

HUMBOLDT COMMUNITY ACTION PLAN WORKPLAN



PRODUCED BY MOSAIC PLANNING
IN PARTNERSHIP WITH THE
HUMBOLDT NEIGHBORHOOD ASSOCIATION

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A Vision Plan for the Humboldt Neighborhood was created in 1993 as part of the Albina Community Plan. Since that time, the area has experienced a dramatic increase in home prices, a resurgence of the business district, significant expansion and remodeling of the PCC campus, construction of the nearby light rail, and rapidly changing demographics. Because of these changes, Humboldt is often thought of as a gentrifying area. As a result, many community groups were formed to address divisions between new and old neighborhood residents, including but not limited to:

- * A 2005 neighborhood conversation conducted by Our United Villages
- * The Oregon Solutions sustainable schools and neighborhood project with Humboldt Elementary School
- * Community workshops and focus groups held in coordination with the construction of Humboldt Gardens
- * Research completed on behalf of Portland Development Commission's (PDC) housing infill study
- * Portland Development Commission's Killingsworth Streetscape project

The Humboldt Neighborhood Association approached the MURP Workshop class seeking assistance in the identification of community needs and goals. After further research, Mosaic Planning suggested that an action plan would be beneficial, as it could help them shape the development, change, and growth taking place in their neighborhood. They expressed concerns over creating a viable business district, maintaining safe streets, reducing crime, managing PCC expansion, and creating a more diverse and representative group of neighborhood advocates.

This document seeks to provide a workplan toward a strategic action plan. When completed it will help the Humboldt Neighborhood Association create a diverse and effective working group to implement a community vision.



CURRENT CONDITIONS



Located in inner North Portland, the Humboldt Neighborhood is bounded on the west by Interstate 5, on the east by NE Rodney Avenue (just a few blocks west of Martin Luther King Jr. Boulevard), on the north by N Ainsworth Street, and on the south by N. Skidmore Street. According to the 2000 Census, there are 1,921 households with 5,061 residents. Forty-three percent of all households own their home, while 57% rent. Thirty five percent of neighborhood residents are White, 40% are Black, and 11.3 % are Hispanic. According to a City of Portland Humboldt Neighborhood Fact Sheet (2007) the median household income in 1999 was \$35,207. Because this information is nearly a decade old, it is difficult to view this as an accurate description of the current neighborhood. The area has been identified as gentrifying; therefore we expect that the 2010 Census will find an increase in the percentage of homeowners compared to renters along with a decrease in minority populations, especially African-Americans.

Nearly half of the neighborhood is in the Piedmont Conservation District, indicating that there is a concentration of historic resources. Significant buildings within the District include: the Little Chapel of Chimes (now McMenamins Chapel Pub), the Masonic Temple, and Jefferson High School. Another district that includes portions of Humboldt is the Interstate Corridor Urban Renewal Area. This allows some businesses and residents to take advantage of Portland Development Commission (PDC) programs such as the Storefront Improvement Program, Development Opportunity Services, and Home Repair Loans.

The Neighborhood is home to many public institutions including: Portland Community College Cascade Campus, Jefferson High School, Humboldt Elementary, and the North Portland Library. Currently Humboldt Elementary has a below-average neighborhood capture rate of 44% (72% district-wide average), meaning that the majority of school-age children in the community attend a different school. A Humboldt Housing Infill Study by Winterbrook Planning (2008) suggests a connection between decreasing enrollment and decreasing housing affordability. The report states that the increasing affluence of the neighborhood has not increased the economic status of the students and cites that 96% of students qualify for free or reduced lunch.



