

Coalition for a Livable Future

2010



**REGIONAL
LIVABILITY
SUMMIT**

Building Alliances to Get Results

REPORT ON PROCEEDINGS





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Table of Contents:

About the Regional Livability Summit..... 4

About the 2010 Summit..... 4

Who made this year’s Summit happen?..... 4

Daytime Program..... 5

Participants..... 5

Excerpts from the Keynote Address by Alan Jenkins..... 6

Highlights from Morning Break-out Sessions..... 7

Highlights from Afternoon Break-out Sessions..... 12

Excerpts from Ron Sims Events..... 16

Days of Equity Action Overview and Events..... 17

Next Steps..... 18



About the Coalition for a Livable Future

The Coalition for a Livable Future unites over 100 diverse non-profits and businesses with hundreds of individuals to promote healthy and sustainable communities. By connecting issues, people, and organizations, CLF empowers communities to take action together to shape the big decisions affecting the future of the Portland region. The Coalition was created in 1994 by an unprecedented alliance of Portland area nonprofit organizations, including land use and transportation organizations, affordable housing providers, social justice groups, and conservationists.

Since its formation, the Coalition for a Livable Future has worked to empower its member organizations find a common focus and forge partnerships. This is done by making strategic linkages between the wide range of issues involved in creating a sustainable and just future for the Portland-Vancouver region.



About the Regional Livability Summit

For nearly a decade, the partners behind our Annual Regional Livability Summit have drawn area leaders and community members together for a highly energized day focused on forging alliances to advance social and environmental progress. In more recent years, the Summit has emerged as a cornerstone for collective action and dialogue on equity.

About the 2010 Summit

This year’s Summit was held on April 29th, 2010 and featured Alan Jenkins, from *The Opportunity Agenda*, as the keynote speaker. Participants marked the 40th anniversary of Earth Day – an event which launched our nation’s modern environmental movement. As we reflected on what this movement has accomplished and where it must go next, we affirmed the necessity of addressing human inequalities in our communities. The 8th Annual Regional Livability Summit provided community leaders, advocates, government staff, elected officials, students, teachers, and the multi-faceted Portland-Vancouver public an important opportunity to propel the notion of “what it takes to get the results we want... results on equity, sustainability, and prosperity”.

Days of Equity Action

In conjunction with the Summit, CLF promoted Days of Equity Action. Participants engaged in one-day service or advocacy projects hosted by CLF member and partner organizations and began to fulfill the vision of a region where opportunity and sustainability are shared by all.



Volunteers planting a tree at one of the Friends of Crystal Springs Restoration Planting Day of Equity Action Events.

Who made this year’s Summit happen?

Summit Planning Committee:

The Summit program was designed by a talented and committed group of volunteers and Coalition for a Livable Future staff. They include:

- Raihana Ansary, Sidney Lezak Fellow - Portland State University
- Sonali Balajee, Multnomah County Health Department
- Cindy Bethell, Portland Development Commission
- Ron Carley, Coalition for a Livable Future
- Gabriela Frask, Coalition for a Livable Future – LINKS AmeriCorps
- Jill Fuglister, Coalition for a Livable Future
- Mara Gross, Coalition for a Livable Future
- Janet Hammer, PSU Social Equity and Opportunity Forum
- Kathy Hammock, Coalition for a Livable Future
- Desiree Helleger, WSU Center for Social and Environmental Justice
- Nicole Powell, Coalition for a Livable Future - LINKS AmeriCorps
- Dianne Riley, Coalition for a Livable Future

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Daytime Program

Robert L. Liberty Regional Leadership Award presentation

2010 Recipient: Jim Howell, Strategic Planner, Association of Oregon Rail and Transit Advocates

Opening Keynote with Alan Jenkins

“A New Story: Moving Hearts, Minds and Policy in the 21st Century”

Morning Break-out Sessions

Eight break-out discussions covered innovative ideas and forward-thinking work happening throughout the region for healthy, sustainable, and inclusive communities. The morning break-out sessions focused on healthy communities, multicultural municipalities, transportation, accessibility of healthy food, strategies for equitable investment, local anti-oppression work, green building, and equity reporting and analysis.

Networking Lunch and “Green Jobs for an Inclusive, Just & Sustainable Economy Panel Dialogue”

In the past year, discussions about building a green economy have hit the mainstream. Investment from the public and private sector is beginning to ignite significant green job creation. Yet, new green economy jobs will not reach the people who most need good jobs, nor build a sustainable economy unless the right policies are put in place now. During this session, participants discussed barriers and leverage points to realizing the promise of inclusive green collar jobs.



Lunch panel presenters (left to right) Ronda Chapman-Duer, Roger Valdez, Ron Ruggiero, and Warren Fluker.

