COVER SHEET

Project Title: Language Specific Outreach and Informational Material for PP&R Mobile Playgrounds/East as part of the Summer Free for All

Participating Agreement Member Proposer: Natalya Sobolevskaya

Phone: 503-679-4920     Email: rsnoforegon@gmail.com

Mailing Address: 1017 NE 117th Avenue

City, State, Zip: Portland, OR 907220

Municipal Partner Organization: Portland Parks & Recreation

Municipal Partner Individual Authority Contact Name: Jeff Milkes

Phone: (503) 823-1601     Email: Jeff.Milkes@portland.oregon.gov

Mailing Address: 6437 SE Division Street

City, State, Zip: Portland, OR 97206

List Additional Partner Organizations:

Latino Learning Community
Russian Speaking Network
Division Midway Alliance
Rosewood Initiative
Centennial School District
David Douglas School District
Parkrose School District
Portland Public Schools
Reynolds School District
Human Solutions
Impact Northwest
Rose CDC

Centennial Community Association
Hazelwood Neighborhood Association
Pleasant Valley Neighborhood Association
Powellhurst-Gilbert Neighborhood Association
AYCO
Asian Family Center
Catholic Charities of Oregon
IRCO Africa House
Lutheran Community Services
Metro – ZAP Program
Multnomah County, Midland Library
Office of Neighborhood Involvement and New Portlander Program

Strategic Priorities (Action Items) to be Addressed:

A1 (EQ.1.4 & EQ.3.2)
F1 (CB.1.2 & CB.2.1)
W1 (L.8.1 & L.8.3)

Requested Amount: $7,000
PROJECT DESCRIPTION
This project will allow the summer mobile playground, East Portland, to enhance its outreach efforts to our ethnic communities with the translation of additional languages for the publicity material. Our efforts in 2014 allowed the Mobile Playground East program to serve approximately 1503 plus children, with an additional 1200 plus children served at sites that were mobile playground sites in 2012 and 2013, becoming PP&R staffed sites in 2014. The mobile playground is an interim solution to a fully staffed and programmed park site, with lunch services for the summer. This meets Action Plan Strategy A1 (EQ.1.4 and EQ.3.2): Set a goal that East Portland parks attain parity with the city in public facilities and capital spending.

Last year we translated our outreach material into seven (7) languages. The bulk of the translation was for the Summer-Free-For-All flyer. For this summer (2015), the committee identified that translated materials in the form of brochures, flyers, posters, lawn signs and banners, as well as potentially another language or two, is needed to engage more of the ethnic communities and to be distributed in early May. This meets Action Plan Strategy F1 (CB.1.2 & CB.2.1): Engage ethnic communities in neighborhood activities; provide translation/language service to remove barriers and improve messaging and invitations.

For 2015, we would like to translate the “hiring letter” into all of the languages that we have translated as part of the outreach materials. Additionally, as a result of the group effort, PP&R has simplified the seasonal help application process from five pages to two so that young people are rated on abilities to handle situations and employ language skills other than English, rather than being required to have a degree in recreation. We have had language specific “hiring letters” translated into five languages. In 2014, there were 6 seasonal help hired from East Portland. These may also lead to living wage jobs and are part of EPAP strategy to minimize displacement.

MUNICIPAL PARTNERS
Portland Parks and Recreation will provide the organizational structure to do the graphics work for the brochures and the letters with official logos as well as the printing and general distribution of the final documents.

PP&R will also hire and train seasonal help for the Summer-Free-For-All program. We will use the funds to provide additional translation of seasonal Parks and Recreation Bureau seasonal employment opportunities for our young people as well as outreach material on the summer program.

Other municipal partners are the Office of Neighborhood Involvement, East Portland Neighborhood Office and the New Portlander program. Also, Multnomah County Library is partnering through its language specific story time program for Spanish and Russian story times before or after the playground activities. This meets Action Plan Strategy W1 (L.8.1 & L.8.3): Study library service need and expand services to meet the needs of underserved area of East Portland.
COMMUNITY ORGANIZATIONS

Latino Learning Community  Centennial Community Association
Russian Speaking Network  Hazelwood Neighborhood Association
Division Midway Alliance  Pleasant Valley Neighborhood Association
Rosewood Initiative  Powellhurst-Gilbert Neighborhood Association
Human Solutions  Office of Neighborhood Involvement and
Impact Northwest  the New Portlander Program
Rose CDC

The above list represents active community partners. These partners have representatives who are involved in the development of draft of the outreach materials, an initial review of translated documents, and actively promoting and distributing materials.

BUDGET

There are dollars budgeted for actual translation of documents. The cost for eight (8) languages for brochures, flyers, posters, lawn signs and banners will be more for the summer of 2015. The “hiring letter” is more expense to translate as it has complex text and must be culturally specific to at least five languages. Total translation dollars are budgeted at $5000.

Committee members have asked that added emphasis be placed on getting the “hiring letter” out earlier. There will be additional graphics personnel needed and set up costs, with some languages requiring specialized fonts to be uploaded to PP&R’s system. This is budgeted at $500. The balance will be absorbed by PP&R.

Committee volunteers will be developing and reviewing the outreach material, checking for technical correctness and cultural nuances that strictly translating words may not address. This would be, conservatively, an approximately $4500 in-kind donation.

In addition, committee volunteer will also do personal outreach, taking printed materials to places that serve members of their communities, including but not limited to churches, apartment buildings, local merchants and other service organizations. We have valued this effort at approximately $2000.

Portland Parks and Recreation would pay for the cost of printing the brochures, the letters, all lawn signs, banners and other miscellaneous signage. In addition, they would do general distribution of materials to schools, libraries, county health clinics, community centers and other large service providers working in East Portland. The approximate value on this would be, conservatively, $12,250. Office of Neighborhood Involvement also contributes personnel time, meeting space and materials to support this effort. This is nominally valued at $2250.

PROMOTION AND SPONSORSHIP ACKNOWLEDGEMENT

Committee members will promote projects at summer events, including farmers’ markets and community fairs, neighborhood gatherings and multimedia outlets. There will be over 100,000 general summer-free-for-all brochures with the East Portland Action Plan and the Portland Parks and Recreation logos printed and distributed citywide.
## PROJECT BUDGET

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<tr>
<th>ITEM</th>
<th>REQUESTED FUNDS</th>
<th>LEVERAGED FUNDS AND/OR ADDITIONAL GRANTS</th>
<th>DONATED SERVICES &amp; TIME Defined As $</th>
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