Portland Clean Energy Fund Committee –
MEMO: Public Engagement Plan, Draft Summary

To: Portland Clean Energy Fund Committee
From: June Reyes, PCEF Staff
Subject: Outreach and Engagement Update, 11/15/2019 PCEF Committee Meeting #3, Agenda
             Item C
Date: November 8, 2019

PURPOSE OF THE MEMO

This memo provides an overview of the public engagement plan for the PCEF program. In the startup process of PCEF, decisions being made today can determine future opportunities so it important that Portlanders especially those at the frontlines of climate change have the opportunity to be heard and influence that process. This plan focuses on short-term opportunities to inform the development of grant criteria in Winter 2020 and builds awareness for the first grant cycle in Spring 2020 recognizing the fast-paced timeline. This plan also includes longer-term strategies for deeper public engagement that builds on engagement efforts in the startup phase.

It will be important to receive guidance from PCEF Committee members on how they receive and consider community feedback especially in the the program development process, how stakeholder groups are prioritized, and the general approach to outreach efforts.

GOALS OF PUBLIC ENGAGEMENT

The three main goals of our engagement efforts are:

1. **Create awareness** of the Portland Clean Energy Community Benefits Fund particularly those at the frontlines of climate change;
2. **Provide meaningful opportunities** for Portland's communities especially those at the frontlines of climate change to participate in the development of the PCEF program and decision making process; and
3. **Promote equitable partnerships and community building** between frontline communities and potential project partners seeking to add value to frontline community-led projects.

TARGET AUDIENCE

This plan has an intentional focus on engaging communities at the frontlines of climate change who traditionally have not benefited from investments in the clean energy or energy-efficiency economy:

- **Non-profits and groups with a stated mission and track record of benefiting and serving:**
  - People of color
  - Low-income
  - People with disabilities
  - Women
  - Chronically unemployed
- **Non-profits and groups led by and serving:**
  - People of color
  - People with disabilities
- **People who identify with the following identities:**
  - Person of color
  - Low-income
  - Person with a disability
  - Woman
  - Chronically unemployed
- **Minority / Women contractors**
- **Minority / Women entrepreneurs**

TARGET AUDIENCE LOCATION
To reach the intended audience, outreach events will focus on key geographic areas / neighborhoods that have higher numbers of target populations based on American Community Survey 2016 data:

Table 1: Portland Neighborhoods with a Poverty Rate Above 19% Based on 2016 American Community Survey Data

POVERTY RATE*	TOTAL
Centennial-Glenfair-Wilkes	32.00%
122nd-Division	27.00%
Central City	27.00%
St. Johns	27.00%
Roseway-Cully	22.00%
Parkrose-Argay	21.00%
Gateway	20.00%
Lents-Foster	19.00%

* Percent of people who were in poverty in a calendar year.

Table 2: Portland Neighborhoods with over 8,000 People of Color Based on 2016 American Community Survey Data

	TOTAL	People of Color*	White	Black	Asian	Hispanic-Latino	Hawaiian-Pacific Islander	Native
Gateway	51,587	**18,110**	34,951	3,654	5,531	7,463	1,022	440
Lents-Foster	50,372	**16,075**	36,760	1,914	6,557	6,900	195	509
Interstate Corridor	45,495	**12,311**	34,197	5,685	2,031	4,284	186	125
Centennial-Glenfair-Wilkes	30,290	**12,158**	20,252	2,209	3,289	5,922	468	270
Roseway-Cully	38,829	**11,779**	29,306	2,875	3,207	5,355	110	232
St. Johns	30,671	**9,653**	23,251	2,594	1,160	4,692	807	400
Montavilla	38,516	**8,381**	30,698	1,140	3,469	2,973	345	454

*People of color is the sum of Black, Asian, Hispanic-Latino, Hawaiian-Pacific Islander, and Native people from 2016 American Community Survey data

Figure 1: Portland Neighborhood Map Showing People of Color and Poverty Rates Based on American Community Survey Data 2016

PRACTICES FOR EQUITABLE COMMUNITY ENGAGEMENT

To ensure public engagement processes are successful, the PCEF team will strive to bring in this evolving list of practices into PCEF work. These principles provide a foundation for building ongoing, long-term relationships and partnerships (adapted from Principles of Environmental Justice and OHEA community engagement guidelines for racial justice):

- **Accessible spaces and material.** At a minimum, create an accessible and welcoming space.
- **Honor knowledge**. Provide pathways for knowledge to be given full consideration even when it significantly shifts the scope and direction of the process.
- **Anti-racist practices.** Uphold values and criteria for modeling anti-racist practices in community engagement throughout the entire process.
- **Provide meaningful involvement.** People have the opportunity to participate in decisions that may impact their environment and/or health – these opportunities should be culturally appropriate for low-income, minority, and linguistically isolated stakeholders.
- **Center frontline communities.** Facilitate the involvement of those most impacted by climate change in the engagement process.
- **Share power.** Identify opportunities to shift and share power.

- **Be responsive and accountable.** Create check points for ensuring process is responsive and accountable to communities engaged. There should be early, continuous and open public engagement in major actions and decisions.
- **Share Information.** Practice accountability and transparency by providing access to and information about key decisions. Disseminate information in clear, concise and timely way especially to people most impacted by decisions.
- **Foster system change.** Explore advocacy strategies within BPS that are needed to root and support sustainable change.

