# APANO, JADE District and the Powell Division Transit Project: Community Moving From The Back Seat To The Front Seat

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### APANO VISION IN THE JADE INTERNATIONAL DISTRICT

Foster economic and community development without displacement in the Jade.

Build diverse representation on Jade steering committee

Advocate for workers rights and how that intersects cross-culturally

Increase access to affordable housing as one key strategy to keeping communities in the Jade.

Preserving and enhancing a multiracial multicultural community in the Jade

Educate the broader community on the history of gentrification using our narrative on history of Old Town Chinatown and the policies used to create this displacement.

#### **Priorities in APANO's work in the Jade:**

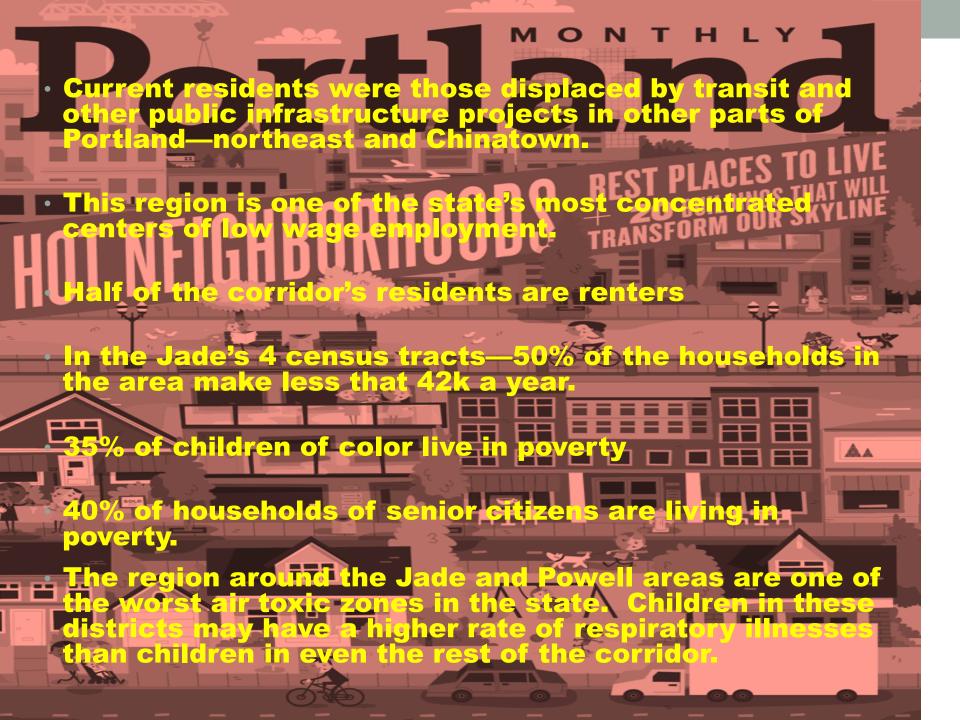


- Identify, recruit and develop new API leaders through the Jade work. Includes small business leaders, women, immigrants, youth, renters and low wage workers.
- Locate APANO's strategic areas of work within the Jade community: including leadership development, community organizing, civic engagement, bilingual volunteer team, legislative work into Jade community with focus mobilizing and building leadership among the under-represented communities in this community.
- Build effective and active communication strategy with stakeholders- in the region around the Jade and to promote the leadership of these communities in the broad Portland Metro region.
- Develop and/or advocate for concrete policy measures to enhance the lives of communities of color, immigrants and working families in the Jade.

#### Why the Jade?

- It is one of the fastest growing, hosts the strongest concentration of people of color, new immigrants and youth.
- 272,194 residents in the corridor (35% of the county's population)
- This area grew by 17% in last decade-almost double than the Portland average
- Also the most diverse region of the county—in many areas census tracts showing anywhere from 25-almost 50% of the area with residents o color (almost 100% to 600% change in the area)
- While other areas of county are getting less diverse—this region is rapidly changing the face of culture of the region.
  - Greatest proportion on foreign born and non-english speaking households
- In the Jade—30% people of color
- Home to 37% of Portland's k-12 youth
- And home to over a third of Portland's elderly.





#### Community Engagement: Key to Success



## Intersections: Understanding the Implications of Development



- Transportation: Powell
   Division Transit Project
- Built Environment
- Neighborhood Life
- Housing
- Schools
- Jobs

## Coalition Building: We are Really In it Together











#### **Powell Division Community Stabilization Goals**

- Goal 1: Affordability of housing in the corridor is maintained
- Goal 2: New Housing in the corridor is developed in a manner that provides
- housing opportunities for a profile of household incomes that are representative
  of the city
- Goal 3: The quality of rental housing in the corridor is healthy and above
   standard
- Goal 4: Renters in the corridor are provided with protection from displacement
   and landlord malfeasance
- Goal 5: Programs are established to protect and increase access to
   homeownership for low-income communities
- Goal 6: New development projects provide economic opportunities for current
   Low-income residents living along the corridor
- Goal 7: Community development strategies are implemented to provide economic
   opportunities for small, immigrant, refugee, and minority-owned businesses
- Goal 8: Improving health outcomes in the corridor are prioritized in all new
   development
- Goal 9: Powell-Division residents are meaningfully engaged and empowered to
   Influence the direction of development activity along the corridor
- Goal 10: Equity standards guide investments in the corridor
- Goal 11: Programs are established to support and uplift low-income families so
  that they can remain and thrive in the community

#### The Take Aways:

