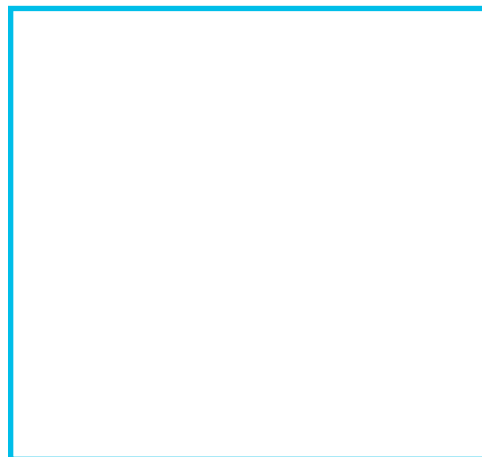


Not in Cully:

Anti-Displacement Strategies for the Cully Neighborhood



Prepared for
Living Cully:
A Cully Ecodistrict
June 2013

Executive Summary

This document presents a set of strategies for preventing the displacement of low-income Cully residents as new investment comes in to the neighborhood. It was developed at the request of Living Cully: A Cully Ecodistrict, an innovative partnership of three community-serving organizations, Hacienda CDC, the Native American Youth & Family Center (NAYA) and Verde. In 2010, Verde established Living Cully as a strategy to introduce new environmental assets into Portland's Cully Neighborhood. Living Cully reinterprets the ecodistrict concept as an anti-poverty strategy, as a means to address disparities by concentrating investments at the neighborhood scale. Cully suffers from many disparities: 20 percent of residents live in poverty compared to a regional average of 9.9 percent; 24 percent of residents live within ¼ mile of a park (regional average: 49 percent)¹; only 34 percent of Cully streets have sidewalks.²

Together, Living Cully partners create economic, environmental and social benefits for Cully residents, particularly low-income and people of color residents through job training, job opportunities, business contracting opportunities, youth education and community building.

Cully was annexed into the City of Portland, Oregon in 1985. Since then, investment in Cully's parks, sidewalks, roads, other infrastructure, family-oriented businesses and other amenities has lagged behind the rest of the City, keeping the cost of housing down. Over the last 30 years working families from a variety of cultures have moved to Cully, attracted by affordable housing and proximity to the jobs and services of downtown Portland. Additionally, the efforts of local nonprofits to develop affordable rental units and to provide services to recent immigrant populations have made this neighborhood the most diverse in the State of Oregon.

Cully's housing affordability, proximity to downtown, rich cultural assets and economic diversity make it a desirable place to live. Research conducted for this report as well as findings presented in September 2012 at the Bureau of Planning and Sustainability find that Cully is in an early stage of gentrification³. This means that property remains relatively affordable and land is still available for development. However, a flurry of private development is happening in nearby neighborhoods, and increased investment is flowing into Cully. The experience of other Portland neighborhoods as well as communities from across the United States indicate that gentrification often leads to displacement of existing community members, especially low-income and people of color residents.

The report is designed to be used by the Living Cully partners, Cully residents, public sector and private sector entities. As the community works to improve the neighborhood and raise the collective quality of life, there is a risk that some residents may not be able to stay. The recommendations of this report are designed to guide investment to bring needed assets to the community and prevent displacement of low-income people from the neighborhood.

1 Regional Equity Atlas, 2007. *Coalition for a Livable Future*.
2 Cully Commercial Corridor and Local Street Plan, 2012. *City of Portland Bureau of Planning and Sustainability*.
3 Bates, L.K. Presentation, 2012. Policy Expert Group. *City of Portland Bureau of Planning and Sustainability*. <http://www.portlandoregon.gov/bps/article/414464>

Living Cully has a unique and timely opportunity to shape investment and prevent displacement in a way that increases wealth, choice and stability for those that call Cully home. There is no tried and true way to prevent displacement in redeveloping neighborhoods. However, evidence suggests that strong partnerships between community organizations and an articulated strategy for addressing change significantly increase chances for success. In this sense, the initiative's name "Not in Cully" reflects a commitment to hope and innovation in the face of a complex and difficult civic problem that afflicts our urban areas.

