
Waterfront Park, Ankeny Plaza & Street Improvements Design and Construction

Public Participation Plan
April 5, 2007



Investing in Portland's Future



Introduction

The public participation plan (steps 1-10) provides a guide for the Waterfront Park, Ankeny Plaza and street improvements design and construction process. The combined Portland Parks and Recreation (PPR) and Portland Development Commission (PDC) project team will use this plan to inform and invite members of the community and project stakeholders to participate in the successful implementation of this project.

This plan was developed following the PDC Public Participation Manual (July 2005) and in cooperation with the PDC project team and the PPR project team to document public participation goals, tools, timelines and responsibilities. The planning process will help to ensure that the project meets the needs and expectations of the broader community.

Step #1: Project Description and Background

Project Description

The Portland Bureau of Parks and Recreation (PP&R), Portland Development Commission (PDC), and a consultant team will engage neighborhood stakeholders, park users, and the broader community in a public involvement process to develop designs for improvements to Waterfront Park, Ankeny Plaza, and the public rights-of-way.

Background

This planning process builds upon the public involvement and planning processes of the Waterfront Park Master Plan, the Ankeny/Burnside Development Framework, and the Saturday Market Feasibility Study, and will implement these recommendations as they relate to improvements within the public realm of the Skidmore/Old Town Historic District.

These physical improvements will serve to better accommodate event programming at Ankeny Plaza (including but not limited to Saturday Market), develop a new north entry, water feature, and plaza in Waterfront Park to accommodate a variety of uses including Saturday Market, develop sidewalk improvements on First Avenue, redevelop SW Ankeny as a festival street, and improve the underside of the Burnside Bridge. Overall, the public improvements will help revitalize the entire Historic District and the northern end of Waterfront Park.


Step #2: Assess Level of Public Concern or Interest- INTERNAL WORKSHEET: Public Concern and Interest Assessment

Assessment Questions	Very low (1)	Low (2)	Moderate (3)	High (4)	Very High (5)
What is the level of existing controversy, conflict or concern on this or related issues?			x		
How significant are the potential impacts to the public?				x	
How much do the major stakeholders care about this issue?				x	
What degree of involvement does the public appear to desire?				x	
What is the potential for public impact on the potential decision or project?				x	
How significant are the possible benefits of involving the public?				x	
How serious are the potential ramifications of NOT involving the public?				x	
What level of public participation does the Commission and/or directors desire or expect?			x		
What is the possibility that the media will become interested?				x	
What is the probable level of difficulty in solving the problem or advancing the project?			x		
Count number of checks in each column			3	7	
Multiply number of checks by the weight	X1	X2	X3	X4	X5
Enter column score			9	28	
Add total of all five columns	37				
Divide total score by number of questions	10				
Average score (Desired Level of Public Participation Spectrum)	3.7*				

*See step #3 for illustration of the level of public participation that would match the public's interest in the project.

Step #3: Determine Level of Public Participation

The PDC project team convened and determined using the questions outlined in Step 2, that the level of interest or public concern ranked at 3.7. Using the criteria below the level of public participation is ranked at “Involve” which reflects a commitment that the project team will work with stakeholders to ensure that feedback and concerns are reflected in the decision making process for this project.

Increasing Level of Public Participation 			
Inform (1-2)	Solicit Input / Consult (2-3)	Involve (3-4)	Collaborate (4-5)
One-way communication between PDC and the public to provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	Seek public feedback on a proposal, analysis or alternatives. Requires a response from the public, but limited opportunity for public dialogue.	Work directly with the public throughout the process to ensure that issues and concerns are consistently understood and considered. Includes elements of public information and outreach, but adds a third dimension of two-way communication.	To collaborate with the public on some or all aspects of the planning or decision including the development of alternatives and the identification of the preferred solution.
Promise to the Public			
We will keep stakeholders informed	We will keep stakeholders informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with stakeholders to ensure that their concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to stakeholders for direct advice and innovation in formulating solutions and incorporate their recommendations into the decisions to the maximum extent possible.
Example of Tools to Use			
Fact sheets Press Releases Web site	Public Meetings Comment Cards Surveys	Workshops Design Charrettes Citizen advisory committees	Working Group Joint Venture

IAP2 Public Participation Spectrum

Step #4: Identify Public Participation Goals

The project team identified the following goals for the project. The goals of the public participation effort are to:

- a) Inform a wide range of citizens, businesses and organizations about the project and invite their input on the improvements;
- b) Garner support from the community for the improvements to Waterfront Park, Ankeny Plaza, and the rights-of-way.

