

Dear Stan,

I am running a few days behind so missed my target date of Wednesday to reply to your email. General interest in Sustainability and online learning has increased and my business is requiring more attention.

I want to address the two aspects of my original recommendation for local leadership, but first suggest you create a COVID-19 Initiative under the Emergency Preparedness (and Management of) Committee flag. This is an efficient way to bring focus to COVID-19 programs. Seth Godin, one of my influencers, talks about moving towards seeing the organization as an organism.

“If you engage with a culture, if you’re part of an organism, you’ll do better understanding the system that it lives in. The org chart is insufficient. And of course, organisms tend to be more resilient than organizations. “

The following assumes you have found a way to de-emphasize mostly everything but that which relates to COVID-19 and bring to the fore the programs you have set in motion thus far. The Board reflects a group of people that are highly skilled and connected to the neighborhood and to the world.

### ONE Neighborhood Information Dashboard

On page 9 of my last letter to you, I made a very specific recommendation requiring coordination with the Oregon Health folks and some other relevant databases to create a local information dashboard for the Association to share with residents.

In general data needs to be accessible from the bottom up and the top down so that decision makers at all levels are working from the same page. Presently there is National, State and County leaving City and neighborhoods (zip codes) under-reported, although the data is available. I suggested there is a role here for the neighborhood association and you have more than a couple of Board members who work in real estate where information is king and may have access to resources to get this done.

Is it your desire that I design the project, spec it, get it done and then come to you with it? When you asked for more clarification how much more clarification? Do you already have someone working on this? Or do you not yet see it as a priority? It requires someone with more technical skills than I have as I usually a translator with a user focus between technical and end users on such projects. Folks with a financial background often are very sophisticated when it comes to information needs and apps.

See [Attachment A](#) for an update to the COVID-19 information I provided in my prior letter to you.

## TWO

### Building by Building Test and Trace Program

### Advocacy

As to the building by building program it is definitely advocacy, but not consumer or B2C advocacy as you did with the face masks, but B2B advocacy (e.g. your work with Safeway) in terms of *best practices*. There is high degree of mutual objectives (See Note One) in this regard between residents (consumers) and landlords/HOAs (renters and homeowners). I hope I made the benefits to both clear in my earlier letter to you. (See Note Two)

What's more this approach to landlord-driven distribution of Testing & Tracking resources along with the mask program and the helpful resources found on your Website can be *shared with other neighborhood associations* especially those with a significant rental population (See Note Three) and near to us such as Old Town which shares a zip code (see page 9) with the Pearl.

I believe the Association has already met with some landlords and sees the efficacy of having contacts within each building who may serve as a liaison in implementing a building centric T&T program and other major issues that may arise from our economic crisis and the move to housing as a human right.



### Primary Audience - Renters

Renters are a major spend in our local economy. A majority here in the Pearl, renters spend at least 30% and as much as 50% or higher of their income to landlords. Time to recognize them as consumers with significant economic clout and address their needs. HOAs can also benefit from best practices of landlords with large, rental properties.

What happens in the Pearl need not stay in the Pearl. There are neighborhoods we could inspire. The Association can help them solve problems and educate their neighbors. Bridge building, as ambassadors, can be a start of anti-racism efforts to connect more community leaders of color with the decision-makers at the City and County level both elected and staff and join with them in addressing Portland's racist past and the need to change present culture.

## Ambassador Program

Board and Committee members volunteer as ambassadors in the COVID-19 Initiative and working with Emergency Preparedness Committee, charged as it is with leading the COVID-19 initiative, to identify and prioritize individuals and organizations in reaching out to other neighborhood associations not necessarily able on their own to address the needs of renters, particularly those of color and/or of a certain age in their neighborhoods. It also becomes the vehicle for bridging racial divides and the income/wealth gap in our City.

...one way to change systems is to start building connections and tunnels and yes, bridges, that make the old ones shift.  
– Seth Godin

## Forums

COVID-19 leadership forum #1 (See Note Four)

Working group to address best practices of landlords, both those for senior citizens housing (See Note Five), affordable housing, and market rate properties.

