

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING METRO) ORDINANCE NO. 12-1275A
CODE SECTION 2.12 REGARDING THE)
OFFICE OF CITIZEN INVOLVEMENT AND) Introduced by Metro Councilor Kathryn
METRO CODE SECTION 2.19.100 TO) Harrington
DISSOLVE THE METRO COMMITTEE FOR)
CITIZEN INVOLVEMENT (MCCI) AND)
ESTABLISH THE METRO PUBLIC)
ENGAGEMENT REVIEW COMMITTEE (PERC))

WHEREAS, Metro is committed to obtaining meaningful input from residents of the Portland metropolitan region on Metro’s policies and programs, as described in the Metro Principles of Citizen Involvement set forth in Resolution 97-2433, adopted by the Metro Council on January 23, 1997 (the “Principles of Citizen Involvement”); and

WHEREAS, Chapter V, Section 27 of the Metro Charter establishes the Metro Office of Citizen Involvement and requires the Metro Council to establish a “citizens’ committee” in this office to aid communication between residents and the Council; and

WHEREAS, the Metro Office of Citizen Involvement is housed in the Metro Communications Department, which department is charged with, among other things, promoting communication between Metro and residents of the region; and

WHEREAS, as part of Metro’s citizen involvement program, a standing “citizens’ committee” in the Office of Citizen Involvement was established by ordinance and has been known as the Metro Committee for Citizen Involvement (“MCCI”); and

WHEREAS, given the rapidly evolving nature of communications technology and public engagement practices based on these technologies, the Metro Council desires to improve the effectiveness of its approach toward engaging residents in its planning, programs, and policy development activities;

WHEREAS, the current configuration and membership of the MCCI uses significant staff and budget resources and is not as effective as it could be in enabling Metro to take advantage of changes in best practices for public engagement; and


WHEREAS, the Metro Council finds that by replacing the MCCI with a new Public Engagement Review Committee (“PERC”) consisting of members of the public, representatives of community organizations, and public involvement staff, the Office of Citizen Involvement will be better able to recommend state of the art engagement strategies for connecting Metro with its communities and residents; and

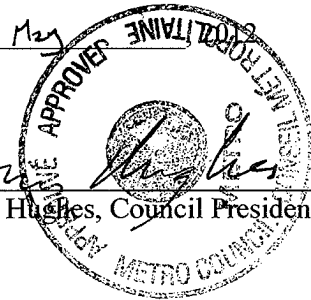
WHEREAS, Metro’s public involvement process as modified by this Ordinance must comply with the Metro Charter and federal planning regulations for Metro to receive federal transportation funds; and the Metro Council finds that the changes set forth herein to Metro’s public participation processes are in compliance with the Metro Charter and with federal requirements in Title 23 Code of Federal Regulations, Parts 450 and 500, and Title 49 Code of Federal Regulations, Part 613; now therefore,

THE METRO COUNCIL HEREBY ORDAINS AS FOLLOWS:


1. Metro Code Chapter 2.12 regarding the Office of Citizen Involvement is amended to include an additional Chapter 2.12.020, as set forth in the redlined version of Metro Code Chapter 2.12, attached hereto as Exhibit A and incorporated herein.
2. The public engagement report prepared by the Office of Citizen Involvement and described in the revised Metro Code Chapter 2.12.020 shall replace the Public Involvement Planning Guide formerly created and updated by MCCI. Though the Public Involvement Planning Guide included the Principles of Citizen Involvement in its preface, neither the new public engagement report nor any other aspect of this Ordinance shall modify or replace the Principles of Citizen Involvement, which remain in full force and effect.
3. Metro Code Chapter 2.19.020(f) is repealed and replaced with the terms set forth in the redlined version of Metro Code Chapter 2.19.020(f), attached hereto as Exhibit B and incorporated herein.
4. Metro Code Chapter 2.19.070 "Status of All Advisory Committees" is amended as set forth in the redlined version of Metro Code Chapter 2.19.070(a), attached hereto as Exhibit C and incorporated herein.
5. Metro Code Chapter 2.19.100 is repealed in its entirety and replaced with the terms set forth in the redlined version of Metro Code Chapter 2.19.100, attached hereto as Exhibit D and incorporated herein.

