

November 15, 2011

MEMORANDUM

To EPAP Operations Committee

From Deb Meihoff, Communitas LLC

Copy lore wintergreen, EPAP Advocate

Summary · EPAP Retreat

On October 29, 2011, the East Portland Action Plan committee held an all-day retreat with the goals of:

1. Coordinating action plan activities for 2011/12;
2. Outlining a communication and advocacy strategy for upcoming budget cycles;
3. Reflecting on work done to date;
4. Continuing to build the capacity of volunteers, leading to recruitment of new community participants; and
5. Building camaraderie and a better understanding of one another's work in East Portland.

Following is a summary of the key themes, feedback, and outcomes from the retreat. See the last page for attendees of the retreat.

Next Steps

The Action Goals developed in the retreat (refer to page 8 of this memo) should be revisited at monthly meetings to determine if EPAP activities are on track and to make necessary updates to the schedule. In these reviews, committee and subcommittee chairs should also be seeking ways to build on one another's actions - continuing to make the connections.

Additionally, it is recommended that the Chairs and Operations Committee closely review responses in question 2 of the roundtable discussions (pages 5-6) when considering the work of the committees and subcommittees this year and in future goal planning efforts.

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Opening Comments

"This is what equity in action looks like."

RECENT POSITIVE OUTCOMES IN EAST PORTLAND

Community organization / building

- Emerging leaders from Russian- and Spanish-speaking residents
- Increased number of community events (ex: Movies in the Parks)
- Leander Court Photo Voice youth project
- Building partnerships between organizations
- Increased focus on faith communities
- Increasing diversity of residents
- Increased focus and number of people engaged in EPAP; voices are being heard
- Level of commitment to EPAP
- Increased voice youth have in policy making
- Recognition of East Portland leaders (Spirit of Portland awards)

Political visibility

- Parkrose Middle School - bond measure passed
- Acknowledgement of inequities in East Portland; candidates are also paying attention for the first time
- E205 initiative (increase number and quality of park spaces)
- Equity mapping, budget mapping
- Getting money and project/program visibility
- Thoughtful recognition of East Portland, ex: TriMet's adopt-a-station pilot project
- Positive, strategic, respectful, savvy community leadership
- EPAP recognized as effective organization
- Growing partnership between East Portland and West Gresham - recognition of Portland to the very edge
- Increased involvement of homeless families with PBOT to understand transportation issues / barriers

Improved economic prosperity

- Workforce and senior housing increases
- Job development, ex: Ride Connection headquarters move to Glisan and 99th
- Increased family stability

Financial investment - physical, tangible projects

- Increased number of bike/ped safety projects
- Robust and coordinated plans: East Portland in Motion, safe routes to schools, sidewalk improvements, 122nd Avenue project, review of tax abatement, Parkrose soccer field improvements, dedicated East Portland school liaison for Portland Plan
- New Rockwood Human Solutions building - collaborative, beautiful

Roundtable Discussions

What follows is a summary of major themes derived from small group discussions. Notes, in entirety, from the roundtables are appended.

Q1 WHAT TOOLS OR TECHNIQUES HAVE BEEN MOST EFFECTIVE IN ADVOCATING FOR EAST PORTLAND?

- Don't accept 'no'
- Stronger together
- Focused, consistent, strategic implementation
- Polite, respectful, factual
- Dedicated, passionate staff

Q2 WHAT ISSUE IN EAST PORTLAND NEEDS MORE ATTENTION?

Primary concerns mentioned in nearly every discussion were inclusion of diverse residents and businesses in the EPAP process, building volunteer base and capacity, and how East Portland is addressed, or not, in city policies.

