



PORTLAND PARKS & RECREATION

Healthy Parks, Healthy Portland

# Outreach Services Program

## Connecting Communities with Portland Parks & Recreation



# History of the Outreach Program

- The Portland Parks & Recreation (PP&R) mission has long included ensuring access to all. That message was under-scored in the Parks 2020 Vision Plan with the creation of the Outreach Services Program. Through a collaborative effort of citizens, staff, businesses and community groups, the 2020 Vision Plan confirmed that outreach to Latinos and Asian/Pacific Islanders was critical, in addition, extra focus on teens in North/Northeast Portland must be a dedicated priority.



## History of the Outreach Program

The passage of the 2002 Parks Levy by Portland voters allowed for the implementation of the Outreach Services Program. This program has been in place for 5 years having many successes, along with many items yet to be explored.



# Mission of the Outreach Program

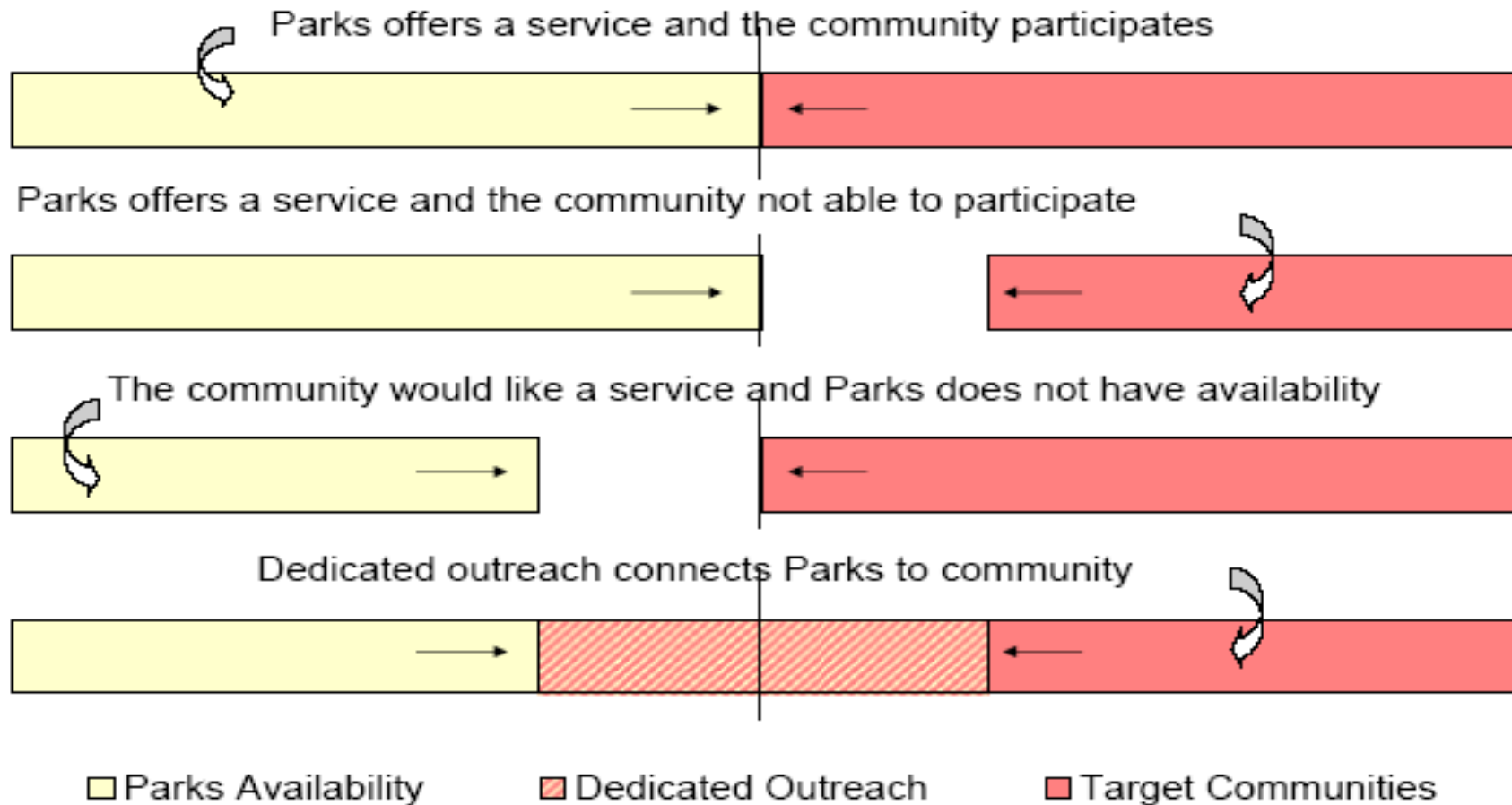
The Outreach Services program ensures that Latinos and Asian/Pacific Islanders citywide, teens in North and Northeast Portland and other under-served/under-represented communities have equal access to Portland Parks & Recreation facilities, programs and open spaces.

## **Action Items to achieve goals:**

- Program specifics for target communities
- Educate target communities on how to access PP&R
- Participate in dedicated outreach/relationship building
- Assist in developing a diverse and welcoming staff
- Assist in providing support resources



