

Southeast Uplift Coalition of Neighborhoods

# **Neighborhood Climate Action Planning Guide: Bridging Climate Policy and Neighborhood Action**



Work Plan  
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## Contents

Introduction & Background .....	03
Project Overview .....	03
Purpose and Need .....	04
Policy Context .....	06
Client and Project Specifics .....	08
Client Profile .....	08
SEUL Neighborhood Profiles and Pilot Neighborhoods .....	09
Pilot Neighborhoods .....	10
Portland Resident Survey .....	15
Stakeholders .....	17
Existing Neighborhood Plans & Programs .....	19
Project Team .....	21
Project Approach .....	23
Work Phase Descriptions .....	23
Public Involvement Strategy and Tools .....	30
Communication Framework .....	34
References .....	35
MOU .....	37
Appendix .....	41



## Introduction & Background

### **Project Overview**

In February of 2007, the International Panel on Climate Change (IPCC) released their Fourth Assessment Report, which stated that the observed warming of the global climate system is “unequivocal”. The report estimated that developed countries will need to reduce their greenhouse gas emissions 60-80 percent below 1990 levels by 2050 to prevent “dangerous anthropogenic interference with the climate”.

In the United States, efforts to reduce greenhouse gas emissions have been led primarily by state and local governments due to a lack of federal leadership. The majority of these state and local climate plans have focused on high-level policy and program based solutions that are implemented by government agencies. However, to reach the IPCC recommended greenhouse gas reduction targets, action is needed at every level of society. While citizens across the country and in Portland are working to reduce their carbon footprint, there are currently very few organized efforts that allow citizens to work together to affect significant change.

The Neighborhood Climate Action Planning Guide will begin to address this need by working with the Southeast Uplift Neighborhood Coalition (SEUL) to identify appropriate process and content-based solutions for neighborhoods that wish to work collectively to combat climate change. For the purposes of this project, the term “neighborhood” applies to a delineated community within the city of Portland that is defined by specific boundaries and recognized by the Office of Neighborhood Involvement (ONI). The specific questions this project will address include:

- What do residents think about climate change?
- How do different neighborhoods begin a conversation about addressing climate change?
- How does the issue of climate change compare to other neighborhood priorities?
- What resources are needed for neighborhoods to engage in climate action planning?
- What carbon reduction actions are uniquely suited for and acceptable to neighborhoods?
- Which strategies allow neighborhoods to simultaneously reduce their carbon footprint while also strengthening their social and economic resources?

Through extensive research and public involvement the project team will develop climate action items and planning strategies with three pilot neighborhoods in Southeast Portland. Using the pilot neighborhoods as models for different types of neighborhoods, the final product will serve as a resource for SEUL and as a guide for neighborhoods wishing to develop a climate action plan.



## Purpose and Need

Initial research reveals that, until recently, the neighborhood unit has received little attention as a means of addressing climate change. However, to reach the aggressive carbon reduction goals identified by the scientific community and adopted by the City of Portland, actions will need to be taken on every level of society (Crim). Accordingly, C-Change Consultants aim to engage pilot neighborhoods to determine how planning for climate change might work at the neighborhood level.

Theodore Roosevelt said “as society develops and grows more complex, we continually find that things which were once desirable to leave to individual initiative can, under changed conditions, be performed with better results by common effort...” (Birch and Wachter). Climate change, the result of a complex developing society, requires individual initiative and common effort to avoid potentially catastrophic outcomes. However, institutional barriers and lack of action on behalf of the federal government have made it difficult to significantly address the issue (Betsill). As a result, governments at the state and local level have developed carbon reduction initiatives, though few policy directives have focused on encouraging neighborhood level actions.

However, cities around the country are beginning to recognize the importance and benefit of working with neighborhoods to address climate change. For example, Seattle’s Comprehensive Plan identified local neighborhood communities as “the main actors in further planning and implementation” (Malbert). In addition, Portland’s Mayor is working on establishing regular monthly meetings with city-wide neighborhood sustainability chairs and advocates in order to better understand how the city and neighborhoods can share ideas around climate change. These developments reflect an understanding that broad government climate policy goals and objectives cannot be achieved without buy-in from local neighborhoods and residents. Finding a middle ground where individuals have an incentive to participate in neighborhood actions and where neighborhoods can implement goals, in coordination with city and state objectives, is an important facet of our project.

Historically, however, local initiatives have arisen from a direct need, specific to the local unit, and often from classic concerns such as crime, traffic safety, economic security, and cleanliness (Lelieveldt). A global phenomenon, the impacts of climate change are less immediate at the neighborhood scale. However, C-Change Consultants believe that the co-benefits of neighborhood climate action planning, such as increased social capacity and local economic development, can address these classically held concerns. The project team also recognizes that a variety of both formal and informal organizational frameworks already exist that may be ideal for addressing neighborhood climate change initiatives. Examples of formal organizational frameworks include neighborhood improvement districts, street and block associations, and business improvement districts. Informal organizational frameworks include neighbor-to-neighbor interactions and small group gatherings, which can build neighborhood capacity and facilitate the diffusion of new ideas. Despite these co-benefits and existing frameworks, however, efforts to address climate change at the neighborhood level will not succeed unless neighborhood residents are interested in and engaged around the issue of climate change.

As represented in the mission statements of SEUL and the pilot neighborhoods, their primary objective is to empower residents to be engaged citizens. To this effect, part of SEUL’s mission is to engage neighborhoods around the idea of sustainability and climate change. According to Thomson, neighborhood associations help citizens strive for the goals they share in common (Thomson). In



this way, identifying climate protection as a shared goal may sustain and improve neighborhood involvement in the short and long-term. As such, an important component of this project will be assessing each pilot neighborhood's shared interests and organizational strength in order to determine their capacity for working together toward the common goal of combating climate change.

C-Change Consultants understand that planning for climate change must be sensitive to context and scale. As an organizational unit, neighborhoods present unique challenges and opportunities for engaging in climate action planning. With this in mind, the project team will engage pilot neighborhoods in a public involvement process aimed towards identifying those barriers and opportunities unique to the neighborhood-scale. This information is anticipated to serve as the keystone needed to bridge high level government climate policies with neighborhood action. The following provides some initial observations regarding potential barriers and opportunities:

*Barriers:* A common theme expressed by neighborhood sustainability activists at SEUL's Sustainability Committee meeting was overall frustration with the lack of community participation. Other identified barriers include the following:

- Lack of cohesion;
- Poorly integrated neighborhoods;
- Generating enthusiasm;
- Making the move from talk to action;
- Lack of knowledge; and
- Fear of changes to lifestyle.

A potential barrier to neighborhood-based action planning is the complexity of building social-capital around a common goal (Martin). Individual behavior plays a significant role in influencing neighborhood dynamics. Involvement in neighborhood activities is a voluntary activity that utilizes an individual's free-time without monetary compensation. Most individuals act with their own best interest in mind unless they are guided by a sense of duty, regulation, or incentive. On the other hand, government agencies are slow to react and politically constrained. Through this process, C-Change hopes to identify a middle ground where individual behavior and government policy converge.

*Opportunities:* Planning for climate change at the neighborhood scale can benefit both the neighborhoods themselves and the larger community. A climate plan is a strategy that can foster a more resilient neighborhood by finding ways to meet basic needs such as energy, food, and basic goods (Lerch). Moreover, climate and sustainability projects at every organizational scale present an opportunity to address multiple local priorities, such as reducing energy bills, improving air quality, creating jobs, strengthening local economic development, enhancing community livability, improving public health, and easing congestion. Though not directly tied to carbon reduction, these co-benefits of neighborhood climate action planning may serve as an opportunity for catalyzing neighborhood conversations about climate change and encouraging residents to get involved.



## Policy Context

Several climate planning efforts are underway that provide a context for this project. These include international agreements, regional initiatives, and state and local greenhouse reduction goals.

*International:* The United States is a signatory to the UN Framework Convention on Climate Change (UNFCCC). The Convention entered into force in 1994 and set the objective of stabilizing greenhouse gas concentrations “at a level that would prevent dangerous anthropogenic interference with the climate system.” It states that “such a level should be achieved within a time-frame sufficient to allow ecosystems to adapt naturally to climate change, to ensure that food production is not threatened, and to enable economic development to proceed in a sustainable manner.” As a signatory to the treaty, the United States agreed to 1) take climate change into account when making policy decisions, 2) provide regularly updated greenhouse gas inventories, and 3) develop a national program to slow climate change.

*Regional:* Oregon is a member of the Western Climate Initiative (WCI) - a collaboration of seven U.S. governors and four Canadian Premiers that was launched in February, 2007. The WCI was created to identify, evaluate, and implement collective and cooperative ways to reduce greenhouse gases across the western region. The focus of the WCI is on developing a market-based carbon cap-and-trade system, modeled off the Regional Greenhouse Gas Initiative (REGGI) launched in the northeast.

*State:* In 2007, Governor Kulongoski signed House Bill 3543, which legally adopts the greenhouse gas reduction goals outlined in the 2004 Oregon Strategy for Greenhouse Gas Reductions. The Bill requires the state of Oregon to begin reducing greenhouse gas emissions by 2010, to reduce greenhouse gas emissions 10 percent below 1990 levels by 2020, and to reduce greenhouse gas emissions 75 percent below 1990 levels by 2050. The Oregon Strategy for Greenhouse Gas Reductions includes implementation strategies in the areas of energy efficiency; electric generation and supply; transportation; biological sequestration; materials use, recovery, and waste disposal; and state government operations.

