

Killingsworth Station

PUBLIC PARTICIPATION PLAN

February 2006

Investing in Portland's Future

PDC

PORTLAND DEVELOPMENT COMMISSION

Project Team

Byron Estes, Leah Greenwood, Christine Hermann, Joleen Jensen-Classen,
Shelly Haack, John Matschiner, Michael Prothe, Allyson Spencer,
Karen Quimby, Mark Siegel, and Dan Williams

PDC Public Participation Coordinator

Christine Egan

Introduction

The Killingsworth Station Public Participation Plan describes public participation goals, tools and the timeline for the development of the Killingsworth Station Project. The project team will be guided by this plan as they inform and invite members of the community and project stakeholders to participate in the successful implementation of this project. To ensure that communication is timely and transparent and that the project meets the needs and expectations of the broader community, the plan was developed using the Portland Development Commission (PDC) Public Participation Manual (July 2005) as a guide in collaboration with the PDC project team .

Step #1: Project description

Background

The Interstate MAX Station Area Revitalization Strategy identified the intersection of Interstate Avenue and Killingsworth Street in the Interstate Corridor Urban Renewal Area as a key redevelopment area to support light rail investment as well as expansion of the nearby Portland Community College Cascade Campus. To facilitate mixed-use transit supportive development, PDC purchased six properties comprising the block at the northeast corner of this intersection.

In January, 2004, a project development team which included the master developer, Tom Kemper of KemperCo, Innovative Housing, and Peninsula Community Development, was selected through a Request for Proposal process. Citing rising construction costs in the wake of Hurricane Katrina and the associated financial risks, KemperCo withdrew from the project in November, 2005. In the interim, TriMet purchased the Crown Motel site located on Interstate Avenue two blocks south of the Killingsworth Station Project to facilitate the redevelopment of the site for transit, supportive housing.

The purchase of the Crown Motel site provided an opportunity to re-evaluate the Killingsworth development plan and work collaboratively with Tri-Met staff to ensure a balanced development program and quality redevelopment of these key transit supportive sites. The current disposition plan is to issue a new Request for Proposals (RFP) to select a development team for the project. The goals for the redevelopment of this key site at a light rail station are to construct a high quality, transit oriented development that meets the following policy and community goals and includes the program elements listed below:

Policy and Community Goals:

- Leverages investment in light rail and increases MAX ridership consistent with the Interstate MAX Station Area Revitalization Strategy
- Supports the goals of the Interstate Corridor Urban Renewal Area Housing Strategy
- Complements the Crown Motel development by providing a balance and diversity of housing, residents, and commercial space
- Enhances and benefits the local community

Program Elements:

- Mixed-income affordable ownership
- Retail that serves the neighborhood and provides local and small business ownership and entrepreneurship opportunities
- Project features that ensure an active and safe pedestrian environment
- High quality design, sustainable development and durable materials
- Parking adequate to minimize impact on the surrounding neighborhood

The preliminary schedule of PDC project actions is shown below:

Major PDC Project Actions	Timeline
PDC Issues Request for Proposals (RFP)	March 17, 2006
Information Opportunities: <ul style="list-style-type: none"> • RFP on PDC Website • Community Outreach Meeting • Advertising/Media 	March 17, 2006 – April 28, 2006
Proposals Due at PDC offices	April 28, 2006
Community Outreach Meeting to Meet Proposers	Week of May 8, 2006 –May 12, 2006
Interviews (if required)	Week of May 15, 2006– May 19, 2006
Selection Advisory Committee Recommendation Forwarded to the Executive Director and PDC Board	May 22, 2006
Final Decision and Notification	May 26, 2006
Negotiation of Memorandum of Understanding and Disposition and Development Agreement	2 nd Qtr -3 rd Qtr, 2006
Disposition & Development Agreement Approved by PDC Commissioners	3 rd Qtr, 2006
Development Team Led Community Outreach	3 rd Qtr., 2006- 2 nd Qtr 2007
Commencement of Construction	2 nd Qtr, 2007
Completion of Construction	1 st Qtr, 2008-2 nd Qtr, 2008

Potential Public Outreach Issues

At this time, the public participation process focuses on assuring community members that their concerns are understood and considered in the solicitation for a new development team, the concept planning phase, the design phase, and the construction phase. Public outreach will be led by the selected development team during the design and construction phase.

