

# Metro | Meeting minutes

Meeting: Equity Strategy Advisory Committee  
Date: Monday, July 21, 2014  
Time: 3 to 5 p.m.  
Place: Metro Regional Center, Room 370A, 600 NE Grand Ave, Portland, 97232  
Outcome(s): Understanding of selected indicators and direction of report narrative as outlined by the baseline workgroup. Understanding of community engagement strategies with key audiences; Agreement on discussion questions for key audiences.

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## Attendees

Equity strategy advisory committee	Carl Talton, Betty Dominguez, Judi Martin, Philip Wu, Rey España, Daniel Vázquez, Kirsten Kilchenstein, Julia Meier, Ben Duncan, Virginia Nguyen
	Absent: Pam Treece
Metro	Councilor Sam Chase, Scott Robinson, Nikolai Ursin, Molly Vogt, Pietro Ferrari, Cassie Salinas, Juan Carlos Ocaña-Chíu, Valerie Cuevas
Baseline Workgroup guests	Duncan Hwang, Jared Franz, Cat Goughnour
Other Guests	Meg Merrick, Irene Konev

## Welcome and announcements

Carl Talton opened the meeting and asked Juan Carlos Ocaña-Chíu to introduce himself. Juan Carlos Ocaña-Chíu began as Equity Program Analyst last month after most recently working as a Metro Senior public involvement specialist for Southwest Corridor Plan and land use planning. Pietro Ferrari introduced Irene Konev, community outreach coordinator at the Portland City Auditor's Independent Police Review Division. Irene Konev is a founder of the non-profit Russian Old believer Enhancement Services, board member of Uniting to Understand Racism and co-chair of the Slavic Council.

Pietro Ferrari announced that Joseph Berezhinskiy and Sydney Webb are no longer part of this advisory committee and a thank you letter was sent to them for their services. The advisory committee has currently two vacancies.

## Housing initiative update

Councilor Sam Chase gave a brief update on the recent work around housing. A proposed budget amendment would allocate an initial \$200,000 to reinforce Metro's role in advancing regional housing goals to build Metro's capacity for immediate action and lay the foundation for work in the near future. The amendment request from Councilor Chase including management response

outlining a proposed work plan was provided to the committee for reference. The staff lead for strategy development is Planning and Development Director Elissa Gertler.

Councilor Chase relayed that the initiative has been well received so far from Metro staff and local jurisdictions including Beaverton and West Linn. Committee comments included charges to intentionally bring equity into any housing efforts led by Metro, appreciation for renewing Metro's efforts in housing and highlighting partnerships with community organizations, and terminology around workforce housing and affordable housing. Councilor Chase, also a council liaison to the MERC, highlighted the work being done around strategy for the First Opportunity Target Area (FOTA) program as a possible area to build some connectivity with the equity strategy and the housing initiative.

### **Preliminary draft of Equity Baseline Report**

Juan Carlos Ocaña-Chú presented the proposed indicator categories with descriptions and possible data points as the current outline for equity baseline report that the baseline workgroup is working from. The baseline workgroup has selected one of their members, Jared Franz, to be the lead author of the report with Metro providing editing support, an introduction and comments on the recommendations. Next steps for the workgroup will be a meeting on Friday, July 25 focused on data validation for the selected indicators. Metro staff is also beginning to work on the mapping of indicators to Metro roles and responsibilities. The report will be a baseline to move forward with the next phases of the equity strategy program development with the understanding that future refinement will taken place as progress with the strategy is made.

Cat Goughnour reminded the committee that the Baseline Workgroup has been using a public health lens and the social determinants of health to select the indicators. In response to committee requests to see the lists of indicators not selected here, Jared Franz indicated that the workgroup's selection methodology will be included in the draft report. The narrative will need to be robust enough to answer challenges from community groups who will ask why certain indicators were left out. The draft report will also include aspirational indicators that will be included in recommendations for data collection. The availability and quality of data at the desired geographical level were important considerations in the selection process.

Suggestions for additional data points or additional consideration from the advisory committee included quality of housing, affordable childcare, childcare provided for civic engagement events, environment, STEM education and relationship to the economy, and education for ages 0-3 years. Comments on the report outline can be sent to Juan Carlos Ocaña-Chú.

Not all data points have been vetted for the possibility to be disaggregated by race but the workgroup is working towards having all selected data be available to be disaggregated by income and race; most selected data is less likely to be able to be available at the neighborhood level desired.

The workgroup is still pursuing strong correlations to illustrate historical resources and investments in communities.

The committee discussed how recommendations will be made for internal Metro practices. The charge for the equity strategy is focused on achieving equity as one of the desired regional outcomes so the focus different than internally concerned practices. The committee would like to discuss recommendations for internal Metro practices at a future meeting.

The committee again voiced concern about the workgroup meeting the timeframe for the due report to Metro Council in October. The report has been behind schedule and does not leave much time for getting critical feedback.

Juan Carlos Ocaña-Chíu closed the discussion by laying out the next steps for the report:

- Draft report will be available to the advisory committee for feedback in September
- The workgroup will get stakeholder feedback from their organizations
- Metro staff will begin mapping indicators to Metro roles and responsibilities
- Final report is due September 30 for Council work session on October 14

### **Community engagement**

Cassie Salinas discussed previous committee conversations that helped shape the engagement goal and key audiences for the equity strategy program communications and engagement plan for fall 2014 to winter 2015.

*Engagement goal: Inform key audiences of the purpose of the equity strategy program and findings in the equity baseline report and obtain feedback to help shape the equity strategy program action plan.*

The proposed community engagement plan includes several strategies to engage various key audiences including leaders in 10-20 community organizations, businesses and philanthropy organizations and community members. The advisory committee is asked for feedback, or contacts that can provide feedback, on formats to be used for different audiences so cultural and audience specific approaches can be carried out.

The committee's discussion emphasized the importance of explaining Metro's role in relation to the equity strategy program and to be very clear with audiences how their input would be used. It will be important to follow up with audiences to close the loop on their feedback. There is a need to frame engagement questions to get useful answers to Metro's questions while building an appropriate amount of awareness around Metro's roles and responsibilities. There may be need to have two separate conversations with audiences, one about Metro's roles and responsibilities and one about where the equity strategy program is headed.

Carl Talton suggested a special meeting of the advisory committee in the next couple of weeks to further discuss the engagement plan, being so key to the program. Metro staff will follow up with a proposal of dates and agenda.

### **Next steps**

Next advisory committee meeting is August 20, 2014.