

# Eugene Review Panel

## Report 3: Public Engagement Recommendations

23 February 2021 (updated 5 May with final votes from the Panel)

*The following Public Engagement Recommendations were created for the City of Eugene by the 29 Panelists of the 2020–21 Eugene Review Panel on Housing.*

*In addition to the Review Panel's primary mandate – to advise City staff on the implementation of HB 2001 – the Panel was asked a secondary question during its February 2021 sessions: **What should the City consider when designing future public engagement?** Given Panelists' unique position as participants in a novel democratic format, City staff requested they offer lessons drawn from their experience that may apply to public engagement across the City.*

*An initial list of public engagement recommendations was developed by members of the Panel's Process Oversight Subcommittee. This Subcommittee reviewed end-of-day evaluations submitted by fellow Panelists throughout the Review and deliberated specifically on the Panel's process. The Process Subcommittee also drafted a survey to better understand their fellow Panelists' experience. The results of this survey are included as an appendix to this report.*

*These initial ideas were then brought to the full Panel and augmented by substantial additions from other members of the Panel, working in small groups. Members of the full Panel then rated each recommendation on a four-point scale, from Strongly Agree to Disagree.*

### Additional Notes

*This report represents concepts authored exclusively by Panelists themselves; this explanatory text (in italics) is the only content contributed to this report by staff. Due to time constraints, Healthy Democracy staff did assist the Process Subcommittee in summarizing its initial recommendations. This summary was checked by the Subcommittee for accuracy and completeness. All additions made by other Panelists were in their own words, and no final edits were made by either HD or City staff before publication. Due to time constraints, Panelists were able to complete only limited editing of the wording of this document.*

*Recommendations are ordered by their overall "score," a weighted average of all votes for that recommendation. For this score, "Strongly Agree" received 2 points, "Somewhat Agree" 1 point, "Don't Know / Neutral" 0 points, and "Disagree" -1 points. Sub-recommendations are kept with their parent recommendation, regardless of their score. Ties were broken by a random number generator. Rationales were not rated. Note: Agreement or disagreement with a recommendation does not necessarily indicate agreement or disagreement with any of the Rationales below it. Rationales simply provide additional explanation, in the eyes of one or more supporters of the associated recommendation.*

*This project is a partnership between the City of Eugene (Oregon) and Healthy Democracy. The Review Panel prepared this report as advice to City staff. Panelists were randomly selected from across Eugene (including unincorporated areas within the city's Urban Growth Boundary), to reflect a microcosm of the city in terms of age, gender, race/ethnicity, geographic location of residence, disability status, renter/homeowner status, and educational attainment.*

*For more information on the Panel, please visit: [healthydemocracy.org/eugene](https://healthydemocracy.org/eugene).*

# Public Engagement Recommendations

**Recommendation 1: Statistical sampling is good to get an idea of what a sample of the population thinks. This kind of selection could also be useful for special committees, Boards, and Commissions.**



- **Rationale:** Random mailings might be more effective than other recruitment methods because they get a hold of people right where they already are - in their homes.
- **Rationale:** Not everyone listens to the radio, reads the newspaper, knows the right people, or is on the right listserv to hear about openings and apply.
- **Rationale:** In an informal poll, % Panelists on the process oversight task committee said they would not have responded to an email or an ad in the Register Guard to join this Panel.

**Recommendation 1a: If direct mailings are too expensive, prioritize underrepresented groups. This may require a creative process to find where those folks live.**



**Recommendation 2: The City should devote a little more resources and more time to these processes.**



- **Rationale:** A process that includes residents of under-represented communities requires more support services that need to be prioritized by the city (Zoom, education, onboarding, stipend, internet access, translation, etc.).
- **Rationale:** By front loading this democratic process you are more likely to save money/time/stress because of a better representative voice.

**Recommendation 3: Prior education should not be a requirement for engaging in public processes. It creates a fair environment when everyone starts with the same information.**



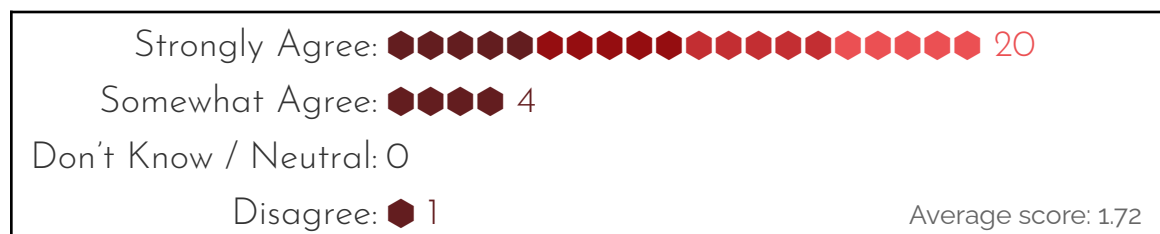
- **Rationale:** Giving everyone the same opportunity/access to information is important.

