

PAALF People's Plan – East Portland Pilot Community Engagement Plan Report

**To inform the planning of community engagement for the
PAALF People's Plan – East Portland Pilot**

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CONTENTS

<i>Part I: Introduction.....</i>	<i>2</i>
<i>Part II: Context.....</i>	<i>3</i>
<i>Part III: Assessment of Best Practices for Community Engagement.....</i>	<i>6</i>
<i>Part IV: Community Engagement Performed by Local Government.....</i>	<i>9</i>
<i>Part V: Identifying a Preferred Approach to Community Engagement.....</i>	<i>11</i>
<i>Part VI: Making Community Engagement Rewarding and Meaningful.....</i>	<i>19</i>
<i>Photo and Image Credits.....</i>	<i>20</i>
<i>References.....</i>	<i>20</i>

Community Engagement Plan Report

Part I: Introduction

Engagement of East Portland's African and African American Community and empowerment of new leadership within it is at the foundation of the East Portland Pilot of the PAALF People's Plan. Success is dependent on effectively identifying the unique challenges of the Black community in East Portland and co-creating action items to catalyze 'rooting' and stabilization in neighborhoods potentially impacted by future public investments like the Powell-Division Transit and Development Project. Empowering the many voices of the community's African and African American residents, businesses owners and workers will be critical in meeting these aims.

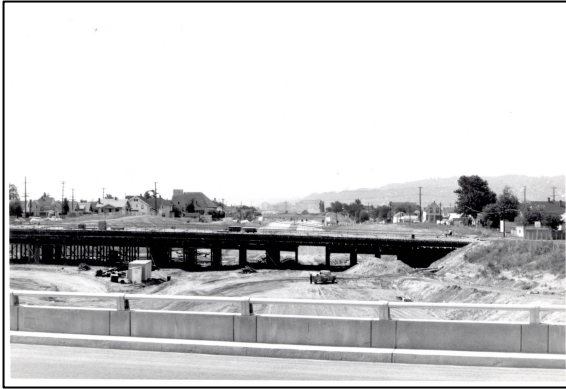
We, the graduate student team from Portland State University's 2015 Master of Urban and Regional Planning cohort who are collaborating with the Portland African American Leadership Forum (PAALF) on this pilot project, affirm that planning approaches that provide process transparency and access to background research and decision making results in plans that are stronger, have deeper meaningful and are more resilient. Plans co-created by a community build local ownership in its assumptions, analyses of existing conditions and rationales for preferred approaches. Transparent planning processes also aid in building trusting, long-term relationships between community partners, public agencies and other stakeholders, while also ensuring that plans have realistic expectations in harnessing community resources to help achieve their goals.

This Community Engagement Plan Report provides a brief context of public engagement in past planning processes in the United States, highlights some community engagement best practices and summarizes recent and ongoing outreach efforts occurring in the region, the City of Portland and within the East Portland pilot area. In addition, this plan assess potential partners with experience in engaging East Portland's Africans and African Americans, and also communicates a general strategy to guide and deliver the East Portland Pilot of the PAALF People's Plan.

Part II: Context

In recent decades, cities in the United States have experienced increasing awareness and demand for effective public engagement. Pre-Civil Rights Era planning practices typically disregarded much public process, particularly when projects impacted low income and ethnic minority populations. The haphazard bisection of urban neighborhoods to accommodate interstate highways in the 1950s and 1960s stand as testament to a seemingly careless and malevolent approach to planning without the best interests of impacted communities considered.

As further discussed in the accompanying background reports for the East Portland Pilot, Portland's African American community was hardly immune to this aggressive approach to planning. Interstate 5 north of downtown carved a wide swath through the heart of Portland's Albina community – an area already 'redlined' by real estate, banking and insurance agents to prevent African Americans from living or purchasing property elsewhere in the city (Shaw, 2012). Similar practices occurred again when over 300 African American-owned homes and businesses were razed to build an expansion of Emanuel Hospital (Parks, 2012).



I-5 under construction in the 1960's - where residences and businesses once stood - looking north towards N Going St. (left) and a grieving Black resident affected by the Emanuel Hospital Urban Renewal Relocation Project, photographed in 1971 (right).

Sherry Arnstein's 'A Ladder of Citizen Participation'

Sherry Arnstein's 1969 article in the Journal of the American Institute of Planners 'A Ladder of Citizen Participation' is one of the renowned early writings on the topic on community engagement on public decision-making. It was published near the end of the Civil Rights Era, at a time when the American public was beginning to collectively question the catastrophic impacts of inner-city freeway construction and urban renewal projects. In her article, Arnstein asserts the following premise:

It is the redistribution of power that enables the have-not citizens, presently excluded from the political and economic processes, to be deliberately included in the future. It is the strategy by which the have-nots join in determining how information is shared, goals and policies are set, tax resources are allocated, programs are operated, and benefits like contracts and patronage are parceled out. In short, it is the means by which they can induce significant social reform that enables them to share in the benefits of the affluent society (Arnstein, 1969).

Put more simply, Arnstein suggests that traditional planning processes too often just 'go through the motions' of *informing* the public to meet minimum requirements rather than *empowering* people to determine outcomes that will have direct and real impacts on them. While some municipal decisions might not warrant an elaborate public process (replacing a sewer line in the roadway for example), Arnstein implies that other decisions demand much more involvement than agencies often prescribe (Ibid.).