*Metropolitan Planning Organization (MPO):* In 2008, the MPO for the Portland Metropolitan Area announced plans to launch the first phase of a regional climate action plan. The first of its kind, the regional climate action plan would help coordinate the efforts of local governments, civic groups, university systems, and business representatives to meet Oregon’s greenhouse gas reduction goals. While no regional goals or implementation strategies yet exist, it is our hope that the neighborhood climate action planning strategies outlined in this report may help inform this process.

*Local:* In 1993, the City of Portland became the first city in the United States to adopt a plan to reduce greenhouse gas emissions. In 2001, Multnomah County joined the effort, and the City of Portland/Multnomah County Local Climate Action Plan was adopted. This plan aimed to reduce emissions 10 percent below 1990 levels by 2010 by taking action in the areas of energy efficiency, renewable energy, transportation, land use, forestry, carbon offsets, solid waste reduction, and recycling. However, in response to HB 3543, both the City and County have adopted new resolutions to reduce greenhouse gas emissions 80 percent below 1990 levels by 2050. A



new plan to implement these goals is currently being developed by the Portland Bureau of Planning and Sustainability and will be released for public comment in spring of 2009.

*Neighborhoods:* In general, climate action planning at the neighborhood level is rare. However, there are a few institutionalized efforts in the west aimed at encouraging neighborhood-level climate action planning. One such effort includes the Oregon Climate Leadership Institute's Community Climate Stewards Program. Based out of the University of Oregon, this program seeks to adopt the model of community watershed councils to engage citizens around collective efforts to reduce their carbon emissions (Climate Leadership Institute). An additional effort includes "Climate Benefit District" legislation currently being proposed in the state of Washington. Climate Benefit Districts (CBDs) would be special purpose districts that could leverage public and private investment to align land use planning, utility infrastructure, VMT reduction strategies, and social sustainability strategies on a neighborhood scale. Each CBD would have a Neighborhood Sustainability Plan that incorporates the above four target areas. If enacted, this legislation could serve as model for Oregon communities by providing a financial framework that supports neighborhood-level climate action planning.

## Client & Project Specifics

### **Client Profile**

Created in 1968, the Southeast Uplift Neighborhood Coalition (SEUL) assists Portland with the problems associated with the inner city. The early passion and commitment of SE neighbors to maintain their sense of community is what has allowed SEUL to blossom into the organization it is today.

SEUL is a non-profit organization that is largely funded through grants from the City of Portland's Office of Neighborhood Involvement (ONI). These funds facilitate participation services for neighborhood associations and citizens within SEUL's geographic boundaries. The coalition supports 20 neighborhood associations and 11 business associations.

The mission of SEUL is "to create communities that are livable, socially diverse, safe and vital." To fulfill this mission, SEUL provides an organizing structure and a forum to empower citizens to effectively resolve issues within their communities and work toward enhancing their neighborhoods.

*Sustainability Program:* SEUL's sustainability program addresses quality of life and environmental issues that are important to SE Portland citizens. SEUL supports these interests by helping neighborhood and community-based groups launch their projects and build capacity. Currently, eight neighborhood associations have established a sustainability committee. The neighborhoods are focused on diverse topics, with varying levels of leadership and capacity. Current neighborhoods with sustainability committees include Buckman, Hosford-Abernathy, Kerns, Center, Richmond, Sellwood-Moreland, North Tabor and Sunnyside.

*Interests and Goals:* Both the mission of SEUL and the desire of the sustainability program are to create and foster dynamic and healthy communities that are built and sustained by local residents. SEUL is excited to work with C-Change Consultants and recognize this as an opportunity to build neighborhood capacity and catalyze action towards sustainability and climate action planning. SEUL is also interested in building stronger connections with the City of Portland. The project team will help SEUL reach this goal by translating city-level climate action plans, strategies and policies to relatable actions at the neighborhood and community-level.

*Desired Product:* SEUL is primarily interested in developing a product that can help guide neighborhoods toward developing community capacity around sustainability and climate change. The shape of this product is flexible, but SEUL has three primary outcomes for the project:

1. Inclusion of neighborhoods with diverse characteristics and varying levels of community capacity;
2. Guidance on climate action planning processes directed toward the communities and neighborhood associations;
3. Identification of networking and organizing opportunities among and between neighborhoods guided by sustainability.

Additionally, SEUL would like to create a product that further connects the organization and its coalition of neighborhoods to the work the City of Portland is pursuing.



## SEUL Neighborhoods

In an effort to further inform the best process, the project team researched the social, economic and community capacity characteristics of the 20 neighborhoods within SEUL's jurisdiction (shown in Figure 1 below). The neighborhoods span roughly from Johnson Creek to the south, to the Banfield Freeway (I-84) to the North. The Willamette River acts as the western boundary and I-205 and SE 82<sup>nd</sup> Ave provide the eastern boundaries. Of the 14,180 acres within SEUL, 56 percent is zoned for single family residential use, 12 percent is zoned for mixed use residential and another 12 percent is multi-family residential. Additionally, 12 percent is zoned for open space, 6 percent is zoned for industrial use and 2 percent is zoned for mixed-use employment.

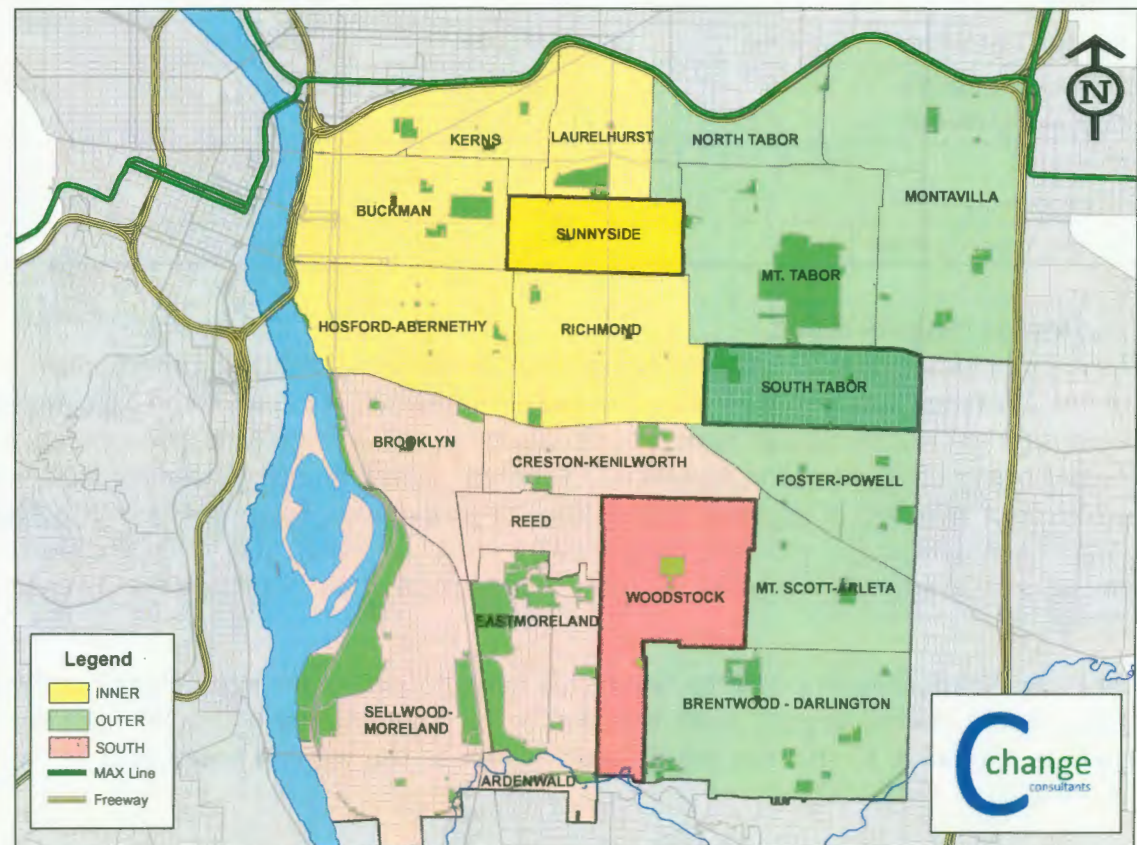
This area, spanning roughly eighty to ninety blocks from the Willamette River, is comprised of three sub-areas known as "Inner", "Outer", and "South" Southeast. Although there are no legal boundaries separating them, the separation between "Inner" and "Outer" Southeast is generally thought to occur somewhere between 50<sup>th</sup> and 60<sup>th</sup> Avenues. Everything to the west is "Inner" Southeast and everything to the east is "Outer" Southeast. The informal separation between "Inner" and "South" is Powell Boulevard; those neighborhoods to the north are "Inner" and those to the south are "South".

*Inner Southeast:* This area consists of the Buckman, Hosford-Abernathy, Kerns, Laurelhurst, Richmond, and Sunnyside neighborhoods.

