

# Parkrose Community Plan

## Recommended Jobs Solutions

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### **Parkrose Jobs and Small Businesses Community Working Group Members:**

JR Lilly- Historic Parkrose NPI board member, EPAP Advocate

Drechelle McCray- Neighbor, Historic Parkrose NPI board member

Erwina Montaral- Fork & Spoon Restaurant owner

Carlos Nunez - Interpreter

Pete Pham - Historic Parkrose NPI board member

Travis Richardson - Neighbor, PSD Sun School Coordinator

Debra Robinson - Neighbor, PSD teacher

Maria Sipin - Community volunteer, Transportation Planner

Paul Tabron - Neighbor, Elevate Oregon

Stacey Triplett - Worksystems Inc

Celese Williams - Neighbor, home-based business owner

Kiyauna Williams - SUN School Site Manager Parkrose Middle School

Shomps Williams - City of Roses Disposal and Recycling (COR)

**Staff:** Andrea Pastor- Bureau of Planning & Sustainability (BPS) former, Leslie Lum- BPS, Seile Tekle- Historic Parkrose NPI, Bill Cunningham- BPS, Angie Martinez- Portland State University, Masters in Urban and Regional Planning Intern, Damian Crowder- Prosper Portland

## **INTRODUCTION**

This memo presents the Jobs and Small Businesses Community Working Group's recommendations on solutions and actions to address issues and opportunities identified by the community, as revised by the Community Decision Team on December 13, 2021. This section also identifies issues related to implementation and identifies who may benefit or be burdened by these solutions in order to inform the CWG's consideration of the solutions.

**Background:** The Parkrose study area includes 8,500 jobs, which is a strong concentration of employment. Much of the study area's employment land is located north of Sandy Boulevard, within the Columbia Corridor employment area. The large number of jobs in the study area presents opportunities for Parkrose residents to work close to home, but this pathway to opportunity is not fully realized by communities of color in the area (the median income for the area's Black and Hispanic/Latino households is less than 60% of households in Portland as a whole).



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**PLANNING &  
SUSTAINABILITY**

The following are some existing conditions information that provide context for the recommended solutions in this memo (see the *Workforce and Small Business Existing Conditions Report* for more detailed information):

- Only 5% of Parkrose residents work in Parkrose. 14% work in the broader Columbia Corridor employment area, 46% work in other areas of Portland, while another 40% work outside Portland in the broader region.
- Trucking and warehousing are major categories of employment in the area – these employment categories are a source of living-wage jobs for people without college degrees, especially compared to retail and service jobs. The Multnomah Education Services District is a major employer.
- Some of the jobs are at the lower end of the wage scale (such as janitorial) – a question is how to move people up to higher-paying jobs.
- Among the area’s employment trends, healthcare and food service are major areas of growth. Retail and manufacturing jobs have been declining (also a national trend).
- Parkrose residents working in the Columbia Corridor tend to be older and 57% earn less than \$40,000/year, compared to 48% of other Columbia Corridor workers.

## COMMUNITY INPUT

### Community Working Group - Issues and Opportunities

- Youth are smart and driven, but don’t know how to get there. So often they are dealing with all the daily challenges of life and don’t know what the future opportunities are, or how to plan five years down the road. Youth want to hear from people doing the jobs they might be interested in, and how they got there.
- A lot of youth don’t have people with connections to careers who understand their background. Important to connect students to people who look like them, can relate to their backgrounds, and who are doing a variety of jobs.
- Recent emphasis has been on encouraging a university education. But a four-year degree is not the only path to a well-paying job and many students cannot afford college.
- Exposing students to job opportunities is critical. Trades and industries can provide good opportunities for well-paying jobs. The pathway to access Trades jobs needs to be streamlined.
- Parkrose School District partners with Portland Workforce Alliance, which brings youth to job sites to learn about trades and connects students with mentors. The school district also works with Elevate Oregon’s mentorship program. Need more of this.
- Among the challenges are that school career counselors are overloaded with too many students (300+) to help and there is high turnover. Need to invest more in career counseling.
- Need more partnerships with nearby businesses that can connect people to jobs and training. City of Roses Disposal and Recycling does this, providing employees with opportunities to advance to other positions and jobs. These opportunities are not only important for students, but for those who are coming out of prison, offering pathways to living wage jobs.
- Outside In has an Employment Resource Center, which is a good model. They partner with a range of employers, and pay for intern positions for those without job experience. Interns have often been offered positions with these companies.
- Making connections for Parkrose residents would be good, as well as career coaching and connections to local employers.

