

MRS. PAUL E. YEATON
1828 S.W. MYRTLE STREET
PORTLAND, OREGON 97201

~~File: Day Care.~~
F: Correspondence
incoming

July 24, 1975

Dear Mary,

I have talked to Mr. Willard of Trinity Church with regard to the possibility of reactivating the child care facility that operated out of there some time ago. He has advised me that the church has entered into an agreement with the young adult group at Trinity for use of that space.

However, I have been encouraged to pursue the idea of beginning another child care facility at Trinity with the intent of submitting a proposal to the Social Concerns Commission for the establishment of such a center at the church.

I would very much like to discuss this idea with you at greater length and would welcome any help you could give me regarding sponsorship, organization, funding, etc.

I'll call you on Tuesday morning, July 29 to get your reaction to this letter and see if we can arrange a meeting.

Sincerely,
Cynthia Yeaton

RECEIVED
JUL 25 1975

THE CITY OF
PORTLAND



OREGON

OFFICE OF
NEIGHBORHOOD
ASSOCIATIONS
MARY PEDERSEN
COORDINATOR

1220 S.W. FIFTH AVE.
PORTLAND, OREGON 97204
503/248-4519

August 31, 1976

Mr. Robin Hambleton
116 Bollington Road
West Bollington
Macclesfield
Cheshire, England

Dear Robin:

We are very sorry to have missed communications with you this summer. I was really looking forward to comparing our citizen participation program with what has been going on in English cities.

It is possible that we missed communicating with you because our materials were sent to you without air mail postage. If this is what has happened, we would like to apologize for ourselves and for our mailing office. Your letter to the City of Portland was our first overseas correspondence, and we will just have to be more careful in checking the mail as it leaves here.

I have read the short article which you sent to me and found it very interesting. I wonder if it would be possible for you to send us a copy of the best example of the Area Digest. As Portland moves into an extensive program of comprehensive planning, this digest could give an example of the kind of work that citizens will need to hold up their end of the planning.

By now, you will have received copies of the materials describing our program in Portland. If not, please let us know and we will send them again. Possibly you may be interested in the evaluation of our budget review process which we are now preparing to write up. If you are interested, please just drop us a note and we will be happy to reply in kind.

Sincerely,

Mary C. Pedersen
Coordinator

MCP/bb

Tonight

Ambassador Hotel
1412 K St NW
Washington DC
20005

Home

116 Bollington Road
West Bollington
nr Macclesfield
Cheshire, England
7 July 1976

Dear Mary Pederson,

Milton Kotler of the Institute for Neighbourhood Studies suggested I write to you. Earlier I wrote to the 'City Manager' of Portland (3 May 1976) and, not surprisingly, did not receive a reply.

May 19.
I enclose a brief synopsis of my current research into neighbourhood decentralisation together with a short article outlining some of my work in England. I am now on a five week visit to the States to learn about American experience. My tour is Boston - New York - Washington - Dayton - San Francisco - Portland, Oregon.

Senator Hatfield's staff have also encouraged me to visit Portland to learn more of your approach to neighbourhood involvement.

I am therefore writing to let you know that I should be around Portland in the week commencing Monday 19 July and hope that it will be alright for me to telephone you when I am in the area to arrange a possible meeting.

Thanking you in advance

Yours sincerely,

Robin Hambleton
ROBIN HAMBLETON

RECEIVED

JUL 13 1976

Sidney Perry Fellowship 1976**Robin Hambleton**

0625 72694

Please reply to **116 Bollington Road**
West Bollington
Nr Macclesfield
Cheshire
England**POLICY DEVELOPMENT IN THE RESPONSIVE LOCAL AUTHORITY**

A Sidney Perry Fellowship has been awarded to Robin Hambleton, currently corporate planner responsible for policy planning in the Metropolitan Borough of Stockport, for a period of twelve months commencing in January 1976. The programme of study will be supervised by Professor Tony Eddison, Director of the School for Advanced Urban Studies at the University of Bristol.

The purpose of the study is to appraise the usefulness of area management as a means of improving local authority policy development. A premise of the research is that many local authorities may be in danger of developing sophisticated planning budgetary systems which fail to connect adequately to needs as perceived by people in the community or to demonstrate clearly the most significant policy choices open to elected members.

Recent innovations, especially those concerned with area management, have begun to counter-balance the deductive, "top-down" process prevalent in many of the new corporate management systems. Instead they lay emphasis on working inductively from the "bottom-up" by involving the public in discussion and action about their local situations. They seek to enhance the ability of the authority to learn about and respond to local problems and needs.

The study will investigate these innovations to assess their potential for policy generation and for monitoring progress with implementation. British developments will be compared with decentralisation experiments in selected cities abroad. The research should lead to practical suggestions on how to make the process of urban policy making more responsive to the needs of particular neighbourhoods and groups within the population.

Two articles have already been published on this subject: Corporate and responsive, Municipal Journal 6 September 1974 and Preferences for policies, Municipal Journal 25 July 1975.

COMMUNICATIONS ENVIRONMENT

Types
 Written
 Personal
 Spoken
 Unspoken

Means
 Meeting
 Conferences
 Correspondence
 Media
 Telephone
 Publications

Actors
 JIM WEISS.
 Census DATA can be re-aggregated to nh bdrs.

URBAN ACTION FUND. 50% funds.
 GRANTS TO NHS NOW AUTHZD.

REP. PAT SCHROEDER - CENSUS BILL (SUBDIVN WHERE ELECT).

COMMY. RE-INVESTMENT ACT
 PASSED SENATE COMM. HEINZ.
 H.R. 3789. Mitch Costanza
 MARCI KAPLAN - Asst Dir. Nhs, Domestic Council.
 MAJ PETERSON - Nhs, Home Indus. at White House.

Tone

- Open
- Restricted
- Hostile
- Friendly
- Sensitive
- Political

25 pieces of proposed legisn.

Levels of Public Liaison.

Content

What do you want to say?
 " " " " not to say?

To whom (audience)
 When (timing)
 How do you say it? (Strategy)

Notice on Tone changes.
 Staff keep up w bureaus changes.
 Council of Churches.
 Dinner for advisory bodiest commissars.
 Stand-up cards w pull-offs & sub announcements.
 prepare conditions surveys + use staff to recruit.
 getting the info back to the people.

Nh Info. Systems.
 Citizen Assistance Center
 DAVID FOREWALDICHITA
 18th Garland, Texas.
 NY & Louisvile dropped - loss of patronage & over-use

Pittsburgh ATLAS. Jim Cunningham
 78 nhs. \$100,000 TO DO; \$20-30,000 to maintain
 Paul Hartzog (Comm.) Commy Serv G. Seattle.
 Central data base using all documents entered.
 \$30,000/yr. TOPIC + COMMY REF. MAP of PROJECTS PROPOSED.



National Association of Neighborhoods
1901 Que Street, N. W.
Washington, D. C. 20009
(202) 234-9382

The National Association of Neighborhoods is a partly self-supporting organization controlled entirely by its 150 member neighborhood organizations and city-wide coalitions from 60 cities. This control occurs through the Board of Directors of the NAN which is made up of 56 neighborhood leaders from 18 cities.

THE GOALS OF THE NAN: The neighborhood leader Board members of the NAN have identified four goals for the political development of the neighborhood movement:

1. The promotion of neighborhood responsibility by the neighborhood organizations, themselves, through their own independent organization.
2. To provide to neighborhood residents, leaders and organizations a continuing knowledge of the problems which affect neighborhoods; the actions of other neighborhood organizations; and the discussion of the ethical considerations which accompany neighborhood rights of self-governance.
3. The establishment of a working relationship wherein neighborhood leaders consult with and influence leaders from other sectors of the society.
4. To educate the general public about the present activities of neighborhood organizations in their communities and to engender a positive view of the responsibilities neighborhood organizations should shoulder in their participation in city, state, national and international life.

In pursuance of these goals, the NAN has the following programs:

A SELF-SUPPORTING ORGANIZATION: The Citizen Board of the NAN has voted to make the NAN a self-supporting organization. This effort involves an increased membership fee for organizations and a membership drive.

THE NAN BULLETIN: The NAN publishes a monthly Bulletin for its members. Articles deal with the ethics of neighborhood responsibility, issues affecting neighborhoods and models of neighborhood organization and are often written by NAN members.

NATIONAL AND REGIONAL NAN MEETINGS: The NAN holds regional meetings and two national meetings each year to enable neighborhood leaders to come together and exchange information on neighborhood structures and programs.

THE NAN CONSULTING NETWORK: The NAN makes available to its member neighborhood organizations, low-cost consulting on neighborhood problems.

NAN TASK FORCES: The NAN has seven active task forces for the purpose of informational exchange and problem solving. They include the Task Force on Citizen Education, the Task Force on Neighborhood Information, the Task Force on Human Rights and the Task Force on Neighborhood/Labor Relations.

UNIVERSITY OF OREGON

The Lila Acheson Wallace
School of Community Service and Public Affairs
Eugene, Oregon 97403
(503) 686-3807



December 17, 1976

Ms. Mary Pedersen
Office of Neighborhood Association
City Hall - 1220 SW 5th Avenue
Portland, Oregon 97204

Dear Ms. Pedersen:

Thank you very much for your efforts in supervising one of the student interns from the Public Affairs division of the School of Community Service and Public Affairs. Enclosed is an evaluation form which we would appreciate having you fill out and return to us. Your responses will help us assess the work of the student in the placement and will give us guidance as to areas where we can give further training prior to placement.