*Outer Southeast:* This area consists of the Brentwood/Darlington, North Tabor, Foster-Powell, Montavilla, Mt. Scott-Arleta, Mt. Tabor and South Tabor neighborhoods.

*South Southeast:* This area consists of the Ardenwald, Brooklyn, Creston-Kenilworth, Eastmoreland, Reed, Sellwood-Moreland and Woodstock neighborhoods.

**Figure 1: SEUL Neighborhoods**





## Pilot Neighborhoods

C-Change chose the Sunnyside, South Tabor, and Woodstock neighborhoods as pilot neighborhoods based primarily on their interest and willingness to work on this project, but also on several characteristics that distinguish the neighborhoods and provide a representative mix of neighborhood types (Table 1).

**Table 1: Pilot Neighborhood Comparison**

Neighborhood	Sunnyside	South Tabor	Woodstock
Location	Inner	Outer	South
Percent Rent	65 Percent	39 Percent	26 Percent
Percent Own	35 Percent	61 Percent	74 Percent
Medium Household Income	\$37,501	\$39,684	\$44,401
Medium Home Price	\$358,750	\$282,000	\$290,000
Pedestrian-Friendly Commercial District	Yes	No	Yes
Mixed-Use Developments	Many	Few	Some
Sustainability Director	Yes	No	No

## Sunnyside Neighborhood

*Location and demographics:* Sunnyside is an inner Southeast Portland neighborhood bordered by Stark Street and Hawthorne Boulevard on the north and south and 28th Avenue and 49th Avenue on the west and east, respectively. It encompasses a total of 383 acres and, according to the 2000 census, houses a population of just over 7,000 people, creating a density of 18 persons per acre. There are fewer owner occupied homes than rentals, with renters comprising 65 percent of the households. The neighborhood is predominantly white (86.1 percent), with small populations of other races: Asian (4.4 percent), Black (1.7 percent), Hispanic (3.4 percent), Native American/Alaskan (1.1 percent), Native Islander (0.1 percent), and Other (1.2 percent). The majority of the population is between the ages of 22 and 39 (48.8 percent). Almost 80 percent of the neighborhood lives in one or two person households (PortlandMaps, 2009).

*Housing:* Nearly 75-percent of the Sunnyside neighborhood consists of single-family residential homes with multifamily and mixed use residential units along Hawthorne Boulevard, Belmont Street and 39<sup>th</sup> Avenue. Sunnyside features older Portland style homes such as Victorian, Craftsman, and Bungalow styles. The median home price in the neighborhood is \$358,750. (Portland Monthly, April 2008)



*Open Space:* Sunnyside has 4 acres of dedicated open space including one neighborhood park (Sunnyside School Park) and one community garden.

*Commercial:* The neighborhood has an eclectic mix of uses, with two commercial corridors; Belmont and Hawthorne. It also houses multiple institutional uses, including elderly care facilities and a library. The commercial districts of both Hawthorne and Belmont streets are very popular destinations in Southeast Portland. With a strong sense of Portland individuality, these districts house many locally owned coffee shops, markets, and distinctive shops and restaurants.

*Schools:* Sunnyside is home to three elementary schools including Sunnyside Environmental School, Belmont Academy and St. Stephan Elementary. The majority (91 percent) of Sunnyside residents have graduated high school and 46 percent have a bachelors degree or higher.

*Transportation:* The Sunnyside neighborhood is well connected to other areas of Portland by multiple modes of transportation. There are six frequent stop bus lines serving the Sunnyside neighborhood: Route 14 heading east/west along Hawthorne Blvd., Route 15 heading east/west along Belmont Street and Routes 66, 71, 74 & 75 heading north/south along 39<sup>th</sup> Avenue. The Salmon/Taylor St. bike boulevard runs east/west through the center of the neighborhood transecting and connecting to the 34<sup>th</sup>, 41<sup>st</sup> and 45<sup>th</sup> Ave bike streets. Additionally, the commercial corridors of Belmont Street, Hawthorne Boulevard and 39<sup>th</sup> Street serve vehicle traffic, allowing the neighborhood easy access to neighboring areas, including I-84.

*Sunnyside Neighborhood Association (SNA):* The SNA is active in current neighborhood issues and serves as a venue for activism in the community. The SNA currently has committee chairs that engage the community around crime prevention and safety, land use, transportation and sustainability. The sustainability committee has adopted the Transition Towns Handbook as their framework

Figure 2: Sunnyside Single Family Home



Figure 3: Sunnyside Apartment Building



Figure 4: Belmont Street; Sunnyside Commercial Area





and this connects well with the community's interest in energy conservation (Sunnyside Neighborhood Association, 2009).

### **South Tabor Neighborhood**

*Location and demographics:* South Tabor is an outer Southeast Portland neighborhood bordered by Division Street and Powell Boulevard on the north and south, and 52nd Avenue and 82nd Avenue on the west and east. According to the 2000 Census, it has a population of just over 6,000 people living on 511 acres, which equates to an average density of 11 persons per acre. There are more owner occupied homes than rentals, with owners comprising 61 percent of all households. The neighborhood is predominantly white (75.8 percent), with small populations of other races: Asian (12.7 percent), Black (2 percent), Hispanic (5.5 percent), Native American/Alaskan (0.6 percent), Native Islander (0.5 percent), and Other (2.2 percent). The majority of the population is between the ages of 22 and 39 (30 percent) and 40 and 64 (31 percent) (PortlandMaps, 2009).

*Housing:* South Tabor is largely a single-family residential neighborhood with multifamily units along Powell Boulevard and Division Street. Most of the buildings and homes in South Tabor were built in 1940 or later (78 percent) and they include many ranches, cottages and bungalows. The median home price in the neighborhood is \$282,000. (Portland Monthly, April 2008)

*Open Space:* South Tabor is named for its proximity to Mount Tabor, an extinct volcano and one of Portland's more popular parks. The South Tabor neighborhood has 29 acres of dedicated open space which includes one park; Clinton Park.

*Commercial:* All of the neighborhood businesses are located on the streets that form South Tabor's boundaries. Approximately 66 acres are zoned for mixed-use residential, all of which are located on the neighborhood's borders. The commercial areas include a variety of establishments including: restaurants, auto repair shops, specialty food markets, video rental shops, coffee shops and one large super market.

**Figure 5: South Tabor Residential Street**



**Figure 6: South Tabor Commercial Street**





*Schools:* South Tabor is home to four schools including: Atkinson Elementary School, Pioneer Middle School, Kellogg Middle School (recently closed) and Franklin High School. Two colleges are adjacent to the South Tabor neighborhood, including Portland Community College's Southeast Campus and Warner Pacific College. The majority (78 percent) of South Tabor residents have graduated high school and 22 percent have a bachelors degree or higher.

*Transportation:* There are four frequent stop bus lines serving the South Tabor neighborhood: Route 4 heading east/west along Division St., Route 9 heading east/west along Powell Boulevard, Route 71 heading north/south along 52<sup>nd</sup> Avenue and Route 72 heading north/south along 82<sup>nd</sup> Avenue. The Clinton St. bike boulevard runs east/west through the center of the neighborhood, transecting and connecting to the 65<sup>th</sup> and 71<sup>st</sup> Ave bike streets. The South Tabor neighborhood is less than one mile from the I-205 freeway, which provides the neighborhood with easy access to the Airport and other areas of Portland.

*South Tabor Neighborhood Association:* The South Tabor Neighborhood Association exists to benefit those who live and work in the neighborhood. The neighbors involved are making decisions and planning projects with the express purpose of improving life for everyone in the neighborhood. The South Tabor neighborhood has played an active role in issues related to Mt. Tabor Park and the 82<sup>nd</sup> Avenue of the Rose beautification project. The South Tabor community has expressed an interest in sustainability issues. The neighborhood association hopes to expand their role related to sustainability and add a sustainability director to their Board.

### **Woodstock Neighborhood**

*Location and demographics:* Woodstock is a southern Southeast Portland neighborhood. Geographically, the neighborhood is shaped like the letter "P" with the panhandle projecting toward the south. It is bordered by Holgate Street to the north and Duke St and Crystal Springs to the south. Its westerly border is 39<sup>th</sup> Avenue and 60<sup>th</sup>. The eastern boundary follows 60<sup>th</sup> Avenue south to Duke, then west to about 50<sup>th</sup>, south again to Glenwood, and then west again to 45<sup>th</sup>. According to the 2000 census, Woodstock has a population of nearly 8,500 people living on 823 acres of land, which equates to a density of 10 persons per acre. There are more owner occupied homes than rentals, with owners comprising 74 percent of the households. The neighborhood is predominantly white (83.9 percent), with small populations of other races: Asian (6 percent), Black (1.2 percent), Hispanic (3.3 percent), Native American/Alaskan (1 percent), Native Islander (0.1 percent), and Other (1.2 percent). The majority of the population is between the ages of 22 and 39 (31 percent) and 40 and 64 (30 percent). Almost 67 percent of the neighborhood lives in one or two person households (PortlandMaps, 2009).