Community-Based Approach

The recommended strategies are based out of community-identified strengths and needs. Strategies have been defined by an exhaustive review of existing plans and strategies about Cully, a rigorous examination of existing conditions, extensive conversations with Cully residents and Living Cully partners. These conversations included interviews, walking tours and small group discussions with community members. The approach operated from the principle to meet people where they are as much as possible. These efforts helped the consulting team understand the values and priorities of Cully residents.

Traditional Native Games training at the Native American Youth and Family Center



Summary of Recommendations

This plan identifies 36 actions, grouped into three priority areas and six strategies.

Preserve housing affordability.

Acquire and set aside land for affordable housing development.

Purchase private property in advance of significant increases in value.

Work with Multnomah County to acquire tax delinquent properties that have reverted to County control.

Identify opportunities to purchase low-cost residential land and property.

Acquire property from homeowners who are looking to subdivide their lots.

Provide information about tenant rights, foreclosure, and home values to residents.

Partner with existing tenant rights organizations to share information about rights related to eviction, lease terms, utilities and maintenance requests.

Train existing program/services staff to answer questions about tenant rights and make referrals to appropriate community resources.

Provide homeowners with accurate information about the real market value of their property and raise awareness about possible scams.

Raise awareness about existing foreclosure prevention programs.

Provide information and resources in the variety of languages spoken in Cully.

Provide culturally appropriate outreach and services.

Assign interpreters to assist immigrants and non-English speaking residents accessing services.

Provide direct assistance and information to lower home utility costs and maintenance costs.

Provide low-cost help with home repairs and maintenance.

Weatherize homes to lower the cost of utilities.

Provide information and resources in the variety of languages spoken in Cully.

Provide culturally appropriate outreach and services.

Assign interpreters to assist immigrants and non-English speaking residents accessing services.

Retain existing neighborhood businesses.

Provide assistance to priority population small business owners.

Provide financial assistance in the form of grants, low-interest loans, or matched savings accounts to help owners expand their businesses and make physical improvements.

Provide business development training, financial advice, and legal assistance to help owners build strong businesses and negotiate longer lease terms.

Identify current Cully residents that operate informal and/or home-based businesses. Assist them in accessing resources for business development and expansion, including capital and technical support.

Support entrepreneurship by existing residents who would like to start a business. Assist them in accessing resources, including technical assistance for creating business plans and low-interest capital for business development.

Facilitate connections between owners to identify opportunities for collaboration.

Help owners create and implement a neighborhood business marketing strategy.

Provide information and resources in the variety of languages spoken in Cully.

Provide culturally appropriate outreach and services.

Assign interpreters to assist immigrants and non-English speaking residents in accessing services.

Help families achieve economic self-sufficiency.

Connect priority populations to targeted* employment, and prepare them for long-term success.

Provide training to prepare residents for targeted job opportunities.

Develop relationships between Living Cully and targeted employers in order to negotiate and advocate for responsible employment practices.

Provide information and resources in the variety of languages spoken in Cully.

Provide culturally appropriate outreach and services.

Assign interpreters to assist immigrants and non-English speaking residents accessing services.

Provide affordable childcare to working parents.

Develop programs that provide childcare to Cully residents.

Connect residents with existing childcare programs.

Provide small business assistance to people starting childcare-related businesses.

Increase early childhood education facilities in Cully.

Provide information and resources in the variety of languages spoken in Cully.

Provide culturally appropriate outreach and services.

*Targeted employers: offer living wages, are either located within or accessible to Cully by public transportation, provide opportunities for training and advancement, and are positioned within emerging regional industries.

LIVING CULLY



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Full report available at: <http://tinyurl.com/l49wxgm>