


# Attachment E

## Metro Expo Center – Historical Significance and Memorialization Engagement Plan

### Phase 1 – Engagement and Communications Planning

- A. Information Gathering (February)
  - a. Data and Information Gathering from HSM Committee, staff, and other participants.
  - b. Desktop Research – team conducts research on additional community-based organizations, groups, or individuals who may have been impacted by the Expo Center in any way.
  - c. Identify and solidify list of participants for engagement.
  - d. Recruitment Plan with HSMC as needed.
- B. Indigenous Representation and Engagement (early February)
  - a. Connect with Indigenous Community Members who have been part of project.
    - i. Katie McDonald, Metro Tribal Affairs Advisor
    - ii. Shiloh George, Consultant
    - iii. Peter Hatch, Confederated Tribes of the Siletz Indians
    - iv. SandeBea Allman, Chief Community Engagement and Development Officer, NARA NW
- C. Communications Planning (February)
  - a. Public Messaging – Coordinate with Metro Communications staff on public messaging to share broadly that Expo is working on Historical Memorialization and to recruit additional participants who have been impacted by the Expo Center and surrounding area.
  - b. Messaging templates and language to internal engagement participants
  - c. Meet with Metro
  - d. Meet with Metro Communications Team to embed Metro community engagement principles.
    - i. Lia Waiwaiole, Metro Communications Director
    - ii. Gloria Pinzon Marin, Metro Public Affairs Specialist (developing community engagement guidelines)
    - iii. Kimberlee Ables, Metro Strategic Communications & Crisis Manager
- D. Engagement Structure (February-March)
  - a. Internal Engagement – Develop interview questions, interview rubric, and other feedback formats such as charettes/group discussions.
  - b. External Engagement – Develop discussion questions, surveys, and other formats such as charettes/workshops.
- E. Power Dynamic (March)
  - a. Clarify what power/influence internal participants have.
  - b. Clarify what power/influence external participants have.
  - c. Communications plan on next steps beyond engagement and how participants can remain engaged.
  - d. See Figure 1.
    - i. Internal participants - *Involve*, *Collaborate*, and limited parts of *Empower*.
    - ii. External participants – *Involve* and limited parts of *Empower*.



INCREASING IMPACT ON THE DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Figure 1: IAP2 Spectrum of Public Participation

## Phase 2 – Engagement

### Internal Engagement

#### A. Interviews (February-early March)

##### a. Metro

##### i. Leadership

1. Marissa Madrigal, Metro Chief Operating Officer
2. Paul Slyman, executive sponsor, Metro GM of Major Projects

##### ii. Expo Team (group discussion, Amy Nelson can help with scheduling)

1. Steve Faulstick, GM of Visitor Venues (OR Convention Center, Expo Center, P'5 Centers for the Arts)
2. Matthew Rotchford, Expo Executive Director
3. Alicia Crawford Loos, Expo Sales & Marketing Manager
4. Chuck Dills, Expo Facility Manager

##### b. Committee Leadership

##### i. HSMC Chairs

1. Lynn Fuchigami Parks, Executive Director Emeritus, Japanese American Museum of Oregon
2. Ed Washington, PSU Community Liaison for Diversity Initiatives, former Metro Councilor

##### ii. (Optional) Sport & Facility Committee Cochairs:

1. Megan Conway, Chief Strategy Officer, Travel Portland
2. James Jessie, Chief Sales Officer, Travel Portland
3. Renee King, Government Relations, Providence Health

##### c. Key Committee Members

- i. Laura Lo Forti, Vanport Story Midwife; HSMC
- ii. Peter Hatch, Confederated Tribes of the Siletz Indians

- iii. Hanako Wakatsuki-Chong, JAMO
- d. Subject Matter Experts
  - i. Eliza Canty Jones, HSMC and Oregon Historical Society
  - ii. Amy Peterson, JAMO
- e. Additional Interviews as recommended by HSMC.
- B. Internal Small Group Discussions and Charettes (April-September)
  - a. During Committee Meetings
  - b. Additional Events and Discussions
  - c. Surveys

### *External Engagement*

- A. Impacted Communities (May-August)
  - a. External Engagement – Develop discussion questions, surveys, and other formats such as charettes/workshops.
    - i. Discussion Questions
    - ii. Survey questions and formats
      - 1. Survey distribution plan.
    - iii. Charette/Workshop outlines
      - 1. 3-5 Events
        - a. Japanese American Participants
        - b. Indigenous Participants
        - c. Vanport Impacted Black Participants
        - d. All Impacted Vanport Residents
        - e. Other impacted groups/General Discussion
      - 2. Outline of event details (food, stipends, location, etc.)
    - iv. Open House Forum
      - 1. Potentially with story sharing component
      - 2. Outline of event details (food, stipends, location, etc.)
    - v. Individual interviews with select impacted community members as recommended by HSMC and other groups.
    - vi. Tabling at impacted community events such Vanport Mosaic Festival.
- B. Expo Users and Key Groups (March-April)
  - a. Metro Exposition Recreation Commission
  - b. Recurring Trade Show Clients
  - c. One-time and Potential Clients

### Phase 3 – Data and Reporting (August-October)

- A. Survey Summaries
- B. Engagement Summaries by Participant Type
- C. High-level feedback summary reports
- D. Detailed engagement notes tracked by consulting team and anonymized if provided upon request.

