
PUBLIC INVOLVEMENT APPROACH OUTREACH SUMMARY UPDATE

ISSUED: December 17, 2020

ISSUED BY: ICA PI-Community Engagement Team (ZGF/JMW/SHD)

Goal

- To collaborate with community members and stakeholders on creating design options for the highway covers that more fully meet the desired outcomes of the Albina community stakeholders.
- To reach out to community stakeholders and provide a variety of engagement formats to invite broad-based participation from the diverse group of stakeholders that share an interest in the design of the highway covers.
- To engage the diverse Albina community and to solicit their advice as to how a Highway Cover design and related outcomes may be desirable and beneficial to Albina neighborhoods.
- To target participation from the Black and BIPOC communities, whose voices were not adequately represented, heard nor considered, during the building of I-5 or the implementation of other NE community revitalization policies that harmed the historic Albina community.
- To build on the contributions/feedback from community members who have already participated in other outreach events for the project and broaden the thinking about how highway covers can regenerate a neighborhood that serves Black Portland and other BIPOC community aspirations.

Approach

- ESC/HAAB/ODOT/ICA teams to identify key Community Organizations that may act as resources and/or communication-liaisons in deepening outreach effectiveness to the specific historic Albina neighborhood stakeholders.
 - provide community liaison funds as incentives to participating organizations where appropriate.

- Coordinate outreach tasks between ODOT Communications Team and ICA Team.
- ICA to reach out directly to community leaders to help identify and enlist participants who are committed to participate in workshops in each of the work sessions.
 - Provide participation incentives to individual historic Albina participants.
- Use ICA independent website announcements to broadcast outreach approach and updates (to ensure transparency).
 - Solicit additional interest from potential community/communication partners.
 - Customize invitations to Attendees and Community Organizations who can nominate attendees in hopes of gaining their commitment to engage with the design workshops.
 - Increase access to all Groups to participate during presentations and online surveys, while focus group activities occur during workshops.
 - Consideration for additional communication media that can reach the youth population – Twitter, Instagram, YouTube, SnapChat, WeChat, etc.
- Optimize Balanced Participation among Community Outreach Groups.
 - Limit participation in each work session workshops to 80 people total
 - Prioritize attendee participation from Group D followed in order by Group B, Group C, Group A, and Group E. HC3, ESC, HAAB committee members may observe and/or assist with break out sessions facilitation in workshops.
 - target community liaison funds and gift-card incentives to show appreciation for community members who agree to commit to their attendance at the workshops.

