

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF CONFIRMING) RESOLUTION NO. 12-4392
APPOINTMENTS TO THE METRO PUBLIC)
ENGAGEMENT REVIEW COMMITTEE (PERC)) Introduced by

WHEREAS, in furtherance of Metro’s Principles of Citizen Involvement, set forth in Resolution No. 97-2433, adopted January 23, 1997, the Metro Council established an Advisory Committee known as the Public Engagement Review Committee (PERC), to advise the Metro Council on the development and maintenance of programs and procedures to aid communication between the public and the Metro Council; and

WHEREAS, by a fair and open process, Metro has recruited applicants for PERC and the Metro Council President has appointed selected applicants consisting of members of the public, representatives of community organizations, and public involvement staff from local jurisdictions; and

WHEREAS, Metro Code Chapter 2.19.030 requires that the Metro Council confirm appointments made by the Council President to Metro’s Advisory Committees; and now therefore

BE IT RESOLVED that the following appointments by the Metro Council President to PERC are hereby confirmed to serve on PERC for the terms noted:

PERC Members and Terms

At-large representatives from the region

Three-year term:

Eleanor Hunter, Clackamas County, Oak Grove Community Council
Candice Kelly, Washington County, Tualatin Tomorrow, Tualatin Heritage Center Board
Juan Carlos Ocaña-Chiu, Multnomah County, Multnomah County ADSD

Two-year term:

Corinne Bloomfield, Washington County, Hillsboro 2020 Vision
Jose Luis Nava, Washington County, Latino Leadership Network of Washington County, Washington County Citizen Action Network
Juanita Walton, Multnomah County, Benetti Partners, certification from the International Association for Public Participation

One-year term:

Greg Greenway, Multnomah County, Portland Public Involvement Advisory Council, Threshold 2008
Jennifer Sexton, Multnomah County, Hansa Research
Tara Sulzen, Multnomah County, 1000 Friends of Oregon, Bus Project Board

Community organization representatives

Three-year term:

Julia Meier, Coalition of Communities of Color

Two-year term:

Sue Marshall, Coalition for a Livable Future Representative

One-year term:

Casey Barnard, Emerald Cities of Portland

Jurisdictional representatives (terms decided by jurisdictions)

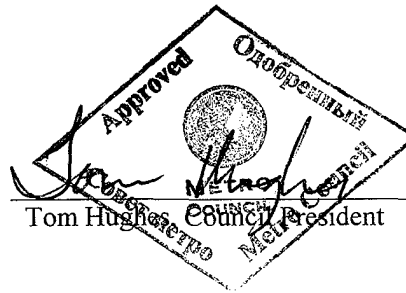
Barbara Smolak, Clackamas County

Mike Pullen, Multnomah County

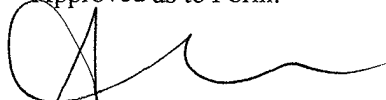
Stephen Roberts, Washington County

Committee terms will run from January to December. Recruitment to fill vacancies will begin each fall and the Metro Council will appoint new members each December.

ADOPTED by the Metro Council this 29 day of November 2012.



Approved as to Form:



Alison Kean Campbell, Metro Attorney



Metro Public Engagement Review Overview

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 benefit from review at the agency level. The new process supplements 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.

Purpose

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 enables:

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.

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 not traditionally been involved in Metro policy and decisions, such as older people, children, the disabled, students, communities of color, people of lower income and those who have recently come to the region.

Tools and tactics

Metro will convene a standing public engagement review committee, a community summit and a 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 include:

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 PERC will meet twice a year and serve as a key component of Metro's efforts to develop successful public engagement processes. The committee will include at least three at-large community members, three staff or board members from local community organizations and a public involvement staff member from Clackamas, Multnomah and Washington counties.

Duties of the PERC include:

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

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, appointed by the Metro Council President and confirmed by the Metro Council.

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.

Although PERC members are intended to be serve positions of three years, in the inaugural year staff is recommending that some members serve one or two-year terms in order to have a rotating membership and recruitment process. Member recruitment will occur annually for one-third of the community member and community organization positions in order to ensure continuity on the committee. Local jurisdiction representatives will be reappointed as desired by the sponsoring county. The following individuals will serve on the PERC for one, two or three year terms:

PERC Members and Terms

At-large representatives from the region

Three-year term:

Eleanor Hunter, Clackamas County, Oak Grove Community Council Chair
Candice Kelly, Washington County, Tualatin Tomorrow, Tualatin Heritage Center Board
Juan Carlos Ocaña-Chiu, Multnomah County, Multnomah County ADSD

Two-year term:

Corinne Bloomfield, Washington County, Hillsboro 2020 Vision
Jose Luis Nava, Washington County, Latino Leadership Network of Washington County,
Washington County Citizen Action Network
Juanita Walton, Multnomah County, Benetti Partners, certification from the International Association for Public Participation

One-year term:

Greg Greenway, Multnomah County, Portland Public Involvement Advisory Council, Threshold 2008
Jennifer Sexton, Multnomah County, Hansa Research
Tara Sulzen, Multnomah County, 1000 Friends of Oregon, Bus Project Board Member

Community organization representatives

Three-year term:

Julia Meier, Coalition of Communities of Color

Two-year term:

Sue Marshall, Coalition for a Livable Future Representative

One-year term:

Casey Barnard, Emerald Cities of Portland

Jurisdictional representatives (terms decided by jurisdictions)

Barbara Smolak, Clackamas County
Mike Pullen, Multnomah County
Stephen Roberts, Washington County

Committee terms will run from January to December. Recruitment to fill vacancies will begin each fall and the Metro Council will appoint new members each December.

