Powell Division Bus Rapid Transit and

Community Engagement Liaison Model in Action

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Community Engagement Liaison (CEL) Model

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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
Kolini 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
• 82nd or 92nd 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
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
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
THANK YOU!

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