



Portland Beavers

Portland, Oregon
(123) 456-7890

Beavers Beat Homelessness

Campaign Proposal

January 2021-June 2022



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HOMELESSNESS.**

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Transition Projects

PAES PORTLAND ANTI-EXPLOITATION SERVICES

A HOME FOR EVERYONE

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City of Portland and Organizational Background

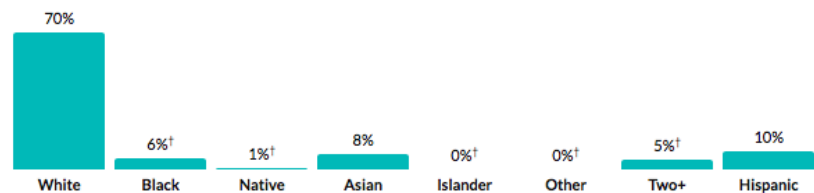


City Profile and Statistics:

Portland is the largest city in Oregon. It has a population of 653,467 people. It spans around 133.4 square miles and has around 4,899 people per square mile. Around 69% of the population ranges between the

ages 18-64 and 50% of the population is male and 50% is female. Almost 70% of the population is white, 10% of the population is Spanish, 8% of the population is Asian, and around 6% is of the population black. There

Race & Ethnicity



are around 280,176 households in Portland. When it comes to the economy in Portland, the median household income is around \$76,231 and the per capita income is \$45,035.

Historical Facts- In 1843, Portland was established by William Overton and Asa Lovejoy when they bought the land for 25 cents (Online Highways, 2020) . Overton eventually sold his land to Francis Pettygrove in 1845 and Pettygrove and Lovejoy surveyed the land (Office of the City Auditor, 2011). They decided that they should build a city (Office of the City Auditor, 2011). Previously called The Clearing, Portland got its name with a coin toss. The first municipal election was held in 1851 when Hugh D. O'Bryant was elected Mayor (Office of the City Auditor, 2011). The first public school was opened and taught by John T. Outhouse(Office of the City Auditor, 2011). In 1905, Portland began to be known as the “The City of Roses” which originated



during the 1905 Lewis and Clark centennial exposition and was given due to its good climate for growing roses (Online Highways, 2020).

Universities- Some popular universities include Concordia University, University of Portland, Portland State

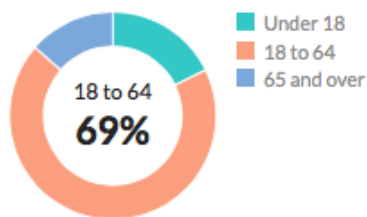


University, Lewis and Clark college, Reed College, and Multnomah University. Some universities are working to reduce

homelessness in Portland through projects and organizations. Two examples of this are present at University of Portland and Portland State University. University of Portland students made a campaign called “University FOR Portland” and “launched a 60-day service project seeking to understand the reality of the homeless crisis, then helping through service-learning and the use of innovative skills and ideas. Student groups created an app for resources, a website to share stories of the homeless community, and a hygiene trailer as a part of this project”(Ramirez, 2018). Portland State University continuously does research and takes action against homelessness in Portland. Homeless Research and Collaborative organization “addresses the challenges of homelessness through research that uncovers conditions that lead to and perpetuate homelessness”(Portland State University, 2020). Their overall goal is to “help reduce homelessness and its negative impacts on individuals, families and communities, with an emphasis on communities of color”(Portland State University, 2020).

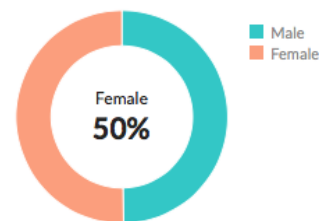
Notable Businesses, Education and Public Figures- Some notable businesses based in Portland include Intel Corporation, Nike, New Relic, Mentor Graphics, Apple, HP Inc, and Netflix. In regard to primary and secondary education, Portland has 30-35 public elementary schools including Abernethy (K-5), Bridlemile E.S., and Capitol Hill E.S. (Portland Public Schools, 2020). They have 13 public middle schools including Beaumont M.S., Hosford M.S., and West Sylvan M.S. and 13 public high schools some including Cleveland H.S., Grant H.S., and Jefferson H.S. (Portland Public Schools, 2020). Some public figures born, raised, or living in Portland are Matt Groening the creator of The Simpsons, Courtney Love an actress and musician who was married to Kurt Cobain

Population by age category



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Sex



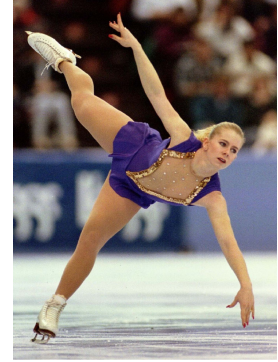
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Portland State
UNIVERSITY