Involvement of Diverse Residents and Businesses

diversity of race, culture, ethnicity, income, physical / developmental abilities

- Address this issue in the same way as the budget advocacy approach
- Find ways to measure progress on this issue. Ex: number of people in mentoring program
- Target to include in subcommittees as well as larger group

City Policies

zoning, tax abatements, spending priorities, Portland Plan / comp plan process,

- Continue to communicate with Chris Scarzello / East Portland liaison; request that the entirety of East Portland is incorporated into comprehensive plan
- Engage in Comprehensive Plan process
- Set up special EPAP input session for comprehensive plan and provide strategic input

Volunteer Recruitment and Preparation

- Continue grants to support Civic Engagement subcommittee trainings
- Continue to use general grants as a way to bring in new voices
- Continue purposeful outreach and getting diverse people to EPAP meetings

Other issues that were frequently mentioned as needing additional focus in East Portland include:

- Celebration of successes
- Severe need continues
- East Portland image

- Economic development and workforce development
- Too locked into the existing actions of the East Portland Action Plan; lack of flexibility to consider other opportunities or addition of actions
- Big-picture / long term strategy
- Lack of partnerships outside of East Portland
- Potential gentrification

Q3 WHAT MOTIVATES YOU TO STAY ENGAGED?

- Common goal: Make East Portland better for everyone
- Level of organizational support - gifted, intentionally inclusive staff
- Inspirational people involved
- Results
- Holistic approach
- Critical mass
- More to be done
- Innovative
- Mutual respect and accountability
- Passion, commitment

Budget Advocacy Schedule 2011/12

		2011		2012						
		Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Budget Advocacy	target date									
Schedule 1:1 meetings w/ City and County	Nov	█								
Develop advocacy strategy	Nov	█	█							
Communicate strategy with city committee reps	Nov		█							
Meet with Mayor	Dec		█							
1:1 meetings w/ Cogan, Shiprack, and McKeel	Dec		█							
Schedule meeting with OMF	Dec		█							
1:1 with City commissioners	Jan			█						
1:1 meetings w/ Kafoury and Smith	Jan			█						
OMF Budget Input meeting	Jan			█						
Department budgets submitted to Mayor	Feb				*					
County budgets due	Feb				*					
Committee reps submit key issues to Katie	Feb				█					
City budget hearings / EP report	Mar-Apr					█	█	█	█	
City Budget release + OMF response	Mar					*				
Adjust advocacy strategy to budget, as needed	Mar					█				
County budget released	May							*		
County budget forums	May							█	█	
Mayor releases budget	Jun								*	
County adoption	9-Jun								*	
City adoption	Jun								*	

* = City/County process milestones

Committee Actions 2011/12

CHAIRS	target date
Track budget spending / outstanding resources	FEB
Gear up for MTIP process	JUL

BIKE	
Choose a new Committee Chair	NOV

CIVIC ENGAGEMENT	
Develop culturally sensitive messaging: be involved and provide support to	[ongoing]
Continue efforts to increase number and capacity of community leaders: focus	[ongoing]
Support community events: cross-cultural promotion, including the entire EP	JUN

COMMUNICATIONS	
Reassess roles in EPAP	DEC

ECONOMIC DEVELOPMENT	
Neighborhood Partnership Initiative (NPI) applications submitted: in partnership with (No Suggestions)	JAN
Finalize East Portland economic development assessment	FEB
Prioritize 3-5 items from assessment to pursue - actions that support stronger businesses and family wage jobs	MAR

GRANTS	
Continue to use small grants for capacity building and engaging the community through implementing action items	[ongoing]
Select awardees for \$54,000 EPAP grants	DEC

HOUSING	
Develop common statement for EP housing: for EPAP consideration	JUN

MAXACTION	
Adopt-a-station Pilot Project: working with TriMet to increase community participation	NOV

YOUTH	
Youth manual training: train the trainers and train EPAPers	[ongoing]
Recruitment and outreach to EP youth: Increase youth membership and outreach, educate potential leaders	DEC + [ongoing]
Translate EPAP document(s) into "youth speak"	JUN
Connect with Gateway EcoDistrict on promotional video	JAN

2011/12 Major Action Milestones by Month

NOTE: This calendar includes only actions for which a committee chair identified a target date of completion or deadline. For a full list of goals and actions, see listing of actions on the previous page.

