

Diversity and Civic Leadership Program

Year-end performance summary

FY 2010-11

July 2010 through June 2011

Organization: Latino Network

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

1. Provide short narratives describing examples of how two to three individual participants in the training program are contributing to building the organizational capacity of their organizations and/or expanding their personal leadership skills.
 - **Stephanie Cruz:** Working with PSU's Exito program to recruit, retain, and graduate Latino students.
 - **Vanessa Hernandez:** Working with LN's Uniting Communities program to build capacity on LGBTQ equity in Latino community.
 - **Leticia Ayala:** Working with NAYA youth as an advocate. Highlighted in PSU website – www.pdx.edu/exito.
2. 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.
 - **Verde:** Primary community partner. GOAL – Build environmental wealth opportunities for constituency – low-income and people of color in the Cully neighborhood with an emphasis on affordable housing residents.
 - **Uniting Communities program:** Addressing LGBTQ equity issues. Collaboration with Western States Center and NW Health Foundation).
 - **Thomas Cully Park development:** Verde is primary community partner with Latino Network for DCL grant. Goal is to build momentum for the funding and construction of the future Thomas Cully Park (a 25 acre master planned City park) by prioritizing contracts for communities of color, gathering input from communities, applying a green equity lens regarding social, economic, and environmental impacts. Verde and project partners secured a \$150,000 grant from NW Health Foundation Convergence Partnership. *(See #9 below.) (See more description in 1st Qtr report, last page.)* Designed and distributed community survey.
 - **Academia de Lideres Latinos (ALL):** Spanish-speaking leadership training program. See #8 below.

- **Diverse Civic Leaders (DCL):** Latino Network training program for young emerging leaders. *See #8 below.*
- **Academia de Lideres Latinos:** Latino Network monolingual training program for Spanish only participants. *See #8 below.*
- **Lideres Verdes:** Verde program for leadership development. *See more #8 below.* Participants will identify environmental issues and develop communication strategies for Thomas Cully Park and other community issues including organizing a:
 - Neighborhood clean-up. Solicited donations from Albertsons, arranged for delivery of recycling containers, did follow-up survey about community use of recycling facilities.
 - Harvey Scott school safe routes to school, safe walking campaign, planned and implemented crossing guard campaign to help students cross Cully-Emerson intersection.
- **Co-Trainings:** Participants in both programs above were in two trainings together to connect those with similar struggles and support cross-generational movement building. Focused on function and structure of City government, how to present before Council, identifying future activities. Guests make “101 presentations” about their agencies.
- **Clean Energy Works Portland (CEWP):** Verde participates in their Changing the Climate in Cully project with goal of weatherizing 100 homes in Cully neighborhood. Verde helps with neighborhood canvassing, community events, and project planning.
- **Cully Green Street:** Verde project. Worked with BES and PBOT to design presentations about swale design, planting plans, and installation site visits with Hacienda CDC’s Expresiones program, an after-school/middle school student program.
- **Columbia Biogas – Neighborhood Advisory Committee:** Verde serving on committee to address new facility generating electricity through anaerobic digestion of food waste. NAC developing Good Neighbor Agreement. Developing a partnership with Cully Association of Neighbors (CAN). *See partnership story below.*
- **Portland Plan:** Latino Network working with BPS to engage Spanish and English speaking community members. Focus has been on Equity Initiative.
- **Equity Tool:** LN Working with other DCL network partners to develop Equity best practices document to help boards, commissions, and advisory councils that request our constituent’s participation in their groups to understand the values of equity and empowerment.
- **Latino Health Policy:** LN policy work on the built environment and access to healthy foods. Using self-determination model connects Academy training participants to utilize their organizational affiliations and interests to connect them with people, organizations and efforts working on health policy such as:
 - Lifting ban on inclusionary zoning (OPAL, CIO, Urban League)
 - Leadership development efforts (Coalition of Communities of Color)
 - Oregon Farm to School and School Garden Policy (Upstream Public Health)

- N/NE Quadrant and I-5 Broadway/Weidler Plan Stakeholder Advisory Committee (Bureau of Planning and Sustainability)
- Transit Investments (TriMet)
- **DCL partner visioning:** LN worked with other DCL program organizations.
- **ONI BAC:** LN actively participated.
- **Multnomah County Budget Forum:** LN organized turnout for budget forum at IRCO.
- **Know Your Rights workshop:** LN leadership participants helped identify, plan, facilitated workshop to learn more about what to do in the event of an encounter with immigration officials, how to talk to and work with police, and outlined basic rights of individuals dealing with law enforcement.
- **Transit Investment Planning meeting:** LN leadership participants helped organize mono-lingual Spanish meeting with TriMet reps on this issue.
- **East Portland Action Plan:** LN awarded grant to expand outreach and leadership trainings to underserved outer East Portland Latino community. DCL was leverage to make this possible.

