



PUBLIC PARTICIPATION PLAN

Investing in Portland's Future



May 26, 2005

Revised August 2005



Introduction

This public participation plan will guide the Unwire Portland Committee in implementing public participation activities as part of the Unwire Portland project. It is designed to inform and involve the public and to promote cooperative relationships with stakeholders in the high tech sector.

The Unwire Portland Steering Committee (“Committee”) was formed in 2004 with 11 members from the private and public sectors, including representatives from the following: City of Portland, TriMet, Portland Public Schools, One Economy Corporation, the Portland Development Commission (PDC), and Alliance for Portland Neighborhood Business Associations. The mission of the Committee is to facilitate the development of a citywide wireless network to achieve social and economic development objectives while helping to reduce cost of government. Rashid Ahmed is the PDC Project Manager.

This plan was written and formatted following PDC’s Public Participation Manual (draft April 2005). The plan was developed by members of the Committee, PDC Project Manager 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.

Project Description and Background

The City of Portland is competing at the global level to attract and retain businesses. In order to compete, the city must have the “right” infrastructure, which increasingly means digital, ubiquitous and unwired telecommunication systems. The City also plays a critical role in building an informed and educated citizenry by giving residents better access to government, community and business services. Advanced telecommunications systems are the keys to expanding the economic development and civic infrastructure of our city.

Beginning in 2005, the City, Portland Public School District and TriMet have been collaborating to sponsor the development of a citywide wireless network (“Network”) to promote economic and public benefits for the community, businesses and local government. The vision includes a citywide wireless network that meets the following criteria:

- Able to expand with growing market
- Provides open access (ie, multiple service providers compete);
- Cost competitive to the end user;
- Used by local government, businesses and citizens;
- State-of-the-art technology; and
- Supports high quality of service standards.

To accomplish this goal of a citywide wireless network, the Committee is developing an innovative public-private partnership approach. The three core public partners – City of Portland, Portland Public School District and TriMet – are seeking a private partner to install and manage the network. The private provider would build the network using the public partners’ assets, such as street lampposts, traffic signals, school buildings and radio towers, to install the wireless equipment. The network would be open to multiple Service Providers (SPs) who will in turn provide direct access to the community.

The presence of a wireless network will benefit large segments of the population in ways large and small:

Public Benefits

- Provide low cost internet access to local businesses, city residents and the low-income citizens, thereby bridging the “digital divide” that currently hampers these groups.
- Encourage competition among service providers, leading to lower costs for businesses and citizens.
- Expand the city’s economic development capacity to attract and retain businesses, as well as to incubate new technology-based companies.
- Improve community access to government services and reduce government’s cost to deliver those services.
- Provide internet service for riders on all TriMet routes.
- Provide internet access within Portland Public Schools.
- Provide internet services to police and emergency crews during emergency calls and response times.

- Provide direct savings to the City, TriMet and Portland Public Schools through lower telecommunication costs.
- Lower the cost of doing business in the City by reducing barriers for small businesses to expand markets or establish and grow businesses.
- Improve access to school records and faculty and research data for students and parents.

The Committee, which is coordinated by PDC staff, is currently working to prioritize applications and requirements, and develop the RFP. Current members of the Committee as of July 13, 2005, include:

- Ron White – Network Communications Manager, TriMet
- Veronica Valenzuela – Policy Development Assistant, Office of Mayor Tom Potter
- Brendan Finn – Staff Assistant, Office of Commissioner Dan Saltzman
- Scott Robinson – Chief Technology Officer, Portland Public Schools District
- Amanda Lowthian – Assistant to the Mayor, Office of Mayor Tom Potter
- Matt Lampe – Chief Technology Officer, City of Portland
- Roger Jones – Alliance of Portland Neighborhood Business Associations
- Jesse Beason – Sr. Policy Director, Office of Commissioner Sam Adams
- Rashid Ahmed – Sr. Project Coordinator, Portland Development Commission

* Intel is providing technical, business planning, and project management assistance for this project (in both consulting and pro bono capacities).

