

B188-Rockwood Sunrise





**Downtown
Rockwood**

S.E. 188 AVE.

Housing

Site

E. BURNSIDE ST.

**Future Housing
Development**

S.E. STARK ST.

COMMUNITY

Comprehensive Community Outreach and Engagement Strategy

1. EXISTING BUSINESSES

- Engagement with former tenants/businesses and programs from the Sunrise Center.

2. COMMUNITY OUTREACH

- Incorporate social media and Online surveys to increase participation of diverse range of community residents & businesses.

3. LEADERSHIP GROUP

- Establish a diverse leadership group of community members to represent voices of the community.

4. MEETING FACILITATOR

- Provide an experienced facilitator to work with the Leadership Group.

5. PUBLIC MEETINGS (3)

- Tentative issues to address:
 Development Concept
 Community Vision
 Governance

COMMUNITY ENGAGEMENT - TENTATIVE SCHEDULE

<i>date</i>	<i>event</i>	<i>location</i>
1/24	Former Tenants/Businesses of the Sunrise Center	
2/28	Rockwood Neighborhood Assoc. (Chair)	City Hall, 1333 NW Eastman Parkway (6:00 pm)
3/15	GRDC Advisory Committee Mtg.	City Hall, 1333 NW Eastman Parkway (6:00 pm)
5/5	Cinco de Mayo	Rockwood Market Hall, 485 SE 185th Ave.
6/1	E. Metro Community Safety Collaborative	Hope Center Portland, 740 SE 182nd Ave. (4:30 pm)
6/10	Rockwood Flea Market	Rockwood Market Hall, 485 SE 185th Ave. (11 am - 1 pm)
6/20	GRDC Commission	1331 NW Eastman Parkway (2:30 pm)
7/6	E. Metro Community Safety Collaborative	Hope Center Portland, 740 SE 182nd Ave. (4:30 pm)
7/7	Block Party	SE Yamhill St. & 187th Ave. (6 - 9 pm)
7/8	Rockwood Flea Market	Rockwood Market Hall, 485 SE 185th Ave. (10 am - 2 pm)
7/9	People's Farmers Market	Rockwood Market Hall, 485 SE 185th Ave. (1 - 5 pm)
7/12	GRDC Advisory Committee	City Hall, 1333 NW Eastman Parkway (6:00 pm)
7/16	People's Farmers Market	Rockwood Market Hall, 485 SE 185th Ave. (1 - 5 pm)
7/23	People's Farmers Market	Rockwood Market Hall, 485 SE 185th Ave. (1 - 5 pm)
7/30	People's Farmers Market	Rockwood Market Hall, 485 SE 185th Ave. (1 - 5 pm)
8/3	E. Metro Community Safety Collaborative	Hope Center Portland, 740 SE 182nd Ave. (4:30 pm)
8/5	Rockwood National Night Out	Hope Center Portland, 740 SE 182nd Ave.
7/23	People's Farmers Market	Rockwood Market Hall, 485 SE 185th Ave. (1 - 5 pm)
8/12	Rockwood Flea Market	Rockwood Market Hall, 485 SE 185th Ave. (10 am - 2 pm)
8/13	People's Farmers Market	Rockwood Market Hall, 485 SE 185th Ave. (1 - 5 pm)
8/20	People's Farmers Market	Rockwood Market Hall, 485 SE 185th Ave. (1 - 5 pm)
8/27	People's Farmers Market	Rockwood Market Hall, 485 SE 185th Ave. (1 - 5 pm)
8/x	POIC Backpack Handout	
9/3	People's Farmers Market	Rockwood Market Hall, 485 SE 185th Ave. (1 - 5 pm)
9/7	E. Metro Community Safety Collaborative	Hope Center Portland, 740 SE 182nd Ave. (4:30 pm)
9/9	Rockwood Flea Market	Rockwood Market Hall, 485 SE 185th Ave.
9/10	People's Farmers Market	Rockwood Market Hall, 485 SE 185th Ave. (1 - 5 pm)
9/13	GRDC Advisory Committee	City Hall, 1333 NW Eastman Parkway (6:00 pm)
9/17	People's Farmers Market	Rockwood Market Hall, 485 SE 185th Ave. (1 - 5 pm)
9/19	GRDC Commission	1331 NW Eastman Parkway (2:30 pm)
9/24	People's Farmers Market	Rockwood Market Hall, 485 SE 185th Ave. (1 - 5 pm)
10/5	E. Metro Community Safety Collaborative	Hope Center Portland, 740 SE 182nd Ave. (4:30 pm)
10/11	GRDC Advisory Committee (tentative)	City Hall, 1333 NW Eastman Parkway (6:00 pm)
11/2	E. Metro Community Safety Collaborative	Hope Center Portland, 740 SE 182nd Ave. (4:30 pm)
12/7	E. Metro Community Safety Collaborative	Hope Center Portland, 740 SE 182nd Ave. (4:30 pm)

