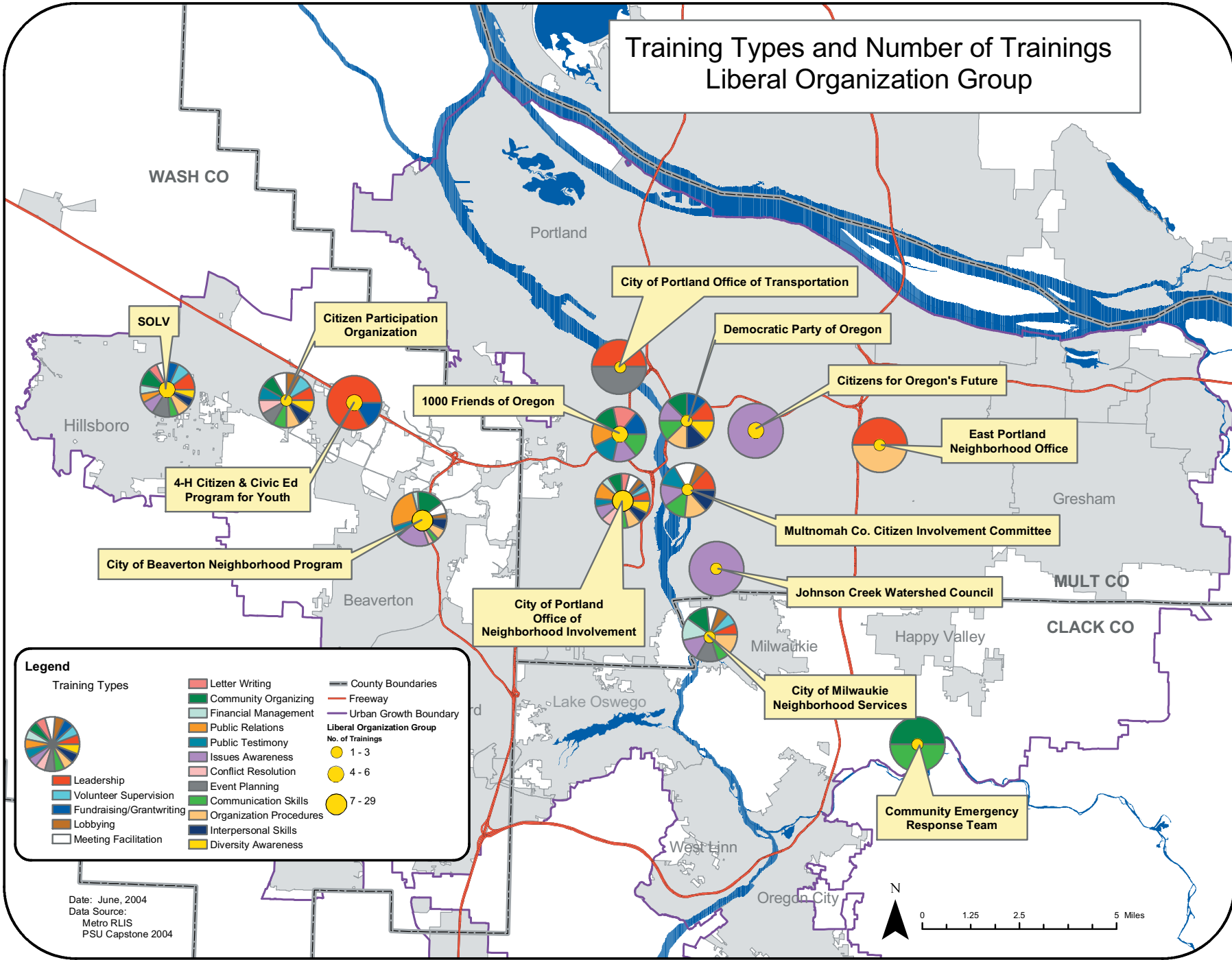
The symbol increases in size with the number of trainings offered by each organization. This map clarifies whether there is one organization in an area that offers many trainings or many organizations in an area each offering only one or a few trainings.

The majority of the organizations offer between 1 and 6 trainings. We see a big jump between this norm and the 2 organizations that offer over 20 trainings, the City Of Beaverton Neighborhood Program and the City Of Portland Office Of Neighborhood Involvement.

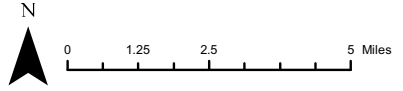
A listing of all the trainings offered by each organization can be found in the appendix.



# Training Types and Number of Trainings Liberal Organization Group



Date: June, 2004  
 Data Source:  
 Metro RLIS  
 PSU Capstone 2004

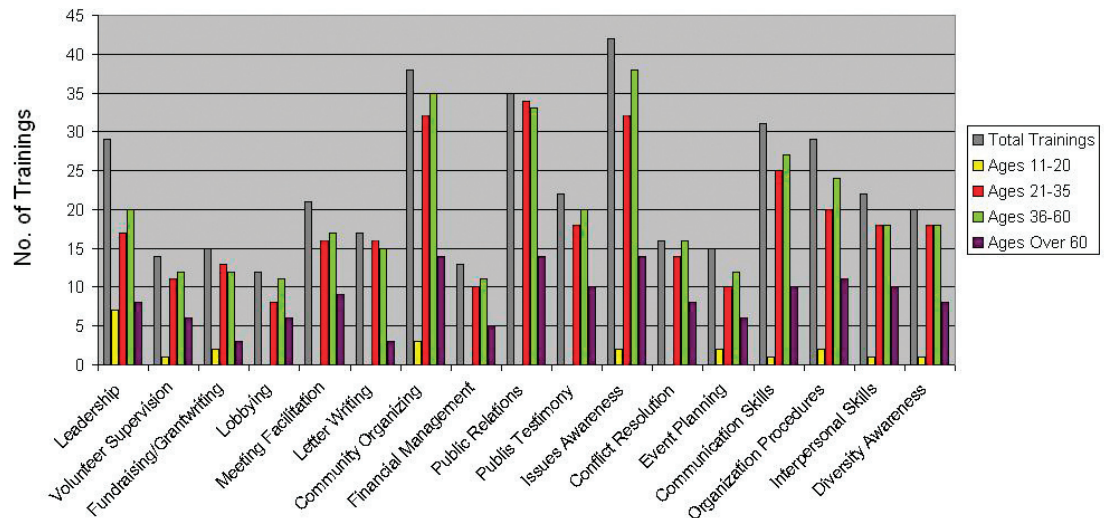


This map shows the different skills taught at the trainings represented by small pie charts. At the center of the pie is a red dot that gets larger as the amount of trainings increases. A small red dot represents an organization that offers few trainings. This correlates with a pie chart showing few skills taught. The same goes for a large dot representing a lot of trainings which correlates with a pie chart showing many skills taught.

We see some anomalies to this correlation: SOLV only offers four trainings, but we see many skills taught. This seems to show that SOLV is a very diverse organization, involved in many aspects of public participation.

A complete list of organizations and skills can be found in the appendix. Information can be found by looking under a specific organization for skills taught or by looking under the particular skill to find an organization that teaches it.

This chart shows how many people from each age group attended different types of trainings. The 36-60 age group is most represented among the trainings. The 11-20 age group is least represented.





## Conservative Group

The Conservative group was given 24 organizations to survey. Out of those 24, there was one refusal, namely the Cascade Policy Institute, who stated that they do not hold any type of civic trainings.

### Organizations that did not respond to survey:

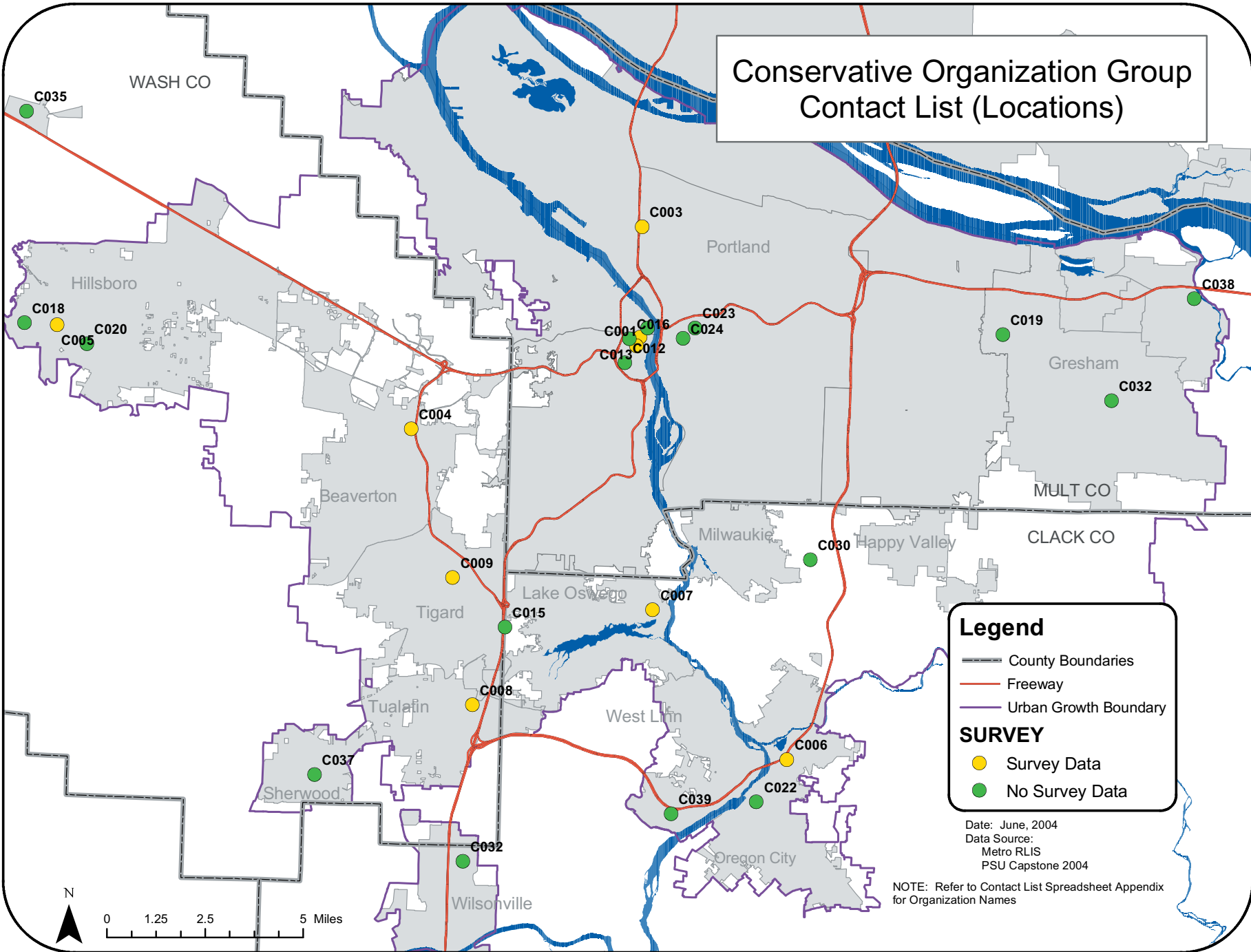
Thoreau Institute  
The Oregon Republican Party  
Portland State University College Republicans  
Oregon Firearms Federation  
Home Builders Association of Greater Portland – Government Affairs  
Rotary Club of Portland  
Oregon City/West Linn Rotary  
Washington County Farm Bureau  
Police Activities League  
Hillsboro Grange  
Westside Jaycees  
Christian Coalition of Oregon  
Salvation Army  
Catholic Charities