Key Project Concepts

The proposal would have a private company deploy and operate a privately financed Network. It would serve the government and other institutional users at negotiated wholesale rates, and would provide access to multiple Service Providers who would in turn serve retail (business and residential) customers, in the spirit of open access. The financial incentive to build and provide this service would be a revenue stream from the City, Portland Public Schools District and TriMet, as well as access to publicly-owned infrastructure (such as buildings, lamp posts, traffic signals, and radio towers) to install equipment. The private entity would have the rights to sell access to the system at wholesale costs to service providers. Internet users would contract with the local provider just as they do currently for wired internet access.

In exchange, the private provider would provide low-cost service to the public partners, as well as provide the “Public Benefits” listed above. The cost savings accruing to both local residents and businesses, as well as to the partners, cannot be determined until the City of Portland has completed final negotiations with the private provider.

Why here? Why now?

In February 2003, former Portland Mayor Vera Katz's Blue Ribbon Committee on Economic Development identified investment in the City's telecommunications infrastructure as one of the key economic development initiatives that the city should pursue.

Since that time, a committee of public and private sector representatives has been examining options for improving Portland's telecommunications capacity. They identified the promotion of a citywide wireless internet network (or "Cloud") as one of the best options for expanding the availability of low cost access to telecommunications services for small businesses, community residents, schools and local government agencies.

What is a wireless internet cloud?

A wireless "cloud" is a specific geographic location within which mobile users are able to obtain access to a high speed wireless network for internet and other uses. This project will facilitate the deployment of a centrally managed network to cover the City of Portland over time, so that anywhere/anytime access to the internet becomes a reality for local businesses and citizens. Through this network, individuals with wireless-enabled computers or personal digital assistants would be able to connect to the internet anywhere in the city.

Project Outcome

Citywide wireless network deployed to provide services to local businesses, schools, citizens, and government.

The Network includes these elements:

- Able to expand with growing market
- Provides open access (ie, multiple service providers compete);
- Cost competitive to the end user;
- Used by local government, businesses and citizens;
- State-of-the-art technology; and
- Supports high quality of service standards.

Legal/Binding

1. Allowing private entity access to publicly-owned property and assets to install equipment (City and other jurisdictions within the Portland metropolitan area)
2. Public contracting requirements (City of Portland)
3. Federal and State of Oregon telecommunications regulations
4. Request for Proposal (RFP) Process (City of Portland Bureau of Purchasing)

Planning Steps

City Council Meeting – Present Resolution	– June 29, 2005 <i>approved</i>
Issue Request for Proposals	– September 16, 2005
Pre-Submittal Conference	– September 26, 2005
Written Vendor Questions Due	– October 03, 2005
Written Proposals Due	– October 24, 2005
Interviews with Finalist	– November 28, 2005
Selection Committee Recommendation	– December 28, 2005
Contract Negotiations with Selected Consultant	– January 28, 2006
Notice to Proceed – Work Begins	– February 08, 2006

Location – Geographical Area:

Detailed build out plans and timelines for the Network will be determined through discussions with the Consultant. The Committee envisions an aggressive deployment schedule comprised of distinct phases each with their own pre-defined coverage goals. A phased approach could take the following form:

- Phase 1 (within 6 months from project start) – WiMAX point-to-point coverage throughout the City, and WiFi coverage in the Central City, which includes Portland downtown, Lloyd District, and Central Eastside areas.
- Phase 2 (within 12 months from completion of Phase 1) – WiFi Coverage extends to the following City of Portland locations:
 1. Major commercial and industrial district corridors as specified in Metro Regional Government's 2040 plan
 2. City of Portland High Schools
 3. Specified Trimet transit stations
 4. Urban Renewal Areas
 5. The Northeast (Humboldt, Vernon, King, Sabin, Boise) and North (St. John's, Portsmouth, Kenton) low income neighborhoods
- The Committee recommends that Proposers propose an "in-fill" strategy or approach and timeline for extending WiFi coverage throughout the City following Phase 2.

