

Appendix E. Overview of Multicultural Hub Processes and Collaboration

Overview

This appendix synthesizes approaches taken and information gathered to inform the development of a potential multicultural hub in the West Portland Town Center (WPTC), as outlined in the WPTC Social Determinants of Health Accelerator Plan (WPTC SDoH Plan). Funding from the Centers for Disease Control and Prevention (CDC) supported convening a leadership team (LT) focused on housing stability and multicultural hub actions throughout the project and a subgroup of the LT advanced early actions related to the multicultural hub.

A major constraint related to a future multicultural hub is funding. In November 2020, regional voters rejected a bond measure that would have supported a new light rail line as part of a Southwest Corridor Light Rail Project. That project would have allowed for additional planning opportunities related to multicultural hub.

Outreach to Multnomah County Racial and Ethnic Approaches to Community Health Program (April 19, 2022):

BPS staff met with the program manager for Multnomah County's [Racial and Ethnic Approaches to Community Health \(REACH\) program](#). The REACH program, also funded by the CDC, focuses on advancing three primary strategies (Nutrition, Community Clinical Linkage, Physical Activity/Built Environment) and two cross-cutting strategies (Communications, Economic Development) to redress chronic disease burden and disparities among Black/African immigrant and refugees, infants, youth, adults, and elders. REACH's focus on health among the Black/African immigrant and refugee community provided an opportunity for BPS staff to gather ideas and best practices for a future multicultural hub that supports healthy outcomes for the existing population in WPTC and the West Portland Park neighborhood. The following themes emerged during the conversation between BPS and Multnomah County REACH staff:

Alignment between Potential Multicultural Hub Actions and REACH Program Strategies:

- Take a place-based approach that focuses on the WPTC's and West Portland Park's unique populations and existing conditions.
- Support and value teaching and preserving native culture/language of immigrants and refugees.
- Consider insulating for "immigrant effects" (i.e., within 5 years, immigrants' health declines to be more like African America counterparts).

- Nutritional considerations are needed to promote healthy food options, food pantry connections, and Muslim-specific food approaches.
- Health approaches must go *upstream* to address systemic health inequities.

Partnerships and Alignment with Existing Programs and Services:

- Support the provision of clinical services that align with the needs of the community.
- Partner with faith-based organizations and leaders.
- Connect with the existing Schools Uniting Neighborhood programs – Markham Elementary School, Jackson Middle School – to understand what collaboration opportunities existing, what needs have been identified, and which services are offered to the community.
- Offer chronic disease management classes.
- Leverage library infrastructure and services.
- Connect local food pantries with community needs.
- Provide referrals and information assistance related to the following housing issues: energy assistance, improving housing quality, rental supports/assistance (anti-displacement), multifamily options for communities of color, and homeownership opportunities.
- Support community connections that reduce isolation and enhance social connections.
- Stem anti-displacement by offering information about affordable housing options, climate-friendly approaches, and aging in place considerations.

Suggestions for Elements of a Future Multicultural Hub in WPTC

- Provide adequate and culturally-appropriate prayer space.
- Create an alcohol-, cannabis-, and tobacco-free environment.
- Offer violence prevention education.
- Utilize trauma-informed approaches that aim to cultivate healing.
- Increase opportunities and support for breastfeeding.
- Ensure signage is culturally appropriate and accessible.
- Focus economic development efforts on improving the lives of those living in the community (e.g., contracting with residents).

Advance Physical Activity through Physical Design of a Multicultural Hub

- Consider improving *safe routes* to everyday places (e.g., mosques).
- Encourage safe walking/biking.
- Address traffic fatalities.

Leadership Team Subgroup

In April 2022, a subgroup of the CDC SDoH LT – representatives from HAKI Community Organization, Community Alliance of Tenants, Neighborhood House, and BPS – met to discuss short-term and long-term approaches for accelerating a potential multicultural hub. All the organizations involved in the subgroup were previously involved in advocacy related to WPTC planning, and most were involved in advocating for a multicultural hub.

The group was formed during the CDC SDoH project timeline, after the entire LT determined the multicultural hub as a primary goal of the project, but before the final work plans for housing stability and social connectedness were finalized. At the initial sub-group meeting, participants expressed concern that waiting to plan and develop elements of the multicultural hub could harm progress toward the eventual hub so the group focused on planning an early pop-up event(s) that would inform and support the development of a permanent hub. The following approaches were agreed on during the LT subgroup meeting:

Siting and Concurrent Planning for a Temporary and Permanent Site

- Start by planning an event like a weekend fair (e.g., one-day pop-up event).
- Next step could include repeating the event as a seasonal or as a timed, episodic event.
- There is a need to concurrently plan for a permanent site for the hub while engaging in the early steps listed above.

Temporary Site Programming

- Provide space for diverse cultures and small businesses to sell items (e.g., spices, clothing, cultural goods, food).
- Gain attention with City Council and other elected leaders so they can see a multicultural hub.
- Focus on programming that can advance the site from temporary to permanent.
- Provide housing information and resources that support stabilizing households (e.g., energy and financial resources).
- Combine commerce activities with clinical care opportunities and social support services (e.g., TriMet Hop Pass sign-up).