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

- Latino Network DCL Academy leadership training program:
 - 40 participants
- Latino Network La Academia de Lideres Latinos (ALL): 43 participants.
- Latino Network
 - 3rd Qtr - 19 activities, 238 in attendance. (60 participated in Academy activities?)
 - 4th Qtr – 23 total: 6 general council mtgs, 4 steering committee mtgs., 5 planning mtgs, 6 mtgs with panelists, 2 Academy mtgs, 82 in attendance.
 - 55 people at Know Your Rights workshop.
- Verde Lideres Verdes:
 - 1st Qr - 19 participants in leadership training program
- Verde – other activities
 - Meetings: 1st Qtr: 14 mtgs mtgs, 156 people; 2nd Qtr: 8 mtgs, 59 people; 3rd Qtr: 13 mtgs, 65 people; 4th Qtr: 25 mtgs, 75 people.
 - 1-on-1 outreach mtgs: 1st Qtr –274; 2nd Qtr –56; 3rd Qtr –100; 4th Qtr -220

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

Communications

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

- One-on-one conversations
- Phone calls (call downs)
- Email
- Text messaging
- Flyers
- Presentations
- Small group meetings
- Facebook
- Google documents

5. How many people are receiving these communications on a regular basis?

- Verde: 1st Qtr- 200 people, 2nd Qtr – 340, 3rd Qtr – 306, 4th Qtr – 370
- Latino Network – 3rd Qtr – 50 people, 4th Qtr. 150 people

6. 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?

- **Cully Park survey:** 219 surveys completed to gather demographic and contact info, raise community familiarity with Cully Park and Green Street projects, gather feedback on community priorities and park's potential benefits, familiarity with partner organizations, interest in staying involved. English and Spanish versions. Results in 4th Qtr. Report. 51 people expressed interest in volunteering.
- **Facebook:** Latino Network finding it to be a "extremely helpful tool." More and more community members, especially in the grassroots community, are now relying on this method of communication to stay abreast of issues, communicate within their sphere of influence and advocate.

7. Are there plans to develop/implement any new communications strategies?

Leadership development

8. 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? (Leadership Academy question): Provide a short narrative on how one or two trainings provided contributes to building the organizational capacity of participants' organizations and/or are building leadership skills of the participants?)

- **Academia de Lideres Latinos (ALL):** Latino Network. Spanish-speaking community members modeled on 2008 Academy. Consists of initial training laying groundwork, series of training sessions, community field projects, and graduation ceremony. Utilizes self-determination model where individuals identify

issues they want to work on, design field projects, staff connects them to the people, organizations and efforts LN has worked with in the past. Topics include strategic planning (more?). Affiliations of participants listed in 2nd Qtr. Report.

- **Diverse Civic Leaders (DCL) Academy:** Latino Network training program for young emerging leaders. Consists of initial training laying groundwork, series of training sessions, and graduation ceremony. Topics included:
 - Foundations of social justice
 - Civic engagement models
 - Strategic planning
 - Advocacy 101
 - Community health
 - City, County, and Metro governance structures.

Also held open house, reception, graduation. Follow self-determination model, participants identify issues they want to work on and organize a field project on that issue. Three action groups organized on:

- Immigration
- Sustainability
- Education

In April, took each branch of government, examined it, given problem statements and asked to apply their issues to the appropriate governmental branch.

- **Co-Trainings:** Participants in both programs above were in two trainings together to connect those with similar struggles and support cross-generational movement building. Focused on function and structure of City government, how to present before Council, identifying future activities. Guests make “101 presentations” about their agencies. In March 40 participants ONI bureau director presented in Spanish how to speak before Council, advocate and communicate effectively with City officials. In May over 10 elected officials presented at the 2nd co-training. Themes covered:
 - Education – Spanish immersion
 - How media shape policy
 - How Metro works in relation to local governments
 - Difference between County social services vs. City’s infrastructure focus
 - Campaign financing and how to launch a campaign
 - Government efforts to increase involvement
- **Lideres Verdes:** Verde program, a group of community leaders that are paid \$12 per hour to participate in up to 75 hours of training and meetings. 6 participants per group. Participants will identify community environmental issues and develop communication strategies including related to Thomas Cully Park. Incorporating Lideres Verdes to the Academia de Lideres Latinos focusing on Thomas Cully park development prioritizing contracts for communities of color, input from communities, applying a green equity lens regarding social, economic, and environmental impacts. Graduates of ALL and DCL programs will assist with advocacy. New group recruited every 6 months, each group serves 12 months. 1st group began March 2011. Identified two priority issues – to organize a community clean-up and transportation to Harvey Scott elementary. (See above.) Partnering with Vecinos en Alerta, a tenant organizing group based in Cully.

Partnerships and Collaborations

9. 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?