Work Session 1 Plan: Workshop and Committee Meetings

Theme **“How can the highway covers be developed to support community needs?”**

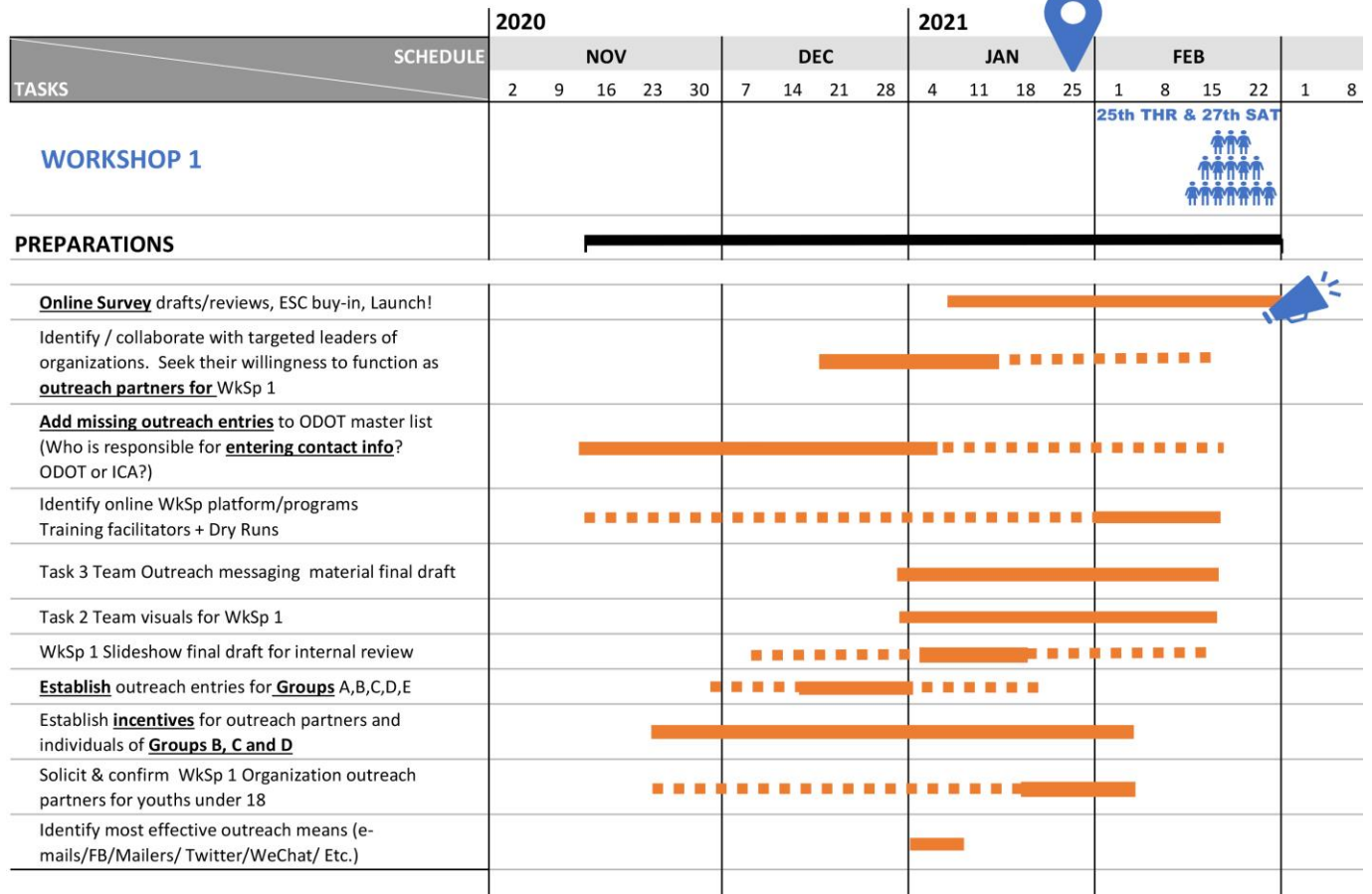
Topics:

1. What are the Community Values and desired outcomes?
2. What constraints and opportunities should guide creation of scenarios?
3. What metrics should be used to measure success?

(Includes ESC, HAAB, HC3, ICA team meetings, and two Community Workshops)

Schedule [Workshop 1 Prep / Outreach / Gather input]

WORKSHOP 1 PREP SCHEDULE



Important Milestones

1 Confirm Approach and Attendee List (by middle of December)

- HC3
- Communication Team
- ESC alignment on approach and list
- HAAB (middle of January)

2 Prioritize Resource/Liaison Partners (by middle of December)

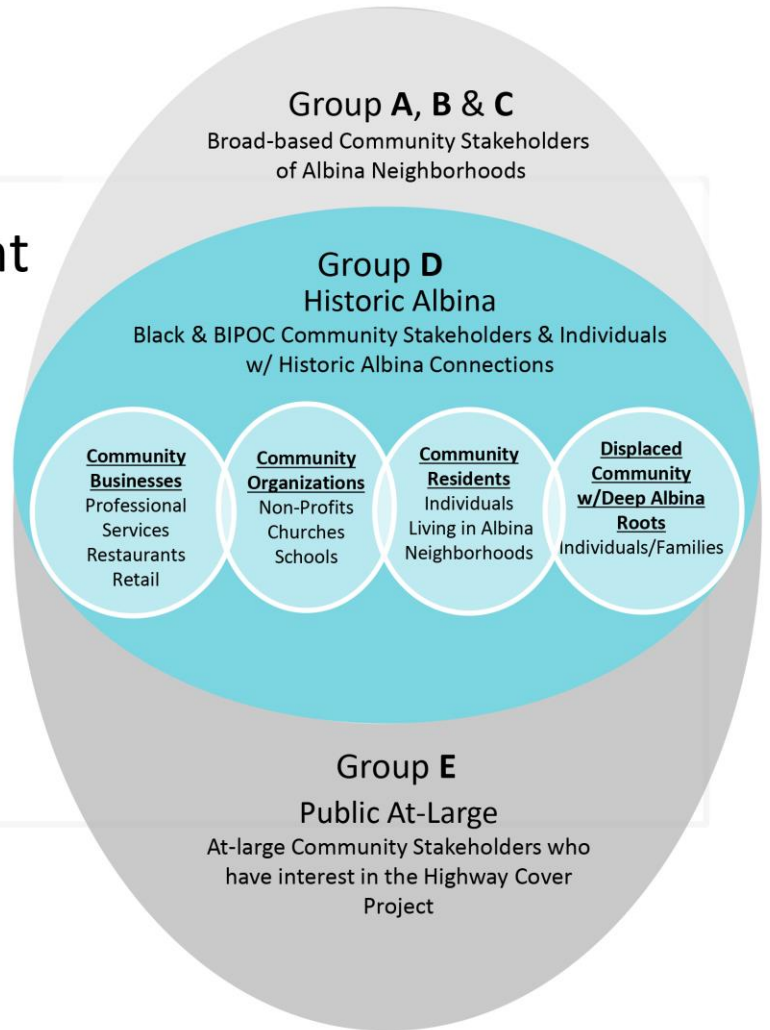
3 Outreach (Start by middle of December)

