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## 190507

Ordinance

### Authorize contract with the Division Midway Alliance for culturally responsive community outreach and translation services for the Mill Park Design Project in amount not to exceed \$35,000

Passed

The City of Portland ordains:

Section 1. The Council finds:

1. Portland Parks & Recreation (PP&R) promotes health, livability and economic vitality through the effective management of the City's award-winning parks and recreation system.
2. This is a sole source procurement under PCC 5.33.120, as the services are available from only one source.
3. PP&R is developing a park in East Portland called Mill Park. The park is located within the block bounded by SE 117<sup>th</sup> Avenue, SE Mill Court, SE 122<sup>nd</sup> Avenue, and SE Lincoln Street in the Mill Park neighborhood in the David Douglas School District. This park is located in a culturally diverse community. At the adjacent elementary school, over 30 languages are spoken and approximately 44% of the student body are English as Second Language (ESL) learners.
4. The Mill Park Design Project will require community outreach that is culturally appropriate and conducted in multiple languages to successfully reach and engage the diverse communities that will use the future Mill Park.
5. Division Midway Alliance (DMA) is a place-based nonprofit, 501(c)3, organization creating social resiliency and economic prosperity for residents and businesses. DMA works to achieve equity – in resources, opportunity, and quality of life for diverse communities. DMA works with the community surrounding SE Division Street from SE 117th Avenue to SE 148th Avenue.
6. As a 501(c)3, DMA does not qualify to register as a State of Oregon COBID (MWESB) Certified firm. However, DMA's leadership and staff

Introduced by

[Commissioner Carmen Rubio](#)

Bureau

[Parks & Recreation](#)

Prepared by

Serin Bussell

Date Prepared

June 1, 2021

Requested Agenda Type

Regular

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are primarily people of color. DMA is part of the Neighborhood Prosperity Network, a Prosper Portland program designed to support social equity-based community economic development at the neighborhood level. The Network is a citywide initiative to foster economic opportunity and vitality throughout Portland neighborhoods, with a focus on low-income populations and communities of color.

7. DMA is uniquely qualified to provide culturally specific outreach and translation services in multiple languages within the Division Midway community. Their staff has established trusted relationships with multiple cultural and language specific communities through their outreach activities that include small business support, Census 2020, entrepreneurship classes, COVID-19 assistance, and the annual Festival of Nations.
8. DMA is the only organization equipped to support PP&R's community outreach for the Mill Park Design Project in a culturally-competent way to ensure that the process is equitable and inclusive. DMA's location, skillset, and established community relationships makes them uniquely positioned to provide these services in a way that PP&R or other organizations cannot perform.

NOW, THEREFORE, the Council directs:

- A. Council hereby approves the Findings and on that basis exempts the Project from the sole source requirements of PCC 5.33.120.
- B. The Chief Procurement Officer is authorized to negotiate and execute a contract with Division Midway Alliance for a total not-to-exceed amount of \$35,000.00 for the Mill Park Design Project community engagement services, provided the contract has been approved as to form by the City Attorney's Office.
- C. The Mayor and City Auditor are hereby authorized to draw and deliver checks chargeable to the PP&R System Development Charge funds when demand is presented and approved by the proper authorities.

An ordinance when passed by the Council shall be signed by the Auditor. It shall be carefully filed and preserved in the custody of the Auditor (City Charter Chapter 2 Article 1 Section 2-122)

Passed by Council  
July 21, 2021

Auditor of the City of Portland  
Mary Hull Caballero

## Impact Statement

 [Impact Statement](#) (259.25 Kb)

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## Agenda Items

### 564 Regular Agenda in [July 14-15, 2021 Council Agenda](#)

Passed to second reading

Passed to second reading July 21, 2021 at 9:30 a.m.

### 585 Regular Agenda in [July 21-22, 2021 Council Agenda](#)

Passed

Commissioner Jo Ann Hardesty Yea

Commissioner Mingus Mapps Yea

Commissioner Carmen Rubio Yea

Commissioner Dan Ryan Yea

Mayor Ted Wheeler Yea

#### General information

✉ [cityinfo@portlandoregon.gov](mailto:cityinfo@portlandoregon.gov)

☎ [503-823-4000](tel:503-823-4000)

🗉 [711](#) Oregon Relay Service

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