Community 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 community 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 area.

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

Feedback from the survey and the first peer group meeting held in July 2012 indicated that there are several areas of interest for further discussion and research. Four key topic areas were:

- Evaluation
- Involving hard-to-reach audiences (equity and diversity)
- Developing shared resources
- New ideas and best practices

These topic areas have great potential for both small group work among peer group members and student projects through the University of Oregon and Portland State University. The peer group will mentor students and provide them with resources, connections and access to organizations to accomplish projects.

The University of Oregon will work with Metro and the peer group on developing student master thesis projects. Portland State University will work with Metro and the peer group to develop potential projects for graduate students in the Masters of Urban and Regional Planning program and research projects for graduate level assistants.

Public engagement review annual schedule

<p>January New member orientation</p>	<p>February</p>
<p>March Opt In survey</p>	<p>April PEER group meeting</p>
<p>May PERC spring meeting</p> <ul style="list-style-type: none"> ○ Advise on annual report ○ Review Opt In survey ○ Input on Community Summit 	<p>June</p>

July Publish annual report	August
September Community Summit	October PERC recruitment PEER group meeting
November PERC fall meeting <ul style="list-style-type: none"> ○ Debrief Community Summit Review and select new PERC members	December New PERC member appointments

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
- Community 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)

STAFF REPORT

FOR THE PURPOSE OF CONFIRMING APPOINTMENTS TO THE METRO PUBLIC ENGAGEMENT REVIEW COMMITTEE

Date: Nov. 29, 2012

Prepared by: Heather Coston ext. 7552

BACKGROUND

At a public hearing on May 24, 2012, the Metro council approved amending the Metro Code regarding the Office of Citizen Involvement to dissolve the Metro Committee for Citizen Involvement and establish a new standing public committee, the Public Engagement Review Committee (PERC). The PERC will convene twice a year and consist of at-large community members, representatives from three community organizations and public involvement staff from Clackamas, Multnomah and Washington counties.

The PERC will serve as a key component of Metro's ongoing efforts to develop and implement successful public engagement processes. The committee will also assist with Metro's annual public engagement report, Opt In public engagement review survey and yearly community summit.

APPLICATION AND SELECTION PROCESS

Following the council's approval, staff opened an application process from July 9 to August 24 and engaged community stakeholders, local agencies and jurisdictions to recruit committee applicants with public involvement experience, strong community connections and diverse geographic and demographic representation.

Staff used the following tools and activities to solicit applications for the PERC:

- Announced recruitment through the Metro Council and staff, newsfeeds and advertisements and Metro's website.
- Solicited nominations from stakeholders and local leaders, including community organizations, public agencies, neighborhood associations, colleges, public involvement peers at public agencies and public involvement firms.
- Presented to the local chapter of the International Association of Public Affairs.

Staff reviewed 33 applications for at-large community member and community organization representation. An additional survey and application matrix identified demographic and geographic representation, personal interests and volunteer experience. This information, along with some phone interviews and evaluation criteria, resulted in a staff recommendation of nine at-large community members and three community organization representatives. Clackamas, Multnomah and Washington counties nominated public involvement staff members to serve as the three jurisdictional representatives.

The criteria used to evaluate applications and make recommendations included:

- a commitment to community involvement;
- skills, knowledge or experience that support the public engagement principles adopted by Metro;
- an ability to represent the geographic and demographic diversity of the region.

After consulting with councilors and the communication director, staff recommends the following members be appointed to PERC: Casey Barnard, Corinne Bloomfield, Greg Greenway, Eleanor Hunter, Candice Kelly, Sue Marshall, Julia Meier, Jose Luis Nava, Juan Carlos Ocaña-Chiu, Mike Pullen, Stephen Roberts, Jennifer Sexton, Barbara Smolak, Tara Sulzen and Juanita Walton.

ANALYSIS/INFORMATION

1. **Known Opposition** None
2. **Legal Antecedents** Resolution No. 97-2433 establishing Metro's Principles of Citizen Involvement; Metro Code Chapter 2.19.030; and Ordinance No. 12-_____ amending Metro Code Chapter 2.19.030.
3. **Anticipated Effects** The appointment of the 15 applicants to the PERC will allow Metro to more successfully engage communities with Metro's initiatives, improve public engagement best practices and 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

Confirm the appointments of Casey Barnard, Corinne Bloomfield, Greg Greenway, Eleanor Hunter, Candice Kelly, Sue Marshall, Julia Meier, Jose Luis Nava, Juan Carlos Ocaña-Chiu, Mike Pullen, Stephen Roberts, Jennifer Sexton, Barbara Smolak, Tara Sulzen and Juanita Walton to the Public Engagement Review Committee (PERC).