Step #5: Identify Stakeholders and Strategic Partners

Stakeholder Outreach

To help establish an initial project mailing list, to develop the Project Advisory Committee membership, and to refine the public involvement and outreach plan, PP&R and PDC has contacted the following:

Old Town/Chinatown Neighborhood Association
Old Town/Chinatown Visions Committee
Downtown Neighborhood Association
Portland Business Alliance

Project Advisory Committee

A Project Advisory Committee (PAC), made up of representatives from neighborhood associations, adjacent property owners, park users and businesses, will help guide the project. The PAC will assist project staff and consultants in developing a recommended design for the Waterfront Park, Ankeny Plaza & Street Improvements project; and provide input on the public involvement and public information plan as the project moves forward. While the planning stage of the project will be completed at the end of schematic design, the PAC will be invited to meet periodically throughout design development, construction documentation, and the construction period to provide input on selection of materials and to stay up-to-date on permitting and construction issues.

Membership on the Advisory Committee will include representatives from key stakeholder groups including:

- Old Town Chinatown Neighborhood Assoc/OTCT Visions Committee (single representative of both organizations - also a resident)
- Downtown Neighborhood Assoc (also a resident)
- Portland Business Alliance
- Portland Parks Board & Historic Resources
- Neighbor - Oregon Nikkei Endowment
- Waterfront Park Master Plan Committee (2)
- Pedestrian Coalition
- Social Service Agency
- Sustainability Representative
- Adjacent Property Owners (2)
- Adjacent Current Business Owner
- Adjacent Future Business Owner

Technical Advisory Group

The Technical Advisory Group will be comprised of members who will provide technical expertise throughout the project. A core Technical Advisory Group will be included at each meeting, while additional members listed will be called upon on an as-needed basis, depending on the agenda.

Core Technical Advisory Group:

- Bureau of Environmental Services - Stormwater Management Group
- Bureau of Planning
- Office of Sustainable Development
- Portland Department of Transportation – Pedestrian Coalition
- Portland Department of Transportation – Transportation Planner
- Portland Development Commission
- Portland Parks & Recreation
- Portland Parks & Recreation Festivals Liaison
- RACC
- Tri Met

Additional Technical Advisory Group Members As Needed:

- Bureau of Development Services
- Bureau of Environmental Services – CSO and Pump Station
- Portland Freight Committee
- Multnomah County Bridges
- Portland Department of Transportation – Bicycle Coalition

Portland Saturday Market

Because Portland Saturday Market (PSM) is a special stakeholder, they will be invited to serve as a technical advisor to the Project Advisory Committee. Their role will be to educate the committee members as to the workings of the market. PSM comments will be a standing agenda item for each subsequent committee meeting so the committee can hear PSM's review comments pertaining to the current meeting topics. The consultant design team will work closely with PSM regarding the market's technical needs, as well as those of other stakeholders, such as PPR Operations and Maintenance staff. The design team will use the information gathered from PSM and PPR Operations & Maintenance, along with information from other potential users of the sites, to develop design solutions to address as many needs as possible within the project budget to enable the market and other events to operate most efficiently on the park and plaza sites. PPR will ask PSM to review and comment at major submittal points during the design process.

Initial Project Mailing List

The project will be introduced to the public with an initial newsletter, which will be mailed to the downtown core area, as well as the Initial Project Mailing List, advertised city-wide and made available on-line. It will provide project background, describe the planning process, and announce upcoming opportunities for involvement. Subsequent newsletters and other outreach efforts will provide updates on the process, announce meetings and continue to invite participation. (Note: As the project moves forward, anyone expressing an interest will be added to the mailing list.)

We will work with stakeholders to ensure that their concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decisions. The stakeholders list will include members from Ankeny/Burnside Development Framework mailing list, Waterfront Park Master Plan list, and members of the committees, organizations, and businesses listed below. Other interested parties will be added to the stakeholders list as individuals or groups express interest.

