

Diversity and Civic Leadership Program

Year-end performance summary

FY 2007-08

July 2007 through June 2008

1st year grant began December 2007, reports through August 2008

Organization: Urban League of Portland

GOAL: Community Involvement, Increase the number and diversity of people who are involved and volunteer in their communities and neighborhoods.

1. Examples of developing culturally appropriate strategies to bring constituency together to build community identity, understanding of existing City governance structures, and/or skills to analyze City power dynamics.
 - **Hiring process** – focus on building relationships, worked with former NECN director, interviewed 10 candidates, hired Francisco Holdman.
 - **Community Outreach program** – Developed door to door outreach strategy in King (with NECN) and New Columbia neighborhoods, 400 doors, to discuss community concerns, registered 200 new voters, events, services and involvement.
 - **New Columbia** – Met with New Columbia Residents Liaison to identify issues and potential leaders. Do survey, door to door canvass, voter registration materials, Urban League’s info, joint seminar – possibly on de-mystifying city government.
 - **GOTV** – Registered 300 voters, door to door and at community events.
 - **City budget** – Testified at Council hearings, lobbying with two commissioners.
 - **Multnomah County Health Equity Initiative** – met with staff about community dialogues at New Columbia.
 - **Sisters in Action for Power** – Met to explore possible joint projects.
 - **Voter Education Rally** – 150 attended. With other groups.
 - **Mayoral Candidates Forum**, Voter Registration and Voter Education - along with the NAACP, African American Alliance and PCC-Cascade. 300 attended.
 - **State candidate forum** – State Senate District 23 and Attorney General’s race. 60 attended.
 - **PSU “Edu”tainment event** – With PSU Black Cultural Affairs Board organized edutainment event, a combined music and political education forum and monthly hip hop symposiums, social justice summer series “Rise Up and Get Down”. Developing stronger links between PSU students and community.
 - **Meetings with DCL Grantees:** Met with the new organizers at IRCO, Latino Network to discuss possible joint work and sharing resources.
 - **People of color Candidate’s Forum** – Mayoral, City Council, and County Commission candidates. Partnered with OA, CAT, NECN, sorority. 80 people.

- **Candidates Forum on elder issues** – City and County races. AARP and Elders in Action. 100 attended.
- **Town Hall meeting with Senator Ron Wyden** – senior and health care issues – cost of prescription drugs, elder fraud, cost of energy. 85 attended.
- **Info session with Senator Avel Gordly** – Senior health care, 40 attended.
- **Center for Intercultural Organizing** - networking brunch with the other grantees; gathering between African immigrants/refugees and African American aimed at tackling the barriers and misunderstanding between the two communities.
- **Also met with** – SE Uplift, Western States Center, Our United Villages
- **Portland Development Commission** – Met to discuss MLK Action Plan and organizing info event/concert/unveiling of renovated gazebo at Dawson Park.
- **Vagina Monologues** – UL co-hosted presentation.
- **Office of Human Relations** – Participated in hiring process for new director.
- **PDC's Triangle Redevelopment Plan** – Participated with Woodlawn Neighborhood Association. Helped link diversity and environmental issues
- **Racial profiling issues** - ?
- **DCL Advisory Committee** – Participated in ongoing ONI committee.
- **State of Black Oregon report** – Reviving report on disparities between African Americans and the majority population based on key social and economic indicators, measuring progress/decline in relative status of black Oregonians in health, education, economics (employment, business, homeownership) criminal justice, and civic engagement. Action agenda provides recommendations for changes in policies and practices. First time updated in 17 years. A project advisory committee meets weekly. Has helped UL connect with many local and statewide African American organizations.
- **African American Advisory Committee** – New UL committee with expertise in housing, education, criminal justice, environmental justice, health, economic development and civic engagement.
- **Annual Meeting** – UL's annual meeting with 100 attended. Discuss priority issues, launched State of Black Oregon.
- **Candidates Forum, City Council** – Amanda Fritz and Charles Lewis, with Elders in Action. 40 attended.
- Grandparents raising grandchildren campaign - Lobbying mtg with Senator candidate Peter Smith re: funding to support, testimony at City Council.
- **Community meeting on health policy** – with Dr. Alvin Poussaint.
- **Meeting with NW Area Foundation** – discuss how Black leaders can improve civic engagement and assess their impact.
- **Exercise Your Rights** – One day voter registration push, tackling health and exercise, encouraging people to vote. With NAACP, AFL-CIO at Jefferson High.
- **URBAN NET**- Partner with local hair and nail salons as well as black owned barber shops to create community dialogue. Each salon or outlet will regularly ask their customers to complete surveys and contact information on a variety of subjects from education, economic development, job training and health care.