## Recommendation 4: The City should adopt this process.



- **Rationale:** There's a tendency for the loudest voices to rule in town hall meetings organized by the City. This Panel is a part of our Great Democratic Experiment – a jury of our peers.
- **Rationale:** Rules of civility create good and productive results.
- **Rationale:** Panelists feel a certain weight of responsibility to speak up and be part of something productive.
- **Rationale:** By getting a random selection of people, this Panel is much more diverse than who shows up to public meetings.
- **Rationale:** Public officials like to get the real, raw story from everyday people. Usually you just get representatives of interest groups. Here Panelists are speaking from our own experiences.
- **Rationale:** Processes like these are rewarding and educational! Listening to others on this committee has been educational and helpful to better appreciate the diversity of my neighbors.

### Recommendation 4a: The City should adopt this process either by the creation of its own moderation group or by the employment of Healthy Democracy and/or similar civic engagement organizations.

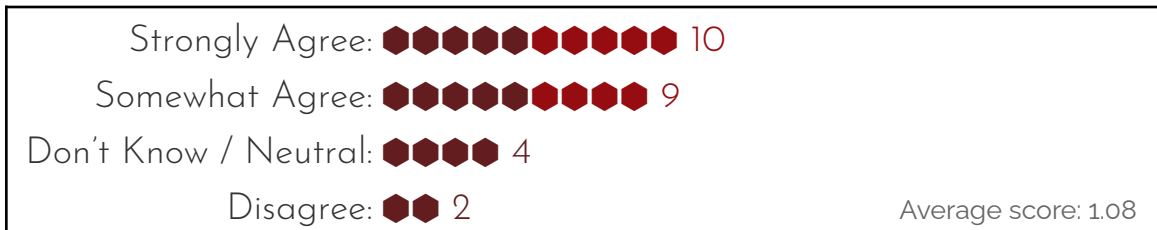


### Recommendation 5: Every committee involving residents should provide laptops, access to the internet, and a stipend (like this process did).



- **Rationale:** These are necessary for individuals who would not participate otherwise due to accessibility.
- **Rationale:** A fair and even sample of the population is important. Accessibility is key to representative voice.

### Recommendation 5a: Provide childcare during meetings.



- **Rationale:** Wider diversity of participants, especially for young families.

### Recommendation 6: Make these processes as apolitical as possible.

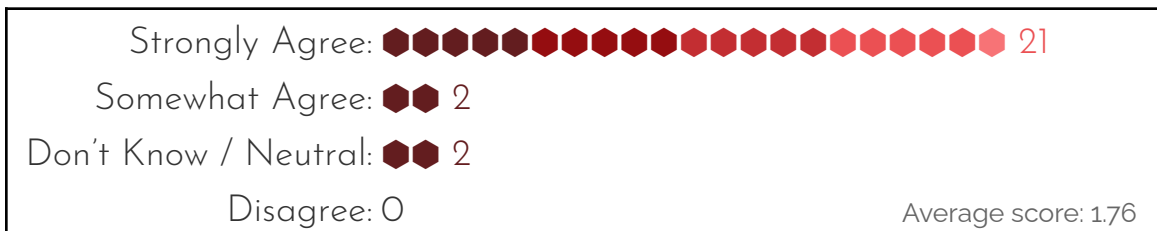


- **Rationale:** Being free of political influence has been key to this Panel's productivity.

**Recommendation 7: The City should figure out where the need for volunteers is and provide an inventory of different opportunities for members of this Panel to join.**



**Recommendation 7a: Provide a map of the support systems that would funnel folks in to participate in those opportunities.**



- **Rationale:** Some people on this Panel were motivated by the topic, for others it was something else. So the City shouldn't only offer housing opportunities.
- **Rationale:** Volunteers are often expected to do all the legwork to find opportunities.