We hope that the internship was a positive experience for you and your agency. Please contact us if you have any questions, comments, or suggestions.

Sincerely,

A handwritten signature in blue ink that reads 'Maradel K. Gale'.

Maradel K. Gale
Assistant Professor, CSPA

MG/SD

Return form.

RECEIVED

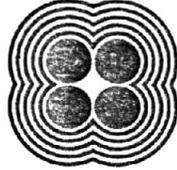
DEC 23 1976

PORTLAND ACTION COMMITTEES TOGETHER, INC.

1818 SOUTHEAST DIVISION STREET

PORTLAND, OREGON 97202

PACT, INC.



A/C 503 233-8491

November 26, 1976

Ms. Mary Pedersen, Director
OONA Office
1220 S.W. Fifth Avenue
Portland, OR 97204

Dear Ms. Pedersen:

As I have done in previous years, I want to again voice my concern about the way neighborhood requests are being processed after they are submitted to your office. The process of OONA distributing the requests to "appropriate" bureaus and then the bureau staff responding to the neighborhoods raises problems:

- It is not allowing opportunity for dialogue between bureau staff and neighborhood leadership.
- It "protects" bureaus from direct expanded input from the community. Bureau criteria for priority-setting are not always known.
- The distribution to bureaus does not always appear "appropriate" to the community, e.g. should Emergency Housing go to HRB or OPD?
- Requests from neighborhoods often get "buried" in the bureau.

Several thoughts come to mind for change:

- An Advisory Board of Bureau Heads and citizens could recommend distribution and could possibly have an open meeting to discuss assignments to Bureaus.
- Bureaus will have identified in advance the requirements and standards necessary for a project to be considered in a particular Bureau. These should be reviewed in the previous year by the citizen budget committees.

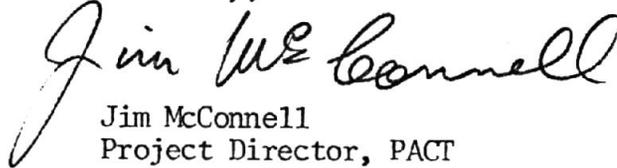
DEC 03 1976

---Bureaus should pass all the requests on to the appropriate commissioner with a recommendation for approval or rejection for funding and identifying the criteria applied.

---OONA might also be willing to consult with private resources agencies to identify options when a need cannot be assigned to a city bureau.

I hope these thoughts might be useful to you as you refine your process for next year.

Sincerely,

A handwritten signature in cursive script that reads "Jim McConnell". The signature is written in dark ink and is positioned above the typed name and title.

Jim McConnell
Project Director, PACT

JM:cmh

CC: Sally McCracken

THE CITY OF
PORTLAND



OREGON

M E M O R A N D U M

November 19, 1976

OFFICE OF
THE MAYOR

NEIL GOLDSCHMIDT
MAYOR

1220 S. W. FIFTH AVE.
PORTLAND, OR. 97204
503 248 - 4120

TO: Mary Pedersen, ONA
FROM: Ellen Wood, Staff Assistant
SUBJ: Flower Box Letter

I have enclosed a letter and a couple of articles on the "Miracle of Flower Power" which we received from Mrs. Haugen. I talked to her this morning and told her we would forward her letter to ONA. This effort to instill neighborhood pride and unity through flower boxes was implemented by organizations in Jersey City, N. J., equivalent to our Neighborhood Associations here. Since Portland is not exactly like eastern cities, it seems each Neighborhood Association should have the right to decide whether they think such a program would benefit their community.

What do you think of this idea? And is it applicable to Portland?

The current street trees program attempts to enhance and improve the livability of neighborhoods by beautifying the streets, but I do not think there is much citizen involvement or responsibility. Also, the rose planting project at the turn of the century successfully implemented similar goals through the cultivation of civic pride and unity.

EW:pjr
Enclosures

RECEIVED

NOV 22 1976

NOV 22 1976

RECEIVED

OCT 13 1976

MAYOR'S OFFICE

R DAVE
909 SW 12th Ave., Apt. 407
Portland, OR 97205
228-4078
October 12, 1976

AS
Mayor Neil Goldschmidt
City Hall
Portland, OR 97204

Dear Mayor Goldschmidt:

The flower boxes described in these Reader's Digest articles, The Miracle of the Flower Boxes, and The Miracle of Flower Power, brought about a significant reduction in crime, the rejuvenation of neighborhoods, and civic pride—as well as other benefits.

Could flower boxes work the same magic in the declining or ghetto areas of Portland?

If so, it would appear to be a comparably inexpensive way of reducing crime; and it might even help draw people back to make their homes in the city again.

Furthermore, by involving civic and neighborhood organizations in carrying out this project, it might even be accomplished virtually without cost to the city treasury.

If you should decide to try this idea, I would like a job with the city helping to coordinate it and to acquaint the public and civic organizations with it. I am an unemployed elementary teacher who is very much interested in promoting the well-being of the city of Portland.

This is one of three letters I will be sending you dealing with making the city of Portland a more desirable place for residents and shoppers, as well as professional people, businesses, and industries.

Sincerely,

Agnes J. Haugen

(Mrs.) Agnes J. Haugen

Enc: Photocopies

The Miracle of the Flower Boxes, Reader's Digest, July 1973
The Miracle of Flower Power, The Reader's Digest, Sept. 1976

shouted and shrieked in the street amid a mosaic of trash and car-flattened beer cans, and radios blared Spanish music.

Our neighbors, we discovered, included addicts, pushers and prostitutes. A mid-block hydrant marked the dividing line between the "turf" of the Young Kings, a black teenage gang, and that of their rivals, a Puerto Rican gang called the Spanish Angels. Adults walked where they wished, but any communication between blacks and Spanish was generally ripe with threats and curses.

Since Bill and I are neither black nor Puerto Rican, our house became a no-man's-land for some younger boys of both groups. The smallest was five-year-old "Little Luis" Gomez, who promptly posed the question asked by many of our friends: "Hey, lady, how come you move onto this crummy street?"

The answer was easy. My husband is English, and he had always lived in a house. I, on the other hand, had grown up in Manhattan, and to me the word "suburb" meant

isolation. So, the answer seemed to be: a house *in* the city. We'd met a real-estate agent who had a brownstone in an area scheduled for urban renewal. It was so narrow that it had never been worth turning into a rooming house and had therefore retained its parquet floors, fireplaces and Victorian charm. And the price was only \$17,000.

When I explained some of this to Little Luis, he nodded wisely and said, "My big brother, Carlos, he calls you 'The Crazies.'"

Flower Fight. As spring heated into summer, we sometimes agreed with Carlos. The two gangs moved to the back yards at night and shot off small-caliber bullets—to frighten each other, we assured ourselves. Then the dead body of one of the gang boys was discovered on a rooftop across the way. And one evening we came home from work to find a new bullet hole in our front window. It must have been a mistake, we decided, not intended for us.

So we stayed, and continued renovating, living for the most part on hot dogs so that we could turn over

ILLUSTRATIONS FROM "THE STREET OF THE FLOWER BOXES," BY PEGGY MANN, PUBLISHED BY COWARD, MCGANN & GEDDHEGAN AND POCKET BOOKS



It was a block like many others on New York City's Upper West Side: poor, crowded, dirty, teeming with hatred and gang fights. Then the flowers came, and their magic began to spread



Miracle of the Flower Boxes

BY PEGGY MANN

PERHAPS the two bullet holes in the front window should have warned us off. But when we asked the real-estate agent about them, he laughed. "Oh, those are old," he said. "Look at the street now. It's nice and quiet."

It was. It was also a dead-cold snowy afternoon with no signs of life outside. So, lulled by the winter

quiet, my husband, Bill, and I bought the rundown brownstone on Manhattan's Upper West Side, moved in and started renovating.

At the first warmth of spring, life spilled out onto the street. The front steps of the brownstone rooming houses were lined with women gossiping in the sunshine and men playing poker and dominoes. Children



membered what had been, and what could be. They planted and tended the tiny seedlings themselves, and soon the block bloomed again. The magic of it all came home to me one night when I gave a cabdriver my address. "Oh, yeah," he said. "The Street of the Flower Boxes." And so it has remained.

The story might have ended right there. It didn't, and how it didn't is a story in itself. Author Mann wrote a children's book called "The Street of the Flower Boxes," and it inspired an NBC-TV special. But producer-directors David and Suzette Tapper faced a problem when it came to filming. After years under the beneficent influence of the window boxes, West 94th Street had changed; it could no longer be filmed as the story's "before" part. So the Tappers selected a dingy block on Seventh Street between Avenues C and D on Manhattan's Lower East Side.

As props, the Tappers purchased 400 window boxes and hundreds of pots of geraniums, petunias and English ivy. Actors painted, planted and distributed the boxes just as the author, her husband and their young friends had done a few years before on West 94th Street. When the filming was over, the flower boxes remained where they had been put for the story's last act.

