

ORGANIZING TO AFFECT COMMUNITY CHANGE
Central Northeast Neighbors
May 5, 2008

ATTENDEES/REASON FOR ATTENDING

- Sandra LeFrancois – Central NE Neighbors
- Bill Barber – Central NE Neighbors
- Marissa Thompson – NE Sabin Neighborhood; Curious who would come, community component
- John Paul – Vernon Neighborhood; Excited to see people in action
- Brad Dennis – Native American Youth & Family Center (NAYA); Want broader perspective of the Portland area's differing needs
- Levin Nock – Montavilla Neighborhood; How to revitalize Wilcox School parking lot
- Jason Long – Native American Youth & Family Center (NAYA); New ways to get community involved
- Debbie Gordon – Rose City Park; How can we collectively learn; want to learn from others' efforts
- Frank Walsh – Save NE 82nd Ave; Learn new things
- Michelle Kintelman - PSU
- Ahnjene Schnase – PSU; Abstract learning
- Laura Krane – Josiah Hill Clinic; Lead screening for mothers, children, environmental work for disenfranchised communities
- Michael Rounds – Beaumont Wilshire; Better organize communities
- Kyle Emery – Irvington; See how to use space for community/neighborhoods
- Mai Huynh-Carnes - Irvington
- Ian Flood – Sunnyside
- Trudi Rahija – Hollywood; Create green space in Hollywood
- Joanne Johnson – Sumner
- Joan Gray Sumner; Have some of 10 acres preserved for open space; get people interested in coming?
- Jan Secunda Linnton; Commuter rail to NW Linnton
- Darise Weller – Linnton; Commuter rail to NW Linton
- Alison Wallisak – NW Neighborhood Coalition
Learn how to work together across cultural
- Kate Erickson –Our United Villages; Love to hear about amazing work people are doing. Sharing inspirational stories
- Denise Gorrell – Rosewood, Save Madison South; How have different groups organized over time
- Jeri Williams – Office of Neighborhood Involvement; Jeri.Williams@ci.portland.or.us
Utilize ONI's extensive library of materials, including the workshop "Organizing to Win"

WORKSHOP EXPECTATIONS

- | | |
|---|--|
| ✓ Dealing with differing needs | ✓ Better organize for common goals, diverse ideas |
| ✓ How to revitalize unused school | ✓ How to create green space in Hollywood |
| ✓ New ways to get the community involved | ✓ Generate interest; come to meetings during times of non-crisis |
| ✓ Learn new things | ✓ Get beyond cookie cutter plans |
| ✓ Real strategies to compliment abstract thinking | ✓ How to get commuter rail to NW Linton |
| ✓ Engage disenfranchised communities | ✓ Working with Salem |

- ✓ How to organize and include polarizing personalities
- ✓ Work together better during organizational change; establish cultural competency
- ✓ Hearing inspirational stories
- ✓ Find out how have various groups organized
- ✓ Environmental/community components
- ✓ See people in action
- ✓ Major issues we can learn from
- ✓ How to be un-fragmented
- ✓ Wikipedia of neighborhood thought

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PANEL PRESENTATIONS

Bob Granger – Organizer for NE Neighbors for Clean Air

- ✓ Got involved with VOC emissions/BOEING from a neighborhood standpoint;
- ✓ DEQ sent notice regarding meeting/hearing to increase emissions from Boeing painting
- ✓ 99Tons/year of Voluntary Organic Compounds (VOC)
- ✓ Created a brand for selves to communicate effectively - NE Neighbors for Clean Air
- ✓ Communicated to neighbors about meeting
- ✓ Ended up w/educated questions asked of DEQ and Boeing
- ✓ Organized process to communicate w/DEQ & Boeing

Bob's Top 5

1. Motivated stakeholders to engage
2. Resources: Leaders, doers, dollars and time
3. Rational positions
4. Expertise in content and process
5. Efficient communications network

Dawn Rasmussen – President of Save NE 82nd Ave

- ✓ Found out about landowners' plan of building a big box development on NE 82nd
- ✓ Outcome: "Scared away Wal-Mart"; Tapped into new potential with the community

Dawn's Top 5

1. Be organized and create a structure, build a database, hire experts when necessary
2. Communicate
3. Build relationships with as many groups and people as possible
4. Stay positive in all messaging
5. Empower everyone who steps forward by getting them involved in a task they can own (find out what their buy-in is)

Meeky Blizzard – Advisor for Livable Communities, Congressman Earl Blumenauer, Former Director of Sensible Transportation Options for People (STOP)

- ✓ Found out about highway being built from Wilsonville to Hillsboro
- ✓ Outcome: Objections got the Metro region to step back and take a look at the proposed plans.

Meeky's Top 5

1. Be credible
2. Focus on the issue not personalities
3. It's not enough to say no
4. Optimize your resources
5. Celebrate your successes

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QUESTIONS/ANSWERS

Q. Do you have resources/websites to read for busy people?

- A. Lots of things happen because of some activity related to a governmental agency, etc.
- There are people who are assigned to keep an eye on the goings-on's.
 - There's a growing wealth of resources and a lot for people to keep track of.
 - Identify someone who is involved with the topic.
 - Network.
 - Be as involved with as many associations as you can. www.Portlandonline.com
 - Be value-oriented and make sure you support your mission

Q. Regarding using experts, did you recruit the experts, or did you use people in the neighborhood?

- A. Both. Some of the people in the neighborhoods knew people who knew people.

Q. How do you use the media to your advantage?

- A. - Save Madison South made sure story was newsworthy
- Develop relationship with media
 - Working with the media-developing relationships
 - Give "exclusives"
 - Respect the media profession
 - Write own stories
 - Speak on background to reporters
 - Offer choices to the opposition
 - Work with the community papers
 - Give contact information

SUCCESS FACTORS FROM AROUND THE ROOM

- Plugging into expertise. If you have environmental questions, contact Jan Secunda from Linnton
- Beginning to diversify board members. Expecting people "who are able and willing to meet us where we are right now."
- Networking is very important and rewarding. Nothing is coincidental
- Colwood Golf Course – gathering social equity data on health issues for Native Americans. One thing leads to another; be a conduit for information
- Think of self as a resource to get information out there
- Building relationships with "agency angels"
- Developing a "peoples" cable news network
- Communicating with people beyond email

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THINGS TO REMEMBER

- ✓ Hire experts when necessary
- ✓ Be value-oriented
- ✓ Plugging into the overall vision
- ✓ Believe that it's possible to effect change
- ✓ But expect crises of confidence
- ✓ Building relationships with academic institutions including middle schools and high schools
- ✓ Putting together vision plan at the neighborhood or organizational level
- ✓ How to create a space rather than resist a use of space
- ✓ Create a Wikipedia of community success stories
- ✓ You don't need to wait for a crisis
- ✓ Don't forget environmental justice
- ✓ The Ainsworth Collective (a NH cluster)
 - Tool pooling
 - Sharing gardens
 - Viral communications

PARTING THOUGHTS – IN ONE WORD...

Connected
Progress
Happy
Network
Inspired
Perspective
Learned a lot

Diverse ideas
Informative
Honorable
Collaboration
Diff
Inspired
Noting

Inspiring
possibilities
Motivated
Infirmed
Be credible
New people
Energized

Impassioned
Thank you
Appreciative
Energized
Proofreading