**Recommendation 8: Allow for individual input in addition to collective input; provide space for disagreement and free expression of individual opinions.**

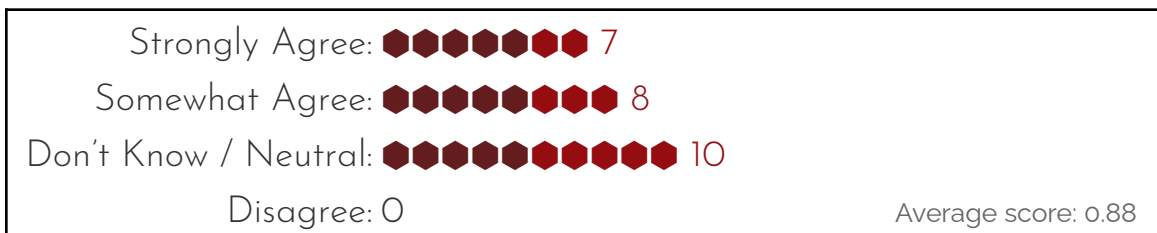


**Recommendation 9: Evening meetings are really good. Daytime meetings are really hard for folks who work during the day.**



- **Rationale:** Most are working during the day and Saturdays are tough.

**Recommendation 9a: Day time meetings may be beneficial, as well. This could allow a different demographic.**



**Recommendation 10: The City should think about what training they can provide to set folks from this Panel up for success in other engagement opportunities.**

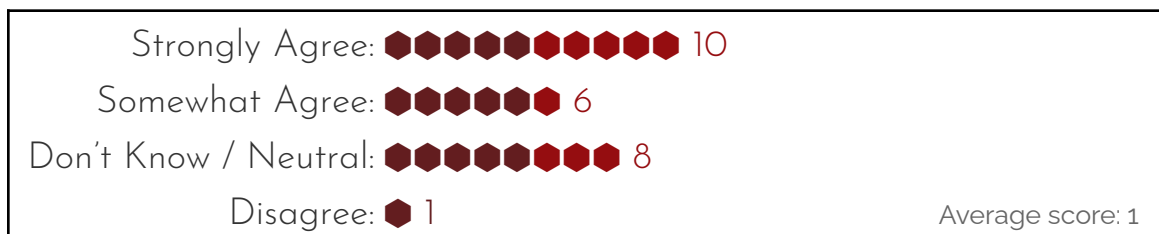


- **Rationale:** Other Boards and Committees are less protected from political influence than this Panel is. People need to be prepared for that.
- **Rationale:** Don't assume the skills and roles from this Panel will translate exactly.
- **Rationale:** This panel got trained/on-boarded together by presenters during the process, but this could be done before the process itself. Committees lose or don't attract people when they don't do on-boarding right away.

**Recommendation 11: There should be a mix of us into other processes = a mix of old and new folks.**



**Recommendation 11a: Aim for 50/50 split.**



- **Rationale:** This allows folks with more experience to mentor new folks and for fresh ideas to be infused with those who have experiences going through these processes. This prevents only a few people being the ones who always participate.

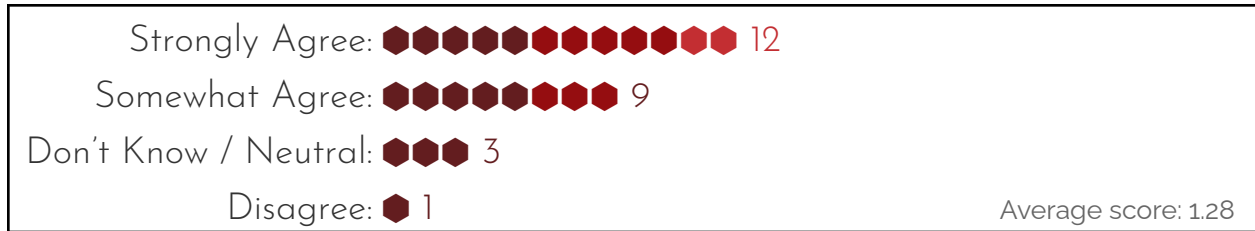
**Recommendation 12: Before rolling out any process like this, prototype it in advance.**



- **Rationale:** If you want wider adoption of this kind of process, you need to know the success rate, things that can go wrong, etc.
- **Rationale:** A template would allow for more seamless adoption and productive outcomes.

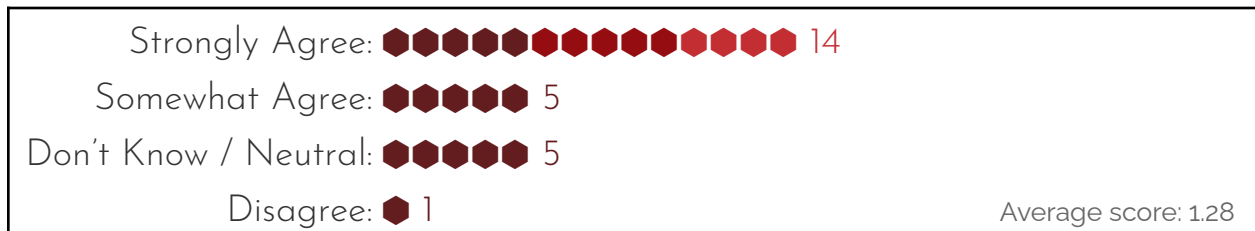


**Recommendation 13: The City should help keep us involved and funnel us into other opportunities so this isn't just a one-time engagement.**



- o **Rationale:** The number of new people on this Panel is very high – maybe 90+% who have not participated before – so the city should not let us go.