Arnstein's diagram (next page) showing eight rungs on the ladder of citizen participation abstracts the public engagement process to illustrate that the level of where people in a community are brought into a planning process directly results in two different outcomes: the community backing the project or being indifferent to it.

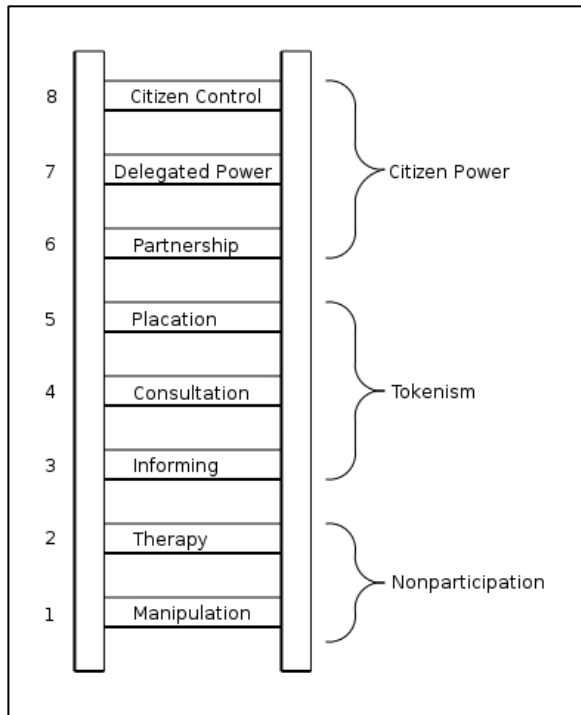


Figure 1: Arnstein's eight rungs on a ladder of citizen participation.

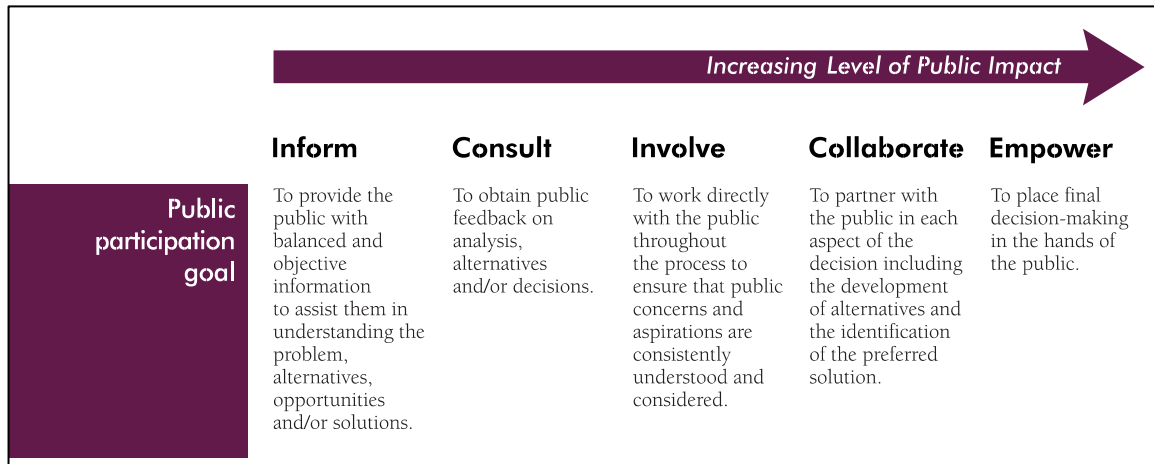
'Non-participation' is at the bottom of Arnstein's ladder. It was *the* result of many early 20th Century planning processes, where outright manipulation by public agencies commonly led to the destruction of inner city neighborhoods and disproportionate displacement of low-income earners and African Americans (Ibid.).

Since the 1960's, 'tokenism' – a term referring to the false appearance of process transparency when actual decisions are being made elsewhere – increasingly became the result from public planning processes. While communities are more engaged in planning decisions at this rung, informing, consulting and placating (i.e. pacifying) is more common approach by jurisdictions to collaborate with community members. Rarely are public interests truly advanced in this form of planning processes (Ibid.). Even in instances where communities are granted real power, their decisions are too often framed so narrowly by an empowering agency that any real impact is negated (Ibid.).

An ideal level of community involvement, according to Arnstein, is at the highest three rungs of the ladder, or 'citizen power' through partnership, delegated power and citizen control. While public agencies and elected officials seemingly strive to attain this upper level of the ladder, their successes are often hindered as a result of legal limitations or the lack of sufficient tools to effectively engage and empower all impacted populations (Ibid.). Still, the responsibility remains solely on public officials to overcome barriers to meaningful public participation in planning processes (Ibid.).

The International Association for Public Participation (IAP2)

The International Association for Public Participation (IAP2) is the foremost organization advocating for community engagement best practices. It's modern version of Arnstein's ladder, the IAP2 Spectrum, simplifies the public participation process to five areas: inform, consult, involve collaborate and empower, with an increasing level of public impact the further a process is to empowerment.



The International Association for Public Participation (IAP2) Spectrum

Contemporary Emphases on Community Engagement

In principle, those who are affected by a public decision should have a right to be involved in the decision-making process. 'Equity' has commonly become a popular catchphrase that embodies this. Doctrines of practice identified by groups like the American Institute of Certified Planners, the American Institute of Architects, the American Society of Landscape Architects and the United States Green Building Council all profess a fundamental commitment to equity in bylaws, as do nearly all municipal comprehensive plans in the United States, state policies and federal guidelines.