STRATEGIES AND TACTICS

Strategies	Tactics
A) Build and sustain relationships and collaborate with community leaders, organizations, and agencies/organizations doing similar work especially those serving and led by frontline communities	• Relationship manager model • Co-host and participate in networking / gatherings • Community events
B) Bring the PCEF program to community members and organizations	• Co-host / sponsor events • Presentations • Visual tools
C) Create space to envision what's possible for community members and organizations	• Engage storytellers / artists • Engage youth and adults in visioning exercises
D) Maintain an information center that's easy to understand and access	• Maintain website with information and resources
E) Be intentional in *how* we engage by following principles for equitable engagement	• Provide multiple opportunities and ways to express opinions • Honor community feedback • Remove barriers to frontline communities participating

PRIMARY AREAS OF ENGAGEMENT
These three areas are the main ways community can engage and influence the PCEF program.

1. **PCEF PROGRAM DEVELOPMENT.**

Key Decision Points	Decisionmaker / Responsible for Delivery	Influencers
a) Grant evaluation criteria. **Jan – Feb 2020.** Guidelines the committee will use to determine which grants will be selected for funding and what would make a successful application.	PCEF Committee	• Staff research and consultations for committee memos • Sector-based meetings • Committee meetings – public comment and invited presentations • Public meeting • Focus Groups
b) Workforce equity plan requirements. **Jan – Feb 2020.** The requirements for meeting goals for minority / women participation for each PCEF-funded project or program.	PCEF Committee	• Staff research and consultations for committee memos • Committee meetings – public comment and invited presentations • M / W contractors stakeholder group meeting(s) • Focus group on construction workers

2. **BUILDING COMMUNITY CAPACITY (ongoing)**

Key programs to influence (ongoing)	Decisionmaker / Responsible for Delivery	Influencers
a) Capacity building program. The suite of tools and resources available for the development of an organization's leadership, technical knowledge, staff skills, administrative structures, and reporting systems necessary to apply for and successfully implement grant funds to meet PCEF objectives.	PCEF staff	• Staff research and consultations • Building partnerships event • PCEF Resource Potluck survey
b) Technical Assistance for applicants. Technical assistance sessions tied to the opening of a grant cycle.	PCEF staff	• Staff research and consultations • Building partnerships event • Surveys

| c) **Potential cohort model.** Engaging with people in frontline communities to organize and gear up for applying for PCEF over 1-2 years. | PCEF staff? | • Staff research and consultations |
| d) **Community visioning events.** Events that relate to exploring what's possible in our communities with PCEF dollars. | PCEF staff | • Staff research and consultants |

3. COMMUNICATIONS & STORYTELLING (ongoing)

Key programs to influence (ongoing)	Decisionmaker / Responsible for Delivery	Influencers
a) **Information center.** The suite of communication tools used to tell potential applicants and the public about PCEF.	PCEF staff	• BPS communications staff • Evaluations from visitors
b) **Storytelling.** Telling the story of projects PCEF makes possible.	PCEF staff	• Staff research and consultations • Grantee reporting

METRICS & EVALUATION
The following are examples of metrics that will be important for evaluation of outreach efforts.

Strategies	Metrics
A) **Build and sustain relationships.**	• **Progress of partnerships.** Leads and conversions to certain outcomes such as participation in capacity building workshops, applying for PCEF, etc. • **Number** of co-hosted events, collaborations, and demographics of participants at these events. • **Reviews of staff members.** For example, 360 review.
B) **Bring the PCEF program to community members and organizations.**	• **Participant demographics and numbers** for events, presentations, and meetings. Track race/ethnicity, income, living with disability, and zip codes to understand where people are participating and not.
C) **Create space to envision what's possible.**	• **Participant demographics and numbers** for events, presentations, and meetings. Track race/ethnicity, income, living

	with disability, and zip codes to understand who is participating and not. • **Quality of experience surveys.** How did artists, storytellers, and participants experience public meetings / spaces for exploring what's possible? How was feedback incorporated?
D) Maintain an information center.	• **Communications metrics.** TBD.
E) Be intentional in *how* we engage.	• **Report backs for each decision. Were** follow-ups / report backs made available to influencers at each decision point? • **Quality of experience surveys.** How comfortable were people at the event? Was the information accessible? Were opportunities for engagement meaningful?

FEEDBACK FLOW TO PCEF COMMITTEE
These are the three primary ways Committee members will receive feedback:
1. **Committee memos**
   • Informed by:
     • Staff research and consultations***** for committee memos with a focus on frontline communities (low-income and communities of color)
     • Focus group reports
     • Public meeting feedback
     • Stakeholder group meeting summaries
2. **Committee meetings**
   • In-person / phone comments
   • Submitted email comments
   • Regular outreach report back
3. **Invited presentations***
*Need more direction from committee

PCEF COMMITTEE MEETING #3 DISCUSSION QUESTIONS
1. What does staying accountable to receiving and fully considering community feedback look like to you?
2. What guidelines do you have for committee memos:
   • Staff research and consultations – seek conversations with who?
   • Invited presentations – seek presenters balancing what kinds of backgrounds?
3. What evaluation information is important to you for outreach / engagement efforts?