**Recommendation 14: Offer translation and interpretation services.**



**Recommendation 14a: Offer live captioning service for hearing impaired, and services that are available that do translations.**



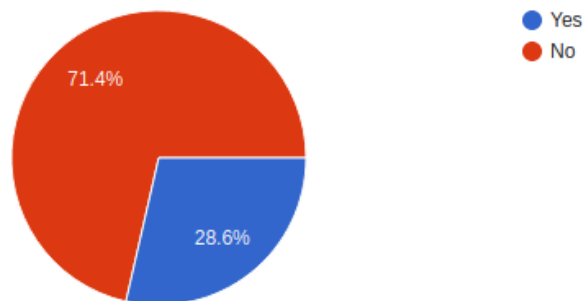
# Appendix: Panelist Experience Survey Results

The questions on this survey were authored by Panelist members of the Panel's Process Oversight Subcommittee and unedited by staff. These are the unabridged results of that survey.

## Question 1

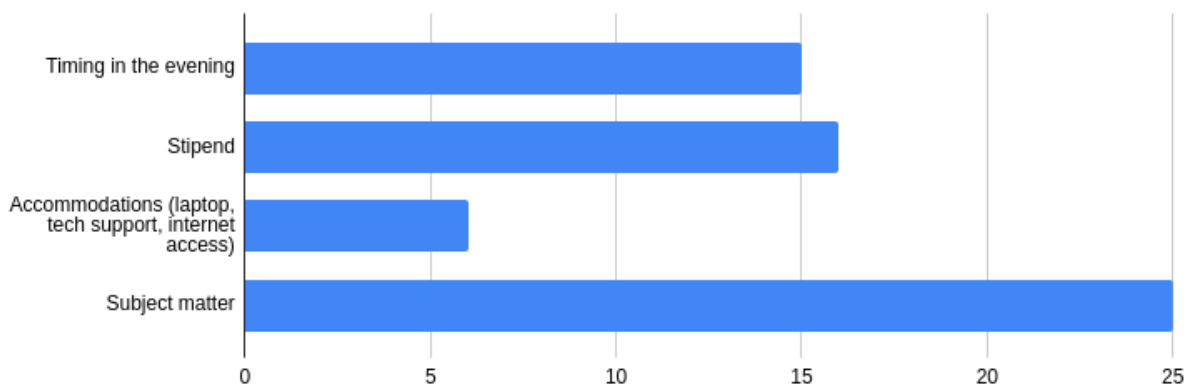
Thinking about the opportunity to serve on this panel, if you had only seen an email or an ad in the Register-Guard calling for volunteers to participate, would you have responded to it?

28 responses



## Question 2

Regardless of how you responded to question 1, what motivated you to reply to the initial mailing you received asking for volunteers to serve on this panel? (Choose all that apply)



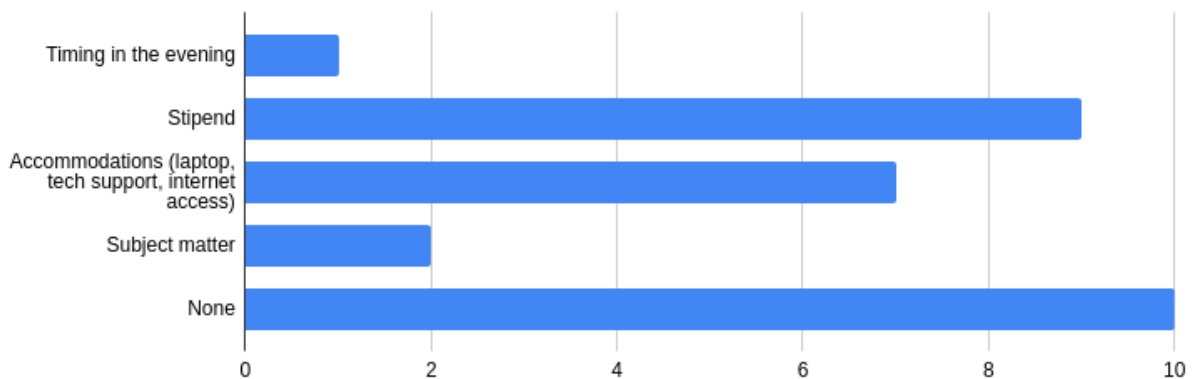
Other free-response answers to this question:

- I care deeply about my community.
- Family suggested applying together
- good opportunity to get involved, and knowing that I would bring needed diversity to the panel
- Community participation
- A general inclination towards civic participation in order to contribute to the grand experiment of American democracy.
- Opportunities/knowledge useful for the future.

