

Citywide Innovation Program
Major and Micro Grant Applications
September 2015

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MAJOR GRANTS

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The CITY OF PORTLAND *Oregon*

INNOVATION PROJECT PROPOSAL

Bridging the Digital Divide for Disadvantaged Businesses

Request Amount

90,000.00

Proposal Status

Pending Approval

Lead Bureau

Portland Development Commission

Primary Contact

Morgan Masterman

Phone:

503-823- 6839

Primary Contact Bureau

Portland Development Commission

Problem/Opportunity Statement (Max 1,500 characters)

In this digital age small businesses must have a web presence to connect with potential consumers and better interact with existing customers. A web presence could mean a website, social media identity, e-commerce site (Etsy), or local review site (Yelp). But a lack of technological knowledge and limited resources put web presence out of reach for many disadvantaged businesses. PDC's Small Business Development Program (SBDP, www.pdc.us/smallbiz) aims to spark wealth and job creation for entrepreneurs by increasing access to 1-on-1 help in starting, strengthening, or expanding business operations. SBDP serves business owners with low and moderate incomes and those in underserved communities (people of color, those with limited English proficiency or located in city-identified priority neighborhoods). Roughly 500 small businesses receive technical assistance annually. As of March 2015, 65% of those businesses lacked a website; more than 50% had no web presence. This is troubling; a recent study by Google et al revealed that 4 out of 5 customers rely on search engines for information such as operating hours, goods/services, and directions to businesses within their community. Without a web presence many firms are limited to interacting with family, friends, and people within their immediate community, making it difficult to scale or plan for long-term survival.

Detailed Description of Proposed Solution (Max 3,000 characters)

PDC seeks to pilot a program to support disadvantaged business owners through a web clinic modeled on the Lewis & Clark Small Business Legal Clinic which provides legal services to small businesses who otherwise wouldn't have access to attorneys and also

provides experience for law students. The web clinic service provider will perform the following for SBDP participants: - Evaluate how a web presence benefits the individual business - Develop and implement a plan for enhanced web presence - Provide brand development (logo) - Support to launch and maintain a web presence Most assistance will go directly to businesses within the SBDP, but in addition, the technical assistance (TA) providers (funded by PDC to support businesses) will receive baseline training to help businesses manage their digital marketing assets to facilitate business growth. This project marries PDC's traded sector economic development approach with neighborhood business development in an unprecedented way. The traded sector component focuses on increasing the markets that are aware of and can purchase products sold by the businesses served through this grant; the project design is based on best practices research and feedback received from the TA providers who work directly with disadvantaged businesses on behalf of PDC. This research and feedback revealed several barriers that prevent disadvantaged business owners from establishing a web presence: - Limited knowledge of technology or importance of web presence - Language - Limited resources and time - Limited access to the Internet PDC staff discovered that TA providers have limited time and resources to train their clients on establishing and maintaining a web presence, and both TA providers and businesses lack the technological knowledge required. This program would facilitate more efficient delivery of web presence support and allow TA providers to focus on other services. PDC pursued parallel paths to uncover the depth of this challenge and potential solutions. In March, PDC used Portland's Early Adopter Switchboard as well as 75 people from the business community to brainstorm ideas, and received feedback from 15 people during roundtable discussions. Staff followed up on that feedback for more detailed conversations. The Switchboard tool provided 18 additional comments. These connections improved staff understanding of the Portland business community's interest in this problem and ways to address it. In April, PDC hosted a panel discussion for TA providers focused on best practices for using web and social media. The panel of web consultants and business owners generated a discussion that clearly identified the barriers listed above. As a result of this discussion and participation in Early Adopter, a broad list of potential web presence service providers emerged. Additionally, the idea has evolved from a simplistic approach of creating a website to a more dynamic and sustainable approach.

Potential Outcomes (Max 1,500 characters)

The ultimate outcomes of this pilot program are to increase equity and opportunity and to unlock unrealized growth potential for the disadvantaged businesses served through the SBDP. The following is a demographic summary of businesses served through the SBDP last fiscal year: — 77% businesses owned by people of color — 60% female-owned businesses — 41% business owners have limited English proficiency — 72% business owners living at or below 50% Median Family Income — 39% business owners live or work in city-identified priority neighborhoods In addition to outcomes identified above, businesses may increase sales via new marketing avenues, the City may see higher tax revenues from increased business sales, and future entrepreneurs will be able to access support from trained TA providers. These outcomes align with the following City equity goals and strategies: - To strengthen outreach, public engagement, and access to City services for communities of color and immigrant and refugee communities, and support or change existing services using racial equity best practices. - To collaborate with

communities and institutions to eliminate racial inequity in all areas of government, including education, criminal justice, environmental justice, health, housing, transportation, and economic success.

Metrics for Success (Max 1,500 characters)

Progress will be measured through monthly check-ins with the service provider and tracking number of businesses served and number with an established web presence. After six months of service delivery, a review of the program will occur in order to determine continuation of services. If considerable progress has been made, PDC will work with its partners including universities and the local software industry to leverage support, including in-kind donations and matching funds, to continue and expand the program outside of the SBDP. Current potential partners include PDX Code Guild, Technology Association of Oregon, PSU College of Engineering & Computer Science, WSU Vancouver Creative Media & Digital Culture Program and the City's Office for Community Technology. Project outcomes will be tracked by the increase in number of businesses that establish a web presence. Specific metrics include: - Signed contract with consultant to provide services to at least 75 businesses over one year - 50 businesses develop a web presence - 40 businesses sustain an active web presence after 12 months - 35 businesses sustain an active web presence after 24 months - 5 businesses create an e-commerce platform - 2 businesses make e-commerce sales - Positive sales and business growth case studies (sensitive information that will be requested through TA providers quarterly reports to PDC) - TA providers participate in training to help businesses manage their digital marketing assets.

