

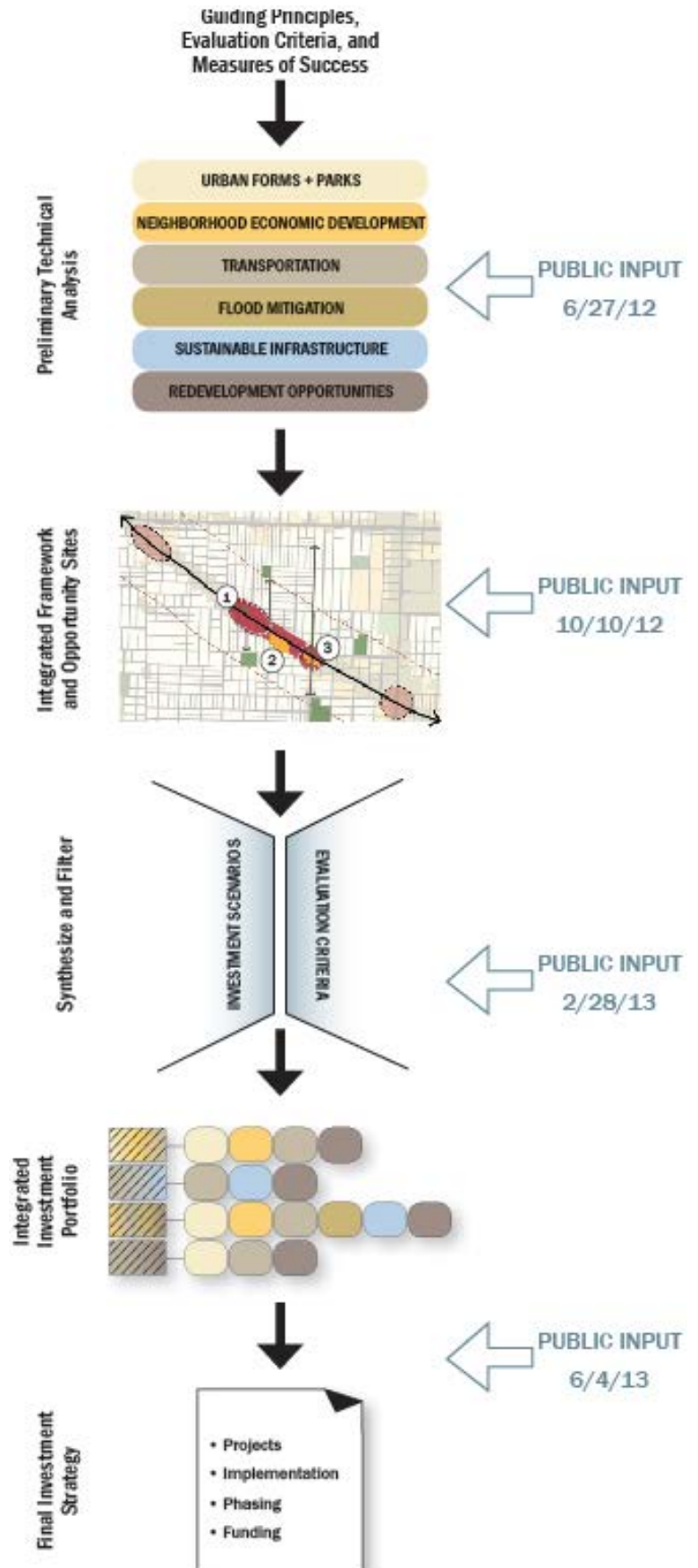
PROJECT PROCESS AND PUBLIC PARTICIPATION

The Foster-Lents Integration Partnership developed the Foster Corridor Investment Strategy from spring 2012 through summer 2013. This highly-collaborative process began with the drafting of a public engagement strategy in partnership with the Foster Green EcoDistrict in April 2012. The strategy drove input from the ground up through some traditional methods also through emerging methods of public involvement. FLIP made a strategic decision to use a “collaborative” model instead of a traditional “informative” model of public involvement.

Public Participation Methods

Foster Green Advisory Committee: FLIP partnered with the Foster Green Steering Committee, an existing community-based organization that is a coalition of businesses, residents, and non-profit organizations to enact change through sustainability: economic prosperity, equity, and environmental quality. Foster Green in essence acted as an Advisory Committee, community sounding board, and decision-maker to the project in lieu of a traditional, project-specific, community advisory committee that forms on a temporary basis to get to consensus for one project.¹ The investment strategy was such a unique concept and empowerment was at the core of it, that it was critical for an existing organization to continue the work, advocate for the implementation, and share the success at the community level. To this end, Foster Green provided direct outreach and communications to stakeholders thereby creating a platform for their work in the community and a direct voice in the development of the strategies and action plan. This was another first for PDC and the City of Portland to implement a “collaborative model” public involvement approach.

Open Houses: Four public Open Houses were held over the course of the project in order to gain insight and recommendations from business and property owners, local stakeholder groups, and the general public. Over 325 people attended the public events.



¹ Foster Road Streetscape Plan update was also reviewed periodically by a designated Stakeholder Advisory Group.

Tabling Community Events: The team tabled at 6 events in summer 2012.

Peak Democracy Participatory Budgeting Exercise: Over 300 participated in a web-based participatory budgeting exercise through Peak Democracy. Users helped prioritize projects by allocating a \$600 budget to different projects.

Stakeholder Interviews: Interviewed key community-based stakeholders, creative thinkers, funders, and businesses to gain insight into market trends, concerns, ground truthing technical reports, and general feedback about community engagement and public investment choices.

Community Liaisons: Small stipends were provided to community members to serve on a city project team. The Liaisons held informal discussions hosted by members of the community, and conducted direct outreach to people of color and cultural organizations, including Urban League of Oregon, APANO, Hacienda CDC, .Portland Enrichment's Summer of Solutions, NAYA, IRCO, and OPAL.

FLIP Video: The Team produced an online [video](#) that shared the story to of the FLIP Partnership and the story of three business owners who are investing in the Foster Corridor and Lents. Insert a Link

Neighborhood Economic Development Leadership Group: PDC's Neighborhood Economic Development (NED) Leadership Group-Redevelopment Subcommittee guides the implementation of the 2010 NED Strategy. The group reviewed the plan and is building support for project implementation.

Furthermore, the project team developed "Guiding Principles" and a rigorous set of Evaluation Criteria and Measures of Success (See Appendix L) by which all projects for the Foster Corridor could be evaluated. The team then analyzed the Corridor and its project opportunities from a variety of standpoints: urban form, parks and recreation, neighborhood economic development, transportation, flood mitigation, sustainable infrastructure, and redevelopment opportunities. The team then checked these opportunities against the Evaluation Criteria and the triple bottom-line of sustainability to determine which combination of projects could be most synergistic and catalytic for Foster. The result was an integrated investment portfolio, for which the team also prepared an implementation and funding strategy.

The public participation efforts of this project have been record setting and ground breaking for Lents, in sheer numbers of participants and in taking a collaborative approach and trying innovative new participation methods.