

# N/NE Economic Development Initiative Outreach Efforts

## Community Advisory Committee

- Regular meetings of the N/NE Economic Development Initiative (NNEDI) Community Advisory Committee have been held since August 2009 at the Billy Webb Elks Lodge (6 N. Tillamook St.) from 6:00-8:00 p.m.
- Members represent the diversity of the N/NE communities.
- Each meeting has time for public comments and comment cards are available for those who would prefer to ask questions in writing. Staff responds to all inquiries.
- Request log tracks questions asked at public meetings and staff responses.
- Full meetings are televised on Portland Community Media CityNet30 and Blip.TV
- Public attendance at these meetings averages between 60 and 75 individuals. The current in-person attendance total for the first seven meetings is nearly 500 people.
- Members include representatives from the following organizations:
  - African American Chamber of Commerce
  - Albina Community Bank
  - Central City Concern
  - Hispanic Metropolitan Chamber of Commerce
  - Interstate Corridor Urban Renewal Advisory Committee
  - Montesi and Associates
  - Multnomah County
  - New Columbia resident
  - Northeast Coalition of Neighborhoods
  - North Northeast Business Association
  - North Portland Business Association
  - Northwest Association of Minority Contractors
  - Oregon Association of Minority Entrepreneurs
  - Oregon Convention Center Urban Renewal Advisory Committee
  - Portland Community College
  - Portland Public Schools
  - Portland Trailblazers
  - Roslyn Hill Development

All communications and materials sent to the Community Advisory Committee are also sent to all members of the Interstate Corridor and Oregon Convention Center Urban Renewal Advisory Committees (URAC), the Martin Luther King Jr. Blvd. Advisory Committee, and to each groups' interested parties list. This information is received by approximately 600 people.

## Community Meetings

- Initiative kick-off at Jazz on the Mississippi on September 12, 2009.
- Three community meetings are planned in February of 2010 to gather input from the general public and specific stakeholder groups.
- Presentations to other community groups:
  - St. Johns Main Street Committee
  - Martin Luther King Jr. Blvd. Advisory Committee
  - Oregon Convention Center URAC
  - Interstate Corridor URAC

- Eliot Neighborhood Association
- African American Alliance

**Urban Renewal Advisory Committee meetings**

- The Interstate Corridor and Oregon Convention Center Urban Renewal Advisory Committees are kept apprised of the activities and decisions of the N/NE Community Advisory Committee.
- PDC has provided special briefings to joint meetings of the URACs.

**PDC Board Briefings**

- The PDC Board of Commissioners authorized initiation of the NNEDI in December 2008.
- The Board was briefed in May 2009 with a financial update based on results from the initial financial analysis.

**Oregon Convention Center Urban Renewal Advisory Committee 2010 Membership**

**Regular Members represent the following organizations:**

Neighborhood Associations:

- Eliot Neighborhood Association
- Irvington Neighborhood Association
- King Neighborhood Association
- Lloyd District Community Association
- Woodlawn Neighborhood Association

Neighborhood Business Associations:

- N/NE Business Association

Community Partners:

- Housing Developer (CCC)
- Entertainment
- Lloyd Business Improvement District
- Lloyd Transportation Management Association
- Oregon Convention Center

At Large Members:

- City-Wide

**Interstate Corridor Urban Renewal Advisory Committee 2010 Membership**

**Regular Members represent the following organizations:**

Neighborhood Associations:

- Eliot NA
- Arbor Lodge NA
- Overlook NA
- Humboldt NA
- Boise NA
- Kenton NA
- Portsmouth NA

Neighborhood Business Associations:

- Interstate Corridor Business Alliance

- North Portland Business Association

Community Partners:

- Portland Community Reinvestment Initiatives Inc. (housing interests)
- Bosco Milligan Foundation (historic interests)
- N/NE Economic Development Alliance (economic development interests)
- University of Portland (development interests)
- Northeast Workforce Center (business/economic development interests)

At-Large Members:

- Neighborhood at-large
- Neighborhood at-large
- Real Estate interests
- Affordable Housing interests
- Parks interests

Alternate Members:

- Eliot NA
- Overlook NA
- Kenton NA

**N/NE Economic Development Initiative Web Page**

<http://www.pdc.us/four/nstudy>

Contains all information about the project including:

- Project information and background;
- Community Advisory Committee meetings, meeting summaries and materials;
- Question/comment section for people to ask questions or add comments on line and staff responds to all inquiries;
- Links to relevant sites;
- Page views from August 1, 2009 through January 14, 2010:
  - Web site: 2398 views
  - Main NNEDI page: 1166 views
  - Materials page : 896 views
  - Timeline: 222 views
  - Publications page: 114 views

**N/NE Facebook Page**

<http://www.facebook.com/pdxNNEDI>

Contains information about the project including:

- Project information and background;
- Question/comment section for people to ask questions or add comments on line and staff responds to all inquiries;
- Links to relevant sites;
- Responses from individuals;
- From August 1, 2009 through January 14, 2010, 271 people signed up as fans.