Previous Public Participation Activities

- Intel hosted a workshop with target government and other institutional stakeholders in November, 2004.
 - ✓ Attended by Committee partners representing government and other institutional entities.
- Media coverage to date: *Newsweek, Willamette Week, The Oregonian, The Portland Tribune, Oregon Public Broadcasting, dailywireless.org, News4Neighbors and Muniwireless.com. History of media coverage under news tab on www.pdc.us/unwire.*
- **Convening Project Committee** *composed of private, public and citizen representatives.*

Issues and Identified Decision Points


Issues that have been decided or resolved by the Committee

1. Minimum technical requirements for network.
2. Geographic phasing in deployment,
3. Business model: Private wholesale business model that will be privately financed, owned, operated and maintained network with access for and competition among service providers.
4. City of Portland, Portland Public Schools and TriMet as early adopters of the network for internal use.

Undecided Issues/Decision Points

1. Clarifying and identifying social or public benefits, which could include a free access to certain sites, preferential access for businesses and residents and pricing for low-income users and/or nonprofits.
2. Need public input regarding the balance between public benefits to be gained and public resources being invested in the project.
3. Complete an analysis of network costs and benefits to present and discuss with the public, media and other project stakeholders in public forums.
4. Solicit letters and gestures of commitment from key project partners.

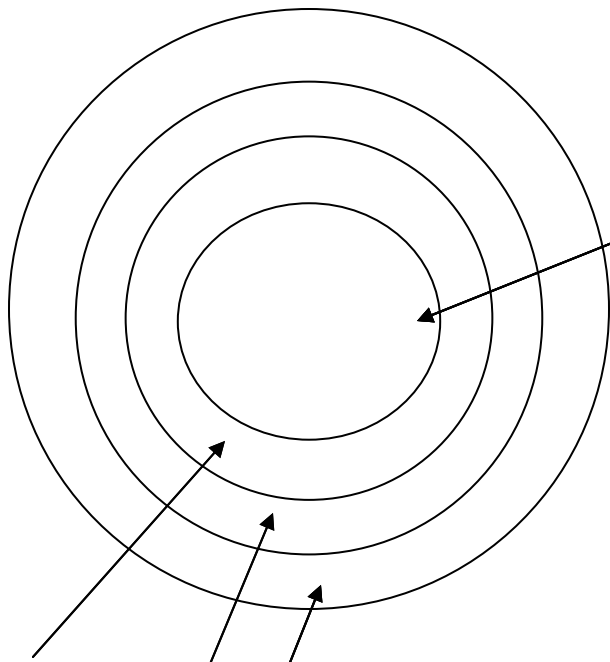
Determining Level of Public Participation: 3.1

 Increasing Level of Public Participation			
Inform (1-1.9)	Solicit Input / Consult (2-2.9)	Involve (3-3.9)	Collaborate (4-4.9)
<p><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.</p>	<p>Seek public feedback on a proposal, analysis or alternatives. Requires a response from the public, but limited opportunity for public dialogue.</p>	<p>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>.</p>	<p>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.</p>
<i>Promise to the Public</i>			
<p>We will keep stakeholders informed</p>	<p>We will keep stakeholders informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.</p>	<p>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.</p>	<p>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.</p>
<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

Public Participation Goals

1. Inform and educate the public at large regarding public resources, public benefits and technical benefits to the Portland community.
2. Consult and incorporate feedback from vendors and telecommunications community regarding business plan, ownership model, technology and public resources.
3. Recruit “interested parties” to integrate their expertise into the RFP process and respond to concerns and questions raised by the public.
4. Promote national recognition for Portland for innovation and leadership in applying new technology to community building and economic development.

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.

The Committee, City Commissioners Adams, Saltzman and Sten, Mayor Potter, PDC Commissioners, TriMet, Intel, PPSD, Bureau of Technology Services, City of Gresham, and One Economy Corporation.

- ✓ 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.

Low income community advocacy groups, Free Geek, Community Development Corporations, Urban League of Portland, City neighborhood and business associations, educational institutions, such as community colleges, vocational schools and public and private universities, Native American Youth Association, Regional Arts and Culture Council, PICA, Personal Telco, Portland Business Alliance, Portland Office of Transportation, Multnomah County, Portland Office of Emergency Management, Police Department, Fire & Rescue

- ✓ The **third category of stakeholders** will extend to interested parties, other school districts and local taxing districts representing all or portions of the Portland metropolitan area: Multnomah County, Clackamas County, David Douglas School District, Parkrose School District, Multnomah Educational School District, and neighboring Cities: Beaverton, Lake Oswego, Tualatin, and Milwaukie.