Implementation Plan and Schedule (Max 1,500 characters)

If selected to receive a grant, PDC will request proposals from potential service providers in the fall of 2015. Ideally, the clinic will begin to provide services in January 2016. The pilot is anticipated to run for one year with a review period built in after six months to assess program continuation.

Lead Bureau & Partners (Max 1,500 characters)

Portland Development Commission is the lead for this pilot program. PDC will coordinate with the City of Portland's Office for Community Technology (OCT). The OCT works to ensure that the benefits of communications technology are available to all through their digital inclusion strategy. PDC is also partnering with the Technology Association of Oregon (TAO) whose vision is to create a world-class and inclusive innovation economy in Oregon and SW Washington. PDC's existing SBDP partners listed below will play a critical role in the success of this pilot.

Hacienda CDC — Hispanic Metropolitan Chamber — Immigrant and Refugee Community Organization — Micro Enterprise Services of Oregon — Native American Youth & Family Center — Neighborhood House Child Care Improvement Project — PSU Business Outreach Program — PCC Small Business Development Center

Line Item Descriptions

Description	FY 2015-16 Total Innovation Fund Budget	FY 2015-16 Total Budget	Ongoing* Total Budget	Concise description of what your <i>estimated budget</i> dollars represent (e.g., equipment, vendor service, FTE, consultants)
Personnel Services		\$13,000		0.1 PDC FTE
External Materials & Services	\$90,000	\$50,000		\$90,000 – Consultant contract to serve 75 businesses, training for TA providers \$50,000 – TA providers time and materials marketing to businesses assume 1 FTE network-wide
Internal Materials & Services				
Ongoing Operational	N/A		\$38,000	16/17: 0.1 PDC FTE and 0.5 FTE TA providers marketing program*
Ongoing Maintenance	N/A			
Other				
Total Cost Estimate	\$90,000	\$153,000	\$38,000	

*Service contract would begin in Jan 2016 and last for 1 year. Program marketing and management would be funded by PDC in 15/16 and 16/17 through SBDP contracts.

I certify that all partners agree to participate in this project.

Source URL: <http://innovate.portlandoregon.gov/major-proposal/bridging-digital-divide-disadvantaged-businesses>



INNOVATION PROJECT PROPOSAL

For Teens, By Teens: PP&R Community Center App -- Improving Access to Community Centers

Request Amount Scaleable:
\$24,250 to \$37,250

Proposal Status
Pending Approval

Lead Bureau
Office of Mayor Hales

Primary Contact
Tera Pierce

Phone:
503-823-1121

Primary Contact Bureau
Office of Mayor Hales

Problem/Opportunity Statement (Max 1,500 characters)

Following a major investment in community centers in the FY 2015-16 budget, the Mayor's Office discovered a major shortfall in information sharing between Portland Parks & Recreation and families in the community. Youth and families have a difficult time deciphering the outdated, uninviting paper booklet that describes teen activities during the year. Here is an excerpt: <http://bit.ly/1PbkONk>. Online schedules are equally confusing and uninviting. Here are examples: <http://bit.ly/1MSA0kf>; <http://bit.ly/1OVAp2l>. These schedules are not only difficult to read, they also aren't capturing teens' attention - the greatest problem we are working to solve. The purpose of the community center investment is to get teens off the street and into safe places, a pro-social effort to curb the recent uptick in gang violence that is affecting younger and younger Portlanders. The Mayor's Office has heard from teens in both community and internal brainstorming sessions, as well as from teen staff in community centers, that without inviting schedules, teens will not utilize community centers. In order for the pro-social intervention and community center investment to be as successful as possible, we need an accessible, captivating way to let teens and families know about community center programming.

Detailed Description of Proposed Solution (Max 3,000 characters)

During community and internal brainstorming sessions with teens, community leaders, and PP&R, the common theme was that teens are always on their phones. And it was pointed out that parents are always on their phones, too. We discussed the potential of online fliers and digital media graphics, but those are labor intensive with uncertain engagement results. Instead we discussed a smartphone application: The City has apps for reporting road hazards (PDX Reporter app) and crime tips (Portland Police Bureau app), so why

can't the City have an app that directly serves customers by making information about recreational activities easily accessible— Taking into account community center staff, teen and parent feedback, the app idea evolved into not only a schedule, but also a link to the TriMet ticket app, Google Maps, and a way to reserve a spot for classes and activities that have limited space. For more insight, we reached out to the founder of iUrban Teen, a program that teaches youth (with a focus on youth of color) coding, the digital language to create applications and websites, as well as other STEM-related skills. She suggested add-ons such as registration, notifications, ad space for additional revenue for community centers, and a map to show the nearest community center and transit line. And she suggested creating a Youth Technology Program at what will soon become the Montavilla Teen Center, so that ongoing app updates would be performed by Portland teens, who would learn to code as well as perform app updates that would otherwise become another ongoing outside contract. With feedback from the community, community center staff, and experts in the field, the Mayor's Office is now seeking to create a smartphone application through iUrban Teen, which would use a team of six teens— four boys, two girls, ages 15 to 17—and a project manager and developer to create the PP&R community center app. The ideal app would contain programming schedules for PP&R community centers; registration and reservations; notifications; a map with proximity to the nearest community center and transit line; an option for future ad space; and a Youth Technology Program to continue updating the app while also teaching Portland teens valuable STEM skills. The pilot project would involve a partnership with iUrban Teen for app development and the Youth Technology Program, as well as partnerships with PP&R and TriMet to populate the app.