We successfully contacted and surveyed nine organizations. With those nine we were able to formulate quantitative data into geographically spatial reference. These nine organizations included:

### Organizations that answered survey and offer trainings:

The Portland Business Alliance  
The Hispanic Metro Chamber of Commerce in Portland  
The Philippine American Chamber of Commerce of Oregon  
Beaverton Area Chamber of Commerce  
Hillsboro Chamber of Commerce  
Oregon City Chamber of Commerce  
Lake Oswego Chamber of Commerce  
Tualatin Chamber of Commerce  
Tigard Area Chamber of Commerce

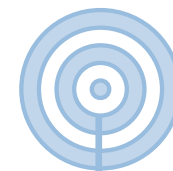
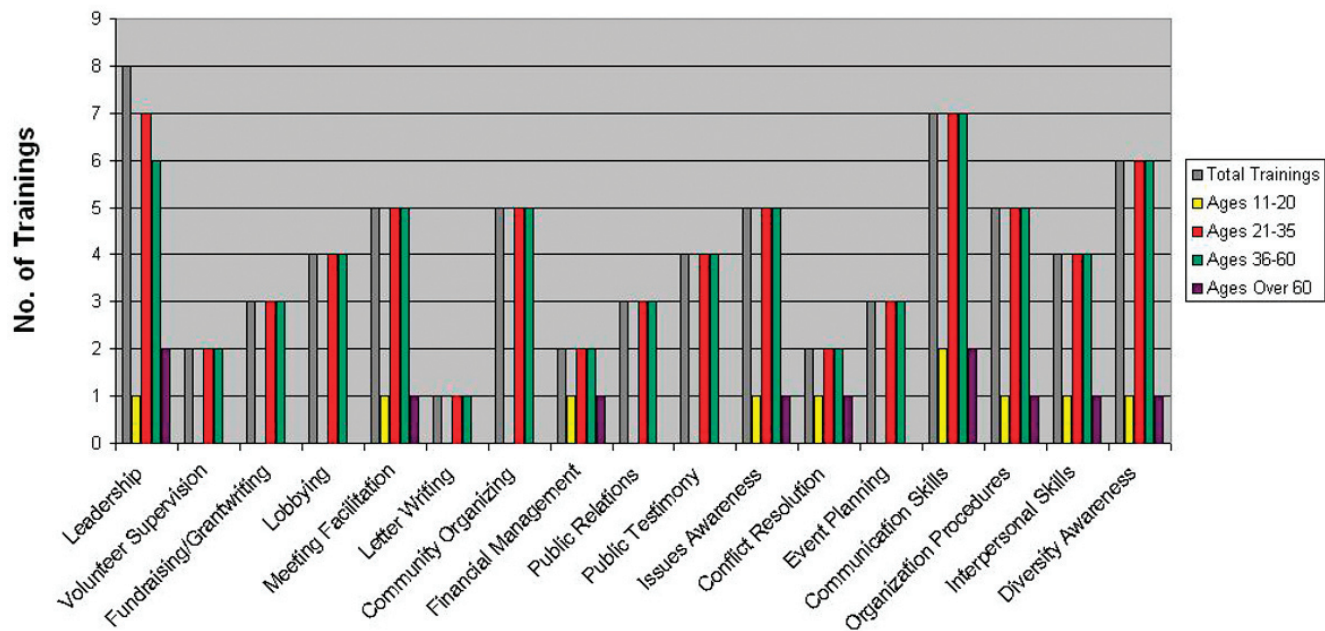
# Conservative Organization Group Contact List (Locations)



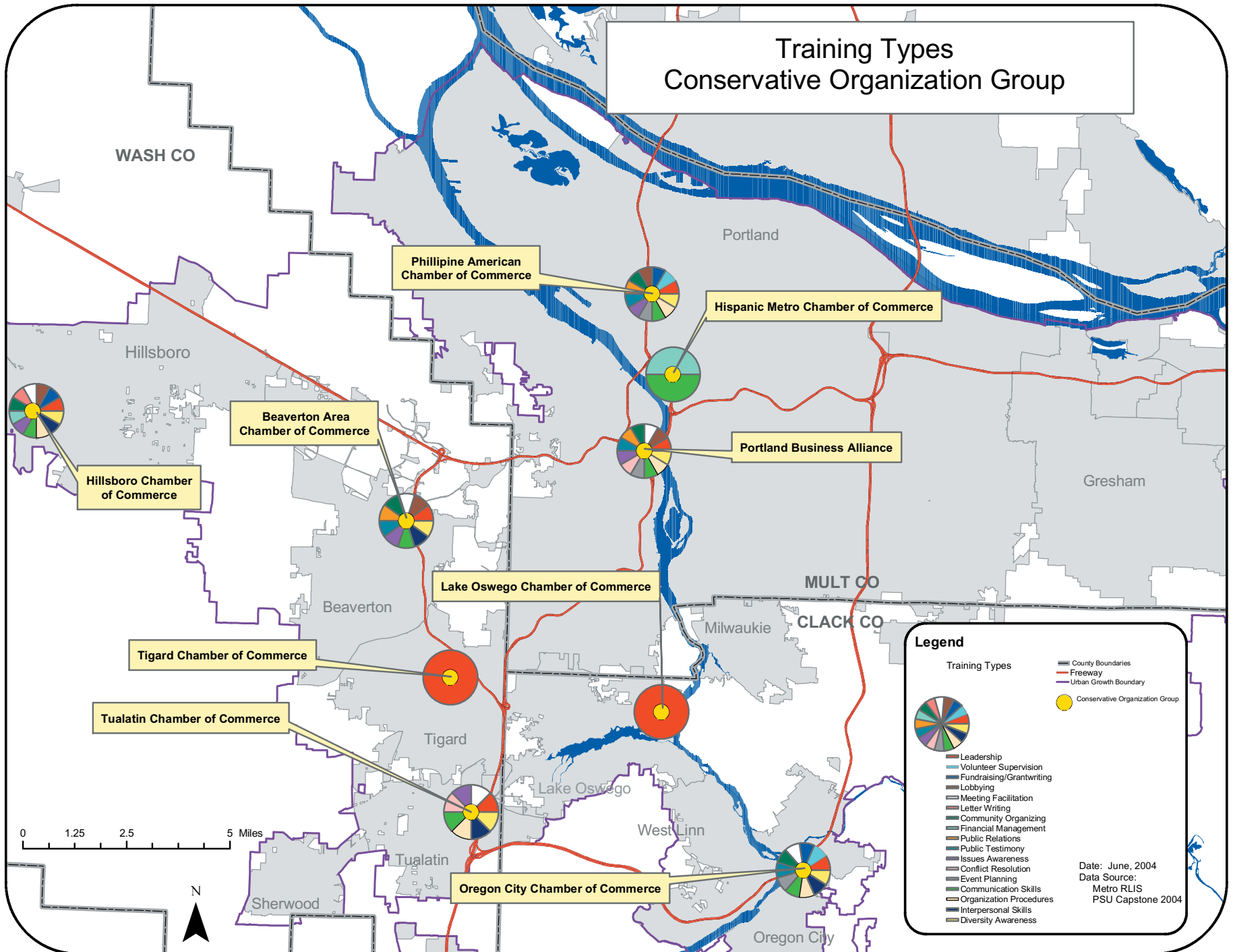
Interestingly, all nine contacted organizations were Chambers of Commerce. Members of each “Chamber” are either from the area that the chamber is located in or are owners of a business whose function correlates with the description of the chamber that they are a member of. For example, members of The Hispanic Chamber of Commerce are Hispanic business owners from all over the Portland Metro area. The purpose of these various chambers is primarily to network and encourage economic growth within that area. They understood that this project was another way of networking and were excited about the benefits that this project could bring to their local businesses. Each contact stated that they hold trainings but was unable to list specific locations of these trainings, nor were they able to give precise data to some of the questions such as gender or race of participants. However, we were able to obtain types of trainings, along with number of participants and their ages at each training.

Each chamber of commerce stated that they hold leadership trainings of some sort and it seems that many utilize the same training program (a national program). Though other trainings were held, such as Communication Skills or Diversity Awareness, it seems that these trainings all stemmed from the leadership trainings; rather, they were a part of a leadership training program. Of those who attended, the average group was 35-60, with the 21-35 year old age group next in predominance by a very small margin.

