



Cogon Owens Greene

**Powell Division Bus Rapid Transit  
and  
*Community Engagement Liaison Model in Action***

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**Ronault Latang Sayang “Polo” Catalani, Founder  
Community Engagement Liaison (CEL) Model  
*Director, New Portlanders Program, City of Portland***





# Powell-Division Transit and Development Project

## MULTICULTURAL AND YOUTH BUSINESS OUTREACH



# Approach to Design

- Confirm Objectives, Schedule
- Consult Leaders, Experts
- Use Best Available Data
  - Limited English Proficiency Maps (Title VI of the 1964 Civil Rights Act)
- Engage Youth
- Respect Time
- Time = Money



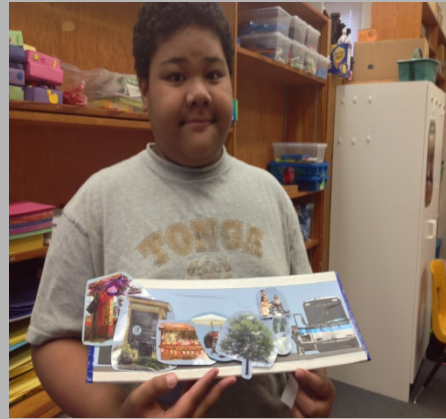
# Core Elements: Four Contracts

- Culturally-Specific Workshops
- Youth Led Business Canvass
- Transit Rider Focus Groups including People with Disabilities



# Trusted Community Based Leadership

- Tongan American Resource Committee – Mr. Kolini Fusitua
- Chinese Community – Ms. Ping Khaw



# Two Rounds of Discussion

- Russian Speaking Network of Oregon– Ms. Natalya Sobolevskaya and Ms. Anna Volkova
- Latino Network – Ms. Linda Castillo and Latino Parent Night – Gresham High School





# Star Community Engagement Liaisons

- Oregon Bhutanese Community Organization– Ms. Krishna Maya Koirala
- African Immigrant Leadership – Mr. Sam Gollah



# Culturally Specific Discussions

- Vietnamese Community – VNCO and Ms. Pam Phan
- African American Focus Group – Ms. Joy Alise Davis



# Bhutanese Community Krishna Koirala

- Safety
- Affordable housing
- Community gathering places
- Cultural orientation



# Tongan Community Koloni Fusitua

- Affordable housing
- Community gathering places
- Employment opportunities
- Pacific Island themed station



# Russian Community

Natalya Sobolevskaya, Anna Volkova

- Gathering places with amenities such as café, trails
  - Outdoor market or bazaar for community interaction
- Safer, more comfortable stations



# Latino Community

## Linda Castillo, Latino Network

- Sidewalks to/from transit
- More lit, signaled crosswalks
  - 82<sup>nd</sup> or 92<sup>nd</sup> Ave crossover
- Bus shuttles: to Ht. Hood and to Hillsboro to enhance connections



# Youth Canvass:

- NAYA, Multnomah County and Gresham Youth Commission
- Paid Training
- Administration
- Coding
- Reporting



# Design a Station Board

- Inspired by Mr. James Rojas
- Hands on Engagement
- Increase interaction!





# Cornerstones

- Use best available data: schools, people
  - Limited English Proficiency Maps: City of Portland, Metro (Census + School District Information)
  - Youth canvass
  - Interactive displays
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# IAP2 Core Values

- Ensuring those affected are involved
- Advancing the practice | equity and inclusion
- Evaluating | adjusting
- Building “Sustainable Decisions”:  
procedural, emotional and substantive
- Asking for guidance | direction

Inform | Consult | Involve | Collaborate | Empower

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# Essential Steps

- Use community guidance, leadership
  - Access, build upon best available data
  - Be committed to implementation
  - Listen, synthesize, invite, elevate
  - Report back, re-engage
  - Build and maintain relationships
  - Plan, and invest, as if people mattered
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THANK YOU!

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