Nov 2011

+Advocacy: Budget strategy and meetings set with electeds
+Bike: New committee chair chosen
+MAXAction: Adopt-a-station community participation underway

Dec 2011

+Advocacy: 1 on 1 meetings with elected officials
+Communications: Reassess roles within EPAP
+Grants: Select awardees for EPAP grants

Jan 2012

+Advocacy: Continue 1 on 1 meetings with elected officials
+Advocacy: Budget input meeting with OMF
+Economic Development: NPI applications submitted (in partnership with EcoDistrict)
+Youth: Connect with Gateway EcoDistrict on promotional video

Feb 2012

+Advocacy: Committees submit key budget issues to Katie Larsell
+Bike/Advocacy: Testify for East Portland in Motion
+Chairs: Track budget / outstanding resources
+Economic Development: Finalize East Portland assessment

Mar 2012

+Advocacy: Budget strategy adjustments (as needed)
+Economic Development: Prioritize 3-5 items from assessment to pursue

Apr 2012

+Advocacy: City budget hearings - East Portland report

May 2012

+Advocacy: County budget forums
+Advocacy: Metro strategy (cont.)

Jun 2012

+Civic Engagement: Summer community events, cross-cultural engagement
+Housing: Common statement drafted for EPAP review
+Youth: Translate EPAP documents into "youth speak"

Jul 2012

+Advocacy: Gear up for MTIP (Metro transportation funding)
+Economic Development: Implementation of ec.dev. strategy underway

Representatives Actions 2011/12

ABCD

Coordinate with Rosewood Café process: advocate for public involvement in planning, ensure nearby neighbors are engaged (partner with Civic Engagement Committee to assist with outreach to Latinos). Permitting by Dec, open by Jan

Emergency Preparedness

Website and training for neighbor-by-neighbor and block-by-block emergency preparedness: includes topics like food deserts and community resiliency

EPNO Land Use Chairs

Advocate sidewalk budget (PBOT)

Advocate for EP in the Portland Plan / Comp Plan process, esp regarding zoning (BPS)

Gateway EcoDistrict

Develop marketing video for eco district: highlight activities and assets; partner with youth, faith-based, and cultural organizations

Develop weatherization program: underway by summer 2012

Parks

Increase number of summer park concerts (raise money by April)

Increase number of mobile playgrounds (at schools or parks)

Secure Gateway Green funding

Public Involvement Committee

Solidify and flesh out budget advisory committee role and structure

COMPLETE ROUNDTABLE NOTES

Q1 What tools or techniques have been most effective in advocating for East Portland?

- 50 people show up to EPAP meetings every month - commitment
- Action-focused, solution-oriented, offering help
- Advocacy and knowledge of the way cities work
- Amazing to have 50 people gather monthly.
- Asking the City to keep track of money spent in East Portland
- Awareness of our diversity
- Balance of attention on problem and solution - 'strategic 'whining'
- Bringing the voice of East Portland to new tables.
- Build on successes - small success achieved overcome adversity. Ex: traffic signal at 92nd/Foster, winter shelter
- Come together to reach consensus and advocate together. Keep differences internal.
- Community pride
- Community support for the group - we make a good Impression with our enthusiasm and commitment
- Consistent messaging
- Diversity of experience - real strength
- Ecosystem is all about people
- Effective - we are invited to City meetings and asked to join influential committees
- EPAP bridges communicating between silos of the city
- EPAP has matured. We have confident not arrogance
- Face to face contact with groups and individuals
- Finding areas where a little bit of effort can secure big return. Strategic engagement to find what opportunities will unlock.
- Flow of information and communication is happening through many channels
- Focus on what we want, not what we don't want
- Focus.
- Geographic tracking - the numbers don't lie
- Get to know other NGOs and volunteers
- Getting together with other neighborhoods and districts outside of East Portland to form coalitions to cooperate In securing transportation funds: sidewalks in East and SW Portland
- Great staff person. lore brings so many skills - grass roots organizing, political strategy - and she keeps the lines of communication open. Great investment for the city.
- Groups is respectful and polite, even when expressing unhappiness
- Have effectively 'picked low hanging fruit'
- Interaction with each other and accountability to each other
- Learning other perspectives

