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RESIDENT EMPLOYMENT & TRAINING PROGRAM

The Model Cities area on Portland's East side is a Neighborhood Requiring Specialized Manpower Service. There is a heavy concentration of minority races among it's 35,600 residents. In a survey conducted in 1973 it was found that roughly half of Portland's 32,690 non-whites live in the Model Cities target area in Northeast Portland. The non-white population of Model Cities increased from 12,647 in 1960 to an estimated 17,890 in 1973.

In contrast, the Total Population of Model Cities Target Area has declined during this 13th year period. Highway and construction projects displaced Residential homes, and white populations migrated to the suburbs.

The majority of the available jobs in the Portland area requires a certain level of education and skills. A program such as the Resident Employment & Training Program is needed to assist the Labor Force of the Model Neighborhood area, in obtaining employment and education. The most prevalent barriers to productive employment in the Model Neighborhood continues to be a lack of education and skills.

In September 1973 the Training Phase of the Resident Employment & Training Program started. There were 125 training requests from CDA & Operating Agency Staffs that were processed. These staff members attended various Local Colleges such as Portland State University & Portland Community College. By the end of the Fall term of 1975 additional staff members attended job related seminars and workshops conducted by the Division of Continuing Education.

During the Winter term 135 CDA and Operating Agency Staffs recieved training through the RETP Program. Registration for the Spring term has just began so far during the month of March 1975. Seventy-six training requests have been processed by the Resident Employment & Training Program.

The Resident Employment & Training Program monies spent for education, generate other Federal dollars for the City of Portland, Portland State University recieve \$1,800.00 for every \$200.00's spent by the students, Portland Community College recieve \$600,00 for every \$200.00's spent by students for tuition. The RETP dollars have been spent as follows:

	<u>RETP \$'s</u>	<u>Match \$'s</u>
Portland State University	\$7,874	\$77,400
DCE & Other College Level Workshops	\$10,531	0
Portland Community College	\$4,568	\$13,704
University of Portland & Others	\$3,891	0

The Resident Employment & Training Program will spend \$35,000.00 for educational training for Model Neighborhood Residents from July 1, 1974 to December 31, 1974. This should generate an approximately \$270,000.00 into the Portland Area from the Oregon System of higher education.

COMPARATIVE DATA IN EDUCATIONAL ATTAINMENT
PERSONS OVER 25 YEARS

	MODEL CITIES			1970	
	NO.	%		NO.	%
NO. TOTAL MN RESIDENTS OVER 25	25,059	100.0	NO. TOTAL MN	20,516	100.0
NO. EDUCATION	333	1.3	NO. EDUC.	402	2.0
1-4 YRS. ELEMENTARY SCHOOL	1,207			715	
5-7 YRS. ELEMENTARY SCHOOL	2,962			1,888	
8 YRS. ELEMENTARY SCHOOL	5,145			29,977	
TOTAL ELEMENTARY	9,314	37.2		5,580	27.2
HIGH SCHOOL 1-3 YRS.	5,175			4,605	
HIGH SCHOOL GRAD.	6,184			5,865	
TOTAL HIGH SCHOOL	11,359	45.3		10,470	51.0
COLLEGE 1-3 YRS.	2,434			2,438	
COLLEGE GRAD.	1,619			1,626	
TOTAL COLLEGE	4,053	16.2		4,064	19.8

In a survey conducted by Oregon State Employment Service, they found that 8.9% of the Minorities in the Model Neighborhood Labor are unemployed. This is due to the fact that a higher educational level is required by Modern Industry.

Transportation continues to constitute a major problem faced by many disadvantage persons in pockets throughout the City. Public transportation under the jurisdiction of Tri-Met operates in three Oregon counties of the Metropolitan area. Express Bus services to selected Plants is still pretty well confined to daylight hours and existing routes. Shift workers are pretty well limited to their own means of travel. Major Plants in remote areas are not served by Public Transportation. These conditions tend to limit the availability of poor individuals and those in the near poverty circumstances.

The Resident Employment & Training Program has been working with citizens of the Model Neighborhood to aid them in finding employment from, April of 1973 to December 31, 1973, and 26 of the Referrals.

The RETP Program has created a job bank for Model Neighborhood residents. This will provide more employment opportunities for Model Neighborhood residents.

