



NO, REALLY!

Genuinely Engaging the Public in Decision Making
Jeanne Lawson, Founding Principal



We know how to gather the public input here.



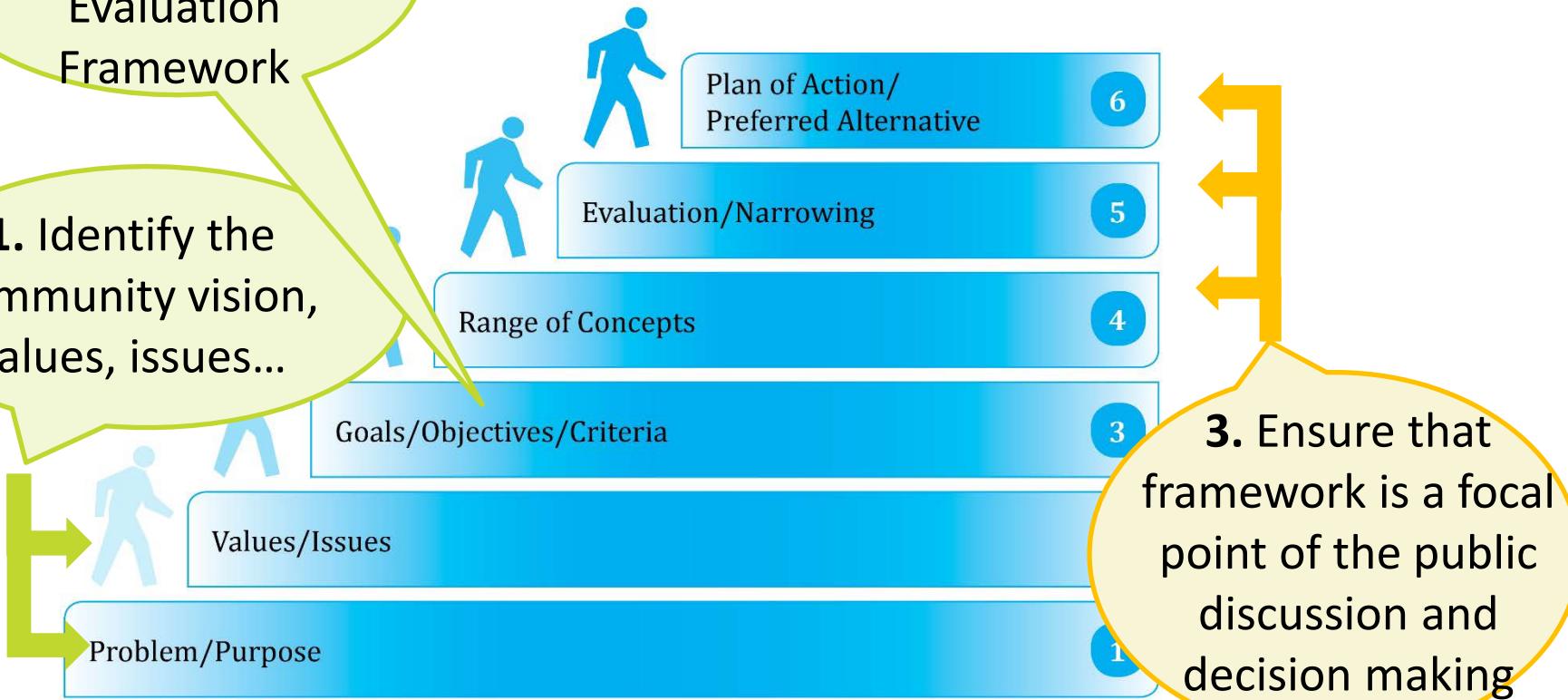
How do we ensure it affects the decision here?