# Connecting with Communities

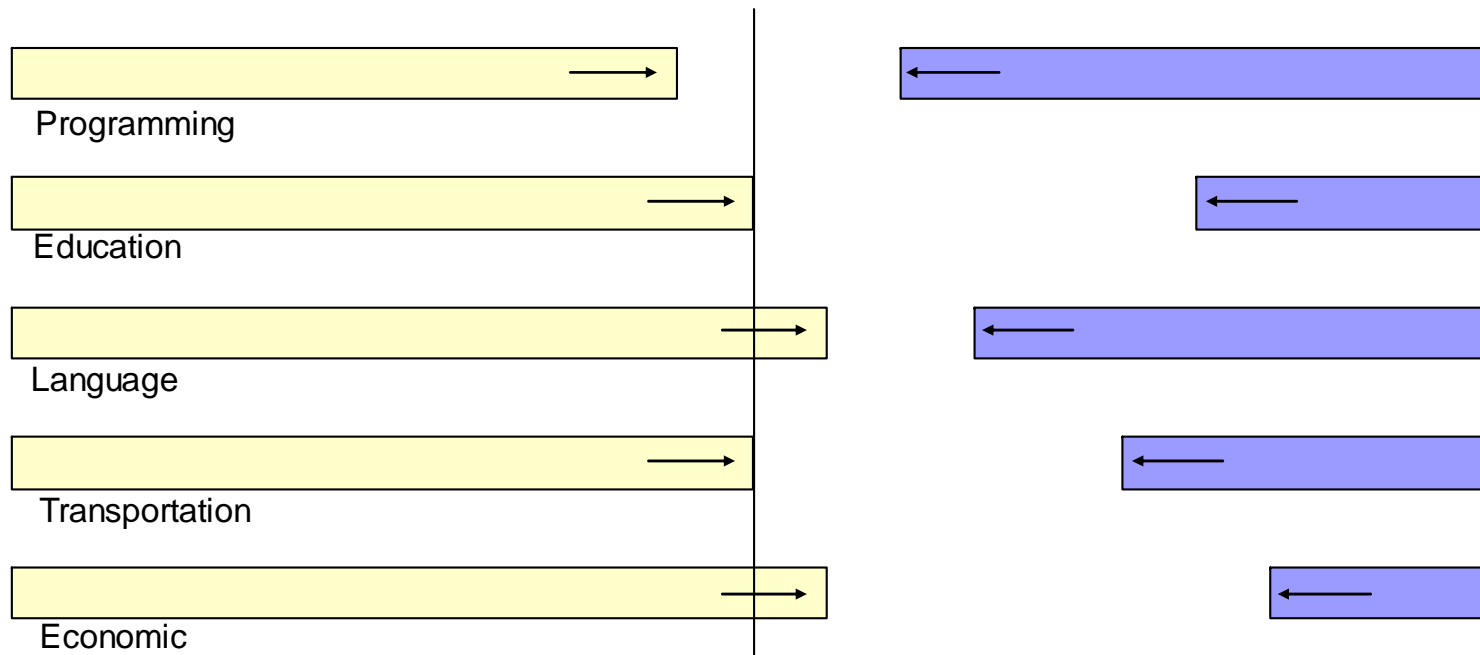




# Outreach to the Latino Community

□ Parks Availability

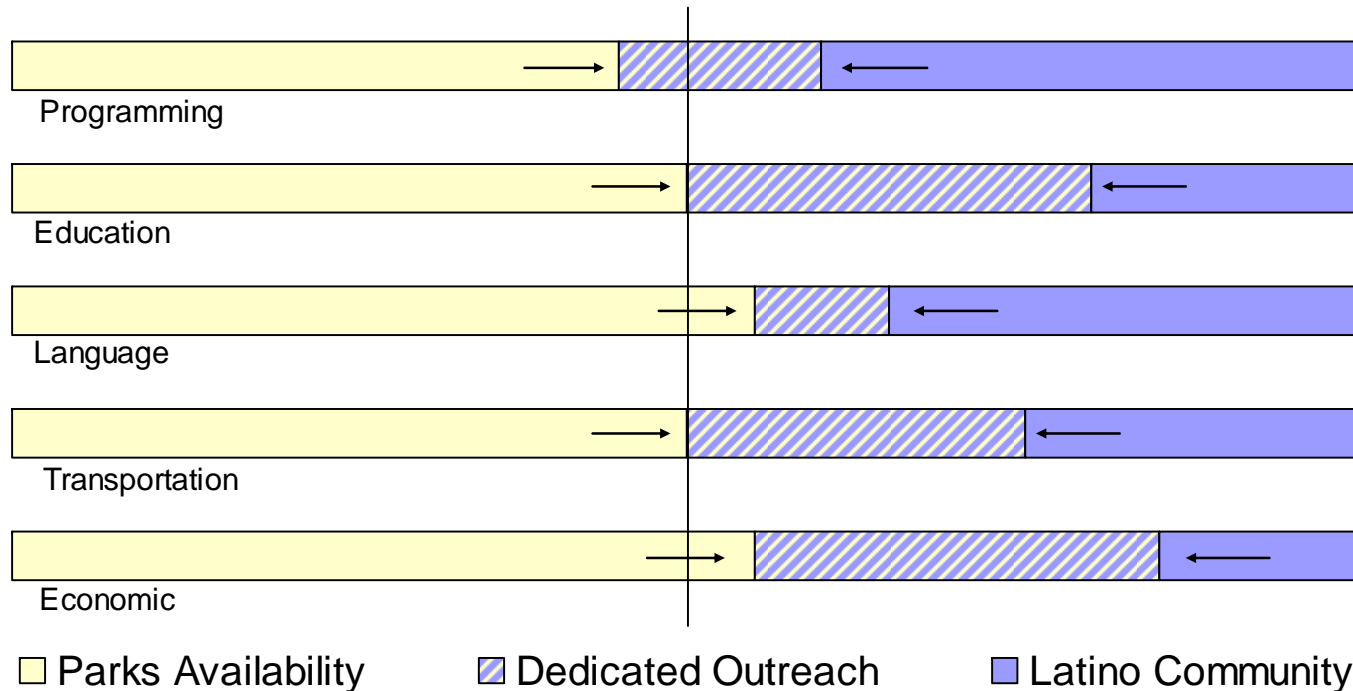
■ Latino Community



- Lack of culturally specific programming
- Lack of understanding how to connect
- Language barrier at select locations
- Access to program locations a challenge
- Financial costs a challenge



