

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF FUNDING HISPANIC ) RESOLUTION NO. 14-4511  
ENGAGEMENT FOR COUNCIL CREEK )  
REGIONAL TRAIL AND CLIMATE SMART ) Introduced by Councilor Kathryn Harrington  
COMMUNITIES )

WHEREAS, our region prospers when all community members have opportunities to shape and influence investments in their neighborhoods and cities;

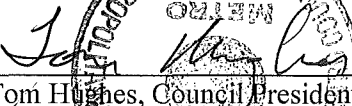
WHEREAS, Metro seeks to engage underrepresented community members in a culturally relevant way;

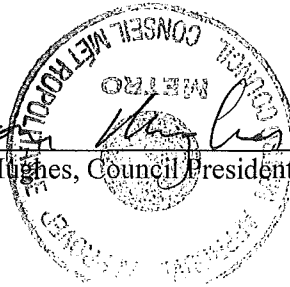
WHEREAS, Council Creek Regional Trail connects the cities of Cornelius, Forest Grove, Hillsboro, and Banks, all of which enjoy significant and growing Hispanic populations;

WHEREAS, Metro is seeking understanding of and input on the Climate Smart Communities project from the public and has determined the need to engage Spanish speaking community members on this important issue; now therefore

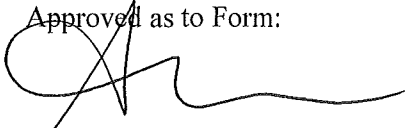
BE IT RESOLVED that the Metro Council authorizes the expenditure of \$8,500 from the Council Office budget in FY 13-14 for the planning and implementation of culturally relevant engagement activities for two programs: \$5,000 for the Council Creek Regional Trail and \$3,500 for the Climate Smart Communities project and supports the recommendation to contract with community-based organizations to facilitate such engagement as appropriate.

ADOPTED by the Metro Council this 3rd day of April 2014.

  
\_\_\_\_\_  
Tom Hughes, Council President



Approved as to Form:

  
\_\_\_\_\_  
Alison R. Kean, Metro Attorney

## STAFF REPORT

### IN CONSIDERATION OF RESOLUTION NO. 14-4511, FOR THE PURPOSE OF FUNDING HISPANIC ENGAGEMENT FOR COUNCIL CREEK REGIONAL TRAIL AND CLIMATE SMART COMMUNITIES

---

Date: March 24, 2014

Prepared by: Ramona Perrault x1941

#### BACKGROUND

The Hispanic population is quickly growing in the region. Cornelius is now a minority-majority city, with just over 50% of the population identifying as Hispanic; in Forest Grove the percentage of Hispanic residents is 23%; Hillsboro has 22%; and in Banks, that number is 7%. It is critical to increase outreach to underserved and underrepresented communities.

Cities that use federal resources for transportation projects must meet federal Title VI requirements designed to increase minority participation. While cities are meeting basic requirements, many do not have the resources to implement effective, culturally relevant outreach to minority communities.

Further, Metro has been on its own journey to better engage minority communities. Metro's Diversity Action Plan calls for inclusive public involvement and Metro's Public Engagement Guide approved by Council in 2013 identifies culturally and language specific best practices to guide successful engagement. Vamonos and Metro's Spanish language recycling outreach are two examples of recent success built through cooperation with community organizations that serve minority populations. In an effort to maintain and grow these relationships, this resolution provides additional financial resources for outreach on two projects: the Council Creek Regional Trail and the Climate Smart Communities project.

1. The master planning process has begun in earnest on the Council Creek Regional Trail (CCRT). CCRT connects the cities of Hillsboro, Cornelius, Forest Grove, and Banks through its planning and future implementation. CCRT will close the gap in an 80-mile loop that includes the Banks-Vernonia Trail, Crown Zellerbach Trail, Rock Creek Trail, and a future 127-mile trail to the Oregon coast.

Forest Grove is the project lead on the master planning process and is using federal Metropolitan Transportation Improvement Program (MTIP) dollars awarded through Metro. For \$5,000, Adelante Mujeres and Centro Cultural will coordinate to provide the following:

- Written project overview in Spanish, both electronic and hard copy
- Distribution of materials via Adelante Mujeres network, Centro Cultural network, and City of Forest Grove network/avenues

