

Saturday Market – Permanent Home Project

PUBLIC PARTICIPATION PLAN

Investing in Portland's Future



July 19, 2005

Saturday Market Permanent Home Project

Introduction

This public participation plan will guide the Portland Saturday Market (PSM) Board and staff, Portland Development Commission (PDC) staff, and Parametrix, consultant project managers, by engaging the public in the study to find a permanent home for the PSM. The plan focuses on informing and involving the public and promoting collaborative relationships with stakeholders.

The Saturday Market Permanent Home Project will study potential sites and financial feasibility for a stable home for Saturday Market. PDC and PSM signed a Memorandum of Understanding (MOU) in April, 2005 to delineate their mutual understandings. PDC desires to assist with a relocation based in part upon the outcomes of the study.

This project is being planned and implemented by the Portland Saturday Market Permanent Home Project core team, which was formed in July 2005. Core team members include Amy Miller Dowell from PDC and Paul Verhoeven from PSM. PDC and PSM have contracted with Parametrix as the consultant, with Sumner Sharpe as Parametrix' project manager.

The Public Participation Plan was written and formatted in accordance with PDC's adopted Public Participation Policy and Manual (draft April 2005), and developed by project staff from PDC, PSM, Parametrix and PDC Public Affairs staff. This public participation planning process will help to ensure that the project and project team considers and addresses the needs and expectations of the broader community.

Step #1: Project Description and Background

1. Desired Project Outcome

Identify a permanent location for the Portland Saturday Market that meets the needs of vendors and the City of Portland.

2. Policies, Plans, Laws, Public Investment and Project Budget

There are several policies, plans and laws related to this project that the team must keep in mind as the team advances the project and engages the public in the decision process:

- The *Ankeny/Burnside Development Framework*, is a current PDC and Planning project to create an urban design framework and development strategy for the area around Ankeny Plaza.
- The *Central City Plan* guides planning in Portland's downtown and close-in neighborhoods, including the area around Ankeny Plaza.
- The *Downtown Waterfront Development Opportunities Project Report*, adopted by the PDC Commission in November 2003, highlights the development potential for Portland's downtown waterfront blocks.
- The *Waterfront Park Master Plan*, developed by Portland Parks and Recreation (PP&R), provides direction for the park's renovation, and addresses related land use and environmental issues
- The *Old Town/China Town Vision – Development Plan* is the neighborhood stakeholders' vision of development desired in the district. Adopted by Council in December 1997 and update adopted in December 1999.
- *The Portland Public Market Feasibility Study* looks at the general feasibility of a public market in Portland, as well as specific feasibility in the Skidmore Fountain Building.
- *Bureau of Environmental Services Combined Sewer Overflow Project*, involves the creation of the West Side Big Pipe, a 3.4-mile, 14-foot diameter tunnel to capture combined sewage on the west side of the Willamette River, to be completed in 2006.
- *City of Portland zoning regulations* guide the City's land use.
- *Portland Development Commission 2005/06 Budget and relocation policies* related to PDC's financial contribution to this project, adopted by the PDC Commission in June 2005.

Public investment in the Saturday Market Permanent Home Project will be funded through urban renewal bonds, also referred to as Tax Increment Finance (TIF). PDC's Board of Commissioners approved \$50,000 for Fiscal Year 2005-06. Through the results of the Permanent Home study, PDC Finance Department may forecast potential funds for Fiscal Years 2006/07 through 2008/09 budgets.

