

BURNSIDE BRIDGEHEAD PROJECT PUBLIC PARTICIPATION PLAN (POST SELECTION)

Investing in Portland's Future



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Opus Northwest Development Team

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PDC/OPUS Post Selection Public Participation Plan

Project Outcome

Develop a mixed-use gateway project located at the base of the Burnside Bridgehead on the east side of the Willamette River in the Central Eastside Urban Renewal.

Project Overview / Decision Making Process

On August 16, 2004, PDC issued a Request for Proposals (“RFP”) for the Burnside Bridgehead project in the Central Eastside Urban Renewal Area. Three development teams responded to the RFP, which closed on November 22, 2004. Following five months of extensive public review, feedback, presentations and meetings beginning in early December 2004, the PDC Board of Commissioners (“Board”) on April 27, 2005, selected Opus Northwest (“Developer”) to develop the project. This project will be situated on five city blocks, totaling approximately 195,550 square feet, at the base of the Burnside Bridge on the east side of the Willamette River.

As part of the decision in selecting a developer, the Board also dictated that PDC would establish a Burnside Bridgehead Citizen Advisory Committee (“Committee”) to serve as an advisory body to the Board and the Developer during the post selection development process.

PDC and Opus Northwest developed this public participation plan (“Plan”), which identifies the public participation goals and tools that PDC and the Developer will use to involve, consult and inform the community throughout the design and program planning for the site and project construction. These goals will guide PDC and the Developer in working with established neighborhood and business associations, bicycle and pedestrian advocacy organizations and the Committee, as well as individual citizens and business owners who have expressed interest in the project previously or would like to be more involved now that a development team has been selected.

The Plan and Citizen Advisory Committee Charge were developed in consultation with the Mayor’s Office and the Developer. These documents also incorporate public comments received through testimony to the Board and other conversations with community stakeholders.

Prior Public Participation Activities

As a direct result of considerable public interest and input into this project, the Board added approximately four months to the RFP selection process to facilitate additional community review and input to the Board regarding the three RFP proposals. In addition to lengthening the process, the Board requested that several public presentations and meetings be held to allow for public discourse and input. In response, PDC sponsored a public workshop, an open house, four additional Commission hearings, and nine presentations/Q&A sessions with individual neighborhood associations and representatives from the three development teams. In January 2005, the Board allowed the RFP respondents an opportunity to update their proposals based on the public input received. Finally, the Board also considered the findings and recommendation submitted by a seven-member citizen advisory evaluation committee.

Next Steps

PDC and the Developer shall negotiate and enter into a Memorandum of Understanding (MOU). The MOU describes in general terms the roles and responsibilities of PDC and the Developer with regards to project investigation and due diligence, and must be completed prior to negotiation of a Disposition and Development Agreement (DDA). The DDA will document the agreement between PDC and the Developer with respect to issues such as property control, development program (in terms of mix of uses) and design, financing, including amount of public investment and overall project timeline. PDC and the Developer will inform and seek input from the community and proposed Citizen Advisory Committee on the content of the MOU and the DDA. However, the Committee will not be involved in negotiation of either of these documents.


Modifications to the Public Participation Plan

The PDC Public Affairs Director is authorized to approve minor modifications to the Plan or Committee charge, such as adding stakeholders or modifying evaluation techniques.

Significant changes to the Plan or Committee charge, such as adding goals, modifying scope of work or Committee composition, will be brought to the Board for consideration.

Assess Level of Public Participation

Public Information, Input and Involvement

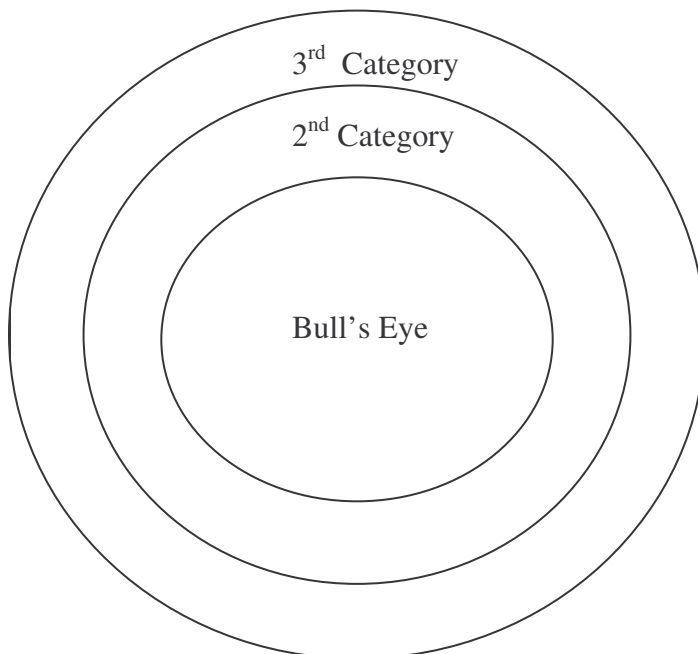
Increasing Level of Public Participation 			
Inform	Solicit Input / Consult	Involve	Collaborate
<u>One-way communication</u> between PDC and the public to provide the public with balanced and objective information to assist them in understanding the problems, alternatives, opportunities and/or solutions.	Seek public feedback on a proposal, analysis or alternatives. Requires a response from the public.	Work directly with the public throughout the process to ensure that issues, aspirations and concerns are consistently understood and considered.	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, aspirations and provide feedback on how public input influenced the decision.	We will work with stakeholders to ensure that their concerns, aspirations and issues are considered 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			
<ul style="list-style-type: none"> ✓ Fact sheet ✓ Press Release ✓ Tour / Site Visit 	<ul style="list-style-type: none"> ✓ Public Meetings ✓ Focus Group ✓ Surveys 	<ul style="list-style-type: none"> ✓ Workshop ✓ Design Charrettes ✓ Citizen advisory committee 	<ul style="list-style-type: none"> ✓ Working Group ✓ Joint Venture