ADOPTED by the Metro Council this 24 day of May


Tom Hughes, Council President



Attest:


Kelsey Newell, Recorder
Josh Springer

Approved as to Form:

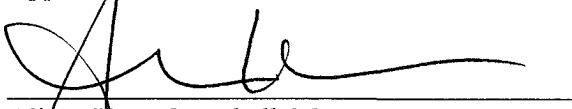

Alison Kean Campbell, Metro Attorney

Exhibit A to Ordinance No. 12-1275A

CHAPTER 2.12
OFFICE OF CITIZEN INVOLVEMENT
2.12.020 Public Engagement Report

The Office of Citizen Involvement shall prepare an annual public engagement report evaluating Metro's citizen involvement program and the prior year's public engagement practices, measuring outcomes, and providing recommendations for the upcoming year. The report shall be presented to the Public Engagement Review Committee (PERC) for review, comment and direction, and shall thereafter be presented to the Metro Council in order to share best practices and upcoming plans for public engagement.

Exhibit B to Ordinance No. 12-1275A

CHAPTER 2.19
METRO ADVISORY COMMITTEES
2.19.020 Definitions

- ~~(f) “MCCI” means Metro Committee for Citizen Involvement.~~
- (f) “PERC” means the Public Engagement Review Committee.

Exhibit C to Ordinance No. 12-1275A

CHAPTER 2.19
METRO ADVISORY COMMITTEES
2.19.070 Status of All Advisory Committees

(a) MPAC, JPACT, and ~~MCCI~~ PERC are Advisory Committees that have permanent and continuing existence. They shall report directly to the Council and the Council President. MPAC and ~~MCCI~~ PERC were created by the Metro Charter. JPACT was created pursuant to federal law and Executive Order of the Governor of Oregon. The Metro Council shall provide for these committees in the annual budget. The Chief Operating Officer shall provide reasonable staff support for these three (3) committees from any legally available and budgeted resources.

Exhibit D to Ordinance No. 12-1275A

CHAPTER 2.19
METRO ADVISORY COMMITTEES
2.19.100 Public Engagement Review Committee (PERC)

~~2.19.100 Metro Committee for Citizen Involvement (MCCI)~~

~~_____ (a) Purpose. The purpose of the MCCI is to advise the Metro Council on the development and maintenance of programs and procedures to aid communication between citizens and the Metro Council. MCCI will advise the Office of Citizen Involvement (OCI) and Metro Council and perform the duties assigned to it by the Metro Charter and to perform other related duties that the Metro Council may prescribe.~~

~~_____ (b) Membership. The MCCI consists of twenty (20) members as follows:~~

~~_____ (1) Two (2) representatives from each of the six (6) Metro Council Districts and two _____ (2) at large representatives from the region (for a total of 14).~~

~~_____ (2) One (1) representative from each of the areas outside of the Metro boundaries of _____ Clackamas, Multnomah, and Washington Counties (for a total of 3).~~

~~_____ (3) One (1) representative from each of Clackamas County's Committee for Citizen _____ Involvement (CCI), Multnomah County Citizen Involvement Committee (CIC), _____ and Washington County Committee for Citizen Involvement (CCI) (for a total of _____ 3).~~

~~_____ (c) Terms. Notwithstanding the provisions of Section 2.19.030(c), MCCI members may be appointed to fill up to three (3) consecutive two (2) year terms.~~

~~_____ (d) Current Membership. Current MCCI members may complete their current term. At the completion of their current term, the member may reapply for any open seats in the district or area they represent, unless the current member has reached the term limit for service on the committee.~~

2.19.100 Public Engagement Review Committee (PERC)

(a) Purpose. The purpose of the PERC is to advise the Metro Council on the development and maintenance of programs and procedures to aid communication between the public and the Metro Council. PERC will advise the Office of Citizen Involvement (OCI) and the Metro Council, and perform the duties assigned to it by the Metro Charter and other related duties that the Metro Council may prescribe.

(b) Membership. The PERC consists of [at least](#) nine (9) members as follows:

(1) [At least](#) ~~three~~ (3) at large representatives from the region.

(2) Three (3) representatives appointed from nominees of community associations, cooperatives, or other nonprofit groups

Exhibit D to Ordinance No. 12-1275A

in the region. Notwithstanding Chapter 2.19.030(c)(3)(B), representatives appointed from these groups shall be subject to the limitations on terms provided in Chapter 2.19.030(c)(2).

- (3) One (1) representative who is a county employee from each of Clackamas, Multnomah, and Washington Counties (for a total of 3). Each county will nominate an employee whose duties with the county are in a public engagement capacity. A county may alternatively nominate an employee of a local government entity (such as a city or special district) within such county whose duties with such entity are in a public engagement capacity, with the consent of the entity's administrator.