SAMPLE PLANNING STEPS

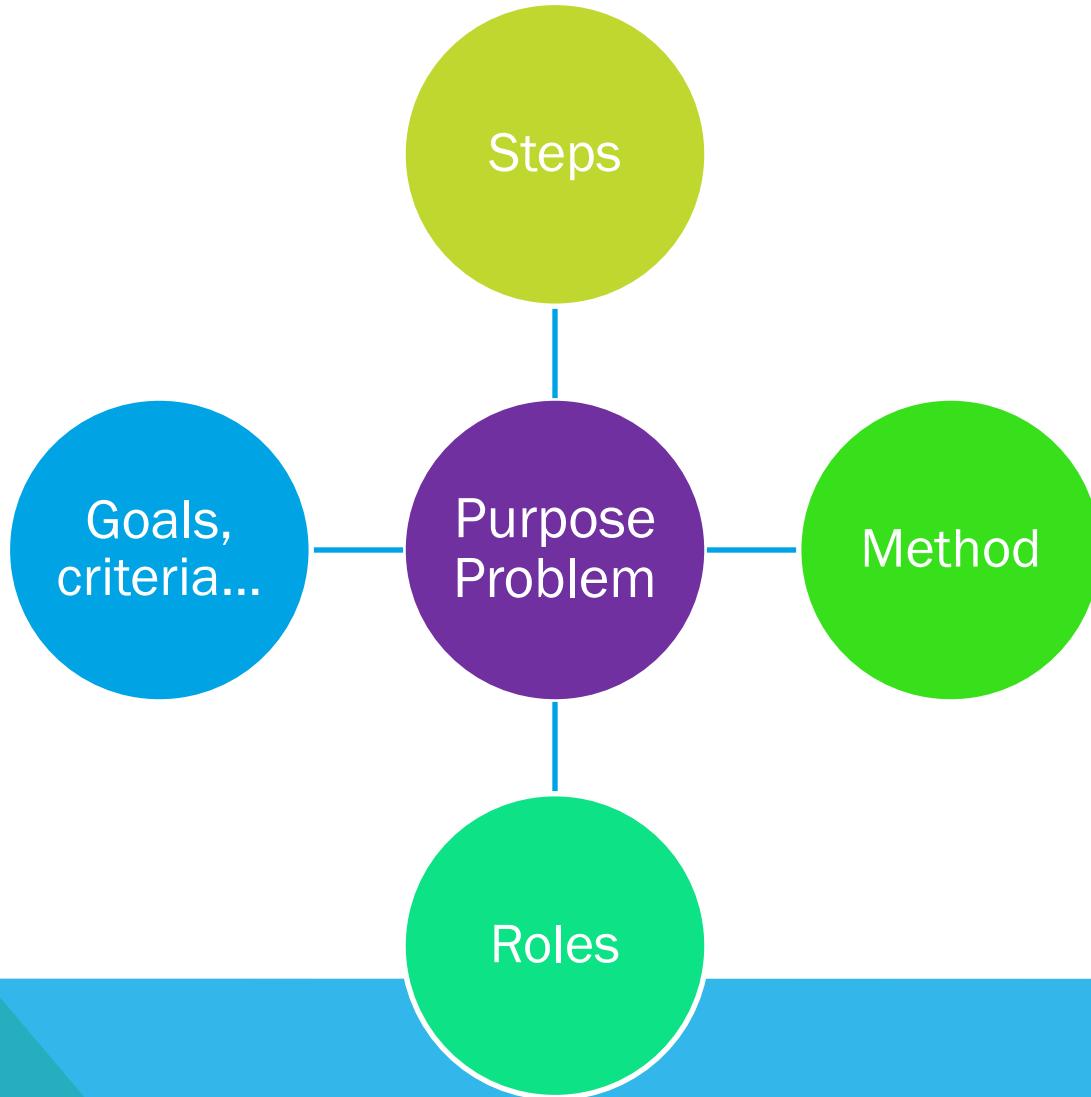
2. Embed those values into an Evaluation Framework

1. Identify the community vision, values, issues...

3. Ensure that framework is a focal point of the public discussion and decision making



KEEP THE VALUES VISIBLE AT EACH STEP



THE EVALUATION FRAMEWORK

PURPOSE - THE WHY
(AND PROBLEM, NEED...)

