

EXECUTIVE ORDER NO. 5

Effective Date: June 26, 1981

Subject: Public Involvement Plan

PUBLIC INVOLVEMENT PROGRAM

A. General Policy

The Metropolitan Service District (Metro) will inform the residents of the District of the full range of Metro's activities, and seek broad community involvement in the Metro decision-making process.

Metro will establish and maintain procedures to assure the successful implementation of its public involvement program.

B. Objectives

The objectives of Metro's public involvement efforts are to:

1. Communicate Metro's purpose and functions to its various publics;
2. Inform Metro's publics of its current activities, plans and accomplishments;
3. Design and sustain a structure for obtaining public input regarding Metro policies and programs prior to decisions;
4. Provide opportunities and structure for participation by Metro's publics in its decision-making process; and
5. Promote understanding among Metro's publics of its policies and programs.

C. General Requirements

To implement these objectives, Metro will establish a public involvement program, emphasizing public information and public participation. Each proposed Metro activity will be examined to determine its importance and relationship to the interest of Metro's publics.

An activity is defined as any Metro program or project that is initiated at the direction or with the concurrence of the Metro Council or Executive Officer.

Minimum requirements: at the direction of the Executive Officer, a project planning and budget process will be completed for each Metro program and project. The process will include:

1. A statement of project or program objectives;
2. An identification of key tasks, including public participation and selection of publics as well as a timetable for decision points;
3. A plan of activities and materials within budget constraints which will most effectively inform the public, including budget requirements; and
4. Program steps leading to Metro Council or Executive Officer action.

Attachment "A" includes forms to be used in this process. Those items marked with an * denote the minimum requirements/information to be supplied by all Metro projects.

The result of this program planning and budget process will be a staff recommendation to the Executive Officer on public information and participation activities for each Metro project or program.

D. Participation Policy

Metro will actively involve appropriate publics in the preparation and approval of Metro policies and programs which meet its regional responsibilities.

Implementation of this policy will include these activities:

1. Establish policy alternatives committees consisting of professional staff representatives of public agencies, representatives of special interest groups and members of the general public to advise Metro on policy options in major regional issue areas.
2. Utilize standing or ad hoc citizen advisory committees or a hearings officer process to provide advisory recommendations, as directed by Metro Council.
3. Establish specialized standing or ad hoc advisory committees as required by federal or State requirements to assist the Council in its decision-making on key issues.
4. Provide adequate opportunity at appropriate public meetings of the Metro Council and its committees for testimony from Metro's publics.
5. Structure additional opportunities in the Metro decision-making process for participation by Metro's publics, such as informal public meetings, issue workshops or forums, speakers' bureau engagements, Councilor/Executive Officer meetings with special interest groups and individual citizens, constituent questionnaires, and professional public opinion surveys.

Metro staff will recommend a plan for public participation tailored to each Metro project or program, based on the following analysis:

1. Identify affected publics. In some cases, affected publics may be limited to one or two specific groups among Metro's publics, such as local government officials. In others, it may include multiple publics.
2. Identify potential issue areas.
3. Establish points of public contact anticipated during a project or program.
4. Establish decision-making points for Metro project/program managers, Executive Officer, Council.
5. Review options for public participation. Make choices related to individual needs of project or program.
6. Identify major information efforts.

Metro Public Involvement staff as well as Project Managers will maintain documentation on all contacts and involvement activities.

E. Information Policy

Metro will inform the general public about Metro policies, programs and projects.

Implementation of this policy will include these activities to be carried out by Metro staff:

1. Prepare and maintain the following basic materials and resources which will educate the public concerning Metro:
 - a. Metro authority and responsibility as defined by the Legislature; Metro functions as developed by Metro Council.
 - b. Metro Elected Officials: Biographies of Councilors and Executive Officer, description of Council district boundaries, Committee structure and function, regular meeting times and places, opportunities for public participation at regular full Council and Committee meetings.
 - c. Metro Staff: Departmental structure, staff organization chart, names and description of staff who are assigned public contact responsibilities.
 - d. A Metro information center for public access to Metro reports, background papers and public information materials.
 - e. Metro public information materials that concisely and clearly explain Metro's projects and programs.