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ADOPTED by the Metro Council this _____ day of _____, 2012.

Tom Hughes, Council President

Attest:

Approved as to Form:

Kelsey Newell, Recorder

Alison Kean Campbell, Metro Attorney

Exhibit A to Ordinance No. 12-[insert number]

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OFFICE OF CITIZEN INVOLVEMENT
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Exhibit B to Ordinance No. 12-[insert number]

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Exhibit C to Ordinance No. 12-[insert number]

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Exhibit D to Ordinance No. 12-[insert number]

CHAPTER 2.19
METRO ADVISORY COMMITTEES
2.19.100 Public Engagement Review Committee (PERC)

~~2.19.100 Metro Committee for Citizen Involvement (MCCI)~~

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STAFF REPORT

IN CONSIDERATION OF ORDINANCE **NO.12-1275**, FOR THE PURPOSE OF AMENDING METRO CODE SECTION 2.12 REGARDING THE OFFICE OF CITIZEN INVOLVEMENT AND METRO CODE SECTION 2.19.100 TO DISSOLVE THE METRO COMMITTEE FOR CITIZEN INVOLVEMENT (MCCI) AND ESTABLISH THE METRO PUBLIC ENGAGEMENT REVIEW COMMITTEE (PERC).

Date: May 7, 2012

Prepared by: Patty Unfred x1685

BACKGROUND

Metro's Office of Citizen Involvement has developed a new public engagement review process designed to ensure that Metro's public involvement is effective, reaches diverse audiences and harnesses emerging best practices. The Metro Committee for Citizen Involvement (MCCI) was established in 1991 by the Metro charter and was most recently conceived of as a 20 member committee charged with oversight of the agency's public involvement efforts. The MCCI was suspended in 2010 due to declining participation that limited its effectiveness and ability to represent the region.

Since that time, Metro staff has engaged community stakeholders and local public involvement peers to create a new multi-track public engagement review process that includes a semi-annual meeting of professional public involvement peers, an annual stakeholder summit and the establishment of a new standing public committee, the Public Engagement Review Committee (PERC). An annual public survey and subsequent annual report will be used to evaluate Metro's public involvement efforts.

It is important to note that the new process involves public and peer review of and input into Metro's public involvement plans. It does NOT cover or address – or replace - the numerous public involvement activities and engagement efforts conducted by Metro staff throughout the year. All Metro public engagement activity is guided by the principles of citizen involvement adopted by the Metro Council in 1997. The new process is designed to be more effective, increase best practices sharing and development among jurisdictions throughout the region, and more successfully engage communities with Metro's initiatives, helping to prioritize projects for public outreach.

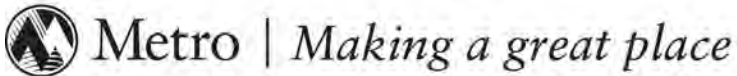
ANALYSIS/INFORMATION

1. **Known Opposition** None
2. **Legal Antecedents**
3. **Anticipated Effects** The new process is designed to be more effective, increase best practices sharing and development among jurisdictions throughout the region, and more successfully engage communities with Metro's initiatives, helping to prioritize projects for public outreach.

4. **Budget Impacts** No budget impacts. Program needs are addressed through a shifting of existing staff resources and accessing Communications M&S included in the COO proposed budget for FY 2012-13.

RECOMMENDED ACTION

Staff recommends adoption of Ordinance 12-1275.



Metro Public Engagement Review

Draft – May 8, 2012

Introduction and overview

In response to evolving communications and public engagement practices, Metro staff has developed a multi-track public engagement review process. Public engagement review engages the public, community organizations, and local government public involvement staff to actively monitor and contribute to Metro's public engagement efforts. Efficient public engagement at the project and program level requires review at the agency level. The new process is in addition to the public involvement outreach done regularly at the project and program levels. All Metro public engagement activity is guided by the principles of citizen involvement adopted by the Metro Council in 1997.

Mission

Active public engagement is essential to Metro's role as regional convener and makes Metro a more responsive and collaborative agency. Metro believes that good government requires the collaboration of elected officials, staff and representation of diverse residents of the region. Continual cooperation among these parties results in rich and sustainable policy decisions. Therefore, Metro is committed to fostering a robust public engagement environment.

Metro's public engagement review process provides:

1. Constructive feedback on Metro's public engagement practices.
2. More focused and effective public engagement activity.
3. Access to local expert knowledge and best practices.

Purpose

The public engagement review process guides Metro staff in the development and implementation of successful public engagement outreach with residents of the region.

