

PORTLAND DEVELOPMENT COMMISSION

Portland, Oregon

RESOLUTION NO. 7028

AMENDING THE PUBLIC PARTICIPATION POLICY

WHEREAS, on June 22, 2005, the Portland Development Commission (“PDC”) Board of Commissioners (“Board”) approved through Resolution No. 6266 the Public Participation Policy (“Policy”) establishing the agency’s commitment to and implementation of public participation in the course of PDC’s activities;

WHEREAS, the Policy has not been amended since 2005 and does not reflect PDC’s current era of activities and partnerships established through Portland City Council’s adoption of the 2009 City Economic Development Strategy, Portland City Council’s adoption of the 2011 Neighborhood Economic Development Strategy, and the PDC Board’s 2012 adoption of a new PDC mission and strategic plan;

WHEREAS, the Board seeks to expand and diversify PDC’s public outreach and involvement to reflect organizational capacity;

WHEREAS, PDC uses many tools to engage community advisors and to obtain public input and feedback;

WHEREAS, PDC’s range of public participation has included, and should continue to include, public hearings, surveys, polling, open houses, workshops, citizen advisory committees (single-use and ongoing), budget advisory committees, industry groups, and other forms of direct involvement with the public, including web and technology-based methods;

WHEREAS, PDC also desires to have the amended Policy replace the current Urban Renewal Advisory Committee Policy (“URAC Policy”) by providing new methods of public input on PDC programs, activities, and budgets; and

WHEREAS, the amended Policy and the replacement of the URAC Policy reflects the culmination of three years of external and internal reviews to find the most effective and inclusive way to bring community partners together for the pursuit of our mission and strategic plan.

NOW, THEREFORE, BE IT RESOLVED, that the amended Policy attached hereto as Exhibit A, is hereby adopted;

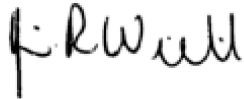
BE IT FURTHER RESOLVED, that this action replaces the URAC Policy, which was most recently amended through Resolution No. 6614;

BE IT FURTHER RESOLVED, that the Executive Director is authorized to modify the Policy and create Administrative Rules as the Executive Director deems necessary or desirable to implement the

Policy, so long as such changes do not materially impact the intentions of the Policy or increase PDC's risks or obligations, as determined by the Executive Director in consultation with the General Counsel; and

BE IT FURTHER RESOLVED, that this resolution shall become effective 30 days after its adoption.

Adopted by Portland Development Commission on October 8, 2013

A handwritten signature in black ink, appearing to read "Gina Wiedrick". The signature is written in a cursive, flowing style.

Gina Wiedrick, Recording Secretary

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Exhibit A includes this cover page and contains four pages:

- Board Policy: Public Participation

Board Policy

Subject:	Public Participation	Policy Number:	BR-7028
Effective Date:	October 8, 2013	Page:	Page 1 of 3
Resolution:	Board Resolution 7028	Supersedes:	BR-6266 and BR-6614

The purpose of this Public Participation Policy (the “Policy”) is to:

- (a) Demonstrate PDC’s commitment to public participation and public involvement;
- (b) Provide guidance to PDC staff regarding when and how public participation applies to PDC projects, programs, and initiatives (“PDC Activity” or “PDC Activities”); and
- (c) Provide flexibility on how best to scale and use public participation tools and technologies for PDC Activities.

The approaches in this Policy reflect best practices from the International Association of Public Participation (“IAP2”), a globally-recognized professional resource for public involvement, in a manner that aligns with PDC’s emphasis on inclusivity-based plans such as PDC’s 2011 Neighborhood Economic Development Strategy. PDC is also committed to public participation that embodies diversity as articulated in PDC’s [Equity](#) policy.

This Policy does not preclude or supersede any applicable federal, state, or local laws concerning public notice, participation, and similar requirements.

- A. **Overview.** On behalf of the City of Portland, PDC administers and invests public resources to advance economic development and redevelopment objectives that create positive change in Portland. Meaningful, timely, and effective public participation is essential.

Public participation may include public hearings, surveys, polling, open houses, workshops, one-time and ongoing citizen advisory committees, industry groups, and other forms of direct involvement with the public, including technology-based methods. The level of involvement should reflect the scale and scope of the PDC Activity as well as PDC’s operational resources and capacity.