- f. A speakers' bureau to include Council members, the Executive Officer and key staff members, available to speak to community, civic, neighborhood and school groups about Metro programs and projects on a regular and continuing basis.
 - g. An annual report summarizing progress of Metro programs and projects.
 - h. A newsletter which will provide Metro publics with an update of Metro activities.
 - i. A general mailing list of interested groups and individuals who desire to receive Metro public information materials. Mailing lists of Metro publics and citizens concerned with individual Metro projects or programs will also be developed.
2. Recommend a public information plan tailored to each Metro project or program. This assessment will include selection of public information materials that will most effectively communicate to the appropriate publics. Options for consideration should include agency report summaries, fact sheets, speeches, newsletters, brochures, audio-visual materials, press-oriented materials, exhibits. All decisions will also take into consideration staff and budgetary constraints.
 3. Regularly publish in media outlets agendas for public meetings of Metro Council and Council Committees.
 4. Maintain a Metro employee information program to assure awareness of all staff about Metro activities.

F. Metro Publics

A public involvement program for Metro will take into consideration the broad range of Metro's diverse publics. The relationship of all Metro publics will be assessed in designing a public involvement plan for each Metro project or program.

Metro's publics include:

1. General public
2. Local/regional government
 - a. County and city elected officials, administrators, technical staff in Metro district
 - b. Port of Portland
 - c. Tri-Met
 - d. Special districts
 - e. Clark County/City of Vancouver
 - f. Other regional governments

3. State governments
 - a. Governor's Office/Executive Department
 - b. Oregon State agencies (LCDC, DEQ, ODOT, Housing Division and other related)
 - c. Oregon State Legislature
 - d. State of Washington agencies (WDOT and other related)
4. Federal government
 - a. Federal agencies (HUD, EPA, DOT, Corps of Engineers, FAA, UMTA, FHWA and other related)
 - b. U.S. Congress (national and field offices of Oregon Congressional Delegation, key committee chairpersons and members)
5. Special interest groups
 - a. Business community (corporation executives, Chambers of Commerce, Rotary, AOI and other trade associations)
 - b. Trade unions (Labor Council, Teamsters Joint Council and others)
 - c. Environmental organizations (OEC, 1000 Friends)
 - d. Zoo (Friends of the Zoo, Zoo-related groups)
 - e. Land development and housing community (Home Builders Association of Metropolitan Portland, banks, savings and loan organizations, industrial real estate brokers, contractors and builders)
 - f. Solid waste community (collection industry, landfill operators, recycling industry)
 - g. Air quality community (environmental associations, health organizations, oil-related industries)
 - h. Transportation community (transportation-related business and vocational groups)
 - i. Water resources community (utilities, recreation groups)
6. Community organizations
 - a. Regional government supporters (Metropolitan Citizens League)
 - b. League of Women Voters/American Association of University Women
 - c. Service clubs and organizations (Kiwans, Lions, Optimists)
 - d. City Club of Portland
 - e. Neighborhood Associations, Community Planning Organizations
7. Educational sources
 - a. Local universities (instructors, curriculum, interns, joint programs)
 - b. Public/private primary and secondary schools (pilot programs, ESDs)

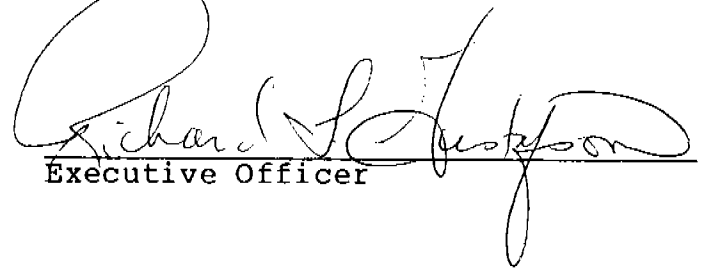
8. Media

- a. Newspapers (dailies and weeklies)
- b. Magazines and trade publications
- c. Television/radio

9. Internal

- a. Metro Council
- b. Executive Officer
- c. Staff
- d. Advisory Committees/Task Forces

ORDERED by the Executive Officer this 26th day
of June, 1981.


Executive Officer

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