

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF ADOPTING GUIDING)	RESOLUTION NO. 23-5331
PRINCIPLES OF MEANINGFUL PUBLIC)	
ENGAGEMENT)	Introduced by Operating Officer Marissa
)	Madrigal in concurrence with Council
)	President Lynn Peterson

WHEREAS, Metro is committed to promoting and sustaining effective public engagement, which is an essential component of good government; and

WHEREAS, the Metro Council adopted Metro’s current Principles of Citizen Involvement in 1997 via Resolution No. 97-2433; and

WHEREAS, the Metro Council adopted an updated Public Engagement Guide in 2013 via Resolution No. 13-4476, which relied in part on the Principles of Citizen Involvement that were adopted in 1997; and

WHEREAS, in 2020 the Metro Chief Operating Officer adopted a COVID 19 Policy on Community Engagement, which applied modern best practices for community engagement during a period of a global pandemic; and

WHEREAS, the Metro Council has identified a need to update both the Principles of Citizen Involvement and the Public Engagement Guide to bring them into alignment with Metro’s Strategic Framework, Metro’s Strategic Plan to Advance Racial Equity, Diversity and Inclusion, current best practices for meaningful public engagement, and modern Metro values; and

WHEREAS, earlier this year the Metro project team and engagement specialists prepared an initial draft of 13 updated guiding principles, which were then reviewed, revised and shortened to eight guiding principles by the Metro Public Engagement Review Committee, Metro staff and the Metro Council; and

WHEREAS, after two meetings of the Metro Public Engagement Review Committee in April and May of this year, the committee voted to approve the updated guiding principles and forward them to the Metro Council for final review; and

WHEREAS, the Metro Council reviewed the proposed guiding principles at a work session on May 30, 2023 and endorsed the eight proposed guiding principles with minor revisions; and

WHEREAS, the new guiding principles will provide an important foundation for updating Metro’s Public Engagement Guide later this year; now therefore,

BE IT RESOLVED that:

1. The Metro Council hereby adopts the new Guiding Principles for Meaningful Public Engagement attached as Exhibit A to this resolution, replacing the previously adopted Principles of Citizen Involvement.

2. The Metro Council directs Metro staff to proceed with updating Metro's Public Engagement Guide, consistent with the new guiding principles adopted by this resolution.

ADOPTED by the Metro Council this 15th day of June 2023.



Lynn Peterson, Council President

Approved as to Form:



Carrie MacLaren, Metro Attorney

METRO GUIDING PRINCIPLES OF MEANINGFUL PUBLIC ENGAGEMENT

1. Public participation is an essential part of Metro's decision-making.
2. Transparency in decision-making is fundamental to successful public service and includes communication about project outcomes and impact of community contributions to the process.
3. Meaningful public engagement processes apply equity, diversity and inclusion strategies and tools to help identify and address the needs of impacted, underserved, and historically excluded communities.
4. Engagement and communications are accessible, informative, timely and inclusive of a rich diversity of lived experiences and perspectives.
5. Collaboration and capacity-building efforts with community-based organizations, programs, initiatives and individuals that are impacted, underserved, or historically excluded are essential to address regional issues equitably.
6. Intergovernmental collaboration, coordination, and consultation are essential to address regional issues holistically and efficiently.
7. Evaluation of engagement activities during and after a project encourages responsiveness, growth and process improvement.
8. Adaptive project timelines allow for meaningful engagement with the most impacted audiences early and throughout the project.

STAFF REPORT FOR COUNCIL MEETING

IN CONSIDERATION OF RESOLUTION NO. 23-5331, FOR THE PURPOSE OF
ADOPTING GUIDING PRINCIPLES OF MEANINGFUL PUBLIC ENGAGEMENT.

Date: 05/31/2023
Department: Communications
Meeting Date: June 15, 2023

Prepared by: Gloria Pinzón Marin,
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Presenter(s): Gloria Pinzón Marin, Lia
Waiwaiole
Length: 3 pages

ISSUE STATEMENT

Metro's current Principles of Citizen Involvement were adopted in 1997 by Resolution No. 97-2433. Metro staff is proposing to update the guiding principles to bring them into alignment with Metro's Strategic Plan to Advance Racial Equity, current best practices for meaningful engagement and Metro values. These guiding principles for meaningful public engagement create a foundation to sustain an equitable and democratic culture of collaboration and accountability at Metro. The adopted guiding principles will help provide a foundation to update Metro's public engagement guide.

