

# **Old Town/Chinatown Parking Supply & Demand Study**

## **Public Participation Plan**

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*Investing in Portland's Future*

**PDC**

PORTLAND DEVELOPMENT COMMISSION

### **Project Staff**

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# Public Participation Plan

## Introduction

The public participation plan provides a guide for informing and seeking input from residents, stakeholders, and community members regarding the Old Town/Chinatown Parking Supply and Demand Study

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

## Step #1: Project description

### Background

The cost and reliability of parking is a substantial determinant of where people work, recreate and shop. The Central City has increasing competition from the suburban malls and office/industrial parks where parking is generally abundant and free. This being the case, the Central City has to create that special “ambiance” in the redevelopment of Old Town/Chinatown in terms of image and mix/concentration of uses to compete with outlying activity centers. This includes:

- Improved access by matching available parking to the characteristics of its users to maximize efficiency;
- Explore opportunities for shared parking use by different users at different times of the day and week;
- Pooling parking to support parking structure construction
- Evaluating innovative mechanical parking space-saving technologies;
- Increasing transit to its feasible level through public policy, incentives and creative partnerships;
- Encourage continued construction of housing to increase bicycle and pedestrian trips and;
- De-coupling residential parking from residential development.

### Project Outcome

The principal outcome of this study will be to identify the number of parking spaces needed in the study area within five years based on assumptions on new demand related to likely development and redevelopment as well as the expected displacement of existing parking supply in the Old Town/Chinatown neighborhood. In addition, the study will develop a strategy for providing the necessary public on-street and public/private off-street parking supply to accommodate the increasing demand.

### Project Geographic Area

The study area will consist of that area of Old Town/Chinatown that is located between SW Oak and NW Hoyt Streets generally between SW/NW 3<sup>rd</sup> Avenue and the Willamette River. At its northwest edge, the study area stair-steps up to NW 4<sup>th</sup> and NW 5<sup>th</sup> Avenues.

### Project Budget and Funding

**Funding for the study is included in the DTWF URA adopted FY 07/08 budget.**

### Relation to Previous Plans


- Old Town/Chinatown Development Plan
- Ankeny/Burnside Development Framework

- Central City URA Study Review Committee Recommendations
- Downtown Housing Inventory and Policy Analysis
- Workforce Housing Report
- Downtown Retail Strategy

## Step #2: Assess the Level of Public

Assessment Questions	Very low (1)	Low (2)	Moderate (3)	High (4)	Very High (5)
1. What is the level of anticipated controversy, opportunity, 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 levels 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 problems or advancing the project?			X		
<b>Count number of checks in each column</b>	<b>0</b>	<b>6</b>	<b>4</b>	<b>0</b>	<b>0</b>
<b>Multiply number of checks by the weight</b>	<b>X1</b>	<b>X2</b>	<b>X3</b>	<b>X4</b>	<b>X5</b>
<b>Enter column score</b>	<b>0</b>	<b>12</b>	<b>12</b>	<b>0</b>	<b>0</b>
<b>Add total of all five columns</b>	<b>24</b>				
<b>Divide total score by number of questions</b>	<b>24/10 Equals Public Involvement</b>				

### Step #3: Determine Level of Public Participation

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.
<b>Promise to the Public:</b>			
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.
<b>Example of Tools to use</b>			
<ul style="list-style-type: none"> <li>✓ Fact sheets</li> <li>✓ Press Releases</li> <li>✓ Web site</li> </ul>	<ul style="list-style-type: none"> <li>✓ Public Meetings</li> <li>✓ Comment Cards</li> <li>✓ Surveys</li> </ul>	<ul style="list-style-type: none"> <li>✓ Workshops</li> <li>✓ Design Charrettes</li> <li>✓ Citizen Advisory Committees</li> </ul>	<ul style="list-style-type: none"> <li>✓ Working Group</li> <li>✓ Joint Venture</li> </ul>

### Step #4: Identify Public Participation Goals

1. Provide stakeholders and the general public the opportunity to provide input on study direction and outcomes.
2. Conduct a transparent process that allows the appropriate amount of public dialogue to occur during the study process and at its conclusion.

## **Step#5: Identify Stakeholders and Strategic Partners**

### **Primary Stakeholders**

Portland Development Commission  
Portland City Council  
Old Town/Chinatown Neighborhood Association  
Old Town/Chinatown Visions Committee  
Portland Business Alliance  
Mercy Corps  
University of Oregon  
Bill Naito Company  
Beam Development  
City Center Parking  
Central City Concern

### **Secondary Stakeholders**

Portland Department of Transportation  
Portland Bureau of Planning  
Downtown Neighborhood Association

### **Other Interested Parties**

General Public  
Media representatives

## **Step #6: Public Participation Tools**

<b>Tool</b>	<b>Description</b>	<b>Level of Participation</b>
Fact sheet	One page description of the project	Inform
Web Page	Project information with interactive comment section	Inform/Involve
Stakeholder Advisory Committee	Committee of primary stakeholders to provide input on the study progress and conclusions	Involve
Media releases	Provide information at key decision points	Inform
Commission Report	Executive Director report for updates and specific briefing if needed.	Inform

**Steps #7 & 8: Project Schedule, Public Participation Activities and Staff Roles and Responsibilities**

Tool	Timeline	Staff
Fact Sheet	10/2/07	Ross Plambeck
Web Page	10/5/07	Ross Plambeck/Joleen Jensen-Classen
Stakeholder Advisory Committee	1 <sup>st</sup> meeting – week of 10/07 2 <sup>nd</sup> meeting – early Nov 3 <sup>rd</sup> meeting – TBD if needed	Ross Plambeck/Joleen Jensen-Classen
Media Releases	As needed	Joleen Jensen-Classen
Commission presentations	As needed	Ross Plambeck

**Steps #9 & 10: Feedback Loop and Evaluation**

What to Evaluate	When	Who	Evaluation Tool
Fact Sheet	As project progresses; adjust as needed	Ross Plambeck	Public/staff comments
Web Page	As project progresses	Project team	Monitor on-line survey and E-Blast comments
Stakeholder Advisory Committee	At project completion	Project team	Survey of committee members
Media releases	When issued	Project team	Coverage
Commission presentations	Once completed	Project team	Commissioner responses

**Approval:**

  
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 John Jackley  
 Executive Department Operations Manager  
 Portland Development Commission

10/4/07  
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 Date