Potential Outcomes (Max 1,500 characters)

This pilot project creates equity and opportunity through access and inclusion. The under-utilized community centers are located in areas that contain concentrations of Portland's minority communities; of families living in poverty; and of gang activity. This map illustrates: <http://bit.ly/1IN1310>. Barriers to community centers for these teens include cost and lack of engaging informational materials. The Mayor's Community Center Initiative addressed the cost barrier; a smartphone app would eliminate the informational barrier for teens. iUrban Teen engages youth in STEM education, focusing on youth of color (42% African-American, 21% Latino) who are underrepresented in STEM. The app and Youth Technology Program would benefit youth of color in the community centers, as well as their parents as volunteers and app users. While changing schedule formats for PP&R may be slightly burdensome, the benefit to the City's community centers and families would far outweigh the burden. An app would save printing costs for the unsightly, uninviting paper booklet. And it would make disseminating information and updating schedules easier with a digital format—also allowing for flexibility in schedule changes—and notifications. And it would enable PP&R to more easily contact teens—another problem the bureau faces.

Metrics for Success (Max 1,500 characters)

Progress would be tracked by the number of youth and parents who download the app (steadily increasing numbers equals success); the number of youth and parents that utilize the

app (steadily increasing engagement numbers equals success); and by the number of youth who take advantage of teen programming (year-over-year increases equal success). PP&R staff will be asked to survey youth in classes and activities, asking how many used the app to find out about the activity or center, register, etc.

The app will also have a rating feature, so youth and parents can rate and leave comments and suggestions about ways to improve the app. The Youth Technology Program's success would be measured by youth involvement (all slots filled) and by the program's ability to update the app in a timely, efficient and consistent manner (measured by the number of deadlines met or not met).

Implementation Plan and Schedule (Max 1,500 characters)

The start date would be within one month of receiving funds. The first major milestone would be the teen team's completion of the basic app, approximately six weeks later. The next milestone would be completion of the optional add-ons (if funding allows for them), approximately six weeks after that. Approximately 16 weeks after receiving the funds, if funding allows for it, the Youth Technology Program would be created to begin teaching youth coding, so that they are prepared to update the app when the time comes.

The next major milestone would be the first update to the application. Risks to the proposed timeline include the iUrban Teen youth team's ability to code the application within the six weeks. That risk should be fully mitigated by the oversight of a project manager and developer. Another potential risk is the ability to get youth involved in the Youth Technology Program. That risk would be mitigated by ensuring there are enough slots in the program to allow youth to balance their time in the program with their schoolwork and extracurricular activities.

Lead Bureau & Partners (Max 1,500 characters)

The Office of the Mayor would take the lead, overseeing iUrban Teen and acting as liaison between the teen team and PP&R. Additional partners would include Portland Parks & Recreation (Eileen Argentina and Josh Green), which would give input on the content and user-friendliness of the app; TriMet, which would help integrate or connect its app or services; and iUrban Teen, which would build the app and maintain it through the Youth Technology Program.

Line Item Descriptions

Description	FY 2015-16 Total Innovation Fund Budget	FY 2015-16 Total Budget	Ongoing* Total Budget	Concise description of what your <i>estimated budget</i> dollars represent (e.g., equipment, vendor service, FTE, consultants)
Personnel Services	\$0	\$0	\$0	NA - iUrban Teen staff and youth team
External Materials & Services	\$24,250	\$24,250	\$0	Basic app development, launch (iUrban Teen team play, materials)

Internal Materials & Services	\$0	\$0	\$0	
Ongoing Operational	N/A	\$0	\$0	Youth technology program, staffed by iUrban Teen
Ongoing Maintenance	N/A	\$0	\$0	
Other *Optional*	\$13,000	\$13,000	\$0	Optinal app add-ons (notifications, registration, map, transit, ads)
Total Cost Estimate	\$37,250	\$37,250	\$0	Total including optional add-ons and proposed supplemental program

I certify that all partners agree to participate in this project.

Source URL: <http://innovate.portlandoregon.gov/major-proposal/teens-teens-ppr-community-center-app-improving-access-community-centers-0>



INNOVATION PROJECT PROPOSAL

Improving Access to Affordable Housing

Request Amount

\$150,000

Proposal Status

Pending Approval

Lead Bureau

Portland Housing Bureau

Primary Contact

Matthew Tschabold

Phone:

503-823-3607

Primary Contact Bureau

Housing

Problem/Opportunity Statement (Max 1,500 characters)

Finding an affordable apartment to rent is increasingly difficult for low-income families, Communities of Color, and vulnerable households such as seniors and single mothers. As rental rates continue to outpace growth in wages, the demand for regulated rental units has been increasing. In addition, the amount of time and energy spent looking for regulated affordable units has increased as the number of companies managing them has grown. Applicants for regulated affordable units are forced to seek out multiple property management firms, complete repetitive applications, and pay recurring fees to access affordable housing. The process is time and cost intensive and often is a barrier to those truly in need of affordable housing. This problem only stands to grow in future years as the city looks to density bonuses in exchange for regulated affordable housing units, a program which may be utilized by an even greater number of property managers. This proposal seeks to simplify the process to apply for regulated affordable housing for applicants, manage the high numbers of applications for regulated units for property management firms, and allow for the City to manage wait-lists or conduct lotteries for the increasing number of rent regulated units in its portfolio.