Within a day or two, the miracles

began to happen again. Curtains appeared. Doors were painted. Garbage was bagged. And Saturday "block work parties" turned a vacant lot into a beautiful park.

"Suddenly there was something new in the air," the Tappers recall. "The block had become a neighborhood." It also became a prize-winner. More than 500 blocks throughout New York City entered a contest that summer to determine which city streets had "done the most to improve themselves." Grand Prize winner? Seventh Street between Avenues C and D.

Meanwhile, "flower-box magic" has been at work in other areas. Since 1961, for example, the New York City Housing Authority has sponsored a summer garden contest among its 600,000 public-housing tenants. Wherever contest gardens have been grown, Authority statistics show, vandalism has been reduced. "We've always been aware that plants must be recipients of our care," says horticulturist Charles A. Lewis, a judge in the past nine Housing Authority contests. "But what of the reverse flow of benefits, from plants to people—particularly city people? Gardening may well be an instrument for great healing in our troubled cities."

Perhaps "Little Luis" Gomez came closest to the heart of the matter when he said to Peggy Mann: "A flower is sort of like a smile."



To be trusted is a greater compliment than to be loved. —George MacDonald

Sept. 1976

ONE SEPTEMBER EVENING in 1974, Jack Stokvis was walking home to his bachelor brownstone through a drab section of Jersey City, N.J. Moving briskly past Van Vorst Park, where an elderly woman doctor had recently been stabbed to death, he glanced ruefully at the rubble-strewn vacant lots and abandoned homes with their burned-out windows.

A 30-year-old urban planner, Stokvis knew all the statistics about Jersey City, America's most crowded metropolitan area (12,963 people per square mile). A tradition of city-hall graft had drained its spirit and resources. A study funded by the federal government ranking America's 65 largest metropolitan areas in 123 categories (including crime, unemployment, environment) called Jersey City worst of all.

Stokvis was returning from a weekend in New York at a conference run by Back to the City, Inc., where he had seen a film called *The Street of the Flower Boxes*. Based on a children's book, it told the true story of an ugly, riot-ripped New York slum street that had been transformed by the magic of flower boxes into a safe, pleasant neighborhood. An article, distributed after the

Jersey City has shown how mere flower boxes can seed a revolution against urban decay

The Miracle of Flower Power

BY PEGGY MANN



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THE MIRACLE OF FLOWER POWER

show, told how the story had been filmed on a *different* slum street because the original had become too pretty.*

Jack Stokvis was excited. Could such a miracle work for a whole city—his city?

When Stokvis went to work the following Monday, the only city official he could find who was interested in the program was Councilman Morris Pesin, chairman of the Jersey City Historic District Commission. The commission would back Stokvis—if he did not request any city funds, and if he confined his efforts to his own time and to the half-dozen historic districts under Pesin's jurisdiction.

Whatever else might be said about it, Jersey City was the oldest city in the state, settled by Dutch colonials in 1630. Each of its historic districts had a neighborhood association. Stokvis sent each association president a copy of the flower-box article and invited them to a meeting in city hall.

At the meeting, Stokvis told the group that he had a plan so simple they would be flabbergasted when they saw it transform their neighborhoods. Schoolchildren would take orders for low-cost flower boxes, he explained, use the down payments to buy boxes and flowers wholesale, and then assemble and deliver them. The flower boxes would inspire people to paint doorways, hang curtains, clean out trash and

*See "Miracle of the Flower Boxes," *The Reader's Digest*, July '73.

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spruce up their homes and streets.

Representatives of three historic districts listened politely, but were not convinced. Three others were willing to give Stokvis's vision a try: 26-year-old Yvonne Balcer, from the dying Van Vorst Park area, now overrun with winos and drug pushers; Tony Nicodemo, head of a neighborhood association in the once-vibrant, colorful 30-block Italian Village; and Joe Duffy, a retired accountant from Paulus Hook, Jersey City's oldest section, now threatened by industrial expansion.

Stokvis and his converts rented (for \$35) the NBC film that he had seen, and set up a schedule for showings in neighborhood schools that spring. In the assembly hall of Holy Rosary grammar school, in the Italian Village, students cheered and applauded the film. When Nicodemo asked for flower-box salesmen, there was a field of wildly waving hands. He gave out order forms, and after school the students sallied forth.

They showed up the next morning with dozens of orders—but only \$17 in cash. Most people were not prepared to put out \$4.25 for a planted window box until it was delivered. The Van Vorst kids met another obstacle: the murderer of the elderly woman had not been caught, and parents were reluctant to let their children approach strangers.

Yvonne Balcer found a young ally, 13-year-old Robert Rodriguez. The boy, whose father had once owned a

2-
small farm in Puerto Rico, was growing three cornstalks in front of their brownstone. Robert said to Yvonne, "Sure, I help you. Great idea! The only flowers we ever see around here are plastic."

Robert's parents were frightened, but there was no stopping the boy. "He's a born salesman," Yvonne said, "who can give a spiel in Spanish or English." Still, even Robert could collect only COD's.

One evening, Stokvis consulted with his neighbor Frank Gillmore, who had been enlisted for the project by Joe Duffy. "We've got over 1000 orders," Jack said, "but only 31 people paid in advance. I've got \$500 in my savings account. That will pay for the first load of flower boxes. When we collect on those, we'll

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have money for the second batch." "I'll match your \$500," said Gillmore, a factory worker who bagged coffee in a Hoboken factory and had three children to support.

Friday, May 9, was Flower Box Day for the three Jersey City neighborhoods. The Department of Public Works supplied a flatbed truck. Gillmore went without sleep after his night shift to accompany the driver to pick up the flower boxes, soil, peat moss, perlite. Their last stop was a flower farm owned by Alfred Schultheis, whose wife, Linda, had grown up in Jersey City. For the average wholesale price of 6.4 cents per three-inch plant, Linda had promised all the petunias and marigolds Stokvis needed.

The first drop-off spot was the

THE MIRACLE OF FLOWER POWER

Nicodemos' house in the Italian Village. After school, the yard became a mass of shouting kids who wanted to help. Tony set up an assembly line. He drilled drainage holes in the boxes they had bought. Stokvis and Al Zampella, principal of Public School 27, shoveled dirt and mixed in perlite and peat moss. The children planted the flowers, stuck three tablets of time-release fertilizer into each box. As the bright, brimming flower boxes were delivered, women flung open windows to call out: "Hey, I want one, too!" Rosalie Nicodemo soon had a coffee can filled with cash down payments.

The action was repeated in the Balcers' and Gillmores' yards, with one addition. Frank had invested in paint, and the boxes which appeared

on the sills of Paulus Hook homes came in soft blues, pinks, yellows. "The flowers were a kind of trigger," Frank said, "igniting people's sense of beauty."

A ripple effect began, exactly as Jack Stokvis had predicted. Residents of the flower-box neighborhoods started painting their doors and window frames, putting up new curtains, cleaning trash-littered streets and lots. These areas "seeded" neighboring districts. For the first time, families began moving *into* the old areas, instead of out, putting their time and money into restoring the rundown homes. Two hundred people attended the first meeting of a citywide Preservation and Restoration Association. Nine months later, they received a federal grant to

THE MIRACLE OF FLOWER POWER

aid in the rehabilitation of brownstones in the historic districts.

4-
In Paulus Hook, Colgate-Palmolive, whose factory on the Hudson River had been buying up unoccupied homes, razing them and paving over the lots to expand its work area, gave the city a gift of \$20,000 to build a new park, plus an additional \$8000 for planting trees. In the Italian Village, the resurgence of life after the flower boxes appeared was given an official name: *risorgimento*. The green, white and red of the Italian flag sprouted, as paint was donated "to help out the flowers."

Stokvis talked to art departments at Ferris High School, Jersey City State College, and Kean College in Union and, as a result, students came out in brigades on Saturdays to paint Village signposts and trash baskets. A dirty, cement-covered railroad embankment was transformed into a brightly colored mural, featuring a huge, smiling sun, and the words: WELCOME TO THE VILLAGE. Martin Holloway, art professor at Kean, adopted *risorgimento* as an official class project. His students adorned many of the 120 Italian specialty shops' storefronts with colorful identifying murals: sausages, cheeses, wines, fruits, loaves of Italian bread. Two graffiti-filled walls were painted over with two four-by-six-foot directories of the Village, showing shops, restaurants, parks, monuments, schools, clubs, churches.

The Italian Village streets are today crowded with pedestrians, and

the section's crime rate is one of the lowest in the city. The Village is now drawing weekend shoppers from miles around, even from New York City. Tony Nicodemo summed up the resurgence: "The flowers brought pride to the area—and we took it from there."

Because I was the author of that children's book from which *The Street of the Flower Boxes* was filmed, Jack Stokvis invited me to tour the three transformed Jersey City neighborhoods. I was overwhelmed by what I saw. Our small block in Manhattan might have been considered a fluke. But here major sections of a whole grimy city were being transformed.

Of course, there is much to be done. But, for the first time in many years, residents of each of the three areas have united and taken concrete action toward a single goal: the preservation and restoration of their neighborhoods.