Networking Lunch Panelists

- Warren Fluker, Urban League of Portland
- Ron Ruggiero, Apollo Alliance
- Roger Valdez, Sightline

Afternoon Break-out Sessions

We hosted seven break-out sessions featuring smaller group presentations and discussions during the afternoon. Like the morning sessions, these break-outs continued to provide participants with additional opportunities to hear about critical topics including immigration reform and the local banking movement.

Days of Equity Action

From April 17 till May 13 member organizations hosted a variety of activities and events including habitat restoration, rallies supporting healthy affordable housing and immigrant reform, and a community gathering with keynote speaker, Phaedra Ellis-Lamkins of Green for All.

Summit Attendees

This year’s Summit brought together over 300 participants from non-profit, private, and public sectors and across a wide spectrum of diverse interests and backgrounds – including conservationists, advocates for affordable housing, economic development, urban design, transportation alternatives, education, public health, and social justice. Participants also included leaders from the faith community, college students, teachers, and concerned residents from across our region.



2010 Robert L. Liberty Award Recipient, Jim Howell (right center) with City of Portland Commissioner Amanda Fritz and CLF Co-directors Jill Fuglister and Ron Carley.



Keynote Address from Alan Jenkins:

“Moving Hearts, Minds, and Policy: Building Public Support for Social Justice”

In his keynote address, Alan Jenkins spoke of the idea that the next wave of progress will come from more than winning court cases or improvements in legislation. Important victories in the courthouse and statehouse are real and sustained only when we integrate them into continuous long-term efforts to create connections with the public through good communications.

Jenkins emphasized that *winning public opinion is critical*. By doing so we avoid laws that are not enforced, plans that are not implemented, and general dissatisfaction or backlash against an agenda for equity and sustainability. Alan Jenkins of *Opportunity Agenda* shared key lessons for moving hearts and minds along with policy victories:

We must open dialogue with shared values

- Opening hearts and minds begins with opening conversations
- It is vital that we connect with people (whether it be relatives at a family gathering or constituencies we identify as key to our success) through clear and accessible language that articulates values we share
- Immediately accessible, values-based communications does not take specialized knowledge about issues or policy; it invites input
- Leading with values builds bridges by identifying those principles we broadly agree are important for our society; finding common ground

What values represent regional livability and sustainable development?

- **Community** – “We are all in this together”
- **Progress**
- **Opportunity**
- **Equality** - treating each other as equals, but not always identical - we are different people, yet equally valuable
- **Responsibility** – responsible particularly for each other
- **Solutions** – saying what you are for, not just what you are against
- **Freedom**
- **Voice**

Framing an issue is the art of story telling

We frame our cause through *story telling*. Here, the idea is that story telling, whether in the form of news stories, political speeches, entertainment media, or conversation, evokes implicit stereotypes, narratives and “world views” that are familiar to the audience through their own experiences. This helps to “fill in the gaps” when information is missing. Sometimes we are not conscious about how we frame our conversations and public debate. Sometimes our story has already been framed for us.

So what is the story you want to tell?

Who are the heroes and villains? What is the moral and desired response from your audience? What remains left unsaid?

The strategic part of strategic communication

We are effective in our communications when we identify specific audiences we intend to move or draw closer. For this purpose, there is no such thing as “the general public.” We must decide (strategically) who it is we need to connect with and who our audience is. Who are the decision-makers and who influences them? Both of these groups are important.



Alan Jenkins

Alan Jenkins is Executive Director of *The Opportunity Agenda*, a communications, research, and policy organization dedicated to building the national will to expand opportunity for all. Before joining *The Opportunity Agenda*, Alan was Director of Human Rights at the Ford Foundation, managing over \$50 million in grant making annually in the United States and eleven overseas regions. Previously, he served as Assistant to the Solicitor General at the U.S. Department of Justice, where he represented the United States government in constitutional and other litigation before the U.S. Supreme Court. Prior to that, he was Associate Counsel to the NAACP Legal Defense and Educational Fund, Inc., where he defended the rights of low-income communities suffering from exploitation and discrimination.



Break-out Sessions

Fifteen break-out discussions covered innovative ideas and forward-thinking work happening throughout the region for healthy, sustainable, and inclusive communities. Break-out sessions focused on healthy communities, immigration reform, transportation, strategies for equitable investment, green building, equitable development, and equity reporting and analysis.

The goal of the break-out sessions were to:

1. Identify what is happening in our region to address issues of 'just sustainability' and equity.
2. Provide participants the information or tools needed to engage in these campaigns and projects.
3. Identify key next steps and players we need to collaborate with in order to support this work and the efforts to promote just sustainability throughout our region.