- Organize employers who are willing to hire people to move into first levels of career pathways. Parkrose is an area where we could do organizing with area employers, including working to move people up career pathways.
- Need to consider not just students, but young people disconnected from both school and work.

### **Youth Workshops - Issues and Opportunities**

- Youth need money, but don't know how to get hired.
- Hiring youth at a young age, like 14, is a good idea, so they can learn how to manage money and learn good work habits.
- Create a place where youth can learn and gain experience together, like at a restaurant.
- Create a business stand where people can return cloth masks for stand to wash and sanitize.
- All businesses should hire more Black, Indigenous, People of Color (BIPOC) in leadership roles. This would be a good way to serve the community, by having people who understand customers perspective. Would also be good marketing.
- Businesses of all kinds should start having more leadership roles for BIPOC. Stores like Walgreens, McDonalds, Target can be starting points to helping.

### **Parkrose Open House Survey - Issues and Opportunities**

- Education/training on work skills, resumes, interviewing
- Local job fairs
- Place to go to learn about job opportunities and get assistance
- Local industrial employers job postings
- Living wages
- Disability a barrier

## **RECOMMENDED IMPLEMENTATION SOLUTIONS**

The following are solutions and actions the Jobs and Small Businesses CWG recommended to be included in the Parkrose Community Plan, as revised by the Community Decision Team on December 13, 2021.

### **Solutions**

#### **1. Create a centralized, accessible location where all job-related activities can occur**

**Action:** Establish a Workforce Development Center at the Parkrose Transit Center.

**Issue/s addressed:** Provides a location where a variety of different support systems and educational opportunities can occur.

**Feasibility/Barriers:** With high demand, current services are stretched thin. This is publicly owned land that is currently underutilized. A location away from the different locations of current providers (such as Elevate Oregon, Parkrose School District, and Historic Parkrose)

may make it challenging for providers to get to. Lack of lead organizer could pose a barrier to feasibility. Building new space will be expensive and take time.

**Benefits and Burdens:** More opportunities for low-income youth of color. Development in the area could trigger more development and potentially result in gentrification. Displacement Risk medium and Community Stabilization high.

**Priority: High**

## 2. Create more opportunities for internships, training, and work experience for youth as young as 14

**Action:** Support Elevate Oregon, Mt Hood Community College, and similar programs to meet this need. This could entail hiring additional staff, incentives to employers, and expanding existing programs.

**Issue/s addressed:** It is important to expose students to different types of jobs. It is important to connect them to people who look like them in a variety of careers.

**Feasibility/Barriers:** Building partnerships with local employers interested in working with youth.

**Benefits and Burdens:** More opportunities for low-income youth of color. Displacement Risk low and Community Stabilization high.

**Priority: High**

## 3. Increase mentorship opportunities for low-income youth

**Action:** Support Elevate Oregon and similar programs to meet this need.

**Issue/s addressed:** More wrap around, comprehensive services for youth are needed to support them on their journey.

**Feasibility/Barriers:** Funding may be a challenge. Marketing may help to identify volunteer mentors.

**Benefits and Burdens:** More support for low-income youth of color. Displacement Risk low and Community Stabilization high.

**Priority: High**

## 4. Increase career counseling opportunities for low-income youth

**Action:** Support Parkrose School District, Portland Community College, Mt Hood Community College, and similar programs to meet this need.

**Issue/s addressed:** School career counselors are overloaded with too many students (300+) to help and there is high turnover. Need to invest more in career counseling.

**Feasibility/Barriers:** Funding may be a challenge for all potential partners.

**Benefits and Burdens:** More support and awareness of opportunities for low-income youth of color. Displacement Risk low and Community Stabilization high.

**Priority: High**

## **5. Build workforce development/employer partnerships and jobs pipeline that begins in middle school and deepen relationship with Portland Workforce Alliance**

**Action:** Fund neighborhood liaison positions at Columbia Corridor Association and other business associations to secure agreements with local employers for workforce development and provide opportunities for internships, training and promotion of local residents, with an emphasis on youth. Concentrate on employers with entry-level positions that do not require higher education but have a potential career ladder to middle wage jobs, such as health care; manufacturing, especially in growth fields like clean tech; construction, particularly in trades that are in high demand even in recessions.

**Issue/s addressed:** Youth need money, but don't know how to get hired. Hiring youth at a young age, like 14, is a good idea, so they can learn how to manage money and learn good work habits.

**Feasibility/Barriers:** Having adequate staffing levels at Parkrose School District and other partners to implement. Alternatively, finding partners to implement. May also be challenging to recruit employers to participate, especially if employers do not have a hard time finding employees. Companies participating in the Enterprise Zone program may also be recruited to support this effort.