ACTION REQUESTED

Adopt Metro's Guiding Principles of Meaningful Public Engagement. All proposed engagement activities whether virtual or in-person should meet one or more of the following principles when planning and implementing engagement processes for Metro decision-making on policies, programs, investments or implementation of such Metro Council actions.

History of review for the updated guiding principles for meaningful public engagement:

March/April

- The first draft of thirteen proposed guiding principles were adapted from:
 - Principles of Citizen Involvement adopted 1997
 - COVID 19 Community Engagement Policy, adopted in 2020
 - Public Engagement Guide, adopted in 2013
- Draft one with thirteen updated guiding principles reviewed by:
 - Staff: project steering team, project team, engagement specialists
 - Public Engagement Review Committee (includes local government staff, residents, community-based organizations)
 - Metro Council provided guidance on first draft during briefings.

May

- Staff produced a second draft of seven guiding principles based on all feedback received.
- Public Engagement Review Committee reviewed second draft and voted for approval.
- Committee on Racial Equity reviews second draft of guiding principles.
- Staff makes updates to guiding principles based on all input resulting in eight guiding principles.
- May 30 - Metro Council reviews updated draft of guiding principles at Work Session.

June

- Staff makes updates to the guiding principle language, description or expected implementation based on Metro Council feedback.
- Metro Council considers adoption of Metro's Guiding Principles for Meaningful Public Engagement.
- Staff begins to update Public Engagement Guide in support of Metro's new guiding principles for meaningful public engagement.

IDENTIFIED POLICY OUTCOMES

The implementation of the Guiding Principles for Meaningful Public Engagement reflect Metro's Strategic Framework including the advancement of Racial Justice, Climate Justice and Resilience, Shared Prosperity.

Adoption of updated Metro's Guiding Principles for Meaningful Public Engagement will:

- replace Principles of Citizen Involvement adopted in 1997 by Resolution No. 97-2433
- provide a path for updating Metro's Public Engagement Guide
- support Metro Council in making decisions that are well informed, sustainable and address the needs and priorities of the diverse communities in the greater Portland region.

POLICY QUESTION(S)

None

POLICY OPTIONS FOR COUNCIL TO CONSIDER

Option 1: Approve the updated Guiding Principles for Meaningful Public Engagement as-is. Honors input and role of Public Engagement Review Committee, Committee on Racial Equity and Metro engagement staff. Also provides a foundation to update the Public Engagement Guide.

Option 2: Do not approve, make recommendations for further development. Would delay timeline for Public Engagement Guide update.

STAFF RECOMMENDATION

Adopt Metro’s Guiding Principles for Meaningful Public Engagement as they are. The updated version includes Metro Council feedback.

STRATEGIC CONTEXT & FRAMING COUNCIL DISCUSSION

These guiding principles for meaningful public engagement create a foundation to sustain an equitable and democratic culture of collaboration and accountability at Metro. The adopted guiding principles will help provide a foundation to update Metro’s public engagement guide.

The proposed guiding principles for meaningful public engagement were voted on and approved by the Public Engagement Review Committee, who is charged with advising Metro Council on public engagement best practices.

The implementation of the Guiding Principles for Meaningful Public Engagement will support the advancement of Metro’s Strategic Framework including Racial Justice, Climate Justice and Resilience, Shared Prosperity

And finally, the implementation of the updated Guiding Principles for Meaningful Public Engagement will support the advancement of Metro’s Strategic Plan to Advance Racial Equity, Diversity and Inclusion:

- a. Goal A: Metro convenes and supports regional partners to advance racial equity.
- b. Goal B: Metro meaningfully engages communities of color.
- c. Goal D: Metro creates safe and welcoming services, programs and destinations.
- d. Goal E: Metro's resource allocation advances racial equity.

BACKGROUND

Metro Council had not reviewed or adopted guiding principles for public engagement or involvement since 1997. The guiding principles from 1997 were relied upon by the Metro Council when it adopted the 2013 Public Engagement Guide, which included a slightly updated version of guiding principles.