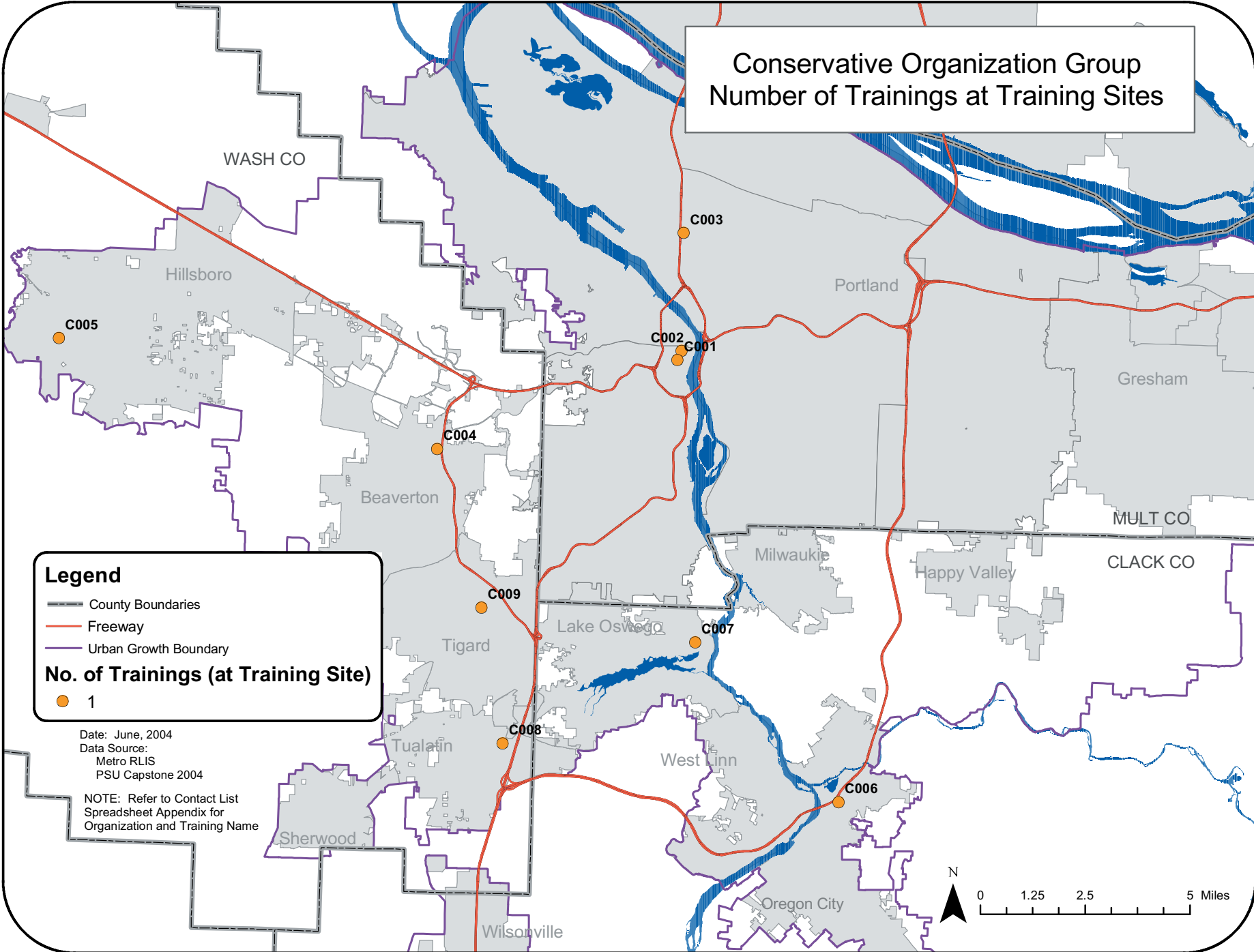
Age Groups of Participants by Training Type  
(Conservative Organization Group)



# Training Types Conservative Organization Group



# Conservative Organization Group Number of Trainings at Training Sites



## Progressive Group

The Progressive Group started with 25 organizations to contact about trainings. We first attempted to contact our organizations by telephone, and in cases where telephoning was unsuccessful, we tried e-mail. Of the 25 organizations, seven agreed to participate in our survey.

Of those 18 that did not participate, 4 said they did not offer trainings, 3 declined to participate, and 11 were unavailable by both telephone and email.

### **Organizations that answered survey and offer trainings:**

Metropolitan Alliance for the Common Good  
Latino Network  
Community Development Network  
REACH Community Development Corp  
Elders in Action  
Southeast Uplift Neighborhood Program  
Pacific Green Party of Oregon

### **Organizations that did not offer trainings:**

ROSE Community Development Corp  
Northwest Earth Institute  
League of Women Voters East  
League of Women Voters of Portland

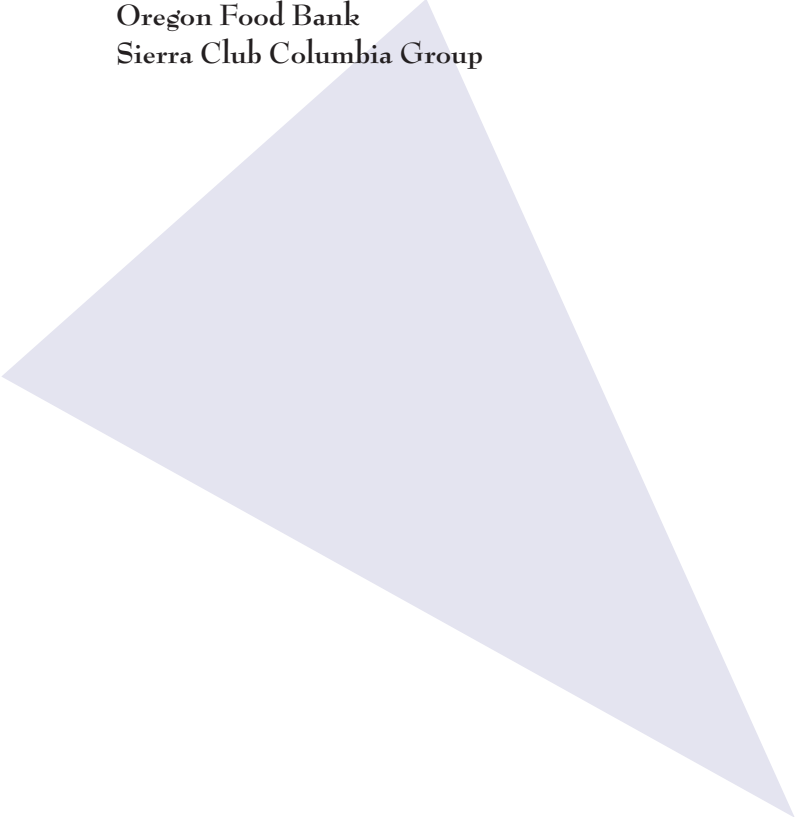
### **Organizations that declined to participate:**

Western States Center  
Oregon Action  
The Urban League of Portland

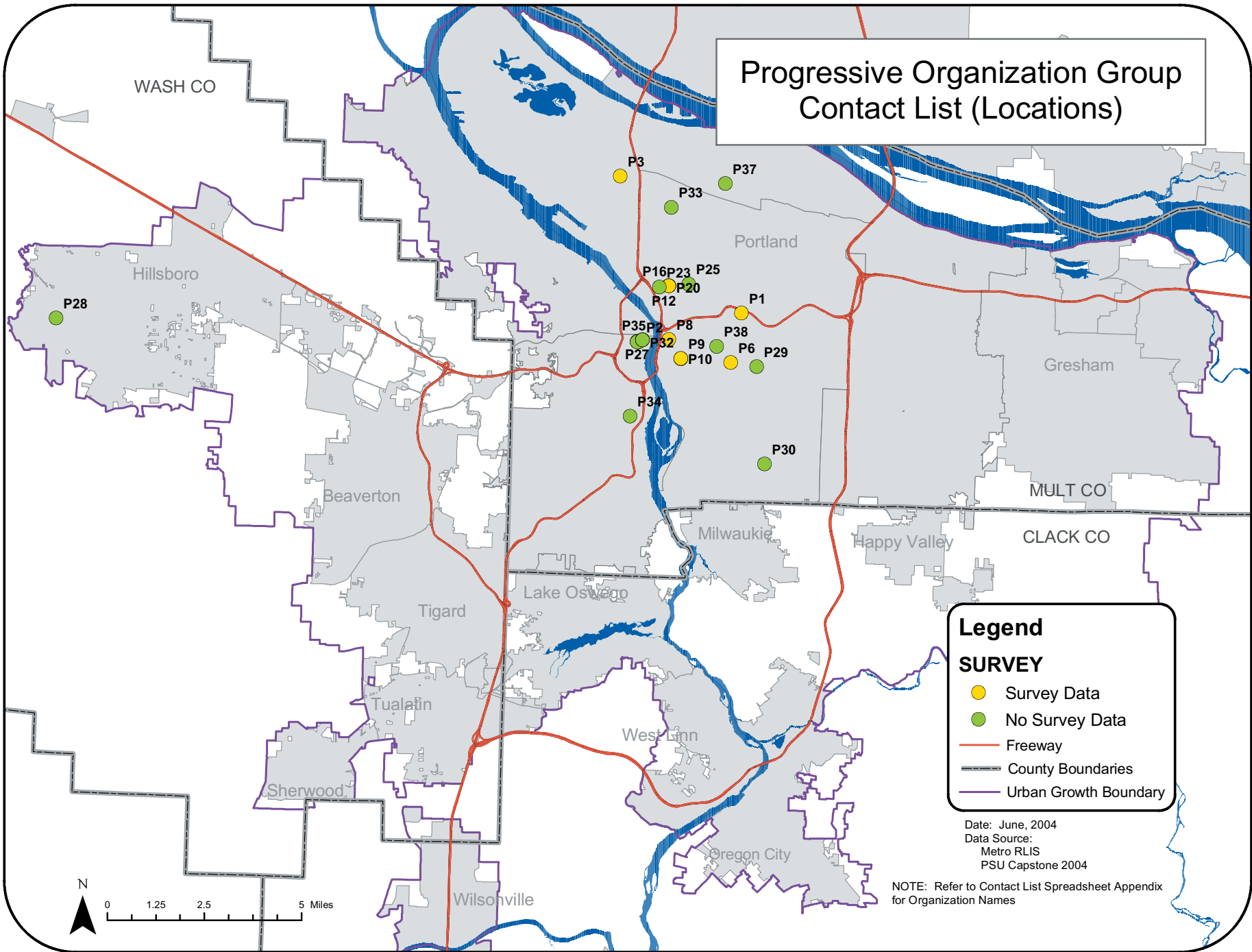
### **Organizations that did not respond to survey:**

Clackamas Housing Action Network  
Centro Cultural of Washington County  
Community Alliance of Tenants  
Enterprise Foundation

Jobs With Justice  
Portland Impact  
Coalition for a Livable Future  
Ecumenical Ministries of Oregon  
Asian Pacific American Network of Oregon  
Oregon Food Bank  
Sierra Club Columbia Group