Provide new contacts and insight into what issues the community feel most effect their lives.

- **Green jobs and economic development** – Dialogue with NAYA, Verde and the AFL-CIO on strategies to promote green jobs and opportunities for economic development for people of color.
- **PPS, Superintendent’s Leaders Roundtable** - Bring an African American perspective to discussions on education policy.
- **Coalition of Communities of Color** – New collaboration with a coalition of organizations of color to identify common policy agendas and inform funding decisions of granting agencies.
- **Power2Vote** – GOTV event with Bus Project and NAACP
- **Recycling outreach** – Partnered with Office of Sustainability to disseminate info and engage African Americans on recycling issues and also help with outreach on UL programs and activities. Early example of DCL program leveraging other City bureau partnerships.
- **Primary issues with City of Portland:**
 - Affordable housing and sustainable communities
 - Increasing opportunities for homeownership and wealth creation
 - Living wage employment opportunities
 - Contracting and procurement practices which support African American business and entrepreneurship

2. Have you convened any gatherings/meetings or events to accomplish this goal/program function? If so, how many gatherings/meetings? Attendance?

1st QTR – 27 activities/meetings, 60 attendance

2nd Qtr – 8 activities/meetings, 815 attendance

3rd Qtr – 9 activities/meetings, 400 attendance

Total from end of year report – 1,490 attendance

GOAL: Capacity Building, Strengthen neighborhood and community capacity to build identity, skills, relationships and partnerships.

Communications

3. Describe the methods of communication currently used to outreach to your group.

- Newsletter – 2,300 contacts
- Email - over 7,000 with partner groups
- Relational database – up to 4,000 contacts
- Website
- Door to door flier
- Phone calls for mobilizations
- Online Survey Monkey
- Hand held fans with UL info distributed at churches during summer
- Media appearances:

- Comcast Newsmakers
 - Urban Vibe cable program
 - KBOO Radio
 - Election commentary on 3 local TV stations
4. How many people are receiving these communications on a regular basis?
 - 1st Qtr – 800
 - 2nd Qtr – 3,000 (1,000 get newsletter, over 2,000 get emails with partner groups)
 - 3rd Qtr – 8,500 (1,500 newsletter, over 7,000 get emails with partner groups)
 5. Describe one example of how one of these communication strategies is supporting your community building and livability efforts, fostering dialogue on policy issues, or publicizing opportunities for involvement with the City?
 - Developing database, now up to 4000 records
 6. Are there plans to develop/implement any new communications strategies?
 - Developing ALERT system to mobilize base for City Council and bureau mtgs.

Leadership development

7. As a result of this project describe one method to develop leadership opportunities for your constituents to become effective advocates on City public involvement initiatives and/or initiatives by your organization to achieve economic and social equity? How many people have participated?
 - Developing three social justice workshops with Multnomah County Health Equity Initiative, OPAL, CIO, Oregon Action. One of the purposes of the trainings is to train leaders who will help advance the policy agenda which emerges from the State of Black Oregon. About 30 at each event:
 - **History of social movements (civil rights)** - gave young African Americans a change to learn from experienced activists and leaders, as well as develop networks with others who are interested in increased civic engagement.
 - **Tackling inequity through policy change** - Discussed strategies to challenge polices through greater involvement in campaigns, lobbying, presence on bureaus and committees and running for office.
 - Building community campaigns and relationships with elected officials.