## Connecting with Latino Community



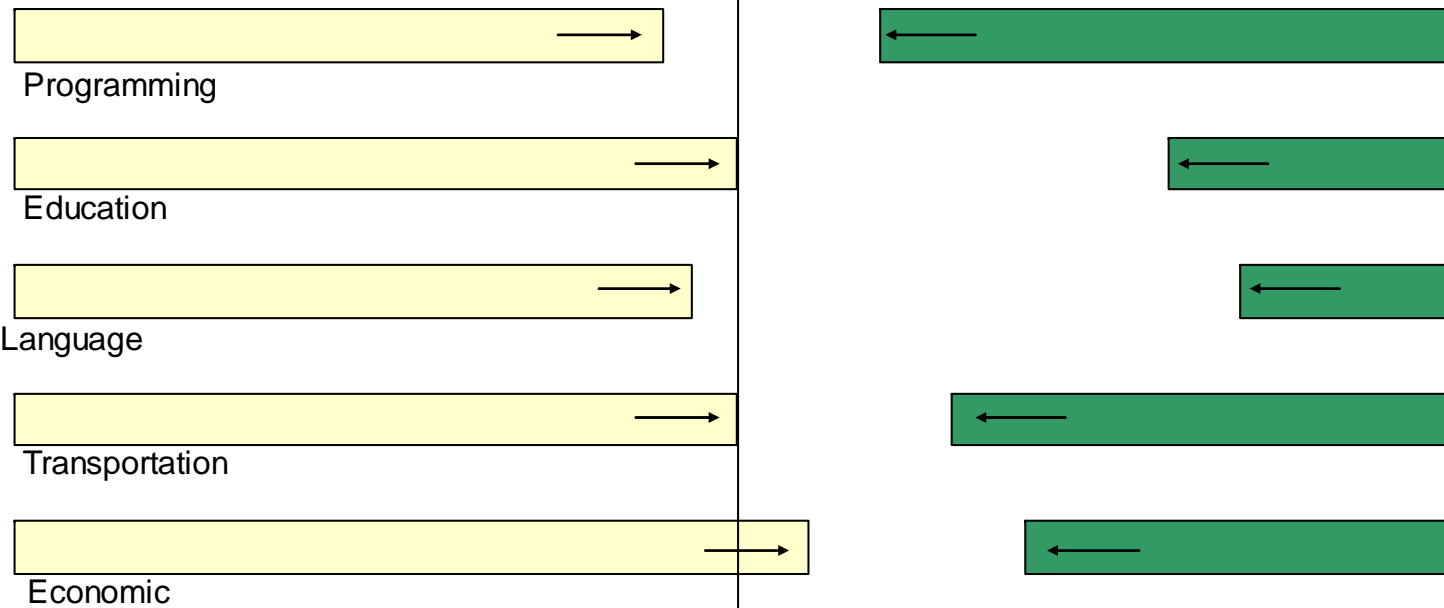
- Create culturally specific programs
- Educate community on how to access programs
- Assist staff in hiring bi-lingual staff and translate information
- Assist in finding transportation resources
- Work on alternative funding potential



## Outreach to A/PI Communities

□ Parks Availability

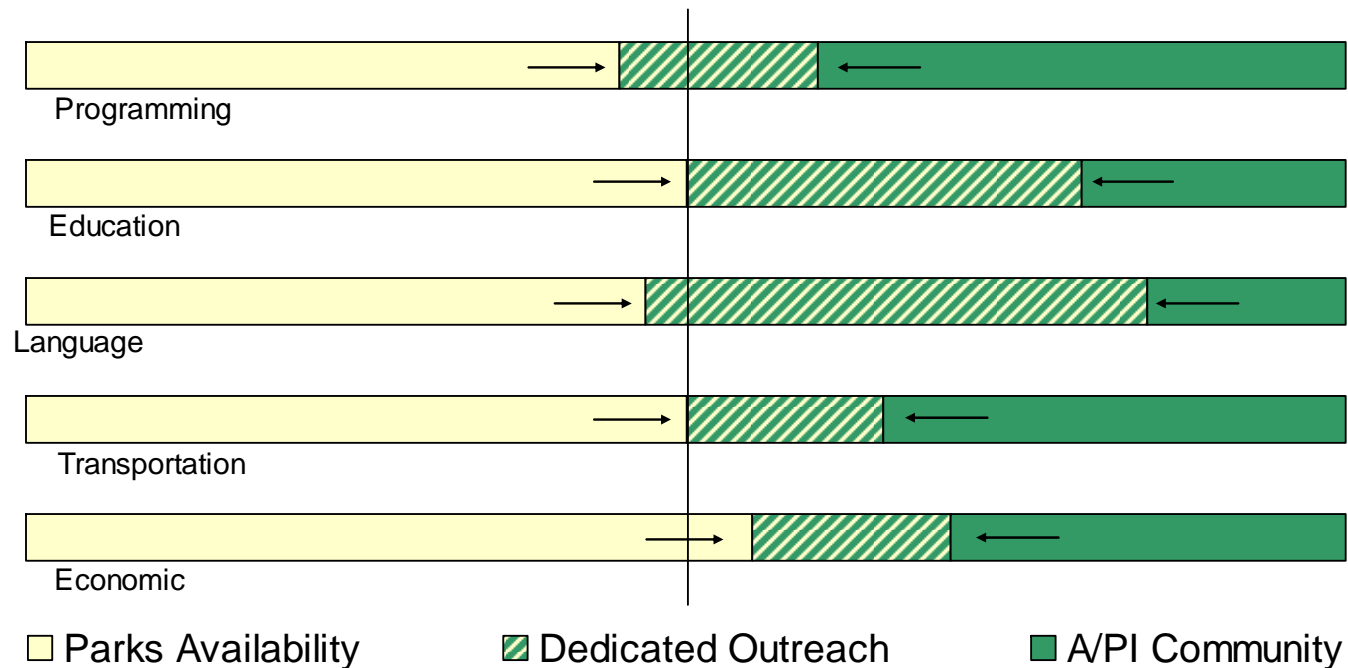
■ Asian/Pacific Islander Community



- Lack of culturally specific programming
- Lack of understanding how to connect
- Language barrier at select locations
- Access to program locations a challenge
- Financial costs a challenge



