



Nature for All Campaign Equity Memo

Summary:

Measure 26-203, The Nature for All Metro bond renewal was shaped through a year long public process initiated by Metro which was composed of both a community engagement and a stakeholder consultation process. Members of the public included in the community engagement process were weighted towards communities of color. The stakeholder consultation process included key organizations that explicitly serve the interests of communities of color and are led by people of color from around the region. The Nature for All campaign seeks to uphold the values enacted in the public process that informed the content and intent of the measure Metro region voters will have the opportunity to approve this November 5th, 2019.

What is Measure 26-203?

Measure 26-203 is a ballot measure which voters in the Metro region including those in Clackamas, Washington, and Multnomah county will vote on this November. The measure **renews** a levy of .19 cents per \$1,000 of assessed property value costing the average homeowner \$4 per month across the Metro region yielding a total of \$475 million dollars. Those funds will go directly to maintaining parks, conservation areas, hiking and biking trails that connect neighborhoods across the region to economic centers, and provide opportunities for communities to seek grants for local projects as well as resource city governments to improve access to greenspaces for their constituencies.

How was Measure 26-203 shaped?

Timeline & Methodology

The development of Measure 26-203 was designed to center communities of color in the community engagement process as well as the voices of organizations that have been historically overlooked in previous Metro bond stakeholder processes. This was demonstrated in both the communities that were prioritized for engagement, how that engagement was resourced (time and money) as well as in how those communities

interacted with decision-makers in the process. Metro built in opportunities for communities of color to have direct access to decision-makers like the Metro Chief Operating Officer, the Parks and Nature directors and Metro Council members.

Rather than a broad public engagement, Metro focused on a co-created engagement designed in partnership with Community Based Organizations (CBO's) led by Mary Rose Navarro within Metro. Through an RFP process (meaning groups had to submit a proposal to be involved) groups worked with Metro staff on two rounds of engagement with their community constituents. Ten CBOs were selected for a planning cohort, representing community of color organizations and conservation organizations. They were contracted to design and lead this process in partnership with Metro. They included **APANO, Centro Cultural, Kairos PDX, CCC's leadership cohort program, Portland Harbor Community Coalition, Verde, Friends of Trees, Audubon and North Clackamas Urban Watershed Council**. This cohort presented their findings directly to Metro Council at a Council retreat in fall of 2018. Participants were also provided with dinner, child care and travel stipends for participating in the discussion groups.

In the spring 2019 Metro additionally contracted with the **Native American Youth and Family Center (NAYA), Unite Oregon, and the Asian Pacific American Network of Oregon (APANO)** to engage their communities in the funding measure. They shared the specific criteria related to the *Take Care of Metro Parks* program and discussed which criteria would be effective at addressing their respective community's needs. NAYA and Unite Oregon held focus groups. APANO conducted outreach to South Asian community members living in Washington County through one on one conversations and held one focus group with Vietnamese communities from across the region.

Metro's Parks and Nature Stakeholder Table was weighted toward representatives from CBO's and/or leaders of color from throughout the Portland metropolitan area. They were convened to advise the Metro COO, Martha Bennett, on a framework for a potential 2019 Parks and Nature bond measure. The intention of these discussions was to advise on topics such as values; incorporating racial equity; targets for investments in six funding areas; and criteria for investment prioritization, decision-making and oversight. The stakeholder group consisted of representatives of community-based organizations, conservationists, trails and parks advocates, equity advocates, businesses, philanthropy and elected leaders from across the region.

In addition Metro led a series of meetings with members of Portland's indigenous community supported by **NACAC (the Native American Community Advisory Council)** in the fall of 2018 and spring of 2019 leading up to the referral. Feedback from this engagement led to new criteria added to Metro's bond program and the inclusion of new areas for land acquisition based on the priorities of this community. Participants were also

provided opportunities to meet with and speak directly to the Metro Council, Metro Council President and Metro leadership.

How will the Nature for All campaign center *diversity, equity and inclusion* which informed the development of Measure 26-203?

The Nature for All campaign, which is the “Yes” campaign for Measure 26-203 will center diversity equity and inclusion (DEI) through the following actions:

- **Steering Committee structure**

The Nature for All steering committee will include multiple organizations lead by and serving communities of color (COC). The structure of the committee will weight decision making such that organizations serving and led by COC have proportional authority to their counterparts serving non COC through a co-chair system. A compensation criteria shall be established within the steering committee such that COC organizations will receive payment for their time, expertise and labor. This framework was informed through direct feedback from a COC organization.

- **Field Program**

The Nature for All field program prioritizes POC voters through establishment of a voter universe which *excludes a turnout score and includes noncaucasion voters with a partisanship score of 35 and over.*

Turnout scores historically remove communities of color and low income communities from voter populations campaigns engage with. By excluding a turnout score from our voter universe we ensure that our campaign will communicate with communities that other campaigns ignore, therefore contributing to a cycle of non-participation and intentional exclusion of underserved and underrepresented segments of the electorate. The Nature for All field program seeks to disrupt this cycle by prioritizing the very voters that traditional political campaigns leave out.

Partisanship scores are a relatively new method of building out a given universe that has come about since automatic voter registration (AVR) at the DMV has been in effect. Around 5% of newly registered voters that are added to the rolls through AVR end up registering with a party. As a result, hundreds of thousands of voters are registered as non-affiliated voters (NAV). To better understand these voters analysts have developed Partisanship and VCI scores. In this instance, Partisanship scores most conform to our polling data* rather than VCI which measures the likelihood a voter will vote for a democrat as opposed to their partisan identity. Lowering the Partisanship score to 35 for noncaucasion voters ensures that we include voters of color for which there little voter data exists due to intentional exclusion of these populations on the part of previous political campaigns and voter turnout efforts.

*The Nature for All campaign acknowledges key flaws in polling research conducted on behalf of the campaign, namely lack of data from communities of color and therefore mischaracterization of POC support of this measure.

In addition to our voter universe, the Nature for All campaign will further center DEI by structuring field staff time to resourcing and empowering partner organizations to mobilize their members to volunteer.

- **Communications**

The Nature for All campaign will have a large focus on communications through *mail, editorial boards, a speakers bureau program, paid digital communications, and coalition communications*. The majority of content for each method of communication will pass through the Steering Committee for feedback. A large proportion of materials will be translated into other languages. Languages will be selected based on Steering Committee input.

The Mail program will prioritize a similar voter universe as the field program.

Editorial Boards Interviews will include leaders of color to act as spokespeople for the campaign. Our earned media strategy will empower communities of color in support of the measure to speak on its behalf based on their own experience rather than tokenize them through obligation to a top down narrative.

The Speakers Bureau program will focus outreach on opportunities to present to community of color organizations, businesses, and other community groups. We will also invest in training and providing tools to coalition partners that are interested in speaking in front of various communities about the campaign.

The Paid Digital Communications will prioritize a similar voter universe as the field program.

The Coalition Communications program will include a shared folder that all partners can access with regularly updated materials. This will resource partners to communicate on behalf of the campaign with little to no labor or staff time.