Partnerships and Collaborations

8. Describe a new or update on a collaboration or partnership developed as a result of this project with other community organization(s), neighborhood and/or business association(s) where there may be opportunities to work on common community and neighborhood livability issues?
 - AARP

- AFL-CIO
- African American Alliance
- African American Chamber
- African American Outdoor Association
- Albina Ministerial Alliance
- Alpha Kappa Alpha Sorority
- Black Cultural Affairs Board - PSU
- Black Lawyer's Association
- Black Studies Dept. PSU
- Black United Fund
- Bus Project
- Community Alliance of Tenants
- DCL Grantees: IRCO, Latino Network, Oregon Action, CIO, NAYA
- Education Equity Center
- Elders in Action
- Grandparents Raising Grandchildren, Inc.
- Multnomah County Health Equity Initiative
- NAACP
- NAACP – PSU chapter
- National Association of Minority Contractors Oregon – NAMO
- New Columbia – Housing Authority of Portland
- Northeast Neighborhood Coalition
- Office of Sustainability
- Office of Senator Avel Gordly
- Office of Senator Ron Wyden
- OPAL - Organizing People, Activating Leaders
- Oregon Action
- Partners in Diversity
- PCC-Cascade
- Portland Housing Center
- Sisters in Action for Power
- Woodlawn Neighborhood Association

GOAL: Public Impact, Increase impact on public decisions.

Representation on City advisory committees

9. As a result of this project describe an example of your organization's constituents being represented on a City committee, board, commission, a neighborhood or business association, and/or engagement in a City public involvement effort.

- City budget process
- Lobby visits with City Commissioners Eric Sten, Randy Leonard, Tom Potter
- Parks and Recreation board, recommended woman
- Office of Human Relations – new director hiring process

- Neighborhood association meetings
- Portland Development Commission – UL board member now Chair of PDC
- Public Involvement Advisory Council
- Oregon Community Fund Leadership Council

Culturally appropriate public involvement models

10. Please describe any opportunities this quarter you have had to engage with City public involvement efforts. What have been some of the successes or challenges in engaging in this process?

- **State of Black Oregon** – Revived for the first time in 17 years. The publication is a report on the disparities between African Americans and the majority population based on key social and economic indicators. Report will measure the progress or decline in the relative status of black Oregonians in health, education, economics (employment, business, homeownership), criminal justice and civic engagement. Will be statewide in scope, (using the Oregon Progress report and other statewide data) but the more detailed data will concentrate on the greatest population center for African Americans; the 5 counties of the Portland Metro Statistical Area. Will result in an action agenda that provides recommendations for changes in policies and practice across local, state and federal authorities, and the private sector. Scheduled to be published in late 2008, just months before the 2009 Legislative Session and the installation of new city and county elected officials. It is an important opportunity to reinforce the urgency of placing issues critical to African Americans on these agendas. Have developed partnerships with African American educationalist, health advocates, environmental justice advocates, economic development advocates, such as African American Chamber, Black United Fund, Portland Housing Center, OPAL, the Education Equity Center, Black Studies Dept at PSU, as well as African American organizations around the State. It has provided an opportunity to locate and make connections with African Americans in Salem, Eugene, Medford, Klamath Falls, Corvallis and Bend. This has been very significant in unifying and solidifying the African American community across the state, especially as we develop a state-wide Action Agenda and as we head into the next legislative session.
- **URBAN NET**- Partner with local hair and nail salons as well as black owned barber shops to create community dialogue. Each salon or outlet will regularly ask their customers to complete surveys and contact information on a variety of subjects from education, economic development, job training and health care. Provide new contacts and insight into what issues the community feel most effect their lives.