Blackleg Problem Statement

Critical agricultural industries in the Willamette Valley are affected and threatened by the blackleg disease.

- The nature and breadth of the disease is extensive.
- It spreads by airborne ascospores produced on overwintering crop debris.
- The disease causes diverse impacts depending on the industry affected, which also leads to varying levels of motivation to deal with it. This is also complicated by the lack of practical solutions for disease management.



EXAMPLE PURPOSE DEVELOPMENT

First try:

“Develop Oregon Revised Statutes to control
Blackleg disease in Oregon”

A decorative graphic at the bottom of the slide features a large blue rectangular area. In the bottom-left corner, there is a triangle composed of two smaller triangles: a yellow one pointing up and a teal one pointing down, which overlaps the blue area.

BLACKLEG RAC: PURPOSE

Second try:

~~“Develop Oregon Revised Statutes to control
Blackleg disease”~~

“Get Blackleg under control”

(First try stated part of solution: statutes. Did not allow for education and best management practices.)



BLACKLEG RAC: PURPOSE

Finally:

~~“Develop Oregon Revised Statutes to control
Blackleg disease”~~

~~“Get Blackleg under control”~~

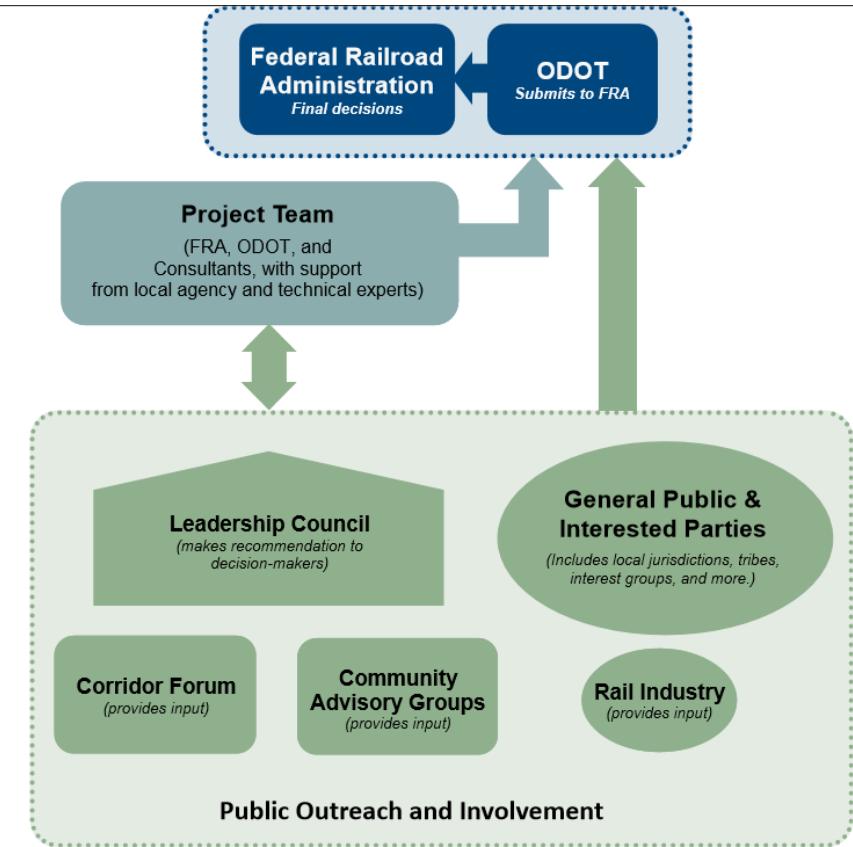
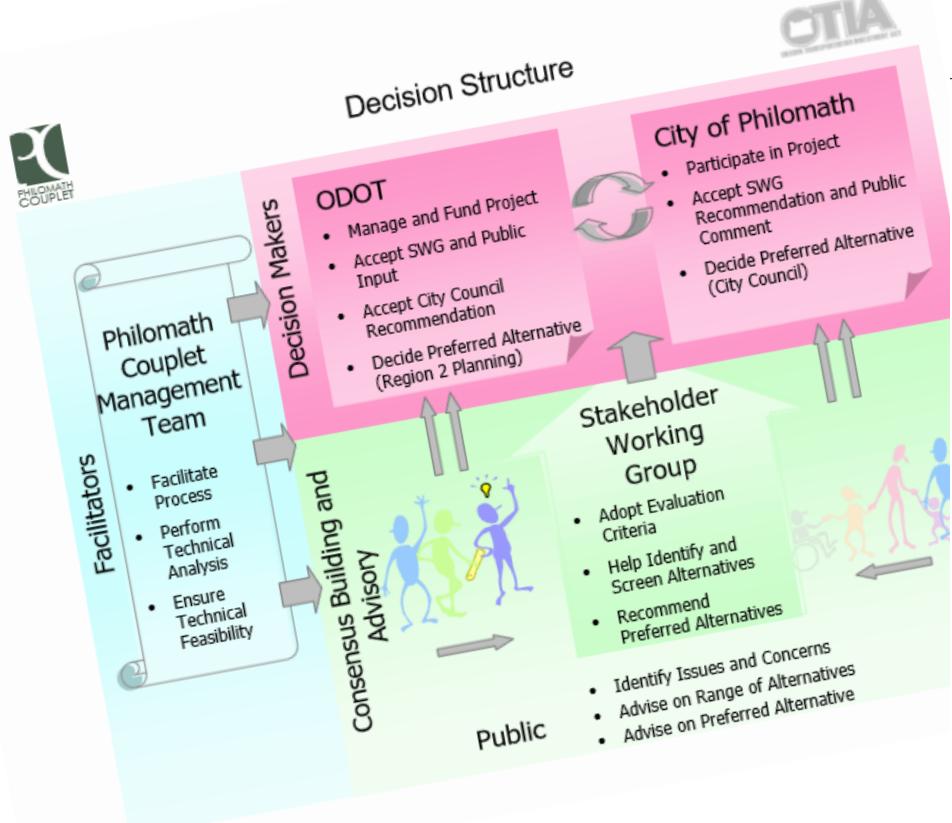
*“Protect our Oregon agricultural industries
from Blackleg!”*