- lore's consistent communication - key to have someone tasked with administration and mentoring/guidance
- Multi-layer relationships - group has representatives from organizations we advocate to and for
- Nice, squeaky wheel is most effective
- No hyperbole. Clear and correct data
- Organization is foundation for power. Other parts of town not organized.
- Outreach to all major players, asking questions, learning about them, and wanting to learn
- Partnerships with community agencies - we aren't fighting each other to be heard
- People work on Issues that care about
- Persistent but polite
- Positive results
- Preparing information before engaging elected officials. Example: Federal stimulus funds allocation by geography.
- Respectful, work oriented, adamant about accomplishing objectives
- Showing up before key decision making
- Small grants program brings in new partnerships
- Stand united
- State our appreciation when we have recognition and keep up the pressure
- Strategic placement on committees
- Strategically sharing our successes
- Talking to each City bureau staff - forming allies
- To hear people take pride in their area where they live. Actual residents speaking.
- Using the technical advisory committee to provide direction for effective advocacy and make staff connections
- Volunteers combined into EPAP
- We are fact-based and data-driven
- We are now represented at many levels and through many local government organizations
- We are strategic, meeting individuals and presenting politically
- We have worked hard to be a real community voice and have helped East Portlanders 'get their voice'
- We have worked hard to establish credibility - deliberate, considered, non-emotional, factual
- We know how to organize and be efficient
- What we do well: building relationships, provide food, grow our successes
- Work consistently at brining others in with a goal of inclusivity

Q2 What issue in East Portland needs more attention?

- 20-minute neighborhoods essentially illegal with current zoning
- Affordable childcare. Issue for homeless and low to middle income families
- Business associations are limited in members - need help in reaching out to variety of populations
- Civic engagement program has uncovered a sense of isolation in the community
- Crime. Demand response services. It is a drain on the City budget and those funds are not then available for pro-active issues.
- Dealing with big shopping centers
- Displacement as improvements are made in the area
- East Portland as a place people want to live, not just that they have to
- Emergency preparedness not being addressed because of economic insecurity. How can poor people be prepared?
- Expand capacity of Communications Committee to address East Portland image
- Extreme level of need in East Portland is greater than other areas: homelessness, poverty, hunger, violence. People affected don't have a way to participate.
- Few to no 20-minute neighborhoods
- Funding for afterschool programs. Losing electives that build healthy lifestyle
- Gang task force still focused on N/NE Portland, while so many members live in East Portland
- Gentrification threat / prevention. David Douglas enrollment drop - early sign of gentrification? Private sector rents?
- Getting the Oregonian to recognize East Portland.
- Getting more people engaged. Are the subcommittees a mechanism for this? EPAP membership can be intimidating due to knowledge and experience of the group.
- Groups are not working together across cultures and socio-economic backgrounds
- Have not made the right commitment to diversity
- Having Portland Police at the general EPAP - decision maker in PPB.
- Healthy, affordable food options - food deserts
- Housing generally
- Image of East Portland
- Immigrant community needs not addressed enough
- Involving minority and ethnic groups, low income people, those who have not traditionally had power or 'ownership'. Need to get them into EPAP process
- Lack of private, foundational support for East Portland school districts
- Lack of understanding about what kinds of economic development works for us - we are not connected to big companies
- Lacking more empowerment of people who need assistance and who give assistance
- Land banking for affordable housing
- Local workforce development - especially around parks, natural areas
- Low emphasis on strengthening existing business and business associations
- Marketing of East Portland / branding

- Mini urban renewal areas (NPI) require significant dollar commitments, which put a significant barrier up for poor communities.
- More cultural diversity is needed on EPAP committees
- Need more strategy to get goals established - look more closely at interrelationships between actions in the plan.
- Need someone to continue long term strategy for improving East Portland image - build on brochures
- Need to be sure we continue to celebrate successes - sometimes only talk about the negatives and that can be de-moralizing
- Need to bring the new generation of leaders to the table
- Neighborhood association not on board with issues - how do you address the time-honored tradition of status quo?
- People are not empowered
- Poor media coverage - still negative image
- Racial inequities and changing demographics - are we changing quickly enough in our approach
- School budgets need support.
- Schools
- Still lacking enough equity in city investment.
- SUN school allocations not adjusted to the census in 2011/12, so we lost a year.
- Tax abatement (thoughtful planning)
- Too little focus on class issues
- Too locked into plan, as it exists today. Need more flexibility in what we do to capture potential opportunities.
- Too silent about cultural and ethnic diversity in EPAP (the Plan).
- Transit in East Portland is very fragmented
- Workforce development
- Youth mentorship programs are lacking

Q3 What motivates you to stay engaged?

