

Beaverton Visioning Advisory Committee (VAC)

Saturday, February 20, 2021

Zoom Online Retreat: <https://www.beavertonoregon.gov/299/Visioning-Advisory-Committee>

11:02 a.m. | Welcome/Call to Order

The retreat was called to order by Chair Brian Powell with the following board members present and representing a quorum: Jen Christy, Amanda Clark, Amanda Hoffman, Cameron Irtifa, Amy Johnson, Sarah Keane, Christina Lent, Wade McJacobs, Cynthia Moffett, Rachel Philip, Brian Powell, and Subba Somanchi. Also present were VAC City Staff Liaison and Events Program Manager Shannon Mason, Mayor Lacey Beaty, Beaverton City Councilor Mark Fagin, and Public Engagement Division Manager CeCe Ridder.

11:04 p.m. | Agenda Review and Icebreaker Activity

Chair Powell gave a general overview of the day and shared the retreat agenda. During the first half of the day, we will focus on who we are, what our rules are going to be for working together, and what we think about visioning work that has happened in the past. In the afternoon, Vice Chair Sarah Keane will lead a tensions exercise to get a better idea of how we want to approach this visioning process. This exercise will lead us into a discussion about larger guiding principles for what we want to do. We will stick with big ideas and move on from there.

Wade McJacobs led an icebreaker activity for the group to help everyone get to know each other. He asked each person to share two or three of the most important things in your life. Think about where you spend your time, your money, and your efforts.

Each person took 90 seconds to answer the questions.

11:36 a.m. | Goals for the Day

Chair Powell opened up a discussion inviting VAC members to share their goals for the retreat. Subba Somanchi said: Identify what we want to accomplish in the next year. Wade McJacobs said: Get a sense of a calendar detailing what's going to happen and what we are going to be engaged in over the next six months, year, and 18 months. A big picture to help organize ourselves. Vice Chair Keane added: Make sure that we walk away with something tangible and information to help draft a presentation for the upcoming round table with the City Council in March. Amy Johnson said she would like to see what types of processes we've seen that we've liked and talk about public engagement challenges.

11:40 a.m. | Review of the Working Agreement

Shannon Mason reviewed the VAC's existing working agreements that were approved in January 2018:

- Keep comments on topic
- Encourage everyone to contribute
- Keep contributions relevant to the VAC agenda (not our individual agendas)
- Listen to one another
- Refrain from repeated comments, once they have been acknowledged

- Allow one person to speak at a time
- Be curious, caring, and openminded
- Allow non-VAC members an opportunity to comment at the beginning and end of the VAC meeting
- Communicate new topics/issues to the chair no later than two weeks before the meeting
- Allow the chair to determine the agenda items for meetings
- Keep a “parking lot” of proposed topics and issues that have not made it on the agenda.

She asked if anyone had any changes or additions they would like to see made. Members said they would like to see some flexibility to set new agenda items if something urgent comes up during that two-week window before a meeting.

Vice Chair Keane suggested adding an agreement to assume positive intent of each other and tending to your impact. Tending to your impact means that as you are saying something, you might unintentionally hurt someone, so being more thoughtful about your opinions and the way that you’re speaking to avoid being offensive or undermining people. Rachel Philip added that it means saying what you think but also being open to hearing that you’ve hurt someone. Be open to receiving that feedback when we make a mistake. Cameron Irtifa said: Be open to other people’s thoughts and views. Amanda Hoffman added creating a safe space for sharing, of being open both ways to speaking and hearing. This suggestion could fall under be curious, caring, and openminded. Amanda Clark spoke about incorporating the term “good controversy” that is centered around having conversations that help you better understand things in order to come to a decision as opposed to avoiding questions or attacking someone’s point of view. Members said they would like to see agreements around being sensitive, having empathy for others, and being respectful of diverse opinions and backgrounds. Engaging and listening from a place of understanding and mutual respect.

Shannon Mason said she wrote down mindfulness of cultural influence context and impact of self and others, respect differences and diverse perspectives, and engage in listening from a place of understanding cultural sensitivity and mutual respect.