Yet, much like the popular term 'sustainability', equity is rarely well defined or consistently applied in a meaningful way. By many practitioners, it is still too often seen as a due diligence mandate addressed through 'mid-ladder tokenism' rather than as the central and guiding principle in public decision-making processes.

Still, the mere pervasive acknowledgement of the importance of equity through community engagement is an important milestone. It provides a defense against naysayers who seek to circumvent transparent public processes for personal gain. Still, to meaningfully cultivate equity, public officials and practitioners alike need to continually advocate for minimizing the many barriers to community engagement in order to better ensure widespread access to decision making and make the top rungs of Arnstein's Ladder common planning practice.

PART III: Assessment of Best Practices for Community Engagement

The success of a community engagement effort is dependent on effectively applying an applicable variety of tools and techniques that best meet a project's budget, scope and audience (Metro, 2013). According to Metro's Public Engagement Guide:

Following the approval of a scope and budget for public engagement, a program- or project-specific public engagement plan will be created. Based on the desired project outcome and identified key audiences, the specific engagement plan will ascertain appropriate tools and techniques to achieve the outcome, describe how follow-up with audiences and participants will occur, and identify success measures for each outreach tool. (Ibid.).

While the East Portland Pilot has a very limited budget when compared with what presumably is dedicated by local agencies for community engagement on longer-term projects, a significant portion of the project budget will go towards public engagement. The scope and audience – African immigrants/refugees and African Americans in East Portland – are well defined. To the best extent possible, we aim to utilize general best practices for public engagement and also hone them to address the individual and common needs of Black populations living and working in a post-war, automobile-oriented area at the fringes of a mid-sized U.S. city.

To achieve this, this guiding document includes a brief review of some fundamental best practices highlighted by agencies like Metro and the City of Portland, and also by Black advocacy organizations and other people's plans advancing the specific needs and interests of Africans and African Americans. Some key tools and techniques include:

Convenient Dates and Times

Acknowledging the range of work personal schedules, particularly of people working multiple jobs, suggests that our graduate student team should not schedule public events only on one day of the week and at only one consistent meeting time. Public events aiming to attract youth should also take into account school calendars and class schedules. If only convening a smaller subgroup of people, identifying key dates and times when all participants can attend can maximize the benefit of the public engagement process.

Convenient, Central and Physically Accessible Locations

The selection of appropriate event spaces could be a significant factor for maximizing attendance at public engagement forums. Spaces should be on a transit line or at the crossing of multiple transit lines. Access to and from transit stops should be direct, intuitive, well maintained and well lit. If possible, event spaces should also be on or near designated bicycling routes and have sufficient bicycle parking, and also be accessible and convenient by automobile travel.

Ideal spaces are centralized, when possible, within the geographic area it aims to attract participants from. If located at the edges of an area, event spaces should at least be recognizable

to people from other portions of the focus area, ideally on major streets and near familiar institutions or businesses like libraries or grocery stores.

Locations should also be accessible to all people with disabilities, as well as to people of all ages, including children and seniors. Spaces should lack physical barriers to physical access them, and also have facilities such as drinking fountains and restrooms that are usable by people of all ability levels.

Wayfinding signage and instructions should be utilized when public event spaces demand the travel of circuitous routes to access them, such as rooms within larger facilities. When possible, the event host should also station at key locations such as at a facility entrance.

Widespread, Advanced Notice of Public Engagement Events

Public events should be promoted at least two weeks in advance and again a day or two before the event itself. While email and social media are valuable and convenient communication tools that should be utilized, communicating using posted flyers at key locations frequented by focus populations (i.e. churches, libraries, community centers, etc.) as well as in person at popular locations (i.e. transit stops, restaurants, grocery stores, etc.) can also be valuable.

Announcements at other community forums like agency open houses and church sermons could also help promote public events. Press releases should be sent to traditional media sources as well as to new media specific and oriented to the focus community.

Graphic Communication Materials

Maintaining awareness that people have different spectrums of comprehending communication materials can aid when preparing presentation boards. Aerial photos and on-the-ground images, should accompany maps. Diagrams should minimize text and shape types. As color blindness is estimated to affect eight percent of males, the attentive design of communication materials could assist in effectively communicating to people with this disorder (Figure 2).

High	Medium	Low
Green and Red	Light Green and Yellow	Blue and Yellow
Green and Brown	Blue and Grey	Yellow and Violet
Blue and Purple	Green and Grey	Dark blue and Black
Green and Blue	Green and Black	

Figure 2: According to wearecolorblind.com, use of 'high' and 'medium' color combinations from this list should be avoided (Understanding Graphics, n.d.).

- *In graphs, place the legend directly in the chart*
- *In graphs and maps, display the type of data for each element... so color isn't the only attribute*
- *Use varied icons or varied shapes in addition to color for status icons*
- *When users are required to select a color, name the color in text as well as showing the color*
- *Never use color alone to indicate anything!*

Figure 3: Five tips to consider when designing for color blindness (Ibid.).

Language Translation and Interpretation

Translating public event promotions and providing language interpreters at meetings can help better engage immigrant and refugee communities residing or working within focus geographies. Understanding what specific languages spoken is key, as is the use of accredited translation and interpretation services. Posting translated promotional materials on social media can also extend outreach to newer ethnic communities often not as fluent in English.

It's also important to meet the needs of community members who are visually or hearing impaired. Utilizing accredited interpreters skilled in sign language while also employing use of note takers documenting discussions on large notepads for all to see can aid the hearing impaired. Use of microphones can assist people with hearing challenges or who are visually impaired.