**Benefits and Burdens:** This may be a burden for employers to participate unless there is an incentive for their participation. This potential program will also require nurturing of ongoing relationships. Displacement Risk low and Community Stabilization high.

**Priority: Medium-High**

## **6. Work with school district officials and nonprofit leaders to develop a program for youth interested in manufacturing, trades, and climate related jobs**

### **Actions:**

- A. Recruit speakers from Constructing Hope, Portland Youth Builders, Portland Community College, Mt. Hood Community College trade schools, and trades unions.
- B. Identify and partner with paid internship programs for summer work experience. Examples: Outside In, Oregon State Employment program, summer works internships.
- C. Identify and provide or develop trades-specific career materials for school staff to reference and distribute to students who display interest in workforce opportunities outside of those requiring higher education.

- D. Develop career-focused curriculum or after-school activities and integrate real-world work experiences into the school day. Examples: HOPA, Benson, Young Entrepreneurs Academy in Chicago.
- E. Increase funding for existing mentorship programs, particularly those that encourage career and job exploration.
  - Work with City, Worksystems Inc, Prosper Portland to identify federal, state and local public and private funding sources to support and grow Elevate Oregon, SUN school programs, Historic Parkrose that support job and soft skills development.
  - Examples: Reynolds High School

**Issue/s addressed:** Many students can't afford college, so exposing students to job opportunities is critical. Industrial jobs not talked about a lot at PSD.

**Feasibility/Barriers:** Funding may likely be an issue. Will need more school district staff to build and implement the program. Unions are willing partners and may already have curriculum in place.

**Benefits and Burdens:** This will require a lot of coordination. Major benefits to students, while also benefiting future employers by contributing to a skilled workforce. Displacement Risk low and Community Stabilization high.

**Priority: High**

## 7. Increase school support for whole-family economic mobility

### Actions:

- A. Work with students to identify parents or other caregivers that might need or be interested in workforce supports or training.
- B. Integrate family workforce supports into wrap-around services that are considered for students who are struggling.
- C. Connect families of young children to county early childhood resources and housing supports that may allow them to pursue additional job training opportunities. Example: Community Schools model at Vancouver School District

**Issue/s addressed:** Parkrose is an area where we could do organizing with area employers, including working to move people up career pathways.

**Feasibility/Barriers:** Funding may likely be an issue. Will require high level of coordination and dedicated 'case management' staff time. Unions are willing partners and may already have curriculum in place. May be challenging to reach parents and receive consent/willingness to participate. Incentives, such as gift certificates, with for family participation will be crucial.

**Benefits and Burdens:** This will require a lot of coordination and deep relationships with parents/family. These actions primarily benefit students, while also benefiting employers by supporting a skilled workforce. Displacement Risk low and Community Stabilization high.

**Priority: High**

## 8. Connect adult residents to living wage employment opportunities

**Action:** Strategize ways Portland Community College, Mt. Hood Community College, and other organizations can support Columbia Corridor Association or businesses to create career pathways for lower-wage workers of color in Parkrose.

**Issue/s addressed:** Addresses opportunities provided by the many living-wage jobs in the nearby Columbia Corridor employment area, and the fact that Parkrose residents working in the area currently tend to be in lower-income positions.

**Feasibility/Barriers:** Limited capacity of present organizations.

**Benefits and Burdens:** This strategy has the added benefit of managing transportation and environmental impacts, such as the reduction of long commutes and lower carbon emissions. This action would benefit lower-income workers of color. Displacement Risk low and Community Stabilization high.

**Priority: High**

## 9. Community Benefits - Local Hiring and Training for Area Projects

### **Actions:**

- A. Push for higher standards on public infrastructure programs, such as PBOT, BES, PWB, Parks, Trimet, and ODOT work, to include higher minority and women owned business contracts and more apprenticeship opportunities for local workers.
- B. Create job training, internship, and matching opportunities for local youth and other local residents to work on the Rossi Farms development project.

**Issue/s addressed:** Making connections in locally would be good, as well as career coaching and connections to local employers.

**Feasibility/Barriers:** Will require staff to implement. Will require high level of coordination and commitment from public agencies and Rossi farm families and property developers. May be challenging to negotiate all the different types of community benefits with Rossi family and developers, such as affordable housing, grocery store, and local hire.

**Benefits and Burdens:** Potentially new, diverse mix of culturally specific retail services and more affordable housing opportunities for local residents. Could potentially burden the agencies and Rossi Farms, as it adds complexity to projects. Displacement Risk high and Community Stabilization high.

**Priority: High**