Potential public issues during the concept planning, RFP selection and design phases include:

- Dwelling on the past processes and decisions
- Confidence and credibility of PDC staff and the development team to execute
- Parking and neighborhood impact
- Effective and reliable communication
- Diversification on the selection committee
- Coordination with Tri-Met on redevelopment of the Crown Motel site

Project Outcome

The principal outcome of this project will be the expeditious approval of the Killingsworth Station mixed use development project by the Commission. Secondary outcomes desired will be public support for the project and interest in its successful implementation.

Legal/Binding Policies and Plans

Plans:

PDC-sponsored plans

1. Interstate Corridor Urban Renewal Area Plan
2. Interstate Corridor Urban Renewal Area Housing Strategy

City of Portland-sponsored plans

1. Albina Community Plan

TriMet

1. Interstate MAX Station Area Revitalization Strategy

Metro

1. 2040 Growth Management Functional and Frameworks Plans

Policies:

1. Enterprise Zone Smart Growth Fund requirements
2. Prevailing wage requirements
3. Leadership in Energy and Environmental Design (LEED) Green Building Rating System, LEED Silver
4. Minority, Women, and Emerging Small Business requirements (M/W/ESB)
5. PDC disposition process

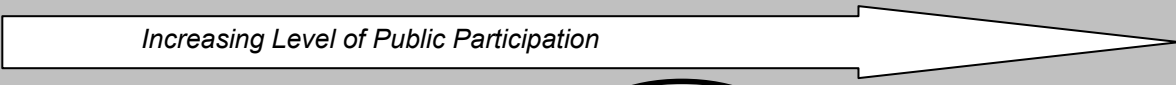
Step #2: Assess Level of Public Concern or Interest

The project team assessed the level of public interest in the Killingsworth Station development project and determined it to be relatively high with an average score of 3.1

Assessment Questions	Very Low (1)	Low (2)	Moderate (3)	High (4)	Very High (5)
1. What is the level of existing controversy, conflict or concern on this or related issues?				X	
2. How significant are the potential impacts to the public?			X		
3. How much do the major stakeholders care about this issue?			X		
4. What degree of involvement does the public appear to desire?			X		
5. What is the potential for public impact on the potential decision or project?			X		
6. How significant are the possible benefits of involving the public?				X	
7. How serious are the potential ramifications of NOT involving the public?					X
8. What level of public participation does the Commission and/or directors desire or expect?				X	
9. What is the possibility that the media will become interested?				X	
10. What is the probable level of difficulty in solving the problem or advancing the project?	x				
<i>Count number of checks in each column</i>	1	0	3	4	1
<i>Multiply number of checks by the weight</i>	x1	x2	x3	x4	x5
<i>Enter column score</i>	1	0	9	16	5
<i>Add total of all five columns</i>	31				
<i>Divide total score by number of questions</i>	/10				
<i>Average score</i>	*3.1				

Step #3: Determine Level of Public Participation

The average score from the assessment worksheet = 3.1 The appropriate level of public input is *Involve*, which is highlighted in the following chart.

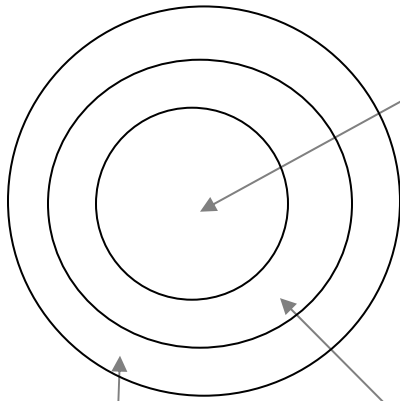
<i>Increasing Level of Public Participation</i> 			
Inform (1-1.9)	Solicit Input / Consult (2-2.9)	Involve (3-3.9)	Collaborate (4-4.9)
One-way communication between PDC and the public to provide the public with balanced and objective information to assist them in understanding the problems, alternatives 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 <u>two-way communication</u> .	To collaborate with the public on some or all aspects of the 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 advice and recommendations into the decisions to the maximum extent possible.
Example of Tools to use			
<ul style="list-style-type: none"> ✓ Fact sheets ✓ Press Releases ✓ Web site 	<ul style="list-style-type: none"> ✓ Public Meetings ✓ Comment Cards ✓ Surveys 	<ul style="list-style-type: none"> ✓ Workshops ✓ Design Charrettes ✓ Citizen Advisory Committees 	<ul style="list-style-type: none"> ✓ Working Group ✓ Joint Venture

Step #4: Identify Public Participation Goals

1. Demonstrate PDC's commitment to public participation and provide opportunities for the public and stakeholders to influence the outcome of the project.
2. Clarify the public's role in the project.
3. Build trust between PDC, the community and the development team on all aspects of the project.
4. Ensure diversity of participation on the project.
5. Communicate project benefits to the community.