Morning Break-out Topics

- *Session 1:* Healthful Food for All: Exploring Policy Considerations for Food Equity in Portland
- *Session 2:* Creating Prosperity through Multicultural Community
- *Session 3:* Beyond White Guilt: White people taking action to end racism
- *Session 4:* Revitalization without Displacement
- *Session 5:* Columbia River Crossing Megabridge: From Boondoggle to Opportunity
- *Session 6:* Kid-Safe Housing: New Development and Homes in At-Risk Neighborhoods
- *Session 7:* Investing in Opportunity in Washington County
- **Plus:** Keynote Q & A Clinic with Alan Jenkins and Larry Wallack

Highlights from Break-outs 1 - 7:

Session 1: Healthful Food for All: Exploring Policy Considerations for Food Equity in Portland

Session Leaders:

Members of the Portland Multnomah Food Policy Council

- Amy Gilroy, *Community Health Partnership*
- David McIntyre, *Art Institute of Portland International Culinary School*
- Jennifer Hackett, *Multnomah County*
- Tammy VanderWoude, *Oregon Food Bank*

Number of participants: 30

Key Points

- Community food assessments are a powerful tool to influence policy and engage community focus groups, primary surveys, etc.
- Sharing Community Food Needs: Take assessment results to influence policy. Transportation found to be a major barrier to accessing healthy food.
- Maps from Food Systems Report in Portland Plan include: full service grocery store location map, community garden map, community garden waiting list map, Oregon Food Bank affiliates, fast food chain restaurants, and charges in food stamp usage in absolute terms.
- The 'A' Framework Topics: affordability, accessibility, availability, awareness, and appropriateness.
- AccessPoints: supermarkets/grocery stores, farmers markets, community gardens, fast food restaurants, and Oregon Food Bank distribution centers.
- The Portland Plan is a broader 25-year plan to include education, food, health, etc. Series of public workshops, presentations, and online surveys currently underway.
- The Multnomah County Initiative is a 5-year strategic action plan/ community vision for our food system.



Session 2: Creating Prosperity through Multicultural Community

Session Leaders:

- Ronault LS Catalani, Immigrant & Refugee Community of Oregon
- Kayse Jama, *Center for Intercultural Organizing*
- Joy Margheim, *Oregon Center for Public Policy*
- Alberto Moreno, *Department of Human Services*

Number of participants: 40

Key Points

Our existing ethnocentric institutional analysis and treatment of human capital fails to properly evaluate the enormous social, cultural, and spiritual capital Latino, Asian, African, and Arabian newcomers bring. Our public sector systems, particularly in education and social services squander precious shrinking state revenues while disintegrating newcomer communities.

When workers move in to fill un-met demand in our labor market our economy benefits. Yet empirical data suggests exploitative and racist institutions reduce positive outcomes within predictable time frames. Newcomers who are physically and emotionally healthy upon arrival often succumb to exhaustion, anger, and hopelessness. In time they may become part of the trends reflected as disproportionate participation in public welfare, juvenile justice, and adult criminal justice systems.

Given the reality of recent research on local, social, and economic inequities and given the inevitability of dramatic demographic shifts for our areas immigrant and ethnic minority communities, it is time for engaging marginalized residents in planning policies and practices based on a new narrative about the value of an equitable multicultural community.

Action recommendations:

Politically marginalized, though numerically growing, communities must be engaged early in public policy and practice planning. Planning cannot move forward without meaningful ethnic minority participation. Public administrative and social service institutions must evaluate whether prevailing policies and practices engage and empower newcomers, or contribute to the destruction of communities and families.



Session 3: Beyond White Guilt: White people taking action to end racism

Session leaders:

- Tera Couchman Wick, *Village Gardens/Janus Youth Program*
- Robert Marino, Facilitator

Number of participants: 14

Key Points

- Examine what dominant culture is and how we can become more aware and inclusive.
- What does it mean to be white? Straight hair, blue eyes, inherited wealth, safety, white = right, white is normal, in control, intimidating, without culture, disconnected from ethnicity, unconscious privilege, more access to opportunities, comfortable, and the dominating group.
- Definition of racism: Prejudice plus power. Prejudice is judging without knowing.
- What are the challenges? Time, finding allies, knowing you aren't alone, finding collaborations, learning to be uncomfortable, and not making it personal.
- What are the benefits of structuring our organizations in a way that those being impacted by decisions are part of making the decisions?



Community, insight, solutions, and sustainability. Shift the dynamic to being a community with accomplishments to share, not one in need of services.

- Closing/Ask: In the next two weeks, go to an event that is sponsored/led by people who are predominantly people of color. A way to step out of our comfort zone and step into someone else's community and go learn in a different community.

