

# Open House Plan

January 2019

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**Date:** February 11<sup>th</sup>, 2019

**Time:** 6:00pm – 8:00pm

**Location:** Wattles Boys and Girls Club, 9330 SE Harold St., Portland 97266

**Expected Attendance:** 200

## Purpose

- Share information and answer questions about the site, the 5-year Action Plan, the role of Prosper Portland, and the redevelopment process.
- Based on focus group feedback, share what we have heard so far about community values
- Share information about how those community values can be translated into the development program.
  - For example Housing: “a place for families” → 3 bedroom units
  - Public Space “a welcoming place for families” → playground and place to play
- Share information about next steps and the decision-making process, including the project timeline
- Provide resources for local community (on housing, WHAT ELSE?)

## Notification Plan

- **Email invitations.** Invite all existing stakeholders and email listserv. Make a ‘shareable’ email invitation that can be circulated by invitees.
- **Project website.** Post information prominently on the Prosper Portland website.
- **Social Media.** Post on Prosper Portland social media pages.
- **Word-of-mouth outreach.** Work with community conversation participants to spread the word.
- **Postcard mailer.**

## Translation & Interpretation Needs

- Four translators available at the Open House (Chinese, Russian, Vietnamese, Spanish)
- Printed materials:
  - Display Boards
  - Community information?

## Approach

Open House will be informal, drop-in style with information displays. Input opportunities through dot exercises or filling out a feedback form will be available at some stations. Fact sheets and comment forms will be available to solicit additional input.

Station	Display info/activity	Staff
<b>Welcome</b>	<p><b>Displays</b></p> <ul style="list-style-type: none"> <li>• Welcome/Sign in</li> </ul> <p><b>Engagement</b></p> <ul style="list-style-type: none"> <li>• Sign-in, informational handouts, orientation to event</li> <li>• Food and refreshments</li> <li>• **CELs to be stationed at Welcome to help guide folks who would like interpretation</li> </ul>	<p><b>Sign In:</b> Anne C-T, Paula Edwards, JLA Staff</p> <p><b>Floater:</b> Amy Hartman, Lisa Abuaf, Mayra Arreola</p> <p><b>CELs:</b> Ngoc, Timmy, Maria Elena, Hanna</p>
<b>Station 1: Project Background</b>	<p><b>Displays (3 boards)</b></p> <ul style="list-style-type: none"> <li>• About Lents Town Center Phase II developments <ul style="list-style-type: none"> <li>○ <i>Point out what feedback is being asked for, and how it will be used in the final outcome</i></li> </ul> </li> <li>• What happened in Phase I? <ul style="list-style-type: none"> <li>○ <i>Be sure to easily explain housing terminology (MFI, Affordable Units, Market Rate, etc.) to folks who might not know.</i></li> <li>○ <i>Also reference work done in Lents 5-year action plan</i></li> </ul> </li> <li>• Phase II Timeline <ul style="list-style-type: none"> <li>○ <i>People may have question here about how soon groundbreaking might happen, etc.</i></li> <li>○ <i>Be sure to point out and invite people to Community Conversation #2 on the 25<sup>th</sup></i></li> </ul> </li> </ul>	<p>Alison Wicks, Robert Gibson, Floater</p>
<b>Station 2: Housing</b>	<p><b>Displays (2 boards)</b></p> <ul style="list-style-type: none"> <li>• Share what we have heard (focus groups, community conversations, conversation with stakeholders)</li> <li>• Values that we have heard about housing</li> <li>• And how those values could be translated into the development project – potential public benefits <ul style="list-style-type: none"> <li>○ <i>Be sure to explain clearly (and in easy terms!) what housing terminology means: MFI, inclusionary housing policy, etc.)</i></li> </ul> </li> </ul> <p><b>Engagement</b></p> <ul style="list-style-type: none"> <li>• What ideas resonate with you the most?</li> <li>• Is there anything else you'd like to add?</li> <li>• What multifamily housing developments inspire you and why?</li> </ul>	<p>June Reyes, JLA Staff, Karl Dinkelspiel</p>