## Twitter

- Staff tweets at each meeting using the #NNEDI tag so people can follow the meeting on Twitter. Staff will respond to questions asked via Twitter.
- From August 1, 2009 to January 14, 2010 staff sent 128 tweets at Community Advisory Committee meetings resulting in 38 followers.

## E-Blasts

Email updates regarding meeting agendas and materials are sent out to:

- The N/NE Community Advisory Committee and an interested parties list of over 400 individuals;
- The Interstate and OCC URACs and related interested parties lists;
- Martin Luther King Jr. Blvd. Advisory Committee members and related interested parties list;
- A media list that includes community papers as well as those whose circulation is citywide.

## Print Media

- Regular media releases on significant events in the study.
- Advertisements in community newspapers such as the Portland Observer, The Skanner, Asian Reporter, El Hispanic News, Sentinel, and the Eliot News.
- The Skanner Newspaper has placed a link to the NNEDI web page on their web page.
- PDC Commissioner Berta Ferran has written her monthly column in El Hispanic News on the North-Northeast Economic Development Initiative.

## Electronic Media

- Portland Community Media tapes all the meetings and replays them on channel 30 at least once a week.
- A 10 minute video summary is created of each meeting and posted on the N/NE Facebook Page
- The meetings are available to view on the N/NE Facebook page using Blip.TV.
- PDC has produced and aired Spanish language radio advertisements.
- PDC has posted NNEDI videos on YouTube:
  - <http://www.youtube.com/user/PDXDevelopmentComm#p/u/6/bHEwnPKI08s>
  - <http://www.youtube.com/user/PDXDevelopmentComm#p/u/30/HwepUaH3ZaI>

## Chambers of Commerce

- PDC has developed technical assistance agreements with each of the four minority chambers of commerce—the Hispanic Metropolitan Chamber of Commerce; the African American Chamber of Commerce; the Oregon Native American Chamber of Commerce; and the Philippine-American Chamber of Commerce. Each of these chambers has provided communications and outreach recommendations and business opportunities for the North-Northeast Economic Development Initiative.

## Stakeholder Interviews

- Harold Williams and Harold Williams II from CH2A Associates interviewed over 500 contacts over a one and a half year period to lay the ground work for the development of the North/Northeast Economic Development Initiative. In addition, Mr. Williams arranged dozens of meetings with PDC senior executives and long-time members of the North/Northeast community prior to the beginning of the project, including members of the Albina Ministerial Alliance, small businesses, and minority developers and contractors. Mr. Williams is currently the only African-American elected official in the state of Oregon.

- Prior to beginning this initiative, State Rep. Lew Frederick and Ms. Sue Hagmeier from Northwest Ideas interviewed over 40 stakeholders in N/NE Portland to gain their perspective on the current situation in both URAs and their ideas for future development. These interviews were the first part of the formal process to enhance resources in North and Northeast Portland.
- The Rev. Renee Ward developed a faith community outreach plan that PDC is currently using on behalf of the NNEDI.

#### **Future Outreach for Identification of Potential Projects**

- Should the Community Advisory Committee's recommendations lead to amendments of the urban renewal areas, there will be additional public outreach associated with that process including:
  - Mailing to all residents/property owners within the expansion areas letting them know that their property is being considered for inclusion in the URA,
  - Citywide notice to all residents that an amendment to the URA is occurring and dates for upcoming public meetings related to amendment,
  - Public testimony opportunities before PDC Board, Planning Commission and City Council
- If new areas are incorporated into the Interstate URA, the Urban Renewal Advisory Committee will make decisions on future projects. For the NNEDI process, we aimed to bring information to the Community Advisory Committee on projects in the expansion areas known to us at this time.

#### **Additional Outreach for Rose Quarter Development Project**

<http://rosequarterdevelopment.org/>

- This is a separate but concurrent twelve-month project process which will result in the creation of a Rose Quarter Development Strategy and a determination on the future of Memorial Coliseum.
- Eight meetings held to date
- Public attendance at these meetings averages 25-50 people
- Over 650 people attended the public presentation of 29 Coliseum concepts
- Stakeholder Advisory Committee members represent the following organizations:
 

○ American Institute of Architects	○ One Wolf Soccer Management and Development
○ Bicycle Transportation Alliance	○ Oregon Association of Minority Entrepreneurs
○ Central City Concern	○ Oregon Ballet Theatre
○ City of Portland	○ Oregon Sports Authority
○ Eliot Neighborhood Association	○ Portland Business Alliance
○ Greenlight Greater Portland	○ Portland Center Stage
○ Interstate Corridor Urban Renewal Advisory Committee	○ Portland Public Schools
○ Kalberer Company	○ Portland State University
○ Lloyd District Neighborhood Association	○ The Natural Step Network
○ Lloyd Transportation Management Association	○ Travel Portland
○ Mississippi Studios	○ Urban League of Portland
○ National Association of Minority Contractors	○ Youth perspective