## Connecting with A/PI Communities



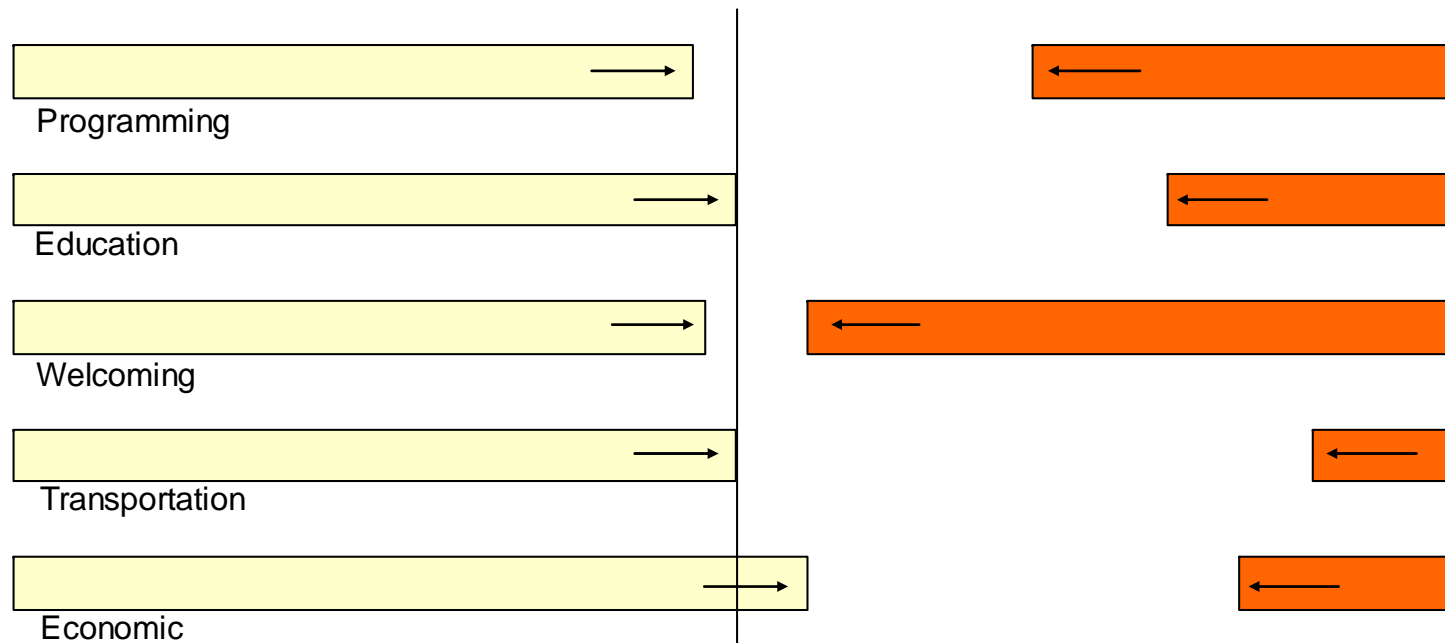
- Create culturally specific programs
- Educate community on how to access programs
- Assist staff in hiring bi-lingual staff and translate information
- Assist in finding transportation resources
- Work on alternative funding potential



## Outreach to Teen Community

□ Parks Availability

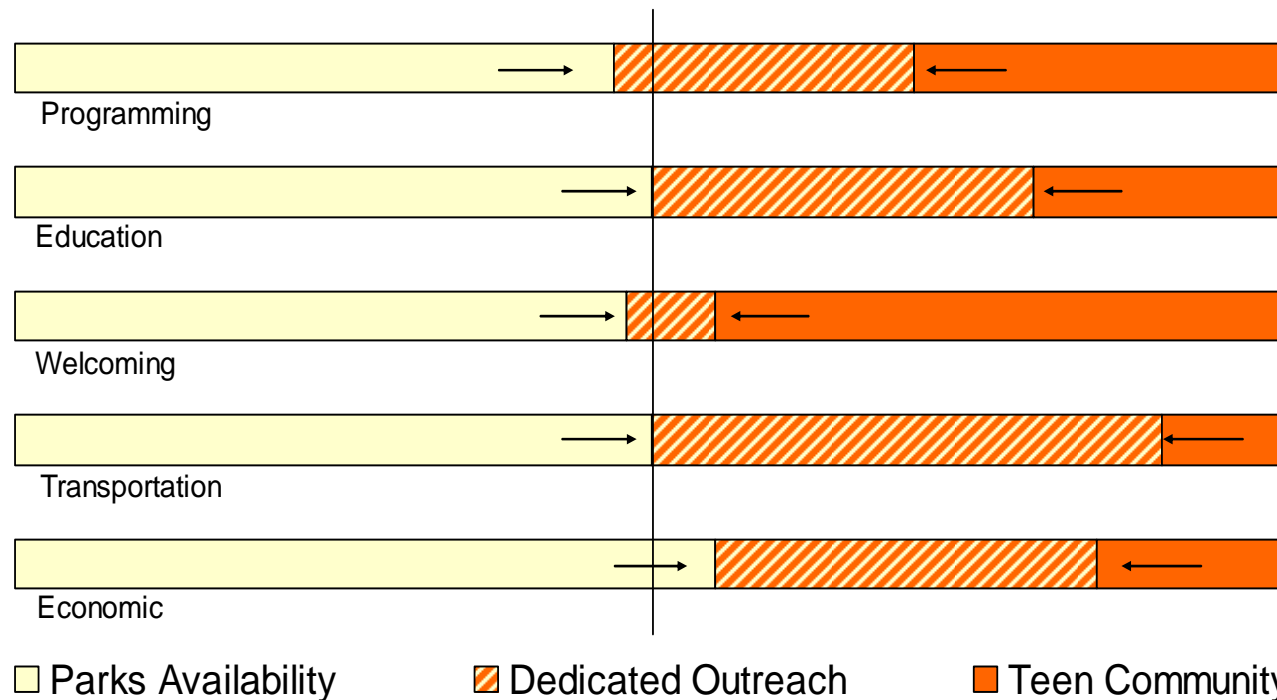
■ Teen Community



- Lack of Teen specific programming
- Lack of understanding how to connect
- Welcoming environment for Teens
- Access to program locations a challenge
- Financial costs a challenge



