

## Broadway Corridor

### Steering Committee Meeting #20

Prosper Portland, 222 NW Fifth Avenue, 1<sup>st</sup> Floor – Commission Conference Room

June 25, 2019, 2:00 pm – 4:00 pm followed by Steering Committee celebration

#### MEETING PURPOSE

- Recognize and celebrate Steering Committee contributions on the project at the USPS site
- Share information on:
  - Past: How the Steering Committee has shaped the Broadway Corridor over the past two years
  - Current: status of community benefits agreement process and land use review process
  - Future: opportunities to continue to be involved with the next phase of the project
- Reflect on the Steering Committee experience

#### INPUT SOUGHT

- Reflections on Committee members' impact and experience on the Steering Committee to inform future work and storytelling around the project

#### MEETING MATERIALS available [online](#):

- Community Engagement snapshot

#### DECISIONS or RECOMMENDATIONS TO BE VOTED ON

- None

#### UPCOMING MILESTONES

- Summer - Fall 2019: USPS Master Plan Land Use Review
- Summer - ?: Community Benefits Agreement Negotiation

#### AGENDA

2:00 p.m. – 2:05 p.m.	Welcome & Introductions
2:05 p.m. – 2:15 p.m.	Public Comment
2:15 p.m. – 2:35 p.m.	Where We've Been & Project Updates
2:35 p.m. – 3:05 p.m.	Concept Design Refinements
3:05 p.m. – 4:00 p.m.	Reflection & Learning
4:00 p.m. – 5:00 p.m.	Closing Remarks
	Celebration in recognition of Steering Committee members/ <b>Closed to the public</b>
	Opportunities for staying engaged with the Broadway Corridor project

#### Meeting Summary Notes:

### **Reflections on Steering Committee Experience**

Steering Committee (SC) member asked if the public commented on the three concepts and the formulation/tabulation of public opinion. Sarah Harpole talked about the tabulation of input from the public, steering committee, and bureau partners that informed the recommendation of a preferred concept. There was not a strong preference among the public of one concept over the others, however the Steering Committee and bureau partners preferred Play or Nature, with Discovery as a more distant third choice.

### **Project Updates**

Mayra shared information about the community engagement report which will be available on the project website in July.

BPS lead the Development Impact Study report which took into consideration the USPS relocation into the Cully neighborhood as well as the future development of the downtown former USPS property.

Mayra introduced Roger Gonzalez to the SC. Roger will be supporting the CBA negotiations, anticipated to begin in July.

### **Reflections and Learning**

SC member asked about ways the public participation engagement can be pushed in the future as 90% of participants attended college.

Mayra Arreola acknowledged the robust efforts on this project to engage community broadly which included strategies to increase participation by hiring culturally responsive outreach and communications experts like Lara Media and consultant like Bill Lennertz to develop tailored approaches to community engagement. It has been the largest engagement effort Prosper Portland has lead.

SC member asked about the Cultural Historical Report, and if it identifies communities that might remain in the area and are there identified ways that we can support these communities. The report will be made available online this summer after completion.

Nolan from ZGF reviewed the Preferred Concept "Play" and reviewed the Green Loop models with the latest details to date.

SC member asked about the specifics of the PHB parcels and which designated areas are reserved for housing on the diagram. PHB was in attendance to share with SC members pathways for continued engagement with housing moving forward.

SC member asked about the extension of the streets as they intersect with the green space and the function of the street as a driveway. Nolan explained that some of the streets will be closed off to cars and open to pedestrian traffic thereby increasing the walkability of the space for retail businesses.

SC member asked about how the "PLAY" concept is most cost effective option Sarah Harpol talked through the strategies of cost effective models and approaches moving forward. Nolan reinforced that these concepts have been vetted for feasibility.

SC member commented on relationship building opportunities with the Blazers and other private sponsorship opportunities. Nolan added that with this concept, there is room for flexibility, and talked through opportunities for programming additional sports events such as a Timbers soccer camp for kids. In

addition the conversation continued to revolve around getting the broader section of the community excited about the opportunities that this concept can offer.

### **3pm break for 10 + ice breaker (Jahmese)**

#### **Feedback (Individual/Group/Facilitated Conversation)**

SC members discussed the ongoing interest in CBA discussions and interim use with an emphasis on arts and culture. There were inquiries around job quality and standards, a few members expressed positive sentiments around the early investment of the process to focus on equity.

Additionally, positive comments followed around the project's focus on benefiting marginalized groups and small business owners. SC members shared appreciation for the community engagement efforts, the prioritization of green space and the developer selection process. Other SC members echoed these comments that the right developer was chosen and their vision aligned with the goals identified by the Steering Committee.

Some SC members shared their frustrations and felt there was "a lot of process for not a lot of result". Others said that the time and critical decision-making process was unclear and not as transparent as they would have hoped for. One SC member discussed ways to improve by sharing goals and metrics ahead of time can create clearer expectations and understanding better road mapping.

SC members shared the desire to see and hear from the developer more frequently and questioned how their input and ideas were captured if the designer and developer were not in attendance in smaller group discussions. One member reflected around what could have been done to help the SC members create more bonding relationships together. Some suggestions included team building exercises-and getting to know each other events.

There were comments that so much of this project is still uncertain. Jahmese shared that this type of feeling is normal especially when there are many undetermined variables and long timelines, she worked to normalize these sentiments across the room.

Final thoughts included additional clarity around housing opportunities and questions about the influence of the Steering Committee on these topics. Echoed sentiments included that the process did not work if city bureaus and partners were not in the room to hear the feedback and give input about the capacity of implemented desired changes on this project. Closing remarks included sharing an appreciation for canceled meetings and for the leadership of the Prosper team.

**4pm- Meeting is adjourned, and celebration of this milestone begins.**