

Diversity and Civic Leadership Program

Year-end performance summary

FY 2010-11

July 2010 through June 2011

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.
 - **Portland Plan, phase III** – worked with BPS to engage African American community. Assisting BPS staff to develop messaging framework on development of document. Focus on education issues.
 - **Race Equity Survey** – Developing a race equity survey, did door-to-door outreach. Partnered with Bus Project. Goal to ensure input is used by PBS and City to make improvements for underserved and low-income communities.
 - **Health Equity Survey** – After race survey developed survey including health access, jobs, transit, and housing.
 - **Door to door outreach** – Organized several canvases in outer SE, knocked on 1,100+ doors. Collected 300 surveys from community members, 150 specifically African American. New goal to gather 1000 surveys from African Americans.
 - **VOICES, Voices are Important for Community Engagement** – Quarterly community meetings engaging African Americans in outer SE Portland. Topics people want to work on – Portland Plan, legislative issues, health equity. 44 people attended (19 at 1st, 25 at 2nd, 20 at 3rd) Later developing outreach in New Columbia, Leander Court, and Arbor Glen apartment complexes. Working with Rose CDC. Setting up satellite office for ULP at East Portland Neighborhood Office.
 - **Equity TAG** – working with BPS and ONI on Portland Plan Equity TAG. Traveled to Seattle to learn about their Race and Social Justice Initiative.
 - **Candidate forum 1** - gubernatorial and city/county commissioners races, worked with 20 community partners (NAYA, Emmanuel Temple Church). 50 people.
 - **Candidate forum 2**- Gubernatorial, treasurer, county commissioners, Metro president races. Partnered with African American Alliance, 200 attended.
 - **Social Justice and Civic Leadership trainings** – 3 track series,
 - 1. Evaluate systems of oppression in political and social institutions
 - 2. Building Movements to Win - equity agenda for policy change

- 3. Aspiring to Elected Office - helping POC get elected to office. 32 in attendance.
- **Youth forum, Get Your Vote On!** – Partnered with NE Coalition of Neighborhoods, Portland Community College. 50 youth attended.
- **ULP Annual Meeting** – 150 in attendance.
- **ULP Policy Makers Roundtable** – On reproductive health. Attended by 60 people including state, county and city officials.
- **Discrimination: Know Your Rights community meeting** – partnered with BOLI and the Fair Housing Council. 45 attended.
- **City budget process** – turned out people through email notices.
- **Police accountability hearings** - turned out people through email notices.
- **Racial Equity Tool** – partnering with ONI. To assist public entities to make equitable decisions and steps to eliminate disparities related to access budgeting, investment, programs and services delivery.
- **GOTV for Nov. 2010 election** – Encourage people to vote. 10 volunteers. Called 671 people. Made 59 contacts.
- **State legislative task force, training and advocacy** – 7 volunteers recruited through leadership workshops now involved in state legislative campaigns. Organized advocacy training, 30 attended. Organized community task force to coordinate letter writing, testifying at hearings, and engaging with elected officials. 150 at Legislative Action Day.
- **City's State Legislative Agenda – Participated in events to help set City's legislative agenda.**
- **Black Student Unions** – organized meetings with students at several local high schools. Also working with BPS staff to engage youth on Portland Plan. Engaging students to foster organization and leadership development. BSU mtg. at Jefferson, 15 participated; BSU meeting at Parkrose, 10; BSU meeting at Grant, 30.
- **Health equity education and mobilization campaign** - Related to Portland Plan and transportation issues with Center for Intercultural Organizing, Coalition for a Livable Future, Upstream Health. Also working with Multnomah County Health Department. Focus on reproductive health and other health disparities, community health worker models.
- **Office of Equity and Human Rights** – Advocating for creation of office. Helps to build relationships with City officials, raising awareness of inequities highlighted in State of Black Oregon report and Coalition of Communities of Color report.
- **Urban Harvest Garden** – Project in North PDX to engage African American families in urban agriculture. 25 participated in first work day. Advocating for food justice by working with Multnomah Portland Food Policy Council.
- **Wellness Tour** – Provided health screening events in 9 locations over 9 days aimed at African American health disparities. Screened 797 people. Produced health cards with health practices, recruitment to join health advocacy campaign.
- **P-20 Cradle to Career Education Summit** – Attended conference, 200 attend.
- **Fir Ridge High School tabling** – Engaging youth and families, 75 attend.

- **Employment Task Force meetings** – Discuss workforce diversity re City of Portland, negotiation of community benefit agreements, project labor agreements. 15 attended.
- **Garden Net Program** – Partnering with Central NE Neighbors, build on current garden outreach project to ensure access to healthy, affordable food.
- **Comcast Cares Day** – 45 participants.
- **Unnatural Causes film showing** – at Leander Court. 30 participated.
- **Good in the Hood** – 150 participated.