- ✓ 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.

- *Innotech Fair Conference (in Spring)*
- *City Club – Business & Technical Issue Group Friday Forum*
- *Open Source Development Lab – Conference in Fall*
- *Media; Oregonian, Portland Business Journal, Daily Journal of Commerce, Asian Reporter, El Hispanic News, The Portland Tribune, Willamette Week, The Portland Mercury, Portland Monthly, National Technology media (all), National Business Magazines*

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 priority, based on individual ranking by the four Committee members who participated in this process. While the full Committee may choose to only use three of four of these ideas, ultimately, the selected tools *must include tools that will successfully achieve the recommended levels of public input and involvement* (Note: Public Participation Assessment = 3.1).

*Tools recommended by PDC Public Participation Coordinator are italicized. Recommendations are based on those tools that are most effective in accomplishing the level of involvement prescribed, and make most efficient use of time and staff resources.

Tool	Description	Level of Participation
<i>1. Project Website (4)</i>	<i>PDC hosts WIFI Project website on its home page. Design and content assistance from Committee advisory.</i>	<i>Public Education and Information</i>
2. Event Forum (3)	Event will feature headliner speakers (suggestion: Dave Allen – Gang of 4) and will focus on drawing on Portland creative communities to engage the public in the broader issue and questions of WIFI technology.	Public Education
3. Forum with Expert Panel (3)	Public event and expert panel hosted by Committee, but organized by PDC and other self-selected members of Committee. Committee will identify local and regional experts to provide information and education about the proposed WIFI cloud. Invite stakeholders identified in plan.	Public Education
<i>4. Appoint citizen representative to RFP Evaluation Committee (3)</i>	<i>Committee [or Commissioners Adams and/or Sten] will appoint interested citizens to participate in the RFP Evaluation Committee.</i>	<i>Public Involvement</i>
<i>5. Media outreach (3)</i>	<i>The Committee will collaboratively develop and implement a media strategy with assistance from PDC and staff from Commissioners Adams and Sten to document/highlight key project milestones and successes. This will require development of a brief statement that explains why we are doing this, the clear benefits to the City/Trimet/PPS and the timing of the project.</i>	<i>Public Information</i>
6. Open House with Plenary Workshops (1)	Invite target stakeholders identified in Public Participation Plan and conduct extensive outreach for Open House. Provide information stations and scheduled workshops during a time that is most convenient for members of the public (Saturday	Public Input

	<i>afternoon, weekday evening)</i>	
7. Bidders conference (1)	<i>Host event for vendors to ask questions about and respond to Request for Proposal.</i>	<i>Public Information and Education</i>
8. Individual meetings with vendors and telecom industry (0)	Members of the Committee will respond to vendor inquiries, and schedule and present at individual meetings as requested, to solicit input from vendors and representatives regarding interest in project and current capabilities. PDC will answer questions and address potential concerns.	Public Input
9. Topic for Speakers Bureau (0)	Add WIFI topic to PDC's new Speakers Bureau Program	Public Education

The Team agreed to utilize tools: 1, 4, 5, 6, and 7; they determined that tool number 6 would be a forum style workshop. The chart below identifies goals and the level of public participation for each corresponding tool. The Team will utilize tool 8 as needed.