Public Participation Goals

1. Facilitate public input from organized community groups and members of the public not affiliated with organized community groups on project design, program, public investment and timeline.
2. Keep Central Eastside Urban Renewal Advisory Committee (URAC), neighborhood and business associations, City Council, PDC Commission, and the general public informed about project design, program, public investment and timeline.
3. Show the community how its input influenced the decision process.

Identifying Stakeholders

The project team identified project stakeholders under the following categories.



1. ***Stakeholders in the Bull's Eye*** will be the decision and advisory bodies that PDC and OPUS will interact with:
 - *PDC Board of Commissioners*
 - *City Council*
 - *Portland Planning Commission*
 - *City Design Review Committee*
 - *Hearings Officer*
 - *Central Eastside URAC*
 - *Citizen Advisory Committee (when formed)*
 - *City Bureaus including Bureau of Planning, Portland Office of Transportation, Bureau of Environmental Services, Bureau of Development Services*
2. The ***second stakeholder category*** includes citizens active in community and citywide organizations and individuals who have corresponded with PDC or attended public meetings related to the project. These people have been added to the PDC Interested Parties Mailing List.
 - *Citizens who previously attended PDC public meetings relating to project*
 - *Citizens who corresponded with PDC via letters, website or email*
 - *Business and property owners within one mile of project site*
 - *Central Eastside Industrial Council*
 - *Burnside-Couch Citizen Advisory Committee*
 - *Kerns, Buckman, Lloyd and HAND neighborhood associations*
 - *Skateboard groups*
 - *AFRIEND*
 - *League of Women Voters*

- *City Club PDC Advocacy Group*
- *Bicycle Transportation Alliance*
- *SE Uplift*
- *Portland Business Alliance*
- *Willamette Pedestrian Coalition*

3. Finally, **the third category** includes the Public at large as important stakeholders to keep informed and solicit input from regarding the project. The media, including radio, television, blogs and print, will be very useful in keeping the public informed, as well as community listservs. Below are tools for reaching out to this larger audience:

- *The Oregonian*
- *The Portland Tribune*
- *Daily Journal of Commerce*
- *Web-based communication resources, including PDC website*
- *ONI-notification listserv*
- *Coalition for Livable Future listserv*
- *Portland State University MURP and Community Development listservs*
- *Neighborhood and Coalition newspapers*

Public Participation Tools

The three identified goals require different tools to achieve various levels of participation. PDC and the Developer selected tools that will help accomplish these goals. Some tools help achieve a higher level of participation (involvement), while others focus on goals to update and inform the public about the project.

Tool	Description	Level of Participation
1. Citizen Advisory Committee (CAC)	The Board announced April 27 that the formation of an ad hoc CAC was a condition of developer selection. The CAC will serve as an advisory body to the Developer and PDC Board and staff through the predevelopment and implementation phases of the project. Committee will convene in October 2005 and continue to meet until project is completed. CAC will submit quarterly written reports to the Board, City Council, Planning Commission and the Central Eastside URAC. If requested by one of these decision making bodies, the Committee membership will publicly present its report in cooperation with PDC.	Inform, Input and Involve
2. Technical Advisory Committee	Staff will convene stakeholders with technical expertise to advise both the Developer and PDC staff on issues relating to pedestrian, transportation, bicycle and handicap accessibility and MWESB and Workforce hiring and training. Some of the private and public partners that could participate include: Willamette Pedestrian Coalition, Bicycle Transportation Alliance, Advocates for Retarded Citizens, Oregon Association of Minority Entrepreneurs, SE Works and PDOT advisory committees.	Inform, Input and Involve

