



Washington County Citizen Action Network (WC CAN) is a coalition of grassroots advocates (individuals and groups) dedicated to improving quality of life in Washington County by promoting healthy and sustainable communities, social and economic justice, and open and responsive government.

and [The McCall Center for Policy Innovation](#) invite you to
**The 3rd Annual Citizen Action Summit:
“Tools for Change”**

April 6, 2013 8:30am–4:15pm, Reception 4:15–5:00pm
Pacific University, Forest Grove OR
2043 College Way, Forest Grove, OR 97116

REGISTER NOW at wc-can.org or at the door if space is still available.
Adults \$10, Students \$5, donations encouraged.

9:00–9:50 General session in Taylor Auditorium

Welcome: **Jim Moore**, McCall Center Director, Pacific University;
Overview, introduction: **Linda Peters**, WC CAN Chair
Opening remarks: **Robert Liberty**, Director Urban Sustainability Accelerator, PSU
“Short Stories” from a few of our groups
Miki Barnes for Oregon Aviation Watch
Marilyn Schulz for Stop the Stink
Jake Mintz for Neighbors for Smart Growth
Jan Giunta for Tualatin Community Involvement Organizations
Katie Riley for Children’s Opportunity Fund Initiative
Introduction to morning sessions: Linda Peters

10:00–10:45 Round 1 – “How to” workshops in breakout classrooms

- 1.1 **Basics of Organizing:** Getting started, building your base, messaging
Meeky Blizzard, founder of Sensible Transportation Options for People, staff of
Congressman Earl Blumenauer (retired). **For people in the early stages of organizing to
promote a good cause or defeat a bad project; and/or wanting new inspiration.**
- 1.2 **The Land Use Process:** How it works, how to use it
Overview: Mary Kyle McCurdy, 1000 Friends of Oregon Policy Director
Washington County up close: Mary Manseau, Planning Commission, CPO and CCI
leader
A look at state, regional, county and city responsibilities; and citizen/community group
roles in policy making, development decisions, and holding jurisdictions accountable.

For those wanting to better understand land use politics and how the pieces fit.

1.3 Engaging Latino/Hispanic Communities (en Español w/ English translation):

Luis and Dorila Nava, leaders. Oregon Representative Joe Gallegos

For those wanting to increase Latino/Hispanic equity, involvement, and influence on issues impacting communities in Washington County.

1.4 Grassroots Lobbying at the State Level

Russ Dondero, Emeritus Professor of Politics and Government, Pacific University
Introduction to current Legislative issues/bills and the art of volunteer lobbying.

For people wanting to influence the passage, revision, or failure of bills likely to impact their communities or their access to resources.

1.5 Grassroots Electoral Politics – candidates, campaigns, and collaboration

Ron Morgan, Field Director, Washington County Democrats. Introduction to the basics of “field work”: how volunteers can influence the outcome of particular races or measures.

For

people who want to influence the success of their candidates or measures.

1.6 Protecting Farms, Forests, and Natural Areas: beyond land use law

Greg Mecklem, Helvetia Community Association Land Trust Committee Chair

Leah Rodgers, Friends of Family Farmers

Brian Wegener, Advocacy & Communications Manager, Tualatin Riverkeepers

How local groups actively preserve, restore, and/or enhance the value of natural resources for sustainability. For people who want to encourage, join in, or benefit from such activities.

11:00–11:45 Round 2 – “How-to” workshops in breakout classrooms

2.1 More basics: Public Relations for Advocacy and Outreach

Beth Erlendsen, CEO FAB Marketing Group, Tualatin

Carla Axtman, Digital Media and Online Communication Consultant, Blue Oregon blogger and Wash. Co. Oregon League of Conservation Voters executive committee member

For people who want guidance, details, and resources about how to use print, online and social media. Hear from some experts, and ask your own questions.

2.2 Finding and Using Good Legal Counsel: when, where, how

Ellen Saunders, Co-Chair NAAVE and WC CAN Board member, leader

Share and learn more about *when* a group needs legal advice or representation on land use or social issues; *where* to go for needed legal help; *how* to keep costs down. If time allows, identify gaps/needs. For those new to, engaged in, or veterans of the hunt for good, affordable legal services.