# Progressive Organization Group Contact List (Locations)



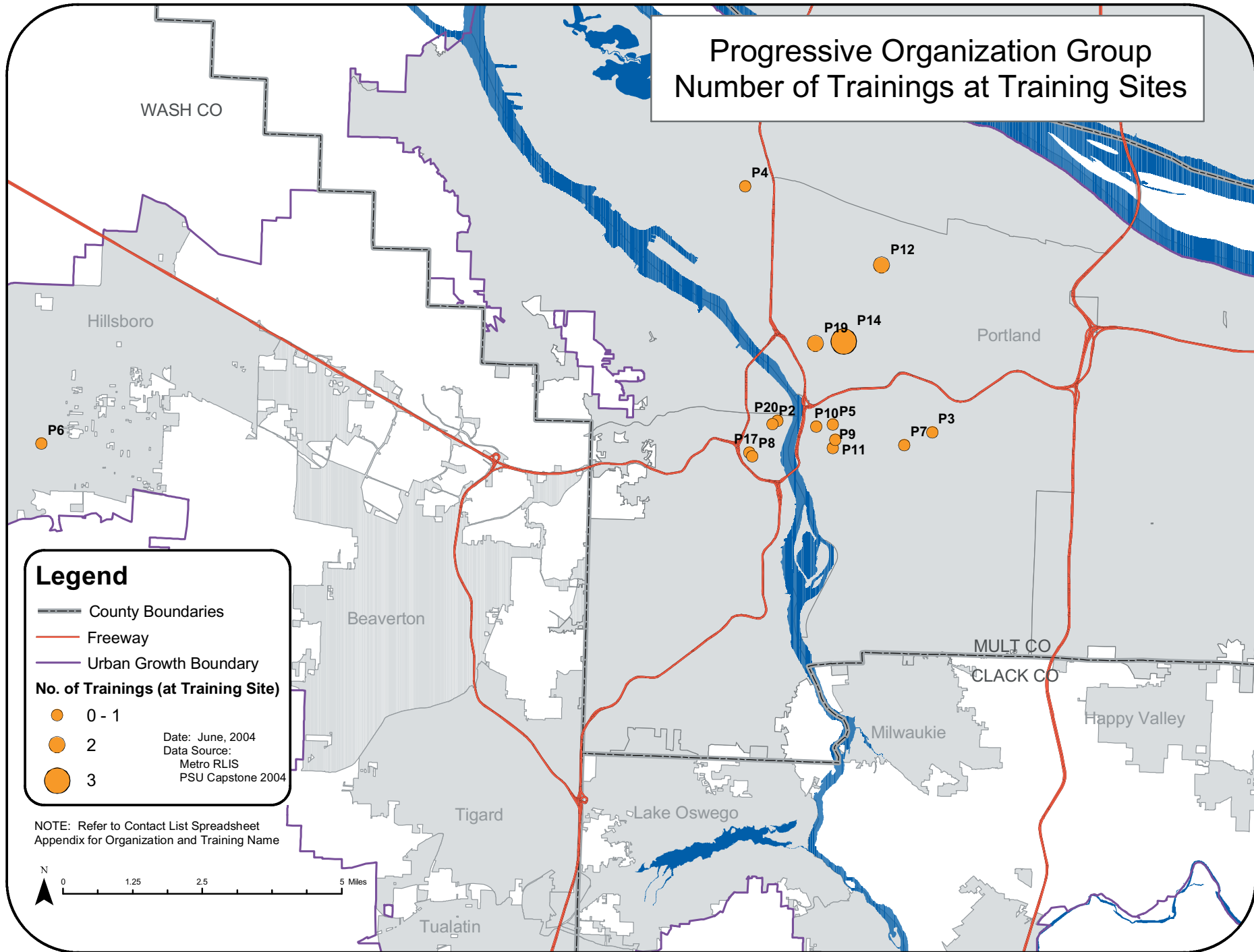
**F**rom the 7 organizations that did choose to participate, we were able to gather information about 20 trainings offered within the past two years.

The service areas of the organizations vary as to their targeted participants. The Metropolitan Alliance for Common Good calls the state of Oregon its service area and it targets everyone. Elders in Action focuses its service in Multnomah, Clackamas, and Washington counties, and it targets people over 60. The Latino Network serves Multnomah and Washington counties and it targets Hispanics. The Southeast Uplift Neighborhood program serves southeast Portland and targets everyone. The Pacific Green Party of Oregon serves Multnomah, Clackamas and Washington counties and targets progressive voters. REACH community Development Corp. services southeast Portland and targets low income families. The Community Development Network serves the Portland Metro Region and targets members of the CDN community.

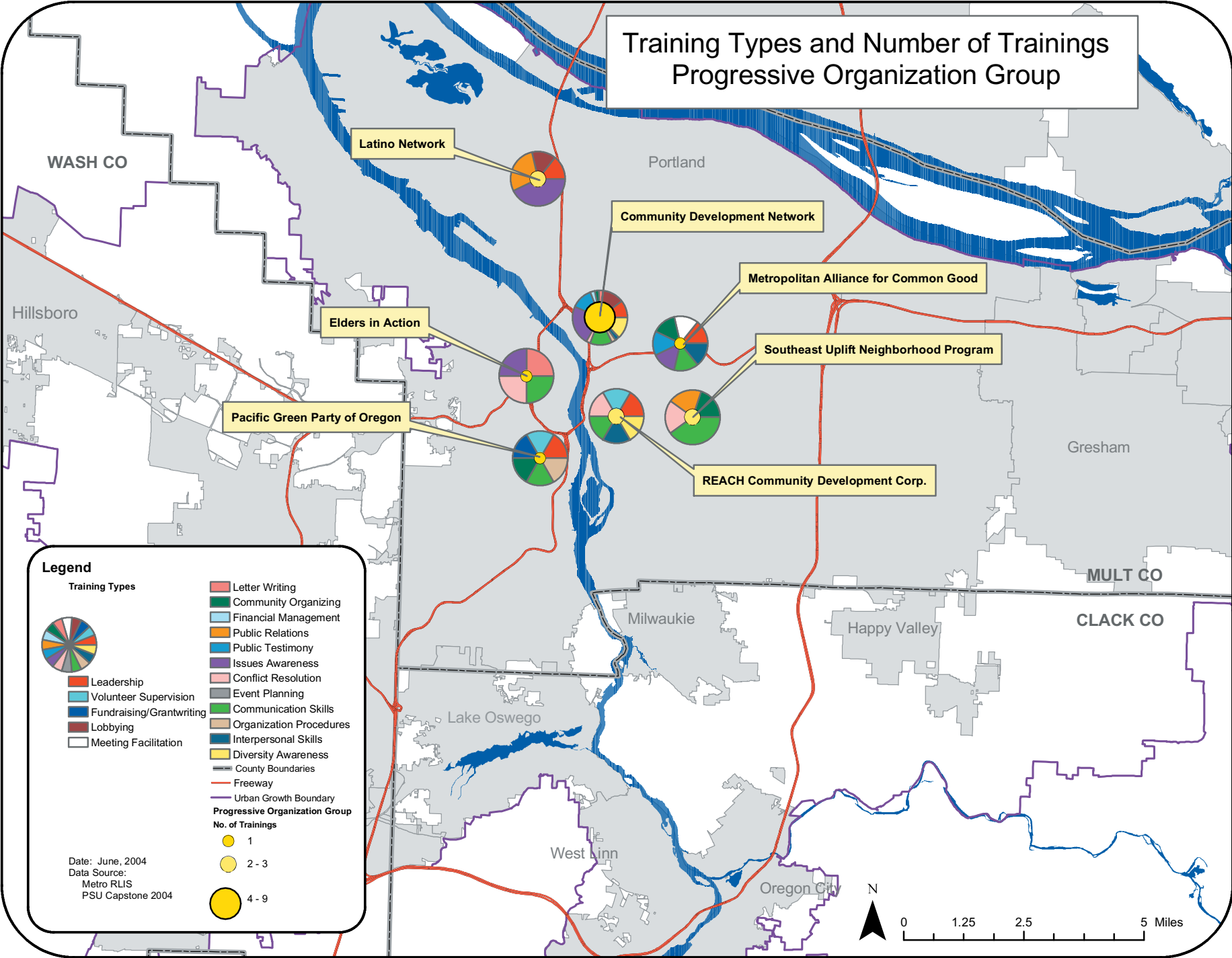




# Progressive Organization Group Number of Trainings at Training Sites



# Training Types and Number of Trainings Progressive Organization Group



**Legend**

**Training Types**

- Letter Writing
- Community Organizing
- Financial Management
- Public Relations
- Public Testimony
- Issues Awareness
- Conflict Resolution
- Event Planning
- Communication Skills
- Organization Procedures
- Interpersonal Skills
- Diversity Awareness

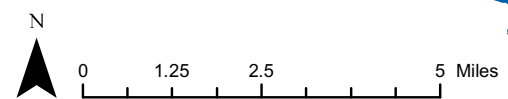
**Progressive Organization Group**

- Leadership
- Volunteer Supervision
- Fundraising/Grantwriting
- Lobbying
- Meeting Facilitation

**No. of Trainings**

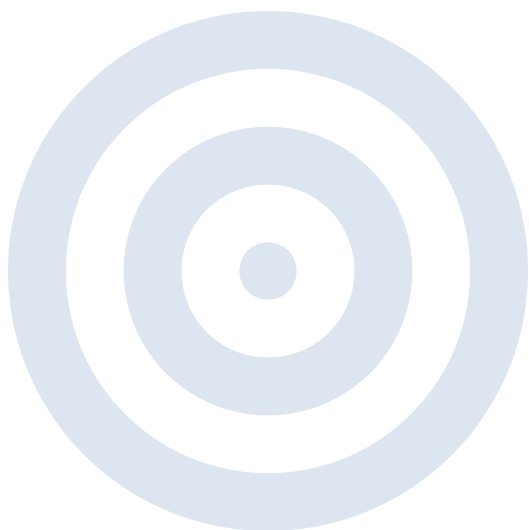
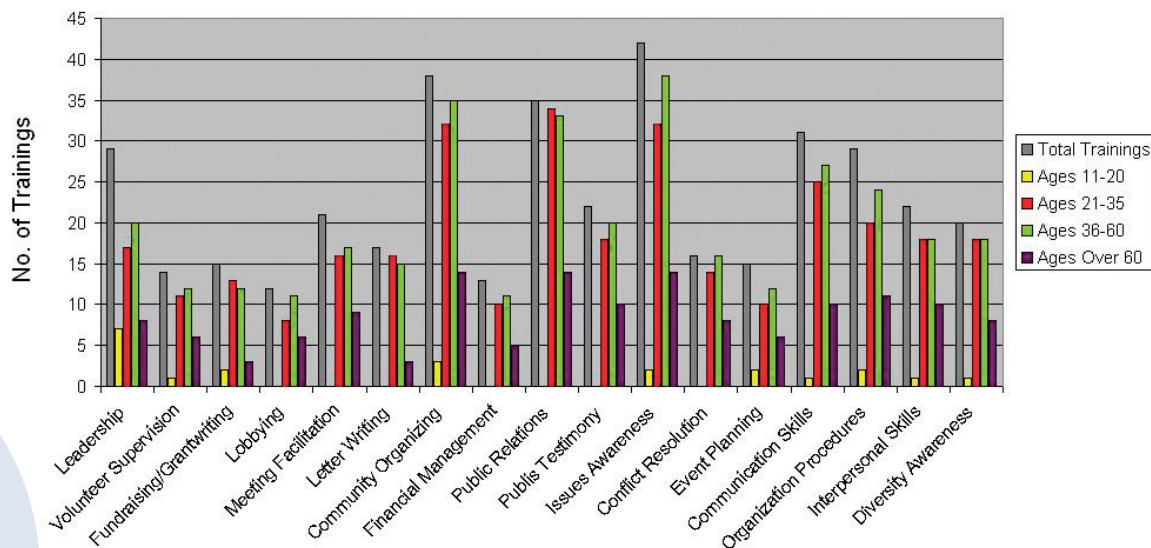
- 1
- 2 - 3
- 4 - 9