CPB

Physical Programs have been active in the Model Cities area for four years. The impact of these programs is perhaps difficult to notice especially to those who are not familiar with the Model Cities area. Rehabilitated housing may not change dramatically in appearance, capital improvements may be taken for granted, Economic Development may not be highly visible, and yet the impact of Physical Programming of the Economy of the City of Portland may well be much higher than generally realized.

Over the past four years, the Model Cities program has allocated \$3,915,000 to physical programming. In addition, the City of Portland has been awarded \$11,952,000 in Neighborhood Development Program (NDP) funds as a direct result of Model Cities planning grants. Homeowners have borrowed \$2,085,000 in low interest loans for housing rehabilitation, making the total impact of physical programs \$17,952,000 over the past four years.

In physical terms these dollars can be summarized as follows:

- a) 2,422 dwelling units have been rehabilitated at a cost of \$5,060,000
- b) 35,874 lineal feet of street reconstruction has been completed,
cost: \$656,000
- c) one park has been developed, there existing parks have been improved,
cost: \$693,000
- d) open space improvements have been made totaling \$48,000
- e) traffic control improvement have been made totaling \$97,000
- f) street trees have been planted costing \$100,000
- g) street lighting has been installed totaling \$25,000
- h) water and sewer line improvements have been made totaling \$75,000
- i) relocation from substandard housing has totaled \$1,985,000 in project activity.

While these figure point to the actual accomplishments, the money sent had impact on the city for beyond these figures. As an example, homeowners who received rehabilitation grants spent the funds on a contractor to do the work who, in turn purchased materials and hired employees, who in turn spent their pay check in the community and so on. The impact of these Federal Dollars being spent within the City economic community is tremendous. The following tables will detail some aspects of the economic impact of these funds.

PHYSICAL PROGRAM CUMULATIVE EXPENDITURES

CDA		
Economic and Business Development	1,202,000	
Housing	976,000	
Relocation	939,000	
Transportation	15,000	
Environmental Protection	785,000	
	Total	\$3,915,000
NDP		
Project Improvements (capital Improvements)		
Woodlawn	730,000	
Irvington	430,000	
KVS	108,000	
B-H	121,000	
Eliot	7,000	
Owner participation in street repairs	307,000	
	Total	\$1,703,000
Housing Rehabilitation Grants	2,975,000	
Housing Rehabilitation Loans	2,085,000	
	Total	\$5,060,000
Relocation	958,000	958,000
		\$11,636,000
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Total Housing Rehabilitation		6,036,000
Materials (30%)		
lumber	(5%)	301,800
roofing	(5%)	301,800
plumbing	(5%)	301,800
heating	(5%)	301,800
floor covering	(3%)	181,000
electrical	(2%)	120,700
other	(5%)	301,800
		\$1,810,800
Labor (45%)		2,716,200

Overhead	(15%)		
Rent	(3%)	181,100	
Personnel	(3%)	181,100	
Equipment	(3%)	181,100	
Utilities	(1%)	60,300	
Advertising	(2%)	120,700	
Insurance	(3%)	181,100	
		Total	905,400
Fees, Permits	(2%)		120,700
Profit	(8%)		482,900
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Total Capital Improvements			\$1,703,360
Materials	(30%)	511,000	
Labor	(45%)	766,500	
Overhead	(15%)	255,500	
Fees, Permits	(2%)	34,100	
Profit	(8%)	136,300	

As can be seen from the above, the impact on the construction economy has been significant.

Total Construction distribution		\$7,739,360
Materials	\$2,321,800	
Labor	3,482,700	
Overhead	1,160,900	
Fees, Permit	154,800	
Profit	619,200	

Jobs created from these programs alone have accounted for 54,417 man days of employment over the past four years. 62 general contractors have participated in the housing rehabilitation programs. If we add the value of the rehabilitation and capital improvements to the value of the materials purchased and pay roles created etc. The follow represents a conservative estimate of the economic impact of Model Cities in the Portland Economic Community.

Direct Impact: Physical Programs

Housing loans and grants	6,036,000
Capital Improvements	1,703,360
Materials and building supplies	2,321,800
Employment	3,482,700
Overhead	1,160,900
Fees and permits	154,800
Profit	619,200
Relocation related real estate purchase	1,895,000
Business Development	1,202,000
Total	<u>\$18,575,760</u>

Indirectly these programs have had additional Impact on the City and Economic activity within the city. Housing rehabilitation has affected the property tax value of real property in the Model Cities area. The following table represents the tax impact of physical programming in one neighborhood, Irvington.