3. Planning and Decision Process Steps

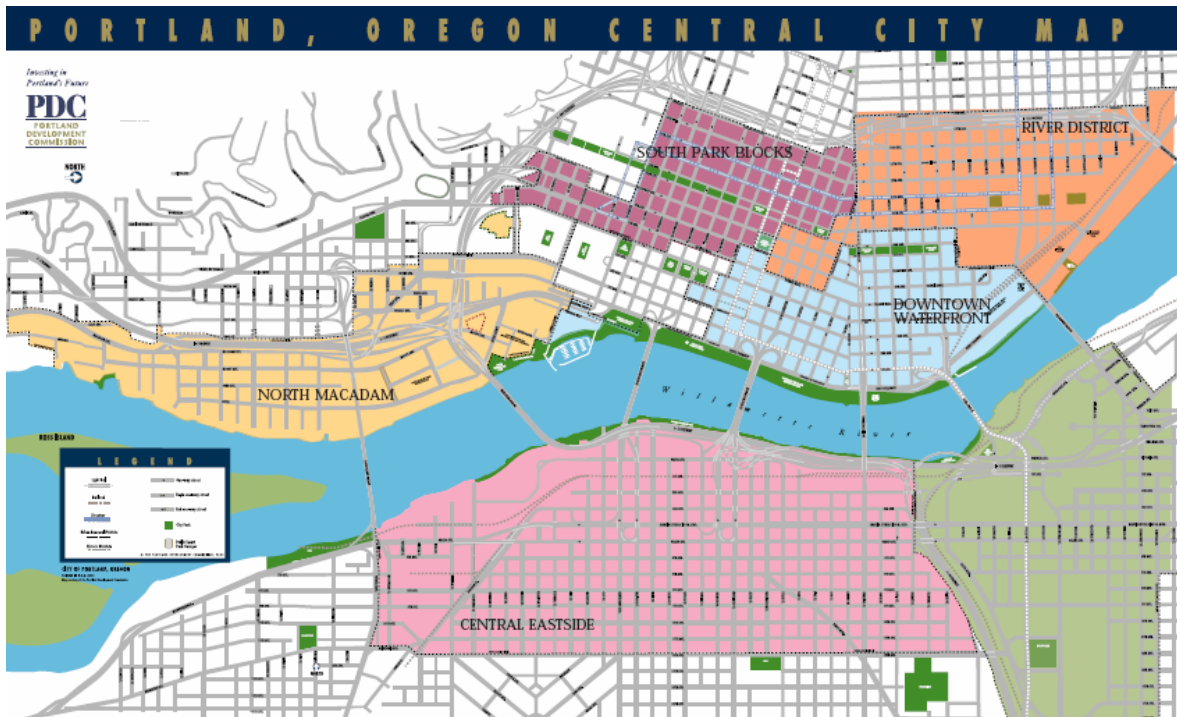
Step	Ultimate Decision Maker	Decided/Undecided
Location of market	PSM Board, PDC Board, Planning Commission, City Council	Undecided
Size of new location	PSM Board	Undecided
Program (entertainment, uses, space, infrastructure)	PSM Board	Undecided
Preference to locate in Skidmore/Old Town (N or S of Burnside)	PSM Board	Undecided
Months of operation	PSM Board	Undecided
Layout of new market space	PSM Board	Undecided
Nature of public assistance	PDC Board, City Council	Undecided

Project Elements that have been Decided:

- It is anticipated that Saturday Market will need to relocate because of the redevelopment of the Ankeny Plaza area that include plans for future infill redevelopment on current surface parking lots leased and occupied by Saturday Market.
- PSM has determined a need to identify a permanent home for its operations. PDC desires to work with PSM to undertake a study of potential sites for relocation and financial feasibility for a permanent home for Saturday Market and assist with relocation based in part upon the Permanent Home Study and understandings in the MOU.
- Current vendor mix will remain the same (entertainment, food and crafts).
- PSM will be open Saturdays and Sundays, but may add 1-2 other days per week.
- PSM will continue to be open from March through December, but extend beyond March.
- PSM's permanent home will be within one of the Central City Urban Renewal Areas: Downtown Waterfront, South Park Blocks, River District or Central Eastside.

4. Geographic Area

The current PSM location is in the Old Town/Chinatown neighborhood under the Burnside Bridge and around Ankeny Plaza. The study area will include all Central City Urban Renewal Areas (map below).