Amy Johnson suggested including the word “centering” to ensure we center those voices that are more marginalized, where we invite the people who are most impacted to speak first. Vice Chair Keane added decentering whiteness as much as we can.

11:55 a.m. | Announcements

Shannon Mason shared the Community Vision postcard that was created to invite community members to participate in the visioning process. The city printed 275 postcards that were added to boxes that were distributed during a February 12 event at Village Baptist Church.

Members asked if we could get the postcard translated in the event we have an opportunity to print and distribute more postcards for future events that might come up. Shannon Mason invited any VAC members to translate it and then have it reviewed. It would also be nice to have an online option for people to fill out.

12 p.m. | Current City Trends

Mayor Beaty shared her history with the VAC. She encouraged the committee to look at how the VAC did public outreach in the past. Did we have the right people at the table? Think about privilege and service and where we were and even who we went out to because we had connections. We went broad, but it was not deep. She advised the group to push boundaries for a true reflection and vision of the entire community. Be bold, think differently, and be unshackled by what has been done in the past.

She talked about the change to Beaverton's City Charter, the city's new form of government, and the interim city manager. As mayor, she's taken the role of government affairs and relations. The interim city manager is focusing on things happening in City Hall and the services being provided. City staff are adapting to an ever-changing environment. She said that the visioning work is an important priority for the City Council. "You guys have an immense challenge to bring us a Community Vision reflective of the community during a global pandemic when everyone's remote," she said. "I look forward to your plan, but I know you have hard work ahead of you."

She said it would be good to draw on some of the work Tualatin Hills Park and Recreation District (THPRD) recently completed in the creation of the park district's vision. There are lessons to be learned from them. It will be important to meet people where they are and be intentional with outreach to ensure we get the right feedback. That means mailing postcards, calling people you know, going door-to-door canvassing. You can't wait for people to come to you. We need much more of an equity lens.

12:15 p.m. | Pre-read Materials

Committee members shared feedback on the pre-read materials that Shannon Mason provided, research they completed, and things they noticed.

Discussion points included:

- In looking at the 2018 update, most action items were in progress. Who is tracking progress on action items? Will we write an update and include it in the new plan?
- Every plan has so many actions that came from the vision. Will we include those actions or reference other plans and have big concepts? Do we do both?
- How will city staff use the document? What would be useful for them?
- When we reach out to check progress on actions, it might be a good way to reintroduce ourselves to community partners. Ask how we can best partner with them in the new process.
- Maybe we target new partnerships with apartment complexes, businesses, and other places where we know we're missing some of the demographics.
- The THPRD visioning process was impressive — the breadth of the process, the communities reached, the report itself, and inclusion of input from youth and young adults.
- Success stories would be a nice way to begin the conversation.
- Outreach ideas to involve schools, students, and parents. Reach out to the Beaverton School District's Community Engagement Office.
- Keep the questions broad in the beginning. Don't limit ourselves to just what the city has control over.

Vice Chair Keane shared innovative, new ways that other communities have used to gather information.

12:31 p.m. | Break

VAC members took a 30-minute break.

1 p.m. | Tensions Exercise

Vice Chair Keane led a tensions exercise to set group goals for the visioning process, decide how we want to focus our outreach, and see what we want for an end product. She asked members to think about what was important to them for each of the categories below and select what was more important or where they land between the two options (in blue below, with zero being the left option and five being the right option).

Type of Process

- **Fast — Thorough** (Is it more important that we do outreach quickly or more important to be thorough, where we would take more time?)

VAC member responses: Brian 4, Christina 5, Wade 5, Amanda H. 4, Sarah (*Did not vote*), Cynthia 4, Subba 4.5, Amy 5, Jen 4, Rachel 4, Cameron 5. (*Amanda C. was not present during this exercise*)