Tool	Public Participation Goals				Level of Public Participation		
	Goal 1	Goal 2	Goal 3	Goal 4	Inform	Input	Involve
Project Website	X		X		X	X	
Media Outreach	X			X	X		
Forum Style Workshop	X	X	X		X	X	
Bidders Conference			X		X	X	
Reports & Updates to PDC Commission & City Council				X	X		
Appoint Citizen Representatives for RFP Committee		X					X
Individual meetings with vendors and telecom industry		X			X	X	

Project Staff Roles/Responsibilities and Plan Summary

The Plan Matrix brings together all 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			Stakeholders	Responsible Parties	
		1	2	3	4	Inform	Input	Involve	Group(s)	External	Internal
Ongoing	Reports & Updates to PDC Commission & City Council									Matt Lampe	Rashid Ahmed Patricia Ryan
May 2005	Project Website	X		X		X	X		All	Jesse Beason Committee	Rashid Ahmed Toni Severe Marcelin Tim Liszt
May 2005	Media Outreach (Develop strategy and implement)	X			X	X			2-4	Matt Lampe Jesse Beason	Christine Egan Rashid Ahmed Toni Severe Marcelin
July 28, 2005	Workshop Forum Style	X	X	X		X	X		2-4	Matt Lampe Jesse Beason Scott Robinson	Rashid Ahmed Christine Egan Toni Severe Marcelin C.Powers (graphics) Tim Liszt (web)
September 16, 2005	Solicit & Appoint Citizen Eval Committee			X				X	2-4	Committee	Rashid Ahmed Toni Severe Marcelin
September 26, 2005	Bidders Conference			X		X	X		Vendors	Committee, Intel PDC Public Affairs, City of Portland Purchasing	Rashid Ahmed P. Ryan/B.Alexander Christine & Toni
As needed	Meetings w/ telecom industry & vendors		X			X	X			Matt Lampe	Rashid Ahmed

Dissemination of Public Input to the Public and Decision Makers

To assure that public input is given proper consideration and utilized effectively by the Committee, the team will follow these methods to disseminate the information.

Tool	Input Received	Dissemination	Responsible Party
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 voicemail within three business days. 2. Summarize public comments received in a monthly summary to be reviewed and discussed by the Committee. 3. Provide a copy of public comment summary to Committee, PDC Executive Director and the offices of Commissioners Adams and Sten and Mayor Potter's offices. (to review and keep on record) 4. Project Fact Sheet (updated weekly or as needed) 5. PDC Leadership reports - ongoing 	Rashid Ahmed Ec/Dev Asst. Toni Severe Marcelin
Workshop (2)	<ul style="list-style-type: none"> ▪ Comment Cards ▪ Question & Answer ▪ Workstation Discussion 	<ol style="list-style-type: none"> 1. Add to Project FAQ (weekly) 2. Project Fact Sheet (updated weekly or as needed) 3. Committee monthly summary 4. PDC Leadership reports – ongoing 5. Summarize public comments from Workshop and provide copy of summary to Committee, PDC Executive Director and the offices of Commissioners Adams and Sten and Mayor Potter's offices. (to review and keep on record) 6. Post workshop public comments and questions with responses from committee to Unwire website. 	Rashid Ahmed Toni Severe Marcelin
Solicit & Appoint Citizen Representatives Evaluation Committee	<ul style="list-style-type: none"> ▪ Email messages ▪ Phone calls 	<ol style="list-style-type: none"> 1. Acknowledge incoming emails and record citizen responses to solicitation for committee review and selection. 2. Contact citizen regarding outcome of the selection. 3. Post thank you to those that submitted to the Unwire website. 	Rashid Ahmed Toni Severe Marcelin

Bidders Conference	<ul style="list-style-type: none"> ▪ Two-way dialogue 	<ol style="list-style-type: none"> 4. Vendor Q&As will be added to RFP addenda by the City Bureau of Purchases 5. Vendor Q&As will post to City Bureau of Purchasing Portlandonline.com 	<p>Rashid Ahmed City Bureau of Purchases</p>
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 Committee 4. Report to Rashid Ahmed 5. Commission Report 6. Manager Report 	<p>Toni Severe Marcelin Rashid Ahmed Committee Spokesperson</p>

Evaluation of Public Participation Plan and Activities

How	When	Who	What
Debriefing	08/01/05	Toni Severe Marcelin Committee	Forum Style Workshop
Debriefing	TBD	Toni Severe Marcelin Committee	Final Selection Process
Evaluation Form	TBD	PDC Public Affairs	RFP Evaluation Committee

PDC Staff


Name	Position	Department	Contact Information
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Unwire Portland Public Participation Plan

APPROVAL:


Date 9/5/05
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