Stokvis's program is now going citywide. Representatives of 500 local organizations were invited to last April's flower-box meeting, held in city hall. Afterward, an exhausted but exhilarated Stokvis told a reporter: "Window boxes seem to be a magic catalyst. They make their own urban renewal. I know of no other program that costs so little in time and money and inspires so many people to do so much so quickly."

For information on reprints of this article, see page 48



Winona, Minnesota 55987

Telephone (507) 457-2110

December 6, 1976

Ms. Mary Pedersen
Office of Neighborhood Associations
City of Portland
Portland, Oregon

Dear Ms. Pederson:

Would you please send me a copy of your paper
entitled:

"Neighborhood Organizations in
Portland Oregon" (1975)

I have sent, under separate cover, a copy of my
study of neighborhood organizations in Minneapolis
and St. Paul.

Regards,

Brian C. Aldrich
(kd)

Brian C. Aldrich
Urban and Community Studies

BCA:kd

Sed.

ok 12/11/76
bb

RECEIVED

DEC 09 1976



DEPARTMENT OF THE ARMY
PORTLAND DISTRICT, CORPS OF ENGINEERS
P. O. BOX 2946
PORTLAND, OREGON 97208

REPLY TO
ATTENTION OF:

NPPEN-PL-1

14 December 1976

Mary Pederson
Office of Neighborhood Associations
1220 S.W. 5th Room 413
Portland, OR 97204

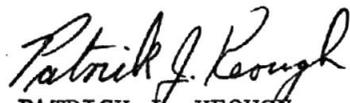
Dear Ms. Pederson:

The inclosed report is the result of a study done last summer by a student intern, Terry Cross. We appreciate the assistance provided by your office in helping Mr. Cross identify data sources and verify information, and hope the report accurately reflects your input.

Ms. Susan Bailey of the Economic Studies Section (221-6097 or 221-6430) would be pleased to discuss the report if you have questions.

Thank you for your interest.

Sincerely yours,


PATRICK J. KEOUGH
Chief, Planning Branch

1 Incl
As stated
(5 copies)



CITY OF PORTLAND
INTER-OFFICE CORRESPONDENCE
(NOT FOR MAILING)

From Mary C. Pedersen, Coordinator, Office of Neighborhood Associations

To Warren Fluker, Coordinator, Youth Environmental Project

Addressed to

Subject Neighborhood Associations/City Participation

Thanks for your memo on Neighborhood Need Reports. I agree that it would be good to sit down with the Office of Neighborhood Association staff and discuss the possibility of pulling YEP projects out of the need reports. However, I think it would be better to do this on an office by office basis, rather than with me. I would be happy to sit and discuss them with you, but I think you would find it would be more fruitful to talk with the following staff members:

Ms. Jerry Mounce
Neighbors North
7508 N Hereford (new address)
Portland, OR 97203
248-4524

Ms. Margaret Strachan
Neighborhoods West/Northwest
223-3331

Ms. Joy Stricker
Southwest Neighborhoods Office
248-4592

Ms. Edna Robertson
Northeast Neighborhoods Office
248-4575

Ms. Sherry McGillivray
PACT - Inner Southeast Neighborhoods
233-8491

Ms. Kathy Zimmerly
Southeast Uplift Board - All Southeast
Neighborhoods
233-6236

You were right to suggest that we should start earlier this year by taking a look at these need reports to see what work can be done by the young people next summer. May I suggest also that some of the people who are listed as contact persons on the need reports might be good to recruit for the YEP neighborhood advisory committees? It would also be wise to begin talking with the neighborhood staff people in January about who else would like to serve on these committees. If you would like to set up a process for notifying people through the newspaper that applications for the neighborhood advisory committees are open, we would be happy to discuss this with you.

Mary

CITY OF PORTLAND
INTER-OFFICE CORRESPONDENCE
(NOT FOR MAILING)
October 7, 1976

From Warren Fluker
To Mary Pedersen
Addressed to
Subject Neighborhood Associations/City participation

Thursday October 7, 1976 issue of Oregon Daily Journal carried an article concerning several neighborhood associations who submitted to your office suggestions of possible work activities residents would like to have City of Portland undertake.

The list included activities in several areas of the city including work being done in city parks, construction of Dog Drop Box's tree planting projects, activities involving Community Centers, and construction of Anti-Noise Barriers.

I realize the magnitude of several activities are beyond the realm and expertise of YEP, but quite possible youth involved in next summer's YEP may be able to lend a helping hand.

If so, I would like to discuss those possibilities with you at some later date, so that planning may begin in December.

Thank you,



W. Fluker
Coordinator
Youth Environmental Project

WF:er

CC Leon Johnson
John Pendergrass

CITY OF PORTLAND
INTER-OFFICE CORRESPONDENCE
(NOT FOR MAILING)

From Mary C. Pedersen, Coordinator, Office of Neighborhood Associations

To Daniel Boggan, Jr., Director, Management Services

Addressed to

Subject Intern Program

The Office of Neighborhood Associations has used student interns from our beginning in 1974. At one time, we had as many as five Lewis & Clark students. Today, we have one work study student from Portland Community College who does the graphic work on our newsletter, and one Youth Manpower or Career Education Student from Jackson High School who is the assistant to our secretary. Here are some brief answers to the questions you raised:

1. I treat interns like volunteers, like paid staff. When they are recruited, we try to determine what their interests are and to match projects to their interests rather than matching a student to a project. We can do this because there is always enough work to go around in the neighborhoods. If I were to add on more student interns at this time, I would assign them to the neighborhood offices where the need is the greatest.
2. There is no problem with the participants attending school during work hours. The only necessity is knowing what hours the students will be there so citizens can be informed when they call and ask for that person; consistency helps too, so if a student is going to be there from 3:00 to 5:00 every afternoon, this is a little easier schedule to manage than if its from 2:00 to 4:00 on Mondays and Wednesdays and 3:00 to 5:00 on Thursdays and Fridays, because no one can expect the citizens to remember that. To my way of thinking, the number of hours the students work is not so important as the length of time a student will work. It takes considerable training to prepare someone to answer the telephone in a neighborhood office or here and just as much time to learn the filing system and so forth. It is really not worth investing our time to train someone unless they are going to stay at least one year.
3. The interns should be supervised by the people who are closest to them. In my office, we share the supervisory responsibilities with the person who is directly concerned with the project. For example, Laura Taylor, who writes a large part of the newsletter, works very closely with the graphic artist (along with myself), and the secretary in this office supervises most of the secretarial work of the high school intern.
4. The core fields or major subjects candidates could be studying which would be useful to the neighborhoods would range from urban planning through urban studies to social sciences and financial subjects.
5. Graduate students tend to be more serious in their work, but undergraduate students may also be just as dedicated. It really matters not so much whether the student is a graduate or an undergraduate, as much as whether they are really willing to do the work and show up when they say they will.

Mary

Mary -

Glenny said
you might have
info on this or
know of the office
that would.

Thanks for any
help. I have nothing
here.

Shinell

Sorry - about the delay.

ation district.

all be high capacity, grade-
cess, auto facilities,
auto trips which use the Inter-
e miles or more.

lopment Policies;

and regional trafficways
ble to areas in which urban
ouraged.

City of Pasadena

ONE HUNDRED NORTH GARFIELD AVENUE

PASADENA, CALIFORNIA 91109



AUG 31 1976

COMMUNITY DEVELOPMENT DEPARTMENT

City of Portland
Bureau of Planning

August 24, 1976

City of Portland
1400 SW 5 Avenue
Portland, Oregon 97201

Dear Sir:

Upon reading the article "Atlanta renewal gives power to the communities" written by Charles E. Little, I learned that Senator Mark Hatfield introduced a 'Neighborhood Government Act' which allows individuals "to contribute a percentage of their Federal Income Tax directly into neighborhood government associations for the purpose of providing their own community services and enhancing political participation by members of these communities."

Please send me some informations concerning this Act and others programs for neighborhood 'input' to governmental decision-making.

Sincerely,

A handwritten signature in cursive script that reads "Susan S. Leung".

Susan S. Leung
Neighborhood Program Analyst

RECEIVED

NOV 04 1976

221-3386

UNITED STATES OF AMERICA
GENERAL SERVICES ADMINISTRATION



November 16, 1976

Region 10
Auburn, WA 98002

Ms. Mary C. Pedersen
Office of Neighborhood Associations
1220 SW. Fifth Avenue
Portland, OR 97204

Dear Ms. Pedersen:

Your letter of October 20, 1976, concerning Terry Schrunk Plaza has been forwarded to this office for reply.

Terry Schrunk Plaza is an area owned and maintained by the Federal Government. Its original design, which was fully coordinated with The City of Portland Officials, did not call for the development or inclusion of restroom facilities in the Terry Schrunk Plaza design. A garage facility is located beneath Terry Schrunk Plaza. Below ground restroom facilities are not feasible. In view of the proximity of existing facilities for both sexes, we do not contemplate that any project will be initiated to provide additional facilities in this area of the community.

If I may be of further assistance, please feel free to call on me.

Sincerely,

J. WAYNE ROY
Acting Director, Buildings Management Division
Public Buildings Service

Copy to DCA.

RECEIVED
NOV 19 1976



Marketing Systems, Inc.