Discussion: Christina Lent said: The process is super important because that's where we're going to collect all our data and do outreach and get the engagement. It's also important to put out a really good product at the end. She values gathering all the information, synthesizing it, finding the meaning within it, then sharing it in a way that can be usable, informative, and tailored to different audiences so they can look at it and see themselves in the plan. Choosing between both, the process is most important because it informs the product. Rachel Philip said: With this project, so much of what we choose as our process really informs the product. We are really synthesizing and trying to get people to tell us what they want to see from the city. It feels like if we choose the wrong process, our product will not be as good as it could be. Amanda Hoffman said: Then on the flip side, if we end up with doing a great process, reaching out and collecting data, and it's in a binder on someone's desk, then why did we do it? That's why she was right in the middle. Subba Somanchi said: The product is the important thing. That's our end goal. That's what we're focused on, then we'll fine tune during the process and improve it as we go along. Jen Christy said: She framed it in terms of sacrifice. If one had to be sacrificed, which would she be more willing to give up. She wouldn't be willing to sacrifice the process just to get a product out there. If we were under the wire, she would rather delay the product piece to ensure we have the process that we want. Wade McJacobs said: If we create a really good process, then it could be used as another iteration. Whereas, if we focus on the product, then we end up in a linear perspective of creating a process that produces it. Cameron Irtifa said: They both interplay very well together. We cannot be bogged down on the process because we do have an end goal in mind. The product is our destination. The data is very important, but we need a focus. Amy Johnson said: Maybe we need to create some bottom lines for our process, where we need our process to hit key things.

- **Process — Product** (What is more important? The actual process of doing it or the end results of the outreach? What is more valuable do you think?)

VAC member responses: Brian 2, Christina 2, Wade 1, Amanda H. 3, Sarah (*Did not vote*), Cynthia 3, Subba 4, Amy 3, Jen 2, Rachel 3, Cameron 3. (*Amanda C. was not present during this exercise*)

- **Linear — Iterative** (Do you envision something very linear where it's just one step after another or a more iterative process where you're doing multiple reach-outs to the same groups/communities?)

VAC member responses: Brian 4-5, Christina 5, Wade 4, Amanda H. 4, Sarah (*Did not vote*), Cynthia 5, Subba 1, Amy 4, Jen 4, Rachel 3, Cameron 3. (*Amanda C. was not present during this exercise*)

Outreach

- **100 — 10,000+ People** (How broad do you envision the outreach? Is it more important to cast a wide net and set a big goal or do more targeted, smaller outreach?)

VAC member responses: Brian 9, Christina 5, Wade 4, Amanda H. 4, Sarah (*Did not vote*), Cynthia 5, Subba 3, Amy 5, Jen 5, Rachel 5, Cameron 4. (*Amanda C. was not present during this exercise*)

Discussion: Brian Powell said: He would like to see a participation target of between 8-10 percent of the population that is representative of different groups. Jen Christy said she would like to see 10 percent. Wade McJacobs cautioned the group from focusing on just getting numbers. He's willing to sacrifice numbers to ensure we go deep with underrepresented groups within our community.

- **Percentage of Black Indigenous People of Color (BIPOC) Participation: 0 — 100%** (We talked about decentering whiteness. How important is it that we reach certain segments of our community? Do we want to set a target of more than half?)

VAC member responses: Brian 3, Christina 3, Wade 3, Amanda H. 3, Sarah 3, Cynthia 2, Subba (*Did not vote*), Amy (*Did not vote*), Jen 3, Rachel 3, Cameron (*Did not vote*). (*Amanda C. was not present during this exercise*)

Discussion: Cynthia Moffett said: Percentage of respondents should reflect population percentage. Amanda Hoffman agreed and said this should be a base goal. Sarah Keane said she actually wanted to push us here and aim for more than 50 percent to get voices in the room. She supports going more than the percentage of the population. Amy Johnson agreed and said especially if previous data was skewed, and we plan to carry over previous projects. Amanda Hoffman and Subba Somanchi talked about spotlighting the underrepresented communities and picking groups where we go deeper.

- **Collaboration with Partners: Light Touch — Deep Involvement** (In terms of collaboration with partners during the outreach, is it a light touch sending an email asking them to forward the survey or is it deeper, where we invite them to meetings and help us think through the process?)