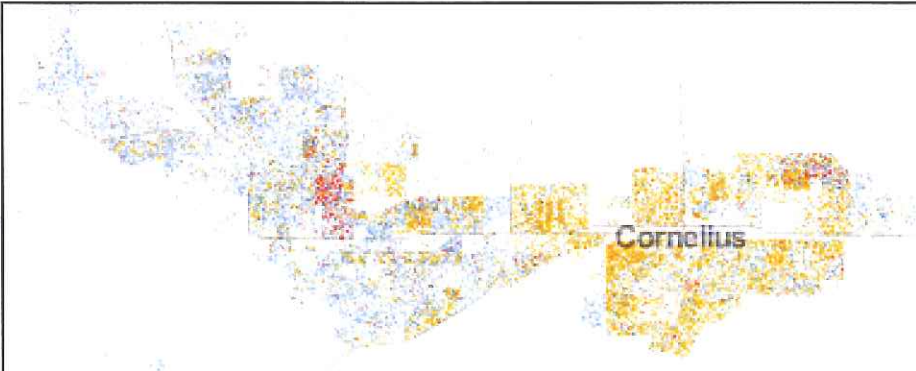
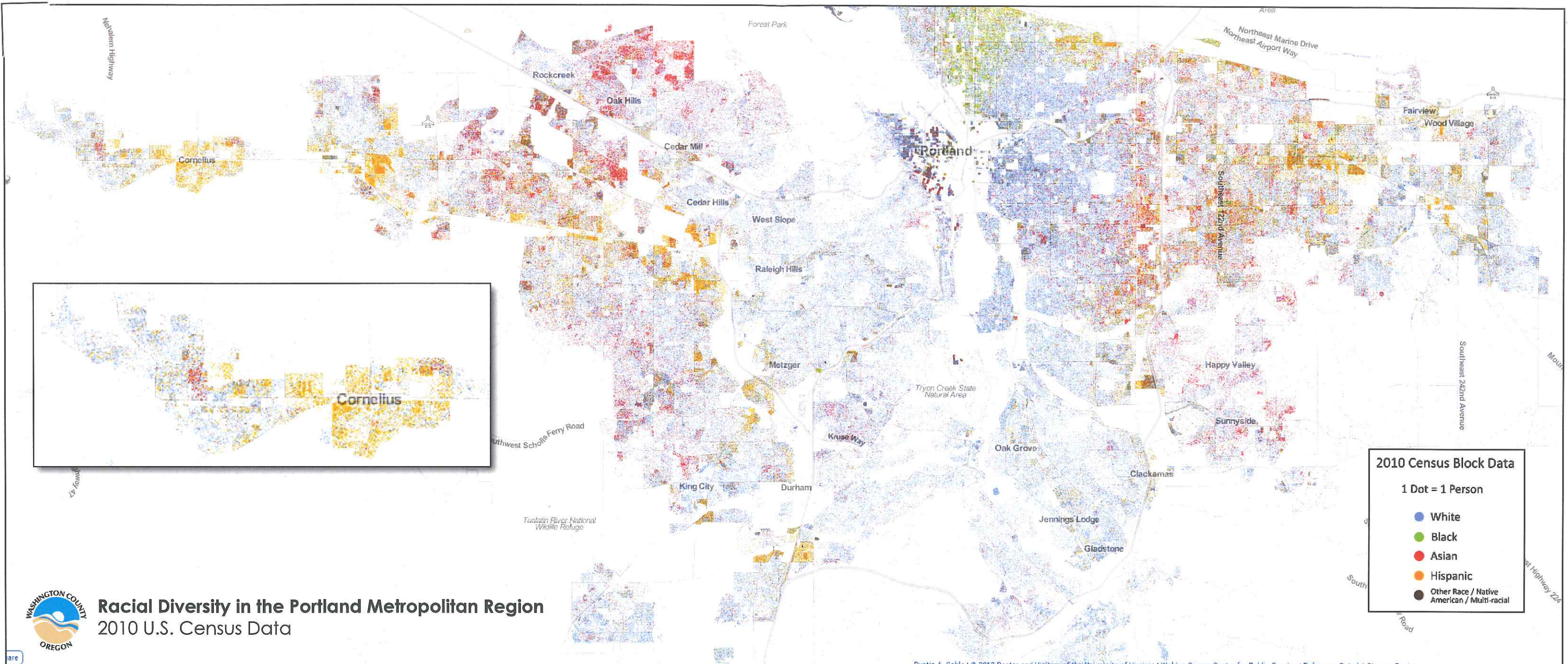
- Open houses for 1) trail alignment proposals and input gathering in May or June of 2014 and 2) reviewing the draft master plan in April 2015
    - Project materials in Spanish
    - Spanish translators
    - Gather feedback and summarize in English
  - Farmers Market Booth – presence in summer 2014 and summer 2015
    - Materials
    - Posters and maps
    - Survey in English and Spanish
    - Personnel to staff booth
    - Gather and summarize feedback in English
2. Metro is seeking public understanding and input on the Climate Smart Communities project during a public comment period that lasts until September. To effectively engage Spanish speaking community members on this important issue, staff recommends that Metro hold one open house or community event in Spanish. The event could also provide information on other Metro services and activities of interest to community members and will demonstrate Metro's new web site language hub portal. This meeting would require written information in Spanish; Spanish-speaking presenters at the meeting; translation of the community's input from Spanish to English; and the typical costs related to holding such meetings in the community. The estimated cost of this project is \$3,500; translation and support services could potentially be contracted through Adelante Mujeres and/or Centro Cultural.

#### **ANALYSIS/INFORMATION**

1. **Known Opposition** None
2. **Legal Antecedents** None
3. **Anticipated Effects** Metro will appropriate funding to increase engagement with Hispanic communities. Some or all of this work will be completed by community-based organizations that have the experience to be successful in this endeavor.
4. **Budget Impacts** The Council Office budget for FY 2013-2014 still has funds available so this proposal has no budget impacts.

#### **RECOMMENDED ACTION**

Councilor Harrington recommends adoption of Resolution 14-4511.



**2010 Census Block Data**

1 Dot = 1 Person

- White
- Black
- Asian
- Hispanic
- Other Race / Native American / Multi-racial

**WASHINGTON COUNTY**  
  
**Racial Diversity in the Portland Metropolitan Region**  
 2010 U.S. Census Data

Dustin A. Cable | © 2013 Rector and Visitors of the University of Virginia | Weldon Cooper Center for Public Service | Reference Data by Stamen Design