421 SW Sixth Avenue • Portland, Oregon 97204 • (503) 223-8309 or (503) 224-4444

September 22, 1976

Mary Pedersen
Office of Neighborhood Associations
Room 413
1220 SW Fifth
Portland, Oregon 97204

Dear Mary,

It was a pleasure meeting you last week. I hope we can get together soon to go over some preliminary steps connected with the project we discussed. For now, though, I want to briefly re-cap the basics of our last meeting.

As you know, AD II is affiliated with the Portland Advertising Federation. Our membership is largely made up of advertising professionals under the age of 30.

One of the most important projects undertaken by AD II each year is the design and implementation of a Public Service Communication Campaign. The club has been involved in such work for several years. Some of our past clients have been the Oregon Museum of Science and Industry, the Portland Volunteer Bureau, and the Mt. Hood Ski Patrol, to name a few.

To date, this year, we have received a half-dozen, or so, letters from worthwhile causes of local interest requesting we choose them as our 1976-77 client. While each of these causes deserves public attention, it is my hope, as chairman of the 1976-77 Public Service Committee, that we work on behalf of Portland's Neighborhoods.

As I indicated during our initial meeting, one of Marketing System's clients is Far West Federal Savings. Far West has, since November, 1975, been a co-sponsor of the Portland Neighborhood History Project. During the past 10 months I have worked closely with Don Mac Gillivray in preparing the Portland Neighborhood History Exhibit, presenting slide show histories to various public audiences, etc.

During these months I have learned a wealth of information. But more importantly, I have gained a deep respect for this city's heritage. Stemming from this newly-gained respect is a concern

(continued)

(2)

for Portland's future, especially as it pertains to our neighborhoods.

With Comprehensive Planning for the city quickly approaching, Portland needs more than ever, the interest and involvement of her neighborhoods' residents. We all want to see Portland remain this country's most liveable metropolitan area. But, how do we achieve this interest and involvement? Basically, by communicating to residents the importance of joining together for the purpose of aiding in comprehensive planning to insure a future of high quality neighborhoods.

Ad II is proposing to design a mass media plan which would heighten public awareness of, and increase resident participation in, various neighborhood activities.

Under normal conditions, design and implementation of such a campaign would be costly. However, AD II has had remarkable past success gaining donations from the Portland Communication Community in the form of television time and production, radio time and production, print media space and production, collateral design and printing, outdoor boards, etc. Of course, all professional time spent on the project is donated by the members of AD II. I'll be frank in admitting that there are some campaign components for which we might have to pay cash. Hopefully, between your office and ours, we'll be able to find such funds somewhere.

As our client, you would be kept informed of our progress at all time during the conceptual design stages. Before implementing the campaign, we would make a presentation of our finished work to you, the City Council, and anyone else interested to gain your approval and endorsement.

I know you'll want to discuss this further with Commissioner Schwab and others. Hopefully, they'll be as excited as the members of Ad II with the prospect.

If you would like my assistance in discussing this proposal with anyone in City Hall, please call me at your convenience.

Sincerely,



Timothy D. Kehoe

TK:mh

TRI-COUNTY
METROPOLITAN
TRANSPORTATION
DISTRICT
OF OREGON



TRI-MET

PACIFIC BUILDING
520 S.W. YAMHILL STREET
PORTLAND, OREGON 97204
(503) 238-4844

October 19, 1976

Mary C. Pedersen
Office of Neighborhood Assc.
1220 S.W. Fifth Avenue
Portland, Oregon 97204

Dear Mary:

I'm happy to answer Joe Gallagher's question on the costs of the Voorhees Intra-Urban Transit Study. The contract was for \$74,300. The Urban Mass Transportation Agency (UMTA) paid 80% (\$59,440). Tri-Met's share was 20% (\$14,860)

The study concerned more than four bus lines. It analyzed service in three areas of Portland -- Southeast, North, Northwest -- and suggested improvements. Our Southeast Portland Transit Improvement Plan is a direct result.

We've finished our public meetings on the Southeast Plan: over 500 people attended the four meetings and smaller meetings to which we were invited. I have a note to myself to write an account for you when the final plan is readied for the Board. We've made several major changes and some minor ones as a result of the public "input". We're trying to figure out now when we can put the Plan into effect. Call me if you need information. I appreciate your offer of help. We would like to have an article in Neighbor to Neighbor when the picture is clearer.

Sincerely,

Betty

Betty Barker

BB:aw

RECEIVED
OCT 20 1976

*Copy for Joe
Gallagher*

THE CITY OF
PORTLAND



OREGON

DEPARTMENT OF
PUBLIC WORKS

CONNIE McCREADY
COMMISSIONER

OFFICE OF
PUBLIC WORKS
ADMINISTRATOR

400 S.W. SIXTH AVE
PORTLAND, OR. 97204

October 11, 1976

Dr. Arthur G. Wahlers
Vice President
Concordia Community Association
2811 N.E. Holman Street
Portland, Oregon 97211

Dear Dr. Wahlers:

Your street lighting requests have been forwarded to me for inclusion in our current project planning. You may be assured that they are "in time" to be considered. We set the September 30th deadline so that the paper work can be processed in time, but we all also know that our job is not paper work processing, but service to the citizens.

I will make sure these requests go through the normal process and, again, you may be sure they will be addressed in this years Capital Improvement Process.

Sincerely,

William J. Oberhue, Supervisor
Street Lighting Operations

WJO:dlt

CC: Commissioner Connie McCready
✓Office of Neighborhood Associations

RECEIVED
OCT 13 1976



CONCORDIA
COLLEGE
2811 N. E. HOLMAN ST.
PORTLAND,
OREGON 97211
PHONE 503 288-9371

*Rec'd
10/8/76*

Steve

September 30, 1976

Commissioner Connie McCreedy
City Hall
1220 S.W. 5th Avenue
Portland, OR 97204

Dear Commissioner McCreedy:

Thank you very much for your recent letter with regard to the street lighting needs of various neighborhoods.

Unfortunately, we have not been able to assemble our Planning Committee to do a thorough job on your requests. For this I am truly sorry. We are in the midst of a change of the guard in the Concordia Community Association. The new president is Mr. Alvin Batiste, who is succeeding the undersigned while he is assuming the role of vice president.

Therefore, we have not established goals for street lighting in our area. In addition, we have not set up criteria which would determine priorities for street lighting. When we assemble our Planning Committee again, we shall give them this task. Despite the fact that it is late, we will send the results of the study to you as soon as they are completed. This may take some time and at least they could be put in the file for future reference.

One of the members of our Executive Board, however, did survey the area to get an idea of some needs that might be mentioned. In addition, some of the Executive Board members mentioned some possibilities. I shall list these as follows:

1. The street lighting on N.E. Dekum from 11th to 33rd needs to be reviewed. From N.E. Union to 10th there is one arrangement of street lights which then changes at N.E. 10th. Perhaps some kind of uniformity could be observed for that busy street.
2. The lighting on N.E. 27th from Lombard to Killingsworth might also be reviewed. It appears that some more street lighting would be beneficial to the residents of this area. Both of the preceding two streets are relatively heavily traveled.
3. Some of the members of the association have mentioned the possibility of lights in the dark alleys.

4. Something needs to be done on the 4500 and the 4600 block on N.E. 41st, the 4500 block on N.E. 39th, and the 4600 block on N.E. 35th. It appears that more street lighting is needed in these areas.
5. Street lights are maintained in areas, but trees grow around them which virtually surround the light and, therefore, they do not provide the kind of illumination that is necessary. Examples are the following: trees on N.E. Ainsworth from Union to 37th; the tree which surrounds the light at N.E. 27th and Highland. Periodic trimming during the summer would be very helpful so that a maximum utility could be realized from these standards.

Thank you for your continued interest in neighborhoods and for your enlisting our comments about such matters as lighting. I am only sorry that we were not able to provide more input for this very worthy project. However, you can be sure that something will be happening in the very near future.

My personal greetings to you. Please excuse the tardiness of this response. The gentleman who made this survey just got the information to me.

Sincerely yours,

Arthur G. Wahlers

Arthur G. Wahlers
Vice President
Concordia Community Association

AGW/g

*copy for
Parker Bureau:
Max Wignate
Ron Maynard.
B Ad. Comm.*

NORTHEAST NEIGHBORHOOD OFFICE
4815 N. E. 7th Avenue
Portland, OR 97211

October 8, 1976

Ms. Mary Pedersen, Coordinator
Office of Neighborhood Associations
City Hall
1220 S. W. 4th Avenue
Portland, OR 97204

Dear Mary:

Attached you will find requests for reimbursements for the Sabin Community Association and Piedmont-Columbia Neighborhood Association for distribution of flyers.

If you have any questions regarding this information, please do not hesitate to contact me immediately.

Thanking you in advance for your cooperation.

Sincerely,



(Mrs.) Edna M. Robertson
Coordinator

glm

RECEIVED
OCT 12 1976

THE CITY OF
PORTLAND



OREGON

CRIME
PREVENTION
BUREAU

824 S.W. FIFTH AVE.
PORTLAND, OR. 97204
503 248-4126

October 12, 1976

Mr. John Witte
10921 S.W. Lancaster Road
Portland, Oregon 97219

Dear Mr. Witte:

The Office of Neighborhood Associations has given me a Neighborhood Need Report indicating the Arnold Creek Neighborhood Association has listed crime prevention as the number two priority in services requested from the city. I have asked Steve Asp, the Bureau's field representative for your area of the city to contact you to see how we might work together to provide crime prevention services to the residents of your association. We have a variety of services available and are most anxious to work with you. You should be hearing from Steve in the next two or three days. We welcome Arnold Creek to the City of Portland; if I can be of further assistance please do not hesitate to call on me.