Other working groups growing out of ambassador program may be informal so as to be able to move quickly if necessary and using Zoom, meet more frequently.

In summary

- organize and put all the wood behind one arrow and aim at the primary objective of achieving zero COVID-19 cases.
- insure information flow to zip code level and be aware of disfunctionality in the supply chain for products and services of not only front line workers, but all workers and residents.
- advocate for a Building to Building Testing and Tracing program. Bring landlords together to create best practices addressing testing, tracing, isolation and, possibly, vaccination programs with an emphasis on renters as primary audience.
- Send out ambassadors and sponsor forums starting with a calling together of landlords to address the Building to Building Testing and Tracing Program best practices while giving priority to disparities among Hispanic, Black and those over 60.

Warmly,



Ruth Ann Barrett  
[pdxdownowner.com](http://pdxdownowner.com)

## Note One

### MUTUAL OBJECTIVES

New Zealand has ERADICATED COVID-19! No active cases. What's wrong with US?



BBC.COM

**NZ lifts Covid restrictions as virus cases hit zero**

PM Jacinda Ardern says she "did a little dance" as it was confirmed NZ had no active virus ...

Two objectives that we all share:

A functioning program for contact tracing, necessary to re-opening (see below), and Zero Virus Cases.

## NOTE TWO MUTUAL BENEFIT

From the news reports coming out of Florida it is clear that things can go from tough to an **explosion** in a very short period of time. Out of control States put a demand on testing and tracing (T&T) resources with implications for other localities where T&T might be more effective in identifying those with the virus who need to be isolated, particularly in large residential buildings in our central city and those with populations most effected by the virus.

And T&T is necessary step to Oregon reopening as prescribed by the OHA (below) and the CDC as Mayor Oliver Gilbert III of Miami Gardens, Florida noted in his interview ([see short video clip - Testing and Tracing](#)).

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### Oregon Health Authority (OHA)

Oregon will not be able to reopen in a way that protects the health of all Oregonians without these three signs: (number 3 only)

3. We must have the resources to carefully investigate COVID-19 and where and how it is impacting our communities state-wide.

“**We will need to have the tools and the workforce to identify Oregonians** who newly became sick with COVID-19 and quickly connect with anyone the sick person has encountered in order to stop the spread of the virus.”

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### NOTE THREE DISPARITIES

As noted in the 2019 State of Housing Report, “there is a disparity between median income of renters and owners as well as disparities in the income of Whites and People of Color” and such disparities are showing up in COVID-19 statistics in terms of Hispanics and Black members of our community.

A focus on renters, coupled with Ambassadors tasked with building bridges is the way to connect to these communities as well as to seniors, disabled folks and our low income citizens in general.

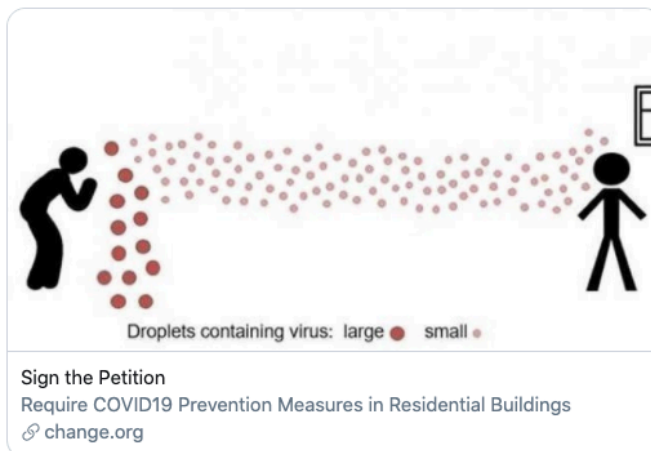
Neighborhood	Population Renters	% Renters 2010/ Population
Buckman	6,331	75%
Kerns	3,696	69%
Downtown	8,097	63%
The Pearl	3,644	61%
Old Town Chinatown	2,278	58%
Mill park	4,351	50%

### NOTE FOUR CALL TO CDC : PROPERTY OWNERS



**Ruth Ann Barrett** @PDXdowntowner · 2s

Centers for Disease Control and Prevention: HELP! We NEED property owners to prevent the spread of COVID in residential buildings! - Sign the Petition! [chnng.it/WgWKmfh9](https://chnng.it/WgWKmfh9) via @Change



NOTE FIVE  
BEST PRACTICES  
Senior Housing Best Practices (OHA)

- **In coordination with local health officials, communicate possible COVID-19 exposure to all residents, staff and recent visitors.** This can be done by placing signs in common, highly visible areas and by sending a letter to all residents.