Childcare and Travel Reimbursements

Providing childcare and travel reimburses addresses the difficulty of some community members to attend due to financial constraints. Collaborating with local Black organizations to identify childcare resources can better ensure that appropriate care is provided. Travel reimbursements could also potentially be provided through partnerships with local transit providers, or through project budget allocations.

Incentives

Incentives can help provide motivation to participate in a public event. Food is a commonly utilized incentive and is also an important cross-cultural symbol of unity and camaraderie. Culturally familiar food from local restaurants can stimulate conversation through recollecting fond memories of sharing past meals while also better integrating local business owners with public events. Raffles with prizes for local products and services can also connect area businesses to the engagement process.

Nominal financial incentives or reimbursements through gift cards acknowledge the value of information provided by community members, as well as their time dedicated to the process. Provisions may be valuable particularly for individuals sought to co-lead portions of a public engagement process over the course of multiple events.

Contextualizing the Public Engagement Process and Making it Meaningful

Aside from the logistical approaches for reducing barriers to public participation, clearly communicating to participants the rationale and purpose of a plan will provide value of the event. Describing how it relates to other projects and what commitments other partners have made will help ground the project and illustrate its viability. Providing information on other ways for event participants to readily access other project information and become involved in other public decision making processes can also help build local capacity while generating interest in new becoming new leaders.

Flexibility of public event facilitators to respond and adjust to the immediate needs of participants is also greatly important. Particularly for first-time participants, an engaging and rewarding public engagement experience can be a strong motivator in their future participation. Successful public

engagement processes give people the perception that they are meaningfully contributing and co-creating decisions, and are not only cogs in a predetermined process.

Part IV: Community Engagement Performed by Local Government

Metro, TriMet, Multnomah County and the City of Portland, all agencies with governing powers in East Portland, have developed and dedicated resources for effective public engagement (the Federal government and the State of Oregon also have public engagement policies in place). On area wide plans (i.e. The City of Portland's Comprehensive Plan or Metro's mode-specific plans) as well as for individual projects, these agencies attempt to address issues of equity through community engagement and develop citizen advisory committees to better ensure that all benefits and burdens of public investments are shared equally amongst constituents. Below is a description of some signature resources created by Portland's local government agencies to improve equity through community engagement.

Metro

Metro, the Portland metropolitan area's regional government is responsible for "regionwide planning and coordination to manage growth, infrastructure and development issues that cross jurisdictional boundaries" and also for "protect[ing] farms and forests from urbanization and to provid[ing] services that are regional in nature." (Metro, n.d.). The agency is most notably involved with the development of regional transportation plans and projects, as well as development and management of parks, open spaces and cultural institutions of regional significance.

According to Metro's website, the agency has a focus on "developing broader outreach, building public trust and harnessing best practices in the field of public engagement, the multi-track public engagement review includes a Public Engagement Review Committee, Public Engagement Network and community summit." (Metro, n.d.). Both groups convene twice a year. The review committee "provides support, guidance and oversight of Metro's public engagement activities at the program and project level." (Ibid.). The network, open to all, collects and shares best practices, tools and case studies for improving public engagement processes (Ibid.).

Metro's *Public Engagement Guide* is a key community engagement resource. It establishes consistent guidelines for regional plans and projects, and also provides a toolkit of resources that the agency can use to communicate and receive input from the public (Metro, 2013). As a convener of local jurisdictions partnering on regional projects, the guide can also serve as a resource to the region's counties and cities when they create their own public engagement resources.

Metro's regional projects and modal planning processes are also increasingly developing their own individual public engagement resources. For example, the Powell-Division Transit and Development Project – a regional transit project partially in East Portland Pilot area – has a project-specific Public Engagement Report and is in the middle of an extensive public engagement process utilizing user surveys, multilingual fact sheets, focus groups and equity-

specific committees and forums (Ibid.). As part of this process, Metro is even collaborating with partner agencies and organizations to create community stability goals, tools and resources that recommend potential policy solutions that have been employed in similar areas elsewhere to minimize impacts caused by new transportation investments (Ibid.).

TriMet

In addition to TriMet's role with the Powell-Division Transit and Development Project and other transit development projects, Portland's primary transit agency often engages the community to assess existing transit facilities and service. For example, the agency must regularly meet a range of Federal requirements for community engagement, such as performing an equity analyses on impacts to low income earners and communities of color whenever it proposes fare changes (TriMet, 2015). It also maintains committees that advise on transit-related issues such as accessible transportation, equity and access, safety education and job access (TriMet, 2015).

TriMet also regularly performs public engagement when creating annual service plans and updating long-term service enhancement plans for its five sub areas (TriMet, 2015), when assessing the success of its Transparency and Accountability Center (recently gained through a 2014 user survey) and when maintaining the agency's Pedestrian Network Analysis Project, which prioritizes investments in sidewalks and crosswalks near transit stops. In addition, TriMet's Public Art Program staff collaborates with an advisory committee, neighborhood organizations and the general public when developing community-inspired public art near new transit stations (TriMet, 2015).

Multnomah County

Multnomah County is most notably responsible to the Portland's public health, justice and family services. It also operates public libraries, including the Midland Branch Library in the East Portland Pilot area.

The County maintains an Office of Citizen Involvement and a 15-person volunteer Citizen Involvement Committee, that "seeks to ensure citizen involvement in county decision-making" and support the County's Budget Advisory Committees "that review and make recommendations on departmental budgets and operations." (Multnomah County, 2015).