Detailed Description of Proposed Solution (Max 3,000 characters)

The city has had past success in developing affordable housing web tools. In 2002, the bureau worked closely with the Bureau of Technology Services to develop Housing Connections (www.housingconnections.org), a web-based service for affordable housing. The website was designed to fulfill a much-needed function of drawing together, in a central place, an easily accessible and fully searchable database of available affordable housing. It included supportive services for households seeking and living in affordable

housing. Housing Connections was formulated with extensive community and stakeholder participation in its conceptualization and design. Eventually the rights to market and design the software was sold to an outside agency, Bowman Systems, Inc. Today Housing Connections is managed by 211info, Oregon's social service information and referral system, and the software database is maintained by Bowman Systems. Unlike much of the affordable housing featured in Housing Connections, however, the city or federal government is not directly subsidizing the apartments created through the tax exemption and density bonus programs. Rather, developers get tax breaks and/or increased density from the city to build in desirable neighborhoods, and in exchange must set aside a percentage of the units for low-and-middle income renters.

Helping income eligible renters to find and apply for these apartments as they become available has proven to be quite difficult. The bureau requires developers to advertise affordable units in local news outlets but often entire buildings are fully-leased before construction on the site is even close to completion. The property management companies that manage the new buildings collect an application fee for each new apartment coming online, and it is possible to spend hundreds of dollars applying for affordable apartments while remaining on lengthy wait-lists. In many cases, the bureau has found that the program requirements for these affordable units are not well understood, and people who are not eligible for a given housing development do not have the opportunity to recognize this and refrain from applying. A city-run website where residents can research and apply for new affordable housing projects as they are rented out for the first time would be a huge benefit to the city and the community. The website would assist residents in determining if they are income eligible to apply for affordable apartments and would permit residents to apply for multiple projects with only one application or profile. The city would be better able to manage accessibility to affordable units, maintain wait-lists, and if necessary host lotteries.

Potential Outcomes (Max 1,500 characters)

An online application process would significantly ease the burden on households searching for affordable housing as well as enable the Housing Bureau to better manage lotteries and wait-lists for new affordable housing. There would be immediate savings on apartment application fees for all residents applying for affordable housing. Households, housing developers, and the City would all benefit from greater access to information about the process.

Metrics for Success (Max 1,500 characters)

In addition to tracking web metrics around usage of the online affordable housing application tool the project will conduct a series of interviews of people applying for affordable housing using the online tool. Participants will be asked key questions such as:

1) Have you ever applied for affordable housing before this web application? 2) Before applying for affordable housing, how much did you know about the application process for affordable housing? 3) Before applying for this apartment, had you heard of the Portland Housing Bureau? 4) What do you think PHB does for Portland city residents?

Implementation Plan and Schedule (Max 1,500 characters)

Major milestones and dates: October — December: establish project manager and final project timeline; January — March: map out technical aspects of online housing application process; April — June: Development and testing; July — September: Implementation and Training; October: evaluation of project and necessary program adjustments. Potential risks to the project timeline include the delay of any major housing developments currently underway that the bureau may want to use to pilot the application process.

Lead Bureau & Partners (Max 1,500 characters)

The Portland Housing Bureau will be the lead bureau on this project. The bureau will be working with property management companies, the Bureau of Technology Services, and other key stakeholder agencies.

Line Item Descriptions

Description	FY 2015-16 Total Innovation Fund Budget	FY 2015-16 Total Budget	Ongoing* Total Budget	Concise description of what your <i>estimated budget</i> dollars represent (e.g., equipment, vendor service, FTE, consultants)
Personnel Services				
External Materials & Services				
Internal Materials & Services				
Ongoing Operational	N/A			
Ongoing Maintenance	N/A			
Other				
Total Cost Estimate	\$150,000			See Below

Project Management	\$50,000	External or internal staff to oversee the project implementation
Discovery and Requirements	\$10,000	Requirements analysis
Site Design and Coding	\$30,000	Web application development
Site Architecture and Templates	\$5,000	Web application development
Content Planning and Development	\$20,000	Web application development
Multilingual Site Versions	\$25,000	Translation of web application
Technology Integration	\$10,000	Integration with portlandoregon.gov
Total	\$150,000	

I certify that all partners agree to participate in this project.

Source URL: <http://innovate.portlandoregon.gov/major-proposal/improving-access-affordable-housing>

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The CITY OF PORTLAND *Oregon*

INNOVATION PROJECT PROPOSAL

Piloting the use of Renewable Power in Public Spaces

Request Amount

Approx. \$66,440

Proposal Status

Pending Approval

Lead Bureau

Portland Bureau of Transportation

Primary Contact

Elizabeth Mahon

Phone:

503-823-0396

Primary Contact Bureau

Portland Bureau of Transportation

Problem/Opportunity Statement (Max 1,500 characters)

PBOT is working with PDC, BES, and the Gateway Community on the development of a section of underused public right of way located at NE 112th and Halsey/Weidler. The community would like to transform this area into an active public space that provides open/green space for the neighborhood. The community is also looking for ways to highlight the area's designation as an Eco District through the design elements of the triangle. The design elements include a stormwater facility (funded by BES) and public plaza (funded by PDC). The conceptual design for this space also includes pedestrian-scaled street lighting and ground lighting for a gateway signage treatment. The hope is that the lighting for this site could be funded by PBOT. Recent community outreach efforts for the triangle identified lighting as a critical need so that the plaza remains well-lit and feels safe and inviting to residents in the evening. The future plaza will be used by both the Parkrose Heights and Hazelwood neighborhoods and the Gateway Area Business Association. Both neighborhoods have a significant population of underserved communities including cultural, age and income. Developing the plaza and pursuing the pilot project for this location sends a message of equity and inclusiveness. PBOT sees this as a great opportunity to pursue an innovation grant to pilot the use of a renewable power source such as solar in order to gather data on its effectiveness and true life cycle costs.