Session 4: Revitalization without Displacement

Session leaders:

- Martha McLennan, *Northwest Housing Alternatives*
- Jesse Beason, *Proud Ground*
- Leah Greenwood, *Affordable Community Environments*
- Kris Smock, *Author of Democracy in Action*

Number of participants: 33

Key Points

- Take lessons from the past with a focus on the future to be sure that the benefits and the burdens of growth are shared.
- All neighborhoods go through cycles of change. In distressed neighborhoods, one of the goals is to attract capital but that will shift the underlying economics and impact current residents (maybe for the good but also maybe for the worse).
- Role of community organizing: Requires significant organizing in order to be effective – create plans, develop policy strategies rooted in an analysis of the market, have enough people power to exert pressure on decision-makers, ongoing organizing & power to hold decision-makers accountable. Focus on how the changes of revitalization will impact current residents—advocate for benefits or mitigation of negative impacts.
- Needing public courage to say no – e.g., public resources not used to benefit the whole. Insuring stabilization of the community so people who want to stay there can stay and address those most at risk.
- Need to recognize the predictors and rely less on data: if mapping it, it's too late; the data is too old. Understand what really impacts people,

use anecdotes and people's stories, get out of the traditional meeting setting.

- Ensure we are building housing that will be affordable over the long-term, even in low income neighborhoods—they can weather the cycles of change over time and provide a core resource.
- Be holistic and be realistic about where the public sector fits in—some public fund sources can't address the issue—i.e. TIF funds can't be used to educate or counsel when that may be what folks or businesses need to take best advantage, or avoid being disadvantages in a changing economic condition—advocate for other dollars to cover those costs.
- Find ways to reach all sectors of the community. Find areas of shared value, what the community needs to support affordable housing, based on neighborhood concerns.

Session 5: Columbia River Crossing Megabridge: From Boondoggle to Opportunity

Session leaders:

- Carlotta Collette, *Metro Councilor*
- Joe Cortright, *Impresa*
- Mike McCulloch, *PDXplore*

Number of participants: 30

Key Points

- Current Columbia River Crossing (CRC) proposal is an environmental, financial, transportation, and public involvement disaster.
- Vancouver Commuter vs. Portland light-rail / bike & pedestrian desires have different values/perspectives.
- Need to figure out how to broaden dialogue, it will fail if it isn't a regional solution.
- Major themes: opaque, non-inclusive process, need to start over, extremely important project, complex, money issue, not just a transportation issue, increase alternative capacity (low emission vehicles/light rail/bike) instead of existing capacity (cars).
- Future Actions/Recommendations/Conclusions: no federal funding until regional consensus achieved; this is an urban design not transportation



project, and there is a need to change public funding formula (state highway funding cannot be used for light rail – need to change for a systemic solution consistent with our values).



Session 6: Kid-Safe Housing: New Development and Homes in At-Risk Neighborhoods

Session leaders:

- Cindy Bethell, *Portland Development Commission*
- Rosa Klein, *Multnomah County Health Department*

Number of participants: 5

Key Points

- Portland Development Commission had one of the first Green Affordable Housing Policies in the country; a 2009 update of that policy is on the table, awaiting a decision by the Portland Housing Bureau. It would be beneficial to let our community representatives and others know that we support the updated Green and Healthy Affordable Housing Policy. This includes additional health protections for tenants and more robust green building requirements..
- Benefits of Green Housing: healthier living environment, eliminate pollutants, provide fresh air, filter air, and lower utility bills.
- Health challenges due to exposure to indoor toxic chemicals: coughing,

sneezing, dizziness, headaches, upper respiratory/asthma, congestion, fatigue, and watery eyes.

- Many toxic chemicals are deadly and strongly associated with cancer, reproductive complications, neurodevelopmental diseases in young children, endocrine disruption, cell mutations, and other chronic diseases.
- Laws regarding Chemical Manufacture are inadequate and do not protect public health. Knowledge gaps are enormous. Precautionary approach is greatly needed.
- Tips for better indoor air quality: avoid PVC, low or no VOC's, no phthalates or heavy metals, halogenated flame retardants, perfluorocarbons, formaldehyde in wood products. Expect for low VOCs, these requirements exist in Portland's green building policy.
- There are personal and societal benefits associated with "green building" policies. But there are costs for both individuals and society when poor indoor quality is tolerated and exposure to harmful toxics is not restricted.
- Let others know that now is an important time to promote and advocate for new policies with requirements for healthy indoor environments and use of green, safer construction materials.
- Health and quality of materials used in construction.
- Systems level changes are required with energy and support on community and policy level.
- Public Policy that doesn't marginalize (unintentional neglect); Oregon Health Board is in process of creating Health Empowerment Zones.