- Resource/Liaison Partners/Individuals
- Receive RSVP (4th Week of January)

4 Coordination Meeting for Work Session 1 (Early January)

Community Engagement Outreach Categories

- Group A** Businesses
- Group B** Community Organizations
- Group C** Albina Residents
- Group D** Deep Roots Albina
- Group E** Public At-Large



Community Outreach Groups – Original List

KEY:

- **BOLD type** are entries already on ODOT subscriber list
- **ORANGE** entries are examples of potential Community Outreach Liaisons
- (*) Participants with long-standing roots in historic Albina neighborhoods

GROUP A – Businesses

GROUP A DEFINITION: Businesses within 10 min walking distance from proposed 15-Rose Quarter district. Commercial entities that are within a close walking proximity to the proposed highway cover area (see map on page 11)

(*) Black/BIPOC businesses with long-standing roots in historic Albina neighborhood

Potential Workshop Business Participants

| | |
|---|---|
| A-WOL Dance Collective | 513 NE Schuyler St, Portland, OR 97212 |
| Aaron Lee Photography | 265 N Hancock St UNIT 102, OR 97227 |
| Bike Farm | 1810 NE 1st Ave, Portland, OR 97212 |
| Broadway ACE Hardware | 228 NE Broadway, Portland, OR 97212 |
| Brown Printing Inc | 2245 N Vancouver Ave |
| Chuck’s Market (*) | 2415 N Williams Ave |
| City and State Real Estate | 35 NE Weidler St, Portland, OR 97232 |
| Creo Chocolate | 122 NE Broadway, Portland, OR 97232 |
| Dean's Beauty Salon and Barbershop (*) | 215 NE Hancock St, Portland, OR 97212 |
| Eddie Murphy Cabinets | 2243 N Williams Ave |
| Electric Lettuce | 203 NE Weidler St, Portland, OR 97232 |
| Evermine | 45 NE Hancock St, Portland, OR 97212 |
| Grandma's Place Daycare | 730 N Flint Ave, Portland, OR 97227 |
| Honey Mama's | 2030 N Williams Ave |
| Jersey Mike’s | 1621 NE 2nd Ave |
| Koch Landscape Architecture | 1621 NE 2nd Ave |
| New Seasons Market | 1621 NE 2nd Ave |
| NE B’way Business Association | 1631 NE Broadway #449 Portland 97232 |
| North Portland Business Association | 1631 NE Broadway #449 Portland 97232 |
| Pacific North Press | 14 NE Tillamook St, Portland, OR 97212 |
| Portland Packaging | 14 NE Tillamook St, Portland, OR 97212 |
| Sherwin-Williams | 30 NE Broadway St, Portland, OR 97232 |
| Soul District Business Association (*) | 6607 MLK Jr. Blvd, Portland OR 9722 |
| Terry Family Funeral Home (*) | 2337 N Williams Ave |
| Tanner Goods/Cascadian Fabrication | N Tillamook St? |

Potential Workshop Business Participants (con't)

| | |
|---|---------------------------------------|
| Toyota of Portland | 55 NE Broadway, Portland, OR 97232 |
| Willamette Dental Group | 220 NE Weidler St, Portland, OR 97232 |
| Williams Vancouver Business Association | |