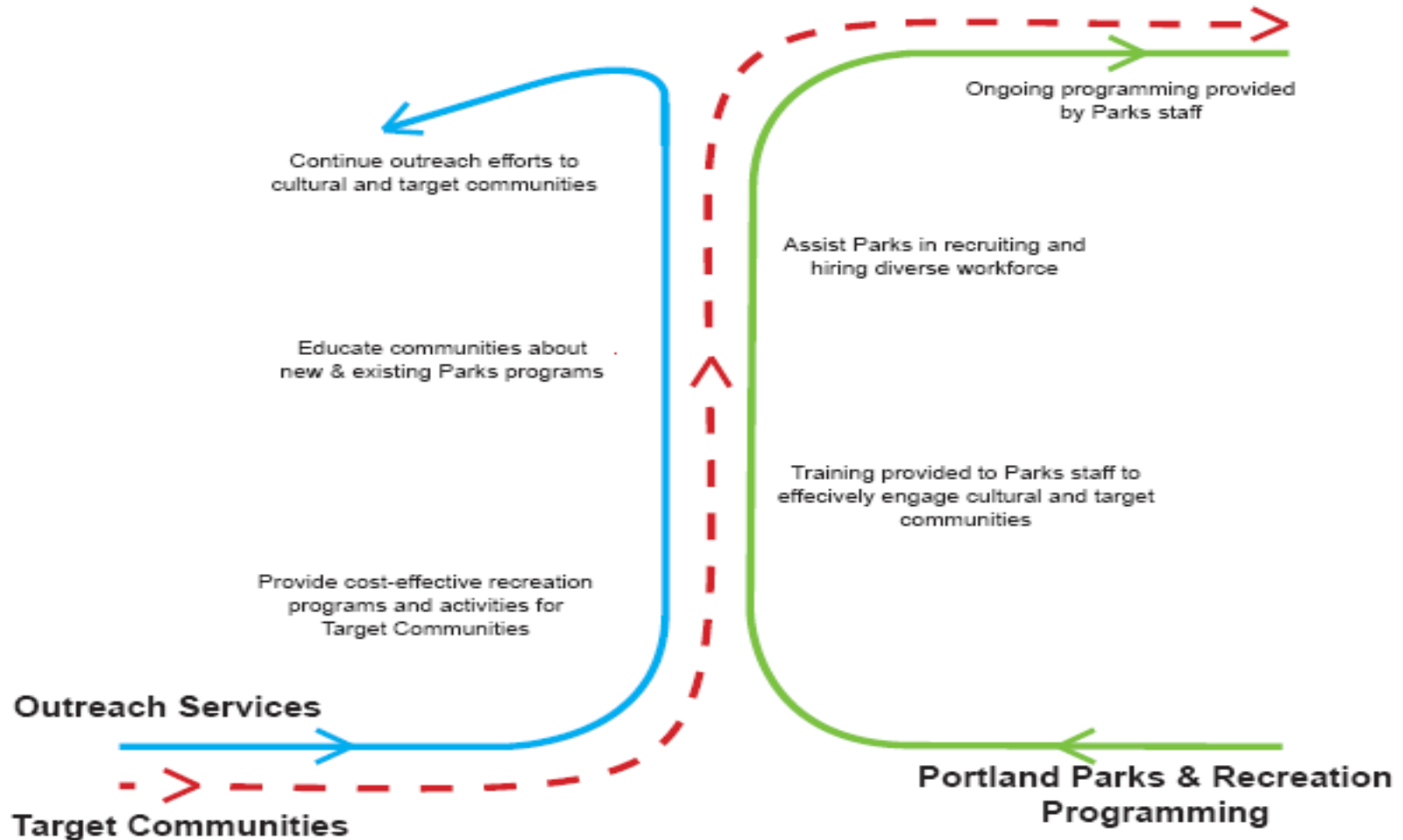
## Connecting with Teen Community



- Create culturally specific programs
- Educate community on how to access programs
- Assist staff in creating a welcoming environment for Teens
- Assist in finding transportation resources
- Work on alternative funding potential