Session 7: Investing in Opportunity in Washington County

Session leaders:

- Andrée Tremoulet, *Washington County Office of Community Development*
- Elizabeth Clapp, GIS Consultant
- Joseph Hayes, *Washington County Long Range Planning*
- Ellen Johnson, *Legal Aid Services of Oregon*
- Andrea Lindberg, *City of Beaverton*
- Nels Mickaelson, *Washington County Information Technology Services*

Number of participants: 18

**Key Points**

- Washington County undertook a mapping project to map “opportunity” geographically so that services could be offered more readily to communities of low opportunity and to effect policy decisions about low income housing and community development.
- Maps include indicators like proximity to public transportation, access to and density of services, proximity to hospitals, access to child care, access to parks and trails, availability of sidewalks, density of grocery stores, and education.
- These maps present visible representations of the paradigm of housing and population. More housing is not always better. The location of the housing is also important.
- Goals for use of these maps: Maps will help increase housing for a wide variety of people. In addition, HUD will conduct review of federal dollars in order to increase awareness of the impact of those dollars and where they are spent; not to dictate policy discussions, but to ask questions.
- The panel discussed whether 2010 census data would be integrated into the maps once available and if updates with new, current data will be built into their plan.
- The immediate next step with this project is an interactive map that will soon be live on the website for public use.

Plus: Keynote Q & A Clinic with Alan Jenkins and Larry Wallack

Session leaders:

- Alan Jenkins, *The Opportunity Agenda*
- Larry Wallack, *Portland State University College of Urban & Public Affairs*

Number of participants: 50

Key Points

- Participants asked Alan Jenkins several questions which included: how his background informs his current work; how we can blend the language of social justice and equity into a proposal for sustainability and livability; how a communication strategy could apply to the new immigration legislation; how much conservatives make a larger impact with messaging; how the current education redesign conversations

- could bridge with equity/inequity conversations; and about the question of individualized concerns versus community concerns.
- Jenkins focused his responses on different points around “mobilizing the base, persuading the persuadable, and neutralizing the opposition” through focusing on messaging centered on solutions.
- Critical ideas included: The importance of providing a language and vocabulary that builds bridges and allows all of us to enter into the conversation. Being specific about how we measure the problem and results. The need to reverse the ratio and lead with the solutions and values, instead of the problems. The notion of opportunity is crucial, as well as the notion of community. There is a culture change that we need to make. Conservatives have a philanthropic base that understands this, and is not as concerned with human service. We need a cultural shift among Progressives that takes communications more serious. Communications are not a luxury or an add-on. Need to have infrastructure in place to get advocates to respond in ways that build unity and solidarity and ultimately, broad public support. We need to work everyday to build the pipeline that creates this outcome.



Afternoon Break-out Topics

- *Session 8: What’s the Connection? Healthy Eating, Active Living, Community Development and Affordable Housing*
- *Session 9: Racial Profiling, Prison Privatization & Immigration Reform - a Roundtable Discussion*
- *Session 10: Filling the Gaps - Developing a Strategy for Providing Access to Parks and Natural Areas for All Metro Area Residents By 2020*
- *Session 11: Our Communities, Our Banks: Building a Local Banking Movement*
- *Session 12: Transportation Equity and Access for All*
- *Session 13: Developing for the Triple Bottom Line*
- *Session 14: New Reports on Equity Conditions in Clark & Multnomah Counties*

Highlights from Break-outs 8 - 14:

Session 8: What’s the Connection? Healthy Eating, Active Living, Community Development and Affordable Housing

Session leaders:

- Noelle Dobson, *Community Health Partnership*
- Amy Gilroy, *Community Health Partnership*
- Julie Massa, *OregonON*
- Village Gardens community leaders, *Janus Youth, Inc. Programs*
- Florence Wood, Leander Court resident, *ROSE Community Development*

Number of participants: 70

Key Points

- There is a link between community connections, access to healthy options, outcomes from healthy eating, and regular exercise. An example that was presented was the project Healthy Kids, Healthy Communities which will be working higher up in health promotion spheres, in the building of community and networks.
- Initial assessment looked at: people - community experiences of key partners in Southeast and North Portland and diverse partners with shared vision and unique expertise, places – maps and infrastructure analysis and policy analysis.
- A resident of Leander Court, a 37 unit housing project in SE Portland at 122nd and Holgate, described her neighborhood and used pictures taken by children who are residents of Leander Court and participated in a 4H club photography project. The lack of sidewalks, accessible bus service, safe routes to parks and schools, absence of healthy and affordable grocery stores are the limitations to healthy eating and active living. It isn’t that people in her community don’t want healthy options, it’s that they are less available to them.
- Discussed capacity building and policy analysis work that had been done both in the Leander Court area and to paint a broader picture of foodscapes, parks, housing design and amenities, resources & barriers to healthy living in less affluent neighborhoods in Portland.
- A new dialogue being encouraged in the areas that have been



underserved in the past – now asking for their fair share of the resources to support their communities.