*Housing:* Woodstock is largely a single-family residential neighborhood with multifamily units along Woodstock Boulevard and portions of 52<sup>nd</sup> Avenue. First platted in 1889, it is one of the city's older neighborhoods. The northern portion of Woodstock contains the majority of the neighborhood's older homes, some built as early as the 1880s. Post World War II housing construction is concentrated in the southern panhandle and the northeast corner of the neighborhood. More recent urban infill housing is scattered throughout the neighborhood, although it is more concentrated in the neighborhood's eastern portions. The median home price in the neighborhood is \$290,000 (Portland Monthly, April 2008).



*Open Space:* The Woodstock neighborhood has 19 acres of dedicated open space, which includes the 13.4 acre Woodstock Park.

*Commercial:* Most all of the neighborhood's civic activities are concentrated in Woodstock's Village Center, located on SE Woodstock Blvd between SE 39th and SE 52nd Avenues. Churches, a library, and a community center are interspersed with large and small commercial establishments that offer a wide range of consumer goods and services.

*Schools:* The Woodstock Neighborhood has three elementary schools within its boundaries. These include: Lewis Elementary School, Woodstock Elementary School, and Our Lady of Sorrow Elementary School. Reed College is a few blocks south of the Woodstock neighborhood and its students provide important patronage for the neighborhood's businesses. The majority (86 percent) of Woodstock residents are high school graduates and 29 percent have a bachelors degree or higher.

*Transportation:* There are five frequent stop bus lines serving the Woodstock neighborhood: Route 10 heading east/west along Harold St., Route 17 heading east/west along Holgate Boulevard, Route 19 heading east/west along Woodstock Boulevard, Route 71 heading north/south along 52nd Ave., Route 74 heading north/south along 39th Ave., and Route 75 heading north/south along 45th Avenue. There are four designated bike lanes located in Woodstock. These include 41st and 45th Avenues running north/south, Woodstock Blvd, and Duke St. running east/west. Additionally, there is a large network of shared bike/car routes in the neighborhood.

*Woodstock Neighborhood Association:* Woodstock has an active neighborhood association that meets monthly. The Woodstock Neighborhood Association (WNA) is dedicated "to improving the quality of life in the area through community service, proactive response to livability issues and working on a sense of togetherness". They host many events including tree plantings, neighborhood cleanups, and seasonal gatherings/celebrations. Woodstock adopted a Neighborhood Plan in 1995 that describes the community's vision of their neighborhood as "a little village within the city". Woodstock has a Green Team that works to expand awareness

Figure 7: Woodstock Avenue



Figure 8: Woodstock Single Family Home





of sustainability issues by planning projects and events designed to catalyze community involvement. They are interested in sustainability and climate change and are considering revising the Woodstock Neighborhood Plan in conjunction with the Portland Comprehensive Planning efforts underway.

### **Portland's 2007 Resident Survey**

The survey was conducted in 2007 by the City Auditor's Office. This is the second year the survey was conducted at the neighborhood level; the first year was in 2005. A total of 64,302 surveys were sent out, and a 33 percent response rate was received. This provided a 1 percent reliability rate at the aggregate city level and a 5 - 8 percent reliability rate at the neighborhood level. The surveys were sent randomly and the data was weighted so that the results would be proportionate. At the city level, the respondents were somewhat older, more educated, female and white than the population of Portland. The same comparison for correct representation was not conducted at the neighborhood level.

C-Change is utilizing the survey results to better understand the three neighborhoods by analyzing and comparing residents' feelings about their neighborhood, across the three pilot areas. The questions we've selected for comparison purposes include the following:

- How safe would you feel walking alone during the day and night?
- How do you rate recycling service on quality?
- How do you rate your neighborhood on housing affordability, housing condition, closeness to parks or open spaces, walking distance to bus/MAX stop, access to shopping and other services?
- How do you rate your streets on traffic speed, safety for pedestrians and bicyclists?
- How do you rate the quality of parks near your home on beauty?
- How do you rate the new commercial and residential development on attractiveness, access to services and shopping and improvement of neighborhood?
- How do you rate the livability of your neighborhood?

The three neighborhoods rated the following features similarly (within 5 percentage points of one another): recycling quality (72-74 percent), their neighborhood's proximity to bus or MAX (93-97 percent), surrounding streets on traffic speed (45-49 percent) and overall neighborhood livability (82-87 percent). The three neighborhoods rated the following features somewhat differently (within 10 percentage points of one another): neighborhood access to parks and open spaces (80-90 percent), street safety for pedestrians (55-62 percent) and bicyclists (47-55 percent), the attractiveness of new residential development (45-53 percent) and safety while walking during the day (88-98 percent). The neighborhoods rated the following features quite differently: (within 30 percentage points of one another): housing affordability (20-47 percent), beauty of parks (68-96 percent), attractiveness of new commercial development (55-77 percent), better access to services and shopping due to new commercial development (40-55 percent), improvement to neighborhood due to new residential development (33-49 percent) and safety while walking at night (47-75 percent).



Table 2 compares those areas that neighborhoods excel and those areas that may need improvement. A neighborhood is considered to excel in an area if 75 percent or more of the participants rate that characteristic as good or very good. A neighborhood is considered to need improvement if 50 percent or less of the residents rate that characteristic as good or very good. A neighborhood is considered adequate if 51 percent to 74 percent of the residents rate that characteristic as good or very good. Table 2 in the appendix, provides exact percentages and rankings for each category for the three neighborhoods.

**Table 2: Pilot Neighborhoods, areas in which they excel and need improvement**

	<b>South Tabor</b>	<b>Sunnyside</b>	<b>Woodstock</b>
<b>Neighborhood Excels:</b>	<ul style="list-style-type: none"> <li>• Closeness to parks and open spaces</li> <li>• Walking distance to public transit</li> <li>• Livability</li> <li>• Safety (day)</li> </ul>	<ul style="list-style-type: none"> <li>• Closeness to parks/ open spaces</li> <li>• Walking distance to public transit</li> <li>• Access to shops and services</li> <li>• Beauty of parks</li> <li>• Livability</li> <li>• Safety (day)</li> <li>• Safety (night)</li> </ul>	<ul style="list-style-type: none"> <li>• Closeness to parks and open spaces</li> <li>• Walking distance to public transit</li> <li>• Access to shops and services</li> <li>• Attractiveness of new commercial development</li> <li>• Livability</li> <li>• Safety (day)</li> </ul>
<b>Neighborhood Needs Improvement</b>	<ul style="list-style-type: none"> <li>• Housing affordability</li> <li>• Traffic speed</li> <li>• Attractiveness of new residential development</li> <li>• Improvement to neighborhood due to new residential development</li> <li>• Safety walking at night</li> </ul>	<ul style="list-style-type: none"> <li>• Housing affordability</li> <li>• Traffic speed</li> <li>• Streets for bicyclists</li> <li>• Better access due to new commercial development</li> <li>• Improvement to neighborhood due to new residential development</li> </ul>	<ul style="list-style-type: none"> <li>• Housing affordability</li> <li>• Traffic speed</li> <li>• Better access due to new commercial development</li> <li>• Improvement to neighborhood due to new residential development</li> </ul>
<b>Neighborhood Provides Adequately</b>	<ul style="list-style-type: none"> <li>• Quality of recycling service</li> <li>• Access to shops and services</li> <li>• Pedestrian safety</li> <li>• Streets for bicyclists</li> <li>• Beauty of parks</li> <li>• Better access due to new commercial development</li> </ul>	<ul style="list-style-type: none"> <li>• Quality of recycling service</li> <li>• Pedestrian safety</li> <li>• Attractiveness of new commercial development</li> </ul>	<ul style="list-style-type: none"> <li>• Quality of recycling service</li> <li>• Pedestrian safety</li> <li>• Streets for bicyclists</li> <li>• Beauty of parks</li> <li>• Attractiveness of new residential development</li> <li>• Safety at night</li> </ul>



## Stakeholders

Stakeholders have been divided into three broad categories: neighborhood level stakeholders, city and regional public organizations, and non-profit organizations. The three categories enable the project team to engage in similar outreach strategies for each type of stakeholder (Table 3).

**Table 3: Project Stakeholders**

Stakeholder Category	Interested Groups/Participants
Neighborhood-level	<ul style="list-style-type: none"><li>• Residents</li><li>• Neighborhood associations</li><li>• Sustainability coordinators</li><li>• Residents interested in sustainability/climate change</li><li>• Area schools</li><li>• After-school programs</li><li>• Other programs in neighborhood (PPR)</li><li>• Local businesses</li><li>• Neighborhood business associations</li></ul>
City and Regional	<ul style="list-style-type: none"><li>• City District Planners: Tom Armstrong</li><li>• Portland Bureau of Planning &amp; Sustainability: Michelle Crim &amp; Mike Armstrong</li><li>• Office of Neighborhood Involvement</li><li>• Portland Bureau of Transportation</li><li>• Multnomah County</li><li>• Metro: Heidi Rahn</li><li>• Oregon Global Warming Commission</li></ul>
Non-profit Organizations	<ul style="list-style-type: none"><li>• Climate Trust</li><li>• Energy Star</li><li>• Cascadia Green Building Council</li><li>• Friends of Trees</li><li>• Community Energy Project, Inc.</li><li>• Portland Energy Conservation, Inc.</li><li>• City Repair</li><li>• Energy Trust</li></ul>



Additionally, in order to interact more closely with the identified stakeholders, C-Change has created two committees to serve in an advisory capacity; a technical advisory committee (TAC) and a community advisory committee (CAC). The TAC will advise the project team on strategies for addressing climate change and allow for continuity with climate action planning at the city and regional level. The CAC will advise the project team on neighborhood sustainability programs, strengths, and future goals for SEUL coalition of neighborhoods (Table 4).