Date: June, 2004  
Data Source: Metro RLIS  
PSU Capstone 2004



The trainings were located in churches, businesses, non-profit offices, apartments and the Portland State University Campus. The trainings had titles like Leadership Training for Public Life, Ombudsman and Community Education, Rol Del Lider De Comunidad, La Prensa, Politica-el Camaron que se Dureme se lo Lleva la Politica, Community Dialogues Development Summit, Community Agenda, Pacific Northwest Campaign School, Take the Lead, Public Forums, Introduction to the speakers Bureau, Advanced Speakers Bureau, and Asset Management Working Group.

Age Groups of Participants by Training Types  
(Liberal Organization Group)

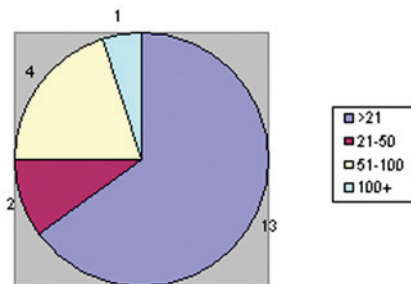


There was little focus in fundraising, meeting facilitation, and financial management, with those skills being taught at only one training each. No organization taught skills in event planning. The Community Development Network had the highest number of skills offered with 12. Pacific Green Party of Oregon and REACH Community Development Corp each taught 6 skills, and the Metropolitan Alliance for the Common Good taught 7 skills. Elders in Action, the Latino Network, and Southeast Uplift Neighborhood Program teach 4 skills in their trainings. However, the 7 organizations do not offer the same number of trainings. The Community Development Network offers 6 different trainings, the Latino Network 3 trainings, the Southeast Uplift Neighborhood Program has 2 trainings, and the Metropolitan Alliance for the Common Good, Elders in Action, the Pacific Green Party of Oregon, and REACH Community Development Corp each offer one training (see table 2)

While some of the trainings had large turnouts, the majority of the trainings were small. The one training with more than a hundred participants was done by the Oregon Green Party. The trainings with 50-100 participants were the trainings held by Southeast Uplift and the CDN.

The majority of these trainings were attended by approximately equal numbers of males and females. The training from the Pacific Green Party of Oregon had mostly male participants, and the 3 trainings from REACH as well as the Asset Management Working Group and the Advanced Speakers Bureau trainings from the Community Development

**Number of Participants at Each Training**

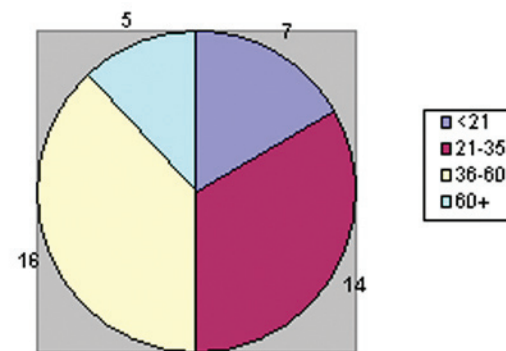


Network had more females than males. There were also patterns in the ages of participants. The majority of the participants were in either the 21-35 or the 36-60 age range.

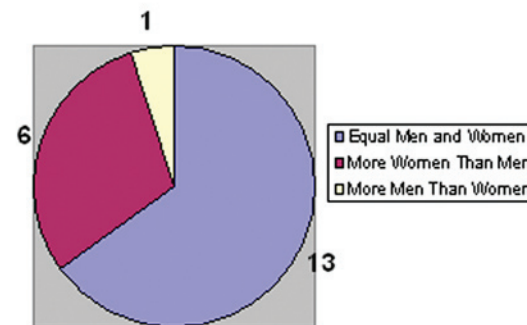
▲ wide variety of races in different combinations participated in these trainings.

Three trainings were attended by Whites, Blacks, Asians, and Hispanics. Two trainings were attended by whites, Blacks, and Asians. Four trainings were attended by Whites and Blacks. One training was attended by Whites, Blacks and Hispanics. Three trainings were attended by only Hispanics (with one white person at one of the sessions). And seven trainings were attended only by Whites. This data could mean that Whites are more civically involved than other races, but it most likely reflects the racial make up of Portland.

**Age of Participants**



**Gender of Participants**

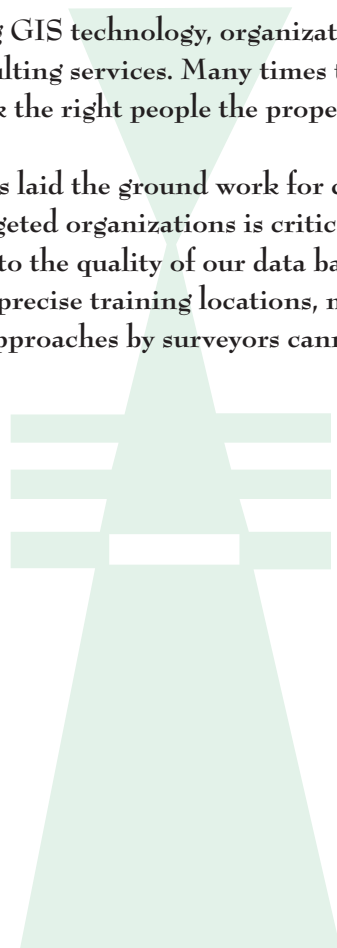


## A Look to the Future

In order for any organization to promote its' agenda, public participation is critical to success. Most organizations recognize the need to train their members in civic participation. Formal training can be limited by the fiscal restraints; other times training is not recognized for its' importance and/or not seen as a priority. Organizations must be shown the benefits that will be realized from training, and the GIS Mapping that will help to ascertain successes and shortcomings. GIS technology is fairly new; many groups do not recognize the benefits that can be had by tapping into the information that is available to them. GIS is well developed, but its' uses are now just beginning to be realized. An early step that the conservative group took was to send an atlas (already created thru the department) to the organizations that responded to the survey. In additions to asset mapping, the atlases included articles on emerging small businesses.

In addition to learning GIS technology, organizations must learn to partner with government resources by tapping into readily available information and consulting services. Many times there are many different forms of assistance available, but unless there is someone who is trained to go and ask the right people the proper questions, valuable resources go untapped.

Hopefully this class has laid the ground work for continued work that will benefit the community. Establishing contact and getting participation from targeted organizations is critical. The first priority is getting a broader response. Secondly, greater detail, that when revealed, is invaluable to the quality of our data bases and ultimately, the services that we can offer these groups. Examples of detailed information would be precise training locations, more information on participants and types of training. Better development of individual skills and approaches by surveyors cannot be stressed enough if the quality of work that we strive for is to be realized.



# Appendices

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- **Census Data Base Maps** ..... 38
  - Year 2000 Hispanic population density* ..... 39
  - Year 2000 less than H.S. diploma population density* . 40
  - 1999 median household income*..... 41
  - 2000 density population less than age 18* ..... 42
  - 2000 PhD Prof. degrees density population* ..... 43
- **Organization I.D.s and Survey Inclusion** ..... 44
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**F**or the purpose of better understanding the distribution of public participation it was necessary to create a number of base maps using census data. There are five main categories that are the most commonly used to analyze census data. These are gender, age, race/ethnicity, education, and income level. These five maps are examples of how this type of data can be used.

The first map shows the density of the adult population over 18. Since only people over the age of 18 are allowed to vote, it is important for organizations seeking to improve civic responsibility to know where the voting and socially active population resides. A map that shows the density of the adult population can therefore help organizations decide where they might want to hold meetings and trainings. This map of Portland shows that areas of relatively higher densities of adults are located close to downtown. This is because higher housing density regulations lead to more apartments surrounding downtown and therefore less families with children are likely to live in the area. Young adults that do not have children may tend to be politically active, so it might be productive to hold a civic training session in this area.