Detailed Description of Proposed Solution (Max 3,000 characters)

The idea to pilot renewable power at this site was born out of the community. The advisory group working on the design wanted to highlight the area's designation as an Eco-District and asked PBOT to consider pursuing an innovation grant to pilot the use of

renewable power. PBOT has previously tested solar on a few of its Rectangular Rapid Flashing Beacons with little success. Through the beacon projects, PBOT learned how environmental conditions and maintenance requirements factor into the success and reliability of solar technology. This project would install a structure with solar panels and a battery (to store generated power at the site versus putting back onto grid). All lighting on site would utilize LED technology to reduce overall power requirements. Through this application, PBOT would study the effectiveness of this technology, gather data on the level of maintenance required to maintain adequate functioning of the solar panels, and determine whether this technology would be appropriate to use in other areas throughout the City. Since lighting is essential to the safety and visibility of the site, there would be a redundant power source for the lighting in case the solar technology fails to produce enough power. This plan was developed with input from PBOT's Director's Team, Civil Design section, Signals and Street Lighting group, the consultant design group, and representatives from the Gateway Area Business Association adjacent neighborhoods.

Potential Outcomes (Max 1,500 characters)

There are several potential positive outcomes from this pilot project: 1. The installation of renewable power at this location will reduce or even eliminate the need for conventional power. This will save on installation costs as well as long term cost of maintaining the property while providing lighting for a public space, thus enhancing public safety. 2. If successful, this pilot project can be implemented anywhere in Portland where pedestrian scale lighting will be installed. 3. This project will demonstrate a commitment to sustainability in a highly visible manner (and in a location already designated as an Eco District). 4. This pilot project will showcase cutting edge technology in a highly diverse community with a significant low income population. Other potential outcomes could include: 1. PBOT may discover that an independent solar power system cannot adequately provide enough power for this site (especially in the winter months). 2. PBOT may learn that adequately maintaining the site requires an unrealistic level of staff resources (i.e. too costly). 3. PBOT may determine that an independent system is not realistic and that a redundancy needs to be installed. There could be benefits to providing a redundant system versus an independent battery-operated system (e.g. PBOT could put power back onto the grid and reduce overall utility expenses for the site).

Metrics for Success (Max 1,500 characters)

1. Adequate lighting levels are maintained at the site 12 months out of the year. If the solar technology cannot generate enough power during the fall/winter/spring months, does the amount generated justify the capital expenditures for solar technology in conjunction with traditional power sources— 2. PBOT is able to gather data on whether solar is an appropriate technology to employ on public projects (whether on small or large scale) and is able to provide comparison of life-cycle costs of solar investment versus traditional (electric) power. 3. PBOT better understands the level of maintenance required to order to maintain adequate functioning of the alternative power.

Implementation Plan and Schedule (Max 1,500 characters)

PBOT plans to incorporate the design and construction of this site into the Halsey- Weidler Streetscape Project. The schedule for the Halsey-Weidler Streetscape Project is as follows: Design Survey - summer 2015 (completed) Design Engineering - begin August 2015 Final plans - January 2016 Advertise project - March 2016 Construction - summer 2016 Should the grant be awarded, PBOT staff would need to quickly advance the concept design for the solar technology and battery application so that it can be folded into the streetscape project. PBOT would spend Sept/October developing the concept and November-January on design engineering. This is an aggressive timeline and does carry risk should the conceptual development take longer than two months. If this is the case, PBOT would install the street lighting as a separate project (and bid the work separately). This could increase the overall costs of the lighting project.

Lead Bureau & Partners (Max 1,500 characters)

The lead bureau is the Portland Bureau of Transportation. In addition this project is in partnership with PDC, which has funded the streetscape plan as well as the East Island community planning process. The Bureau of Environmental Services has committed to create a rainwater facility on the site through the 1% for Green program. Construction is scheduled for early 2016. Community partners include the Gateway Area Business Association, Hazelwood Neighborhood Association, Parkrose Heights Association of Neighbors) and Growing Gateway, (Gateway Eco District).

Line Item Descriptions

Description	FY 2015-16 Total Innovation Fund Budget	FY 2015-16 Total Budget	Ongoing* Total Budget	Concise description of what your <i>estimated budget</i> dollars represent (e.g., equipment, vendor service, FTE, consultants)
Personnel Services	\$25,400			Includes staff time for project management, civil design, street lighting design, drafting, construction management/inspection, electrical inspection and maintenance
External Materials & Services	\$35,000			Includes installation of two streetlights on 112 th , special ground lighting in the plaza, uplighting tree and gateway signage treatment, solar technology and purchase of battery to store power. Note: If costs for materials/construction are too high, we can reduce the number of lighting items that would be tied to this grant.
Internal Materials & Services				
Ongoing Operational	N/A			
Ongoing Maintenance	N/A			
Other	6040			Factored in above under personnel services
Total Cost Estimate	\$66,440			

I certify that all partners agree to participate in this project.

