

**DRAFT**

**METRO PUBLIC ENGAGEMENT REVIEW COMMITTEE (PERC) BYLAWS**

**Section I. Mission and purpose**

The purpose of the Public Engagement Review Committee (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. The 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.

**Section II. Membership**

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.

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.....	minimum of 3
At-large Community Members.....	minimum of 3

**Minimum of nine total members**

Members of the PERC will serve three-year terms and 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 will be nominated through a public application process, appointed by the Metro Council President and confirmed by the Metro Council. Community organization representatives shall not outnumber the number of at-large representatives.
- If an at-large community member is unable to fulfill his or her term, their position may be replaced though Metro's annual PERC recruitment process.
- If a community organization representative is unable to fulfill his or her term, the organization represented will fill the position with another representative in a public engagement capacity until the end of the term.

- Community organization and at-large community member representatives are subject to limitations on serving more than two (2) consecutive terms.
- Local jurisdiction representatives will be reappointed, or vacancies filled, as desired by the sponsoring county.

### **Section III. Meeting schedule**

The PERC will convene twice each year, with possible subgroup meetings as needed.

### **Section IV: Membership expectations**

Members of the committee will be expected to:

- Review and provide input on the community summit agenda.
- Assist with outreach to community summit participants.
- Assist in leading or facilitating the community summit.
- Provide input on and review the annual public engagement report.
- Provide input on and review content of the annual Opt In public engagement review survey.
- Participate in workgroups, as necessary.
- Share information with community networks.
- Represent the community as a whole, not just the viewpoints of a particular neighborhood or organization.

### **Section V. Metro support to committee**

Metro will provide staff support to assist the PERC with its activities including:

- Assistance with compiling technical research and informational reports, as resources allow.
- Coordination of facilities and preparation of materials for meetings.
- Distribution of meeting agendas and summaries.
- Public access to PERC information and documents.
- Logistical support for workgroup activities, as resources allow.
- Orientation for members.

### **Section VI. Committee ground rules**

Committee members recognize that the meeting belongs to them and the success depends upon their participation. As such, members agree to:

- Review meeting materials in advance, and arrive on-time and prepared.
- Attend and participate in meetings.
- Treat other committee members and project staff with respect.
- Apply public engagement expertise and knowledge.
- Share the floor – let others speak once before speaking twice.
- Listen carefully with the intent of understanding the positions and statements of others, and let others finish before speaking.
- Help create an atmosphere in which differences can be raised, discussed and melded into group recommendations. Divergent views and opinions are expected and are to be respected.

- Turn off cell phones, pagers, laptops and other communication devices.

## **Section VII. Decision-making**

As an appointed advisory group, multiple opinions on matters will be accepted and encouraged. However, should the group need to express itself as a body, it may require a decision to do so. Decisions may be reached through consensus, but not through voting.

- The committee will decide on whether to appoint a leader or meeting facilitator that may summarize what is perceived to be consensus, and ask to see if there is agreement.
- Consensus means that all parties can live with a recommendation, though they may not agree with it in its entirety. Silence will be considered consent.
- Straw poll or a show of hands may take place to help determine where things stand and to help identify the issues.
- In the event that consensus cannot be reached at a meeting, smaller subgroups with interest in that particular area might address the concerns in more depth. The results of the subgroup discussion will be brought back to the full group.

## **Section VIII. Public communication**

Meetings of this group are open to the public and brief public comment periods will be included in each agenda. Members are encouraged to reach out to those attending the meeting to understand issues of interest and bring them before the group, if necessary.

- Acting as liaisons to, and sharing information with, your organization, community groups and other stakeholders is a key responsibility of all committee members.
- You are free to express your personal thoughts about decisions and activities, but please accurately represent the committee's discussion and recommendations.
- In order to maintain a fair and transparent process, please do not attempt to reverse or change group recommendations by engaging outside parties to influence other members. Disagreement is legitimate but it should be expressed in the context of this process.
- Please notify the Metro project manager about any media inquiries and refer requests for official statements.

## **Section IX. 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 annual community summit.

MAKING A  
GREAT  
PLACE



# Metro's public engagement guide

2013

## About Metro

Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy, and sustainable transportation and living choices for people and businesses in the region. Voters have asked Metro to help with the challenges and opportunities that affect the 25 cities and three counties in the Portland metropolitan area.

A regional approach simply makes sense when it comes to providing services, operating venues and making decisions about how the region grows. Metro works with communities to support a resilient economy, keep nature close by and respond to a changing climate. Together we're making a great place, now and for generations to come.

Stay in touch with news, stories and things to do.

**[www.oregonmetro.gov/connect](http://www.oregonmetro.gov/connect)**

### **Metro Council President**

Tom Hughes

### **Metro Councilors**

Shirley Craddick, District 1

Carlotta Collette, District 2

Craig Dirksen, District 3

Kathryn Harrington, District 4

Sam Chase, District 5

Bob Stacey, District 6

### **Auditor**

Suzanne Flynn

## Metro respects civil rights

Metro hereby gives public notice that it is the policy of the Metro Council to assure full compliance with Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, Executive Order 12898 on Environmental Justice and related statutes and regulations in all programs and activities. Title VI requires that no person in the United States of America shall, on the grounds of race, color or national origin, be excluded from the participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which Metro receives federal financial assistance. Any person who believes they have been aggrieved by an unlawful discriminatory practice under Title VI has a right to file a formal complaint with Metro. Any such complaint must be in writing and filed with Metro's Title VI Coordinator within one hundred eighty (180) days following the date of the alleged discriminatory occurrence. For more information, or to obtain a Title VI Discrimination Complaint Form, see the web site at [www.oregonmetro.gov](http://www.oregonmetro.gov) or call (503) 797-1536.

## **TABLE OF CONTENTS**

### **Introduction**

Guiding principles – Desired outcomes for public engagement – Development of the public engagement guide – Regulations and policies relating to Metro’s public engagement process for transportation planning

### **Governing structure**

Metro Council – Advisory committees and regional partners – Metro’s Chief Operating Officer – Metro Exposition and Recreation Commission – Office of the Auditor- Office of Citizen Involvement – Metro budget

### **Services**

Parks and natural areas – Garbage and recycling – Public venues – Sustainable living – Planning, Development and Research

### **Regularly scheduled meetings**

How to access Metro Council meetings – Testimony at meetings and public hearings – Metro’s website: [www.oregonmetro.gov](http://www.oregonmetro.gov) – Metro news – Public notification and agendas – Public comment – Convenient times, locations and accessibility – Alternative formats and language assistance for those who don’t speak English well

### **Public engagement techniques and other notification methods**

Menu of public engagement techniques – Public meetings, workshops, open houses – Presentations – Speaker bureau – Information center – Visualization techniques – Opt-in and surveys – Local and multicultural media – Social media – Newsletters

### **Best practices for public engagement**

Metro’s community engagement best practices – Strategies and tools

### **Guidance for public engagement in the Regional Transportation Plan**

Public agency consultation – Public comment and review periods – How public comments are addressed – Summary of public involvement activities for key decisions

### **Evaluation and update of the public engagement guide**

Updating the public engagement guide – Required procedures – Recommended procedures

Appendix A – Requirements for Metro’s process

Appendix B – Glossary of acronyms

Appendix C – Glossary of terms

Appendix D – Tools and techniques matrix

## INTRODUCTION

Few metropolitan areas can boast the combined advantages found in the Portland metropolitan area. Thriving communities, cultural amenities, economic vitality, scenic beauty and healthy natural ecosystems make this a great place to live, work and play. For the region's leaders and citizens alike, nurturing this livability is a constant quest. Metro plays a unique and leading role in that effort.

Metro crosses city limits and county lines to make our communities safe, livable and ready for tomorrow. From protecting our region's air, water and natural beauty to supporting neighborhoods, businesses and farms that thrive, Metro makes this a great place. Metro serves more than 1.5 million residents in Clackamas, Multnomah and Washington counties, and in the 25 cities in the Portland, Oregon metropolitan area. Metro, the only directly elected regional governing body in the United States, is governed by a president, elected region wide, and six councilors elected by district. Its home rule charter, approved by the voters in 1992 and amended in 2000, grants broad powers, primarily for regional land use and transportation planning, but also for issues of metropolitan concern. The charter also insists that the Metro Council be elected, visible and accountable.

Metro embodies the region's commitment to maintain and enhance the livability and sustainability of the region. A regional approach simply makes sense when it comes to protecting natural areas, caring for parks, planning for the future of our neighborhoods, managing garbage disposal and increasing recycling. Metro manages world-class facilities such as the Oregon Zoo, which contributes to conservation and education, and the Oregon Convention Center, which benefits the region's economy.

The public engagement plan establishes consistent procedures to ensure all people have reasonable opportunities to be engaged in planning and policy process and decisions and provides examples of the types of tools and techniques the agency may use to communicate with the public. Effective public engagement can improve the quality and effectiveness of Metro's actions and decisions to better meet the needs of the diverse interests throughout the region.

### **Guiding principles**

Metro's public engagement procedures are built on guiding principles adopted by the Metro Council in 1997. Metro believes that effective citizen involvement is essential to good government. Elected officials, staff and community members all play important roles in governing the region. Cooperation among Metro government, local governments and residents results in the best policy decisions. Therefore, Metro commits to promote and to sustain a responsive public involvement environment. To carry out our commitment we follow these guiding principles:

- Value active citizen involvement as essential to the future of the Metro region.
- Respect and consider all citizen input.
- Encourage opportunities that reflect the rich diversity of the region.
- Promote participation, based on citizen involvement opportunities, of individuals and of community, business and special interest groups.
- Provide communications to encourage citizen participation in Metro processes that are understandable, timely and broadly distributed.
- Provide citizens with an opportunity to be involved early in the process of policy development, planning and projects.
- Organize involvement activities to make the best use of citizens' time and effort.
- Provide financial and staff support to Metro's Office of Citizen Involvement.
- Sustain ongoing networking among citizens, local governments, Metro officials and staff.
- Respond to citizens' perspectives and insights in a timely manner.
- Coordinate interdepartmental and inter-jurisdictional activities.
- Evaluate the effectiveness of Metro citizen involvement.

**The primary goals of Metro's public engagement guide are to:**

- Articulate how the agency approaches public engagement.
- Ensure early, continuous and broad public notification about major actions and decisions by Metro.
- Ensure meaningful opportunities for the public to participate in the decision-making process.
- Ensure notification and participation of all populations, including people of color, low-income and special needs groups.

**Desired outcomes for public engagement:**

- Receive meaningful public input to inform the decision-making process.
- Build relationships, trust and community capacity to engage with Metro.
- Ensure planning decisions incorporate the concerns, needs and visions of the region.



**Public  
Engagement  
Review  
Committee**



## **COMMITTEE VISION**

### **Guidelines:**

- Build relationships with community advocates
- Take advantage of local knowledge and perspectives
- Show public how input was used or affected a decision; this is an evaluation metric
- Be clear about feedback, close the loop and follow-up on how feedback is used
- Allow open-ended comments

# Public Engagement Review Committee



## COMMITTEE VISION

### Desired Outcomes:

#### UNDERSTAND

- Understand what is important to communities
- Seek insight

#### INFORM

- Educate the public on issues, levels of government, Metro's role and access
- Provide useful information
- Help people understand complex issues
- Make connections between local and regional issues

#### ENGAGE

- Build relationships and trust through ongoing outreach
- Make it easy for people to be engaged and provide input
- Help decision makers be comfortable with disagreement

#### PROVIDE EQUAL ACCESS

- Equity
- Value diversity on committees and diverse input
- Accountability

# Public Engagement Review Committee



## COMMITTEE VISION

### Tasks:

- Establish measurements and expectations for content for annual report at the beginning of the cycle
- The community summit should be primarily about listening to what the community cares about
- Assemble community peer groups based on issues or geography to gather to discuss how to better serve their communities and engage in problem solving for issues of interest to the peer group
- Peer group information should be shared with decision makers
- Use annual summit to engage true community leaders, connectors and influencers to learn how to best engage public
- Identify and connect with existing community groups and networks
- Go to community gathering places and events
- Access other email lists and sources of contacts
- Rotate meetings through each county to build up to a regional summit
- Solicit information to help inform decisions and ensure input is used
- Establish consistent cycle of feedback, decision, report back, ask for more input
- Work with other agencies and groups to develop best practices
- Process for committee to communicate with the Metro Council

**Public  
Engagement  
Review  
Committee**



## **METRO'S VISION**

### **Tasks:**

- Public engagement guide
- Opt In public engagement survey
- Public engagement report
- Community summit
- Peer Group meetings (optional)

# Regional Public Engagement Peer Group



## BREAK OUT SESSIONS GUIDE

Group #1

### EVALUATION TOOLS AND TECHNIQUES

Goal statement: What can we develop, specifically, to make evaluation techniques consistent and usable? Are there already good tools and techniques out there?

Group #2

### DIVERSITY, EQUITY AND ACCESS

Goal statement: How can we develop standards to guide the engagement of hard-to-reach audiences and share information among peers to learn from ongoing and past efforts?

Group #3

### DEVELOPING COMMON RESOURCES

Goal statement: What system can we develop to share resources and information? What information would be most useful to distribute; what information, if any, should be excluded?

Group #4

### LEARNING AND COLLABORATION

Goal statement: How can we capture new ideas and practices in a way that is easily accessible and useful to our group?

### Discussion questions:

What do you think of the goal statement? Are there sub-topics we would like to focus on?

What are the necessary steps to accomplish the goal?

How long will the steps take? What is the level of effort?

How will we accomplish this?

- Student project?
- Peer Group sub-committee?
- Agency lead?
- Combination?
- Other?