CURRENT CONDITIONS

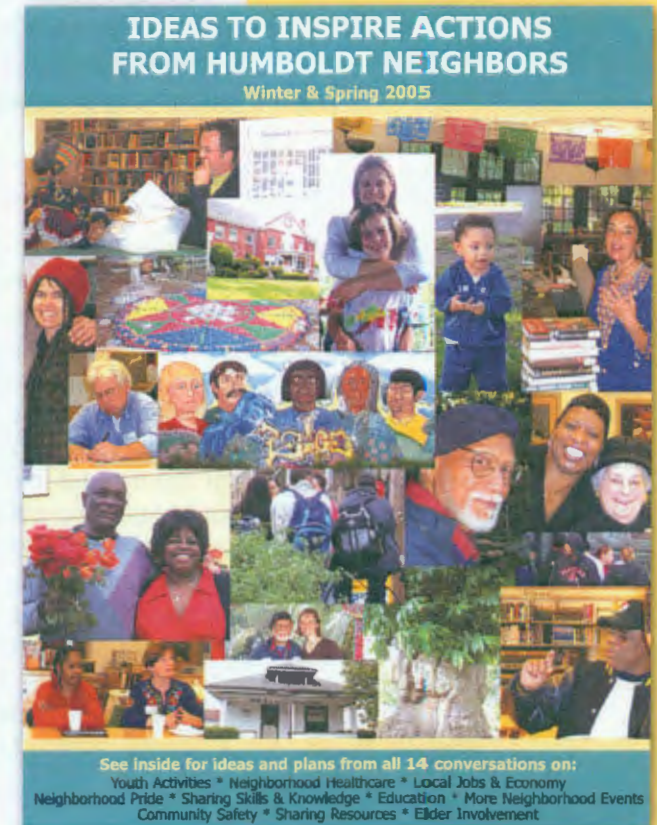
In addition to the institutions identified on the previous page, there are at least 17 faith-based organizations within the Neighborhood. There are also numerous community centers throughout the neighborhood including: Center for Intercultural Organizing, Ethos Music Center, Albina Head Start, Salvation Army Community Center, Lifeworks Northwest, and Patton Home.

Significantly, the neighborhood is lacking in open space. There are two 'parks' owned by the Portland Parks and Recreation (Sumner-Albina Park and Patton Community Garden) and one owned by the PDC (Albina Triangle). All three spaces combined total less than two-tenths of an acre of open space. The area is also spotted with vacant parcels.

PAST NEIGHBORHOOD OUTREACH EFFORTS

In the fall of 2007, the Humboldt Neighborhood Association sent a survey to members of the neighborhood. The survey asked questions pertaining to future growth and development of the neighborhood as well as issues and concerns of residents. The Neighborhood Association received only 60 responses, a response rate that represents just over 3% of neighborhood residents. Increasing gang and violent activity, litter throughout the neighborhood, and increasing traffic and speeding were some of the general concerns raised by respondents. Issues concerning the Portland Community College expansion efforts were also noted. Residents also cited some positive elements of the community including its location, friendly neighbors, and diversity.

Our United Villages performed a previous outreach effort in 2005. This effort included a survey and 14 neighborhood conversations based on topics raised in the survey results. The conversations focused on youth activities, local jobs, neighborhood pride and clean up, education, community safety, sharing resources, and more.



SCOPE OF WORK

Since beginning the community engagement process, Mosaic Planning has become aware of several issues that both the Humboldt Neighborhood Association and the community would like to address. Through a series of community engagement events which aim to bring together fragmented groups and help identify the available assets and mutual interests they share as a community, Mosaic Planning will work to create a strategic action plan that reflects the neighborhood's diverse views and experiences. These will be developed based on information obtained through two initial listening sessions, which will engage a smaller group of participants identified through existing networks in the neighborhood. From these, we will identify common issues and themes, which will later inform the process of the larger community workshops taking place shortly thereafter. Here we will begin to prioritize issues and concerns identified during the initial listening sessions and brainstorm methods to reach community goals. Finally, we will work with Humboldt Neighborhood Association to formulate a series of recommendations that can be implemented by the Humboldt community.



GUIDING PRINCIPLES

- * The Humboldt Neighborhood Association is the project's most important partner during the design, development, and implementation of the process, as they will ultimately be responsible for following through with the final recommendations
- * Mosaic Planning will respect residents and neighbors, tell the truth, and keep its word. If circumstances require changes in the policy, Mosaic Planning will communicate these changes quickly and widely.



PROJECT GOALS

The Project Goals will build the foundation for the final product and deliverable. This deliverable will be a neighborhood Strategic Action Plan. Implementation items and recommendations will be provided to better equip the Neighborhood Association to assert the community's needs and desires to the City of Portland, and any other organization working within the community.