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MICRO GRANTS

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INNOVATION PROJECT PROPOSAL

Accessible One Call Phone Translation

Request Amount
\$2000

Proposal Status
Pending Approval

Lead Bureau
Neighborhood
Involvement (ONI)

Primary Contact
Susan Barr

Phone:
503-865-2629

Describe the Problem/Opportunity (1,500 characters)

We who answer the 503-823-4000 take calls every month from non-English speaking callers who need a referral to another agency or entity. After we have connected with our interpretive services, and determined what the caller wants, we transfer them to that department and have to disconnect with the caller and our interpreter. Since these transfers often involve long wait times, or an English message, the caller may hang up because of confusion, or frustration with the long delay. Those callers must start over, or find someone to help them make the call. If we could send our interpreter with the caller, this would mitigate that problem.

For example, a caller might want a referral to Home Forward, which is ordinarily not answered by a person. The interpreter could explain the message and leave the appropriate information on behalf of the caller. Many of our callers are trying to get medical appointments and the interpreter could explain the messages at those offices, as well as the wait time and help the caller make the appropriate appointment.

Describe the Proposed Solution/Strategy (1,500 characters)

My grant would provide us with the ability to pay for the initial interpreter (from our contract with Language Line) to follow the caller to whomever would help them accomplish their desired task. Since we get ten or less of these type of calls a month, the grant would pay for the minutes after we transfer the call. We would keep track of those minutes by noting the ID number of the translator and the time when we sent the caller and translator to the next location. The grant would pay for those extra minutes used after that transfer.

By allowing our call center to equitably provide information and referral services to our citizens who do not speak English, we can meet our service goals for all Portland and Multnomah County callers.

Provide a specific breakdown of how Innovation dollars would be spent (1,500 characters):

Cost per minute of Interpretive Services; \$.98

Estimated number of minutes covered by the grant; 20 minutes per call, 10 calls per month

Additional funds for Translation services: \$1960. (These are estimates, I am requesting \$2000)

List any project partners (500 characters)

Office of Neighborhood Involvement is the lead bureau

Language Line Services has been contacted and is comfortable with this use of their translators

Procurement Services has been contacted and feels this use is compatible with our existing contract

I certify that all partners agree to participate in this project.

Source URL: <http://innovate.portlandoregon.gov/proposal/accessible-one-call-phone-translation-0>



INNOVATION PROJECT PROPOSAL

Pilot Project: Estimating Community-Validated Count & Location Mapping for Small Populations

Request Amount

\$10,000

Proposal Status

Pending Approval

Lead Bureau

Planning & Sustainability

Primary Contact

Uma Krishnan

Phone:

503-823-5771

Describe the Problem/Opportunity (1,500 characters)

Portland is home to a sizable foreign-born population. People from Somalia, Romania, and Ukraine are all in this mix and add to the racial and cultural diversity of Portland. Particularly since the 1990s, there has been a significant growth in Portland's African community due to refugees' resettlement from conflict zones. However, there has not been any rigorous investigation regarding size and location of either the African community or other Small Populations (SP) that the Census Bureau defines as: "Any defined group of people including but not limited to tribal/indigenous, racial/ethnic, economic, cultural, health, gender, age, language and residential unit that acquires high sampling variability, resulting in unreliable or highly volatile estimates year after year."

As Portland's Small Populations continue to grow, now is a good opportunity to test the complimentary approach of partnering with respective communities to produce Community-Validated counts and location maps for various groups. The *Somali American Council of Oregon* has expressed tremendous interest in partnering with the City in producing such an estimate for Portland's Somali population. There is great awareness in this community that "those who aren't counted don't count".

This pilot can help test estimation of population count and location for one of Portland's SP with hopes to replicate it for other minority groups.

Describe the Proposed Solution/Strategy (1,500 characters)

The proposed pilot study will involve participatory research in collaboration with the Somali American Council of Oregon. The research will involve:

1. Requesting special tabulation from the Census (& perhaps Oregon DoE) to get specific estimates for the "Somali" community;

2. Through the use of focus groups, administration of surveys designed in collaboration with the community & other locally available data, triangulate the custom data purchased from Census;
3. Spatially map location of the Somali population;
4. Request review of the estimate & maps produced by relevant PSU Faculty or Subject Matter Experts.

This essentially is the *Community-Validated approach* that is an evidence based approach involving the use of an independent primary source (like targeted survey conducted in collaboration with Somali American Council of Oregon) and triangulating that data with other available sources/research like the custom data from the Census to arrive at an estimate and location for the Somali Community here in Portland.

Provide a specific breakdown of how Innovation dollars would be spent (1,500 characters):

Cost Breakdown

To implement this proposal, BPS will purchase custom data (not available in the public realm) that can cost up to \$5,000, conduct participatory research that will cost up to \$4,000 and use \$1,000 for consultation purposes. Cost breakdown:

- Purchasing special data from sources like Census Bureau & Oregon DoE: ~ \$5,000
 - Cost for Participatory Research:
 1. Focus Groups: ~1,500;
 2. Possible Survey:~1,000;
 3. Field Work : ~1,500
 - Consultation with PSU or other Experts: \$1,000
- Total requested funds: \$10,000

List any project partners (500 characters)

Lead Bureau: BPS

Partners:

- 1 Office of Equity & Human Right
- 2 Office of Neighborhood Involvement
- 3 Portland Housing Bureau
- 4 Somali American Council of Oregon
- 5 Coalition of Communities of Color

I certify that all partners agree to participate in this project.