OHA Guidance for Multi-unit Senior Housing and the Novel Coronavirus (COVID-19)  
[Protecting yourself, residents and staff](#)

In coordination with local health officials, [communicate possible COVID-19 exposure to all residents, staff and recent visitors](#).

- Residents should be advised to inform recent personal visitors of potential exposure. If a log has been established, review it to identify any visitors to the identified resident since 48 hours before the resident's onset of symptoms.

- Facility administrators must maintain confidentiality as required by the Americans with Disabilities Act (ADA) and Health Insurance Portability and Accountability Act (HIPAA).

- Health officials confirm that there are no links between COVID-19 infection and a person's race, color, gender, sexual orientation, gender identity, religion, ability or national origin — anyone can get COVID-19. Messages should attempt to counter any potential stereotypes or stigma about who might have COVID-19.

- Ask residents to self-monitor for 14 days and take action, if they have a confirmed case of COVID-19 or are feeling sick with cold or flu-like symptoms. Self-monitoring means a person takes their temperature twice a day and pays attention to cough or difficulty breathing. If a resident feels feverish or their temperature is 100.4° F/38.0° C or higher, or if they have a cough or difficulty breathing during the self-monitoring period, the following actions can help prevent spreading further illness:
  - Stay in their unit.
  - Limit contact with others.
  - Report their illness to multi-unit housing community administrators.
  - Seek advice by telephone from a health care provider or LPHA to determine whether medical evaluation is needed.
- Follow CDC guidance on when to discontinue isolation.

## ATTACHMENT A

I did spend some time doing a series of maps for those not on the Internet in our building that show why our zip code is not code red yet.

[Here](#) is that information (download), sustainability adoption.com is the URL.

It is also an interactive map at <https://www.opb.org/news/article/covid-19-coronavirus-oregon-numbers-maps-charts/>

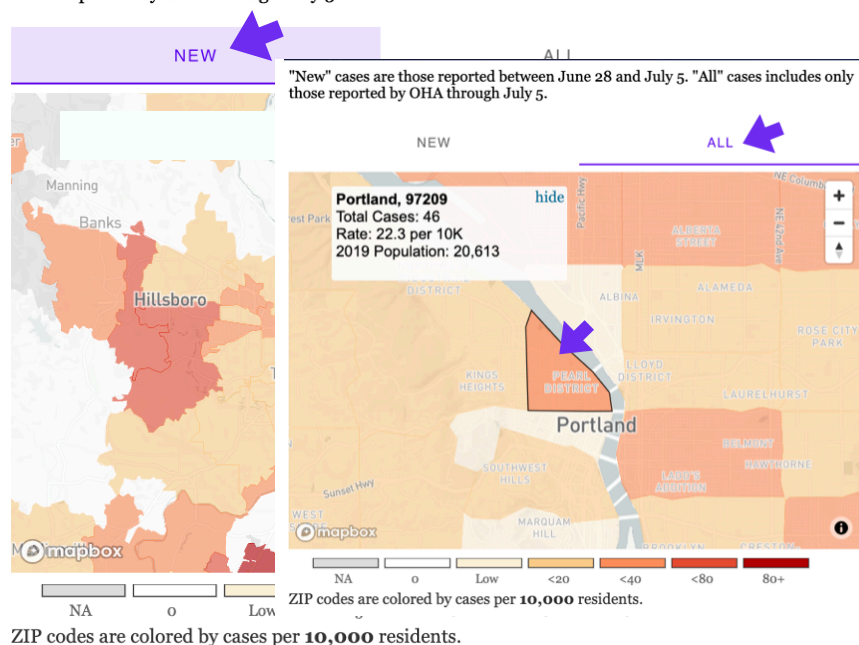
Maybe these maps would suffice your data needs if everyone used the interactive tool and time was set aside each week for discussion among key board members. You may already be doing this.