	<ul style="list-style-type: none"> <li>○ <i>People add in on sticky notes/write ideas on displays, etc.</i></li> <li>○ <i>Have flipchart handy to write additional feedback/thoughts heard from participants, or for more space if needed.</i></li> </ul>	
<b>Station 3: Commercial</b>	<p><b>Displays (2 boards)</b></p> <ul style="list-style-type: none"> <li>● Share feedback heard (focus groups, community conversations)</li> <li>● How these could be reflected in the development</li> </ul> <p><b>Engagement</b></p> <ul style="list-style-type: none"> <li>● What ideas resonate the most with you?</li> <li>● Is there anything else you'd like to add?</li> <li>● What commercial or retail spaces inspire you? <ul style="list-style-type: none"> <li>○ <i>People can vote on sticky dots for favorite photos, and add in on sticky notes/write ideas on displays, etc.</i></li> </ul> </li> </ul>	Laura Alsenas, JLA Staff, Floater
<b>Station 4: Public Space</b>	<p><b>Displays (2 boards)</b></p> <ul style="list-style-type: none"> <li>● Share feedback heard (focus groups, community conversations)</li> <li>● How these could be reflected in the development</li> </ul> <p><b>Engagement</b></p> <ul style="list-style-type: none"> <li>● What ideas resonate the most with you? <ul style="list-style-type: none"> <li>○ <i>Participants can add sticky dots to one of the pictures: covered pavilion, bathroom, play area(s)</i></li> </ul> </li> <li>● Anything else you'd like to add?</li> <li>● Favorite public spaces in Portland? <ul style="list-style-type: none"> <li>○ <i>Participants use sticky notes/pens to write down ideas and add to display board</i></li> <li>○ <i>Staff to have flip chart handy to write down any additional ideas/comments heard in conversation</i></li> </ul> </li> </ul>	Sue Lewis, Thea Munchel, Floater
<b>Station 5: Equitable Development</b>	<p><b>Displays</b></p> <ul style="list-style-type: none"> <li>● Values heard from community (focus groups, community conversation 1, other conversations with stakeholders)</li> <li>● How these could be reflected in the development <ul style="list-style-type: none"> <li>○ <i>Staff to be sure to clearly explain in easy terms what the policies are, and what they mean (PP's equity policies, etc.)</i></li> </ul> </li> </ul> <p><b>Engagement</b></p>	Wendy Wilcox, Thalia Martinez, Floater

	<ul style="list-style-type: none"> <li>• How can we make this framework more equitable? What additional equitable development goals are important to you?             <ul style="list-style-type: none"> <li>○ <i>Participants can write on sticky notes/on board to provide additional feedback</i></li> <li>○ <i>Have flip chart handy to write down any additional ideas/comments heard in conversation</i></li> <li>○ <i>This station might require more explanation (what's possible? What's not?) and helping people to understand what this question means</i></li> </ul> </li> </ul>	
<p><b>Comment Table</b></p>	<p><b>Engagement</b></p> <ul style="list-style-type: none"> <li>• Comment forms to fill out and comment boxes</li> <li>• Invite participants to the community conversation 2 happening on February 25<sup>th</sup> (<i>all welcome and will focus on possible 'packages' for development</i>)</li> <li>• Additional resources?             <ul style="list-style-type: none"> <li>○ <i>Staff to be prepared to help direct people to community resources if they have additional questions about any of the areas covered in the OH (housing, etc.)</i></li> </ul> </li> </ul>	

**Materials**

- Sign-in sheets - JLA
- Comment forms (75) – JLA
- Comment box - JLA
- Welcome sign – JLA
- Dots: 4 colors, 150 each (600) – JLA
- Pens (40) – JLA
- Sticky notes – JLA
- Meeting kit – JLA
- Easels (12) – JLA
- Clipboards – JLA
- Name tags – JLA
- Comment table sign – JLA
- A-frame – JLA
- Flip charts (5) – JLA
- Annotated agendas (15) – JLA
- Paper cups and plates (enough for 80+) – JLA
- Swag (pens, coasters, etc.) – PP
- Food/refreshments – PP
- Printed display boards -- PP