Build a Case for Future Support

- A pilot project at a temporary site would allow for demonstrating successes and scaling the program in the future.
- Collect data from the community to help establish programmatic directions and build a case for future funding.

Additional Resources and Services to Consider

- SUN Schools: Markham Elementary School, Jackson Middle School, Portland Parks and Recreation facilities (e.g., Holly Farm Park).
- Farmer's Market in Hillsdale Neighborhood.
- Clinics: Only private clinics known.
- Recreational centers: Multnomah Arts Center, Southwest Community Center, Gabriel Park, Mittleman Jewish Community Center, Multnomah County Library – Capitol Hill
- Neighborhood House programs (education, anti-poverty, and senior support services).

Exploring Potential Government Service Vendors

- Multnomah County: Aging, Disability, Veterans Services Division, REACH program, and weatherization and home modification programs.
- State of Oregon: Oregon Health Authority's Older Adult Behavioral Health program.
- City of Portland: Parks and Recreation, Portland Clean Energy Benefits Fund.
- Mobility and transportation: TriMet, Ride Connection.

Leadership Team Subgroup Proposed Actions:

Build out the scope and details for multicultural hub elements and building program:

- Review plans and directions for the other multicultural centers and hubs with BPS and Prosper Portland staff.
- Detail local and nonlocal examples of similar markets.
- Explore business models, especially for culturally-specific markets (e.g., Portland Mercado, Rockwood Market Hall, Asian Health & Service Center, NAYA).
- Explore the Community Investment Trust model being considered in Southwest Equity Coalition meetings.
- Continue to define programmatic directions that can assist with partnerships and funding (e.g., create a vision statement, collect information from existing plans, develop a one-page information sheet with plan vision/details
- Begin to develop business model/building program (e.g., ownership options, sources and uses of funding).
- Determine additional engagement needs with the community, architects, etc.

Explore temporary site options:

- Determine pop-up financial supports, site(s), and date(s).
- Partnership cultivation with the County, City, Portland Community College, local schools and faith-based institutions, and health clinics.
- Determine vendor types and compile contact list.
- Develop evaluation plan.

- Plan programmatic elements of a pop-up events, including microenterprise and economic development approaches, educational provisions, and options.
- Tour temporary site locations (e.g., near HAKI offices, Neighborhood House, Holly Park Farm).
- Support community engagement activities with Unite and consider findings when available.
- Begin engaging with sites to explore options.
- Explore opportunities for clinical integration.

Advance permanent site location:

- Site analyses of potential permanent sites.
- Exploration of alternatives and duplication from other projects (e.g., REACH CDC Tigard Triangle international market proposal).
- Barbur Transit Center was an initial option when light rail was a possibility; now, group needs to consider the universe of possible sites, including Library, Metro site at the Inn, etc.
- Early building elements under consideration: Microenterprise opportunities, meeting rooms, incubator space, nonprofit offices, farmer’s market, educational spaces, faith-based opportunities, culturally-specific programming.

Pop-up Site Tour Notes (July 29, 2022)

Members of the LT subgroup went on an afternoon site tour in the West Portland Town Center and West Portland Park neighborhoods to explore options for a pop-up event(s) that could serve as a precursor to a permanent multicultural hub. The following notes captured the tour activities:

Itinerary

- Meet at HAKI Community Organization office
- Drive to sites (heat conditions required driving for safety)
 - Holly Farm Park
 - Multnomah County Library – Capitol Hill
 - Markham Elementary School
 - Jackson Middle School (school in session)
 - Masjid As-Saber Mosque
 - Barbur Transit Center site

Tour highlights

- HAKI’s office is in a commercial development that includes parking spaces (surface lot and underground parking) that could serve as a location for a pop-up event. The underground parking could be used during inclement weather.
- Holly Farm Park and Multnomah County Library are adjacent to one another and offer a possible site for a pop-up event. These sites could be used during warmer, drier weather. Portland Parks

and Recreation should be contacted to see if fee waivers/reductions are possible based on the equity outcomes assumed by the project.

- Markham Elementary and Jackson Middle School are both [Schools Uniting Neighborhoods \(SUN\) Community Schools](#), which service as “full-service neighborhood hubs where the school and partners from across the community collaborate to ensure kids and families receive vital SUN Service System initiatives and services to help them be successful in school and in life”.
- The Barbur Transit Center remains a potential location for a permanent multicultural hub. If the site is selected it will be important to work with partners locally and at the state to ensure the more equitable outcomes, including considerations for co-locating housing with a future hub.
- Masjid As-Saber Mosque is the largest mosque in Portland and is an important institution in the neighborhood and the region. The community has noted its important and has, in the past, called for housing stability near the mosque. A second mosque associated with the Ahmadiyya Muslim Community was not open and was not identified as an immediate partner opportunity.