- I was under the impression that it was to help solve the problem of the unhoused population here in Eugene
- The opportunity to understand better how cities operate. Housing is such an important and large topic and learning about all the factors that inform the issue.
- Being able to have the opportunity to voice my opinions about the city we live in
- Figured it would be an interesting experience and learning opportunity
- Great staff
- Participating is my way of exercising social responsibility
- I was generally interested in the process and topic. I also wanted to be a part of the group who helped better the City that I love.
- Desire to contribute to the community in some way. I've admired public servants and those who've gone out of their way to better the community, and wanted to go for it!

### Question 3

To serve on this panel you are receiving a stipend and the option of some accommodations (laptop, tech support, and internet access). Which of these would have been a deal-breaker for you? (had it not been offered you would not have volunteered to serve)



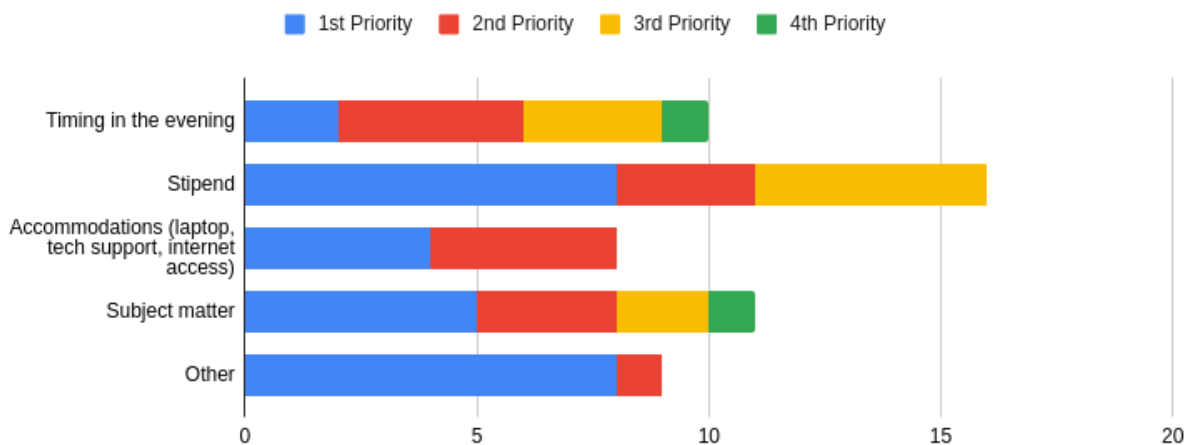
Full text of answers to this question (the above chart is a summary of these):

- subject matter
- Tech support
- i do not have a laptop with out i would not have done the panel
- No
- Stipend. I am a full time college student. Being compensated for my time made this accessible to me.
- At this point in my life, the stipend.
- Neither
- i still would have volunteered.
- none, though the stipend made it feel "fun"
- Nothing. I still would have volunteered.
- It was the accommodations. If it wasn't listed that people could receive tech support I would not have applied
- because it would not have been a fair sample of Eugene's population.
- The stipend! As a student, this is wildly important since a lot of my work right now is internship-based and unpaid. This is a wonderful relief from it all and allows me to take seriously my activism and advocacy work, as well as feel more empowered by it and engaged!
- I would have volunteered without the stipend, but most wouldn't. I believe you should compensate people for their time if you expect the most productive results from this process.
- Out of these accommodations the stipend was the deal-breaker for me because I already had access to the other things.

