

From: "Berry, Ben" <Ben.Berry@portlandoregon.gov>
Subject: Fund Development Request: Alberta Street 2014 project
Date: June 24, 2014 at 02:28:54 PM PDT
To: "Penson, Tiffani" <Tiffani.Penson@portlandoregon.gov>
Cc: Bob Zybach <ZybachB@NWMapsCo.com>, "Modica, Kevin" <Kevin.Modica@portlandoregon.gov>

Tiffani Penson

Bureau of Purchases
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On behalf of the organizers, I am facilitating a funding request for the Alberta Street 2014 project (for Alberta Street 2014 Summer Youth Employment and STEM).

The Alberta Street 2014 project is specifically focused on addressing major problems facing the African American population at this time, which also generally affect the entire Portland community, and key Portland neighborhoods in particular. Methods of addressing these types of problems were successfully demonstrated by the completion of the original **Alberta Street project** a generation ago. They also appear to be very closely aligned with Mayor Hale's current commitment to the National League of Cities' Black Male Achievement Initiative objectives.

The key points to this proposal are:

- 1) African American students, with a focus on Black males, are being given meaningful summer employment;
- 2) The original Alberta Street Methodology will be precisely followed so that a comparative analysis can be scientifically addressed by the students;
- 3) The students will be exposed to, and use, current technology and modern Internet communications — as personally presented by top experts in the field — to complete both written and Internet reports summarizing their findings and recommendations;
- 4) New ("since 1992") issues of gentrification, gang violence, and "Last Thursdays" will be added to the survey questions and specifically addressed in the student interviews;
- 5) This project is fully intended to be a working model that can be used in other Portland neighborhoods and in other US cities in the years to follow;

and

6) During the course of this project, students will develop individual networks of experts and business people that can provide assistance and reinforcement to their own academic and professional futures.

The Ask: The current strategy is to locate four or five funding sources that can provide the Alberta Street Project with \$4,000 or \$5,000 each in order to reach their goal of \$21,000. I highly recommend the City of Portland consider being a contributing sponsor for this highly visible community initiative.

The contacts for this ask are:

Michael Chappie [Grice], Airways Science,
www.nothingbutquality.com 415.722.4348

Bob Zybach, Alberta Street Project - Program Manager
[www.ORWW.org] (who engineered the original 1992 Alberta Street study)

Details attached.

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