Step #5: Identify Stakeholders and Strategic Partners

The project team identified stakeholders under the following categories.



- ✓ **Stakeholders in the bull's eye** will be the audiences that PDC will communicate with most frequently and, if appropriate, seek input and involve in the RFP evaluation process. These stakeholder groups/representatives include: *Overlook Neighborhood Association, Interstate Avenue Association, ICURAC (Advisory Committee), PDC Board, Development Team, Tri-Met, and Metro*

The **second stakeholder category** includes other citizens active in the city's established neighborhoods and business associations and City bureau staff working in the area. PDC will invite some of these stakeholders to provide input and/or participate in the RFP evaluation process. These stakeholders include: *to-be-formed ICURA Housing Sub-Committee, Planning Bureau Neighborhood Liaison and Design Review Staff, Affordable Housing Advocates, PCC, PDOT, and other City agencies and area property owners, Humboldt NA, Arbor Lodge NA, citywide representation (League of Women Voters or City Club), and potential residential and commercial tenants.*

- ✓ The **third category of stakeholders** includes extends to the North/Northeast community including: *OAME, NECN, N/NE Economic Development Alliance, BHCD, and local taxing districts, Multnomah County, HAP, City Council, school district, the Police Bureau and other interested parties such as possible vendors.*

- ✓ Finally, **the public-at-large** is an important stakeholder to keep informed about the project. The media, including radio, television and print, will be very useful in keeping the public informed. Below are outreach opportunities to provide public information and education about the project. *Media outlets include the Daily Journal of Commerce, Oregonian, Business Journal, Skanner, Observer, Asian Reporter, and St John's Sentinel.*

Step #6: Identify Public Participation Tools

The project team *brainstormed* various public participation tools to facilitate public information, input and involvement for this project. (Note: Public Participation Assessment = 3.9, *Involve*). Community meeting group goals are as follows:

1. Work to gain representative public input.
2. Share information on project status, timeline and next steps.
3. Share outline of formal public participation process and hear suggestions and comments.
4. Identify ways that stakeholder representatives can help increase participation in community meeting.

Step #7 and #8: Project Schedule, Staff Roles and Responsibilities

Tool Description	Level of Participation	
1. Key Stakeholder Meetings	PDC will convene and facilitate stakeholder group meetings to review and gather input on public participation process.	Involve
2. News bulletins	Regular articles will be submitted at project milestones to Overlook and Interstate Avenue neighborhood bulletins, the Skanner, The Observer, the Asian Reporter to inform area residents of project activity and updates.	Inform
3. Postcard Mailings	PDC will mail notices to neighborhood resident, property owners and stakeholders and select ICURAC members regarding public meetings.	Inform/Input
4. Press Releases	With PDC Public Affairs staff, develop a schedule of press releases to inform general public about public meetings.	Inform
5. Project Webpage	Create a webpage which will include project background information, public meeting notes, updates and an opportunity to contribute feedback.	Input/involve
6. Power Point Presentations	Prepare visual chronology of the project and tell the story of how the current project mix and design evolved. Utilize to gain public input on various design options.	Inform/Input
7. Community Meetings	Invite neighborhood residents, project partners and key stakeholders to attend two public meetings in July and August.	Input/Involve
8. Comment Sheets/Cards	Offer meeting participants the chance to provide specific comments on key project elements, issues and design features.	Input

