

Meeting: Equity strategy advisory committee
 Date/time: Wednesday, July 31, 2013
 Place: White Stag Building, Wayne Morse Suite, 70 NW Couch St, Portland, OR 97209
 Purpose: Introduction to Metro; Understanding of Advisory Committee roles and responsibilities and work program.

Attendees

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| Equity strategy advisory committee | Carl Talton, Chair; Rey España, Vice Chair; Joseph Berezinskiy; Betty Dominguez; Ben Duncan; Kirsten Kilchenstein; Judi Martin; Julia Meier; Virginia Nguyen; Pam Treece; Daniel Vázquez; Philip Wu |
| Equity strategy steering committee | Scott Robinson, Chair, Metro Deputy COO; Teri Dresler; Jim Middaugh; Paul Slyman; Molly Vogt; Ina Zucker |
| Metro | Sam Chase, Metro Councilor; Shirley Craddick, Metro Councilor; Martha Bennett, Metro COO; Nuin-Tara Key, Peggy Morell, Cassie Salinas, Valerie Cuevas |
| Guest | Janet Byrd, Director Neighborhood Partnerships |

Absent

Sheila Murty Job, Equity strategy advisory committee; Sydney Webb, Equity strategy advisory committee; John Williams, Equity strategy steering committee

Welcome and introductions

Carl Talton called the meeting to order and welcomed everyone, thanking the committee for their time and commitment to make the world a better place.

After a brief review of the agenda, Councilor Shirley Craddick thanked everyone for their participation and acknowledged Councilor Sam Chase for pushing the urgency of equity with the Metro Council. Councilor Craddick gave a brief background of the project summarizing the Metro Council's desire to focus on equity, which is one of the six desired regional outcomes. Metro Council has given direction to Martha Bennett, Metro COO, to create an agency strategy for advancing equity. The equity strategy advisory committee is integral to the equity strategy program and will provide valuable guidance on the development of an equity baseline and on Metro's role as an agency. After a long career with Kaiser Permanente, Councilor Craddick was elected to Gresham City Council before being elected to Metro Council in 2011. Representing District 1 which includes Fairview, Gresham, Happy Valley, Maywood Park, Troutdale, Wood Village, Damascus and portions of East Portland, one of Councilor Craddick's goals is to have East Metro be the best place to put your business and live and recognizes that equity plays a significant role in achieving that goal.

Councilor Sam Chase vocalized his honor to be working with Martha Bennett, Councilor Craddick and the Metro Council on making equity a priority. Coming from over 20 years of non-profit and community organization experience, Councilor Chase expressed his sincere appreciation for the

committee's time and declared to honor the committee's work by focusing on tangible and long-term changes. Councilor Chase acknowledged the good work that Metro Council has engaged in while embracing the challenge that there is always room to grow in improving quality of life and opportunity for all.

Martha Bennett, Metro COO, thanked the committee for their positive contribution, acknowledging the committee's valuable time. Martha Bennett spoke to the importance of Metro engaging in this work to ensure the other 5 regional outcomes exist for all, as Metro has a responsibility to all residents. There is also an urgency to this work as the facts are clear about major demographic shifts happening now and projected into the future. Martha Bennett expressed the need for this committee's perspectives, relationships and understandings of existing disparities that exist. This committee will have a role in helping Metro develop strategies and gain community support for the efforts that come out of those strategies.

The Equity strategy steering committee was briefly introduced. This internal committee will be key in achieving the strategy through co-developing program recommendations and identifying resources.

Martha Bennett thanked Carl Talton for chairing this committee and recognized his work to lead equity issues in the Community Investment Initiative's Leadership Council.

Carl Talton stated the goals for this meeting as familiarization with each other, the work program and the committee's role in providing programmatic recommendations. Carl Talton introduced Rey España who will serve as vice chair of the committee. Rey España brings process expertise and real world experience of workable solutions. Julia Meier and Philip Wu will join Carl Talton on the Equity strategy joint subcommittee with Scott Robinson, Molly Vogt and Teri Dresler from the Equity strategy steering committee as a regular opportunity to communicate and coordinate between the two committees.

Introductions

Attendees went around the table to briefly introduce themselves and note their interest in equity work.

Virginia Nguyen, Director of Diversity and Inclusion, Nike. Virginia Nguyen takes interest in process and approach with experience of bringing together diverse perspectives for creative solutions.

Molly Vogt, GIS Program Manager, Metro. Molly Vogt brings extensive experience on how research and data can inform policy making.

Pam Treece, Executive Director, Westside Economic Alliance. Also retired from Pacific Power, Pam Treece brings a collaborative and inclusive approach and noted the growing economic diversity of the west side of the region.

Philip Wu, Community Health Initiative, Kaiser Permanente. Philip Wu has transitioned from practicing physician to the Community Health Initiative and shared his perspective that the 6 regional outcomes besides equity make up social determinants of public health.

