

## COVER SHEET

**Project Title:** Language Specific Outreach and Informational Material  
for PP&R Mobile Playgrounds/East as part of the Summer Free for All

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**Municipal Partner Organization:** Portland Parks & Recreation

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### List Additional Partner Organizations:

Latino Learning Community  
Russian Speaking Network  
Division Midway Alliance  
Rosewood Initiative  
Centennial School District  
David Douglas School District  
Parkrose School District  
Portland Public Schools  
Reynolds School District  
Human Solutions  
Impact Northwest  
Rose CDC

Centennial Community Association  
Hazelwood Neighborhood Association  
Pleasant Valley Neighborhood Association  
Powellhurst-Gilbert Neighborhood Association  
AYCO  
Asian Family Center  
Catholic Charities of Oregon  
IRCO Africa House  
Lutheran Community Services  
Metro – ZAP Program  
Multnomah County, Midland Library  
Office of Neighborhood Involvement and  
New Portlander Program

### Strategic Priorities (Action Items) to be Addressed:

A1 (EQ.1.4 & EQ.3.2)  
F1 (CB.1.2 & CB.2.1)  
W1 (L.8.1 & L.8.3)

**Requested Amount:** \$7,000

## PROJECT DESCRIPTION

This project will allow the summer mobile playground, East Portland, to enhance its outreach efforts to our ethnic communities with the translation of additional languages for the publicity material. Our efforts in 2014 allowed the Mobile Playground East program to serve approximately 1503 plus children, with an additional 1200 plus children served at sites that were mobile playground sites in 2012 and 2013, becoming PP&R staffed sites in 2014. The mobile playground is an interim solution to a fully staffed and programmed park site, with lunch services for the summer. **This meets Action Plan Strategy A1 (EQ.1.4 and EQ.3.2):** Set a goal that East Portland parks attain parity with the city in public facilities and capital spending.

Last year we translated our outreach material into seven (7) languages. The bulk of the translation was for the Summer-Free-For-All flyer. For this summer (2015), the committee identified that translated materials in the form of brochures, flyers, posters, lawn signs and banners, as well as potentially another language or two, is needed to engage more of the ethnic communities and to be distributed in early May. **This meets Action Plan Strategy F1 (CB.1.2 & CB.2.1):** Engage ethnic communities in neighborhood activities; provide translation/language service to remove barriers and improve messaging and invitations.

For 2015, we would like to translate the “hiring letter” into all of the languages that we have translated as part of the outreach materials. Additionally, as a result of the group effort, PP&R has simplified the seasonal help application process from five pages to two so that young people are rated on abilities to handle situations and employ language skills other than English, rather than being required to have a degree in recreation. We have had language specific “hiring letters” translated into five languages. In 2014, there were 6 seasonal help hired from East Portland. These may also lead to living wage jobs and are part of EPAP strategy to minimize displacement.

## MUNICIPAL PARTNERS

Portland Parks and Recreation will provide the organizational structure to do the graphics work for the brochures and the letters with official logos as well as the printing and general distribution of the final documents.

PP&R will also hire and train seasonal help for the Summer-Free-For-All program. We will use the funds to provide additional translation of seasonal Parks and Recreation Bureau seasonal employment opportunities for our young people as well as outreach material on the summer program.

Other municipal partners are the Office of Neighborhood Involvement, East Portland Neighborhood Office and the New Portlander program. Also, Multnomah County Library is partnering through its language specific story time program for Spanish and Russian story times before or after the playground activities. **This meets Action Plan Strategy W1 (L.8.1 & L.8.3):** Study library service need and expand services to meet the needs of underserved area of East Portland.

## **COMMUNITY ORGANIZATIONS**

Latino Learning Community  
Russian Speaking Network  
Division Midway Alliance  
Rosewood Initiative  
Human Solutions  
Impact Northwest  
Rose CDC

Centennial Community Association  
Hazelwood Neighborhood Association  
Pleasant Valley Neighborhood Association  
Powellhurst-Gilbert Neighborhood Association  
Office of Neighborhood Involvement and  
the New Portlander Program

The above list represents active community partners. These partners have representatives who are involved in the development of draft of the outreach materials, an initial review of translated documents, and actively promoting and distributing materials.

## **BUDGET**

There are dollars budgeted for actual translation of documents. The cost for eight (8) languages for brochures, flyers, posters, lawn signs and banners will be more for the summer of 2015. The “hiring letter” is more expensive to translate as it has complex text and must be culturally specific to at least five languages. Total translation dollars are budgeted at \$5000.

Committee members have asked that added emphasis be placed on getting the “hiring letter” out earlier. There will be additional graphics personnel needed and set up costs, with some languages requiring specialized fonts to be uploaded to PP&R’s system. This is budgeted at \$500. The balance will be absorbed by PP&R.

Committee volunteers will be developing and reviewing the outreach material, checking for technical correctness and cultural nuances that strictly translating words may not address. This would be, conservatively, an approximately \$4500 in-kind donation

In addition, committee volunteer will also do personal outreach, taking printed materials to places that serve members of their communities, including but not limited to churches, apartment buildings, local merchants and other service organizations. We have valued this effort at approximately \$2000.

Portland Parks and Recreation would pay for the cost of printing the brochures, the letters, all lawn signs, banners and other miscellaneous signage. In addition, they would do general distribution of materials to schools, libraries, county health clinics, community centers and other large service providers working in East Portland. The approximate value on this would be, conservatively, \$12,250. Office of Neighborhood Involvement also contributes personnel time, meeting space and materials to support this effort. This is nominally valued at \$2250

## **PROMOTION AND SPONSORSHIP ACKNOWLEDGEMENT**

Committee members will promote projects at summer events, including farmers’ markets and community fairs, neighborhood gatherings and multimedia outlets. There will be over 100,000 general summer-free-for-all brochures with the East Portland Action Plan and the Portland Parks and Recreation logos printed and distributed citywide.

# PROJECT BUDGET

ITEM	REQUESTED FUNDS	LEVERAGE D FUNDS AND/OR ADDITIONAL GRANTS	DONATED SERVICES & TIME Defined As \$
PERSONNEL - (graphics & hiring orientation)	1,000.00	1,000.00	750.00
TRANSLATION OF SFFA FLYERS	3,500.00	500.00	2,000.00
HIRING LETTERS TRANSLATION	1,000.00	0.00	2,000.00
TRANSLATION & PRINTING OF POSTERS A-FRAME SIGNS/BANNERS	500.00	500.00	500.00
DISTRIBUTION	0.00	4,500.00	2,000.00
PRINT RUN FOR SFFA (NEWSPRINT)	0.00	6,750.00	0.00
PERMITTING & FEES	0.00	0.00	0.00
PARTICIPANT SUPPORT - ONI (EPNO& New Portlander)	0.00	2,250.00	0.00
PROJECT MATERIALS - Mobile PG Materials	500.00	0.00	0.00
CAPITAL PROJECT EXPENSE	0.00	0.00	0.00
CONTINGENCY	500.00	0.00	0.00
SUBTOTAL	7,000.00	15,500.00	7,250.00
Grand Total	7,000.00	15,500.00	7,250.00