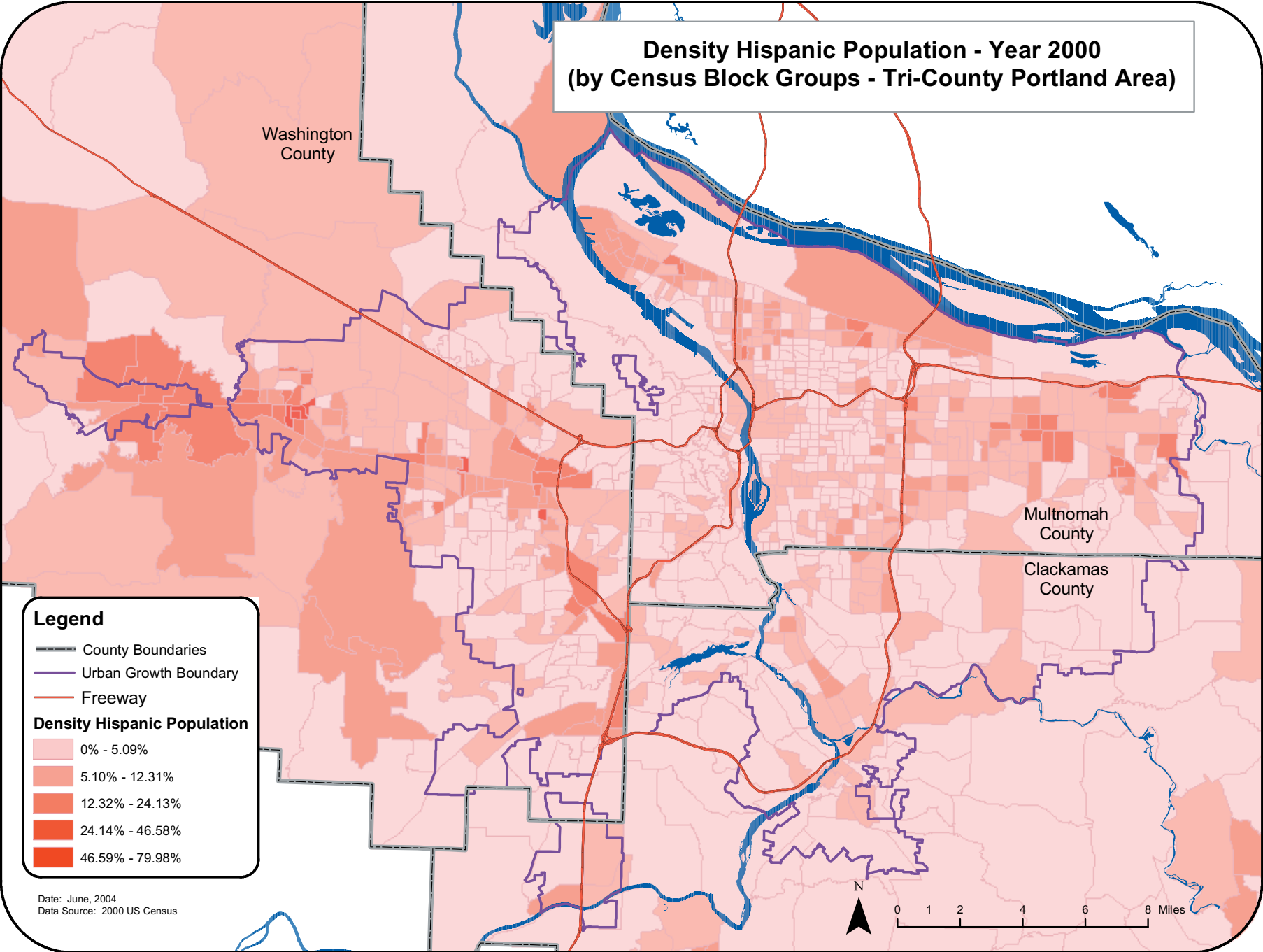
The next map shows the distribution of the Hispanic ethnicity across the metropolitan region. Hispanics are one of the fastest growing ethnicities in the area. Therefore, they are important to many public participation organizations that try to get minorities involved. This map shows that the fastest growing areas in the metropolitan region are in Washington County, specifically Hillsboro, and in east Multnomah County, most notably Gresham. Any organizations trying to reach out to the Hispanic population would have to consider these areas.

The next two maps show education level by targeting two extremes, the density of population with less than high school diploma and the density of population with doctorate or professional degrees. People without a high school diploma might be less likely to be involved in public participation and therefore might be targeted by civic organizations. People with doctoral degrees, on the other hand, might be more inclined to be part of the civic community and would also be sought by other civic organizations. These maps of Portland show that citizens with higher education degrees reside in large numbers in the West Hills, which also correlates with the metropolitan areas' highest income areas. The lowest levels of education are in east and north Portland, areas that correlate quite closely with high minority populations. These areas both might be heavily targeted by different civic organizations.

Median income is an important tool in determining what locations and neighborhoods might be in need of civic training. This map shows that west Portland is on the whole a lot more wealthy than east Portland. Trainings were spread throughout the city, but there were more offered on the east side, which shows that organizations may target the areas of lower income, which would be in greater need of civic help.

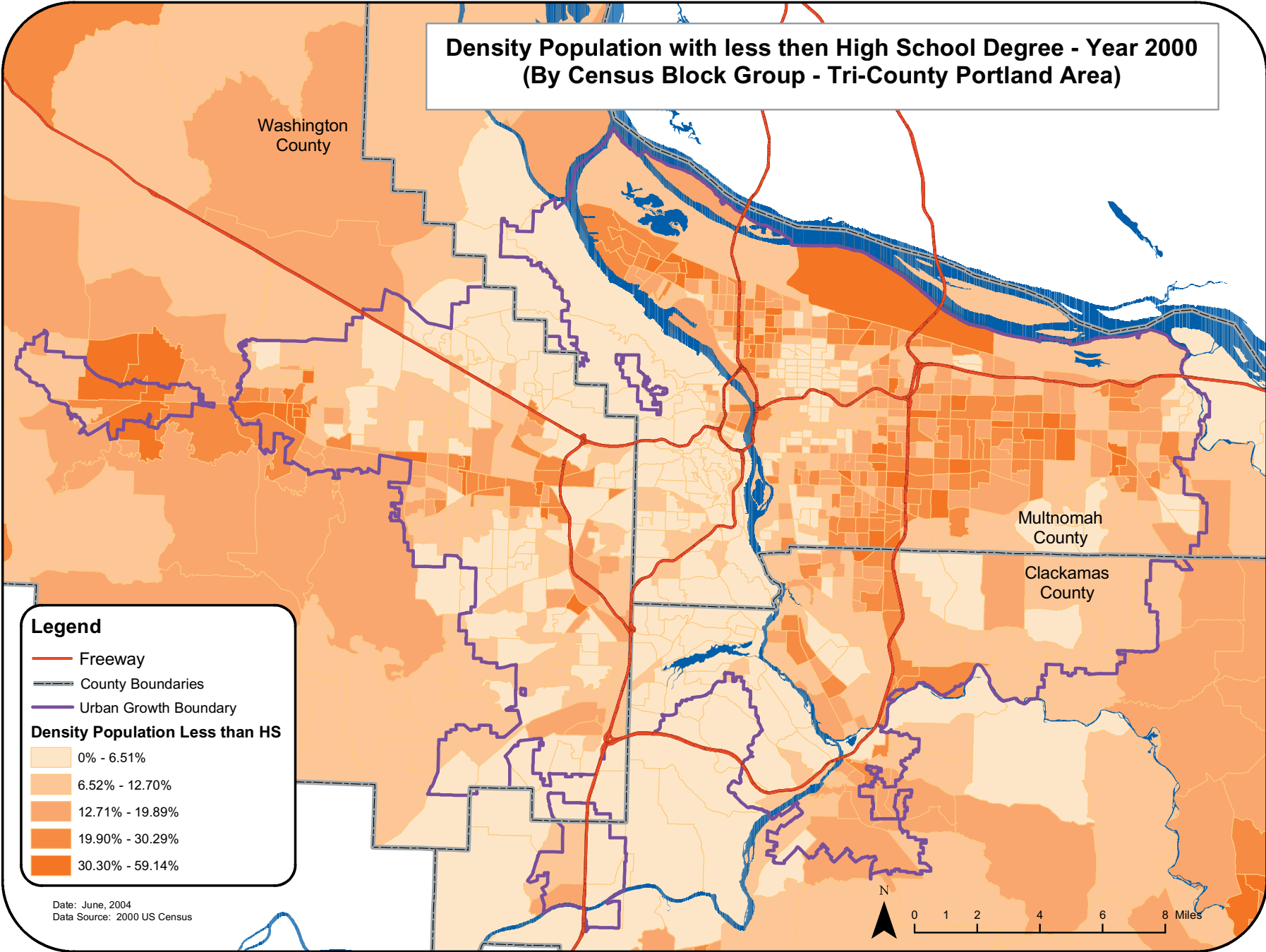
Census-based density and distribution maps like these can be very useful to civic organizations for determining where their resources might be best utilized.