Kirsten Kilchenstein, Donor Relations Officer, Oregon Community Foundation. Kirsten Kilchenstein engages in similar work around equity professionally and brings extensive experience in social justice and youth development.

Betty Dominguez, Director of Planning and Equity, Home Forward. Betty Dominguez is also involved in East Portland Action Plan and East Metro Economic Alliance.

Rey España, Director, Community Development Department, Native American Youth and Family Center. Serving as vice chair of this committee, Rey España looks to speak truth and prompt Metro to be a leader among jurisdictions to redress failed public policy and respond to established data. Rey España shares the committee's sense of urgency and brings a focus on closing the income gap, elder care and healthy child and family development.

Julia Meier, Director, Coalition of Communities of Color. Julia Meier is interested in equitable community engagement through an agency-wide strategy rather than engagement on a project by project basis. The advisory committee will need to be thoughtful about shared language and defining equity.

Ina Zucker, Council Policy Manager, Metro Council Office. Ina Zucker brings policy and environmental equity work experience and is happy to be a part of this group.

Judi Martin, Hispanic Services Coordinator, Clackamas County Health and Human Services. Judi Martin noted that her experience with Clackamas County shows that there are no one size fits all solutions. Judi Martin is also involved with the Hispanic Interagency Networking Team (HINT).

Joseph Berezhinskiy, Program Director, Slavic Community Center. Joseph Berezhinskiy shared the "inside out" approach of the Slavic Community Center, serving a demographic unrecognized by the U.S. census until 2010 and historically not involved with government. Joseph Berezhinskiy also participates in the diversity team with Vancouver Police Department.

Paul Slyman, Director, Metro Parks and Environmental Services. Paul Slyman shared his passion for young people and wellness and considers his department's work at Metro to be part of the wellness business.

Teri Dresler, General Manager, Metro Visitor Venues. Metro's visitor venues include the Oregon Zoo, Portland Exposition Center, Portland Center for the Performing Arts and the Oregon Convention Center. Teri Dresler shared the view that Metro has a tremendous opportunity to make an impact on this issue across the region.

Ben Duncan, Health Equity Initiative Program Mangers, Multnomah County Health Department and Board Chair, OPAL. As OPAL focuses on transit justice and transit dependent communities, Ben Duncan seeks to marry data and analysis with real people's experiences.

Daniel Vázquez, Cultural Inclusion Coordinator, Mayor's Office, City of Beaverton. Looking to bring a Beaverton perspective, Vázquez seeks to meet the challenge of non-trust in the government with tangibles like education and safety to make engaging more appealing.

Jim Middaugh, Director, Metro Communications. Supervising public engagement for Metro, Jim Middaugh acknowledged the need for an agency-wide strategy and plans to listen, understand and then act.

Nuin-Tara Key, Equity Strategy Program Manager, Metro. Nuin-Tara Key expressed honor to be with working with this committee and Metro staff on an effort to ensure our institutions can evolve to better reflect the world we are living in.

Scott Robinson, Deputy COO, Metro. Scott Robinson stated that Metro is in “the future business”, looking to the changes and challenges ahead, acknowledging that equity is an issue that crosses jurisdictional boundaries.

Shirley Craddick clarified that the Equity Strategy program work plan will focus on an agency approach first.

Carl Talton, Executive Chair, Portland Family of Funds. Carl Talton will chair this committee and has been a champion of equity while serving on the Leadership Council with the Community Investment Initiative.

Metro overview

Scott Robinson gave an overview of Metro history, revenue and expenditures and services with the PowerPoint provided in meeting packets. Highlights from the presentation include:

Metro’s mission

- Inspire, engage and teach are the “how” Metro works towards the six regional outcomes; working alongside collaboratively instead of through regulation.
- Even as the first elected regional government, Metro is still a young agency and has growth to do.
- It is projected that our region of 1.5 million will grow by 1 million more over the next 25 years.
- Metro’s present structure was last charted in 2000 allowing for 6 regional elected councilors, 1 region-wide elected president, 1 region-wide elected auditor and an appointed COO that reports to the Metro Council.

How Metro is funded

- Notice that Metro is unique among most jurisdictions as the 9.5% property taxes is not a significant source of funding.
- Also atypical for public venues, Metro’s visitor venues cover over 75% of their operating costs with Portland Exposition Center covering 100% of their operating costs.

Howe Metro spends money

- Provide chart is all inclusive, with personnel costs.
- Handout provided erroneously displayed two percentages for each cost category. A corrected handout has been provided. Costs are also display in the same format on the Metro Factsheet also provided at the meeting.

Visitor Venues

- Metro visitor venues welcome more than 3.4 million visitors per year, providing more than 7000 jobs and \$680 million to business across the region.

Garbage and recycling

- Metro does not provide curbside service or regulate price but determines processing and destination of collected waste.

Parks and natural areas

- Metro manages more than 14,000 acres of natural area, not 12,000 across the region.

