

East Portland Neighborhood Office Advisory Committee
Special meeting on budget advocacy
Friday, October 23, 2015, 10 am – 12:15 pm
East Portland Neighborhood Office, 1017 NE 117th Ave

Attendance: Arlene Kimura, David Hampsten, Jeremy O’Leary, Kate Coenen, Lori Boisen, Mary Nelson, Mingus Mapps, Ron Glanville, Tom Badrick
Staff: Eliza Lindsay, Kari Koch, Richard Bixby

Goals of the meeting is to develop a high-level plan for advocacy, and the message to go with it,

- for the November 20 Advisory Committee meeting
- for others we need to talk to soon, possibly Commissioner Fritz at the November 4, Chairs meeting

Vision for EPNO in five years

- Do more for the community.
- Get more funding so we can do more in the office; more staff; office open more; helping neighborhoods more.
- Program modeled to address needs of East Portland, not what downtown thinks we need.
- Well recognized connector in East Portland community.
- An established multi-lingual, multi-cultural place with EPNO as a part of it.
- EPNO a hub for myriad projects.
- Resource to help find solutions to problems individual groups don’t have resources to fix; find resolution to hard problems.
- Community groups see EPNO as a resource in their toolkit to help with issues.
- Parklane Community Center exists and EPNO is located there.

Meeting with ONI Director, Amalia

- She is supportive of us advocating for increased funds.
- Current projection is no increase in revenue for next year. May be funds available in the Spring projection
- Think about one-time (one year) funding we could ask for
- Expect Commissioner Fritz will be supportive, but is realistic about the budget
- We NEED to explain how EPNO is different than EPAP

Why doesn’t EPAP satisfy EPNO’s inequitable funding?

- Getting to equity is not the same as fair share. We have a long way to go to achieve equity and money for EPNO would be a small step toward equity even though it would be our fair share. There is a catch up factor to get to equity. EPAP is here to address a historical lack of funding while EPNO continues to function underfunded.

- If EPAP and EPNO are lumped together, the City needs to add the Quadrant Plans to the other coalition budgets. EPAP serves a function similar to the Quadrant plans at a MUCH smaller budget.
- EPAP was directed and funded by City Council and placed into ONI with its own independent funding.

How is EPNO different from EPAP?

- Maintenance (EPNO) vs Capital (EPAP)
- EPNO programming more flexible in purpose.
- EPNO provides more direct staff support to community groups.

Other thoughts:

- Distinguish between EPAP Plan vs EPAP Organization; The EPAP exists to advocate for the EPAP Plan, not to implement the plan. The plan is supposed to be implemented by the various agencies.
- The Equity portion related to the plan is relative to the rest of the City.
- The message to other coalitions is that supporting an increase in EPNO funds will not decrease, and will possibly add funds to their coalition.
- EPNO and EPAP collaborate together

Eliza will create some bullet points/sound bites from the list and send them to the group to digest.

Approach to Advocacy

- Focus on a common message to share as we advocate, different stories and words with same message.
- Suggest collaboration with the rest of ONI, EPNO is part of a large community involvement program. ONI BAC meetings are an opportunity to engage.
- Take a collaborative approach and talk with people first.
- Begin with, "Here's some of the great things we are doing. How can we work together to expand our community involvement programs?"

It is important to make clear that we want more for everyone. Helping us get better funding can help other programs get better funding. Send email to EPNO Advisory Committee and EPAP groups asking the question "Do you know of a specific project that another Coalition organization is working on that EPNO can collaborate on."

What to ask for?

The group reviewed the suggestions from last time and how they fit with EPNO's current programming.

- EPNAN all household mailing could possibly be funded through partners; bureaus buying sponsorships.
- Some projects could be done with EPAP municipal partnership funds

After reviewing the funding asks, the group made suggestions:

- All projects should come from community initiative and be community-driven.
- Develop messages in terms of concrete projects as well as policy; consider our audience, both community and Commissioners
- Highest priority is funding for community-driven projects, which may include direct funding
- On messaging; don't open up discussion on efficiency of operation. That is a discussion for another time

Developing message

- Community Driven Office; therefore don't commit to specific projects, develop general message so we have flexibility and can be community-driven
- Funders want specifics; provide examples of projects, or include requests for specific projects
- Who do we need to talk with first?
 - EPNO Advisory Committee
 - Coalitions important; CNN, Allison Stoll (Lori); SEUL, SWNI, land use contacts (Arlene and David); Tom will help
 - Local business associations & NPI; Parkrose (Mingus); DMA, Midway (Lori); Gateway, Tom; could be letters of support
 - Commissioner Fritz, maybe at November Chairs
 - ONI BAC Steering committee, Coalition Directors & Chairs
- Not sequential, need to talk with all of them at various times
- Suggest team work; 3 to 6 for commissioners, 1 or 2 for individual meetings
- Also consider Fall BuMP Council hearing; One or two speaking, others with signs; get hearing date; David will get timeline; Richard check with Amalia regarding ONI support
- Presenter to EPNO Advisory Committee; Ron volunteered, will work with staff and maybe one other person to develop message

Message for Advisory Committee

- Ask for increased funding, for community-driven projects with examples
- How EPNO is different than EPAP?
- Need sound bites for people to start sharing,
- Develop both written and oral information
- Provide information so they can participate in advocacy
 - Who can you get to participate?
 - When do they need to be heard?

Message for Commissioner Fritz & Chairs Group

- Raise equity issue
- Explain the EPAP difference; mention quadrant plan
- Need expanded program for additional projects, share ideas
- Lead with what is great about what we are doing
 - Hazelwood hydropark
 - Halsey island, cleanup
 - Get ideas from Chairs before meeting
- Need to have other Chairs understanding goals of advocacy

Message for ONI BAC Steering Committee

- Attendance, ONI Staff: Amalia, Amy & Brian; Coalitions: CNN, NPS, and NWNW; Latino Network; NAYA; Livability Program; Resolutions NW
- Probably be one-on-one conversations; need 30-second elevator speech; David will help; let people know about planned advocacy

Once we get our basic message, if you see someone from another coalition, talk to them about our planned advocacy

Next Steps:

- Develop sound bites how EPNO and EPAP are different. (Eliza + others)
- Develop 30-second elevator speech for ONI BAC Steering (Richard & David)
- Plan for November Chairs meeting (Ron, Tom, Kari + others)
- David will research timelines of BuMPs

Comments

- How does EPNO prioritize which efforts staff works on/spends time? Future discussion topic for Advisory Committee