And there may be a City agency or a business that has made a local dashboard and would share their expertise and program.

Important to know if you as a decision maker in the neighborhood want to be more in tune with the local information?

I find it helpful to know more.

"New" cases are those reported between June 28 and July 5. "All" cases includes only those reported by OHA through July 5.



The sharing of a zip code with Old Town and what is happening in Old Town needs to be addressed as well.

Many if not all the residents who live in market rate housing and affordable housing shop in the Pearl for essentials, having no alternative in their neighborhood.

And, having partnered with the Association on the homeless

situation you are aware of the intensity of the problem and its negative impact on residents.

What I also reported in the notes section of my letter to you was "the Pearl District in Multnomah County has the highest number of cases (1,832) in the State with citizens over 50 years of age making up 98% of the 209 reported deaths as of 7/2/20.



As of June 21st four counties represented nearly 70% of all cases, with Multnomah at 26%, the highest of the four...”

	New Cases June 21, 2020	New Cases July 15,2020	New Cases July 17, 2020*			TOTAL
Multnomah	84	59	108			
Washington	22	50	76			
Marion	7	38	53			
Umatilla	34	27	50			
Clackamas	12	24	28			
Deschutes	1	12	28	343	78%	437

As of July 15th Multnomah remains in the lead with 59 of 282 cases, down from 84. Now six counties account for 78% of the new cases with a jump in Marion and Clackamas counties as the virus spread is wider affecting more counties.

By July 17th Multnomah County remains at 25% of all cases leading six counties that represent 78% of all cases. Our zip code 97209 is as follows:

97209	Cases	Cases per 10,000	Population
June 1, 2020	34	22.7	17,585
July 16, 2020	58	33.0	

This is the kind of information, in my opinion, that motivates people to take seriously a threat to their safety and stability as it is close to home and, therefore, more meaningful.

If you already are getting this level of information and even better analysis, then that is good in my opinion and the work above at least satisfies my need to be prepared if there is an “explosion” here in our City.

## ATTACHMENT B

Organizational Leadership  
COVID-19 Initiative

What I wrote in my last letter to you was “in this situation it is not only the leadership of our neighborhood associations, but the landlords, HOA boards, and property managers who can assume an even more active role in working together as our community leaders in ***moving strategically into the empty space*** created by a dysfunctional national government, a taxed state public health division, and competing demands at the City level.”

A COVID-19 Initiative would reach across the Association’s committee structure for talent/commitment and the Emergency Preparedness Committee would move to the fore so “all the wood will be behind one arrow” from here on in and until such time the virus is under control.



An Initiative would bring organizational focus and it has been my experience that when it comes to **mission critical** situations such as this one, **it can’t be business as usual**.

Based on my six years experience living in affordable housing in Old Town coupled with my experience in association management as CEO of HP Computer User Groups and director-level positions with the Association of Junior Leagues in New York City and the National Association for Community Development in Washington, D.C. I have advocated that neighborhood associations adjust the make-up of their Boards and Committees to be representative of the people they represent, especially renters in senior housing and affordable housing. Tokenism in particular needs to be eliminated.

An initiative is an opportunity to do be more representative, not less as members can be added more quickly than the time it takes to even up a Board that is weighted with home owners and individuals with professional/business interests.

“...What Seth Godin calls shared cultural reality—not the universal “we” but groups that simply define themselves a certain way. This is what happens when “we” all agree that brides wear white or that squirrel isn’t worth eating and it is essential to create harmony within groups. But it can drift over time, sometimes erratically, because the compass can change.

In the April edition of the *NW Examiner* I wrote in a letter to the Editor,

“I think too many neighborhoods have drifted. The compass changed with policies around the Climate Action Plan (2009) and the Healthy Connected City (2011).”

While I referenced climate justice, absent from most neighborhood agendas even the ministries of our

churches and non-profits, there should be but one agenda item across neighborhood groups and that is COVID-19.