- Acknowledged that there are no policy pathways or good processes to get updated information from neighborhoods about what they need
- The final presentation was from residents of a North Portland affordable housing community called New Columbia. The community was redesigned in a rapid and dramatic fashion over 9 months to encourage opportunities for healthy eating and active living. There is a racially and economically diverse population in the community. The residents have made wonderful use of their community garden to get fresh local produce from a local farmers market and have engaged in master gardener training to expand their own garden space. The community also has a Community Health Worker program that supports peer education and awareness of a variety of health issues.

Session 9: Racial Profiling, Prison Privatization & Immigration Reform—a Roundtable Discussion

Session leaders:

- Moderator, Nancy Haque, *Western State Center*
- Shizuko Hashimoto, *Portland Central American Solidarity Committee*
- Francisco Lopez, *CAUSA*
- Ramon Ramirez, *Pineros y Campesinos Unidos del Noroeste*

Number of participants: 45

Key Points

- Arizona was a wake-up call for organizers, the law is being challenged and a bi-partisan bill is less likely to occur at this time.
- Various cities around the country are preparing to engage and they will need to continue to work together with other organizations and individuals.
- We are at the doors of something very important, this is our “civil rights moment”. Our actions are paying off, but we still want legalization.
- Oregon Hispanic Commission, Chip Shields, others are working on creation of a driver certificate.
- Discussed racial profiling and prison privatization, mentioning how our

media perpetuates stereotypes that are very harmful.

- What is happening in Arizona is indicative of what is going to happen. The concern is that with the issue of racial profiling, people get arrested everyday and then get released. Now it is possible for ICE to say a person is guilty before being proven innocent.
- Community safety must trump other issues. Calling the police now is something that the immigrant community fears doing because they may risk being deported.

Session 10: Filling the Gaps - Developing a Strategy for Providing Access to Parks and Natural Areas for All Metro Area Residents By 2020

Session Leaders:

- Moderator, Bob Sallinger, *Audubon Society of Portland*
- Jim Labbe, *Audubon Society of Portland*
- Cassie Cohen, *Groundwork Portland*
- Jean Fike, *East Multnomah Soil and Water Conservation District*
- Emily Hicks, *Office of Portland City Commissioner, Nick Fish*
- Mary-Rose Navarro, *Metro*
- Owen Wozniak, *Trust for Public Land*

Number of participants: 20

Key Points

- Challenges to filling the gap include: a need to maintain current parks in the face of budget shortfalls in addition to creating new parks; land set aside, but limited dollars to develop it into parks; and need to make the case to support park as infrastructure so they are not taken for granted.
- Other challenges are that there are so many projects and no unifying framing language related to addressing the gap; communities are occupied with addressing basic needs so they may not focus on park development yet; sometimes habitat areas are not in deficient neighborhoods; need to show the link between population health and parks; and there is difficulty in finding appropriate sizes for meaningful park areas.
-



- Opportunities to addressing the gap include: linking parks to affordable housing projects; link park development and maintenance with work force development to address job insecurity and the gap in park development; target areas where expecting growth first as a method of re-greening deficient areas that will receive attention in the near future; partnerships are key to leveraging limited resources; and celebrate successes as a method of outreach.
- Need to approach park development through environmental justice and link it to public health; use smaller plots of land to address food security issues; coordinate efforts among existing programs to increase parks in low-income neighborhoods; and address multiple issues with projects by leveraging resources.

Session 11: Our Communities, Our Banks: Building a Local Banking Movement

Session Leaders:

- Angela Martin, *Our Oregon*
- Barbara Dudley, *Portland State University Adjunct Professor in the Hatfield School of Government*
- Mary King, *Portland State University Professor of Economics*

Number of participants: 12

Key Points

- The FBI identified the mortgage problem back in 2004, but did not have enough resources to go after financial crimes. Debt creation and market deregulation led to market crisis.
- Banks and others made a lot of money because their profit was based on what you have in the market, while the Federal government kept saying that the market would correct itself.
- Oregon State legislature is struggling to meet budget and to create stimulus. Businesses are laying people off because they cannot get credit. The State made \$200M available to community banks but state needed to securitize the money because it needed to be paid out quickly.
- A state bank could save millions of dollars in fees that we pay to transfer money through big private banks. There is currently a campaign for a

- state bank before the legislature and a petition through Oregon Working Families Party.
- There is currently a floor debate on financial reform, 200 organizations delivered 125,000 signatures to senate leadership demanding greater accountability.
- Small businesses do not have access to credit, so they use small local banks like Albina Community Bank. These banks (which were not bailed out) understand dynamics of local area economy and loan more often to small businesses.