TAX VALUE

Irvington 42042

Year	rate/K	Land	Impro- ments	Total	Revenue	+ % -
1968	29.58	1,443,940	4,095,200	5,539,140	163,848	0.0
1969	29.93	1,443,940	4,072,700	5,516,640	165,113	-0.5
1970	29.56	1,290,940	4,072,700	5,516,290	163,062	-0.1
1971	29.37	1,351,190	4,610,230	5,961,420	175,687	+8.0
1972	28.92	1,389,770	4,738,100	5,947,890	172,013	-0.3
1973	27.73	1,816,100	5,610,970	7,427,070	205,952	+24.8

Value increase 1968-1973 1,887,930

These increases in value will continue to affect property tax revenues for years. While the 6% limitation will limit the "return" of the value increases in Model Cities, the real importance of this impact is in the stabilization of these neighborhoods and the improved economic health these figures represent.

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CITIZENS PARTICIPATION DEPARTMENT FUNCTIONS

One of the functions of the Citizens Participation Department is to provide citizens of the Model Neighborhood with technical assistance and tools to develop a planning process for their individual neighborhoods in order to function as a decision making body. The Model Neighborhood is split into eight neighborhoods (i.e., Boise, Eliot, Irvington, Humboldt, King, Vernon, Sabin, and Woodlawn) and each has its own neighborhood organizational structure. There are eight working committees (i.e., Citizens Participation Working Committee, Community Development Working Committee, Education, Employment, Health, Law & Justice, Social Services, and Recreation & Culture) which act in accordance to the needs of the citizens who set the priorities and work in conjunction with the Neighborhood Organizations and the Citizens Planning Board. The Citizens Planning Board -- comprising of 27 members, e.g., 16 elected and 11 mayoral appointees -- acts as a filtering system for the neighborhood before passing decisions to the City Council. Transportation and babysitting funds, as well as job-time loss, are available to residents who need such service in order to participate in the Model Cities Program planning process.

The Citizens Participation Department, besides giving technical assistance, operates as an informational center for the citizens by keeping them informed of all important meetings and issues. Individual monthly Neighborhood Organization newsletters have been designed by citizens and are typed and distributed by the Citizens Participation Department, as well as the Monthly Model Cities Newsletter which has

a circulation of 1,300. A liaison between the mass media and the Citizens Participation Department has been established to publish news items and other advertising as is necessary. Vacancy announcements of available job positions are distributed to neighborhood churches, laundromats, beauty salons, shops, etc.

