

Cully Community-Led Development District

**Community Engagement Report: 2022 Meetings #4, April/May**

**Topic: Resources and Support for TIF District Implementation**

### **Seven groups convened, 50 total participants**

- Black community, **9** participants - Living Cully
- Houseless community, **5** participants - Living Cully
- Latinx community, **7** participants - Verde
- Low-income homeowners, **5** participants - Habitat for Humanity Portland Region
- Mobile home park residents, **9** participants - Living Cully
- Small business community, **8** participants - Our 42nd Avenue and Cully Boulevard Alliance
- Somali community, **7** participants - Hacienda

### **Themes and priorities from each group**

#### **Black Community**

- Support for ongoing community engagement: Technical support and community engagement should be provided by someone who is familiar with Cully and the history of the community. Technological barriers must be considered. The formation of a youth council is instrumental to getting young folks engaged with the process and taking ownership of the community that they live in.
- Support for community members/businesses/organizations to access funds: Assistance should be available to anyone who needs it, not just certain groups. Barriers for contractor involvement should be removed before posting the RFP (For example, not having onerous eligibility requirements to win a contract). Any rules in place should not be arbitrary.
- Future involvement: Participants enjoyed being part of the process and were interested in continued involvement going forward. They also wanted ongoing engagement to be multi-generational and multi-faceted (i.e. in-person meetings, formal letters, newsletters, etc.).
- June/July event suggestions: Evenings work better as many folks work during the day. There should be food options for everyone, and represent the cultures of all who participated.

#### **Houseless Community**

- Support for ongoing community engagement: Respondents favored newsletters and camp-to-camp direct outreach to communicate the progress of TIF projects.
- Support for community members/businesses/organizations to access funds: A dedicated TIF project staff member who could visit houseless community members to solicit feedback and ideas, and assist with paperwork as needed would keep the community involved. They also thought sharing process maps would clearly communicate a project's progress.
- Future involvement: Houseless community members expressed interest in continued involvement with the project, but noted basic needs like food and shelter would

realistically need to be met for their continued participation. They recognized the importance of having a say in the process.

- June/July event suggestions: A park was considered the ideal venue. Hot meals and a pop-up food bank were suggested as big draws.

### **Latinx Community**

- Support for ongoing community engagement: Community members favored outreach that motivated people to get involved, whether through flyering, social media, calls, group chat like on WhatsApp, surveys or workshops. The committee must honor the will of its constituents.
- Support for community members/businesses/organizations to access funds: Previously identified community needs such as uplifting small businesses, making structural repairs and providing affordable housing are considered ways of supporting the community.
- June/July Event suggestions: The group said a location that is walkable and accessible. They would also like to receive a certificate or gift for their participation, and have a barbeque (carne asada) option for food.

### **Low-Income Homeowners**

- Support for ongoing community engagement: Community members identified social media as a useful tool for keeping neighbors engaged, specifically TikTok, Facebook, Instagram and Twitter. A website and newsletter would also be helpful. Meetings should be open to the public and minutes should be made available, and detailed but accessible annual reports of TIF activity should be compiled and distributed. Additionally, a hired coordinator/liaison who can help streamline and break down information between the committee and the community and how projects tie back into TIF and the Guiding Principles (tying it all back into the big picture/macro level) was requested.
- Support for community members/businesses/organizations to access funds: The main barrier could be the community not knowing what is going on, so anything that overcomes that barrier, even radio and TV, should be considered. Organizations with knowledge about the funds should be informing the communities that they serve (culturally specific outreach).
- June/July event suggestions: A group art project and creating TikTok video(s) were suggested to be included in the event. The event should have easy access to restrooms and end no later than 8 PM in consideration of children's bedtimes.

### **Mobile Home Park Residents**

- Support for ongoing community engagement: Community members wanted continued involvement, and recommended using all avenues of communication available to reach people. Transparency and public access to projects under consideration is important.
- Support for community members/businesses/organizations to access funds: In order for community members and businesses to access the funds, there has to be a clear path with information on how to do so. The information should be readily available to the community in a variety of formats. Job opportunities both through the CLC and TIF

projects should be highlighted. The migration status of community members should be taken into account.

- Future involvement: Assistance with TIF paperwork and direct outreach for those who don't have much access to technology are ways to keep the community involved in the process. Communication around a project's status should be clear and continual.
- June/July event suggestions: A community art project, music, dancing, children's activities and food with vegan options were all suggested for the upcoming event.

### **Small Business Community**

- Support for ongoing community engagement: Surveys, emails and text messages were identified as good outreach methods. Quarterly in-person meetings were considered an optimal way to keep the community engaged.
- Support for community members/businesses/organizations to access funds: Participants noted that important businesses the community wants have to be in the TIF boundaries. A point of contact like CBA and O42A's District Managers was requested. Support should be in multiple languages.
- Future involvement: The importance of a District Manager-type point of contact for keeping the community involved was highlighted.

### **Somali Community**

- Support for ongoing community engagement: Community members shared that they are still processing the TIF project, but the meetings were helping them understand what is happening in their community.
- Support for community members/businesses/organizations to access funds: Participants were supportive of the support methods suggested, but were open to ideas from additional community members.
- Future involvement: A presentation to allow community members to learn more and hear about the outcome of the TIF proposal was suggested.
- June/July event suggestions: The food at the event should meet religious specifications, for example, halal.

## **Community input themes – drawing on input from 7 constituencies**

### **Support for ongoing community engagement**

Common themes and priorities: Community members suggested multiple avenues of engagement, including a dedicated website, social media updates, emails, text messages and newsletters. Committee meetings should be open to the public.

### **Support for accessing funds**

Common themes and priorities: Transparency, education and community assistance were all identified as integral to supporting the community's access to funding opportunities.

**Future involvement**

Common themes and priorities: Participants expressed gratitude for being involved in the process thus far and hoped for continued involvement, whether directly or as well-informed community members giving feedback to representatives.

**June/July event ideas**

Common themes and priorities: Community members wanted to attend an event that represented all members of the Cully community, that had a variety of food options, and was family-friendly.