

**Portland Utility Board**  
**Subcommittee on PUB virtual meeting in community**

Monday, June 7, 2021, 1:00 p.m.

Virtual meeting using Zoom platform

**Attendees:**

*PUB Members:*

Karen Williams  
Rob Martineau (arrived ~1:15 pm)  
Theresa Huang

*Staff:*

Aaron Abrams, Bureau of Environmental Services  
Amy Archer-Masters, Portland Utility Board Analyst, City Budget Office  
Eliza Lindsay, Portland Utility Board Coordinator, City Budget Office  
Jaymee Cuti, Portland Water Bureau

*Public:*

**Synopsis, Action Items, Decisions**

Plans for a PUB community meeting were further discussed and next steps identified. PWB stands for Portland Water Bureau, BES for the Bureau of Environmental Services, and PUB for the Portland Utility Board.

**I. Call to Order**

The subcommittee was called to order at 1:00 p.m.

**II. Public Comment**

There was no public comment.

**III. Disclosure of Communications**

There was no disclosure of communications.

**IV. Further discussion of climate change as the topic and of intended audience**

**Thoughts on narrowing the topic**

A PUB member mentioned that they really liked the presentation provided by PWB at the May 4 PUB meeting. They liked how each of the potential impacts how PWB is working to address them was explained. They also liked how BES presented their efforts, especially their efforts with community partners. They felt this might be a way to talk about how the bureaus can work with communities and to provide existing partnerships communities can plug into.

Another PUB member mentioned wanting to emphasize those elements in the bureaus' climate change strategies where PUB can have most impact, e.g., where input is needed on what might be missing or how to make something more accessible.

It was noted that this might be a good way for PUB to introduce itself, e.g., that PUB can bring community input back to the bureaus and Council.

PUB staff mentioned that there is a new liaison to PUB in Commissioner Mapps' office and that PUB staff have mentioned to her PUB's desire to complement/amplify their and the bureaus' climate change communication efforts. Once we hear more back about their planned communication strategies, it might get clearer how to narrow the topic

### **Thoughts on intended target audience(s)**

A PUB member mentioned the fact that there are many existing community efforts out there already, e.g., APANO+PSU+Friends of Tree's "Climate Greening and Health" program. Perhaps PUB can plug into efforts already happening. PUB could be in a more supportive role, e.g. what can PUB do to elevate the work.

Another PUB member agreed that this was a great approach. PUB is not presenting itself as the experts on the topic but more how PUB can be one of many to elevate the topic of climate change from our perspective as the Board that oversees utility decisions.

PUB staff asked if this might include PUB supporting advocacy efforts of community-based organizations, e.g., signing on to an advocacy letter or adding support for a community-led initiative in a PUB communication to Council. There was general agreement that this could be one of the ways to support efforts.

A PUB member shared a list of mostly BIPOC-led non-profit organizations they had developed for their work and suggested that perhaps PUB could add to the list and note where they had a contact and/or were willing to reach out and connect with the organization.

It was noted that it could be good to identify organizations currently working on climate change, e.g., Oregon Just Transition Alliance.

**Next Step** PUB staff to send a link to a PUB-modified version of the list which subcommittee members can edit. This list will then be included in read-ahead sent out Thursday, June 10 with an ask that folks add their ideas to the list and send back to PUB staff and an explanation that the list probably won't be discussed in depth till July so it can more time on the agenda and perhaps tie into PUB's work plan discussion. This read-ahead will also be sent to new PUB members.

## **V. Report Backs**

### **Development of PUB-specific marketing materials**

Karen W and Karen YS had an initial conversation where Karen YS provided some of the basics of how marketing works. The principles are the same when you are trying to reach out to people and get them to engage. You start with the assumption they don't know anything about you and are very busy with limited time.

**Next Step** Develop ideas for short blurb/talking points about PUB. The idea is to provide some information about PUB for use in reaching out to community organizations. Karen W will contact Karen YS about a second brief conversation.

**Next Step** Additional conversations with Commissioner Mapps' office (PUB staff) and PWB lead (Jaymee) about timing and content of communications roll-out. Subcommittee can expect email updates from these conversations.

## **VI. Additional Thoughts**

PUB members mentioned the need to be adaptable and flexible as to whether the meeting would be virtual, 3-D, or a hybrid. It seems folks are more likely to participate if they don't have to physically show up. Transportation and location are equity issues. Other folks may find 3-d more accessible. Hybrid format allows for people to participate in the way that is accessible and comfortable to them. If PUB does a hybrid event, PUB should make sure virtual attendees get to participate too.

A PUB member shared that though this has been talked about before, doing a community meeting is a new thing for PUB. They are supportive of it. They added that it is important to think about what the Board does with the information it gets and how it will recognize the communities for their input. They said it is important to make sure PUB is flowing the information PUB gets back to City Council and Bureau Leadership.

## **VII. Next Meeting**

Likely in the late July timeframe.

## **VIII. Adjourn**

The meeting adjourned at approximately 2:00 p.m.