### Density Hispanic Population - Year 2000 (by Census Block Groups - Tri-County Portland Area)

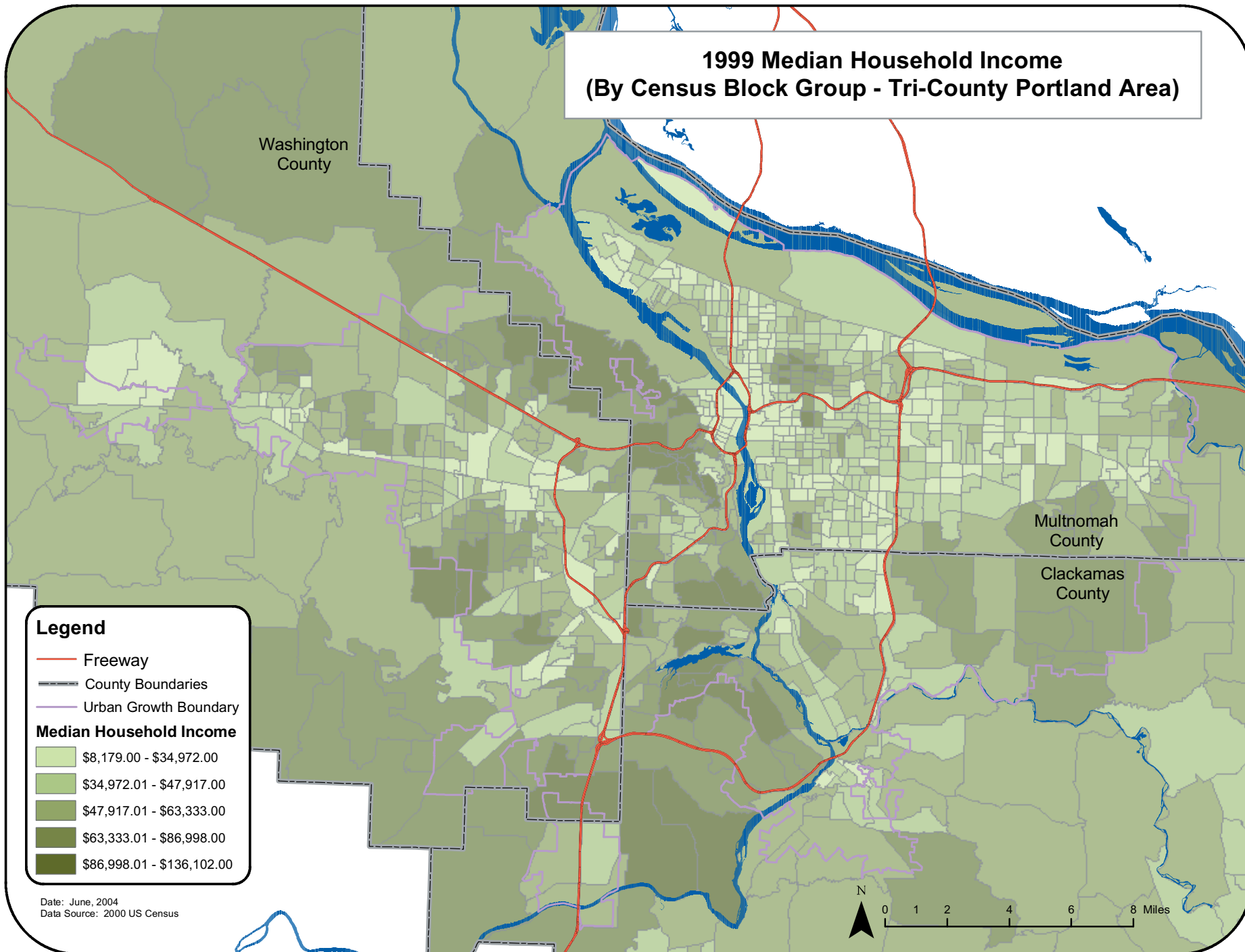




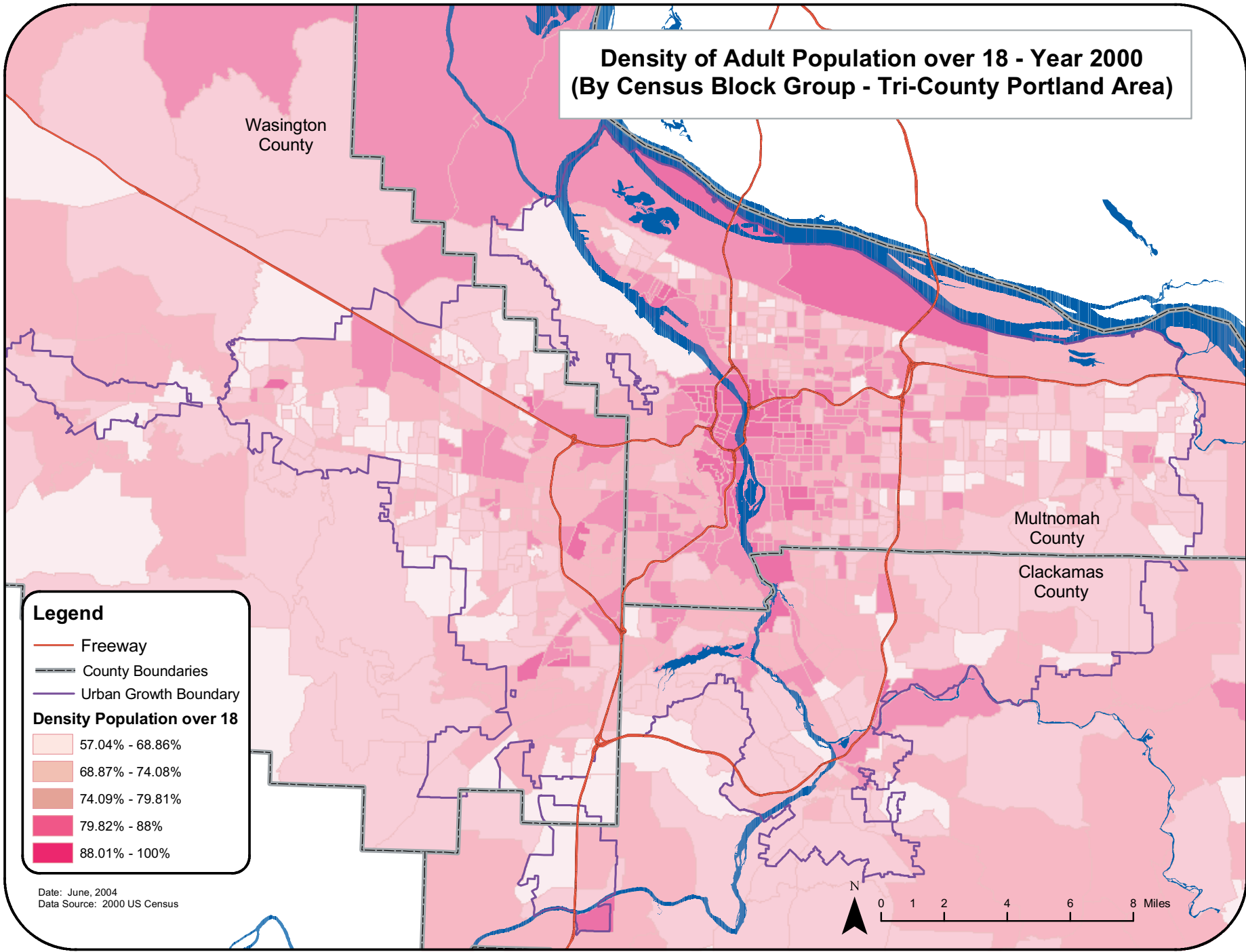
# Density Population with less than High School Degree - Year 2000 (By Census Block Group - Tri-County Portland Area)



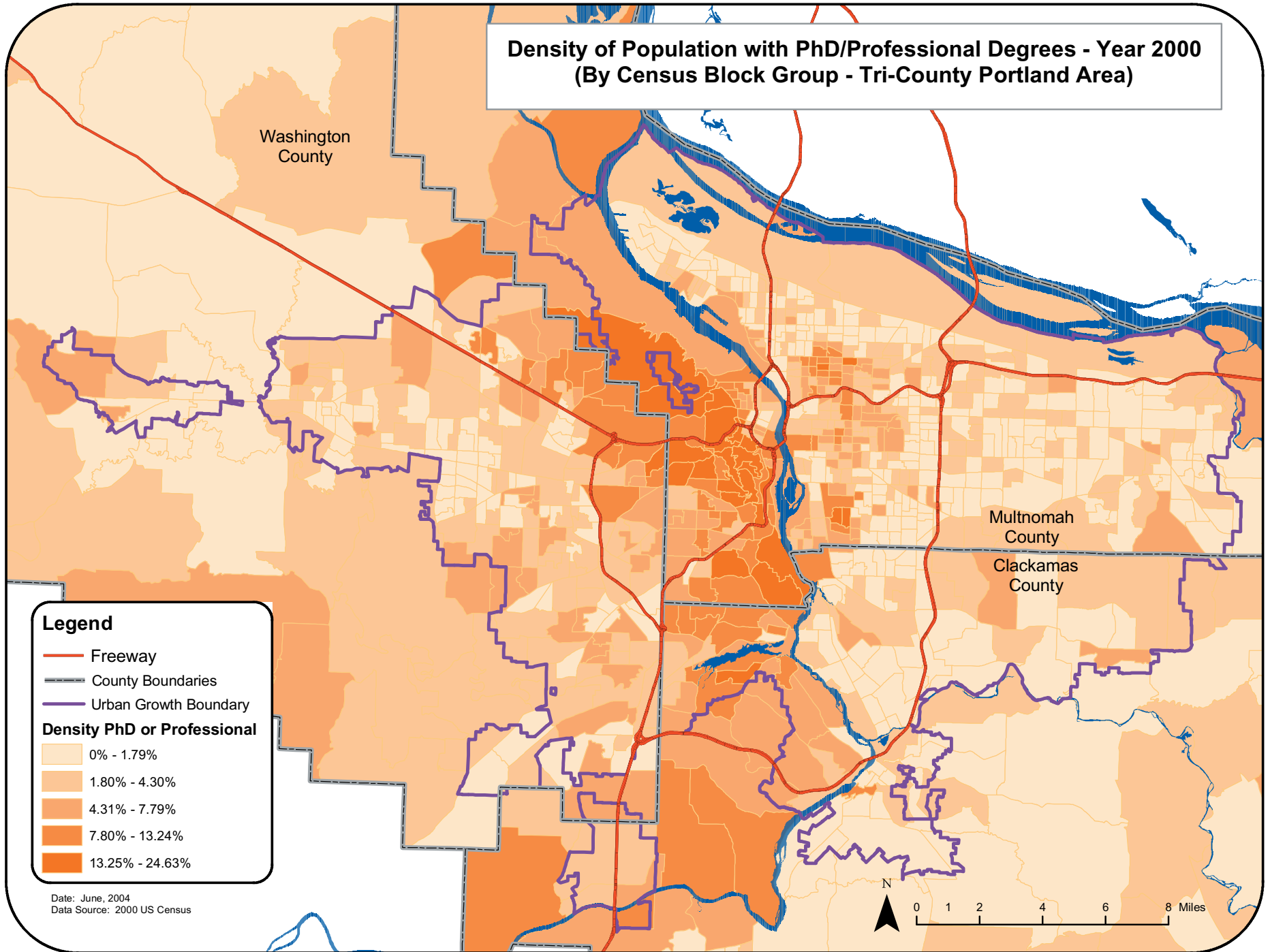
# 1999 Median Household Income (By Census Block Group - Tri-County Portland Area)



### Density of Adult Population over 18 - Year 2000 (By Census Block Group - Tri-County Portland Area)



### Density of Population with PhD/Professional Degrees - Year 2000 (By Census Block Group - Tri-County Portland Area)



**CENTER FOR PUBLIC PARTICIPATION  
ORGANIZATION TRAINING OPPORTUNITY SURVEY**

ID	SURVEY	ORGANIZATION
L72	Y	1000 FRIENDS OF OREGON
L39	Y	4-H CITIZENSHIP AND CIVIC EDUCATION PROGRAM FOR YOUTH- WASHINGTON COUNTY
C004	Y	BEAVERTON AREA CHAMBER OF COMMERCE
C027	N	CANBY CHAMBER OF COMMERCE
C013	N	CASCADE POLICY INSTITUTE
C024	N	CATHOLIC CHARITIES
L91	N	CENTRAL NORTHEAST NEIGHBORS
C022	N	CHRISTIAN COALITION OF OREGON
L79	Y	CITIZEN PARTICIPATION ORGANIZATION
L32	Y	CITIZENS FOR OREGON'S FUTURE
H3	Y	CITY OF BEAVERTON
L2	Y	CITY OF BEAVERTON NEIGHBORHOOD PROGRAM
H2	Y	CITY OF GRESHAM
L85	N	CITY OF GRESHAM NEIGHBORHOOD ASSOCIATION PROGRAM
H4	Y	CITY OF LAKE OSWEGO
L86	N	CITY OF LAKE OSWEGO NEIGHBORHOOD ASSOCIATIONS
H9	Y	CITY OF MILWAUKIE
L82	Y	CITY OF MILWAUKIE NEIGHBORHOOD SERVICES
L48	Y	CITY OF PORTLAND OFFICE OF NEIGHBORHOOD INVOLVEMENT
L1	Y	CITY OF PORTLAND OFFICE OF TRANSPORTATION
H7	Y	CLACKAMAS COUNTY CITIZENS ADVISORY COMMITTEE
L87	N	CLACKAMAS COUNTY COMMITTEE FOR CITIZEN INVOLVEMENT
P32	N	COALITION FOR LIVABLE FUTURE
P25	N	COMMUNITY ALLIANCE OF TENANTS
P16	Y	COMMUNITY DEVELOPMENT NETWORK
L78	Y	COMMUNITY EMERGENCY RESPONSE TEAM
C034	N	CORNELIUS CHAMBER OF COMMERCE
L84	Y	DEMOCRATIC PARTY OF OREGON
L31	Y	EAST PORTLAND NEIGHBORHOOD OFFICE
P34	N	ECUMENCIAL MINISTRIES OF OREGON
P2	Y	ELDERS IN ACTION
P26	N	ENTERPRISE FOUNDATION