(Some rules could have controlled the disease but destroyed some ag industries. Protection of the ag industries was the real purpose.)



BLACKLEG RAC: PURPOSE

ROLES - THE INFLUENCE AND DECISION-MAKING RELATIONSHIPS...



HOW DO STAKEHOLDERS INFLUENCE DECISION MAKERS?

GOALS / OBJECTIVES / CRITERIA / PRINCIPLES ...

- The Purpose of the Project articulates the fundamental “why”
- The Goals, Objectives, etc. describe “how”

VALUE

VALUE

VALUE

VALUE

VALUE

VALUE

VALUE

VALUE

IDENTIFY COMMUNITY VALUES, ISSUES...

VALUE

VALUE

VALUE

VALUE

VALUE

VALUE

VALUE

VALUE

IDENTIFY THEMES...

VALUE

VALUE

VALUE

VALUE

VALUE

VALUE

VALUE

VALUE

GOAL

GOAL

GOAL

Objective

Objective

Objective

Objective

Objective

Objective

EVALUATION FRAMEWORK

Most Important

Continued production of seed crops in WV (even in the wake of disease pressure; no moratorium, but evolving management strategies).

Stop the spread of *Phoma* in the WV using an approach that allows continued seed production.

Reduce to background disease levels in the WV.

1-Lower level of blackleg disease level to X level (background); complete eradication isn't possible (~ equivalent to

2-Increase awareness through education of all affected stakeholders/industries.

Protection of both processing and fresh veg industries in the

WV without adding undue burdens to farmers growing for food, forage, and consumption. (Least disease load for lowest burden on lowest value crop.)

Second most

Traceability of production; be able to identify who's growing

Brassicas. (\$25 registration fee and map of where they're growing it.)