Session 12: Transportation Equity and Access for All

Session leaders:

- Alison Graves, *Community Cycling Center*
- Alan Hipolito, *Verde*
- Shelli Romero, *Oregon Department of Transportation*
- Jessica Tump, *TriMet*
- James Uyeda, *Ride Connection*

Number of participants: 30



Key Points

- Tri-Met in the process of researching walkability to transit stops to improve “paths” to and from areas in proximity & social needs.
- There was discussion about the Cully Neighborhood regarding job skills for green jobs for people living in the area. National Association of Minority Contractors worked to have request for a pre-bid to include local community businesses and contractors.
- Ride Connection provides free transportation to elders, people with physical challenges and low income populations. They have a program that provides assistance in using the public transit system.
- Need to measure equity for transit models and have more Federal and State funding for financing transportation needs in the city. There is a concern about how bus availability and the increase in amount of participation in public transportation affect each other.

Session 13: Developing for the Triple Bottom Line

Session leaders:

- Lisa Abuaf, *Portland Development Commission*
- Naomi Cole, *EcoDistricts Program - PoSI (Portland Sustainability Initiative)*
- Janet Hammer, *Social Equity and Opportunity Forum - Portland State University*

Number of participants: 28



Key Points

- Discussed San Diego example of the “triple bottom line” in practice. The area is called Market Creek and involves the residents organizing for community change. Market Creek is culturally diverse and has taken a 10 acre industrial site and transformed it into commercial plaza and community center. The Jacob’s Foundation was key to the success of this movement; they made an effort to listen to the community. The sense of ownership that the community had helped build this development and will help sustain it. Another key factor in the success of this project was the actual shared ownership that will occur over time as the Jacob’s Foundation plans to give over the actual ownership of Market Creek as they earn back money.
- All triple bottom line developments should include: listening to the community needs, empowering the community, allowing the neighborhood to be involved in all stages of the organization, break the work into manageable chunks, be flexible, and care about the journey and not just the final product.
- Triple bottom line developments are important because they foster healthy living, strengthen the community fabric, and fairly distribute the burden and benefits of growth.
- The EcoDistricts Initiative is testing five pilot districts in existing neighborhoods and hopes to expand once they see success on this smaller scale. The task of working with pre-existing neighborhoods makes this initiative much harder than working with new buildings; they also hope to work in a variety of different areas in Portland to try this in different communities.
- The barriers to this type of development include: engagement, economic feasibility, willingness to try new things, and regulatory support that currently does not exist. While improving environmental impacts is relatively easy to measure, measuring the social benefits is much harder. Community vitality and social equity are hard to measure.
- Successful developments of “triple bottom line” exist in Portland and produce strong economic growth and are competitive businesses. They focus on ensuring that urban renewal projects invest in minorities and



women through having good faith efforts in their contracts to hire those individuals for construction.

- EcoDistricts hope to expand once they test out a few neighborhoods and hope to be involved in the academic discussion of how social equity is measured and what indicators are available to create a standard for the industry.

conducted under the auspices of the Center for Social and Environmental Justice (CSEJ) at WSU Vancouver, to examine racial, ethnic, and social inequalities in Clark County across a number of domains. The report is not intended to be exhaustive or comprehensive but the data indicate that while the county compares favorably to Washington State on a number of indicators of equity, there are several areas that merit attention.

Session 14: New Reports on Equity Conditions in Clark and Multnomah Counties

Session leaders:

- Julia Meier and leaders from *Coalition of Communities of Color*
- Clay Mosher, *Center for Social and Environmental Justice, Washington State University - Vancouver*

Number of participants: 20

Key Points

- Communities of color are sizeable and growing in numbers though less visible by undercounts. Accurate population counts matter because it is tied to visibility, status, funding, and power.
- Undercounting is due to: whiteness bias in conventional surveys, unwillingness to fill out forms, miscoding, and lack of inclusion. Mainstream data is skewed and shouldn't be the basis of funding, there needs to be a new methodology that allows people to self-identify.
- Recommendations for addressing the needs of communities of color: expand funding for culturally-specific services, implement need-based funding, emphasize poverty reduction strategies, reduction of disparities with firm timelines, policy commitments and resources, count communities of color, prioritize education and early childhood service, expand role for the Coalition of Communities of Color, implement research practices that make the invisible visible, fund community development, disclose race and ethnicity data for mainstream service providers, and name racism.
- The information from the Clark County Equity Report utilizes available federal, state, and local government data, as well as original studies



Ron Sims Events

Earth Day for All and the Challenge of Inequity: A Free Public Talk by Ron Sims, Housing and Urban Development (HUD) Deputy Director and one of the nation’s foremost leaders on sustainability and racial justice. Friday, April 23rd, 2010 at First Unitarian Church in Portland, Oregon.

Ron Sims has built his career in public service around the progressive principles of social justice, good government, and environmental stewardship. He has earned numerous accolades and a national reputation for his environmental stewardship and aggressive reforms of government. Elected to three terms as King County, Washington’s Executive, Sims achieved numerous successes, including launching the County’s Equity and Social Justice Initiative, which aims to ensure that all residents of King County have the same opportunity regardless of race, ethnicity, gender, immigration status, sexual orientation, or disability.

