

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

*Raahi Reddy, APANO and Powell
Division Transit Project Steering
Committee*

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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 of 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.

MONTHLY Portland

HOT NEIGHBORHOODS

BEST PLACES TO LIVE
+ 20 BUILDINGS THAT WILL
TRANSFORM OUR SKYLINE



Portland

- **Current residents were those displaced by transit and other public infrastructure projects in other parts of Portland—northeast and Chinatown.**
- **This region is one of the state's most concentrated centers of low wage employment.**
- **Half of the corridor's residents are renters**
- **In the Jade's 4 census tracts—50% of the households in the area make less than 42k a year.**
- **35% of children of color live in poverty**
- **40% of households of senior citizens are living in poverty.**
- **The region around the Jade and Powell areas are one of the worst air toxic zones in the state. Children in these districts may have a higher rate of respiratory illnesses than children in even the rest of the corridor.**

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HOT NEIGHBORHOODS

Community Engagement: Key to Success

- Jade Steering
- committee
- Tenant Organizing
- Small Businesses
- Parents
- Harrison Park School



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



OPAL

ORGANIZING PEOPLE / ACTIVATING LEADERS



DIVISION MIDWAY ALLIANCE
FOR COMMUNITY IMPROVEMENT



East Portland Action Plan



**UPSTREAM
PUBLIC HEALTH**



rose
community development

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:

1) Invest in Organizing 2) Understand clearly the implications of development 3) Build a coalition that builds robust solutions.