Planning and development

- Perhaps what Metro is most known for and often a motivating factor for Metro Council and community partners.
- An additional handout is provided regarding the 2040 plan concerning plans for regional centers, town centers and corridors development.

Community investment

- Metro operates local grant programs and relationships to help achieve local aspirations; for example recent work in Oregon City and downtown and main streets programs.

Maps and data

- Metro serves as a regional resource to local jurisdictions, providing more than 100 different layers of data; recently supporting Coalition for a Livable Future on their Equity Atlas.

Questions

Ben Duncan asked who to go to with follow up questions about various procedures or responsibilities. Scott Robinson offered himself and Nuin-Tara Key as points of contact for the committee on any issues.

Rey España inquired about the number of staff employed and if there are issues with organized labor. Scott Robinson responded that Metro employees about 900 full-time employee.

Metro is engaged in ongoing and regular labor negotiations, the content of which are not subject to public disclosure. Additional information from Metro human resources as of June 30, 2013:

Represented regular status employees: 685

Non-Represented regular status employees: 302 (this number includes Elected Officials and Unclassified Staff)

Represented temporary status employees: 51

Non-Represented temporary status employees: 651

Total employees: 1689

Carl Talton called for a 5 minutes break at 4 p.m.

Program overview and work plan

Carl Talton resumed the meeting and turned it over to Nuin-Tara Key to present the Equity Strategy Program overview and work plan; PowerPoint notes were included in the meeting packet.

Nuin-Tara Key briefly presented, drawing attention to these elements:

- The six desired regional outcomes were adopted in 2010 and can be found on the Metro Factsheet and [online](#).
- The 2011 Equity Inventory report can be viewed by the public with other program information at www.oregonmetro.gov/equity.
- Metro Council adopted the Equity Strategy Program in 2012. This is to be an engaged, relationship building process balancing urgency with the importance of taking the time to implement the work.
- Nuin-Tara Key expressed gratitude for the community partners who helped develop the work plan in the spring of 2013.
- This committee's work on the Equity Baseline will be a focus over 2013-2014.
- The committee will provide recommendations on the definition of equity, equity indicators and baseline analysis and engagement.

Introduction to communication framing training

Janet Byrd, director, Neighborhood Partnerships, led the group in a discussion of themes and keywords important to capture in the definition of equity.

Themes to incorporate in and inform the definition of equity:

- Framed in a positive, affirming manner
- Inclusive

- Addresses historical inequities
- Requiring redistribution of resources – monetary investments
- Meaningful public engagement
- Restorative/distributive justice
- Jobs, access, good schools
- Need to be intentional
- Equity as growth model
- Viewing equity through a health lens
- Equity as not an end in itself but a strategy to an end of healthy outcomes
- Need to measure against a common standard of equity
- Need for community voices in definition
- Incorporate opportunity mapping

Keywords to incorporate:

- Positive
- Affirmative
- Shared fate
- Advancement of equity
- Ethnic justice
- Social justice
- Investment
- Resources
- Meaningful community engagement
- Restorative justice
- Inclusive
- Multiple voices
- Opportunity
- Equitable access
- Measurement
- Integrated
- Our work/vs. work across the region
- Internal vs. external definition
- Intentional
- Growth model
- Strategy to propel
- Better community
- Regional approach
- Invoke change
- Healthy communities
- Healthy individuals
- Healthy outcomes
- Measuring against common standard
- Working together
- Encompassing
- Broad

Challenges in developing a definition of equity:

- Need to be written in a manner inclusive of all communities Metro serves
- Challenge not to step away from racial/social justice issues
- Focusing on “our” in Metro’s work

- Words used to frame equity
- Ensuring equity strategy is implemented
- Ensure outcomes are measurable and measured
- Importance of Metro not being perceived as imposing a definition on others, that it is developed collaboratively
- Not just focusing on communities without
- “Metro” comes with it’s own frames, distrust of government, existing tensions with local jurisdictions
- Bringing the tough political questions will to invoke change
- Keeping values and principles in focus and not have them shrink over time

Janet Byrd previewed the content of the committee’s scheduled meeting for August 26 where Janet Byrd will lead training on intentional and unintentional framing. Committee members should refer to the provided handout for pre-training resources on targeted universalism, framing, strategic communication and the role of government.

Next steps

Carl Talton thanked everyone for their participation and personal insights and reviewed the next steps for the committee.

The next scheduled committee meeting is Monday, August 26, 2013, 3 to 5 p.m. Agenda and location will be confirmed.

The remainder of meeting dates are listed on the provided handout. A revised handout has been provided, correcting the November meeting date to be November 18 instead of November 11.

The committee may contact Carl Talton or Nuin-Tara Key with any questions throughout this process.

Everyone is welcome to join the reception at Davis Street Tavern directly following this meeting.

Sam Chase echoed Shirley Craddick’s earlier comments about being a readily available resource to the committee while looking forward to their work.

Carl Talton adjourned the meeting.