



## Metro | Meeting minutes

Meeting: Equity Strategy Advisory Committee  
Date: Monday, May 19, 2014  
Time: 3 to 5 p.m.  
Place: Metro Regional Center, Room 270, 600 NE Grand Ave, Portland, 97232  
Purpose: Update on Equity strategy baseline workgroup and public engagement draft plan  
Outcome(s): Agreement on public engagement goals and audience and community of representation for Equity Strategy Program

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### Attendees

Equity strategy advisory committee	Daniel Vázquez, Kirsten Kilchenstein, Judi Martin, Philip Wu, Julia Meier, Ben Duncan
Metro	Scott Robinson, Molly Vogt, Pietro Ferrari, Cassie Salinas, Valerie Cuevas
Equity strategy baseline workgroup	Jared Franz, Duncan Hwang

### Absent

Rey España, Virginia Nguyen, Sydney Webb, Joseph Berezhinskiy, Carl Talton, Betty Dominguez,

### Welcome and announcements

Pietro Ferrari called the meeting to order and reviewed the agenda. The committee agreed to self-govern in the absence of an acting committee chair.

Pietro Ferrari provided an update on the recruitment process for the Equity Analyst position. After a second round of interviews with three finalists, it was advised to reclassify the position and reopen for internal recruitment for a program analyst II instead of program analyst III given that none of the finalists had 90% of the desired skill set. Members expressed concern at the low number of applicants in the pool and stressed the importance of outreach especially to under-represented groups for recruitment purposes

### Equity strategy baseline workgroup update

Duncan Hwang, APANO, and Jared Franz, OPAL, presented an update on behalf of the baseline workgroup who completed a 4 hour day work session on May 15. The committee was provided handouts of the proposed indicator categories which then relate to data sets that the workgroup is sorting through. A handout laying out the procedure and next steps for drafting the Equity Baseline Report was also provided.

The proposed indicator categories handout includes 12 categories with intentional value-added titles. This is a framework stage, providing a structure for data points to be selected. The next step is for the workgroup to work with PSU and Metro DRC staff to test data points.

Ben Duncan asked about the credibility considerations of data sources and if the workgroup would use qualitative community surveys. Duncan Hwang replied that qualitative data will be incorporated in the narrative portion of the report but the data sets will be focused on data that can be feasible over a long period of time. Jared Franz added that both quantitative and qualitative data will be used but qualitative data will appear more in maps to help illustrative the story.

Philip Wu noted the challenge in measuring and documenting the ideal states in the value-added indicator categories; also suggesting that many of the categories are social determinants of health so the health outcome feels redundant and suggested access to healthcare as a more refined category which could get to disparity issues.

Responding to Ben Duncan's comments, Jared Franz replied that yes, the report will include comments and recommendations on data collection and availability. Kirsten Kilchenstein added that foundations are working on mapping investments and the data collection that needs to happen in order to track impacts. She suggested that perhaps this could be a good tool to link up this work down the road.

Julia Meier urged the workgroup to extend the term access to add more value to draw out actual experiences and consequences.

The "social services" category included government and non-profit benefits and mitigating programs. Civic engagement measures public participation and engagement that empowers communities, more than voter registration/participation. Daniel Vázquez called the workgroup to take into consideration undocumented communities when selecting data points who are generally excluded from data counts and don't have access to government services..

It was noted that proximity to non-profit organizations does not always mean access because not all communities organize geographically. Discussion confirmed the importance of including an analysis of Metro's geographic and historical investments . The workgroup seeks to be as prescriptive as possible with the help of the advisory committee stepping in to provide the action points after the report.

The next meeting of the workgroup is June 13, 10 a.m. to 2 p.m. An update will be provided at the next advisory committee meeting that follows on June 23.

### **Public engagement , audience and community representation**

Cassie Salinas led the group in a discussion on the draft goals for public engagement and key audiences for the winter 2014/15 public involvement around the Equity Baseline Report. Draft engagement goals include:

- Inform key audiences across the region of the purpose of the Equity Strategy Program and findings in the Equity Baseline Report
- In collaboration with community organizations, involve community members to ensure the Equity Baseline Report is an accurate reflection of the lived experiences of identified disparity across the region
- In collaboration with community organizations, involve community members to identify community needs in relation to Metro's current and potential roles and responsibilities

The committee agreed that these were good but lofty goals that required a lot of resources. Scott Robinson asked the committee to advise on what the trade-offs were between going for broader coverage at the possible expense of depth of engagement. The committee advised consideration of what will happen with the public's input and to be very clear when engaging how input will be used or if intent is just to inform that it is communicated well. Language to inform the public should be clearly reflective of Metro's scope of authority and areas of influence. The Aloha-Reedville study and livable community plan was suggested as a model resource for public engagement strategies. Suggestions included reaching out to both leadership in organizations and the general public but with different approaches; and to focus on sharing the commitment Metro is making and the vision for the equity strategy program. Judi Martin suggested looking at the process as an ongoing conversation with the goals to listen and build relationships.

For key audiences, Ben Duncan suggested to narrow the goals to "inform key audiences" approaching it as who is impacted by the data collection and who is impacted by the implementation of the plan. The committee suggested adding these key audiences to the draft list provided by staff:

- Data partners
- Foundations
- Disability communities
- Community-based organizations
- Elected officials
- School districts
- Housing providers
- Trade groups
- OHA
- Health groups: Healthy Columbia-Willamette; CCOs; OHA
- Eco Northwest
- ODOT
- Intertwine Alliance
- Advocacy groups

Cassie Salinas appealed to the committee to partner with Metro to help engage key audiences during the next phase of outreach

Next step for the public engagement phase will be for Cassie Salinas to develop a draft a plan and share with the advisory committee for feedback.

**Next steps**

The next advisory committee meeting is scheduled for June 23, 3 to 5 p.m.