- It agreed to help with the unhoused population. The stipend is an added bonus
- I likely would only have volunteered without a stipend if there were fewer December sessions. Such a large time commitment with a high frequency of meetings would have cut into my time available for paid work.
- The stipend is much appreciated. I didn't need assistance with tech accommodations.
- If stipend had not been offered...that would most likely have been a deal-breaker
- The stipend definitely helped as I am saving for a house. Not sure if I would have committed that much of my time and energy just based on my interested in the new experience alone. If I did not have a current job probably I would have, might still do, but a stipend definitely made it an easier yes knowing that I will be sacrificing the free time that I have.
- Not being able to use zoom.
- I did not need the accommodation. Having said that, the timing in the evening would have been the deal breaker. Also, the fact that it was on Zoom (online) meant that I did not have to travel/commute. The time volunteered for was exactly what was spent.
- I still might have volunteered if these services weren't offered, but at the same time I was very skeptical that this opportunity might have been a scam at the start, and without the support providing some legitimacy to the program I might not have joined for that reason.
- I would not have been able to volunteer without the benefit of the loaner laptop.
- I would have volunteered either way (Given I received the information similar to what i got in the mail. If it was an email or a very brief overview I would not have taken the time to read about it) However I'm not sure I would have continued throughout the whole process and applied myself in the same way without the "Kick in the pants" that the stipend gave me.
- If i didn't have internet access, obviously!
- N/A. I would have happily volunteered regardless, and I had everything I needed to be able to participate. I love this stuff, personally.
- When I responded to the letter, I didn't realize that we would receive a stipend, it just looked interesting to me.
- stipend was a bonus, but the subject matter was important to me
- Laptop

## Question 4

In what order were these accommodations most important to you?

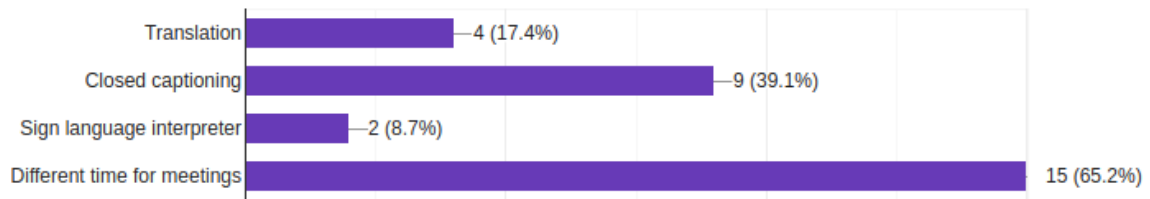


Note: All who chose to explain their answer of "other" referred to the previous question.

## Question 5

Now we ask you to think of some of your friends, family members, or co-workers: What other Panelist accommodations do you think they would have needed to have volunteered for the panel? (Choose all that apply)

23 responses



Other free-response answers to this question:

- Spanish language meeting on its own
- I am not certain that some would have responded to the letter
- it may be helpful to a panel that's half day people, with their own moderators simultaneously in order to represent other sections of the population.

## Question 6

As you've spoken to friends, family, and co-workers about this panel, is there something that they've said about them wishing they would have joined if only . . .

- sat morning would be hard for most of my friends
- No, I don't discuss my work all too much with friends and family, so I don't know that they were informed enough to create the desire to fill a similar role as me.
- No. I haven't spoken with that many people about it, though.
- they had the time
- they had received the initial mailing, lack of consistent work schedule would make it difficult
- they had the opportunity in their city.
- My parents both would have loved to be here to help but the time didn't really work for them because they are both very busy with work.
- No. They just championed me for participating.
- We moved to Eugene near the start of the virus so I don't really know any locals.
- "if I only had the time..." she is very interested and wants to know more about the subject matter.
- my friends and family didn't really care one way or the other
- If they had heard about it from someone, or notified in newspaper
- Friends and family would join if a panel was held online. Convenience was the key factor.
- To be honest, many of my family and friends think this panel is for show and won't make much of a difference in the long term.
- They had received the invite.
- The people who I spoke with either were not able to volunteer or were not selected, I have heard no comments about "if they did this I would volunteer"
- they knew about it also because they would have liked their voice to be heard.

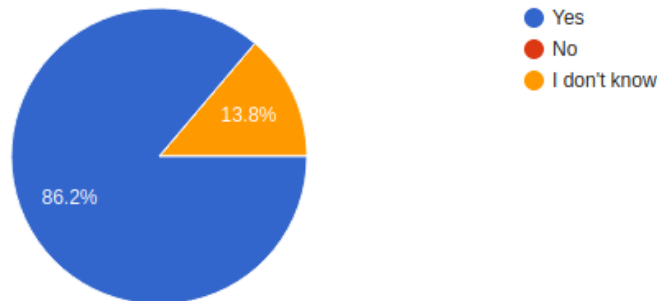
- If only they had gotten notice sooner, checked their mail, had instead gotten an email, phone call, was at a better time for them--which varied, etc. A few connections of mine wished that there was some other way they could have contributed since they hadn't been selected, because they showed interest in all of it.
- None have said that it is very interesting but did not say that they would want to do this. I am in the older age range, I think that would be the reasoning for their response
- they lived in Eugene

No / None / N/A: **10** (including those "no" answers further explained above)

## Question 7

Given your experience as a Panelist, if another opportunity presented itself for you to be of service to the City, would you volunteer?