**Table 4: Advisory Committees**

Technical Advisory Committee (TAC)	<ul style="list-style-type: none"> <li>• Ellen Bassett, Portland State University</li> <li>• Vivek Shandas, Portland State University</li> <li>• Tom Armstrong, Bureau of Planning and Sustainability</li> <li>• Heidi Rahn, Metro</li> <li>• Michelle Crim, Bureau of Planning and Sustainability</li> </ul>
Community Advisory Committee (CAC)	<ul style="list-style-type: none"> <li>• Sustainability chairs in Southeast neighborhoods</li> </ul>



### Existing Neighborhood Plans & Programs

The project team has researched successful neighborhood organization efforts and conducted interviews of key neighborhood organization representatives to better inform the process and content of our planning guide. Some important programs identified as models for our planning process include:

*Neighborhood Watch (Portland OR and United States):* Portland's Neighborhood Watch program began in 1978. It is operated out of the Office of Neighborhood Involvement (ONI) and includes staff members that work throughout the city. In order for a Neighborhood Watch program to begin, a motivated resident will recruit others for training. The residents take the lead on the organization of participants and on the design of the program. Some existing goals of Neighborhood Watch that this project hopes to emulate are:

- "To give neighbors a sense of place, belonging and connection to both the physical and mental aspects of their neighborhood"; and
- "To promote positive communication and relationships within a neighborhood. Neighborhood Watch provides an avenue for neighbors to get to know one another and build a sense of community."

(Neighborhood Watch Website)

*Transition Towns (Great Britain and United States):* The Transition Town movement started in the early 2000s in the United Kingdom and very recently began expanding into the United States. The movement addresses the following questions: "How are we going to drastically reduce carbon emissions (in response to climate change), significantly rebuild resilience (in response to peak oil), and greatly strengthen our local economy (in response to economic instability)?" Communities become a "Transition Town" by adopting initiatives that address the questions listed above. Starting with grassroots mobilization, citizens become trained by Transition Town experts and follow a common model to develop initiatives focusing on living locally and becoming less dependent on oil. Boulder County, Colorado, the first US Transition Town, formed a 501c3 non-profit organization to help communities mobilize. Some goals of the organization that can be applied to our project are:

- "To work with communities towards producing their own local Energy Descent Action Plan and re-localization projects;
- To connect communities with each other and to share ideas, experience (successes and failures), best practices, tools and techniques".

(Transition Towns Website)

*City Repair (Portland, OR):* City Repair (CR) is a 501c3 non-profit organization that started in 1996 in Portland, OR. CR works to mobilize and unite communities through "place-making" by creating grassroots movements to improve the physical attributes of a neighborhood. CR organizes several large yearly events but also holds workshops throughout the year to aid in community activism and mobilization. Their model is being emulated throughout the country as well as in Canada. Aspects of their community involvement success can be utilized in our project.



*Climate Smart/ Shanahan Neighbors for Climate Action (City of Boulder, Colorado):* The Shanahan Neighbors for Climate Action (SNCA) is a highly successful grassroots group in southwest Boulder, CO. They formed out of community motivation to meet the following goals:

- "Fostering a strong sense of community, and using this to encourage environmentally sustainable practices.
  - Providing a forum for the exchange of ideas and information related to the environment and human impacts.
  - Creating a program focused on reducing the neighborhood's greenhouse gas emissions, setting a specific target of 22%, the amount necessary to meet the obligations of the Kyoto Protocol and the City of Boulder's ClimateSmart campaign"
- (Shanahan Neighbors Website)

The Climate Smart program is run out of the City of Boulder's Office of Environmental Affairs which provides information, resources and incentives to communities throughout the City.

*Morton Meadows Neighborhood Energy Action Plan, (Omaha, NE):* The Morton Meadows Neighborhood Energy Action Plan was created in June 2008. The plan identifies goals and strategies for the neighborhood to reduce their energy consumption. These are based on community mobilization and utilization of resources. The group that created the plan consists of residents, City staff, staff from the University of NE and staff from the local power district.

*EcoTeams (Portland, OR and Nottinghamshire County, England):* EcoTeams are small groups of neighbors who get together to share ideas about helping the environment. In 1998 the Portland Sustainable Lifestyle Campaign piloted a Portland Eco Team project and found beneficial results. EcoTeams worked with the guidance of a workbook from the Empowerment Institute. EcoTeams in Nottinghamshire are led by a volunteer facilitator who convenes the group. They are provided resources from the organization Global Action Plan.

*Empowerment Institute (New York):* The Empowerment Institute is a consulting and training organization with a focus on individual, workforce, and community empowerment and measurable behavior change at the community and organizational level. The Empowerment Institute developed a Livable Neighborhood Program, which is a neighborhood empowerment tool that helps neighborhoods rebuild their communities and create their neighborhood into the kind of place they'd like it to be. The Livable Neighborhood Program consists of four topic areas that include health and safety, beautification and greening, resource sharing and neighborhood building. Each topic area provides an assessment for the neighborhood to gauge the livability of that aspect of the neighborhood and specific action items to take in response. To carry out these action items, neighbors form teams of 5-8 households and meet seven times over a 4 month period to carry out the actions they choose.

Table 1-A in the appendix summarizes the scale, resources, and focus of the programs listed above. Analyzing these successful models based on scale and available resources will help the project team understand what options might best suit the project.



## Project Team

### **C-Change Consulting**

C-Change consulting is comprised of six graduate students within the Urban and Regional Planning program at Portland State University. Each member brings with them diverse talents, experiences and interests. Additionally, the project team represents a variety of program specializations, including environment, land use, transportation, urban design and real estate development.

#### *Beth Cohen*

Originally from Philadelphia, Beth moved to Portland in 2006 after living in the Midwest for five years. Prior to joining the MURP program in 2007, Beth worked as a field organizer for the Oregon State Public Interest Research Group (OSPIRG). Beth has continued to work on environmental efforts through her current research position with Portland State University's Community Environmental Services. In addition, Beth is a policy associate at Metro, where she has interned for the last two years in public affairs and planning, most recently researching, writing, and providing outreach on regional transportation planning and infrastructure planning and finance. Beth is pursuing a land use specialization through the MURP degree.

#### *Hannah Dondy-Kaplan*

Hannah received her Bachelor of Art degree in cultural anthropology from Wesleyan University. Her work over the past six years has focused on various forms of environmental education and outreach. She has worked in water quality and stewardship programming as well as in waste reduction and sustainability. She currently interns for the City of Portland's Bureau of Environmental Services as an information and outreach specialist for the Johnson Creek watershed group. For the MURP program Hannah is specializing in environmental planning and is concurrently getting the Graduate Certificate in Urban Design. In addition to public outreach skills she will be the group lead on graphics and layout.

#### *Devin Moeller*

Devin is currently working as a project scientist at Premier Environmental Services, Inc. She has over eight years of professional experience in the environmental field and has managed numerous projects throughout Oregon, Washington and California. As a Masters of Urban and Regional Planning student, Devin's studies have focused on land use and real estate development. She has a strong interest in sustainable development, climate policy and alternative energy. Devin's educational background includes a B.S. in Environmental Science and a Graduate Certificate in GIS and Real Estate Development.



#### *Erica Timm*

Erica's educational background includes a Bachelor of Science degree in Environmental Studies and Geography, with a certification in non-profit management. Professionally, she brings to the group experience as an event planner, community liaison and environmental policy researcher. Erica's current focus in graduate school is environment and land use, with an interest in collaborative processes and community engagement. She currently works at the City of Portland's Bureau of Environmental Services in community outreach and program development within the Tabor to the River: Brooklyn Creek Basin program.

#### *Dyami Valentine*

Dyami has several years experience working as a planner for Washington County performing a wide-range of tasks. Dyami initially became interested in urban planning through his interests in sustainable development and energy policy. Within the Masters of Urban and Regional Planning program he is focusing on land use and resilient communities. Receiving his BA from Pacific University, Dyami's educational background is in political science, chemistry and environmental policy. He believes moving towards locally resilient energy, economic, social and environmental policies are a necessary means to maintaining a healthy and viable community.

#### *Mariah VanZerr*

Mariah is a Master of Urban and Regional Planning student specializing in environmental and transportation planning. She has experience working with ICLEI Local Governments for Sustainability developing greenhouse gas inventories, forecasts and local climate action plans for small cities. Mariah's educational background includes a Masters Certificate in Environmental Policy from Bard College and a B.A. in Cultural Anthropology from UCLA. Currently, Mariah is working as a transportation planning intern for CH2M Hill. Her previous work includes teaching energy conservation workshops with the Community Energy Project and working with Metro on their Drive Less Save More Campaign.



## Project Approach

### **Phase I: Problem Definition**

This project has identified two distinct problem statements that feed into each other; a community problem and a specific client problem.