PREDEVELOPMENT SCHEDULE

- ENA Site Due Diligence | Sept. 2022 to Feb. 2023
- Community Engagement - Sunrise Center Tenants | Jan. 2023 - On-going
- Rockwood Neighborhood Assoc. Leadership | Feb. 28th
- GRDC Advisory Committee | Mar. 15th
- Rockwood Neighborhood Assoc. Monthly Mtg. | Mar. 20th
- Community Engagement - Online Survey | Mar. 22nd
- Community Engagement - Cinco De Mayo Celebration - Rockwood Plaza | May 5th
- Community Engagement - E. Metro Community Safety Collaborative - Hope Center | June 1st
- Community Engagement - Rockwood Flea Market - Rockwood Plaza | June 10th
- GRDC Commission | June 20th
- Community Engagement - East Metro Community Safety Collaborative - Hope Center | July 6th
- Community Engagement - Block Party - 187th Ave & SE Yamhill | July 7th
- Community Engagement - Rockwood Flea Market - Rockwood Plaza | July 8th
- Community Engagement - People's Farmers Market - Rockwood Plaza | July 9th

GRDCAC Questions

- Would you be interested a tabling a summer event?
- Would you be interested in attending Rock the Block on August 26?
- Would you be interested in participating in the Leadership Group?



Building Our Community's Future: 2029 Community Investment Framework

Engagement Summary

July 2023

RAFF

01

Engagement Process Overview

02

What We Heard: Key Takeaways

RAFT

Engagement Process Overview

DRAFT

Engagement Goals & Activities

1. Gather feedback on a set of **community values and desired projects** that the City could build over the next 6 years.
2. Ensure projects **serve and benefit Rockwood-West Gresham's diverse and multicultural community** .



1. **Three Community Leader Meetings**
2. **Culturally -specific Focus Groups**
 - a. Burmese
 - b. African / African American
 - c. Latino
3. **Community survey**
4. **Debrief with Community Leaders**

What We Heard: Key Takeaways

DRAFT

Community Values



**Build a sense of
community, safety, and
belonging**



**Provide wealth generating
opportunities for low income
residents through
homeownership and small
businesses**



**Prioritize easier access to
health and wellness services,
and culturally responsive
programs and resources for
youth and adults**

Priority projects: Strong desire for affordable housing *ownership*

- Affordable homeownership opportunities was the biggest priority for participants across the board. Participants expressed a strong desire for more support in pathways to homeownership (i.e. Proud Ground and Habitat for Humanity)
- Lack sense of security and families experience threats of eviction due to minor incidents like noise complaints while living in multifamily dwellings
- Lack of adequate space and amenities for large families and multigenerational living
- Lack of access to resources in buying a home and seeking mortgage assistance
- Prefer to have less affordable rental housing if it means they are available to own

Priority projects: Desire for culturally responsive health and wellness programs and services

- Participants expressed they do not have access to adequate, multilingual and culturally responsive health care in Rockwood or Gresham
- BIPOC residents are traveling outside the City of Gresham to access health services that they feel safe and comfortable with
- Strong desire for health care clinics, urgent care, mental health services, women's health services, and centers for domestic violence survivors
- Desire for kitchen and dining services for elders (i.e. Meals on Wheels The Diner in Vancouver)

Priority projects: Desire for community center and recreation center

- Participants have limited access to community and recreation centers for youth and adults in Rockwood
- Rockwood lacks safe spaces for BIPOC youth to learn and play outside of home and school
- Participants envision a space where youth and families have access to all kinds of services, programs, and activities that celebrate diversity and provides cultural enrichment. For instance:
 - One-stop shop for community resources and social services
 - Skills training, professional development, and small business programs
 - Support for at risk youth and formerly incarcerated youth and adults
 - Cultural arts events and festivals
 - Language and driving classes
 - Swimming, sports and fitness