5. Prior Public Participation Activities

PDC and PSM have been active in keeping stakeholders and the Old Town Chinatown community informed about this relocation project. Prior activities on this project have included:

- Staff report to PDC Commission with presentation and testimony from PSM vendors (4/13/05)
- Updates in PSM newsletter to Saturday Market vendors
- PSM Board discussions with input on site criteria and locations
- Multiple presentations to Old Town Chinatown Visions Committee and Old Town Chinatown Neighborhood Association on Ankeny Plaza area and Fire Station (including discussions on future home for PSM)
- Presentations to stakeholder groups on Downtown Waterfront Development Opportunities Project (which recommended finding a permanent home for PSM), the Ankeny/Burnside Development Framework, Portland Public Market, and the relocation of Fire Station #1. (Spring/ Summer 2004)

6. Internal/External Resources

Mailing Lists

- Old Town Chinatown Neighborhood Association list
- Old Town Chinatown Visions list
- Old Town Chinatown Crier Newsletter
- PSM mailing list
- Portland Public Market mailing list
- Office of Neighborhood Involvement Listserve
- Downtown Waterfront Urban Renewal Area interested parties
- Area property owners

- American Institute of Architects mailing list
- Portland State University Urban and Regional Planning Listserve
- Portland State University Community Development Program Listserve
- Multnomah County Library – Cascade Links Bulletin Board
- Fire Station #1 Selection Advisory Committee
- PDOT’s Pedestrian Advisory Committee
- PDOT’s Bicycle Advisory Committee
- Past Waterfront DOS Advisory Committee list
- Past Waterfront Master Planning Advisory Committee list
- Past Naito Parkway Reconstruction Public Advisory Committee list


Primary Project Partners

- Portland Development Commission
- Portland Saturday Market

Other Project Partners

- Bureau of Planning
- Portland Parks and Recreation
- Portland Office of Transportation
- Regional Arts and Culture Council
- TriMet
- Portland Fire and Rescue
- Portland Police Bureau

Step #3: Determining Level of Public Participation: 3.6

Increasing Level of Public Participation 			
Inform (1-1.9)	Solicit Input / Consult (2-2.9)	Involve (3-3.9)	Collaborate (4-4.9)
<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 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.
<i>Promise to the Public</i>			
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.
<i>Example of Tools to use</i>			
<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

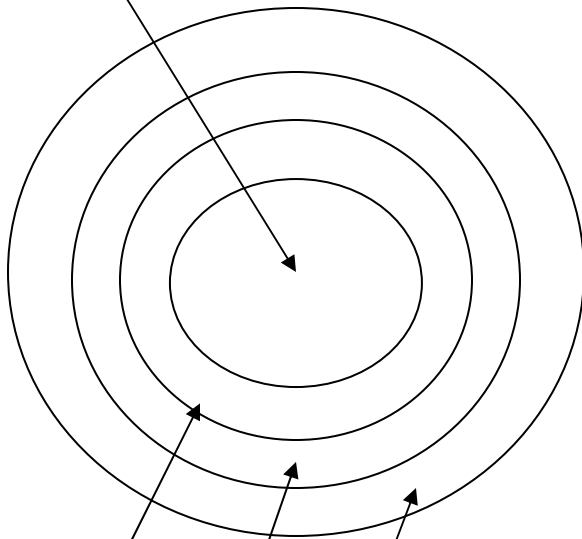
Step #4: Public Participation Goals

1. Solicit input from broader public and stakeholders regarding Portland Saturday Market program (uses, space, layout).
2. Engage key stakeholders and vendors to advise and evaluate alternative locations, programs and layout.
3. Inform and educate broader public about the circumstances and objectives for finding a permanent home for Portland Saturday Market.
4. Solicit input from broader public and key stakeholders regarding potential sites, opportunities and constraints, and perspectives on the current and future Portland Saturday Market.
5. Inform and gain support from city elected officials and PDC commission members regarding the decision-making and public participation processes.

Step #5: Stakeholders and Strategic Partners

The Committee identified project stakeholders under the following categories.

Stakeholders in the bull's eye will be the audiences that the team and PDC will communicate with most frequently and, if appropriate, seek input and involve in the decision process.