Like TriMet, Multnomah County lacks a guiding public engagement plan but performs significant outreach and partnership building to advance important projects and programs. For example, in collaboration with the City of Portland and organization partners, Multnomah County engages local youth through the Youth Engagement Team to better inform city and county initiatives with their voices and perspectives, and also catalyzing key partnerships to build new youth-oriented programs (City of Portland, n.d.).

The County-City of Portland partnership also is evident through the Multnomah County Local Public Safety Coordinating Council, which works with committees and work groups of staff and community members (including a subcommittee on racial and ethnic disparities) to "encourage the active participation of countywide leadership, to foster close collaboration in the development

and operation of public safety operations and policies and to promote coordinated, data-driven public safety operations and policies.” (Multnomah County, 2015).

The City of Portland

The City of Portland boasts the Office of Neighborhood Involvement, whose mission is, “Promoting a culture of civic engagement by connecting and supporting all Portlanders working together and with government to build inclusive, safe and livable neighborhoods and communities.” (City of Portland, 2015).

Since 1974, the Office has been a key link between City bureaus, neighborhood associations, community members and partner organizations. Its programs, funded through a combination of City funds and inter-governmental agreements with other City, County, State and Federal agencies (City of Portland, 2015), promote civic leadership, neighborhood safety and graffiti abatement and other services (City of Portland, 2015). The City also hosts networking and training sessions available for its entire public involvement staff (City of Portland, 2015).

The Office also includes the Public Involvement Best Practices Program, which tracks successful engagement strategies in other cities and seeks ways to incorporate similar solutions in City practices. The program’s website contains an extensive collection of reports, fact sheets toolkits and other resources to best advance effective community engagement.

In addition, the City of Portland continually partners extensively with other local agencies and community organizations. Its plans, policies and projects – including routine updates to its guiding Comprehensive Plan – are always informed by public advisory committees and work groups. Elected officials regularly promote new initiatives to advance public involvement; most notably, the City-led, 2007 Vision PDX Community Engagement Report commissioned former Mayor Tom Potter but developed by the Portland community.

More recently and more specific to the East Portland Pilot, the East Portland Action Plan, a City action in partnership with Multnomah County and Oregon Senator Jeff Merkley, is a model comprehensive action plan that focused on engaging and empowering primary ethnic communities present in East Portland. The ongoing effort is tasked with providing “leadership and guidance to public agencies and other entities on how to strategically address community-identified issues and allocate resources to improve livability for neighborhoods in the East Portland Neighborhood Office (EPNO) coalition area.”

Part V: Identifying a Preferred Approach to Community Engagement

Based on our understanding of effective public engagement and from our observations of public engagement efforts being performed in the Portland region and specifically in East Portland, we – the PAALF People’s Plan: East Portland Pilot graduate student team – have determined a dual approach to initiating the pilot’s community engagement process. We hope this approach will build the needed ongoing community capacity to advance this plan and create a strong, collective and effective voice for the Black community in East Portland.

Advisory Council

The first component of the community engagement approach is to convene an advisory council of seasoned leaders and advocates from throughout the Portland area representing different demographics (i.e. age, gender, income, relationship to East Portland, etc...) within the African and African American community who can provide guidance and mentorship throughout the process. Potential advisory committee partners may come from the following local organizations/agencies/groups that our graduate student team will begin contacting:

African Youth and Community Organization
Albina Community Bank
Black Student Union - David Douglas High School
Brown-Kline & Company
Center for Intercultural Organizing
Centennial Community Association
City of Portland - Office of Equity and Human Rights
City of Portland - Office of Neighborhood Involvement
Coalition of Communities of Color
Division-Midway Alliance
East Portland Action Plan
East Portland Neighborhood Office
Habitat for Humanity Portland/Metro East
Hazelwood Neighborhood Association
I Have a Dream Foundation
Immigrant & Refugee Community Organization - Africa House
Know Your City
Life Restoration Church
Metro - Equity Program
Mill Park Neighborhood Association
Multnomah County - Office of Diversity and Equity
Multnomah Youth Commission
Oregon Health Authority - Office of Equity and Inclusion
Organizing People | Activating Leaders (OPAL)
Portland Community Reinvestment Initiatives Inc.
Portland NAACP
The Promise Ministries
Powellhurst-Gilbert Neighborhood Association
Rose Community Development Corporation
The Rosewood Initiative
SE Works
Self Enhancement Inc.
TriMet, Transit Equity Advisory Committee
The Urban League of Portland
Verde
Victory Outreach Church

Community Leaders

The second component of the community engagement approach is to convene an equally diverse group of East Portland Africans and African Americans who exhibit passion, dedication and keen interest in becoming community leaders. These individuals would co-develop the East Portland Pilot to both inform the broader PAALF People's Plan and catalyze organizational capacity. Mentorship by the Pilot's Advisory Council and access to PAALF resources, including April 2015 leadership trainings by Policy Link, will provide enticements. Financial stipends for community leaders who can attend and co-lead all planned engagement events will be an additional incentive.

Our graduate student team is uncertain about the challenge in securing committed community leaders to help lead the Pilot's community engagement process. Potential advisory committee members could be invaluable resources. Creating 'street teams' that communicate with East Portland's Black community at locations they're likely to congregate (such as churches, grocery stores, community centers and transit stops) and attend other local public events (such as the Equity Work Group meetings for the Powell-Division Transit and Development Project) could also supplement reliance on our community partners. To secure commitments, we'll ask prospective community leaders to agree to and sign a one-page letter of understanding.