- Alder Creek Kayak & Canoe
- Ankeny/Burnside Development Framework Stakeholder Advisory Group
- Association for Portland Progress
- Azumano Travel
- Beardsley Development
- Bicycle Transportation Alliance
- Bill Hawkins Architects
- Bill Naito Corporation
- Blues Festival
- Boothby Architecture
- Brewers Festival
- Bureau of Environmental Services
- Bureau of Housing and Community Development
- Bureau of Planning
- Center City Parking
- Central City Concern
- Cinco de Mayo Festival
- Columbia Crossings
- Columbia Crossings Moorage
- Columbia River Yachting Association
- Concept Entertainment
- Downtown Neighborhood Association
- Elliott Associates
- Hollywood Entertainment
- Intl. Sustainable Development Foundation
- K103 Doggie Dash
- Landmarks Commission
- Little Italy Portland
- Lower Columbia River Estuary Program
- Mercy Corps
- Middleman Jewish Community Center
- Miracle Theater Group
- Multnomah County
- Navy Rose Festival Fleet
- Northwest Natural
- Old Town Chinatown Neighborhood Association
- Old Town/China Town Visions Committee
- ONI & Neighborhood Coalitions
- Oregon Symphony
- The Oregonian – Randy Gragg
- Portland Bicycle Program
- Portland Boathouse & Willamette River Keeper
- Portland Business Alliance
- Portland Department of Transportation
- Portland Fire and Rescue
- Portland General Energy
- Portland Marine Dealers & Oregon State Marine Board
- Portland Oregon Visitors Association

- Portland Parks and Recreation
- Portland Parks Board
- Portland Parks Foundation
- Portland Public Market
- Portland Rose Festival
- Portland Saturday Market & its vendors
- Portland State University
- Pride NW
- PSU Urban & Regional Planning
- Race for the Cure/Shamrock Run
- Salvation Army
- The Bite of Oregon

- The Dully Company
- Thomas Hacker Architects
- Tri Met
- University of Oregon
- University of Portland, Community Relations
- Venerable Properties
- Waterfront Organizations of Oregon
- Waterfront Park Master Plan CAC
- Willamette Pedestrian Coalition
- World Market
- Zimmer, Gunsul, Frasca Partnership

Step #6: Identify Public Participation Tools

Tool	Description	Level of Participation
<u>Project Advisory Committee</u>	Made up of representatives from neighborhood associations, adjacent property owners, park users and businesses, will help guide the project	Involve
<u>Technical Advisory Group</u>	Comprised of members who will provide technical expertise throughout the project. A core Technical Advisory Group will be included at each meeting, while additional members listed will be called upon on an as-needed basis, depending on agenda.	Involve
<u>Portland Saturday Market</u>	Because Portland Saturday Market (PSM) is a special stakeholder, they will be invited to serve as a technical advisor to the Project Advisory Committee. Their role will be to educate the committee members as to the workings of the market.	Inform/Involve
<u>Newsletters</u>	<p>Four newsletters are anticipated for the project, and the first one will be sent to 1,500 residential and business addresses in the 97204 and 97209 postal carrier routes, as well as to those identified on the initial project mailing list. Newsletters will be available for pick-up at designated locations within the Old Town/Chinatown, Downtown, and Pearl Districts. Newsletters will be distributed electronically via the PDC e-blast and the ONI e-notification. Newsletters will also be posted on the PDC website and linked from PPR's website. Subsequent newsletters or notifications will be mailed to those included on the Project Mailing List described above. (Dates are approximate.)</p> <ul style="list-style-type: none"> • News #1 (March '07) - This newsletter will provide background on the project, introduce the planning process for the Waterfront Park, Ankeny Plaza & Street Improvements project, advertise the project web site, provide a project timeline, introduce the PAC, and announce the initial Open House. • News #2 (April '07) - This newsletter will introduce design options for the project, and invite people to attend the upcoming second Open House or to review and comment on-line. • News #3 (May '07) - This newsletter will give the results of the second Open House and invite people to review and comment on the preferred options for the project improvements on-line or at the third Open House. • News #4 (July-August '07) - This newsletter will present the final design and describe the construction schedule. It will announce locations where the final design will be displayed. 	Inform

<u>Meeting Notices</u>	Additional meeting notices may be necessary. They will be distributed by mail, e-distribution lists, and posted on the web. This includes broadly distributed press releases.	Inform
<u>Signage</u>	Signs announcing upcoming public meetings/open houses will be posted at the park site and other locations suggested by members of the Project Advisory Committee.	Inform
<u>Web</u>	Newsletters, press releases, meeting notices, meeting summaries and other relevant project information will be posted on PDC's website, and linked from PPR's website. All design options will also be posted on the web, along with opportunities to comment.	Inform/Involve
<u>Public Meetings/ Events</u>	<p>Three community events are anticipated (dates approximate). Information presented at the public meetings will be posted on the web, along with opportunity to comment for a specified time period.</p> <ul style="list-style-type: none"> • <u>Introductory Open House (April '07)</u> The project will be introduced and the conceptual designs from previous planning efforts will be presented, along with opportunities and constraints and other related issues. Input will be sought on the preliminary planning concepts as well as issues to be addressed or opportunities to be explored in the current design process. • <u>Schematic Design Options Open House (May '07)</u> – Options for each project area will be presented and the public will be invited to comment on overall designs as well as specific elements of each. • <u>Preferred Schematic Design Open House (June '07)</u> – With input from the second Open House, a preferred schematic will be developed and presented at this final Open House – along with any alternatives related to specific project elements. The public will be invited to review and comment on the designs. 	Inform/Involve
<u>Focus Group</u>	Hold focus group with key social service agencies serving the project area for purpose of discussing potential issues and concerns related to impacts of park development on current park users – especially homeless youth and adults.	Involve
<u>Displays</u>	<ul style="list-style-type: none"> • “Stop & Talks” or staffed project displays will be set up at Saturday Market prior to Open House events in April, May, and June and will be advertised in the preceding newsletters. (Details to be negotiated with Saturday Market.) • Following the final Open House, the plan for the Waterfront Park, Ankeny Plaza & Street Improvements project will be on display on signs at the Ankeny Plaza and Waterfront Park sites. Displays may be posted at other locations as well. 	Inform/Involve