GROUP B -- Community Organizations

GROUP B DEFINITION: Community entities (e.g. non-profits/schools/churches, etc.) with established communication networks with their members

Orange entries are examples of potential Community Organizations Outreach Resources/Liaisons
 (*) Organizations with ties to participants with long-standing roots in historic Albina neighborhoods

Potential Workshop Community Organization Outreach Resources/Liaisons

| | |
|--|---|
| Albina Vision Trust (AVT) (*) | |
| Black Parent Initiative - BPI (See Group D) (*) | 2915 NE MLK Jr Blvd, Portland, OR 97212 |
| Kairos PDX School (See Group D) (*) | |
| NAACP/PDX Rise Up (See Group D) (*) | |
| N/NE Portland AARP Chapter 5204 (See Group D) (*) | |
| PCRI – Portland Community Re-Investment Initiatives (See Group D) (*) | |
| POIC/RAHS (See Group D) (*) | |
| Self Enhancement Inc. (See Group D) (*) | 3920 N Kerby Ave. Portland OR 97227 |
| The Friends (previously The Gathering) (See Group D) (*) | |
| Urban League of Portland (See Group D) (*) | 10 N Russell St, Portland OR 97227 |

Potential Workshop Community Organization Resources/Participants

| | |
|---|---|
| African American Alliance for Home Ownership (*) | |
| Albina Headstart (*) | |
| Allen Temple CME Church (*) | 4236 NE 8 th Avenue, Portland OR 97212 |
| AMA (Albina Ministerial Alliance) (*) | 4222 NE 12 th Ave. |
| Beyond Black | 465 NE 181 st Ave #426 Portland OR 97236 |
| Billy Webb Elks Lodge (*) | 6 N Tillamook St, Portland, OR 97227 |
| Black Education Movement (BEAM) | |
| Black Girls Do Bike | |
| Black Resilience Fund, Brown Hope | |
| Black United Fund of Oregon (*) | |
| Blazers Boys and Girls Club (*) | |
| Boise Elementary School Boise-Eliot/Humboldt PTA | |
| Coalition of Black Men (*) | |
| Constructing Hope (*) | |
| Daniels Memorial COGIC (*) | |
| Delta Sigma Theta Sorority (*) | |

Potential Workshop Community Organization Resources/Participants (con't)

- Emmanuel Temple Church/Right-To-Root (*)
- First African Methodist Episcopal Zion Church (*) 4304 N. Vancouver Ave. 97217
- Friends of Children
- Glory Christian Center
- Greater St. Stephens Missionary Baptist Church (*)**
- Harriet Tubman Middle School Parents**
- Highland Christian Center (*)**
- Hughes Memorial UMC Glory Christian Center (*)**
- I Choose Love PDX
- Immaculate Heart of Mary Catholic Church (*)** 2910 N Williams Ave, Portland, OR 97227
- June Key Delta Community Center (*)** 5940 N Albina, Portland, OR 97217
- Life Change Christian Center (*)**
- Light of Life Christian Tabernacle (*)**
- Maranatha Church (*)
- Moms United for Black Lives
- Meyer Memorial Trust 2045 N Vancouver Ave, Portland, OR 97227
- Morning Star Baptist Church (*)
- Mt. Gilliard Missionary Baptist Church (*)**
- Mt. Olivet Baptist Church North Campus (*)
- Muslim Education Trust (*)
- NAMC – Black and BIPOC contractor advocacy (*)**
- New Hope Missionary Baptist Church (*)**
- New Song Community Church (*)**
- North by Northeast Community Health Clinic (*)
- Northeast Community Fellowship Foursquare Church (*)
- OAME (*)**
- Open Signal 2766 NE Martin Luther King Jr Blvd, Portland, OR 97212
- PBDG – Black and BIPOC contractor advocacy
- PDX Q-Center
- Portland African American Leadership Forum (PAALF) / Imagine Black (*)**
- PPS School Board – Michelle DePass (*)**
- Solid Rock COGIC (*)
- St Paul Missionary Baptist Church (*)**
- St. Philip the Deacon Episcopal Church (*)
- St. Stephen Missionary Baptist (*)
- Temple Baptist Church (*) 1319 NE 7th Ave. Portland OR 97232
- The Black American Chamber of Commerce**
- The Well Community Church** 1734 NE 1st Avenue, Portland OR
- Vancouver Avenue First Baptist Church (*)** 3138 N Vancouver Ave. OR 97217
- Victory Temple Church of God (*)
- Zeta Phi Beta Sorority (*)
- Zeta Sigma Omega Chapter of Alpha Kappa Alpha Sorority, Inc (*)