- B. **Leadership and Advisory Committees.** In addition to the tools mentioned above, PDC shall have standing committees (“Committees”) whose members are diverse in demographic and geographic representation. The composition of each Committee should reflect demonstrated expertise in areas relevant to PDC’s Strategic Plan goals as well as any other skills that PDC might determine are pertinent to the particular activity. While this policy delegates to the PDC Executive Director all administrative and operational aspects of these Committees – including but not limited to selection processes, membership categories, term lengths and limits – the PDC Board of Commissioners reserves the right to appoint members to Committee(s).

C. **How and When to Use this Policy.** PDC staff should consult this Policy when any PDC Activity will likely have a positive or negative impact on an identified set of stakeholders. Initially, PDC project staff and their supervisor should determine the necessity of public participation by considering the following questions:

- What are the potential impacts, both positive and negative, of the PDC Activity to the public?
- Geographically, does the PDC Activity affect adjacent properties, nearby neighborhoods, or the region?
- Who could benefit from public participation and who benefits from (or is adversely affected by) the PDC Activity?
- Has public participation related to the PDC Activity already occurred? If so, to what extent? What were the outcomes and expectations for further public participation?
- For programmatic investments, how important is the physical site or the range of investment options to residents, businesses, elected officials, and other stakeholders?
- How much value or knowledge can outside stakeholders bring to discussions related to the PDC Activity to inform the decision or recommendation?

The responses to these questions should help staff determine the scale and intensity of public participation activities. Staff should use their professional judgment and consult with their manager when determining whether a Public Participation Plan (see Section D below) is required for any particular PDC Activity.

D. **The Public Participation Manual and the Public Participation Plan.** PDC's [Public Participation Manual](#) ("Manual") includes a template and instructions for completing a Public Participation Plan ("Plan"). The Manual includes customized approaches to engaging the public, based on the nature and potential impact of the PDC Activity.

The purpose of a Plan is to describe to stakeholders and PDC staff why, how, and when stakeholders can participate. Having a clear Plan at the outset of a PDC Activity will manage expectations and reduce misunderstandings about how input will be used and decisions will be made. In addition to the guidance of the Manual and Plan, the following industry-accepted IAP2 standards should guide PDC's public engagement strategies and structures:

- The public should have a say in decisions about actions that affect their lives.
- Public participation processes should:
 - Communicate the interests and meet the needs of all participants;
 - Seek out and facilitate the involvement of people potentially affected by the proposed decision;
 - Involve participants in defining how they will participate;
 - Provide participants with the information they need to be involved in a meaningful way; and

- Communicate to participants how their input will affect any decisions.

E. **Partnerships.** If another party implements a project or program in partnership with PDC and receives PDC resources, PDC staff shall collaborate with the other party to determine whether PDC or the project partner (e.g., public agency, non-profit, or private developer) will be responsible for producing and implementing the Plan for the PDC Activity.

F. **Authorities and Responsibilities**

1. **Project Staff** are responsible for assessing the need for public participation in PDC Activities they supervise or support and consulting with their manager as to what type of public participation is appropriate.
2. **Managers** are responsible for providing guidance to their staff on the appropriate level of public participation for specific PDC Activities and ensuring that projects under their supervision conform with this Policy. Managers are required and authorized to approve all Public Participation Plans.
3. The **Executive Director** is responsible for both ensuring compliance with this Policy and delegating PDC staff to develop and update the Manual.

RESOLUTION NO. 7028

RESOLUTION TITLE:

AMENDING THE PUBLIC PARTICIPATION POLICY


Adopted by the Portland Development Commission on October 8, 2013

PRESENT FOR VOTE	COMMISSIONERS	VOTE		
		Yea	Nay	Abstain
<input checked="" type="checkbox"/>	Chair Scott Andrews	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Commissioner Aneshka Dickson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Commissioner John Mohlis	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Commissioner Steven Straus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Commissioner Charles Wilhoite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Consent Agenda		<input checked="" type="checkbox"/> Regular Agenda		

CERTIFICATION

The undersigned hereby certifies that:

The attached resolution is a true and correct copy of the resolution as finally adopted at a Board Meeting of the Portland Development Commission and as duly recorded in the official minutes of the meeting.

	<p>Date:</p> <p>October 9, 2013</p>
<p>Gina Wiedrick, Recording Secretary</p>	