- *PSM Vendors*
- *PSM Board*
- *Business owners within two blocks of current and new sites*
- *Property owners within two blocks of current and new sites*
- *Residents and neighborhood/business associations within two blocks of current and new sites*
- *Old Town Chinatown Visions Committee*
- *PDC Commission*
- *Mayor's Office*

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. The Committee will invite some of these stakeholders to provide input and/or participate in the decision-making process.

- *Portland Saturday Market customers/visitors*
- *Old Town Chinatown Neighborhood Association*
- *Planning Commission*
- *Ankeny/Burnside Development Framework Stakeholder Advisory Committee*
- *Portland Business Alliance*
- *Portland Parks and Recreation*
- *Portland Office of Transportation*
- *Regional Arts and Culture Council*

The **third category of stakeholders** will extend to other interested parties.

- *Media*
- *Portland Oregon Visitors Association*
- *Social service agencies in Old Town/Chinatown*
- *Multnomah County Board of Commissioners*
- *TriMet*
- *Urban Renewal Advisory Committee (depending on prospective sites)*

Finally, the **public-at-large** is an important stakeholder to keep informed about the project.

Step #6: Public Participation Tools & Schedule

The project team *brainstormed* various public participation tools to facilitate public information/education, input and involvement for this project. These *ideas* are listed in the order in which they were suggested. The team will choose tools *that will successfully achieve the identified public participation goals and recommended levels of public input and involvement* (Note: Public Participation Assessment = 3.6).

TOOLS					
General description	#1	#2	#3	#4	#5
1. Preliminary 1:1 Interviews 2 nd and 3 rd tier stakeholders to develop opportunities and constraints analysis.	X	X		X	X
2. Info/input booth at Saturday Market and other downtown events	X		X	X	
3. Open houses with broader public to review and comment on prepared opportunities and constraints	X	X		X	
4. Intercept surveys at Saturday Market with customers	X		X	X	
5. Outreach/interview non-Saturday Market customers	X		X		
6. Conduct web survey on Saturday Market/PDC websites	X		X	X	
7. Invite vendors/1 st tier stakeholders to submit stories for Saturday Market newsletter			X		
8. Tour of other crafts markets in the region—look/research pros/cons (Eugene, Astoria, Vancouver WA)	X	X			
9. Focus groups with Saturday Market vendors (invited)	X	X		X	
10. Interview staff from Project for Public Spaces (NY) and share results with elected officials	X			X	
11. Brief and action from decision-makers including PDC Board, Mayor's office, Planning Commission					X
12. Stakeholder Advisory Committee	X	X		X	
13. Tour of potential market locations by SAC	X	X		X	
14. Media strategy (TV and newspaper)			X		
15. Direct meeting with neighborhood association depending on site		X		X	
16. Survey of market vendors	X	X	X	X	

The final tools to-be used:

- Open houses with broader public
- Focus groups with Saturday Market vendors
- Stakeholder Advisory Committee
- Preliminary interviews with 2nd and 3rd tier stakeholders
- Intercept surveys at Saturday Market with customers
- Brief and action from decision-makers
- Survey of market vendors

Additional Activities (based on staff workload)

- Tour of potential market locations by SAC
- Media strategy (TV and newspaper)

Step #8: Project Staff Roles/Responsibilities and Plan Summary

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	Goals					Level of Participation			Target Group(s)	Responsible Parties
		1	2	3	4	5	Inform	Input	Involve		
<ul style="list-style-type: none"> Aug. 15, 2005 Convene Meet monthly through Feb. 2006 	Stakeholder Advisory Committee	X	X		X		Y	Y	Y		Parametrix
<ul style="list-style-type: none"> Aug. 2005 	Focus groups with Saturday Market vendors	X	X		X		N	Y	N		Parametrix
<ul style="list-style-type: none"> Late Sept./early Oct.—input on identified site program, potential sites including opportunities and constraints Early/mid. Dec.—top sites selected/input on ranking at Saturday Market tent. 	Open houses with broader public	X	X		X		Y	Y	N		First open house: Parametrix Second open house: Parametrix and PSM
<ul style="list-style-type: none"> Aug. 2005 	Preliminary interviews with 2 nd and 3 rd tier stakeholders	X	X		X	X	Y	Y	N		Parametrix
<ul style="list-style-type: none"> Aug/mid. Sept. 2005 	Intercept surveys at Saturday Market with customers	X		X	X		Y	Y	N		Parametrix
<ul style="list-style-type: none"> Early-mid. Oct. (after open house) Early Jan. 2006 (after open house) Winter 2006—after draft report 	Brief and action from decision-makers					X	Y	Y	N		PDC/PSM
<ul style="list-style-type: none"> Aug. 2005 (timed with focus group) 	Survey of market vendors	X	X	X	X		N	Y	N		Parametrix