- Verde says they typically partner with 12 organizations.
- **Lideres Verdes leadership training:** Partnering with Vecinos en Alerta, a tenant organizing group based in Cully, Community Development Law Center.
- **Latino Network Leadership trainers from:** Multnomah County Office of Multicultural Health, Police bureau, elected City and County officials, Portland Public School board member, Oregon Council on Hispanic Affairs, Portland State University instructors, ONI bureau director, anchor and producer for Univision, and about ten Metro area elected officials.
- **Academia de Lideres Latinos (ALL):** 43 Participants each do a community field project for their affiliated organization.
- **Uniting Communities program:** Addressing LGBTQ equity issues. Collaboration with Western States Center and NW Health Foundation).
- Parish Health Promoters (Providence Portland Medical Center and Catholic Charities' El Programa Hispano).
- Western States Center
- Portland Parks and Recreation: Playground Summer Free Lunch Program
- Latino centric flea markets in outer SE Portland:
- The Bite
- Claravista/Hacienda Housing facilities:
- Areo Vista Apartments:
- Catholic churches: Santa Anna, San Adres, San Pedro, Trinity.
- Warner Pacific
- Portland State University
- PCC Cascade
- PCC Sylvania
- University of Portland
- Lewis and Clark College
- Reed College
- Mt. Hood Community College
- Concordia University
- **Clean Energy Works Portland (CWEP):** Verde partners with CWEP in "Changing the Climate in Cully", with Metropolitan Alliance for Community Good and seven other partner organizations.
- **Thomas Cully Park development:** Verde partnering with Hacienda CDC, NAYA, Portland Community Reinvestment Initiatives (PCRI) on grant project from NW Health Foundation Convergence Partnership. (See #2 above.) Also

working with Cully Association of Neighbors, Columbia Slough Watershed Council. All helped collect surveys. This is a Portland Parks and Recreation project.

- **Cully Green Street:** Verde Working with Bureau of Environmental Services, Portland Bureau of Transportation, Hacienda CDC.
- **Portland Plan:** LN Bureau of Planning and Sustainability.
- **Equity Tool:** LN Working with other DCL network partners.
- **Latino Health Policy:** LN leaders working on self-identified issues:
 - Familias en Accion, Oregon Office of Multicultural Health and Services
 - Lifting ban on inclusionary zoning (OPAL, CIO, Urban League)
 - Leadership development efforts (Coalition of Communities of Color)
 - Oregon Farm to School, School Garden Policy (Upstream Public Health)
 - N/NE Quadrant and I-5 Broadway/Weidler Plan Stakeholder Advisory Committee (Bureau of Planning and Sustainability)
 - Transit Investments (TriMet)

GOAL: Public Impact, Increase community and neighborhood impact on public decisions.

Representation on City advisory committees

10. How many people have participated on city advisory committees, boards, commissions?

- Latino Network notes none of current participants have expressed interest in serving on a committee. Staff are on numerous committees providing a first step to introduce volunteers as alternates/shadowing them at committee meetings.
- **Water Bureau BAC:** Angela Parada
- **Clean Energy Works Portland (CEWP):** Verde participates in their Changing the Climate in Cully project.
- **Columbia Biogas – Neighborhood Advisory Committee:** NAYA, Hacienda CDC, Cully Association of Neighbors, Concordia Neighborhood Association, Central NE Neighbors, Columbia Slough Watershed Council.
- **ONI BAC:** LN actively participated.
- **Office of Equity creation committee**

Culturally appropriate public involvement models

11. 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?

- **Water Bureau BAC:** Challenging experience for Latino Network rep. Bureau needs to develop clear process for new committee members and ensure

volunteers have a meaningful role. *Says they will produce a document about lessons learned. FOLLOW UP!*

- **Cully Green Street/Expresiones:** *See above.*
- **Columbia biogass, Neighborhood Advisory Committee:** Verde and CAN completed developing a good partnership working together on developing a Good Neighbor Agreement with Columbia Biogass. Initially, CAN reps felt there must be only one agreement with CAN and Columbia Biogass as only signatories. Verde (representing NAYA and Hacienda CDC) felt they needed to be signatories and have a right to enforce any agreement which made commitments to local jobs and contracting. Verde compromised allowing CAN to focus on issues of nuisance, communication, hours of operation, odor issues, and traffic issues. In turn, CAN agreed that the GNA would also reference a second job and contracting agreement, and that Verde would be a signatory to that second agreement including (see more in 4th Qtr report):
 - Jobs and Business Opportunities – hiring local strategy
 - Byproduct and Fertilizer and Soil Amendment Products
 - Planting and landscaping maintenance plan
 - Education – making facility available for tours and schools
- **Academy field project example:** Latino Network's Academy sustainability group working in Cully neighborhood to bring awareness to the needs of this neighborhood by organizing neighborhood clean-up events. *(Say they will present experience to Council. FOLLOW-UP. DID THEY?)*
- **ONI BAC:** LN actively participated.
- **Office of Equity creation committee**
- **BPS Portland Plan:** Focus on working with other DCL groups to engage communities in developing Equity Initiative. Challenge for Latino Network keeping up with a large amount of information and distilling it in a way that makes sense for our community without losing the essence of the effort or initiative.
- **East Portland Action Plan:** LN awarded grant to expand outreach and leadership trainings to underserved outer East Portland Latino community. DCL was leverage to make this possible.