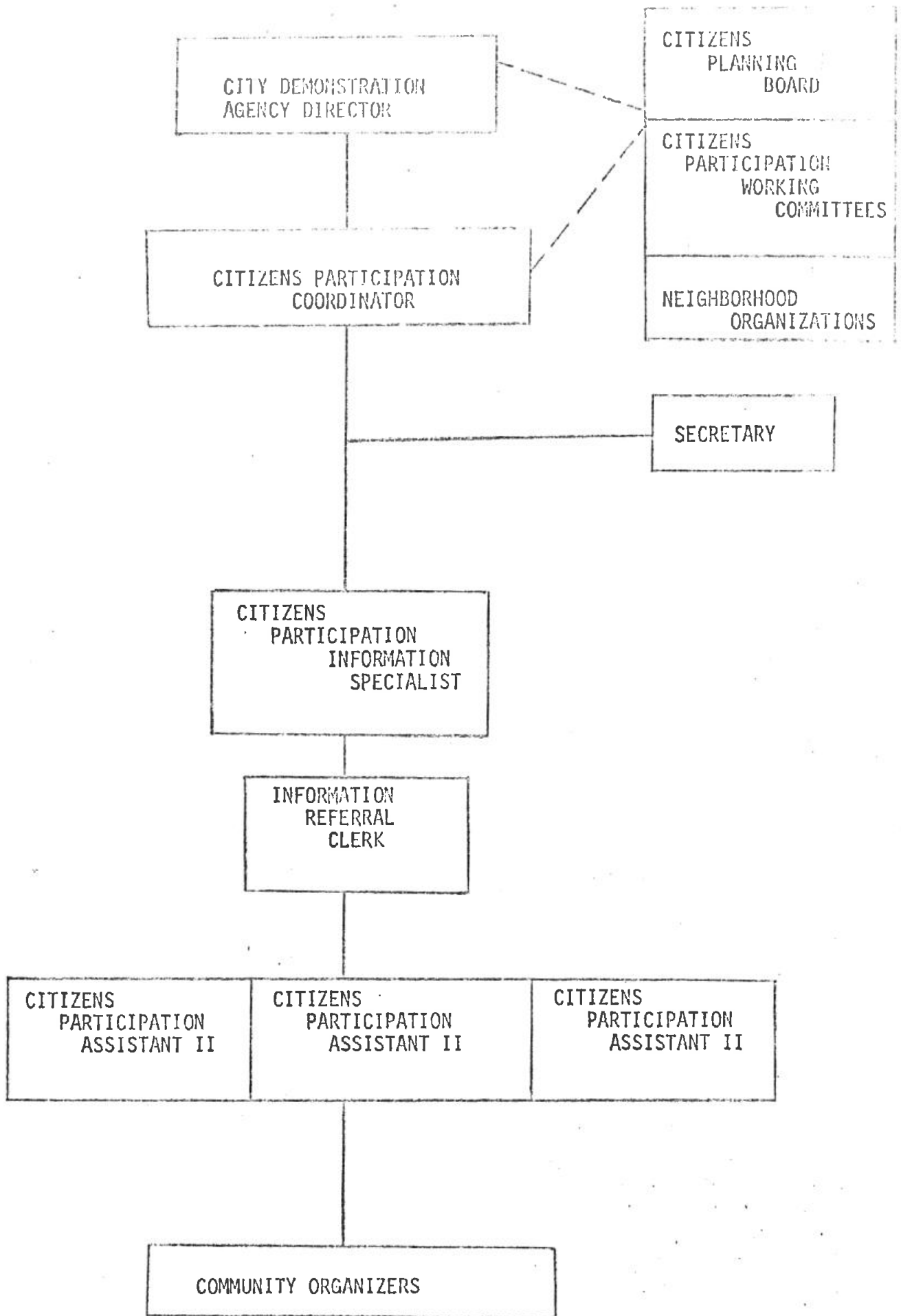
Door-to-door campaigning is conducted to explain the Model Cities Program to residents and to seek understanding of the Program within the Model Neighborhood. Concerns of the citizens interviewed are referred through the appropriate channels for action, and the citizens are encouraged to join their Neighborhood Organization or to participate in a Working Committee of their choice.

Workshops are conducted which give comprehensive training to the residents as well as the Citizens Planning Board, Working Committees, and Neighborhood Organizations, thus, enhancing the knowledge and skills of the Model Neighborhood Residents. Field trips are coordinated through the Citizens Participation Department by the citizens. Other agencies are visited so Model Neighborhood Residents may meet with citizens of other areas to discuss issues and problems they have encountered. The Citizens Participation Department has a bus which provides transportation.

The Citizens Participation Department encourages voters registration and education to obtain proper registration in municipal, state, and federal elections. One of the Citizens Participation Planning Assistants is a Deputy Registrar for Voters Registration, and provides assistance to any resident in need.

The Citizens Participation Department assists the appointed Election Committee with election procedures for the Citizens Planning Board elections. The Citizens Participation Department also urges strong support from the mass media by publishing photographs of candidates and their campaign platform. Information on candidates is distributed upon request.

The long range goal of the Citizens Participation Program is to ensure that Model Neighborhood Residents will have sufficient knowledge and skills to work and plan together with local City government, as well as public and private agencies to resolve community problems. Using these skills will create an on-going relationship between the City and the Model Neighborhood Residents in community problem-solving.



CITIZENS PARTICIPATION PROJECT
SUMMARY

The key to actualizing Model Cities goal of "Improvement of the quality of life of the Model Neighborhood" is the Citizens Participation Department.

The long range goal of the Citizens Participation Program is to ensure that Model Neighborhood Residents will have sufficient knowledge and skills in working and planning together with the City government and public/private agencies to resolve community problems. This creates a healthy relationship between the City and the Model Neighborhood Residents in solving community problems.