C028 N FOREST GROVE CHAMBER OF COMMERCE  
 C032 N GRESHAM CHAMBER OF COMMERCE  
 C005 Y HILLSBORO CHAMBER OF COMMERCE  
 C020 N HILLSBORO GRANGE  
 C002 Y HISPANIC METRO CHAMBER OF COMMERCE  
 C015 N HOME BUILDERS ASSOCIATION OF GREATER PORTLAND - GOVERNMENT AFFAIRS  
 P28 N JOBS WITH JUSTICE  
 L37 Y JOHNSON CREEK WATERSHED COUNCIL  
 C007 Y LAKE OSWEGO CHAMBER OF COMMERCE  
 P3 Y LATINO NETWORK  
 P27 N LEAGUE OF WOMEN VOTERS OF PORTLAND  
 H8 Y METRO CITIZENS ADVISORY COMMITTEE  
 P1 Y METROPOLITAN ALLIANCE FOR COMMON GOOD  
 C029 N MOLALLA CHAMBER OF COMMERCE  
 L70 Y MULTNOMAH COUNTY CITIZEN INVOLVEMENT COMMITTEE  
 H5 Y MULTNOMAH COUNTY CITIZENS ADVISORY COMMITTEE  
 L92 N NEIGHBORS WEST/NORTHWEST  
 C030 N NORTH CLACKAMAS CHAMBER OF COMMERCE  
 C035 N NORTH PLAINS CHAMBER OF COMMERCE  
 L94 N NORTH PORTLAND NEIGHBORHOOD SERVICES  
 L93 N NORTHEAST COALITION OF NEIGHBORHOODS  
 P21 N NORTHWEST EARTH INSTITUTE  
 P33 N OREGON ACTION  
 C006 Y OREGON CITY CHAMBER OF COMMERCE  
 L88 N OREGON EDUCATION ASSOCIATION CENTER FOR TEACHING AND LEARNING  
 P37 N OREGON FOOD BANK  
 L89 N OREGON PUBLIC AFFAIRS NETWORK  
 P8 Y PACIFIC GREEN PARTY OF OREGON  
 C003 Y PHILLIPINE AMERICAN CHAMBER OF COMMERCE OF OREGON  
 C019 N POLICE ACTIVITIES LEAGUE YOUTH CENTER  
 C001 Y PORTLAND BUSINESS ALLIANCE  
 C025 N PORTLAND CHAMBER OF COMMERCE  
 P29 N PORTLAND IMPACT  
 H1 Y PORTLAND OFFICE OF NEIGHBORHOOD INVOLVEMENT  
 C012 N PORTLAND STATE UNIVERSITY COLLEGE REPUBLICANS  
 P10 Y REACH COMMUNITY DEVELOPMENT CORP.

P9	Y	REACH COMMUNITY DEVELOPMENT CORP.
P30	N	ROSE COMMUNITY DEVELOPMENT CORP
C016	N	ROTARY CLUB OF PORTLAND
C023	N	SALVATION ARMY DIVISION HEADQUARTERS
C036	N	SANDY AREA CHAMBER OF COMMERCE
L95	N	SERVICE EMPLOYEES INTERNATIONAL
C037	N	SHERWOOD CHAMBER OF COMMERCE
P38	N	SIERRA CLUB COLUMBIA GROUP
L44	Y	SOLV
P6	Y	SOUTHEAST UPLIFT NEIGHBORHOOD PROGRAM
L90	N	SOUTHWEST NEIGHBORHOODS INC
P23	N	THE URBAN LEAGUE OF PORTLAND
C009	Y	TIGARD CHAMBER OF COMMERCE
C038	N	TROUTDALE AREA CHAMBER OF COMMERCE
C008	Y	TUALITAN CHAMBER OF COMMERCE
H6	Y	WASHINGTON COUNTY COMMITTEE FOR CITIZEN INVOLVEMENT
C018	N	WASHINGTON COUNTY FARM BUREAU
C039	N	WEST LINN CHAMBER OF COMMERCE
P35	N	WESTERN STATES CENTER

## **Center for Public Participation Organization Training Opportunity Survey Technical Documentation**

### **Data Collection**

Organizational data for this atlas was collected using a survey document (attached as following Appendix). The organizations were grouped into four categories (conservative, liberal, progressive and hotspot) in order to ensure a wide range of organization types. The list is also attached as an appendix (previous pages). The Center for Public Participation sent a preliminary email to each organization describing the survey project. Organizations were then contacted by Portland State University Spring 2004 Capstone students and asked to complete the survey by telephone. Some organizations preferred to receive the survey through email; others did not respond to phone calls or emails. Of the 87 organizations on the original list, 40 surveys were successfully completed. The Portland Office of Neighborhood Involvement (ONI) case study data was received from Brian Hoop, Director of Outreach Services at ONI. This information included names and addresses of participants in ONI's summits and workshops from 2000 to 2003. The "hotspot" group also collected information from county and city agencies (including Metro) regarding specific areas of current strong citizen-participation activity.

### **Data Preparation**

Information from completed surveys were transferred to an MSExcel spreadsheet. Open-ended questions remained as text fields (e.g. participant location information). Check-box questions were converted to a 0/1 (Yes/No) format (e.g. Training Categories, Age and Race Groupings).

#### **GIS Data Preparation.**

The location of organizations and training sites were geocoded using ArcView 3.3 GIS software. The ONI participant list was also geocoded. Various summary tables were produced which aggregated survey data into training categories (by organization location and training site) and age and race groupings. These summary tables were then joined to the geocoded organization and training site data layers for classification and

mapping. The ONI participant data was spatially joined to the Metro RLIS neighborhood data layer and used to create a choropleth map that showed the density of participants by Portland neighborhood. Other neighborhoods in the greater Portland area were also identified from information gathered in interviews, selected from existing spatial data layers and mapped.

#### **Base Spatial Data.**

Digital GIS data is included which provides base information about population demographics including age, gender, median income, educational attainment, and the Race/Ethnic (including Hispanic) population. Data was downloaded from the US Census American Factfinder webpage for the Portland tri-county region (Multnomah, Clackamas and Washington counties) and represent Census 2000 information at the block group level. Five maps are provided in the atlas. However, the census database is spatially prepared (e.g. joined with spatially registered data layers) and contains a wide range of detailed information that can be accessed and mapped. Voter registration information (number of registered voters) was acquired from the Election Departments at the County Administration offices and includes information about registered Republicans, Democrats and Other by precinct.

### **Map Preparation**

Each group prepared individual map layouts of their survey data. This was done for logistical purposes in managing the individual groups and for ease in displaying detailed data. It is not meant to segregate the organizations into mutually exclusive classes. The survey data was also merged into a single spreadsheet. Maps of all organization locations and training sites are included as a reference. Map layouts were produced using ArcGIS 8.3 software then exported as both a PDF and JPG file. Digital spatial data is available for all map layers.



Interviewer: \_\_\_\_\_

## Regional Public Involvement Training and Education GIS Mapping Project

Spring 2004 Community Geography Project Capstone  
Center for Public Participation  
Institute for Portland Metropolitan Studies  
Portland State University

### Civic Training and Education Survey

#### Organization Information

Organization's name: \_\_\_\_\_ Contact person: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

What is your service area (neighborhood, city, county, state, etc.)? \_\_\_\_\_

Do you serve a "target population" and, if so, what is it? \_\_\_\_\_

#### Public Involvement Training Information

Please complete one survey form for each public involvement training or education program that you have offered in the past two years.

Name of the training: \_\_\_\_\_

Which of the following civic skills were taught in this training:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Leadership               | <input type="checkbox"/> Community organizing | <input type="checkbox"/> Event planning            |
| <input type="checkbox"/> Volunteer supervision    | <input type="checkbox"/> Financial management | <input type="checkbox"/> Communication skills      |
| <input type="checkbox"/> Fundraising/Grantwriting | <input type="checkbox"/> Public relations     | <input type="checkbox"/> Organizational procedures |
| <input type="checkbox"/> Lobbying                 | <input type="checkbox"/> Public testimony     | <input type="checkbox"/> Interpersonal skills      |
| <input type="checkbox"/> Meeting facilitation     | <input type="checkbox"/> Issues awareness     | <input type="checkbox"/> Diversity awareness       |
| <input type="checkbox"/> Letter writing           | <input type="checkbox"/> Conflict resolution  | <input type="checkbox"/> Other _____               |

Who were the targeted participants (Board members, neighborhood participants, children, Russian-speakers, etc.)? \_\_\_\_\_

How many people typically attend this training each time it is offered?  
 1-20       21-50       51-100       more than 100

Where has this training been held (please include name and address, if known)?  
 church       government building       business       training center  
 library       non-profit organization       school       other \_\_\_\_\_

**Demographic Information for Participants**

From what geographic area do participants come to attend this training? (Please choose the broadest level that applies.)

Specific neighborhood(s): which one(s)? \_\_\_\_\_

Portland neighborhood area:  
 North Portland       Southwest Portland  
 Northeast Portland       Inner Southeast Portland  
 Northwest Portland       Outer Southeast Portland

Other cities  
 Beaverton  
 Gresham  
 Milwaukie  
 Clackamas  
 Other \_\_\_\_\_

County  
 Clackamas  
 Multnomah  
 Washington  
 Clark  
 Tri-county  
 Other counties \_\_\_\_\_

State of Oregon

National

In general, what type of people attend this training (check all the apply):

Gender:  more males than females  more females than males  
 approx. equal number of males and females

Ages:  11-20 yrs  21-35 yrs  36-60 yrs  61 and over

Ethnicity/race(s):  White, not Hispanic  African American  Asian  Latino/Hispanic  
 Other \_\_\_\_\_

Questions? Contact Julie Odell or Phill Colombo in the Center for Public Participation (503-725-8290) or Meg Merick in the Institute for Portland Metropolitan Studies (503-725-8291).