VAC member responses: Brian 2, Christina 3, Wade 3, Amanda H. 5, Sarah (*Did not vote*), Cynthia 3, Subba 2, Amy 4, Jen 3, Rachel 3, Cameron 4. (*Amanda C. was not present during this exercise*)

Discussion: Cynthia Moffett said: Partnership is amazing. I envision partners for outreach, not planning. That's our job. Cameron Irtifa and Brian Powell agreed. Subba Somanchi talked about leveraging partners to get information from. Amy Johnson said: We would want to target some partners to go deeper with. Rachel Philip and Jen Christy agreed. Jen Christy and Amanda Hoffman talked about pulling some partners in closer in the beginning, so they don't feel disconnected from the visioning work.

Product/End Result

- **Keep Goal Areas — NEW** (Keep goal areas or don't worry about it and start fresh?)

VAC member responses: (*The voting was not visible on the screen. Sarah said she saw 5s and 4s then mentioned those who voted 3.*) Amanda H. 3, Amy 3, Rachel 3. (*Amanda C. was not present during this exercise*)

- **Itemized Actions to Track — Concept/Example-based** (Is it time to move to a more concept-based vision or do we still like the items so that we can track progress?)

VAC member responses: (*There was not a visual vote displayed.*)

Discussion: VAC members wanted a blend tailored to different audiences. Itemized actions help to keep people accountable. The concepts with examples and a narrative would be ideal for some audiences. Tasks accomplish broader visions/concepts for the city.

2:05 p.m. | City Discussion

CeCe Ridder will be acting a default project manager for the visioning process to assist with logistics. She will take our vision on how we want to proceed coupled with City Council input and work with city staff to assist.

City Councilor Mark Fagin shared a historical perspective of the Community Vision and talked about the value of the visioning work. It's something the City Council and city staff draw on to guide decision making.

Shannon Mason asked CeCe Ridder and Councilor Fagin on what questions they recommend VAC members ask the City Council to during the upcoming roundtable discussion.

They suggested it would be a great time to have a broad conversation with the council with a short, 10-minute presentation and two or three questions to leave time for discussion. Possible questions included gauging how the council felt about starting fresh vs. keeping goal areas, how to use the results, and is it city-focused or broader. They recommended sharing our recommendation and being as clear about what we want. This is what we want to do, this is why, and this is how much it will cost. The VAC should be looking for direction and consensus from the council.

Vice Chair Keane shared a draft PowerPoint where she has added VAC members' input from the retreat. She walked participants through the slides that included who we are, our mission as a committee,

history of the Community Vision, outreach recommendations, what we are asking of the council, and time for additional questions.

Vice Chair Keane summarized takeaways from the tensions exercise. For the 2021 outreach recommendations, she noted that the VAC wants a thorough outreach process with a broad reach and target of 8 to 10 percent of the population; diverse representation to match or exceed city demographics; create an outreach process and leverage partners to spotlight underrepresented populations; start with the current goal areas and be open to new areas; and create a vision that is inspiring to the community and directive/usable for City Council and staff.

VAC members said that in the future, it will be important for us to identify which demographics are the most important for us to represent, knowing it will be a challenge to reach and engage underrepresented groups/populations. They talked about having a representative sample and taking out the mention of exceeding city demographics for the council presentation.

CeCe Ridder spoke about the support consultants could provide in how to ask questions, survey creation, outreach options, and leveraging relationships. Councilor Fagin said they can help provide framework and structure for compiling data.

Vice Chair Keane said it would be important to ask the council for a budget to fund this process. She recommended that the minimum ask would be \$100,000 with a maximum of \$300,000.

Chair Powell said he would work with Vice Chair Keane, CeCe Ridder, and Shannon Mason to compile a more polished presentation to share with the VAC at the next meeting for review and revisions. The goal is to make sure that what we present to the City Council in March is something we can all get behind.

Members said it would be good to research the consultant costs to ensure a sufficient amount is budgeted for in the upcoming fiscal year. It would also be helpful to look at the process of the previous Community Vision and the Tualatin Hills Park and Recreation District visioning process to see their timelines to help us map out our own.

3 p.m. | Adjournment

The next regular meeting will be held Wednesday, March 3, 2021, at 6:30 p.m. via Zoom.

Zoom Chat During the Feb. 20, 2021, Retreat *(This content has not been edited.)*