- Accountability in the group
- Attends a lot of business meetings where she can be a fresh voice promoting moving forward
- Being effective
- Bring voices that are not always heard in other groups. Make room to listen to one another.
- Can hear and experience all points of view
- Changing City culture by community funding for intentional and strategic organization that brings together diverse voices.
- Children living in parts of town where they don't have same opportunities as East Portland

- Commitment to Involving community together with awareness of how one thing impacts another
- Cultural diversity is our strength
- Discovery of East Portland identity and what can be achieved
- Diversity of people at meetings and involved. Diversity of age, race, cultures.
- Dreams of being a model that empowers diversity and draws people and resources, because of this. Need to continue to educate each other.
- Effectiveness, common goal
- EPAP has critical mass and the mass attracts more people
- Everybody moving together
- Exciting future
- Focused, logical approach; open to input
- Gaining planning experience through this volunteer effort
- Good advocates from City and other agencies - they attend our meetings
- Great energy - people with longevity in these issues and motivation is still high
- Great feeling - people are asking us what we think / want. We are recognized. No longer fighting so much to establish who we are.
- Great forum for discussion. Divergent points of view can be discussed reasonably.
- Great source of information - advocacy.
- Great to bring so many people together who are really informed.
- Group is really getting things done
- Having a paid staff that can facilitate this work
- Holistic / systems perspective
- Honest communication is part of the culture
- Human connection
- Inspiration of EPAP process
- Inspiring commitment of the people
- Integration across geographies, cultures, community development focus
- Intentional effort to support and bring resources to cultural and ethnic communities, so we are all elevated as a community
- Intentional process
- Level of commitment that creates results and a cycle to inspire others to be committed.
- Level of communication and structure
- Level of detail that we address that makes us effective, organized
- Lots of possibilities and more will happen
- Mentoring and learning opportunities
- Minority business recruitment
- Not all theoretical - actual conflicts discussed and real things get done
- Objective approach, we don't appear to be crazy
- Ongoing commitment from volunteers
- Open communication and trust that we want to help.
- Opportunity to make this an area that is celebrated for diversity.
- Overcoming the initial, potential challenges of being City-driven

- Part of an advocacy group and seeing how the entire system works
- Passion for what I do. Passion for sustainability.
- Passion in engagement. Amazing group to watch and be a part of
- People can suggest new models and get feedback. Ex: Interaction of food preparedness and disaster preparedness. Safe houses in public places (i.e. Burgerville). Schools become central places for neighborhood organizing in general and in times of disaster.
- People care
- Personable, comfortable life because I can speak out and get the word out of what is possible
- Personal growth and development - we are better communicators
- Positive and pro-active
- Pragmatic
- Real diversity is present, not just on paper.
- Recognizing how what looks to be positive can have adverse impacts. Level of awareness of interrelationships
- Seeking
- So much easier to go to one meeting and hear so much that is being done.
- So much work yet to be done
- Strengths and connections - everyone brings something to the table; lots of knowledge
- Strong leadership, focus of lore
- Stronger together. Coalitions are powerful
- Structure and level of organization
- Subcommittees need to be diverse
- Thoughtfulness and intentionality
- Together we are a large and growing constituency that EPAP credibly represents to officials
- Two-hour meetings gives you great information about what is going on in East Portland
- United approach, group effort
- We advocate for things that benefit the community across economic, race, and cultural differences, without dividing us
- We have accomplished a lot

EPAP RETREAT

October 29, 2011 · 830am - 300pm
Gethsemane Lutheran Church

ATTENDEES

JoAnn Bowman Hardesty

Brooke Chilton Timmons

Frieda Christopher

Jean DeMaster

Marie Daniels

Amie Diffenauer

Bob Earnest

Colleen Gifford

Karen Fisher Gray

David Hampsten

Arlene Kimura

Larry Kotan

Jim Labbe

Katie Larsell

Tom Lewis

Jeremy O'Leary

Olivia Quiroz

Linda Robinson

Nick Sauvie

Mike VanderVeen

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