Proposed Structure of Community Engagement Events

Our graduate student team has determined that community engagement should occur at five primary events. Three of these events will be forums where designated community leaders from the pilot area will share stories and inform agendas and for two Public Workshops that they will be asked to co-facilitate. The public workshops will occur between the three community leaders forums. We aim for these community workshops to draw significant attendees from East Portland's African and African Americans community. The Advisory Committee, PAALF representatives and other community partners will also be invited to join all five events.

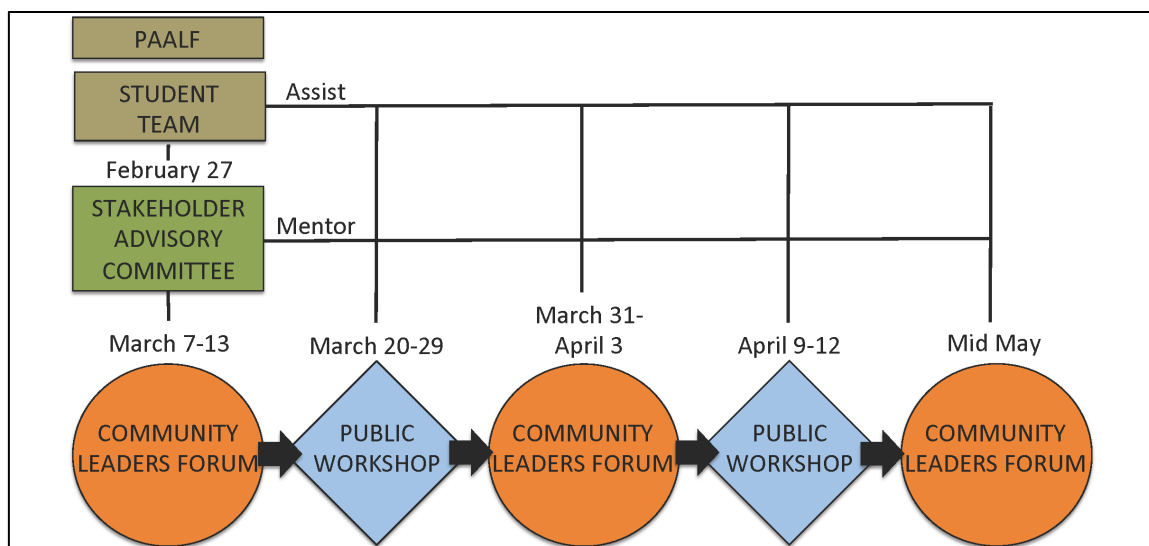


Figure 4: Proposed structure of community engagement events

Goals for Community Engagement Events

The first four community engagement events (Community Leaders Forum #1 and #2, and both Public Workshops) will focus on Phase II of our Work Plan: Connect and Engage. The community engagement goals for Phase II include:

- Goal 1: Strengthen connections within African and African American community
- Goal 2: Raise visibility of Africans and African Americans in East Portland
- Goal 3: Co-identify preferred alternative bundle

The final community engagement event (Community Leaders Forum #3) will focus on Phase III of our Work Plan: Root and Deliver. The community engagement goals for Phase III include:

- Goal 1: Lay the foundation for sustained community action for addressing African and African American issues in East Portland
- Goal 2: Produce a strategic roadmap for placemaking in East Portland that prioritizes the issues, goals and strategies common to Africans and African Americans
- Goal 3: Communicate findings to multiple audiences regarding the outcomes and implications of the pilot project for future advocacy work and the field of urban planning