BIPOC Community Organizations inside and outside of Albina neighborhood

- APANO – Asian Pacific American Network of Oregon** 8188 SE Division St. 97206
Camp ELSO (BIPOC girls)
Causa
Coalition of Communities of Color
De La Salle North Catholic High School (*)
Hacienda CDC (*)
Hispanic Metropolitan Chamber 333 SW 5th Ave, Suite 100, Portland, OR 97204
IRCO – Africa House, ACHIEVE Coalition
Latino Built – Latino contractor advocacy
Latino Network
NAYA – Native American Youth and Family Center (*) 5135 NE COLUMBIA BLVD. PORTLAND, OR 97218
Native American Chamber of Commerce
Next Up Oregon
OPAL
Unite Oregon
Verde
Volunteers of America (*)
Voz 1390 SE 122nd Avenue Portland, OR 97233
Your Street Your Voice (BIPOC Youth)

GROUP C – Albina Residents

GROUP C DEFINITION: Residents living in the Albina neighborhoods as well as in the Lloyd District area
() Entities with ties to participants with long standing roots in the historic Albina neighborhoods*

Sources for Potential Workshop Participants

- Albina Corner (affordable housing) (*)
Allen Fremont Plaza (affordable housing) (*)
Beatrice Morrow Apartments (*)
Cadence Apartments 2005 N Williams Ave, Portland, OR 97227
Calaroga Terrace Residents Association (market-rate senior housing)
Caritas Plaza (affordable housing)
Dawson Park Apartments (affordable housing) (*)
Habitat for Humanity Portland/Metro East (affordable home ownership) (*)
Home Forward (New Columbia) (*)
Madrona Studio (affordable housing-SRO)
North Portland Neighborhood Services (NPNS)
Northeast Coalition of Neighborhoods (NECN)
Paramount Apartments (market rate) 253 N Broadway, Portland, OR 97227
Proud Ground (affordable home ownership)
Songbird Apartments (affordable housing) 2140 N. Williams Ave. Portland, OR 97227
The Miracles Club (affordable housing) (*)

Sources for Potential Workshop Participants (con't)

Unthank Plaza (affordable housing) (*)

GROUP D – Deep Albina Roots

GROUP D DEFINITION: Entities that have ties to individuals/families (even after displacement to neighborhoods beyond the Albina neighborhoods) that have deep roots and connections to the historic Albina community

Orange entries are examples of potential Community Organizations Outreach Resources/Liaisons

Potential Workshop Community Organization Outreach Resource/Liaisons

Black Male Achievement Program (*)

BPI – Black Parent Initiative (*)

Espousal Strategies (Black & African Group Focus Group Participants List)

Kairos PDX (*)

NAACP/PDX Rise Up (*)

N/NE Portland AARP Chapter 5204 (*)

PCRI – Portland Community Re-Investment Initiatives (*)

POIC/RAHS (*)

SEI (*)

The Friends (previously The Gathering) (*)

Urban League/Urban League Senior Service Center (*)

Vanport Mosaic (*)

Potential Workshop Family/Individual Participants

Any additional recommendations from ESC, HAAB?

Broadous Family

Dennis Payne

James Posey

Luther & Bea Strong (Parents of Pastor Mark Strong, Life Change Church)

Paul Knauls Family

Rutherford Family

Vivian Parker

Warren/Allen/Lincoln/Beasley Family

Gresham City Councilor Vince Jones-Dixon (displaced)

GROUP E – Public At Large - Interested Parties

Potential Workshop At-Large Participants

Bike Transportation Alliance

City of Portland/PBOT/Portland Parks & Recreation/BES/Planning & Sustainability

Potential Workshop At-Large Participants (con't)

Convention Center

Cycle Oregon

Legacy Emanuel Hospital

Friends of the Green Loop

Go Lloyd

Labor Groups

Lloyd District Community Association

Lloyd Eco District/TMA

Metro

Multnomah County (Commissioner Jayapal)