1. Communities in the Portland area are concerned about climate change, but unsure about what they can do to help.
2. SEUL faces challenges in creating and providing a more proactive sustainability program as well as getting their less-organized neighborhood associations involved.

### **Phase II: Initial Research and Data Collection**

This initial research phase will help the project team to set the parameters for the whole project. Specifically, this research will help to define factors involved in climate action planning at a neighborhood level as well as factors that can affect successful neighborhood organization and program development. Having selected the pilot neighborhoods (Woodstock, South Tabor, and Sunnyside), the team will provide initial outreach to these communities. In addition, the project team will present to SEUL's livability committee and Sustainability chair meeting about the project in order to ask interested members of these groups to serve in an advisory capacity and provide feedback. This phase will provide a much clearer idea of what climate action planning at the neighborhood level means and, as a result, have a clearer definition for what sectors of behavior would need to change and how.

*Approximate time allotment:* February 7<sup>th</sup> until February 28<sup>th</sup> (3 weeks)

*Task manager:* Beth Cohen

#### *Objectives:*

- Research what city and sub-city climate action plans to understand what actions and strategies associated with planning for climate change might work best at the neighborhood level.
- Research factors (physical, social, economic) that make certain types of neighborhoods more successful for these strategies.
- Conduct interviews with leaders of community and neighborhood programs.
- Get commitment from the three pilot neighborhoods and gather information about the pilot neighborhoods to better understand their unique challenges and opportunities for climate action planning.
- Engage and confirm members for the technical advisory committee (TAC) and the community advisory committee (CAC).
- Establish an estimation of energy usage for the SE Portland area to figure out where possible changes at the neighborhood level can affect energy usage.



*Questions to guide phase:*

- What does the carbon footprint (i.e. energy usage) of SE Portland as a whole look like?
- What are ways communities can work to change their own carbon footprint?
- Whose behavior do we want to change at the neighborhood level and why?
- Why do certain programs work at the neighborhood level and why?
- What is it about the programs themselves and the neighborhoods that make for successful neighborhood efforts?

*Public Involvement:*

- Interviews with local informants on neighborhood planning and programs.
- Attend Livability Committee Meeting & Sustainability Committee Meetings (February 16<sup>th</sup> and 25<sup>th</sup>, respectively).

*Products/outcomes:*

1. Summary of neighborhood organization and success factors from established research.
2. Summary and comprehensive list of climate action items.
3. Estimation of SE Portland energy use.
4. Summary of success factors and challenges from model plans and programs.
5. Narrative of existing features and character of pilot neighborhoods.
6. Commitment from TAC and CAC to serve in an advisory capacity through the entire process.

**Phase III: Establish Evaluation Criteria/ Community Goals**

This phase involves a variety of outreach tools used to gain a better understanding of what different neighborhoods are interested in undertaking. The project team will attend a monthly neighborhood meeting of the pilot neighborhoods to introduce the project and begin to engage the group. To be involved, neighborhoods as a whole must sign on as partners and select representatives who are interested to be champions of the project. These project champions will agree to attend a focus group session and participate in the April 23<sup>rd</sup> open house. The project team will host one focus group for interested individuals in each neighborhood for residents to provide feedback on what types of actions are feasible at the neighborhood level. The project team will also convene a focus group with the existing sustainability committee in order to achieve the same goals. During the beginning of this phase, the project team will also develop a questionnaire that will be used to assess neighborhood capacity for future climate change planning and to determine what actions will be feasible for neighborhoods.

*Approximate time allotment:* March 10<sup>th</sup> to April 10<sup>th</sup> (one month)

*Task manager:* Dyami Valentine



### *Objectives:*

- Provide initial outreach to pilot neighborhoods and identify champions for each pilot neighborhood.
- Prepare and distribute questionnaire to focus groups and sustainability committee.
- Begin to plan for April 23rd Open House through outreach and promotion strategy.
- Create metrics and indicators for neighborhood success in terms of building capacity and taking action on climate change. (an example of possible metrics to use is in the appendix, Table 1-A).

### *Questions to guide phase:*

- How do the existing sustainability chairs see the issue of climate action planning at the neighborhood scale?
- Are there general community goals across the pilot neighborhoods for action items that address climate change?
- What are reasonable and achievable goals for climate action at the neighborhood level?
- What are metrics and indicators for neighborhoods to measure success?

### *Public involvement:*

- Work with SEUL's Sustainability Committee as a working CAC (week of March 23<sup>rd</sup>).
- Hold three focus groups - made up of willing participants from each pilot neighborhood. Focus groups with pilot neighborhoods (weeks of March 30th-April 10th).
- Develop, test, and distribute online survey (March 10th – March 24th).

### *Products/outcomes:*

1. Metrics and indicators for neighborhoods to gauge their success.
2. Feedback from pilot neighborhood focus groups on climate action planning as a priority within the neighborhood and willingness to take action to address climate change.
3. Feedback from CAC focus group on district climate action goals and carbon reduction programs that have worked in their neighborhoods.
4. Draft list of feasible goals established from pilot neighborhoods.

### Committees

*Outreach:* The function of the outreach committee is to organize and efficiently distribute announcements and materials throughout SEUL, Neighborhood Associations and the press.

- Deliverables:
  - o Materials for neighborhood newsletters.
  - o Announcements to neighborhood list serves.
  - o Outreach to local press.



*Questionnaire/Survey:* The function of the questionnaire/survey committee is to develop two test questionnaires and a survey tool. The two questionnaires will be distributed to 1) the neighborhood focus groups, and 2) the sustainability committee. The questionnaire should be a tool to help initiate a dialogue and engage participants. The committee will evaluate the questionnaire responses for functionality and revise as necessary. A revised questionnaire will be more widely distributed prior to the Open House event.

An additional carbon footprint online survey tool will be developed and distributed widely to neighborhood residents prior to the Open House event. The purpose of this survey is to develop and test a tool for pilot neighborhoods to develop a baseline greenhouse gas inventory for their neighborhoods.

- Deliverables:
  - o Generate sample questionnaire for Neighborhood focus group and Sustainability Committee.
  - o Questionnaire response evaluation matrix.
  - o Revised questionnaire for general distribution.
  - o Develop carbon footprint online survey
  - o Survey response evaluation matrix
  - o Revised survey instrument to include in the final product

*Focus Group:* The function of the focus group committee is to research and develop a template for how to hold a focus group. The purpose of the focus group is two-fold 1) information sharing, and 2) an opportunity to observe and facilitate interactions.

- Deliverables:
  - o Informational summary on the why and how of running a focus group.
  - o A template format for running the focus group.

#### **Phase IV: Identify Alternatives**

During this phase, the project team will synthesize the information and observations collected at the neighborhood and CAC focus groups. In addition, the project team will analyze more closely which if any climate action strategies align with the neighborhood and CAC feedback. Based on these findings, as well as already established research, the project team will begin to form alternatives for community goals and vet that information with the TAC. Finally, the project team will use the information received through the focus groups and interaction with the pilot neighborhoods to develop a communications strategy and schedule for the open house.

*Approximate time allotment:* April 1<sup>st</sup> to 13<sup>th</sup> (2 weeks)

*Task Manager:* Hannah Dondy-Kaplan



*Objectives:*

- Develop alternatives to achieve climate action goals generated by the CAC and the neighborhood focus groups.
- Assess climate action strategies as they relate to pilot neighborhoods.
- Begin process of choosing strategies for pilot neighborhoods.
- Complete the preparation for the April 23<sup>rd</sup> open house.
- Achieve press coverage before the open house to promote it.

*Questions to guide phase:*

- What are the unique challenges and opportunities of climate action planning for each of the pilot neighborhoods?
- How do these characteristics fit with the research and factors we have identified as well with the community goals for climate action planning?
- Do the three pilot neighborhoods and the CAC all understand and prioritize the issue of climate change in the same way?

*Public Involvement:*

- Meet with TAC members for input on focus group feedback and potential alternatives to present at the open house.

*Products/outcomes:*

1. List of alternatives.
2. Plan and schedule for the April 23<sup>rd</sup> open house.

**Phase V: Evaluate Alternatives**

During this phase, the project team will present our alternatives generated in Phase IV to the pilot neighborhoods and the larger southeast community through an April 23<sup>rd</sup> open house. The feedback from the pilot neighborhoods will provide guidance on which alternatives resonate for which neighborhood.

*Approximate time allotment:* April 13<sup>th</sup> to April 30<sup>th</sup> (3 weeks)

*Task Manager:* Mariah VanZerr

*Objectives:*

- Hold open house event for the pilot neighborhoods and the Southeast Uplift coalition of neighborhoods to give their feedback on the whole project and the alternatives for addressing climate change presented.
- Take list of alternatives to the pilot neighborhoods for feedback and vetting.
- Ground truth the information pulled from research, questionnaires, and interviews with community members in neighborhoods.



*Questions to guide phase:*

- What alternatives do the pilot neighborhoods and other southeast neighborhoods respond to most?
- Do the different types of neighborhoods gravitate towards different alternatives?

*Public involvement:*

- Large open house style event for pilot neighborhoods. (April 23<sup>rd</sup>).