Unite Oregon’s Community Engagement Results

Unite Oregon supported the CDC-funded WPTC SDoH Plan through additional community outreach and engagement. This work built on previous community outreach completed by HAKI and Neighborhood House. Focus groups, a survey, and community conversations were conducted to better understand elements and directions of the future center. Survey results highlighted the following priorities for a temporary multicultural hub:

Highest Rated #1 Priorities for an Immediate Temporary Multicultural Hub:



32%

**Fresh
Foods**



23%

**Medical
Clinic**



16%

**Education and
Information
Sharing**



15%

**Child
Care**

Unite Oregon also asked questions in the survey related to the most important services and aspects of a permanent multicultural hub. The top-10 responses from the community included: (1) Medical clinic services (54 percent); (2) safe walking/rolling environment (50 percent); (3) alcohol and cannabis-free spaces (43 percent); (4) programming that supports the preservation of immigrant and refugee culture (39 percent); (5) spaces for breastfeeding parents (37 percent); (6) safe biking environments (36 percent); (7) prayer space and faith-based services (35 percent); (8) tobacco-free spaces (33 percent); (9) small business supports and education (28 percent), and (10) information about energy assistance and ways to reduce utility costs (27 percent).

Arab American Cultural Center of Oregon Arab Mahrajan Festival Notes (September 4, 2022)

HAKI Community Organization suggested that the multicultural hub subgroup attend the 11th Annual Arab Mahrajan Festival in September 2022, to gather information about operating a one-day intercultural event with cultural activities, food, and a variety of vendors (textiles, educational, government and nonprofit services).

The event was coordinated by the Arab American Cultural Center of Oregon (AACCO), a nonprofit cultural center dedicated to the preservation and promotion of the heritage of Oregon's diverse Arab-American community. Bureau of Planning and Sustainability staff attended with HAKI leadership and volunteers to learn about event coordination and set-up. BPS staff visited all of the tables (vendors selling goods and offering information on services) and collected contact information for all the tables visited. Additionally, AACCO leadership provided information for follow-up advice and almost all non-food vendors expressed interest in attending a multicultural hub pop-up event in 2023. Conversations with vendors that were selling goods also led to helpful input for future pop-up events, including:

- New vendors were interested in advice on marketing, including marketing before an event as well as setting up booths to facilitate the sale of goods and increase customer viewing of sellable items
- Although one vendor has years of experience in selling hand-woven Berber carpets, his business was not yet profitable; however, he felt that he was helping to preserve culture by selling goods made by merchants in Northern Africa and intended to continue strengthening his business, including attending a future multicultural hub pop-up.
- The following service-focused vendors expressed interested in joining a future multicultural hub pop-up:
 - Multnomah County Aging, Disability and Veterans Services Division
 - Oregon Department of Justice Civil Rights Unit
 - Portland Community College's Community Legal & Educational Access & Referral program

Metro's Southwest Corridor Equitable Development Pilot Project Grant

Metro, the regional government of which Portland is a part of, released a [request for applications](#) for community-driven projects that prepare residents and business for the changes and opportunities a new light rail line or other investments would bring to the Southwest Corridor.

HAKI Community Organization was awarded \$127,000 by Metro to coordinate a pop-up event in 2023 that will support multicultural community gatherings, social connectedness, small business and entrepreneurial supports, and community health resources. The pop-up event will support the future

planning and development of a permanent multicultural hub in the WPTC. The following summary of work was provided by HAKI as part of the final grant proposal (edited for brevity and clarity):

After many years' worth of community input and engagement as part of the WPTC Plan and a partnership with the BPS through a CDC grant, HAKI has learned that it is critical for the future health and resilience of the community that we create spaces to build authentic connections amongst individuals and organizations, actively work to establish anti-displacement efforts to preserve housing stability, and create or offer workforce development to strengthen the employment opportunities community for members. One of the objectives of the draft plan resulting from the CDC grant is to plan and program a pop-up event(s) to refine a business model for a permanent multicultural hub.

HAKI has engaged with the funder (Metro) and City of Portland partners (BPS, Prosper Portland) to explore directions and finalize the grant scope and amount. As part of this dialogue, [My People's Market](#) has become a suggested model to review and learn from, including how the Market will conduct a feasibility analysis that HAKI can learn from, so that it can apply those lessons-learned in building a business model and, potentially in the long run, securing a location and funding for a permanent multicultural hub. Additionally, ECONorthwest will work with HAKI Community Organization under a contract with Metro to highlight best practices related to a potential multicultural hub, and to assist in developing a business model for future use.

In late 2022, BPS staff will work with HAKI to develop a list of vendors who can be approached to participate in a pop-up event. In 2023, BPS staff will support HAKI and other community partners in advancing multicultural planning as part of WPTC implementation and through Southwest Equity Coalition collaboration. Prosper Portland and other partners should be part of wider multicultural hub planning effort that focuses on planning, development, implementation, financing, and garnering support for a future multicultural hub.