29 responses



## Question 7a

Please describe why or why not.

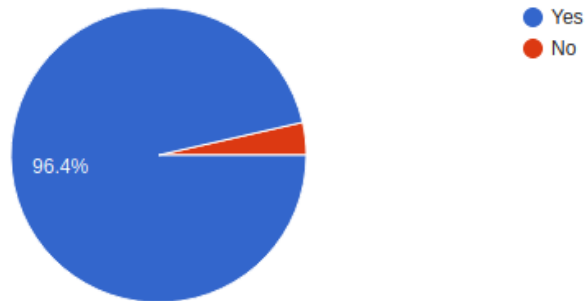
- Y'all need help
- Depends on what I am asked to do.
- i learned so much
- Making my contribution and bring my thoughts are important
- This was meaningful and enjoyable work. I'd like it even more if it was in person!
- I've enjoyed being part of a democratic process beyond voting and dealing with issues on a deep level along with a team.
- I enjoy learning more about the local level of government
- i appreciate the opportunity to put my two cents in and be in the loop about what changes are being made in my city
- This has been very positive, the boarding/learning together has made it very accessible, joint experience as opposed to just me going through it as the new person on the committee.

- Depending on the opportunity, if I felt I had something to contribute.
- I enjoy being able to help the city as a whole.
- I am incredibly passionate about social justice work, especially in my own community! I am always actively looking for ways to get involved and advise / affect / be a part of positive change that works to ensure equity, accessibility, and accountability. It has been such a joy to be a part of this advisory panel - Working on the community / policy level is really interesting and for me and is something I am deeply passionate about, as I believe it is of utmost important that we invite, involve, and make welcome a diverse array of voices and lived experiences to engage in and represent/be represented by this work and the policies that stem from it.
- Duty, progress, participation in democracy, and improving our community.
- I have had a great experience on this panel and I feel like the work I am doing actually matters and will be important for the future, so if there is an opportunity in the future like this I would most definitely take it. The subject of HB 2001 and housing in general was also something I didn't know a lot about so my eyes have really been opened through this process.
- Depending on my time and availability outside of other commitments
- This has been an interesting and educational experience about a pressing issue. It has made me think about other ways to get involved in issues Eugene faces, so yes, I would consider another opportunity like this one.
- The process has been very informative and I appreciate having my voice heard.
- Because the people that makes decisions are going to hear what we think about those decisions, rules or restrictions. I think is a noble principle, being able to be heard.
- Depends on what the subject matter is, how much time I had available, when they are meeting, I am lucky in that the time periods for the zoom sessions worked with my work schedule, but that may not always be the case in which case I would leave it open for someone else.
- Learned how the city of Eugene cares about the city & citizens.
- I answered yes, but with a qualification. It must be a subject matter that I am interested in, and it should be convenient, like online meetings.
- It depends. I would love to be involved with a project I could work on with a small group where I feel like I could have a productive conversation where people listened to each other.
- I love Eugene and her people.
- I feel like my opinion matters and are actually being heard, I don't feel like I'm "lost in the herd". I also have really enjoyed learning more about this topic and expanding my understanding of the city and the people who live here.
- I have always been community-minded and am always willing to volunteer where I may be of use. After participating in this panel discussion (which I surprisingly enjoyed!) it has given me the impetus to want to further participate.
- I would volunteer because I enjoy being a public servant, volunteering, and helping my community in anyway possible.
- I love the fact that we have a voice in our city government
- Being able to hear diverse opinions and being to express my own
- It's great to be of service to the public.

## Question 8

Regarding the opportunity to serve on this panel, if the work of the panel was extended for another round of session, would you stay on? (with the stipend and accommodations provided)

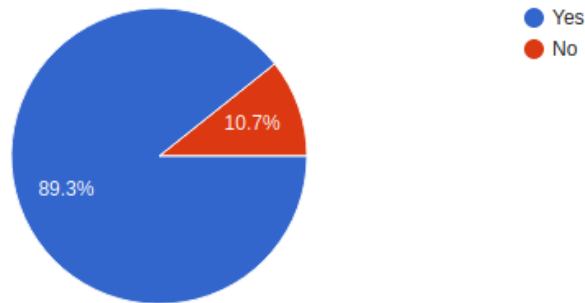
28 responses



## Question 9

Is this your first time volunteering for service to the city?

28 responses



## Question 9a

If you HAVE volunteered before, please list in what capacity.

- Not in Eugene. I served on the Washington Co. 911 committee, Chaired the Lincoln Co EMS Committee and was a member of the Tillamook Co. EMS Committee.
- I have volunteered a little bit for FFLC (Food for Lane County).