It is the consensus of citizens that Citizens Participation is the "nucleus" of the entire Model Cities Program and through the phase-out period, citizens will have to continue training in order to intensify citizens participation after the end of the Model Cities Program so that they may be aware of local, state, and federal issues.

1970 - 1974 ATTENDANCE OF NEIGHBORHOOD ORGANIZATION
MEETINGS

NEIGHBORHOOD ORGANIZATIONS	1970-74	SUB-TOTALS
Boise/Humboldt Joint Boise/Humboldt Coordinating Committee	462 779	1,241
Boise Executive Committee Boise Association	152 1,500	1,652
Humboldt Association Executive Board Coordinating Committee	954 63 42	1,059
Irvington Association Executive Board Coordinating Committee	637 511 555	2,102
Sabin Association Executive Board King/Vernon/Sabin Coordinating Committee King/Vernon/Sabin Joint	970 207 646 135	1,958
Vernon Association	1,395	1,395
King Association	912	912
Eliot Workshop Board Meetings Regular Meetings	56 242 2,506	2,804

Total Participants

13,123

1970 - 1974 ATTENDANCE OF CITIZENS PLANNING BOARD
MEETINGS AND SUB-COMMITTEES

COMMITTEES	1970 - 1974
Citizens Planning Board	4,324
Executive Committee	1,771
Rules Committee	96
Evaluation Committee	114
Personnel/Grievance Committee	211
Budget Review Committee	234
Nominating Committee	108
Health Sub-Committee	27
Media Task Force	69
Human Resources Bureau Design Task Force	204
Operation Step-Up Task Force	96
TOTAL ATTENDANCE	7,282

1970 - 1974 WORKING COMMITTEE MEETINGS
ATTENDANCE

WORKING COMMITTEE	1970 - 1974
Health Working Committee	1,423
Recreation & Culture Working Committee	1,032
Employment Working Committee	1,234
Law & Justice Working Committee	1,069
*Education	1,410
*Community Development	2,423
**Neighborhood Facility	404
Social Services	1,640

* Data from 1971 to 1974
** Data from 1972 to 1974

Total Participants 10,635

1970 - 1974 ATTENDANCE AT VARIOUS CITIZENS PARTICIPATION

FUNCTIONS

ACTIVITY/FUNCTION	1970-74	SUB-TOTALS
Transportation Model Cities Meetings Field Trips Miscellaneous	906 400 204	1,510
Workshops	390	390
Picnics Model Cities Picnic Model Cities-Portland Metropolitan Steering Committee Picnic Model Cities Clerical Picnic	350 83 550	983
Model Neighborhood Elections	2,763	2,763
Model Cities Fun Night	250	250
Model Cities Rally	500	500
Visits To Information Trailer	522	522
TOTAL PARTICIPATION		6,918

1970 - 1974 ATTENDANCE OF CITIZENS PARTICIPATION
WORKING COMMITTEE MEETINGS AND SUB-COMMITTEES

COMMITTEES	1970 - 1974
Citizens Participation Working Committee	1,403
*Chairman's Meetings	82
**Koffee Klatches	330
Inter-Agency Luncheons	892
Model Cities Newsletters	45,060
TOTAL PARTICIPATION	47,767

*Held only in 1973

**Held only in 1972 and 1973

NEWS MEDIA

MEDIA	TELEPHONE #	WHO TO CONTACT	COMMENTS
<u>NEWSPAPERS</u>			
Northwest Clarion Defender	284-1289	Gail Bowles James B. Walker	
Portland Observer	283-2406	Rev. L. Henderson Gloria Fisher	
Oregonian	221-8188	Anyone who answers the phone	(City Desk)
Oregon Journal	221-8387	Anyone who answers the phone	(City Desk)
Community Press	226-6201	Patty Mantia	Deadline noon Fridays for the Wednesday publications or call day in advance for meetings.
<u>TELEVISION - NEWS ROOM</u>			
Channel 2	233-2422	Thayer Walker	Call in advance or send press release.
Channel 6	228-333	Craig Kuhlman	Call in advance or send press release.
Channel 8	224-8620	Dan LaGrande	Call in advance or send press release.
Channel 10	229-4892	Chuck Stroughter	Call in advance or send press release.
Channel 12	222-9921	Don Stellges Rhonda Barton	Call in advance or send press release.