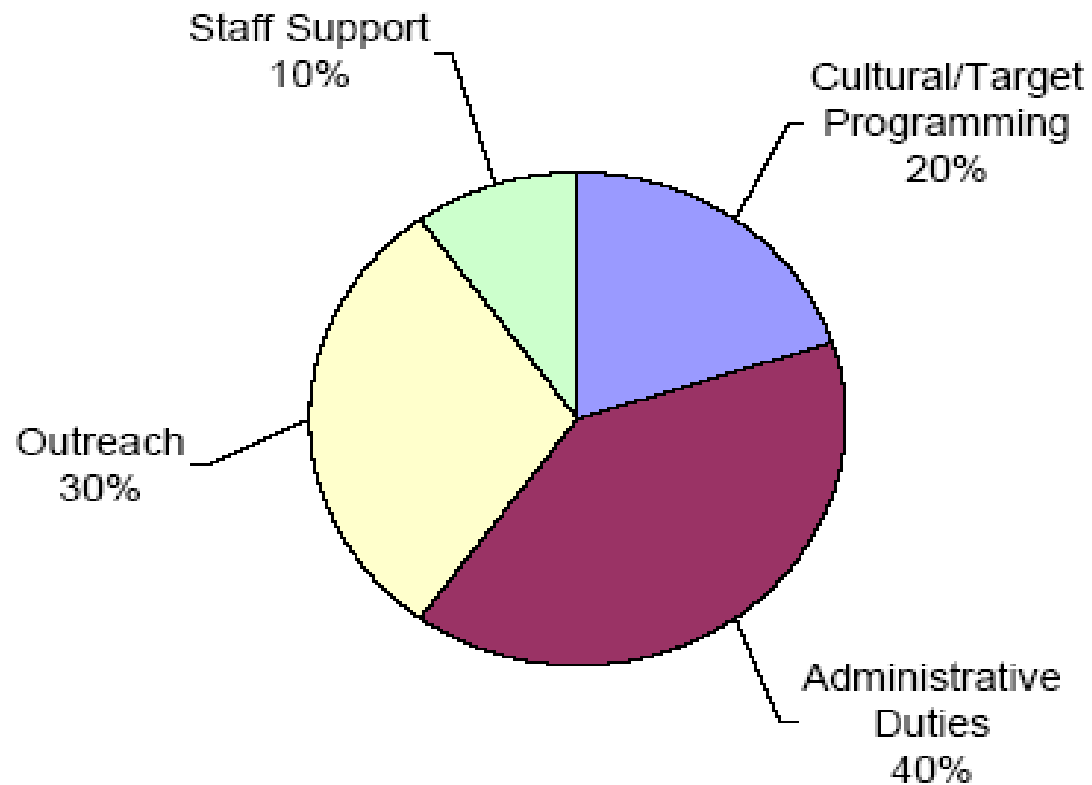


# Connecting to PP&R



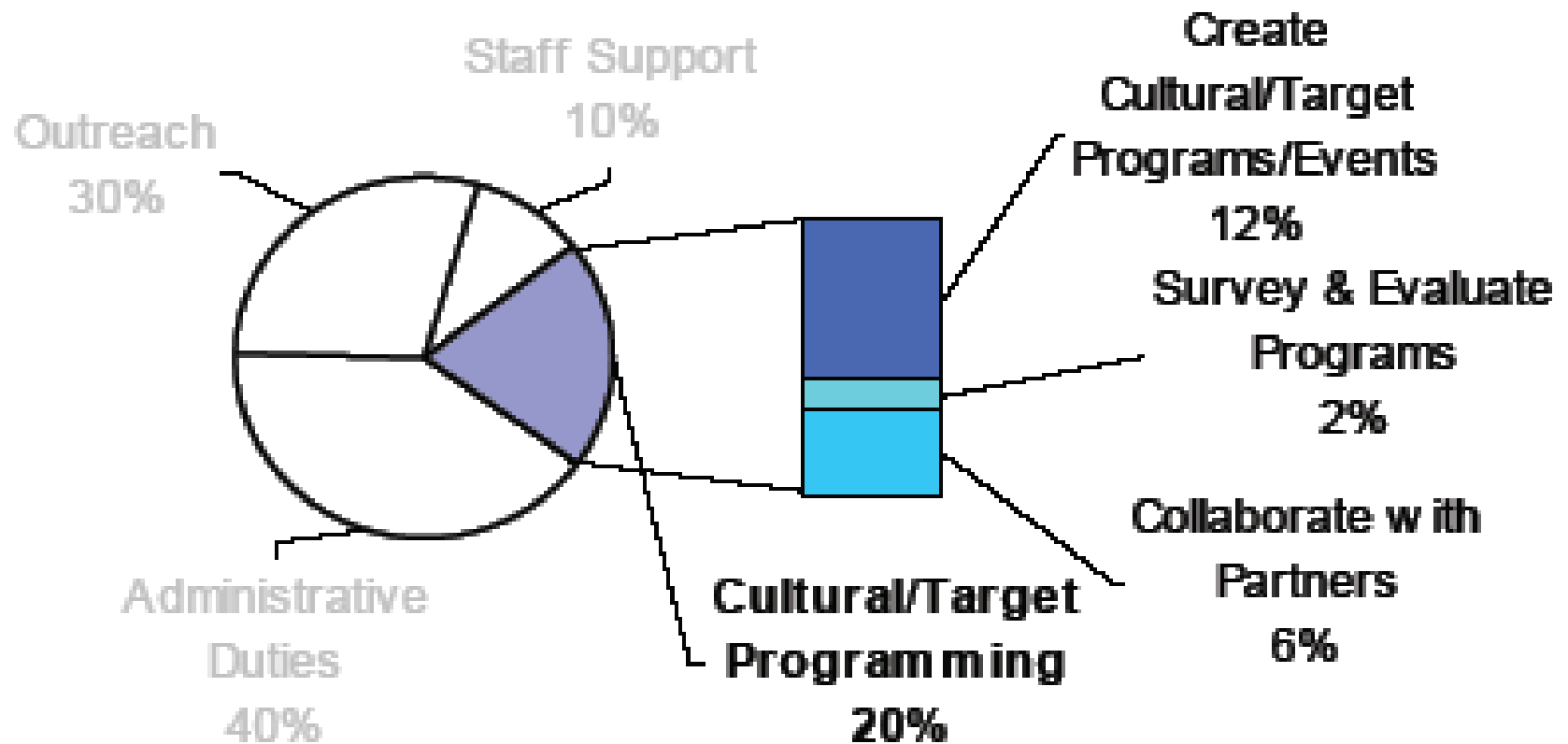


# Daily Staff Work Focus



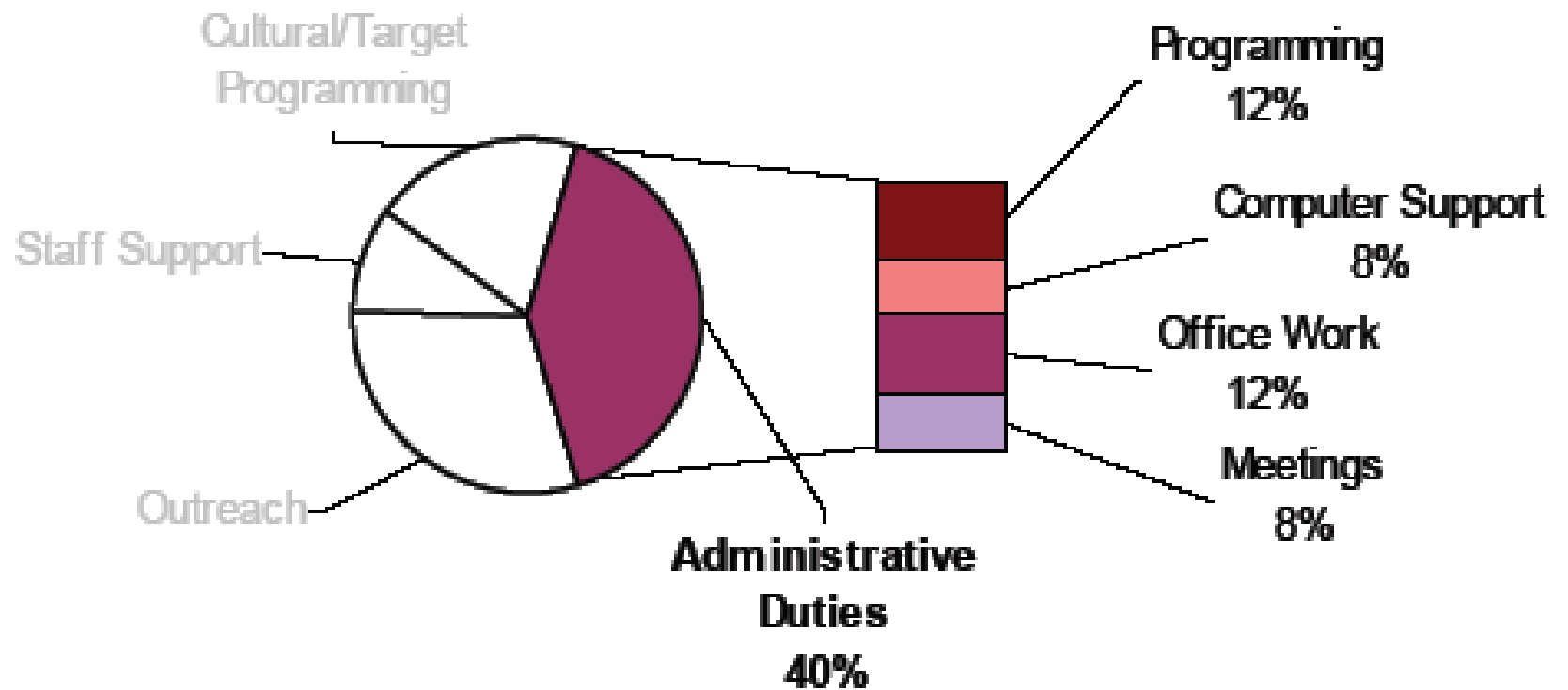


# Daily Cultural/Target Program Focus



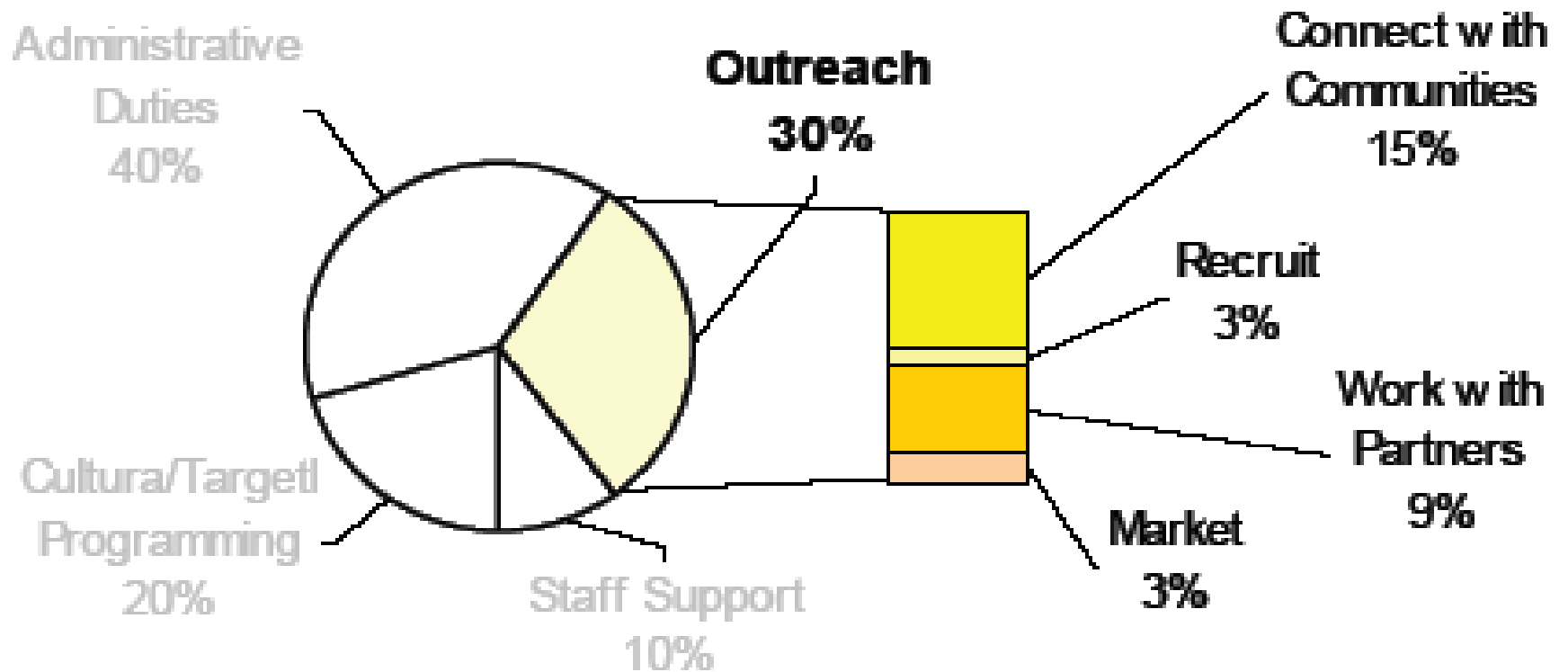


# Daily Administrative Focus



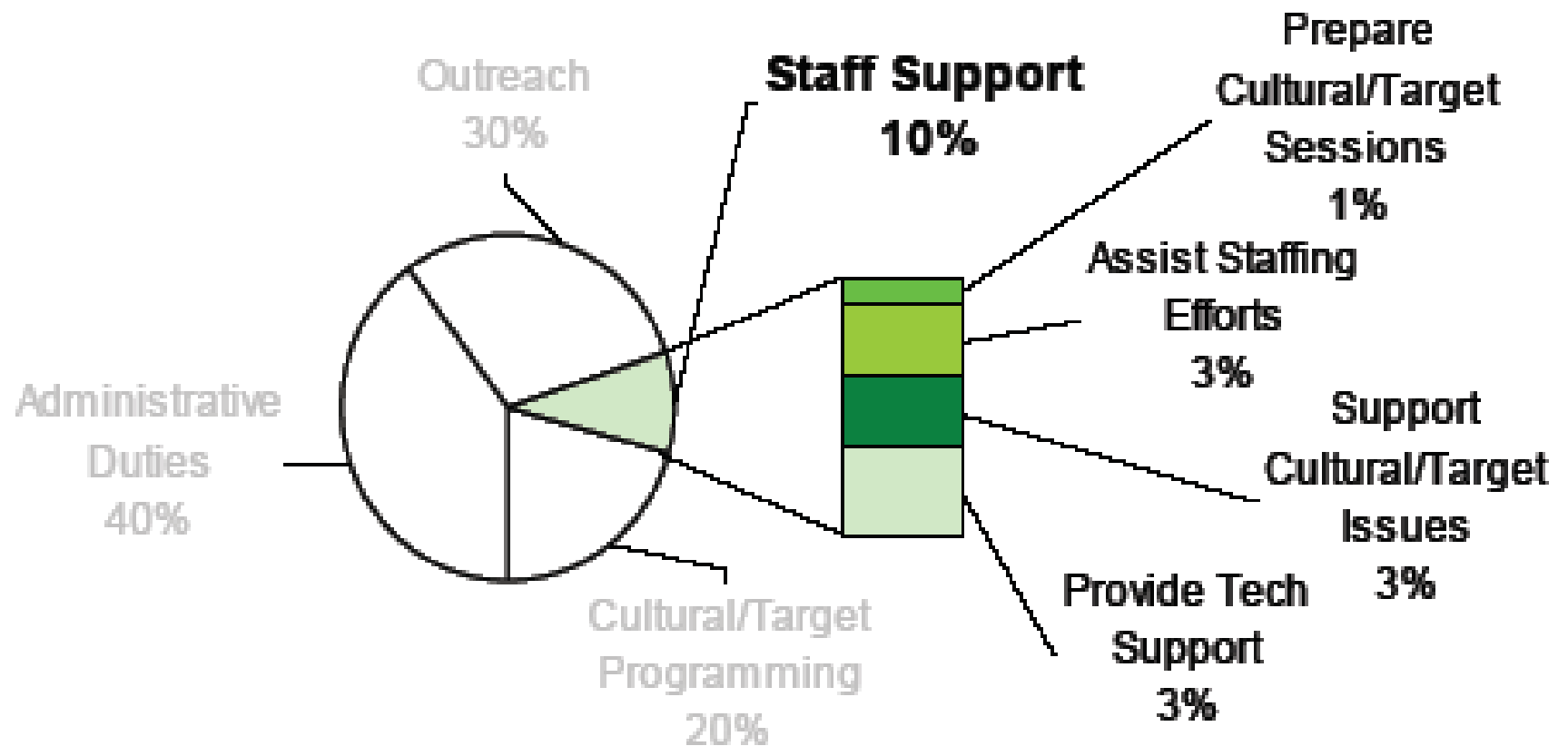


# Daily Outreach Focus





# Staff Program Support





# Latino Outreach Program Goals

- Annually survey the Latino community, partners and PP&R to assess outreach success and establish current trends and programming needs
- Involve parents and increase their participation in Aventura Latina program and activities by 10%
- Give one presentation on Latino Outreach Services Program to partner or community organizations
- Produce marketing materials for target communities, partners and PP&R
- Establish fundraising to support Aventura Latina programs
- Establish volunteer pool for Aventura Latina for program support and help for special events and activities
- Explore expansion possibilities for Aventura Latina program
- Create a data bank of partners serving the Latino community to provide as a resource to community centers and other Parks staff
- Create an evaluation form that will document and track the impact of outreach program



## Asian/Pacific Islander Program Goals

- Annually survey the A/PI community, partners and PP&R to assess outreach success and establish current trends and programming needs