Sincerely,

Jeanne McCormick
Director

JM:gp
cc: Mary Pedersen
Steve Asp

RECEIVED
OCT 12 1976

116 Bollington Road
West Bollington
nr Macclesfield
Cheshire
8 sept 1976

Dear Mary,

Many thanks for your letter of 18 May (with enclosures) and your letter of 31 August, just received.

I was also disappointed about not being able to exchange views first hand. Things didn't work out partly because I left Britain before receiving your first letter & partly because of sheer exhaustion on my part. My interviewing schedules in Boston, New York, Washington & Dayton proved to be extremely demanding in the time available.

Nevertheless I am very interested in Portland's approach and sincerely hope that we can continue to have a fruitful exchange by mail.

I am sending you a copy of one of Stockport's area digests by surface mail together with a note which may be of some help as you consider the relevance of such an approach for Portland. I'm afraid it will probably take about six weeks to arrive. Meanwhile I enclose two articles which refer to the digests as I am unsure which one you have received.

I am currently drafting one or two papers comparing British and American developments and as soon as drafts are completed I will send you copies to invite your comments.

I would be very interested to see a copy of the evaluation of your budget review process. Just one or two queries stemming from your earlier papers: what are the

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SEP 17 1976

beginning and end dates of your financial year? What is IRS tax deductible status (mentioned in your Kansas City paper)? Is it possible to provide me with a map showing the 5 major districts plus 45 neighborhoods together with populations of the areas? You will find this information in the area digest & I would like to make a comparison - without these basics it is easy to misunderstand each other.

I'll be in touch again before too long.
Thanks for your help.

robin hambleton

ROBIN HAMBLETON



THE NATIONAL EXCHANGE CLUB

IN EDUCATIONAL SERVICE TO CITIZENS OF COMMUNITIES, STATES AND THE NATION

September 3, 1976

Ms. Mary Pedersen, Coordinator
Office of Neighborhood Associations
1220 S.W. Fifth Avenue
Portland, Oregon 97204

Dear Ms. Pedersen:

We appreciate your interest in receiving a copy of our Money-Raising Ideas booklet.

It is our pleasure to supply you with this copy which we hope you will find as helpful as have our Clubs.

Sincerely,

Peter C. Taylor
Director of Public Information

PCT/jt

encl.

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SEP 20 1976

**Challenge of
Achievement**





THE INSTITUTE OF CULTURAL AFFAIRS

2706 Harvard Ave. E.

Seattle, Washington 98112

(206) 322-2425

Portland, OR (503) 235-6036 9/20-25

September 15, 1976

Dear Mary

Since you had expressed an interest in the local community forum project--TOWN MEETING '76, I want to inform you of the current status of the program in the Portland area.

Several organizations in greater Portland have indicated a definite interest in conducting a Town Meeting in their respective communities. Beaverton has formed a steering committee and set a Nov. 13, 1976 date for their Town Meeting.

In response to this interest, several of our ICA staff, along with volunteers from the Portland area, will be spending the week of September 20 in Portland to assist in further project set-up and implementation. We will plan to contact you during next week.

Very truly yours,

Richard G. Kroeger

Richard G. Kroeger
Northwest Regional Director

enc. current brochure

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SEP 17 1976



LIVING EFFECTIVELY IN THE NEW SOCIETY

Correspondence



OFFICE OF STUDENT EMPLOYMENT

PACIFIC
UNIVERSITY

FOREST GROVE, OREGON 97116
503/357-6151

September 10, 1976.

Mary Pedersen
Director
Office of Neighborhood Associations
City Hall
1220 S.W. 5th Street
PORTLAND, Or 97204.

Morey
Dear Ms. Pedersen:

I am looking forward to your presentation to my class on
The City on Monday September 27th at 7:30 p.m. Enclosed is
a map which will help in finding the University.

Sincerely,

Russell A. Dondero
Assistant Professor
Department of Political Science

RAD/bh
encl:

*P.S. all call in a week or
so to confirm this
date & time.*

Russ.

RECEIVED

SEP 13 1976

RECEIVED

SEP 10 1976

The F.B. Bus is #47 #57.



COUNTY COMMISSIONERS
DONALD E. CLARK, Chairman
DAN MOSEE
ALICE CORBETT
DENNIS BUCHANAN
MEL GORDON

DEPARTMENT OF HUMAN SERVICES



Multnomah
County
Community
Action
Agency

4420 S.E. 64th • PORTLAND, OREGON 97206
PHONE (503) 777-4761

Dear Friend of Community Action:

Our Community Action Agency has recently surveyed low-income people to help discover their needs, that we might better address their poverty problems. Our Needs Assessment in the form of a questionnaire is now complete, and the results have been counted and interpreted.

Attached is your copy. We ask you to read it and to share with us your reactions and advice. Perhaps you would like to work with us to solve some of the problems this survey has identified.

Thank you for taking the time to read this.

Sincerely,

Paul T. Rocks
Paul T. Rocks
Executive Director

PTR:es

RECEIVED

OCT 22 1976

MEIER & FRANK
PORTLAND, OREGON
97204

EXECUTIVE OFFICE

August 11, 1976

Miss Mary Rederson
Neighborhood Assns - Portland
1220 S.W. 5th
Portland, Oregon

Dear Miss Rederson:

Meier & Frank in cooperation with the Volunteer Bureau of Greater Portland will for the third year present volunteer service awards to metropolitan-area volunteers, and host a Volunteer Week October 18 - 22 to inform and recruit new volunteers. Ten outstanding volunteer men and women will be selected by a qualified committee from the community and then the activities begin:

- The Oregonian will feature a story on each of the ten outstanding volunteers and his program prior to Volunteer Week.
- The ten volunteers will be honored with their families and friends at a luncheon hosted by Meier & Frank.
- Volunteer Week, held in the Downtown Meier & Frank Store, will feature the ten outstanding volunteers in a photo essay and a central information booth staffed by the Volunteer Bureau of Greater Portland.

It's a chance to talk about volunteerism, recruit new volunteers and honor individuals and the agencies they serve. Help us in this program that we at Meier & Frank care about; make it a success by nominating one volunteer from your agency. Send your nomination before September 7, 1976.

RECEIVED

AUG 16 1976

Page 2
August 11, 1976

Guidelines for selecting your nominee:

1. Previous or current volunteers selected should have performed without pay either a direct service (i.e. tutoring, hospital aide, sponsor or counselor) or an administrative service (i.e. project organization and/or administrator). This does not include volunteer fund raising.
2. Volunteers should have demonstrated an exceptional commitment to their jobs and should have performed an outstanding or unique service. Dedicated volunteers who have not received area-wide recognition are important.
3. Each agency or organization may submit one nomination. Volunteers honored in last year's program are ineligible.
4. Nominations must be submitted on the official nomination form. Additional information, pictures, clippings may be attached and will be returned after the judging.
5. Nominations must be in no later than Tuesday, September 7, 1976.
6. Mail nominations and contact for further information:

Phyllis Proppe, Director
Volunteer Bureau of Greater Portland
718 West Burnside Street
Portland, Oregon 97209
Telephone: 222-1355

Meier & Frank knows that you care...help us tell the rest of the community how they can.

Sincerely,

MEIER & FRANK



Robert J. Rieland
President

Laura call

Aug 30th, 1976

S.E. Collopy
3733 S.E. 35th Pl
Portland, Or 97202

Mary C. Pedersen
Off Of Neighborhood Assc
1220 S.W. Fifth Av.
Portland, Or 97204

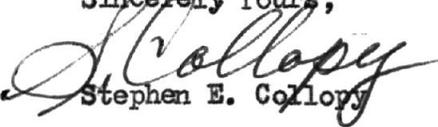
Dear Ms. Pedersen,

I received your letter dated July 28th, 1976 advising myself and other interested persons about the current situation status of the Mid-Southeast Neighborhood Assc. I would be interested in continuing the work begun two years ago. I simply need more information and help. I already have an interest as a 22 year resident and property holder in the area.

If no one else has responded to your letter please tell me what can be done to have a 1st meeting to turn the association around. If someone has responded and is active now then please tell me.

I read recently in the newspaper that the original Mid-Southeast Assc border has been cut down and this if true, would make a better area to work with. Thank You# for your time.

Sincerely Yours,


Stephen E. Collopy

RECEIVED

AUG 31 1976

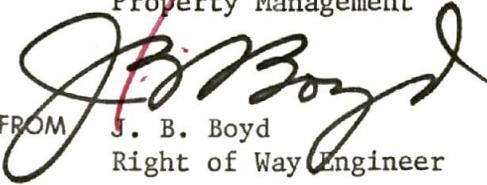
236-2436

OREGON STATE HIGHWAY DIVISION

INTER-DEPARTMENT CORRESPONDENCE

Salem, Oregon 97310

DATE August 19, 1976

TO Neil Flanagan
Property ManagementFROM  J. B. Boyd
Right of Way Engineer

SUBJECT Mt. Hood Task Force Meetings

Ms. Laura Taylor's office of Neighborhood Associations, 1220 S.W. 5th Avenue, Room 413, Portland, Oregon 97204, would like copies of the meeting notices and the minutes of our meetings in the future. I indicated that I would also be glad to provide her with minutes and agendas of our past meetings. Would you please provide these to Ms. Taylor.