Return WV to its reputation as disease-free production area,

whether it's disease-free or not.

All Brassica growers are using BMP to control blackleg (education or regulation).

Develop BMP for all major industries, including gov't agencies,

that accommodates organic and conventional. Similar to Laura's.

Nothing new to add.

Additional

Thriving fresh market winter vegetable production (implicit in

Matt's) with access to clean seed.

Rules accomplish a level of disease management that allows for

continued successful production of crucifers in the WV.

Effective BMP tools that are adopted by farmers growing Brassicas.

Better understanding of disease. (Needs research)

Effective outreach education/enforcement with out of state or international customers/suppliers.

Sensitivity to perspectives and concerns of niche producers.

Rules or guidance that also address LLS.

Synopses

Continued production of seed crops

Continued production of all crucifer crops

Stop spread/reduce disease load to background BMP

Education

Protect all industries

Reputation

Traceability

Imports

Practical (added later)

BLACKLEG: VALUES AND ISSUES

- Maintain the continued production of all crucifer crops in the Willamette Valley, including seed, fresh and processed vegetable, forage, cover, and oilseed crops amongst others.
- Stop further spread of blackleg disease & reduce the amount of disease present to below the economic threshold.
- Develop effective, practical best management practices (BMP) for conventional and organic growers, and educate growers on the BMP.
- Protect all crucifer industries from blackleg disease.
- Restore Oregon's reputation as a source of clean, healthy vegetable seed.
- Establish the traceability of crucifer crops.
- Establish regulations for crucifer seed imported into the state to ensure it is blackleg-free.

BLACKLEG: GOALS

ISSUES/CONCERNS

Cost
Water-quality-and-safety
No-skateboarding/active-recreation
Justification-for-project
Landslide
Sustainability
Seismic

Parking
Fair-process
Park-security
Construction
Maintenance

Credibility
Historic-resources
Need-Park-Masterplan
Accelerated-process

OPPORTUNITIES

Improved-water-resource
Education-and-Interpretation
Wildlife-habitat
Contact-with-nature
Public-access
Natural-landscaping
Historic-resources

Community-improvement
Water-feature
Peaceful-recreation

WASHINGTON PARK RESERVOIR DESIGN: VALUES AND ISSUES

Opportunities:	Issues and Concerns:	
Public access to reservoir area, to water, and to nature (most discussed opportunity)	Concern about high costs and impact on already-high water rates – must be cost effective (nearly universal concern among interviewees)	Need full explanation of reasons to do the project, timing and why storage needs to be located at this location, when the reservoirs are already frequently empty.
Educational and interpretive opportunities (topics could include history, Portland's water system, Thumper)	Concern about an accelerated process. Is it really necessary?	Construction impacts to neighborhoods (traffic, dust, noise, pollution from equipment)
Preservation of historic elements wherever possible, connection to history	Safety and quality of drinking water (from those who believe it should be covered and those who are concerned about potential quality problems due to lack of sunlight)	Seismic worries; should a reservoir be located in an area that is expected to receive a major earthquake?
Maintain community function as a place for peaceful, reflective recreation	Credibility concerns with PWB among some interviewees because of past public processes	Landslide concerns; could construction destabilize area?
Could improve area if done well	Credibility concerns with City of Portland and/or Parks Bureau among some interviewees because of parking meter process and changes to Washington Park without Master Plan	Keep it low maintenance, provide for future maintenance
Improved regional water resource	Parking issues already exist in the area, don't make them worse. Mitigation for reservoir could include adding parking (change parallel to angle) in the park.	Safety and security of the area if there is open access – provide day-only access
		Deter skateboarding from the beginning
		Washington Park Master Plan should be done first, if possible, or, if not, funded as mitigation for this project.