Ron Sims Kicks Off CLF’s 2010 Summit with a Bang!

“Sustainability is the expression of a community’s greatness.”

This was just one of many gems shared by U.S. Housing and Urban Development Deputy Secretary, Ron Sims in his inspiring speech on “Earth Day for All: The Challenge of Inequity”. The event marked the official kick-off of CLF’s Summit 2010 on April 29th.



Sims’ rousing address was filled with personal and professional stories that tracked his life journey, which he described as being focused on “changing the world”. He expressed a deep love of America, while also pointing to the many places where we are falling short in meeting the needs of our people and planet. Bringing people and place-based efforts together is sustainability’s great promise and challenge. With a final call to the audience to join him in this mission to change the world, he brought listeners to their feet for a standing ovation.

Metro Presentation

Sims also presented at Metro that morning to discuss new Federal Sustainable Communities Initiative grants. He was joined by another top national regional equity expert, Dr. John Powell, Director of the Institute for the Study of Race and Ethnicity in the Americas at Ohio State University.





Days of Equity Action

Participants engaged in one-day service or advocacy projects hosted by CLF member and partner organizations and helped to begin to fulfill the vision of a region where opportunity and sustainability are shared by all.

2010 Events:

April 17: Friends of Crystal Springs - Restoration Planting Event

Plant native trees and shrubs along Crystal Springs Creek on the property of the Westmoreland Union Manor.

April 20: Community for Equity Event - Growing Portland's Green Economy for All

A conversation among leaders, community members, and stakeholders with Green For All Executive Director, Phaedra Ellis-Lamkins hosted at NAYA Gym, 5135 NE Columbia Blvd in Portland.

April 22: Community Alliance of Tenants - Rally for Healthy Housing

Rally to Fund Safe and Affordable Housing Programs at Portland City Hall, 1221 SW 4th Ave in Portland.

April 23: Fair Housing Council of Oregon - "Fasten Your Seat Belts... It's Been a Bumpy Ride" Tour and Luncheon

Attend bus tour that explores lost ethnic communities and/or attend a luncheon featuring Kevin Boyle.

April 24: Rose Community Development - 5th Annual East Portland Homeownership Fair

Find out about home-buying information, businesses, and community resources to East Portland neighborhoods.

April 24: Neighbors for Clean Air and Food Front Coop - Earth Day Clean Air Event

Stop by the Food Front Coop Patio to celebrate a year of hard work on the air quality issue and learn how you can help in the effort to reduce air toxics pollution in Portland.

April 29: Oregon Tradeswomen, Inc. - Women in Trades Career Fair

Attend a career fair to discover career possibilities in the construction, mechanical, utility, and other trades.

May 1: Portland May Day Coalition - May Day March and Rally

Rally and March Celebrate the economic and social achievements of working people, this year's rally and march will focus on jobs and immigrant rights.

May 13: Friends of Crystal Springs - Restoration Planting Event

Plant native trees and shrubs along Crystal Springs Creek on the property of the Westmoreland Union Manor.



A volunteer planting a tree at one of the Friends of Crystal Springs Restoration Planting Day of Equity Action Events.



Next Steps: Create the Climate for Success

Coalition for a Livable Future is uniquely positioned to bridge the divides between various constituencies working to build inclusive prosperity, environmental resilience and social justice in our region. Over the next year, we will strengthen the ties between our members and base by applying key lessons imparted by Alan Jenkins during this year's Summit (see page 6). Our aspiration leading up to the next annual Summit set for May 2011, is to improve the atmosphere for progress by connecting community voices and policy advocacy. Building energy and public support through targeted communications that express broadly held values, like shared responsibility, ecological wisdom, and respect for diversity, is an important way to highlight our progress while ensuring that our victories are lasting ones.

Finding the overlap and synergies between policy issues championed by our member organizations has always been a hallmark of CLF's work and of our collective success. By applying this important role to include strategic communications, we expect to create a better climate for Coalition members' work to improve our communities. We create connections between issues, policy, and the majority who care very deeply about equity and sustainability, along with the values that underlie these. In so doing, we help our members and community partners work together and lead the way toward greater regional livability for all.

CLF looks forward to working with you to build our collective strength through a language that resonates and helping you find your voice in identifying solutions. You can plug-in by joining the "Regional Equity" or "Shift the Balance" listserves which keep you posted about the news, networks, actions, and resources supporting smart, sustainable, regional progress. To join one, or more of our listserves, sign up on-line at www.clfuture.org or www.equityatlas.org.

We are all in this together and must share the simultaneous joy and responsibility of co-creating a place rich in opportunities that supports each of us in reaching our full potential.