JBB:jc

cc: Ms. Laura Taylor ✓
Neighborhood Associations
1220 S.W. 5th Avenue, Room 413
Portland, Oregon 97204

Lou Grothaus

THE CITY OF
PORTLAND



OREGON

July 26, 1976

NEIL GOLDSCHMIDT
MAYOR

BUREAU OF PERSONNEL

JON D. STEPHENS
DIRECTOR

510 S.W. MONTGOMERY
PORTLAND, ORE. 97201
503/248-4157

MEMORANDUM

TO: Freddye Petett, Administrative Assistant
Mayor's Office

FROM: William G. Todd *wgt*
Safety Officer

SUBJECT: Employee's Suggestion

One of our employees in the Bureau of Maintenance called recently and presented a suggestion. I am passing this on for whatever consideration you may wish.

Why doesn't the City make more use of the method of communication currently utilized only by the Crime Prevention Bureau? The City mails water bills, a single piece of paper, first class, which leaves up to 1 ounce available weight for free messages to our citizenry in the form of an enclosure. This employee suggested messages of a seasonal nature on trimming trees, mowing vacant lots, bunching leaves by the curbs, traffic safety, Park Bureau activities, where to call for different problems, services provided by the City, plans for the future, things citizens should be doing, like cleaning up for Fire Prevention Week, etc.

This man said each bill "has the citizen's attention", so why don't we take advantage of this.

WGT:tmc

Yred

RECEIVED

JUL 27 1976

MAYOR'S OFFICE

RECEIVED

AUG 09 1976



Community Services Department
Division of Community Development

City of Kansas City, Missouri
Heart of America

11th Floor, City Hall
Kansas City, Missouri 64106

816 274 1211

August 24, 1976

Ms. Mary C. Pedersen
City of Portland
Office of Neighborhood Association
1220 S.W. 5th Avenue, Room 413
Portland, Oregon 97204

Dear Mary:

Thanks for sending the information regarding your Neighborhood Fair, it sounds like a tremendous event! It was heartwarming to see that the 49/63 slogan was used by another City, and I'm sure they'll be happy to know of that. In my initial inquiry, I have not found that they have copywritten this slogan, but, in the event that I do find so I will convey your apologies if they're necessary.

No, it has been awhile since Kansas City has sponsored anything like this, and yes, we are planning something similar in the spring called a "Communist". It will be held at Crown Center and we hope to have different communities put up booths. We also want to have community tours throughout the City, giving people an opportunity to get acquainted with Kansas City by communities, as opposed to shopping centers and night spots. I'm glad to hear that the response was so favorable in Portland, and I'm hoping that the response will be as exciting here in Kansas City as well. I particularly like your idea of a booth where people can find out in which community they reside. We hope to incorporate this into our planning.

In the past, this division used to have an annual workshop -- an event in which people would come and work on neighborhood problems, but we've never sponsored a fun-type event like this before. I'm hoping to work with our Parks and Recreation Department which has been regularly bringing in good musical events throughout the spring, summer and fall seasons. They sometimes will make available elephant and pony rides as well.

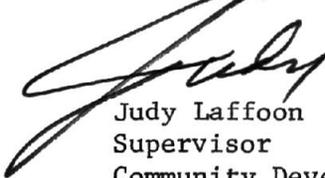
RECEIVED

AUG 26 1976

I don't know if I shared these with you, but I have attached some special forms this division uses. Primarily they are the Upcoming Community Meeting Report, Report of a Community Meeting/Event, and Community Profile. The Upcoming Community Meeting Report lists all our community meetings for two weeks and are sent out to community leaders and key agencies, etc., throughout the City. It is also disbursed internally in City Hall to all departments. The second two items are used internally only. The Report of a Community Meeting/Event reports on key meetings and events that are happening in the community, trying to acquaint as many people in City Hall with them as might be appropriate. The Community Profile helps prepare a City Hall person to know key leaders and issues of a particular community before they go out and speak to the group.

Thanks again for sharing your Neighborhood Fair concept. Please keep in touch. Hope to see you at the next year's conference.

Sincerely,

A handwritten signature in black ink, appearing to read "Judy", written over the typed name.

Judy Laffoon
Supervisor
Community Development Division

JL/cjw
cc:
Encls:

COMMUNITY PROFILE SHEET



COMMUNITY SERVICES DEPARTMENT / COMMUNITY DEVELOPMENT DIVISION 11TH FL., CITY HALL 274-1211

We have been informed that in the near future you or your representatives will be meeting with the group listed below. The following background information relating to this community group may be helpful to you.

Organization _____

Type of organization _____

Boundaries _____

Officers:

Title	Name	Address	Phone
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Group's overall concerns _____

Other information _____

If any further information or assistance is desired, please contact

_____, community worker
of the Community Development Division, 274-1211.

TRI-COUNTY COMMUNITY COUNCIL

718 WEST BURNSIDE STREET, PORTLAND, OREGON 97209, TELEPHONE 228-9131

*Betty - please
show me descriptions -*

August 6, 1976

Dr. Mary C. Pedersen, Coordinator
Neighborhood Associations, City of Portland
City Hall, Room 411
Portland, OR 97204

Dear Mary -
Tri-County Community Council has two planning positions which are currently vacant. One is for a senior level planner, and the other is for an entry level planner. I have attached copies of the two job descriptions.

I would appreciate it if you would post these job descriptions and have candidates contact me at the Tri-County Community Council Office, 718 West Burnside Street, Portland, OR 97209.

Thank you for your assistance.



Bruce R. Stanley
Director of Planning

*Posted, -
aug 9
JZ*

RECEIVED

AUG 09 1976



TRI-COUNTY COMMUNITY COUNCIL

JOB DESCRIPTION

I. Job Title

Planner

II. Job Objective

Analyze the need, develop plan of action, implement plan of action to improve, develop, and expand social services for the community, through the organization and utilization of professional and volunteer assistance.

III. Accountability

The Planner is responsible to the Director of Planning.

IV. Job Functions

The Planner functions to:

- a) Staff study committees as assigned by the Director of Planning. Upon assignment of study projects, this person will have responsibility for developing plans of action utilizing community organization techniques, providing staff guidance to the study committee, and developing appropriate reports for submission to the study committee, Board of Directors, and Executive Director.
- b) The assignment is a general one involving projects concerning all age groups in several service fields including health, family and child welfare, and recreation in both the voluntary and public sectors.
- c) The assignment involves evaluation of service need and programs, planning improved coordination of services, assistance with community studies, consultation with grassroots and/or neighborhood organizations, development of positions related to public policies and convening groups of service agency representatives to resolve differences or improve delivery systems.
- d) Serve as a consultant to both voluntary and governmental agencies relating to services to meet community needs.
- e) Provide information to interested groups about major social welfare problems and issues in the community.
- f) Attend and participate in appropriate conferences and meetings related to problems of social welfare.

V. Skill Level

This is an entry level position, which requires the ability to complete assigned tasks. It is expected that the planner will work closely with the immediate supervisor, but will develop the ability to function with decreasing detailed supervision (though with continued project and process supervision).

VI. Qualifications

A. Master's Degree in Social Work, urban studies, or related field.

OR

B. Bachelor's Degree in Social Work, urban studies, or related field, plus a minimum of three years experience in a social welfare or planning setting with preference given to on-the-job experience in administration and/or community organization capacity.

AND

C. Demonstrated ability to write, work with volunteers and professional committees, do research, and structure, complete and implement studies.

VII. Salary Range

The entry salary range for this position is between \$8,000 and \$10,000, depending on background and experience.

APPLICATION PROCESS:

Send Resume and other information to:

Bruce R. Stanley, Director of Planning
Tri-County Community Council
718 West Burnside
Portland, Oregon 97209

Interview will be arranged with selected individuals.

CLOSING DATE

Inquiries for the position received before August 15, 1976 will be considered.

TRI-COUNTY COMMUNITY COUNCIL

JOB DESCRIPTION

I. Job Title

Senior Planner

II. Job Objective

Analyze the needs, develop plans of action, implement plans of action to improve, develop and expand human services for Clackamas, Washington and Multnomah Counties under the direction of TCCC Area Committee in the counties.

These Committees are charged with:

- keeping advised about the quality and quantity of health, welfare and recreation facilities.
- considering the need for such services.
- working directly with officials and agencies for the improvement of health, welfare and recreation services.
- making recommendations to the Council as to the needs for changed or improved services.

III. Accountability

The Senior Planner is responsible to the Director of Planning.

IV. Job Functions

The Senior Planner functions are:

- a) Staff the area committees or any ad hoc committees in Clackamas, Multnomah and Washington Counties under the direction of the respective area committees. This person will have responsibility for developing plans for action utilizing community organization techniques, providing staff guidance to the committee, and developing appropriate reports for submission to the committee.
- b) Staff the county professional advisory committees or sub-committees.
- c) Serve as a consultant to both voluntary and governmental agencies relating to services to meet county needs.
- d) Provide information to interested groups about major social welfare problems and issues in the counties.