WASHINGTON PARK RESERVOIR DESIGN: VALUES AND ISSUES

Be Good Stewards of Public Funds

Ensure costs are focused on the greatest benefits to the community

Spend public money prudently and limit impact on ratepayers

Keep maintenance and operating costs low

Respect Historic Resources

Minimize impacts to historic structures and features

Maintain historic character of the site

Honor the historic function of the Washington Park reservoirs in the context of the overall Portland water system

Be a Good Neighbor

Reduce use of neighborhood parking by park visitors

Avoid attraction of nuisance and illegal activities into the park and surrounding neighborhoods

Enhance the quality of the park as an amenity for neighbors, as well as visitors

Minimize construction impacts

Enhance Park Experience

Provide public access to the area with opportunities for low-intensity recreation

Retain the reflective and tranquil character of the site that is now created and heightened by the visual connection to an expanse of water.

Enhance views into and from the area

Provide people with ability to connect with nature in the city

Maintain security of the park and water facilities

Ensure the new visible features enhance current park uses and are compatible with future park uses

Support Sustainability

Create sustainable landscapes that provide habitat for birds and other native wildlife

Minimize climate change impacts due to construction, operations and maintenance.

Promote wise use of our water resources through design, maintenance and education.

WASHINGTON PARK RESERVOIR DESIGN: GOALS AND OBJECTIVES

METHOD: HOW TO APPLY THE GOALS, ETC.

- *Consumer Reports?*
- *Acceptability Matrix?*
- *Weighted?*
- ...

Washington Park Reservoir Improvements Project

Rating Scale

Superior: S The alternative has significant benefits over other alternatives for this goal

Acceptable: A The alternative meets the goal

Inferior: I The alternative is significantly less responsive to this goal than other alternatives

Neutral: N No difference between alternatives

Options Evaluation Matrix - Preliminary September 2013

	Reservoir No. 3				
Goals and Objectives	Water Over the Divide	In the Ravine	Landscape Terraces	Cascade	Notes
Be Good Stewards of Public Funds <ul style="list-style-type: none">• Ensure costs are focused on the greatest benefits to the community• Spend public money prudently and limit impact on ratepayers• Keep maintenance and operating costs low	A	S	A	I	"In the ravine" requires less construction and maintenance costs. Assuming "Cascade" has moving water, it requires more maintenance costs and somewhat more capital costs.
Respect Historic Resources <ul style="list-style-type: none">• Minimize impacts to historic structures and features• Maintain historic character of the site• Honor the historic function of the Washington Park reservoirs in the context of the overall Portland water system	A	I	A	A	All have the potential of retaining a comparable amount of the existing features. "In the ravine" removes the contact of water from the dam.
Be a Good Neighbor <ul style="list-style-type: none">• Reduce use of neighborhood parking by park visitors• Avoid attraction of nuisance and illegal activities into the park and surrounding neighborhoods• Enhance the quality of the park as an amenity for neighbors, as well as visitors• Minimize construction impacts	N	M	N	N	There are no notable differences in these alternatives.
Enhance Park Experience <ul style="list-style-type: none">• Provide public access to the area with opportunities for low-intensity recreation• Retain the reflective and tranquil character of the site that is now created and heightened by the visual connection to an expanse of water• Enhance views into and from the area• Provide people with ability to connect with nature in the city• Maintain security of the park and water facilities• Ensure new visitor experiences enhance current park uses and are compatible with future park uses	S	A	A	S	"Water over the Divide" and "Cascade" provide a large expanse of water that is a addition to the park experience.
Support Sustainability <ul style="list-style-type: none">• Create sustainable landscapes that provide habitat for birds and other native wildlife• Minimize climate change impacts due to construction, operations and maintenance.• Promote use of our water resources through design, maintenance and education.	A	A	A	I	Assuming "Cascade" has moving water, it requires more energy and chemical maintenance.

Rating Scale					
Superior:	S	The alternative has significant benefits over other alternatives for this goal			
Acceptable:	A	The alternative meets the goal			
Inferior:	I	The alternative is significantly less responsive to this goal than other alternatives			
Neutral:	N	No difference between alternatives			

WASHINGTON PARK RESERVOIR DESIGN: EVALUATION TOOL