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, 725 people; 2nd QTR, 63 people; 3rd QTR, 1,182 people; 4th Quarter, 505 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
 - Phone banks
 - Website
 - Door to door canvas for one-on-one conversations
 - E-newsletter
 - Developing new Facebook and Twitter accounts
 - Outreach to other organizations
4. How many people are receiving these communications on a regular basis?
 - 2,000 to 3,500
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?
 - Email and e-newsletter alerts have increased participation of people attending their events, effectively communicates message, request participation on specific actions.
 - Most efficient way to connect to our membership and understand what their needs are is through surveys and door-step conversations.
6. Are there plans to develop/implement any new communications strategies?

- Plans to publicize vacancies on City boards and commissions.
- Redevelop website to be more user-friendly.
- More effective e-communications system/database.

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** – 3 track series,
 - 1. Evaluate systems of oppression in political and social institutions
 - 2. Building an equity agenda for policy change
 - 3. Decision-making, helping POC get elected to office.
 - Participants requested monthly meetings to network. Want to examine how members can help support the work on the Portland Plan.
- **VOICES project** – Engaging community in Portland Plan, identifying and advocating on community priorities.
- **Jefferson High School and other black student unions** – New effort to engage African American students in civic engagement efforts.
- **Legislative Action Day** – Issues included cultural competency for health care providers, equal pay for equal work, racial impact statements on criminal justice and child welfare policy.

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?

- **NAYA** - V.O.I.C.E. project
- **Other DCL groups, Bureau of Planning and Sustainability** - Portland Plan
- **Latino Network** - Building Movements to Win workshop
- **Northeast Coalition of Neighborhoods** - Get Your Vote On! Youth Forum, small grants program, and other efforts engaging inner NE residents.
- **Center for Intercultural Organizing** – collaborated on several city and statewide goals.
- **African American Alliance, NAYA, Emanuel Temple Church, 20 community partners** - 3 candidate forums
- **Albina Ministerial Alliance** - Police accountability issues

- **APANO, Oregon Action, Tree Institute, African Women’s Coalition** – health equity issues
- **Community Education Partners (CEP)**
- **ONI and other DCL groups** - Racial Equity Tool
- **Senator Avel Gordly, Representative Lew Frederick, County Commissioner Loretta Smith, etc.** - Aspiring to Elected Office workshop
- **OMF, DCL groups** – City budget workshop (planning one)
- **Multnomah County Health Department, Oregon Health Policy Institute, Center for Intercultural Organizing, Coalition for a Livable Future, Upstream Health, Vision PDX** – Health equity issues related to Portland Plan, transportation issues, reproductive rights and community health care worker model.
- **Bus Project** – Race Equity Survey
- **Parks and Recreation** – Provided access to resources, bark, info on grant opportunities to fund Urban Harvest Garden.
- **Lions Club, community clinics** – Wellness Tour.
- **Multnomah County Youth Commission, PPS/Jefferson High School** – Engaging Jefferson students.
- **Self-Enhancement Inc.** – P-20 Cradle to Career Education Summit.
- **Black Student Unions** – at Jefferson High Schools and other area schools.
- **Central NE Neighbors** – Garden Net program.
- **Multnomah Portland Food Policy Council** – food justice, access to healthy, affordable food.
- **East Portland Neighborhood Office** – Collaborating to provide ULP a satellite office.
- **Rose CDC** – Building a working relationship for outer SE efforts.
- **Black Women for Peace** – youth engagement issues.

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

Representation on City advisory committees

9. How many people have participated on city advisory committees, boards, commissions?
 - Public Involvement Advisory Council – 1 rep
 - North/Northeast Quadrant Broadway/Weidler Planning (Urban Renewal) Stakeholders Advisory Committee, 1 rep
 - ONI Bureau Advisory Committee – 1 rep
 - Portland Plan Equity TAG – 1 rep
 - PBOT Bicycle Advisory Committee – 1 rep
 - Equity TAG/Portland Plan – 1 rep
 - Parks and Recreation Advisory Committee – 1 rep
 - Office of Equity Creation Committee – 2 reps

- Portland Development Commission – 1 rep

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?

- **City boards and commissions** - Making progress. Issue to overcome reluctance of people of color to participate in processes without clear outcomes and benefits to the community. Communities of color respond best to public involvement opportunities within their own communities and when they help define the agenda. People representing communities of color are usually singular voices on many city committees. There is currently not the capacity within the City nor the tools to change the nature of decision-making, which makes it a challenge to move beyond participation to actionable measures and outcomes.
- **Outer SE Portland** - Want to expand organizational capacity where ULP is weak, such as SE Portland. Collaborating with East Portland Neighborhood Office to open satellite office.
- **Public Involvement Advisory Council (PIAC)** – producing best practices for bureaus and Equipedia.
- **Portland Plan** – Organizing to ensure community input is reflected in the policies and strategies that emerge through the TAGS, Office of Equity, and City bureaus.