## Question 9b

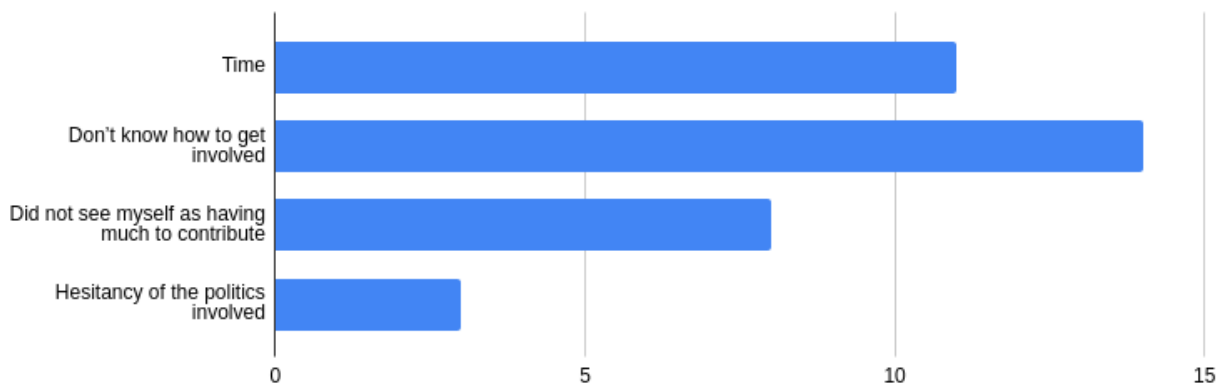
If you HAVE volunteered before, could you describe how your experience on this panel compares to your previous experience:

- The general aim was the same - advise a government body on pertinent issues.
- The biggest difference with the experience on this panel and my past experiences volunteering would definitely be the online aspect, since there wasn't a

pandemic when I volunteered previously. I also did different work than we are doing here, and the work we are doing here is definitely much more immersed with information.

## Question 9c

If you HAVE NOT volunteered before, what has prevented you from doing so? (Choose all that apply)



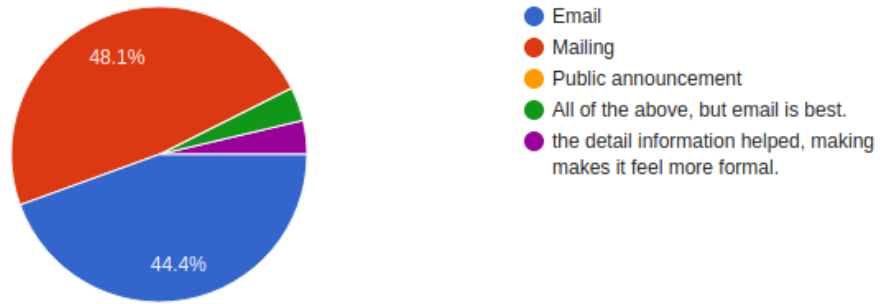
*Other free-response answers to this question:*

- I'm new to Eugene
- have not had an opportunity
- I volunteer for different non-profits non-affiliated with the city.
- I am young, I am only starting out.
- new to the city and had not yet figured out what topic to to plug into
- School work
- I only moved here a year ago!
- Trying to find where my contribution feels meaningful.
- was never offered an opportunity and never had the drive to seek one out myself. I might now
- Convenience. Subject matter was not of interest.
- I don't feel like i agree with everything the city does and would be concerned my opinions would be completely ignored.
- Actually had something lined up with the Lane County History Museum in Spring 2020 before shutdowns began.

## Question 10

In the future, if the city has opportunities for you to serve as a volunteer on a panel, a board, committee, etc, how would you like to be contacted on the opportunity?

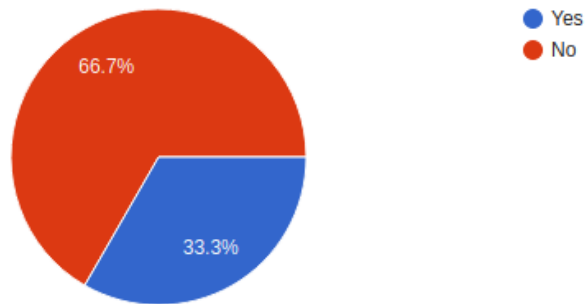
27 responses



## Question 11

Finally, thinking about the times of days that best fits your availability for service work: Would you have been able to attend these meetings if they had been during the daytime?

27 responses



# Question 12

What times of day works best for you for service to the city? (Chose all that apply)

29 responses