Build trust and support for the process through resident and community outreach.

- * Make connections with local business and community residents to increase participation
- * Recognize diversity of participants by customizing outreach to youth, people with special needs, the elderly, and people for whom English is not their first language

Provide opportunities for community participation in every step of the process.

- * Identify and define expectations, roles and responsibilities between Mosaic Planning, the Humboldt Neighborhood Association, and community members participating in advisory groups
- * Work diligently to provide results and information, as well as invitations to participate to all members of the Humboldt community

Provide regular and timely information to key audiences.

- * Provide weekly updates to key stakeholders
- * Develop a website that identifies events and provides information regarding project progress
- * Hold event to present final product

Form partnerships in the community to leverage resources, build support, and work cooperatively to ensure long-term success for the Neighborhood Association and the community it represents.

- * Coordinate with public agencies, elected officials, and neighborhood schools
- * Participate in other community meetings to establish relationships with existing networks



ENGAGEMENT STRATEGY

1: Make contact and inform the neighborhood

The first step in outreach involves building trust and introducing the project. This will begin with asset mapping, which involves developing a composite list of neighborhood organizations, churches, school and youth groups, community centers, and public departments. These individuals and organizations will be informed of our plans and asked to help develop a more thorough list of contacts, using them for referrals. We will use other methods to contact local residents and businessowners by reaching out to them in person. Getting the word out using newly developed networks through personal contact will ensure a significant number of people in the neighborhood know about the listening sessions.

2: Schedule listening sessions and interviews

Once community members have been contacted, we will reserve space at neutral neighborhood facilities for two listening sessions. When we have times and dates set, we will reconnect with individuals on our list to inform them of the upcoming events. We will reiterate who we are, what we are doing, why we would like their involvement, and explain what we would like them to do. Our first effort will be getting participating residents to attend a scheduled listening session. We will explain the benefits and utility of their attendance both personally and for the community. Should a party be unwilling or unable to attend, we will attempt to schedule a personal or separate group interview. We will also be sure to keep them informed and encourage their later attendance at the workshop, even if they choose not to engage in listening sessions.



ENGAGEMENT STRATEGY

3: Listening Sessions

Preparation:

Phone calls

Nikolai, Morgan, Sara and Lizzy will contact groups and organizations in the neighborhood to inform them of listening sessions and get them involved.

Create Flyers

Mark and Sara will create flyers to advertise the listening sessions.

Neighborhood flyering

Lizzy and Sara will bring flyers to businesses, meeting places, common areas, churches and group quarters to let them know about upcoming listening sessions.

Door-to-door outreach

Lizzy, Sara, and Morgan will personally meet with businesses and churches to discuss the session and encourage attendance.

Making handouts

Mark and Sara will develop handouts for the listening sessions.

Discussion plan & agenda formulation

All group members will help develop the agenda and process for the sessions.

At the events:

The listening sessions will gather different community members together in one place for the first neighborhood discussion. We will present our goals and explain what we hope to achieve. The input obtained at the listening sessions will help identify an initial set of issues, which will be used to frame the topical discussions at the later community workshops. We will be also be sure to emphasize the importance of their later attendance at the workshops and ask for support in getting the word out to their networks.



ENGAGEMENT STRATEGY

4: Follow-up

In addition to distributing informational handouts at the listening sessions, we will be sure to follow-up individually with listening session attendees by phone or e-mail. We will attempt to get every attendees' e-mail information to send them a summary of the event, as well as encourage their participation in the upcoming workshop. This will allow them to e-blast friends, family, and constituents in the neighborhood to encourage them to attend, while also telling them about the topics that arose at the listening session.

5: Workshop outreach

Following the listening session, we will begin outreach for participation in the upcoming workshops. The intent of the workshops is to engage the community at large in an interactive discussion about the neighborhood and the capacity of its residents to address the issues that concern them most. It is therefore critical to maximize attendance to ensure that a representative and sufficiently large group participates.

