

IMPACT STATEMENT

Legislation title: 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 (Ordinance)

Contact name: Maija Spencer

Contact phone: 503-867-0679

Presenter name: Maija Spencer, Community Engagement Coordinator

Purpose of proposed legislation and background information:

The purpose of this legislation is to authorize the City to directly contract with Division Midway Alliance (DMA) in a non-competitive process to provide cultural and language specific community outreach for the Mill Park design project.

This ordinance will allow Portland Parks & Recreation (PP&R) to utilize DMA's existing community relationships and language skills to engage the diverse community surrounding Mill Park, located at SE 117th Avenue and Mill Court. The benefit will be a better, more inclusive community engagement process that centers the voice of underrepresented communities, limited English speakers, and those most impacted by this project.

DMA is extremely qualified to provide these services given their service area location which aligns with the community that will be served by the development of Mill Park. DMA will engage and provide translation/interpretive services for up to six different language/cultural communities throughout the design process for Mill Park, ensuring that these communities have voice in shaping their community's park.

This legislation supports the City's stated values of anti-racism, equity, transparency, communication, collaboration, and fiscal responsibility.

Financial and budgetary impacts:

This project is currently 100% funded by the Parks System Development Charge funds. This legislation will neither generate nor reduce current or future revenue. No current positions will be affected, and no positions will be created, eliminated, or reclassified as a result of this legislation.

Community impacts and community involvement:

From initial stakeholder interviews and analysis of demographic data, it became clear that the community surrounding Mill Park is diverse, made up of largely underserved and low-income communities, and is located at the center of many immigrant/refugee communities.

The adjacent Mill Park Elementary which shares a property line with the park serves 496 students. The majority of students are from communities of color and 44% are enrolled as English as a Second Language (ESL) learners. About 75% of the school population is eligible for free and reduced lunch.

2020 racial demographics for Mill Park Elementary School:

- 32.9% Hispanic
- 19.6% Black
- 24% White
- 16.4% Asian
- 3.6% Multiracial
- 2.2% Pacific Islander
- 1.4% Native American

Outreach staff who can connect with community members who speak multiple languages and come from diverse cultural backgrounds will be critical for this project’s success. PP&R is dedicated to ensuring that the process to develop Mill Park is centered in equity and inclusion.

100% Renewable Goal:

Not applicable.

Budgetary Impact Worksheet

Does this action change appropriations?

- YES:** Please complete the information below.
 NO: Skip this section

Fund	Fund Center	Commitment Item	Functional Area	Funded Program	Grant	Sponsored Program	Amount

Claudio Campuzano

6/21/2021

Claudio Campuzano, Finance, Property & Technology Manager