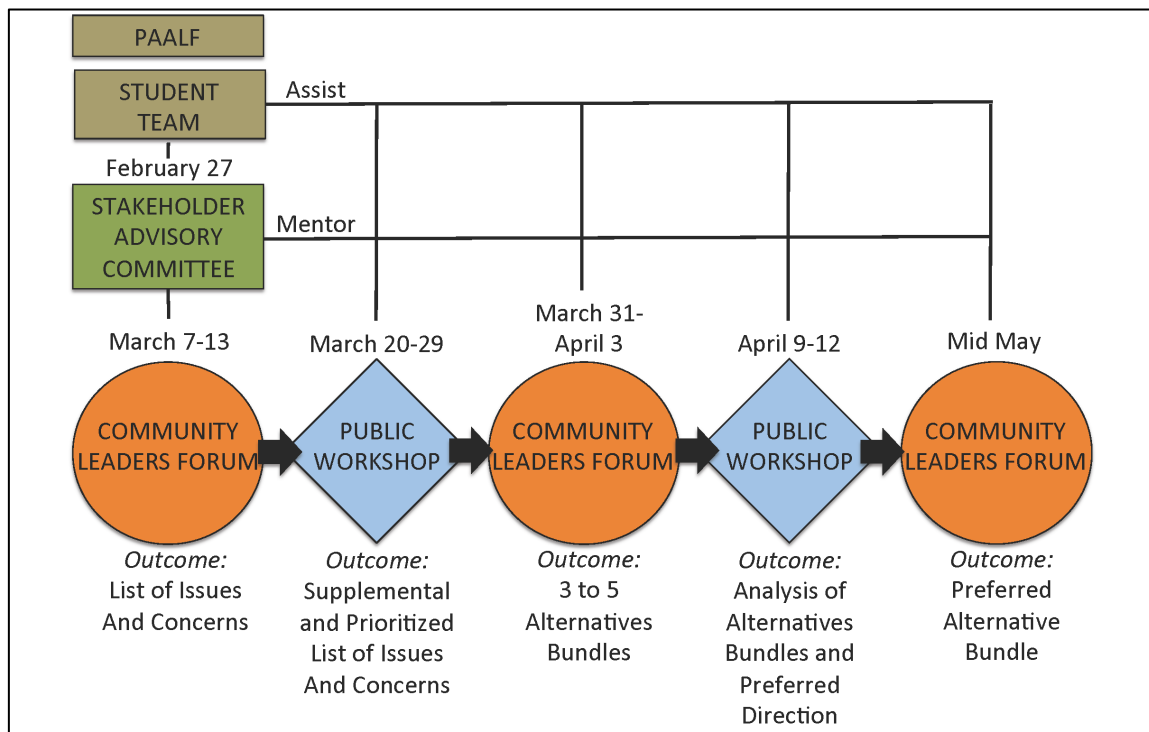


Figure 5: Proposed structure of community engagement events, with desired outcomes

Dates and Times of Community Engagement Events

Community engagement events will occur at the times shown in Figure 5 and below. While our original intent was to select dates and times at different periods of the day and week as prescribed by public engagement best practices, our primary determinants were accommodating typical work

and school schedules and attracting as many people as possible to weekend community workshops. Dates and times were chosen based on availability at the limited number of venues in the Pilot area. Our graduate student team remains flexible on the community leaders adjusting these dates, times, locations and desired outcomes in response to community needs and preferences. The five community engagement events include:

Community Leaders Forum Meeting #1

Monday, March 23rd, 2015 - 5:30pm to 8:00pm

The Rosewood Initiative - 16126 SE Stark St., Portland

Desired outcome: Develop list of issues and concerns

Public Workshop #1

Saturday, March 28th, 2015 - 5:30pm to 8:00pm

The Rosewood Initiative - 16126 SE Stark St., Portland

Desired outcome: Develop supplemental and prioritized list of issues and concerns

Community Leaders Forum Meeting #2

Tentatively March 31-April 3, 2015 - Time TBD

Portland Community College SE Campus, Tabor Hall - 2305 SE 82nd Ave., Portland

Desired outcome: Develop alternatives bundles

Public Workshop #2

Tentatively April 9-April 12, 2015 - Time TBD

The Rosewood Initiative - 16126 SE Stark St., Portland

Desired outcome: Analyze alternatives bundles and developed a preferred direction

Community Leaders Forum Meeting #3

Tentatively May 10, 2015 - Time TBD

Multnomah County Library, Midland Branch - 805 SE 122nd Ave., Portland

Desired outcome: Identify preferred alternatives bundle

Venues of Community Engagement Events

Our graduate student team's ideal event venues are within or adjacent to the Pilot area, allow catered food to be brought in, accommodate our spatial and logistical needs, are already recognized as community space and will not present social or psychological deterrents for potential attendees (for this reason, we've concluded that churches and community policing facilities are not ideal). Access and wayfinding to, from and within the venues is critical. They should also be available at no cost or for only a nominal fee. The venues considered included:

- The Rosewood Initiative
- David Douglas school facilities (not chosen due to costs and schedules challenges)
- Multnomah County Library, Midland Branch
- Portland Community College SE Campus, Tabor Hall

The Rosewood Initiative is a recognized community space. Their venue is managed by a non-profit organization “dedicated to making the Rosewood area a desirable place to live, work and play” (The Rosewood Initiative, n.d.) – a mission congruent with that of the People’s Plan. It’s ability to accommodate a large amount of people is a plus, particularly when uncertainty exists as to how many people our events will attract. It’s also highly visible, located on a bus line and near a Blue Line stop and has good access and parking. In addition, it’s extremely affordable. It’s one major drawback: being located the far northeast edge of the Pilot area.

The David Douglas School District has multiple venues for rent, but all at a comparatively high cost with minimal flexibility. David Douglas High School, while centrally located within the Pilot Area, is a surprisingly large school campus that our graduate student team recently found relatively difficult to maneuver. Plus, the district is transitioning to spring sports at the same time we seek to start our community engagement process, which apparently makes the venue staff somewhat unavailable and unaccommodating.

The Midland Branch of the Multnomah County Library has two great venue spaces. Our graduate student team has a team meeting there and found it to be very comfortable. While at the western edge of the Pilot area, it is in a visible and iconic location and has ample parking, access and accessibility. Unfortunately, the spaces at the Midland Branch book quickly and are only open limited hours.

Portland Community College SE Campus has all desired amenities. Tabor Hall has a quiet and separated room in that can be used for no fee with advanced reservation, as well as a large shared lobby space. Unfortunately, it’s out of the Pilot area but is nearer for people arriving from central Portland.

Promotion of Community Engagement Events

We have developed some basic promotional resources for the East Portland Pilot and intend to develop more as details of community engagement events are finalized. Our graduate student team has permission to freely manage online resources already developed by the PAALF People’s Plan team.



Twitter page for the PAALF People’s Plan: www.twitter.com/PDXPeoplesPlan



Facebook page for the PAALF People's Plan: www.facebook.com/PDXPeoplesPlan/

This plan will frame the policy agenda, projecting the vision for a thriving black community, and advance community-initiated projects that benefit Africans and African Americans living in Portland, Oregon. By viewing the community as the drivers of change, the PAALF People's Plan will serve as a powerful tool for organizing, advocacy, and implementation; empowering the Portland Black community to assert their right to actively shape the city they live in.