*Products/outcomes:*

- Summary of public opinions from the public involvement event (April 23<sup>rd</sup>).
- Feedback on list of alternatives and write up of the feedback results (April 23<sup>rd</sup>-30<sup>th</sup>).

**Phase VI: Determine Best Alternative & Implementation Strategy**

During this phase, the project team will present to the CAC, TAC and the SEUL Board the feedback from the open house, focus groups, and questionnaire and use that to develop recommendations. The project team will meet with the CAC to discuss goals and a strategy for implementation of the planning guide. Moreover, this phase may also include research on neighborhood groups and venues outside of SEUL that can serve as potential and additional implementers of this process and plan. Finally, recommendations will be made on how to include the neighborhood level climate action planning strategies in larger city and regional climate action planning efforts.

*Approximate time allotment:* May 1<sup>st</sup> to May 15<sup>th</sup> (2 weeks)

*Task Manager:* Erica Timm

*Objectives:*

- Take public feedback from open house to the TAC, the CAC, and Tim/SEUL Board
- Refine the list of alternatives into specific recommendations to be included into final product.
- Research implementation strategies and options within SEUL and with external groups.
- Provide SEUL with recommendations for how to implement product.
- Relate our findings to planning work at the city and regional level.

*Questions to guide phase:*

- Do the alternatives resonate with the pilot neighborhoods and other southeast neighborhoods?
- Are these alternatives applicable at the city and regional level?
- What is SEUL's role in implementing this planning guide?
- How can SEUL best use our product to help neighborhoods?
- Can other neighborhood groups serve as project implementers in addition?
- What concerns came up when working with the pilot neighborhoods or SEUL community concerning our alternatives?

*Products/outcomes:*

- Refined list of alternatives for each pilot neighborhood.
- Generalized recommendations for alternatives based on neighborhood characteristics.
- SEUL implementation strategy.
- Recommendations for incorporating neighborhood climate action planning into city and regional planning framework.

*Public Involvement:*

- Meeting with CAC.
- Meeting/ communication with TAC.
- Meeting/presentation to SE Uplift Board.

## **VII. Final Report**

During this phase, the project team will compile our findings into a final report and present our findings to SEUL staff and board, Portland State University, and any other interested city or regional agencies.

*Approximate time allotment:* May 6<sup>th</sup> to June 8<sup>th</sup> (1 month)

*Task Manager:* Devin Moeller

*Objectives:*

- Compile findings into draft report (May 6<sup>th</sup>).
- Revise findings based on feedback (May 6<sup>th</sup> to May 20<sup>th</sup>).
- Present Preliminary findings SEUL and PSU (May 20<sup>th</sup> to 27<sup>th</sup>).
- Compile and design Final Report (May 27<sup>th</sup> to June 8<sup>th</sup>).

*Questions to guide phase:*

- How can findings be presented and organized so that salient points clearly reach the intended audience?
- Is there a meta-analysis that can be derived from working with pilot neighborhoods on the issue of climate change?
- What are the lessons learned from communicating with neighborhoods about climate change?
- Are there additional materials developed that can be refined and given to SEUL as part of the final product?

*Products/outcomes:*

- Draft Report
- Presentations
- Final Report

*Public Involvement:* None



## **Public Involvement Strategy and Tools**

Listed below are some of the outreach tools and events that the project team intends to utilize for this project. The outline below gives an idea of what will be involved in each public outreach tool and when and for what general purpose each tool will be used.

### **I. Informant Interviews**

*Approximate time allotment:* February through mid-March

*Objectives:* Interviewing the below organizations, in addition to research on existing neighborhood plans and programs, will allow the project team to better understand other neighborhood scale efforts ongoing in Portland. In addition, these interviews will establish connections to organizations that do work at the neighborhood scale and allow the project team to promote the planning guide.

- Sunnyside Sustainability Coordinator
- City Repair
- Neighborhood Watch
- Friends of Trees
- Energy Trust
- Community Energy Project, Inc.
- Mayor's office
- PSU Professors
- Others as seen fit

### **II. Livability Committee/ Sustainability Committee/ Pilot Neighborhood NA meetings**

*Approximate time allotment:* February 16<sup>th</sup> to March 10<sup>th</sup>

*Objectives:*

- Inform them of the project and ask them to be pilot neighborhood.
- Ask for volunteers to participate on CAC (sustainability coordinator if they have one).
- Ask for potential champions of the project to sign up to be involved.

*Project team responsibilities*

- Prepare presentation and informational handout about the project.
- Provide contact sheet.

#### *SEUL responsibilities*

- Ask client to put us on agenda.
- Attend meetings if possible and introduce project.

### **III. Focus Groups of neighborhood participants (One for each pilot neighborhood)**

*Approximate time allotment:* March 25<sup>th</sup>-April 10<sup>th</sup>

*Objectives:* The focus groups will allow for inter-neighborhood dialogue and idea sharing around the issue of climate change. The focus groups should help to reveal what participants from a pilot neighborhood know about climate change, what priority level is climate change, and what actions they might be willing to take to address climate change. The project team will use some of the following questions and possibly a short survey distributed online beforehand to get the conversation going if necessary.

- Why is your neighborhood really great?
  - Structure of neighborhood (strengths, capacity)
- What's happening in your community?
- What are your priorities/concerns?
  - How climate action fits in with other neighborhood priorities
- What have you already done?
- What has been successful?
  - How the neighborhood measures success
- What are you willing to do to reduce climate impact?
  - What specific actions people are willing to take (using most common things neighborhoods doing for climate change).
  - Brainstorming additional actions.

#### *Project Team responsibilities:*

- Organize meeting with the identified focus group participants.
  - Find location
  - Do outreach to promote focus group
  - Distribute survey online beforehand
  - Research the mechanics of focus group facilitation
  - Prepare presentation

#### *SEUL responsibility:*

- Provide assistance gathering refreshments and supplies
- Attend the focus groups.



#### IV. CAC/Sustainability Committee Focus Group

*Approximate time allotment:* Week of March 25<sup>th</sup>

*Objectives:* The focus groups will allow for inter-neighborhood dialogue and idea sharing around the issue of climate change. The CAC focus group will allow sustainability leaders throughout southeast talk about shared district goals for climate change and swap stories about what has or has not worked in their own neighborhoods. The project team will use some of the following questions and possibly a short survey distributed online beforehand to get the conversation going if necessary.

- What makes a great neighborhood?
- Does the committee have a list of prioritized objectives?
- What are the objectives of the Sustainability Committee?
- What can SEUL do to help neighborhoods obtain their objectives?
- What can the Sustainability Committee do to further neighborhood climate protection planning?
- How does a neighborhood association or other organization engage the community and foster public involvement?
  - o What works? What doesn't work?
  - o What type of activities can a neighborhood do?
  - o If asked to pick a common narrative/theme for the committee what would it be?
- How does a neighborhood measure success?

#### *Project Team responsibilities:*

- Organize meeting with the identified focus group participants
  - o Find location
  - o Outreach to promote focus group
  - o Distribute survey online beforehand
  - o Research the mechanics of focus group facilitation
  - o Prepare presentation

#### *SEUL responsibility:*

- Provide supplies
- Attend the focus groups

## V. April 23<sup>rd</sup> Open House

*Approximate time allotment:* One day, April 23<sup>rd</sup>

### *Objectives:*

- Vet alternatives generated through the previous steps in the process.
- Inform public of the project.
- Identify potential champions and implementers going forward.
- Bring southeast community together.
- Celebrate sustainability eddorts in southeast Portland neighborhoods.

### *Project Team responsibilities:*

- Organize event
  - o Find loca**ti**on(s).
  - o Outreach and promotion.
  - o Prepare p**re**sentation.
  - o Invite TAC and identified stakeholders.

### *SEUL and/or NA responsibilities:*

- Provide assistance gathering refreshments and supplies.
- Attend and e**n**courage other staff to attend.

### *Project champions resp**on**sibilities:*

- Attend and p**ar**ticipate event in event.
- Promote event to neighbors and friends.



## Communication Framework

*Meetings:* C-Change Consulting has weekly meetings scheduled, in addition to time provided on Mondays and Wednesdays during class. The meetings provide a forum for updating one another on individual and sub-committee progress and discussing broader project issues that require team input and/or decisions. Two members of C-Change Consulting have bi-monthly meetings with Tim O'Neal, client representative of SEUL. The meetings enable the team to update Tim on project progress and request input on topics and issues that require client knowledge and feedback.

*E-mail:* Internal C-Change Consulting communication, outside of team meetings, is primarily done via e-mail. E-mail is typically sent to all team members using the team's Google Group. E-mail communication to the client is performed by one team member in order to minimize confusion. The project team is forwarded or copied on all major e-mail communications.

*Document sharing:* Documents are shared using the project team Google Group page. Document editing by multiple parties will be done through an e-mail chain utilizing track changes.

*Communications with the CAC and TAC:* C-Change has identified one to two group members that are responsible for being the communication liaison between the project team and the CAC. Each member of the TAC has been corresponding with only one C-Change member since the beginning of the process.