2.3 Organizing for Fundraising

Jonathan Poisner, Jonathan Poisner Strategic Consulting, former OLCV Executive Director.

What funding sources a group can tap and what actions it can take depend on the form(s) of nonprofit organization the group chooses to become. Get expert guidance on choosing appropriate form(s), plus basics of successful fundraising. For groups in transition, or considering more formal structure and systematic fundraising to effectively address ongoing needs or issues.

2.4 Engaging Young People in Community Activism

Luis and Dorila Nava, advocates for youth, immigrant, and minority empowerment
Students from Pacific University, PCC, and PSU

Young people and those who work with them are invited to learn and share together what works to involve teens and young adults in issues that affect their lives and communities.

2.5 Grassroots Lobbying: Working with County and Local Officials

Facilitator: Jlm Moore, head of McCall Center for Policy Innovation and Professor of Politics and Government, Pacific University.

Panel: Joelle Davis, Tualatin City Councilor, and Martha Moyer, longtime CPO leader and member of county's Urban Road Maintenance District Advisory Committee.

For those interested or active in monitoring, lobbying, serving on advisory committees or citizen involvement organizations; or in otherwise influencing County/City decisions.

2.6 Grassroots Electoral Politics: repeat of Session 1.5

Introduction to the basics of "field work": how volunteers can influence the outcome of particular races or measures. For people who want to influence the success of their candidates or measures.

11:45–12:00 Break – pick up lunch in hallway and return to Taylor Auditorium

12:00–1:15 Lunch and Keynote Presentation – Taylor Auditorium

[Kristina Smock](#), consultant to Coalition for a Livable Future
Washington County Preview of Regional Equity Atlas 2.0,
Mapping to identify and address community needs
Demonstration, Q & A, Discussion

1:30–3:15 Action Planning Work Groups—in breakout classrooms

3.1 Influence 2014 Elections

Consider individual and group options, distinguish WC CAN from PAC roles, plan next steps for WC CAN outreach, education, etc.. (Builds on sessions 1.5 and 2.6). For people committed to change via elections.

Facilitator: Jonathan Poisner

3.2 Improve Access to Legal Resources

Generate ideas, prioritize and define next steps for cooperative work to make needed legal services more accessible and affordable to community groups. (Builds on 2.2 above) For those with experience or concerns regarding access to good and affordable counsel.

Facilitator: Robert Bailey, Save Helvetia and Helvetia Community Association Secretary

3.3 Protect Farm, Forest and Natural Resources

Plan next steps to support, extend or coordinate participant groups' initiatives for farmland preservation, small farming/local food webs/food independence, and natural resource protection/restoration. (Builds on 1.6 above) For promoters and practitioners of sustainable resource use.

Facilitator - Brian Wegener

3.4 Lobby State Issues Strategically

Identify bills impacting us, plan actions to guide WC CAN's role in supporting or opposing 2013 legislation and beyond. (Builds on session 1.4 above). **For those who want to take a more active part in lobbying important bills/issues.**

Facilitator - Russ Dondero.

3.5 Open Up Processes in County and City Governments

Target issues, plan next steps. (Builds on 2.5 session above). **For people committed to expanding citizen/community roles in processes of policy planning or project development.** .Facilitator: Faun Hosey, longtime activist and CAC member for County Transportation System Plan Update

3.6 Engage Under-empowered Communities –

Plan actions for outreach, education, coordination and support of grassroots initiatives (Builds on 1.3 and 2.4 above) **For people committed to action for greater equity in residents' access to services, resources, and governmental processes.**

Facilitators: Luis and Dorila Nava; Don Schweitzer, Professor of Social Work., Pacific University.

3:15–3:30 Break (Scribes and leaders meet & prepare reports for Roundup Session)

3:30–4:15 Roundup Session in Taylor Auditorium

Brief reports from afternoon work groups: Jim Moore, Action Planning Group representatives.

Discussion of major emerging themes, priorities: Jim Moore

Next steps, closing remarks: Linda Peters

4:15–5:00 Reception in Marsh Hall lobby with wine, beverages, snacks