SHARE YOUR IDEAS

<p style="text-align: center;">GET INVOLVED</p> <p>The goals of the People's Plan are to bring voices and visions together that see the value and power of a unified strategy to address the collective community challenges of Black peoples in the Portland Metro Region.</p> <p>The People's Plan wants to involve you where you are able. You have a talent, a skill, some history, an idea, a plan yet to be fulfilled, a vision of your community; North, Northeast, or East Portland. We need to know what you see in your mind, in your heart.</p> <p style="text-align: center;">-learn more</p>	<p style="text-align: center;">PORTLAND AFRICAN AMERICAN LEADERSHIP FORUM</p> <p>The Portland African American Leadership Forum (PAALF) is one of the national African American Leadership Forums created out of Minnesota's African American Leadership Forum established in 2007. As organizational stewards of the PDX People's Plan, PAALF will guide the development of the plan and help frame the policy agenda, projecting the vision for a thriving black community, and advance community-initiated projects that benefit Africans and African Americans living in Portland, OR.</p> <p style="text-align: center;">-learn more</p>	<p style="text-align: center;">GOALS & OBJECTIVES</p> <p>This planning process is centered on the needs of this unique constituency, developing strategies and alternatives for facilitating the process of planting new roots.</p> <p>This plan will consider how to prioritize public investments in: Education, Health, Housing, Economic Development, Safety & Security, Arts & Culture and Environmental & Just Sustainability.</p> <p style="text-align: center;">-learn more</p>
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The website for the PAALF People's Plan: www.pdxpeoplesplan.org

In addition, we will be creating multilingual event posters and flyers (tentatively in Somali and English) that will be distributed within the East Portland community and at the PAALF People's Plan official launch on March 19th, press releases for community workshops and blog posts and regular social media updates. While the official email address is info@pdxpeoplesplan.org, we intend to also list a personal name and email address on all of the Pilot's promotional materials.

Use of Graphic Communication Materials at Community Engagement Events

Draft graphic communication materials ideas present the concept of a people's plan and the need for the PAALF People's Plan: East Portland Pilot. They illustrate the changing demographics of Portland and, specifically, the drastic migration in recent decades of the Portland's Black community from North/Northeast to East Portland. We aim to develop and briefly present illustrative storyboards at each community engagement event, and possibly elaborate by developing before and after streetscape photographs from Google Earth of neighborhoods in Portland heavily impacted by gentrification.

In addition to the storyboards, we will have large, laminated maps and aerial photographs for meetings that can be edited by event participants with markers and colored dots. To supplement audio recordings, notes will be continually taken on large note pads during all meetings and will be transcribed for display at future outreach events.

To meet the needs of other participants, we aim to develop storyboards that meet best practices for designing for color blindness, and also use microphones, if needed, to ensure that everyone in attendance can hear all voices.

Language Interpretation for Community Engagement Events

Our graduate student team will also have a Somali language interpreter recommended by partners at Africa House at community workshops, and will also provide one upon advanced request at community leader forums. In addition, we'll also provide interpreters for other languages (including sign language) if needed and if given advanced notice.

Childcare and Travel Reimbursements for Community Engagement Events

Our graduate student team is collaborating with our community partners to identify childcare providers, but will do so at all community engagement events. Availability of childcare will be listed on all of our community events promotional materials. Conveniently, the Rosewood Initiative even has a space specifically dedicated for children.

While we seek to reimburse community engagement event participants for travel to and from our community events, we remain uncertain on how to fairly and effectively do so. While our graduate student team discussed purchasing advanced transit tickets, providing them to users in advance of events pose an obvious logistical challenge. Create an effective system for reimbursing participants for miles they drove by car is also presenting challenges.

Incentives for Attending and Participating in Community Engagement Events

Given the challenges posed by travel reimbursements, we are instead exploring use of other financial incentives that can be more fairly provided at the community engagement events. Providing Fred Meyer gift cards, given their applicability for most people, is our preferred approach. We will also host a raffle for a gift card for a larger amount (possibly donated by a local business) at each of the two community workshops.

Food is also being listed as an incentive on our promotional materials for all community engagement events. While we aim to provide family style meals from African restaurants in East Portland, we have yet to identify any actually within the Pilot area. Potential nearby African restaurants from outside of the Pilot area that we are considering include:

Alle Amin (Somali) - 511 NE 76th Ave., Portland

Bete-Lukas (Ethiopian) - 2504 SE 50th Ave., Portland

Safari Restaurant (Middle Eastern/African) - 7815 SE Powell Blvd, Portland

Part VI: Making Community Engagement Rewarding and Meaningful

Our graduate student team is striving to make the community engagement process for the PAALF People's Plan: East Portland Pilot as rewarding and meaningful to participants as possible. While, as planners, we often find ourselves seeking large quantities of data, we are trying to maintain a steady pace as we head into our community engagement process and reflect on what is most important: catalyzing discussions, building new relationships and harnessing local passions for building community-driven processes that meet the needs of East Portland's Black community.

We aim to achieve this both through co-creation of the Pilot with community leaders, but also by hosting opportunities for individuals to share their personal stories with others in the community. As such, we view the collection of diverse stories as a fundamental part of the planning process and their prominent presentation throughout the Pilot document as critical to its success.

We desperately want this Pilot to create a strong foundation for a Portland-wide People's plan process. Just as important to us is to co-create a document that accurately reflects Africans and African Americans in East Portland and reinforces their connection to their common heritage and the Black community in North/Northeast Portland.

Photo and Image Credits

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