



## Metro | Meeting minutes

Meeting: Equity Strategy Advisory Committee  
Date: Monday, June 23, 2014  
Time: 3 to 5 p.m.  
Place: Metro Regional Center, Room 270, 600 NE Grand Ave, Portland, 97232  
Outcome(s): Understanding of engagement plan for Equity Strategy Program; Agreement of committee members role in finalizing Equity baseline Report

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### Attendees

Equity strategy advisory committee	Carl Talton, Betty Dominguez, Judi Martin, Philip Wu, Rey España, Pam Treece
Metro	Pietro Ferrari, Cassie Salinas, Juan Carlos Ocaña-Chú, Valerie Cuevas, Jessica Rojas

### Absent

Virginia Nguyen, Sydney Webb, Joseph Berezinskiy, Daniel Vázquez, Kirsten Kilchenstein, Julia Meier, Ben Duncan

### Welcome and announcements

Carl Talton opened the meeting and asked Juan Carlos Ocaña-Chú to introduce himself. Juan Carlos Ocaña-Chú began as Equity Program Analyst last week after most recently working as a Metro Senior public involvement specialist for Southwest Corridor Plan and land use planning.

### Advisory committee scope of work and upcoming meetings

Carl Talton referenced the memo that we provided to the committee on Metro Councilor Sam Chase's budget amendment request along with a management response outlining a proposed work plan. This housing initiative is an example of the many equity-related initiatives Metro is engaged in while the agency strategy for equity is being developed. Carl Talton led the committee in discussing the advisory committee's scope of work, reminding everyone that the current scope of responsibilities only encompasses the oversight of the equity strategy program work plan. The committee members agreed to stay focused on the work plan for this phase of the equity strategy but will look for updates from staff and equity strategy joint subcommittee for opportunities to advise on equity-related matters important to promoting equity at Metro. The committee will also consider possible recommendations about the future of a permanent advisory committee on equity to make to Metro Council as part of the equity strategy. The committee also asked staff to be proactive about offering updates to the advisory committee and raising awareness of the development of an agency-wide equity strategy and the availability of the advisory committee to be a resource to Metro programs

The committee also reaffirmed commitment to continue to meet on a monthly basis through the conclusion of the work plan for the advisory committee, which is Phase II of Metro's equity strategy program, and defer to Carl Talton and Pietro Ferrari on the frequency of needed meetings. To this

end, staff will begin scheduling out the next year of monthly meetings for the advisory committee, August 2014 through June 2015.

### **Equity strategy baseline workgroup update**

Juan Carlos Ocaña-Chíu provided the committee with a brief update on the last equity baseline workgroup half-day work session on June 13. The workgroup is moving forward with categories, indicators and data sets for the equity baseline report. With about 80% of primary indicators chosen, the next steps are for the Metro data resource center (DRC) and PSU to offer comments on the feasibility, nuances and collector information for possible data points. The next workgroup meeting is scheduled for June 25 as they work through a critical path plan presentation of the report to Metro Council on October 14. The workgroup has also nominated Jared Franz, OPAL, from among them to be the lead author of the report, with Metro providing editorial support. Although a draft for the advisory committee to review was proposed for September, the committee asked to review an earlier draft of at least a section of the report on indicators so there is sufficient time to react in a meaningful way and provide feedback. .. The committee expressed confidence in Jared Franz' writing ability and continued concern about the impacted timeline for proper engagement.

Juan Carlos Ocaña-Chíu will work with the workgroup to provide a rough draft for the committee's review at the scheduled July 21 advisory committee meeting. The draft will also be emailed out for committee comments for those who cannot attend the meeting.

### **Update on engagement goals and plan for July –August 2014**

Cassie Salinas briefly reviewed the engagement goals and audience discussion from the May advisory committee meeting. Today's discussion focused on the next phase of engagement, proposed for October 2014 through March 2015, a phase that will seek to inform key audiences across the region of the purpose of the Equity Strategy Program as well as findings in the Equity Baseline Report to gain endorsement of the program. The engagement phase will occur after the draft Equity Baseline Report is developed. Select key audiences to target during the engagement phase, include elected officials and leaders across the region in the community. A part of this engagement phase will be informing the audiences of Metro's roles and responsibilities to equip them to respond to the equity baseline report.

The committee called for clear communication with each audience on the level of feedback being sought, both on which parts or the whole of the report being offered for feedback and if feedback or understanding of the report is desired. Pam Treece suggested that the list of point people should be more limited to control the consistency of the messaging, possibly bringing in different audiences to the same gathering to have consistent messages and also provide a benefit to discussion for audiences to hear other groups' feedback on the report. It may be beneficial to have audiences mixed together to have communities hear out each other and see the program as region-wide, rather than for a particular group. In some cases where an elected official is a good representative to the audience, Metro can partner with MPAC members to co-host presentations.

Proposed discussion questions for the fall 2014/winter 2015 engagement phase:

1. How well does the equity baseline reflect your community and their lived experiences?
2. What are your communities' needs in relation to Metro's existing roles and responsibilities?

Rey España suggested changing the word “needs” to “priorities”, and to narrow the discussion questions in order to be able to manage responses from the community.

Pam Treece suggested beginning holding discussions with leaders at organizations that are familiar with Metro.

It was suggested that Metro connect with organizations on existing meetings to find the best options for endorsement of the strategy for Metro Council adoption.

Rey España suggested generating media briefs and an FAQ to help with consistency. Betty Dominguez suggested asking for priorities, instead of needs, in the first question for focus. It is important to have an engagement strategy that manages expectations, where there is a clear start and finish to the process. Judi Martin cautioned that it is difficult for audiences to speak only to Metro, so should be prepared for conversations that side-track to transportation or other jurisdictional matters.

Cassie Salinas also shared that staff are considering a series of 7 or more short videos to illustrate community voice through a day-in-the-life look at individuals in the region based on the indicators. Rey España suggested capturing success stories of opportunity and hope, that can create a long-term framework for distinguishing Metro from other jurisdictions.

### **Committee business**

Carl Talton asked for a motion to approve the March and May advisory committee meeting minutes. Rey España provided the motion and the committee has unanimous consent on adopting the both sets of minutes; Betty Dominguez abstained from passing the May meeting notes.

### **Next steps**

Staff will email out a key audiences exercise for advisory committee members to fill out and send back to [Cassie Salinas](#) to begin identifying community contacts for engagement.

The next advisory committee is July 21, 2014, 3 to 5 p.m., at Metro.