Source URL: <http://innovate.portlandoregon.gov/proposal/pilot-project-estimating-community-validated-count-location-mapping-small-populations>



INNOVATION PROJECT PROPOSAL

Mt. Scott Community Center Youth / Senior Mural Project

Request Amount

\$10,000

Proposal Status

Pending Approval

Lead Bureau

Parks and Recreation

Primary Contact

Dave Snyder

Phone:

503-823-1654

Describe the Problem/Opportunity (1,500 characters)

At Mt. Scott Community Center we have observed a gap between youth and adult community members and believe an art based project which combines these two populations (specifically targeting Teens & Seniors) would benefit the mural team participants, but our community at large. The north facing wall in our lobby is currently an underutilized area, approximately 204 sq ft of space, and directly visible to all patrons entering the building. Our proposal is a collaborative mural project which pairs senior and teen artists, guided through the process by a professional muralist. During the first 4 weeks of our program teens and seniors will meet once a week to work through concept, initial design/drawings, design changes, and final approvals. Once the final design is approved our group will meet every Sunday (while the building is closed) to prep and paint the mural they have created. In conclusion, this is a great opportunity to address the generation gaps in our community and have a final, lasting piece of artwork to represent our community in the Mt. Scott neighborhood.

Describe the Proposed Solution/Strategy (1,500 characters)

Mentorship programs have proven to increase academic and social skills amongst our underserved teen population. They provide a structured environment which encourages self exploration, creative thought, and cooperative skills. This project will work to implement equity and inclusion by partnering with other agencies and community members to ensure our group of participants includes those from underserved and underrepresented populations within our community. We strive to have our final group of muralists reflect our diverse community here at Mt. Scott Community Center which we believe will influence the artistic elements presented in the project. The resulting mural will represent not only the months of hard work done by the individuals involved but will serve as a standing reminder to our community at large. Lastly we will work with our muralist to create a program curriculum that would be replicable at any facility city wide. Our artist is a well established and respected muralist in our community whose background includes a B.A. in Art Therapy as well as an M.F.A in Contemporary Art Practices. She has experience working with groups as well as young adults and artists of all skill levels and backgrounds.

Provide a specific breakdown of how Innovation dollars would be spent (1,500 characters):

To oversee the program and develop a replicable curriculum we will hire two positions. A professional muralist who will oversee and develop the project. The coordinator/assistant will ensure that the project stays on budget and meets all agreed deadlines throughout the process. They will also serve as liaison between our Muralist and group participants, and the center director. Bus passes will be provided to limit any transportation barriers so that all participants can attend meetings, workshops, and brainstorming sessions. When our mural is finished we will invite city officials, staff, and community members to an unveiling to celebrate the success of the project. The projected dollar amount for our unveiling will include staff hours, refreshments, and a raffle.

Muralist/Mural program Director - \$35.00 hourly X 171 hours = \$6000.00
 Coordinator/Assistant - \$20 hourly X 200 hours = \$2,000.00
 Paint + Supplies - \$350.00 paint + \$150.00 brushes/prep = 500.00
 Youth transportation - \$300 - youth bus passes/transportation = 300.00
 Unveiling ceremony - \$1200.00 (this figure includes staff hours for set up and hosting, cost of food / beverage, youth / family activities) = \$1200.00
 Total = \$10,000.00

List any project partners (500 characters)

Organizations/Facilities: Mt Scott Community Center
 RACC (Regional Arts and Culture Council)
 PP&R Teen Services, Senior & Adaptive Inclusion
 Professional and Private Artists: Robin Corbo Elise Prior

I certify that all partners agree to participate in this project.

Source URL: <http://innovate.portlandoregon.gov/proposal/mt-scott-community-center-youth-senior-mural-project>

INNOVATION PROJECT PROPOSAL

Washington Park Pedestrian Wayfinding Strategy

Request Amount

\$20,000

Proposal Status

Pending Approval

Lead Bureau

Parks and Recreation

Primary Contact

Victor Sanders

Phone:

503-823-9488

Describe the Problem/Opportunity (1,500 characters)

Over 3 million people visit Washington Park every year. Native Portlanders, first-time and returning tourists, neighbors, school groups - people of all ages and all walks of life, all sections of Portland and the world, come to enjoy the various cultural attractions and natural beauty of the Park. The popularity of the park has revealed a significant service gap: Visitors whose native language is not English have extreme difficulty getting around the park, finding destinations, and enjoying all the free and low-cost activities that make the park special and unique.

A variety of complex trail signage, different transit and shuttle systems, and the sheer size of the park represents a barrier to visiting families and people that don't speak or read English. The problem we are trying to solve is a simple one: how does one get from A to B in Washington Park, when A and B are not in a language one can read or understand. Washington Park has various iterations of trail signage and maps in circulation for the visiting public. These maps and signs don't properly convey the park as one holistic property containing various cultural attractions, with a multitude of trail and transit connections. In addition, all are in English and use little by way of common symbols or wayfinding instruments.

Describe the Proposed Solution/Strategy (1,500 characters)

Parks would like to address this problem by developing and implementing a comprehensive cross-cultural and non-language specific on-foot wayfinding strategy for the park. With proper wayfinding signage and simple to understand trail system directional markers, recreational opportunities increase for visitors that don't speak English. What's more, opportunities increase for all visitors! Our strategy addresses one of the most common problems we hear from visitors in the park: I don't know where I am and I can't find where to go!