Steps #7 and #8: Project Staff Roles/Responsibilities and Project Timeline

The Plan Matrix brings together all the facets of Public Participation to assure that goals, tools, stakeholders and timeline are aligned with internal and external resources assigned to support and assist with the implementation of the plan.

Timeline	Tool	Inform	Input	Involve	Target Group(s)	Responsible Parties
2/07	Critical Stakeholders to provide feedback on draft Initial Mailing List & PAC membership	✓		✓	Critical Stakeholder List	PDC – lead
3/07	Finalize PIP, Initial Mailing list, and PAC membership					PDC – lead PPR – review & approve
3/07	Invite identified PAC organizations to suggest representatives				PAC List	PDC – lead PPR – will contact some
3/07, 4/07, 5/07, 7/07	Newsletters	✓			General Public and Stakeholder List	PDC – lead PPR – review & approve
4/07, 5/07, 6/07	Signage	✓			General Public Park Users	PDC – lead PPR – review & approve
3/07 (on-going)	Web	✓	✓		General Public Stakeholders Park Users	PDC – lead PPR – review & approve
4/07, 5/07, 6/07	Public Meetings/Events	✓	✓	✓	General Public Park Users Stakeholders	PDC – organize/invitations PPR – lead content
4/07, 5/07, 6/07 and on-going	Displays	✓			General Public Park Users	PDC – organize/invitations PPR – lead content

Step #9: Dissemination of Public Input to the Public and Decision Makers

To assure that public input is given proper consideration and utilized effectively, the team will follow these methods to disseminate public input received to decision making bodies and to the public at large.

Tool	Input Received	Dissemination	Responsible Party
Project Advisory Committee	Discussion and recommendations from PAC	Meeting minutes & Newsletters through mailings and posted on websites Briefings with bureau heads, PDC Commission and Parks Board	PDC PPR or PDC as appropriate
Social Service Focus Group	Potential issues/concerns related to impacts of development on current park users – esp. homeless.	Summarized issues and concerns provided to design team and PAC. Information included in briefings with bureau heads, PDC Commission and Parks Board as appropriate	PDC/Project Facilitator PPR or PDC as appropriate
Open Houses	Input from Open House participants	Meeting results included in mailed newsletters and posted on websites Briefings with bureau heads, PDC commission and Parks Board	PDC PPR or PDC as appropriate

Step #10: Evaluation of Public Participation Plan and Activities

As part for the community meetings, participants will be asked for feedback on the process, as well as the content of the plan itself. Staff will continuously seek suggestions for cost effective opportunities to expand outreach and enhance participation.

How to Evaluate	When to Evaluate	Who Evaluates	Tool Evaluated
Satisfaction survey	End of project	Project Advisory Committee	Project Advisory Committee
Satisfaction survey	End of project	Technical Advisory Committee	Technical Advisory Committee
Satisfaction survey	End of project	Saturday Market	Saturday Market
# Sent & comments received	After each issue	PPR/PRD Team	Newsletters
# Sent & attendance at meetings	At the meeting	PPR/PDC Team	Meeting Notices
Public comments	Quarterly	PPR/PDC Team	Signage

Public comments	Monthly	PPR/PDC Team	Web
Satisfaction survey	After each event	PPR/PDC Team	Public events
Satisfaction survey	After each event	PPR/PDC Team	Focus Groups
Final report	End of project	PPR/PDC Team/Stakeholder/Public input	Displays

Approval

The Public Participation Plan for the Waterfront Park, Ankeny Plaza & Street Improvements project is hereby approved.

 Lolita Burnette
 Community Relations and Business Equity Director
 Portland Development Commission

 Date

 Gay Greger
 Program Manager, Communications & Involvement

 Date