• Early Sept. (before open house)	<u>Tour of potential market locations by SAC</u>	X	X		X		Y	N	N		Parametrix
• Public relations on open houses and draft report.	<u>Media strategy (TV and newspaper)</u>			X			Y	N	N		PDC/PSM

Public Participation Goals:

1. Solicit input from broader public and stakeholders regarding Portland Saturday Market program (uses, space, layout).
2. Engage key stakeholders and vendors to advise and evaluate alternative locations, programs and layout.
3. Inform and educate broader public about the circumstances and objectives for finding a permanent home for Portland Saturday Market.
4. Solicit input from broader public and key stakeholders regarding potential sites, opportunities and constraints, and current and future Portland Saturday Market.
5. Inform and gain support from elected officials and commission members regarding the decision-making and public participation processes.

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 the public at large.


Tool	Input Received	Dissemination	Responsible Party
Stakeholder Advisory Committee	Discussion and recommendations from SAC to PSM and PDC Board of Commissioners	<ol style="list-style-type: none"> 1. Meeting minutes 2. Briefings with decision-makers 3. Stakeholder reports 	Parametrix
Focus groups with Saturday Market vendors	Results of focus group	<ol style="list-style-type: none"> 1. Share results with focus group participants and SAC 	Parametrix
Open houses with broader public	Input from Open House participants regarding draft Opportunities and Constraints reports (public comments and modifications)	<ol style="list-style-type: none"> 1. Share results with SAC, PSM Board and PDC Board. Post participant input on PDC and PSM website and send follow up email /letter to Open House participants. 2. 2nd open house: share open house report with SAC; post on website; results of open house in draft report; talking points to media 	<p>First open house: Parametrix</p> <p>Second open house: Parametrix and PSM</p>
Preliminary interviews with 2 nd and 3 rd tier stakeholders	Comments and input from stakeholders	<ol style="list-style-type: none"> 1. Stakeholder report to be posted on PDC website and summarized in PSM newsletter 	Parametrix
Intercept surveys at Saturday Market with customers	Summary of survey results with Saturday Market customers	<ol style="list-style-type: none"> 1. Summary posted on PDC project website, summarized in PSM newsletter. 	Parametrix

Step #10: Evaluation of Public Participation Plan and Activities


Evaluation			
How to Evaluate	When to Evaluate	Who Evaluates	Tool Evaluated
Questionnaires	Feb. 2005	Committee members	Stakeholder Advisory Committee
Mid-project debrief	Dec. 2005	Project team	Focus groups with Saturday Market vendors
Project team debrief Event Evaluation Forms	1 st open house: Early Oct. 2 nd open house: late Dec.	Project team Open House participants	Open houses with broader public
Mid-project debrief	Dec. 2005	Project team	Preliminary interviews with 2 nd and 3 rd tier stakeholders and survey Saturday Market customers
Mid-project debrief	Dec. 2005	Project team	Brief and action from decision-makers
Mid-project debrief with SAC	Dec. 2005	Committee members	Tour of potential market locations by SAC
Mid-project debrief	Dec. 2005	Project team	Media strategy (TV & newspaper)

Saturday Market – Permanent Home Public Participation Plan

APPROVAL:


Date 8/22/05
Martha Richmond
Public Affairs Director
Portland Development Commission

CONCURRENCE:


Date 8/22/05
Bruce A. Warner
Executive Director
Portland Development Commission