*Communications with the pilot neighborhoods:* During the initial outreach to the pilot neighborhoods, C-Change will ask the three pilot neighborhoods to select one member as a liaison to communicate with the project team on behalf of the neighborhood. For the initial outreach phase to the pilot neighborhoods, C-Change worked to develop a one page informational handout describing the planning guide project and the role for the pilot neighborhoods and interested individuals. The project team will continue to use some of this language in future communications with the pilot neighborhoods. A copy of this handout can be found in the appendix.

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MEMORANDUM of UNDERSTANDING  
BETWEEN  
SOUTHEAST UPLIFT AND C-CHANGE CONSULTANTS

February 19, 2009

**I. Purpose**

The purpose of this memorandum of understanding (MOU) between Southeast Uplift (SEUL) and C-Change Consulting (CCC) is to support the development of a plan to facilitate/guide a process for neighborhood-level climate action planning.

**II. Background**

In the United States, efforts to reduce greenhouse gas emissions have primarily been lead by state and local governments due to a lack of federal leadership. The majority of these state and local climate action plans have focused on high-level policy and program based solutions that are implemented by government agencies. However, to reach the IPCC recommended greenhouse gas reduction targets, actions will be needed at every level of society. Currently, very few organized efforts address climate change from the bottom-up, leaving many citizens unsure of how they can work together to affect significant change.

**III. Scope**

This project aims to address this need by working with the Southeast Uplift Neighborhood Coalition (SEUL) to identify appropriate process and content based solutions for neighborhoods that wish to work collectively to combat climate change. The specific questions we propose to address include:

- What carbon reduction actions are uniquely suited to the neighborhood level?
- What resources are needed for neighborhoods to engage in climate action planning?



- Which strategies allow neighborhoods to simultaneously reduce their carbon footprint while also strengthening their social and economic resources?

Through research and public involvement we will identify strategies for different neighborhoods based on community capacity and existing physical characteristics. The final product will serve as a strategic resource for SEUL, as well as a guidebook for neighborhoods wishing to develop a climate action plan.

#### **IV. Understandings, agreements, support and resource needs**

By June 8, 2009, C-Change Consulting will provide SEUL with a final product, which will include the following:

##### **Process:**

- Professional representation of SEUL at all community events
- Bi-monthly client-consultant meetings to ensure we are on track with meeting client goals
- The organization and promotion of public involvement events

##### **Final Report:**

- Summary of neighborhood organization success factors from established research
- Summary of neighborhood climate action items
- Matrix of existing features and characteristics of pilot neighborhoods
- List of feasible neighborhood-level climate planning goals
- Refined list of climate planning alternatives for each pilot neighborhood
- Summary of findings from public outreach events
- Feedback from our Technical Advisory Committee
- Assessment of how SEUL can connect this work to other city and regional planning efforts
- List of recommendations for SEUL
- Implementation Strategy

Over the course of implementing the project SEUL will provide C-Change Consulting with the following items:

**Communication:**

- Bi-monthly client-consultant meetings
- Email communication, as needed
- Open, clear and supportive communication between C-Change and SEUL staff and Board
- Guidance and feedback on process and deliverables

**Community Support:**

- Support of the project within the community
- Advocacy and presence at livability and sustainability committees
- Addition of C-Change Consulting to meeting agendas as needed
- Neighborhood Association contact information and introductions when necessary
- Serve as a liaison between C-Change and pilot neighborhoods, providing support and context for the process

**Resources:**

- Permission to use SEUL printer and office supplies
- Staff assistance, as needed
- Applicable neighborhood data, as available

**Public Involvement Events:**

- Assistance with the promotion of public involvement events, as needed
- Notification when SEUL promotes other events that may pertain to our project
- The use of the SEUL website for promotion purposes as necessary
- Assistance in scheduling event times and locations
- Presence and support at major public involvement events
- Assistance soliciting donated refreshments from local businesses



**V. Contracting period**

This contract will be effective from date of signing through June 8, 2009.

**C-Change Consultants**

**Southeast Uplift**

[Redacted]

Beth Cohen

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Erica Timm

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Dyami Valentine

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Mariah VanZerr

## Appendix

**Table 1-A: Neighborhood Involvement Programs**

Program	Resources	Scale	Connections to Climate Change?
Neighborhood Watch	City; block champions	Block	No
Transition Towns	International organization; championed locally	Small town or neighborhood	Yes; the goals are to reduce carbon emissions
City Repair	Non- profit	Block	No
Climate Smart/ Shanahan Neighbors for Climate Action	City	Neighborhood	Yes; the goals are to reduce carbon emissions
Morton Meadows	Partnership with City, University and Power District; run by neighborhood champions	Neighborhood	Yes; the goals are to reduce carbon emissions
Eco Teams	Non-Profit	Block or neighborhood	Yes; goals are to move towards an environmentally friendly lifestyle
Empowerment Institute	Consulting firm that can be hired by communities and governments	At a variety of scales: businesses, municipal government, and neighborhoods	No

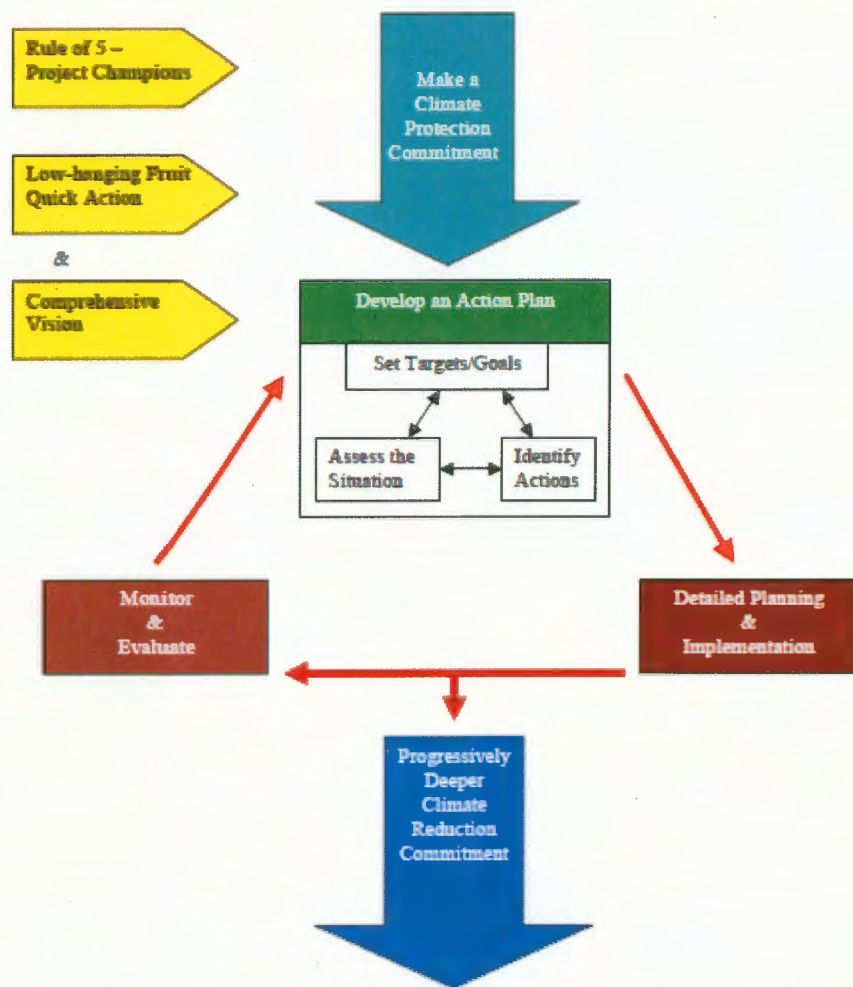


**Table 2-A: Neighborhood Assessment Matrix**

<b>A. Core Activity</b>	<b>Value range</b>	<b>NA score</b>
1. Organization has current officers	(0/1)	
2. Elections held for officers within past two years	(0/1)	
3. Organization regularly sends rep. to coalition body	(0/1)	
4. Produced neighborhood needs report in last two years	(0/1)	
5. Frequency of neighborhood meetings (number held in two years)	(0-48)	
6. Annual operating budget	(0 – 99,000)	
7. Acquisition of city funding	(0/1)	
8. Significant local fundraising	(0/1)	
<b>B. Outreach</b>		
1. Frequency of newsletter (number held in two years)	(0 – 48)	
2. Percentage of households reached with newsletter	(0 – 100)	
3. NA website	(0/1)	
4. Percentage of newsletter and website content contributed by members	(0 – 100)	
5. Scope of special projects during last two years (rating)	(1 – 5)	
6. Special outreach efforts conducted during last two years	(0/1)	
<b>C. Involvement</b>		
1. Average attendance at regular meetings	(0 – 200)	
2. Average attendance at special projects	(0 – 5000)	
3. Average attendance at SUEL meetings and events	(0 – 500)	
4. Number of active block groups or crime watch groups	(0 – 20)	
5. Number of project organizers (volunteers)	(0 – 200)	
6. Presence of a sustainability chair or committee	(0/1)	

Source: Thomson, Ken. *From Neighborhood to Nation*. University Press of New England. 2001

**Figure 1-A: Example of an Iterative Climate Action Planning Model**



<sup>1</sup> Adapted from Green Playbook <http://www.greenplaybook.org/strategic/action/index.htm>



**Figure 2-A: Neighborhood Climate Action Planning for People and Places Timeline**