Workshop promotion:

Press releases

We will submit the workshop events to the community calendar for The Scanner, a North Portland community news source. By getting on the calendar, we can let all readers in the Humboldt area know about the event.

Flyers

We will post informative and illustrative flyers at coffee shops, laundromats, community centers, schools, and churches to maximize visibility. Flyers will encourage attendance by using illustrations that show individuals actively engaging in community workshops, local landmarks, and photo morphs demonstrating the potential positive impacts of neighborhood efforts to enhance the community. We will focus on producing high quality, informative, and exciting documents for distribution. The workshop events will be marketed explicitly as social events, in which neighborhood residents can get together for the discussion about Humboldt's future while also getting the chance to meet and chat with one another. We will also note the provision of snacks and beverages, which can provide an attendance incentive.



ENGAGEMENT STRATEGY

6: Workshops

Preparation:

Listening Session analysis

Mark and Nikolai will work on reviewing the input from listening sessions and summarize comments and feedback.

Reserving space

Morgan will work on securing reserve space for our two early April workshops. The Humboldt Gardens' community center is one probable location, pending scheduling. We are also considering Humboldt Elementary School's auditorium/cafeteria, Jefferson High School, PCC-Cascade space, and the auditorium at the Northeast Coalition of Neighbors building, located just outside the neighborhood boundaries.

Create flyers

Mark will work on creating the flyers for promotion and distribution.

Phone and e-mail contact

Sara, Morgan, Lizzy and Nikolai will call back contacts to remind them of workshop events.

Neighborhood flyering

The group will use the class on April 1st to engage in a neighborhood-wide flyering event. All 2600 households in the neighborhood will receive a flyer to make sure the entire neighborhood is informed.

Discussion plan and agenda

The entire group will develop the agenda and decide how to set up and facilitate the workshops.



ENGAGEMENT STRATEGY

6. Workshop events continued:

At the events:

The workshops serve two main purposes. First, they gather members of the community who may or may not have ever been involved in local activities. It will be the first opportunity to begin building a sense of community, and the first step in involving Humboldt residents. Secondly, it provides an opportunity to make the case and build hope and interest in the potential to reorganize, restructure, and recreate the Humboldt Neighborhood Association to become more representative, more active, and better able to address community interests. We will take advantage of the congregation of community residents to gather their input on the community's top priorities. Using a few exercises, we will engage attendees in quick activities that help identify which issues are the most important for the community to address. This will include a drawing activity, a checklist/sticker activity, and a short, structured survey. At the end, we hope to have attendees write down what, if any, areas they would like to help out with, and whether they might consider being part of a future subcommittee or advisory panel.

Through the workshop, our group will act as facilitators. The format will be relatively informal, allowing the workshops to double as social events. We will provide snacks, beverages, and activities for children.



ENGAGEMENT STRATEGY

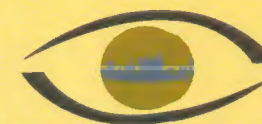
7: Analysis and draft plan development

We will transcribe the data acquired from the workshops and categorize all comments, deriving statistics from the prioritization activity and drawing other conclusions from the input received. We will have six weeks to analyze data and prepare the action plan, set to begin immediately after the first workshop.

Following review, analysis, and synthesis, we will develop a working draft and submit this to the Humboldt Neighborhood Association for comments. We will talk about the process and results, as well as the action plan we are considering and integrate their input and comments into the development of the action plan. Ideally, the Neighborhood Association will help us modify and add more strategies, as well as begin to take ownership of the ideas.

8: Presentation of Action Plan to the Neighborhood Association and Community Attendees

Following the discussion with the association, we will develop a revised, comprehensive action plan for the neighborhood based on input and priorities mentioned at previous meetings and discussions. The action plan will be geared toward the Neighborhood Association, focusing on what actions it can take to address these issues and transform itself into a more engaged and representative neighborhood interest group. We will invite the workshop attendees to the presentation of the action plan at a Neighborhood Association meeting a few weeks later. This will encourage neighborhood residents to continue working with the neighborhood association in the future. This will allow the neighborhood association to encourage more neighborhood engagement, the formation of additional sub-committees, and develop plans of action to address the community's biggest concerns.



