

Diversity and Civic Leadership Program

Year-end performance summary

FY 2009-10

July 2009 through June 2010

Based on 1st and 3rd Qtr reports, 2nd and 4th Qtr reports missing

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.
 - **Issues working on:** Outreach, surveying, tabling generating dialogue on issues of health equity reform, child welfare, education and employment.
 - **Social Justice and Civic Leadership trainings** – last session on Developing Leadership Skills. 30 participants.
 - **African-African American Dialogue** – Focus on cultural and social sharing. 55 attendees.
 - **People of Color Health Equity Collaborative** – Focus on federal health care debate, turnout for town halls and delegation meetings with US congress members. With APANO, TREE Institute, Oregon Action.
 - **Health and child welfare** - Organized two public forums to develop DHS legislative priorities.
 - **Racial profiling hearings** – Supported/involved.
 - **State of Black Oregon report** – began implementation phase and organizing strategy to engage membership in decision-making efforts at city, county and state levels. Meetings and presentations with Mayor Sam Adams, ONI BAC, Rotary Club, County Commission, City Club, and PDC. Organized Task Force with 50 participants. Organizing a symposium with 100 participants. Also organizing Community Town Hall, and several policy seminars.
 - **Communities of Color report** – Contributing member. Presentation to Multnomah County commission with 80 participants. Developing statistical report.
 - **Dialogue with Neighborhood Associations** – Meeting with NA representatives following up DCL/neighborhood retreat.
 - **DCL staff networking meetings** – Ongoing meetings with other DCL groups to analyze City power dynamics and governance structure, helping to coordinate communications on each groups' issues and needs, training curriculum.
 - **Education, Health Equity and Workforce Task Force meetings** – Urban League convened to look at City processes for contracting, distribution of economic development funding, the Portland Plan.

- **Door to door outreach** – in East County and outer SE Portland. 30 participants. 100 surveys completed. Partnering with OPAL, Concordia University Outreach Program, Skanner, Rose CDC.
- **Climate Action Town Hall** - ?
- **Groundwork Reproductive Justice Project** – with Western States Center.
- **Portland Plan** – engaging members to advocate for equity. Met with Mayor and BPS staff. Participated in work sessions to develop next phase.
- **Rose Quarter and Interstate Urban Renewal Plan** – Organized 3 town halls with NECN. 125 participated.
- **City budget process** – Brought members to City Hall to support UL priorities.
- **Legislative lobby day** – Turned out 60 people to support UL priorities.
- **Census Counts 2010**- Developed culturally specific outreach. Door to door canvas reaching 300 families in N/NE Portland.
- **Independent Police Review** – Mobilized members to hearings. On Steering Committee on the issue.
- **Obama jobs bill** – Organized meeting on jobs and small business opportunities. 10 participants.
- **Urban League Open House** – 90 people.
- **Measure 66 and 67** – GOTV, education outreach. 15 people phone bank.

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

Attendance – 1st QTR - 125 people; 3rd Qtr – 450 people

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.
- Email alert system
 - Website
 - Phone banks
 - Tabling at several events – helping build lists
 - On several radio talk shows
 - Flier distribution
 - Linked In
 - E-newsletter
4. How many people are receiving these communications on a regular basis?
- 1st Qtr – 900; 3rd Qtr – 2,000

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?
 - **Tabling** efforts on State of Black Oregon fostering dialogue.
 - **Began Linked In** – saw evidence of members on list coming to events.
 - **Email alerts** – Helping mobilize people on city budget process, police accountability, PDC N/NE Urban Renewal Advisory Committee.

6. Are there plans to develop/implement any new communications strategies?
 - **Door to door outreach** – in East County and outer SE Portland. 30 participants. 100 surveys completed. Partnering with OPAL, Concordia University Outreach Program, Skanner, Rose CDC.
 - **RaisersEdge** – Using new relational database to help with communications.
 - **Voter Activation Network (VAN)** – Use voter file lists for targeted GOTV.
 - **Digital divide** – recognizing that not all of their constituency has access to computers. Devising strategy to reach those without access.

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?
 - **Social Justice and Civic Leadership trainings** – last session on Developing Leadership Skills. 20 participants. Participants indicated what they could do to support group's organizing and policy agenda.
 - **State of Black Oregon** – Plan to use trained leaders to organize community forums, policy seminars, and plan for legislative strategies.
 - **Rose Quarter and Interstate Urban Renewal Plan** – Organized 3 town halls with NECN. 125 participated.
 - **Education, Health Equity and Workforce Task Force meetings** – Urban League convened to look at City processes for contracting, distribution of economic development funding, the Portland Plan.
 - **Measure 66 and 67** – GOTV, education outreach. 15 people phone bank.

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?
 - **Black United Fund** – African-African American Dialogue

- **Center for Intercultural Organizing** - African-African American Dialogue
- **OPAL** – Door to door outreach
- **Concordia University Outreach Program** – Door to door outreach
- **Skanner** – Door to door outreach
- **Rose CDC** – Door to door outreach
- **Powellhusrt-Gilbert Neighborhood Association** – Door to door outreach
- **Oregon Action** – People of Color Health Equity Collaborative
- **TREE Institute** - People of Color Health Equity Collaborative
- **APANO** - People of Color Health Equity Collaborative
- **Other DCL groups** - Health equity issues and Portland Plan
- **Western States Center** – Groundwork Reproductive Justice Project
- **Neighborhood Associations** – dialogues
- **Office of Commissioner Nick Fish** - Census Counts 2010
- **Office of Commissioner Gretchen Kafoury** - Census Counts 2010
- **Northeast Coalition of Neighborhoods** - Rose Quarter and Interstate Urban Renewal Plan
- **Coalition of Communities of Color** – active member

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.
 - Public Involvement Advisory Council
 - ONI Bureau Advisory Committee
 - Portland Plan Equity – planning sessions
 - NECN and UL Town Hall Forums – Organizing Committee
 - Human Rights Commission – involved with several initiatives
 - 10 people involved in 3rd qtr.

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?

- **Public Involvement Advisory Council (PIAC)** – Developing policies and best practices for bureaus to better outreach and engage communities of color.
- **Portland Plan** – Making progress engaging people. “The next steps will be to overcome the reluctance of people of color to participate in a process without clear outcomes and benefits to the community. The traditional format of community workshops is not the most effective forum for African American participation.”