In 2023, Metro Council reviewed two different drafts of updated guiding principles for meaningful public engagement and provided feedback and direction. Feedback was either applied to the language of the guiding principles or will be considered during the development of an updated Public Engagement Guide and could impact processes improvements for communication and engagement processes.

ATTACHMENTS

Attachment 1: Input summary on guiding principles for meaningful engagement



Guiding Principles for Meaningful Public Engagement

Summary of input received through May 30, 2023

Metro is updating the Public Engagement Guide in 2023. The first step is to refresh the guiding principles to bring them up to current best practices with input from the Public Engagement Review Committee, Committee on Racial Equity, Metro staff and the Metro Council.

Input from Public Engagement Review Committee

The committee advised on two drafts of the updated guiding principles. Their input includes comments about language and best practices for engagement:

- Public input should impact decision-making.
- Accessibility and inclusion for people living with disabilities and people of diverse cultures should be a priority.
- Evaluation is important and should be done with participants.
- Adaptive timelines, restoration of past harms and accountability are important.
- Communities are not a monolith, be specific about who we mean.
- Benefits to the public should be prioritized in decision-making.
- Trauma informed practices should be used and provide a space for healing when repair is needed.
- Support for removal of “citizen”
- Changing staff often can harm relationships with partners.
- Support use of Equity Framework tool, suggest sharing with public.
- Be aspirational, avoid overpromising.
- Engage businesses based on sector.
- Expand on “community-based organizations” to include programs.
- Metro should apply the final guiding principles during the development of the Public Engagement Guide.



Public Engagement Review Committee will oversee the update of the Public Engagement Guide.

Input from Committee on Racial Equity

The committee advises Metro Council on the Strategic Plan to Advance Racial Equity, Diversity, and Inclusion. They advised on the second draft of the updated guiding principles. Their input includes comments about language and best practices for engagement:

- Consider Cultural Humility values in engagement practices.
- Support for repair and accountability.
- Consider engagement during emergencies like natural disasters or another pandemic.
- Does “public” include everyone?
- Evaluation should include communities.
- Add “responsiveness” to principle 7.
- Some small businesses serve as a cultural, community hub.
- Consider how this guide will be shared across all Metro departments.
- Avoid transactional engagement practices.

Both committees will advise on the update the Public Engagement Guide.

Questions?

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Input received from Metro Council:

The Council advised staff on two drafts of the updated guiding principles. Their input varied among each councilor. It includes comments related to the language, Council concerns and expectations about engagement or communication practices:

- Appreciate seeing a reflection of years of best practices in guiding principles.
- Shorten the list and clarify language.
- Add capacity building for partners.
- Work to develop civic leadership among participants of engagement processes.
- Support for acknowledgement of accountability.
- Support consideration of impacts of projects within engagement planning.
- Consider being more specific than “public” since our work is often community based.
- Metro needs to improve digital engagement practices.
- Appreciation for past work advancing racial equity
- Desire for staff to reach out to more businesses, environmental and labor organizations, people living on the edges of the greater Portland region.
- Include risk assessment during engagement process.
- It’s important to stay accountable to voters.
- Want more connection to residents and staff in work sessions or briefings.
- Communications messaging should be inclusive of the diversity in lived experiences of the region.
- Ensure follow up with participants after a project ends.
- Reduce barriers of participation by addressing needs of participants, through stipends, childcare, etc.
- Consider translating principles to different languages.
- Desire to understand more about the decision-making process for planning projects with engagement.
- Desire to set minimum expectations for all projects in terms of communications with interested parties.
- Need to create shared understanding between staff and Council about who has access to Metro Council.
- Metro needs to continue growing in how we do engagement outside of committees, outside of expecting people to come to MRC.
- Need to identify needs for specific communities and include that information in community engagement plans – not a one-size-fits-all approach to engagement.

The Metro Council expressed support for an updated set of eight Guiding Principles for Meaningful Public Engagement with minimal updates during a Worksession on May 30th.

Metro’s Guiding Principles for Meaningful Public Engagement

(Draft to be adopted on June 15, 2023)

1. Public participation is an essential part of Metro’s decision-making.
2. Transparency in decision-making is fundamental to successful public service and includes communicating about project outcomes and impact of community contributions to the process.
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