This strategy is divided into 3 phases: development and design, phased full build-out; refinement. The total requested amount is \$20,000. The Washington Park Transportation Management Association will contribute \$10,000 for this project to assist with signage production and installation, for a total project resource of \$30,000. Creating and implementing a comprehensive cross-cultural wayfinding strategy will help all visitors find and access a variety of free and low-cost attractions and recreation opportunities within Washington Park. The project represents increased access, equitable communication and opportunity, and excellence in customer service to underserved populations. We believe this grant addresses the 4 major themes outlined above (which fit within the Strategic Plans Initiative goals of Parks), as well as the direct goals of the Innovation Fund.

Provide a specific breakdown of how Innovation dollars would be spent (1,500 characters):

PHASE 1: Develop and Design a Universal Pedestrian Wayfinding Signage Plan - Cost \$20,000

Working with a consultant, Washington Park staff will develop a look-and-feel and universal destination symbols workbook. At least 2 major trailhead signs will be installed or replaced with this new framework. In addition, the consultant will design the signs for Phase 2. The funds from this phase will exclusively fund the consultants work on the project. Staff will work with the consultant design team as part of regular duties. The consultant will be selected off of a list of Flexible Service Contracts the Parks design team already uses for urban design work.

PHASE 2. Phased Full Build-Out - Cost \$10,000 (funds provided by the Washington Park TMA)

Installation of up to 20 trail, sidewalk, and/or trailhead markers throughout the park on new or existing poles and markers at locations identified by the Washington Park TMA and Parks staff. The Washington Park Transportation Management Association will fund the fabrication and installation of these signs.

PHASE 3. Refinement

Staff to study user responses and develop future funding priorities that react to those needs.

List any project partners (500 characters)

Lead: Portland Parks & Recreation

Partners: Washington Park Transportation Management Association (non-profit)

Other identified stakeholders to be involved:

TriMet (some signs sit within TriMet property)

Metro (4T Trail and Intertwine signage exists in some areas of the park)

I certify that all partners agree to participate in this project.

INNOVATION PROJECT PROPOSAL

Youth & the Law Publication

Request Amount

\$10,000

Proposal Status

Pending Approval

Lead Bureau

Police Bureau

Primary Contact

Chief Lawrence P. O'Dea, III

Phone:

503-823-0008

Describe the Problem/Opportunity (1,500 characters)

This is a transformative time for the country and law enforcement. Our country is struggling with how race impacts all major institutions, the criminal justice system and police. Law enforcement needs to be the leader in affecting change, due to the tremendous responsibility police have. Incidents across the country have impacted how people feel about PPB, even though we are thousands of miles away.

In addition, PPB has struggled to increase trust in our community. We have made significant strides in community engagement, but there is still work to be done. We have adopted relationship-based policing and need to integrate it into everything we do. This is especially important with youth and diverse communities that feel disenfranchised by the City. Building relationships with youth is complex, as they sometimes rely on misinformation that is repeated throughout their own circles. It is critical that they receive accurate information about police and why they do what they do. Youth also need to feel this information is credible and if is generated by them, they are more apt to believe it is true.

If youth receive accurate information about police and police are able to use that information to engage youth, we can improve our customer service. We can build a relationship that will save time and money, as more kids understand the laws and their rights and might possibly avoid criminal action or negative incidents with police.

Describe the Proposed Solution/Strategy (1,500 characters)

Earlier this year, Roosevelt High School students unveiled a student-written book intent on teaching students about their civil rights and how to improve interactions with police. The 100-page book, "Youth & the Law," was produced for students. Students wrote the book after interviews with the PPB, Mayor's Office, IPR and the Multnomah County DA's Office. The book includes information on police use of force, gang outreach, traffic stops, alcohol, drugs and other topics.

The Police Bureau is supportive of this publication, as it was created by students for

students. We believe every PPS High School student, (about 13,000), should receive a copy. By communicating expectations and accurate information about laws, it could help keep kids safe and encourage them to obey laws. The gang and drug prevention piece is powerful coming from a student's perspective. This helps police provide better customer service to a demographic that we need to build a relationship with and improves the services we provide them. This book provides officers with a resource to connect with a youth. Already, Bureau members have spent time discussing the book with students. This community engagement will only help officers build relationships with teens. Though the school already published the book on a limited basis, it needs modification in regard to accuracy. Officers will work with the students on re-editing the book and then publish it on a more large-scale basis.

Provide a specific breakdown of how Innovation dollars would be spent (1,500 characters):

We would like the book *Youth & the Law* to be in the hands of every single Portland Public High School student. Printing and Distribution has given us a print run cost quote of 15,000 copies in order to do so.

To print black and white books with a color cover (in card stock) it would cost \$10,000. We are not budgeting any money for distribution or personnel costs, as we would rely on officers assigned to the Youth Services Division, the schools and students to distribute the books.

15,000 copies

Total printing charge: \$10,000

List any project partners (500 characters)

Our partners in this project would be Roosevelt High School (students and faculty) and the Portland Public Schools administration. The members of the Youth Services Division (which provides School Resource Officers) would be the lead on this project and has a positive relationship with our partners at PPS.

I certify that all partners agree to participate in this project.

Source URL: <http://innovate.portlandoregon.gov/proposal/youth-law-publication>