

## DRAFT MEETING SUMMARY BY TOPICS

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*Highlighted text means idea came up multiple times and seemed to have strong support*

### Trade-Off Questions

- Struggle with having the trade-offs being pitted against affordability and sustainability
  - Use a sliding scale instead
  - List out as percentages
- List 6 phrases and have participants rank what's more important to them versus having to choose between two
- Wording is too hard to explain to participants, what is "preserving visual character"?
- Make this a value ranking instead
- Use specific livability priorities – community gathering spaces, ability to meet your neighbors, multimodal opportunities
- Trade-offs: two parts should be used for each: lens and implementation, consistently
- Have people pick and choose what they want to see, choose different levels of sustainability or equity
- Trade-offs should describe how density is needed for services
- Need to make sure we make it so people have to struggle with their choices. Too easy to just have them angry at everything or think they can get everything.
- Map exercise and trade-offs are two different things and should be separated

### Additional Questions

- Ask people to list their fears and why
  - Do **not** do this at the beginning of town hall, need to set the stage in the first 15 mins
- Not sure people will understand we're talking about equity when asking who benefits and who doesn't.

### Scenarios

- Rename "scenarios" to "areas of opportunities" or "options"
- Consider not ranking them so they aren't pitted against one-another
  - Ask them how they feel about each scenario and level of support versus ranking them
  - Rank concepts (tools/incentives/types of housing) versus the scenarios
- Should we tell people a range of how much new housing we should expect? Feel like people will ask us that question.

### Scenario Maps

- Use a single map, not with zoning. Instead consider using the Comp Plan map
  - Large single map on a big easel at each table with additional smaller maps at the table to view
  - The different scenarios/options, tree canopy, and demographic data could be on transparent paper that can be layered on as they are discussed at each table

- Have a status quo map, showing what is already allowed
- Like having 3 maps
- In map explanations, change “will” to “would”
- Only show the current comp plan map, give participants a list of different uses (mixed use, SFR, etc) and ask them to provide a percentage of each use they’d like to see
- Map(s) not needed. Think we should be telling them the need, explain the vision and demographic info, and have them tell us what types of housing they like or don’t like.

### **Presentation**

- Show multiple different types of missing middle housing
- What’s the need statement - tie back to the vision and show the need for more affordable housing. People said they care about this, and people are being priced out.
- Consider including the goals from the housing strategy: develop new units, prevent displacement, connect people to resources
- Describe how additional density is needed for services in terms of the livability lens
- Call out the 4 lenses in the presentation and how they are grounded in factual info
- Info we can point to about how density affects affordability and equity
- Provide info on current trends and how we can’t control that change is already happening
- Explain why people of color are more likely renters and how this was intentional
- Frame the benefits of a diverse and affordable community
  - Provide personal stories to these issues of affordability
- Read out the Vision statement at the very beginning – Mayor willing to do this
- Provide City’s sustainability goals and how those work with housing affordability versus pitting them against each other

### **Additional Materials**

- Provide a map of the tree canopy
- Variety of pictures of different housing types, explain why they are being considered, what need is being met, and how it can help with affordability
  - List out pros and cons of each housing type
  - Make sure there are multiple, diverse pictures of rowhouses
  - Show the different housing types next to SFR and how it fits together
- Include map with demographic data

### **Town Hall Programing**

- Have participants switch tables in the middle
- Do not have the participants report out at the end, rather have them fill out the comment forms
  - Give participants time to fill out the comment forms and submit them at the end
- Needs to have some sort of feedback loop though, doesn’t have to be a report out, but some summarized document afterwards that lists out people’s comment. Need them to know that they’re comments aren’t just being put in a black box.

### **Facilitation Needs**

- Be prepared for questions about Portland’s Residential Infill Project
- Make sure we know exactly what we need to get out of our table, what info is needed
- 1 or 2 ideas on how to pivot to the next topic area if these are getting too focused on one topic