Oregon Transportation Commission

Oregon Trucking Associations

Parks Foundation

Portland Housing Bureau

PPS

Portland Streetcar

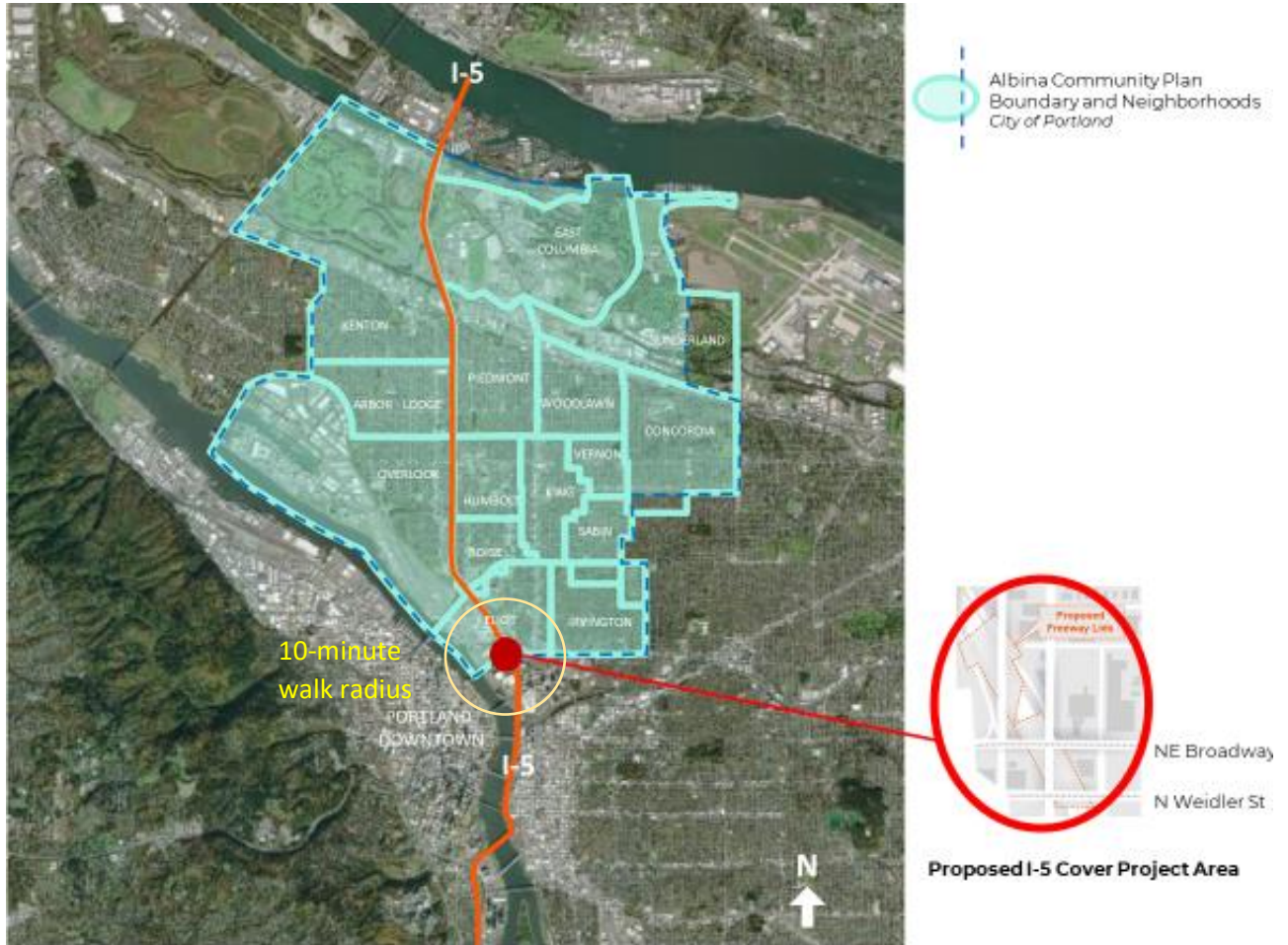
Portland Trailblazers/Rose Garden

Prosper Portland

The Street Trust

TriMet

Community Neighborhood Outreach Map



Geography of region where groups A, B (except some BIPOC organizations), C, and D live, work, or have historic roots with an interest in improved community benefits/outcomes of the highway cover design.