3. Project Kick-Off/ Open House	PDC and Developer co-host a project kick-off open house to present project overview and anticipated public participation opportunities and solicit public input on project elements.	Inform and Input
4. Developer/ PDC Presentations with established groups	Developer and PDC present project updates and solicit input at existing regularly scheduled meetings with organized stakeholder organizations. Scheduled at key project milestones.	Inform and Input
5. Electronic Project Newsletter	Quarterly e-mail newsletter sent to project mailing list, which includes all property and business owners within half mile of project site, as well as all interested parties that have corresponded w/PDC or attended a public meeting re: project. Newsletter will provide project updates, notification for presentations with community groups, project website address, info about how public input was used, and announcements for public hearings with Commission and City Council. Newsletter will also be posted on PDC's website.	Inform
6. PDC Board, Hearing's Officer, City Design Review and City Council meetings	PDC staff, with input from the developer and citizen advisory committee, will present project updates at key decision points. All of these presentations will be at public meetings where members of the community can provide written and public testimony. This includes the opportunity to testify at any PDC or City Council meetings regarding potential actions to approve the Development Agreement (PDC), amend project site zoning (Hearing's Officer), or amend the Burnside Transportation and Urban Design Plan (City Council).	Input
7. Project website	PDC will continue to maintain a project website to include project information from the Developer, Citizen Advisory Committee meetings, as well as community meetings. Site will also provide opportunity for public input.	Inform and Input

Timeline, Roles and Responsibilities

Tentative Timeline	Tool	Level of Participation						Stakeholders	Responsible Parties	
		1	2	3	Inform	Input	Involve	Group(s)	External	Internal
October 2005 thru project completion	Citizen Advisory Committee	X	X	X	Y	Y	Y	Menu of desired skills, expertise and representation attached to committee charge.		PDC (lead)
October 2005 thru project completion	Technical Advisory Committee	X		X	Y	Y	Y	City Bureaus, Willamette Pedestrian Coalition, Bicycle Transportation Alliance, Advocates for Retarded Citizens, Oregon Association of Minority Entrepreneurs, SE Works and PDOT advisory committees		PDC (lead)
(ongoing)	PDC Project Website		X	X	Y	Y	N	Broader Community	OPUS review/ provide materials	PDC (lead)
September 2005	Project Kick Off/ Open House Meeting	X	X		Y	Y	N	Broader Community	OPUS (co-host)	PDC (co-host)
Project Milestones	Developer/ PDC present to established groups at regularly scheduled meetings	X	X	X	Y	Y	N	Buckman, Kerns and HAND Neighborhood Associations, CEIC and AFRIEND, and other business or civic organizations.	OPUS (lead)	PDC (assist)
Project Milestones	Presentation with Central Eastside URAC	X	X	X	Y	Y	N	Central Eastside stakeholders	OPUS (join PDC)	PDC Project Manager (lead)
Quarterly - ongoing	Project Newsletter		X	X	Y	N	N	PDC Interested Parties Mailing list	Opus (lead)	PDC (review)
TBD	City Council and Hearings Officer meetings re: potential zoning amendment and modifications to Burnside Couch Transportation Plan	X	X		Y	Y	N	Broader Portland Community	OPUS (present)	PDC Project Manager (present)

TBD	PDC Commission Meeting and public testimony to consider DDA	X	X	X		Y		Broader Portland Community, interested stakeholder groups	OPUS (invited)	PDC Project Manager (lead)
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Feedback Loop: Public Input Disseminated to Broader Community and Decision Makers

Feedback Tool	Input Disseminated	Feedback to	Responsible Party to compile and present feedback
Present Summary of Public Input at PDC Commission Meeting	To include input received at Open House, developer-hosted community meetings, website, letters and email messages. Summarize how input influenced decision process	PDC Board of Commissioners during public meeting.	PDC and Opus
Present Summary of Input at URAC meeting	To include input received at Open House, developer-hosted Community Meetings, website, letters and email messages. Summarize how input influenced decision process	Central Eastside URAC / stakeholders will share information with their respective groups.	PDC and Opus
Post Summary of Input on PDC website	Post summary of input received at Open House, Community Meetings, website, letters and email messages. Post CAC recommendations and meeting minutes. Summarize how public input influenced decision process.	Broader Portland community	PDC Project Team
Submit quarterly CAC reports.	CAC recommendations on project design, program and public investment. May also include CAC meeting minutes. Committee membership will make public presentations upon request by decision making bodies in cooperation with PDC.	PDC Board, City Council, Planning Commission and Central Eastside URAC	Citizen Advisory Committee

Evaluation of Public Participation Process

Evaluation				
Evaluate what?	When	Who evaluates	Responsible Party	Tool
Was the Open House effective in educating and soliciting feedback from the broader community regarding design, use and overall project?	During the Open House	Event participants	CAC / PDC / Opus	Comment cards and flip charts at the event
Were Developer/ PDC presentations with established groups useful in educating the organizations about the project and soliciting input?	Following the presentations with established groups	Presidents of neighborhood and business associations and URAC	PDC Staff	Informal telephone calls following presentations
Was the CAC effective as a forum to learn about the project and provide input on design, use and programming at key decision points?	Evaluate twice: at appropriate times to be determined	Citizen Advisory Committee members	PDC Staff	Participant Evaluation Forms
Did PDC's public participation planning and activities accomplish our identified goals?	After Commission meeting to consider MOU and DDA	PDC Project Team, PDC Board, and Opus	Public Affairs staff leads debriefing	PDC and Opus team Debriefing