Level of Stakeholder Responsible								
Participation Group Party								
Timeline	Tool	Goal(s)	Inform	Input	Involve		External	Internal
February 27, 2006	Stakeholder meeting	1, 3, 4		✓	✓	ICURAC		PDC Project Team, Joleen Jensen-Classen
<i>Ongoing</i>	Neighborhood newsletter articles	2, 4	✓			Neighborhood Associations, residents, local businesses		PDC Project Team, Joleen Jensen-Classen
Ongoing	Postcard mailings and phone calls	1, 2, 3	✓	✓		Neighborhood residents, local leaders		PDC Project Team, Joleen Jensen-Classen
<i>Ongoing</i>	Press releases/media outreach	1, 5	✓			All		Julie Rawls/Elissa Gertler
<i>Ongoing</i>	Project webpage	1, 2, 4, 5	✓	✓		All		PDC Public Affairs Department
<i>At selected meetings</i>	Power point presentations	2, 5, 6, 8	✓	✓		All	Development Team	Christine Hermann
June 28, 2006 <i>Ongoing</i>	Community meetings	1, 2, 4, 5, 6, 7, 8	✓	✓	✓	All	Development Team	PDC Project Team, Joleen Jensen-Classen
June 06	Comment sheets and cards	4, 7	✓	✓		All		Joleen Jensen-Classen

Step #9: Gather and Disseminate Public Input and Results

To assure that public input is given proper consideration and utilized effectively, the team will use the following methods to disseminate the information.

Tool	Input Received	Dissemination	Responsible Party
Stakeholder Meeting	<ul style="list-style-type: none"> ▪ Two-way dialogue ▪ Meeting ▪ Phone calls ▪ Email messages 	<ol style="list-style-type: none"> 1. Telephone and Email meeting notice and agendas 2. Provide background information on project 3. Provide written minutes summarizing meeting 4. Acknowledge incoming emails and voicemail within one business day. 	Christine Hermann
Neighborhood Outreach: Articles, mailings	<ul style="list-style-type: none"> ▪ Phone calls ▪ Email messages 	<ol style="list-style-type: none"> 1. Postcard with community meeting announcement 2. Bulletin articles with regular project updates and meeting announcements 	Christine Hermann Joleen Jensen-Classen
Project Website	<ul style="list-style-type: none"> ▪ Email messages ▪ Phone calls ▪ Written letters 	<ol style="list-style-type: none"> 1. Acknowledge incoming emails and voicemails within three business days. 2. Summarize public comments received in a monthly summary, distribute as appropriate. 3. Summarize how public input will be or was used in decision making process. 4. Create and distribute project Fact Sheet (updated weekly or as needed) 5. Add to Project FAQ (weekly) 6. Report to PDC Leadership - ongoing 	Christine Hermann Joleen Jensen-Classen

Media Outreach	<ul style="list-style-type: none"> ▪ Phone calls ▪ Public Inquiries ▪ Media inquiries 	<ol style="list-style-type: none"> 1. Return call and document conversation 2. Post to website 3. Report to Public Affairs 4. Commission Report 5. Manager Report 6. Send any clippings to NA, as appropriate 	Christine Hermann Joleen Jensen-Classen
Community Meetings	<ul style="list-style-type: none"> ▪ Comment Forms ▪ Question & Answer ▪ Discussion 	<ol style="list-style-type: none"> 1. Project Fact Sheet 2. PowerPoint Presentation 3. Provide written summary of public comments and input following presentations. 	Christine Hermann Joleen Jensen-Classen

PDC staff will also present public input from key stakeholders to PDC Board at Commission presentations on the project. An explanation will be provided regarding how public participation shaped the project and/or influenced the proposed elements and design.

Step #10: Evaluate Effectiveness of Public Participation Plan and Activities

Evaluation Tasks			
What to Evaluate	When	Who	Evaluation Tool
Stakeholder Committee	After committee tasks have concluded	Project Team w/ PDC Public Participation Staff	Informal Feedback/Discussion
Neighborhood Outreach	After each outreach initiative and ongoing	Project Team w/ PDC Public Participation Staff	Informal Feedback; NA Rep Interviews
Community Meetings	At and following meetings	Project Team w/ Public Affairs Staff and Facilitator	Meeting Comment Form; Internal Meeting Evaluation Form; Staff Debrief
Media Outreach & Publicity	After each press release and at conclusion of this project phase	Project Team w/ PDC Public Participation Staff	Project Team Debriefing Meeting; Evaluation Of Media Coverage
Public Participation Tools: Factsheet, Website, etc.	After approval of DDA and ongoing	Project Team w/ PDC Public Participation Staff	Project Team Debriefing Meeting; Selected Stakeholder Interviews; Written Documentation