ROLES & RESPONSIBILITIES

The team will meet weekly on Fridays in order to increase communication between group members. They will communicate on a regular basis with their client, the Humboldt Neighborhood Association, through the designated client contact. The team will also utilize Google Groups, Documents, and Calendar functions in order to communicate between meetings and to share draft documents. Additionally, a blog will update interested community members of recent activity and future events.

The following will dictate each group member's primary responsibility throughout the course of the planning process. Each group member is expected to contribute in all capacities, however these roles have been identified so as to play to each member's strengths:



- » Sara Bedinghaus: Communications, Community Outreach
- » Mark Gilbert: Preparation, Analysis
- » Morgan Masterman: Taskmaster, GIS, Community Outreach
- » Nikolai Ursin: Materials, Community Outreach
- » Lizzy Warren: Community Outreach, GIS



MEMORANDUM OF UNDERSTANDING

APPENDIX I

The following document lays out the agreement crafted between Mosaic Planning and the Humboldt Neighborhood Association:

PAGE 1

Memorandum of Understanding
Between
Mosaic Planning
And
The Humboldt Neighborhood Association

This memorandum of understanding is hereby made and entered into by and between the Humboldt Neighborhood Association, hereinafter referred to as HNA, and Mosaic Planning, hereinafter referred to as Mosaic. Mosaic Planning includes Sara Bedinghaus, Nikolai Ursin, Morgan Masterman, Mark Gilbert, and Lizzy Warren.

A. Purpose:

- a. Mosaic Planning will work on behalf of HNA to take necessary steps toward completing a Humboldt Neighborhood strategic action plan. Due to fragmented neighborhood groups, Mosaic will recommend actions for strategic outreach, cooperation, and strategies to create working neighborhood coalitions that represent diverse views and neighborhood experiences. These neighborhoods will work in cooperation to implement the Humboldt neighborhood vision.

B. HNA shall:

- a. Correspond with Mosaic primarily via email and phone; will meet with Mosaic at monthly neighborhood meetings.
- b. Establish a vision committee.
- c. Provide feedback on documents prepared by Mosaic.
- d. Proceed with implementation of the action plan after the Workshop period has ended.
- e. Provide a primary point of contact (Paul Anthony).
- f. Provide Mosaic with updates on actions, documentations, and neighborhood happenings.
- g. Assist with neighborhood outreach for community events regarding this project by inviting the mailing list to listening sessions, workshops, and the final community presentation.

C. Mosaic shall:

- a. Research previous neighborhood efforts.
- b. Research Vision plans and action plans from other communities.
- c. Plan the agendas, outreach methods, and invitation lists for outreach events.
- d. Summarize results from outreach events to inform final document recommendations.
- e. Build alliances with neighborhood groups.
- f. Build alliances with groups already working on (or having completed) other community building projects in North and Northeast Portland.
- g. Provide timely updates on project status

PAGE 2

- h. Communicate regularly through primary point of contact (Sara Bedinghaus)
- i. Attend HNA meetings.
- j. Conduct no less than four (4) outreach events with neighborhood organizations and residents.
- k. Work with other city agencies to utilize available resources and trainings.
- l. Contact neighborhood schools to build consensus.
- m. Deliver a final document outlining recommendations for implementing a neighborhood action plan.

D. It is mutually understood and agreed between the parties that:

- a. The timeline for the project begins in January 2009 and ends in May 2009.
- b. The project shall be representative of a diverse cross-section of Humboldt community residents.

E. Responsibilities of parties

- a. HNA will donate the following resources for their own materials, for distribution or sharing with the neighborhood, and three copies to turn into PSU.
 - i. HNA will donate color printing on standard paper.
 - ii. HNA will donate comb binding if this is an acceptable format.
- b. Mosaic will be responsible for additional copies for personal use.
- c. HNA will leverage Northeast Coalition of Neighborhoods (NECN) resources on loan for public events, including flip charts, easels, markers, and sticky notes.