- Involve parents and increase participation numbers for Portland Park Peer Helpers (3PH) by 10%
- Coordinate one culturally specific event each quarter
- Create 3 culturally specific programs a quarter
- Establish fundraising to support Portland Park Peer Helpers
- Highlight A/PI successes, events and highlights through mailings, e-mails, brochures, flyers, employee handouts and internet every quarter
- Establish a list of all A/PI languages and begin a bank for translators beginning with three languages and increasing by three each quarter
- Create and evaluation form that will document and track the impact of outreach program



# Teen Outreach Program Goals

- Annually survey the teen community, partners and PP&R to assess outreach success and establish current trends and programming needs
- Involve parents and make Teen Council more diverse in participation
- Connect teens to job openings in Parks, including; lifeguarding, swim instructor, customer service, gym/facility attendants, etc.
- Make program known to the community through creation of informational brochure, flyers, e-mails, website
- Connect Teen Services Program to Parks staff through updates in PayDirt, e-mail, internal marketing
- Program/coordinate Teen Council community service projects and network opportunities every month
- Establish educational workshops in life skills for teens including; preparing for college, interviewing and money management
- Program 4 classes a quarter for teens
- Establish fundraising to support Teen Council and teen programs
- Create an evaluation form that will document and track the impact of outreach program



# Connecting with the Outreach Team

## **The Outreach Team will be connecting with you when:**

- Outreach efforts show a need for a program or assistance at a specific location or facility.
- Collaborating for a special events or cultural celebrations and programs.
- Meeting for brown bag/employee training sessions.

## **You can connect with the Outreach Team by:**

- Contacting them with cultural or community specific questions or challenges.
- Collaborating on culturally or community specific programs and/or activities.
- Collaborating in recruiting and hiring diverse staff.

## **Other under-represented/under-served communities:**

- The Outreach Team currently consists of staff dedicated to serving Latino, Asian/Pacific Islanders citywide and Teens in North/Northeast Portland. If you connect or are looking to program for other under-represented/under-served communities please contact the Alliance Coordinator to document and track bureaus outreach efforts.



## PORTLAND PARKS & RECREATION

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