REC

- e) Assist in regional plan development, implementation and program evaluation.
- f) Supervision of staff assigned to county activities.

V. Skill Level

This is a senior level position, which requires independent judgment and the ability to work with and develop policy making groups. It is expected that the Senior Planner will be capable of functioning with only general supervision.

VI. Qualifications

- a) Master's Degree in Social Work or related field.
- b) At least three years of experience in a planning or community organization capacity.
- c) Demonstrated ability to perform the general functions required for this position as evidenced by letters of reference from colleagues, supervisors, and volunteer leaders.

VII. Salary Range

The entry salary range for this position is between \$12,000 and \$14,000, depending on background and experience.

APPLICATION PROCESS:

Send Resume and other information to:

Bruce R. Stanley, Director of Planning
Tri-County Community Council
718 West Burnside
Portland, Oregon 97209

Interview will be arranged with selected individuals.

CLOSING DATE

Inquiries for the position received before August 15, 1976 will be considered.

KGW AM TV

1501 S.W. Jefferson Street
Portland, Oregon 97201
Telephone 503/224-8620



August 13, 1976

Dear Friend,

It is our privilege to inform you that you are a recipient of the 1976 P.A.T.S.Y Award for your outstanding contribution to the success of the first annual NEIGHBORFAIR.

The P.A.T.S.Y Award is a tremendous honor we have bestowed on only two or three hundred people this year.

Please accept, with our deepest thanks, this handsome certificate, suitable for framing.

We look forward to your being a P.A.T.S.Y again next year.

Sincerely,



Joan Biggs
Director of Public Affairs
KGW-TV8



Jacqueline Crist
Director of Public Affairs/Promotion
KGW62



Jack McGowan
Director of Public Affairs/Promotion
KINK-FM

RECEIVED

AUG 15 1976

NORTHEAST NEIGHBORHOOD OFFICE
4815 N. E. 7th
Portland, OR 97211

OK

8/5/76

bb

34200035
34200036

August 3, 1976

Ms. Mary Pedersen, Coordinator
Office of Neighborhood Associations
City Hall
1220 S. W. 5th Avenue
Portland, OR 97204

Dear Mary:

Please find attached the following reimbursement requests and newsletters for the Northeast Neighborhood Associations:

- (1) Piedmont-Columbia, July-August
\$60.00
- (2) Humboldt Association - July
\$6.00

The Humboldt Neighborhood Association Newsletter for the month of June, 1976, is for your files only.

If you have any questions in regards to the reimbursement requests, please do not hesitate to contact me.

Sincerely,



(Mrs.) Edna M. Robertson
Coordinator

EMR:glm

RECEIVED

AUG 04 1976

THE CITY OF
PORTLAND



OREGON

NEIL GOLDSCHMIDT, MAYOR

OFFICE OF
MANAGEMENT SERVICES
DANIEL BOGGAN, JR.
DIRECTOR

BUREAU OF
FINANCIAL AFFAIRS

BUREAU OF
MANAGEMENT & BUDGET

BUREAU OF PERSONNEL

1220 S.W. FIFTH AVE.
PORTLAND, ORE. 97204
503/248-4039

July 29, 1976

MEMO

TO: MANAGERS FORUM

- Chief B. R. Baker, Bureau of Police
- Donald Bergstrom, Traffic Engineer
- Earl Bradfish, Office of General Services
- Dale Christiansen, Bureau of Parks
- Ed Frankel, Bureau of Human Resources
- Robert Hyle, Bureau of Water Works
- Kenneth C. Jones, Budget Officer
- Mike Lindberg, Public Works Administrator
- John Maddocks, Bureau of Computer Services
- Cowles Mallory, City Engineer
- Chief Gordon Morterud, Fire Bureau
- John Osburn, City Attorney
- X Mary Pedersen, Office of Neighborhood Associations
- Wayne Potter, Bureau of Neighborhood Environment
- Rodney Sauer, Acting Finance Officer
- Jon D. Stephens, Personnel Director
- Gary Stout, Office of Planning and Development

FROM: Daniel Boggan, Jr., Director
Office of Management Services

DBh

SUBJECT: Tentative Timetable for Review of Title I and II Applications (Public Works/Countercyclical Act)

The basic issues which need additional follow-up as a result of discussions at the Managers Forum are:

1. Timetable for review and submission of projects.
2. Definition of review process.
3. City criteria and submission forms.

For your review, I am attaching a copy of the tentative timetable for review of the new Title I and II projects of the Public Works Countercyclical Aid Act. I am also providing for you the elements of the review process which will impact on the final decision for applications to be submitted.

The last attachment is the form which we will be using in the review process.

RECEIVED

AUG 05 1976

DB/ht
cc: Tom Benjamin
Bob Gordon

July 29, 1976

TENTATIVE TIMETABLE FOR REVIEW OF
TITLE I AND TITLE II APPLICATIONS UNDER
PUBLIC WORKS/COUNTERCYCLICAL AID ACT

TITLE I

<u>STEPS</u>	<u>Accomplished By</u>
1. City project criteria drafted and disseminated.	8 - 2 - 76
2. Project procedures prepared	8 - 2 - 76
3. Submission of projects to B/O	8-5 to 17 - 76
4. Presentation to Council	8 -24 - 76
5. Rules and regulations disseminated	8 -24 - 76
6. Appropriation bill signed	9 - 5 - 76
7. Final recommendation to Council	9 -7 to 14 - 76
8. Application ready for EDA	9 - 10 or 17 - 76
9. Approval of applications	12 - 1 - 76
10. Projects start	3 - 1 - 77

NOTE: Optimistic case projects might start by Feb. 1, 1977)

REVIEW PROCESS

1. Projects submitted to Budget Office.
2. Projects reviewed against city criteria and federal requirement by Budget Analyst.
3. Projects submitted to review body (manager)
4. Recommendations made to Mayor.
5. Mayoral recommendations to Council.

DB/ht

Daniel Boggan, Jr., Director
Office of Management Services

ATTACHMENT "I"

Criteria for Reviewing Projects Under Title I and II of the
Public Works Counter-cyclical Aid Act of 1976.

Projects submitted as applications for Title I should:

1. Be those which are normally supported by the General Fund.
2. Be ones which augment existing community and economic development efforts and activities, e.g.;
 - Street improvements.
 - Neighborhood facilities.
 - Neighborhood stabilization,or accelerates such activities into new areas.
3. Be one which will lead to improved productivity of local work force and/or lead to improved service delivery.
4. Be one which will improve the city's ability to implement affirmative action programs.
5. Be projects which have been processed through the CIP, or which can be so processed within 90 days.

Additional Criteria for Title II

1. The project should lead to improved management of the organization.
2. The projects will lead to cost reduction and/or avoidance, on a yearly basis, as a result of the initial investment.
3. The projects will leverage other federal or state dollars.

DB/ht

NOTIFY
ALL STAFF -
Do ANY WANT TO
Go?
Called
1/7/77



CITY
OF SALEM,
OREGON

City Hall / 555 Liberty St. S.E.
Zip Code 97301

PLANNING DEPARTMENT
Telephone (503) 588-6158

December 29, 1976

Ms. Mary Pedersen, Coordinator
Office of Neighborhood Associations
Room 413, 1220 SW Fifth Avenue
Portland, OR 97204

Dear Ms. Pedersen:

You are invited to attend a training program for neighborhood staff working in Oregon and Vancouver, Washington. The program will be held on the afternoon of January 13, 1977, in Salem, Oregon.

Many of us have met informally over the last year (Multnomah County, CRAG, Milwaukie) and benefited from such exchanges. In planning this gathering, we decided to sponsor a training session which would be relatively short (one afternoon) and highly relevant to staff active in neighborhood organization programs in Oregon and Washington. We further recognize that one of the major reasons this group has been meeting has been to share information and resources. It is our hope that the session which has been planned will meet these needs and provide some training in community organization theory.

The trainers are Grace Boyce, Rich Rohde and Joy Rhodes. They collectively have extensive education and experience in the field of community organization. The actual training will be geared around the needs and experiences of those attending the session.

DATE: Thursday, January 13, 1977

TIME: 12:30 p.m. to 4:30 p.m.

PLACE: Salem Public Library Auditorium
555 Liberty Street SE

There will be no charge for the program. All costs (except lunch) are being covered by the City of Salem.

Laura
Patti
Mary
Joy
Jerry
Edna

* Planning services provided by the unified planning staff of the Mid Willamette Valley Council of Governments.

December 29, 1976
Page 2

Plan to come early (11:30 a.m. to 12:00 Noon) for lunch if possible. This will provide time for informal discussion before the training session. If you would like a lunch ordered, please indicate when you confirm attendance. We would appreciate confirmation of attendance prior to Friday, January 7, 1977, by calling Anne Rose at (503)588-6173.

Hope to see you in Salem.

Sincerely,

A handwritten signature in cursive script that reads "Bill Hayden". The signature is fluid and extends to the right.

Bill Hayden, Supervisor
Neighborhood Planning Program

j2/141-s/3