F. Principal Contacts

Mosaic Planning
Sara Bedinghaus
5539 N Commercial Ave
Portland, OR 97217
513.910.7233
mosaicplanning@gmail.com

Humboldt Neighborhood Association
Paul Anthony
5529 N Halght
Portland, OR 97217
503.367.9679
PaulA@shannonpratt.com

- G. Non-Fund Obligating Document. Nothing in this MOU shall obligate either HNA or Mosaic to obligate or transfer any funds.
- H. Establishment of Responsibility. This MOU is not intended to, and does not create, any right, benefit, or trust responsibility, substantive or procedural, enforceable at law or equity.

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1. Authorized Representatives. By signature below, the cooperator certifies that the individuals listed in this document as representatives of the cooperator are authorized to act in their respective areas for matters related to this agreement.

The parties hereto have executed this instrument.

Humboldt Neighborhood Association

Mosaic Planning

Date

Date



APPENDIX II

COMMUNITY ASSETS & RESOURCES

The following organizations and institutions were identified during initial outreach efforts. Prior to holding our first engagement event, we aim to contact community members using networks from the institutions and businesses below, so that a diverse group of individuals with varying viewpoints and ideas participate in the development of the action plan.

NEIGHBORHOOD INSTITUTIONS

CHURCHES

Emmanuel Temple Church
Walker Temple Church of Christ
Church of Christ: Piedmont
Berean Baptist Church
Oregon Center for Christian Values
Greater Faith Baptist Church
Lifeline Christian Church
Piedmont Presbyterian Church
Bethesda Christian Church
Albina Ministerial Alliance
True Vine Missionary Baptist
Power House Temple Church
First African Methodist Episcopal
Jubilee Tabernacle
Ark of Safety COGIC
Portland Miracle Revival Center
Calvary Christian Center

SCHOOLS

Jefferson High School
Portland Community College
Humboldt Elementary School
North Portland Bible College
Albina Head Start

ORGANIZATIONS

Skanner
Center for Intercultural Organizing
Humboldt Neighborhood Association
Salvation Army
Albina Weed and Seed
Oregon Association of Minority Entrepreneurs
Albina Rotary Club
In Other Words Bookstore
Ethos
North/Northeast Business Association
Northeast Coalition of Neighbors
Latino Network
Housing Authority of Portland
African American Chamber of Commerce



TIMELINE & KEY EVENTS

APPENDIX III

		January		February				March					April				May				June	
		1/19	1/26	2/2	2/9	2/16	2/23	3/2	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8
Meetings																						
1.1	Weekly Team Meetings			Weekly on Fridays																		
1.2	Initial Meeting with HNA Chair	1/19																				
1.3	Meeting with Interested HNA Members			2/2																		
1.4	Bi-weekly Meetings with Client																					
1.5	HNA Meetings (2nd Tues, 7:00pm)				2/10				3/10					4/14				5/12				6/9
Work Scope and MOU																						
2.1	Draft Work Scope and MOU				2/13																	
2.2	Revise Work Scope and MOU																					
2.3	Final Work Scope and MOU Due								3/9													
Asset Mapping/Community Outreach																						
3.1	Identify Neighborhood Stakeholders																					
3.2	Strategic Outreach to Stakeholders																					
3.3	Class Site Visit											4/1										
3.4	Ongoing Outreach to Community																					
Listening Sessions/Community Workshops																						
4.1	Begin scheduling Listening Sessions																					
4.2	Hold 2 Listening Sessions							3/3	3/9													
4.3	Analyze Information from Listening Sessions																					
4.4	Prepare for Workshops																					
4.5	Workshop Outreach (press release, flyers)																					
4.6	Hold 2 Community Workshops												4/4	4/7								
4.7	Optional Community Interviews																					
4.8	Analyze Information from Workshops																					
4.9	Present Results to Client																					
Final Product: Action Plan																						
5.1	Prepare Draft of Action Plan																					
5.2	Faculty Review of Draft Action Plan																	5/11				
5.3	Present Draft to Client																					
5.4	Finalize Draft																					
5.5	University Presentation																		5/20			
5.6	Final Product Due																					6/8
5.7	Present Final Plan to Community																					6/9
Other Important Dates																						
	Ash Wednesday																					
	Finals Week																					
	Spring Break																					
	Passover/Good Friday/Easter																					



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