Objectives and outcomes

Build public trust: through transparent and open policy development and planning processes. Respect and consider all community input.

Build sustainable decisions: by convening diverse regional stakeholders and residents in order to identify and realize mutual interests and beneficial outcomes.

Promote equity: by recognizing the rich diversity of the region and ensuring that benefits and burdens of growth and change are distributed equitably.

Understand local aspirations: by engaging local experts and community members in order to access local knowledge and aspirations.

Achieve efficiency: by organizing public engagement activities to make the best use of public participants' time, effort, and interests.

Improve best practices: by coordinating with other public involvement experts and community members.

Broaden outreach: by engaging populations that have been historically underrepresented in regional policy discussions and decisions, such as older people, young adults, the disabled, communities of color, and people of lower income.

Tools and tactics

Metro will convene a standing Public Engagement Review Committee, a stakeholder summit, and Public Engagement Peer Group to monitor Metro's public engagement efforts. The public engagement review process will also include an annual Opt In public engagement review survey and the production of an annual public engagement report. Tools and tactics are outlined below.

Public Engagement Review Committee (PERC)

Chapter V, Section 27 of the Metro Charter requires that a standing "citizens' committee" be established and maintained by the Metro Office of Citizen Involvement. The Public Engagement Review Committee (PERC) meets this requirement. The PERC will convene twice each year, in May or June and again in November.

Duties of the PERC include:

- Assist in developing the stakeholder summit agenda
- Assist with outreach to stakeholder summit participants
- Assist in facilitating the stakeholder summit
- Review the annual public engagement report
- Provide input on content of the annual Opt In public engagement review survey

The Committee will be made up of public involvement staff persons from Clackamas, Multnomah, and Washington county governments; staff persons from community organizations; and at-large community members as follows:

Clackamas County.....	1
Multnomah County.....	1
Washington County.....	1
Community Organizations.....	3
At-large Community Member.....	3

9 total members

Members of the PERC will be appointed as follows:

- Representatives (and alternates if desired) of the counties shall be appointed by the presiding executive of their jurisdiction/agency. Alternatively, a county may nominate an employee of a city or special district within the county, with the consent of the jurisdiction's administrator.
- Community member and community organization representatives and their alternates will be nominated through a public application process, confirmed by the Metro Council, and appointed by the Metro Council President.

Criteria for the selection of community member and community organization representatives include:

- **Community Service:** Demonstrated commitment to community involvement.
- **Experience:** Demonstrated skills, knowledge or experience valuable to support Metro's public engagement principles.
- **Diversity:** Collectively representative of the geographic and demographic diversity of the region.

Stakeholder Summit

Metro will convene an annual summit of community stakeholders representing diverse aspects of the region, members of Metro citizen advisory committees and oversight committees on ongoing projects. Meetings will be advertised and open to the general public.

The function of the stakeholder summit is to:

- Evaluate Metro public engagement practices from the previous year
- Share local community information
- Give advice on priorities and engagement strategies for upcoming Metro policy initiatives

Public Engagement Peer Group

Metro will convene two meetings annually of public engagement staff and professionals from across the Portland metropolitan region.

The function of the public engagement peer group is to:

- Share and learn about best practices and new tools, including international, national and local examples and case studies
- Share information, upcoming policy discussions and events in order to facilitate collaboration and leverage individual jurisdiction outreach efforts
- Provide input on public engagement process for individual projects
- Document best practices for public engagement
- Review and update public engagement principles and planning guide

Public engagement review annual schedule

Winter

Public engagement peer group meeting #1

Spring

Public Engagement Review Committee meeting #1

- Assist with pre-planning stakeholder summit

Public engagement peer group meeting #2

- Assist with pre-planning stakeholder summit

Early fall

Stakeholder summit

Annual Opt In public engagement review survey

Late fall

Annual public engagement report released

Public engagement review committee meeting #2

- Review annual public engagement report

Measurement and evaluation

The success of Metro's public engagement program is defined by consistently effective and efficient communication between Metro and the public. Metro staff will use the following tools to evaluate the success of Metro's public engagement processes:

- An annual Opt In public engagement review survey will measure public perception of Metro's public engagement processes
- Stakeholder summit and public engagement peer group participant interviews, questionnaires, and/or collected comments
- The public engagement report will summarize project evaluations, including:
 - Objectives
 - Context
 - Levels of involvement
 - Methods and techniques used
 - Who was involved (and who was not involved)
 - Inputs (costs)
 - Outputs (products and activities)
 - Outcomes (benefits/impacts)