, the skating champion Tonya Harding and songwriter and musician Elliot Smith. (Levenson, 2020)



Player Profiles



Josh Allen is a 6'5 and 237 lb. Quarterback from Firebaugh, California. He attended University of Wyoming and was drafted in 2018. Going on his third season, he is 24 years old and is still one of the Beaver's top players. A foundation/charity he supports is the Oishei Children's Hospital (Oishei Children's Hospital, 2019). His donations, and his encouragement for fans to donate led to the hospital receiving over \$700,000 in donations (The Buffalo Bills, 2020). Because of this success the hospital has announced plans to launch a new fund to honor quarterback Josh Allen's grandmother" and it will be called the Patricia Allen Fund (The Buffalo Bills, 2020).



Travis Kelce is a 6'5 260 lb. Tight End from Cleveland Heights, Ohio. He attended University of Cincinnati and is a 1x Super Bowl Champion, a 5x Pro Bowl player, a 2x First-team All Pro, a 2x Second-team All Pro, and was featured in the NFL's 2010's All-Decade Team. He is the founder of "87 and Running", an equality-based foundation for the youth. His main donations run through "87 and Running", but has been known to donate to several local charities through the organization.



Michael Thomas is 6'3 and 212 lb. Wide Receiver from Los Angeles, California. He attended Ohio State and is a 3x Pro Bowler, 2x First Team All-Pro, 2x NFL receptions leader, NFL Offensive Player of the Year, and set an NFL record for receptions in one NFL season. He has partnered with "RIP Medical Debt" and has relieved over 1,000 medical bills to those that cannot afford them and has donated over \$2 million. He has also been known to do different volunteer work to directly help out his community



Baker Mayfield is a 6'1 and 215 lb. Quarterback from Austin, Texas. He attended University of Oklahoma and is a Heisman Trophy winner, number one draft pick, and set an NFL record for passing touchdowns by a rookie quarterback. He has teamed up with "Meals on Wheels" and "TownHall" to donate 10,000+ meals to hunger relief in different local areas. He has also donated over \$100,000 to "Providence House", a local crisis nursery for child abuse prevention and family preservation.

Issues and Problems

In the 1980s, homelessness first came to the public's awareness, being viewed as a tragic but temporary issue that only affected people that are vulnerable in the population. Many of these people were unemployed and were viewed as people unable to work due to psychological or medical problems (Rosenheck, 1994). Years later this is still a huge issue in America. On a single night in 2019, 17 out of every 10,000 people in the United States were experiencing homelessness (National Alliance to End Homelessness, 2020). In 2019 the total number of people experiencing homelessness was around 567,175 people (National Alliance to End Homelessness, 2020). Overall, homelessness has decreased nationwide by 12 percent since 2007, the year nation-wide data collection began but with the current pandemic, it is predicted to negatively affect this improvement and have an impact on the homeless community (National Alliance to End Homelessness, 2020). In 2019, California was ranked number one for having the



biggest homeless population at 151,278 people and Oregon was ranked number 7 with 15,876 people (National Alliance to End Homelessness, 2020).

One area that unfortunately sees a disproportionately high rate of homelessness is Portland, Oregon. The prevalent homeless issue in Portland has been labeled as “unique” because unlike other major cities, homelessness in Portland is mainly due to a housing issue. The public housing stock is much smaller in Portland compared to similar size cities because a majority of the city’s

development came after the federal government stopped funding housing for the poor. Land prices for developers looking to build housing is extremely high, which leads to higher rent, making it harder and sometimes impossible for lower class individuals to afford.



With prices going up, a shortage of housing units, and no new affordable housing facilities being built, the homeless crisis increases for those who can’t afford a place to live.

The local media recently has increased their coverage of the looming homelessness issues within the city, due to hundreds of citizens losing their jobs and being evicted from their homes. An article released on September 8th, 2020 by the Portland Observer explained how the Mayor, Ted Wheeler, announced plans to extend a local eviction moratorium to the end of the year. He said, “Even prior to the pandemic, too many Portlanders were just one medical crisis, or family emergency, or job loss away from homelessness. We need to protect renters and we also need to make sure that local property owners who rent their homes to Portlanders are not foreclosed on because these circumstances make it impossible for them to pay back their loans,” said Mayor Wheeler. “These are temporary measures, but ensuring Portlanders stay in their homes may be the most important and effective action we can take right now.” Another article from Streetroots.org put out an opinion-based article on December 2nd, 2020 titled “what do people experiencing homelessness need?” The article discusses the racial disparity felt even as a homeless person, but they ended the article by saying “By better understanding what helps



people, and what they need, we can build relationships and programs that provide housing and services that will save and change lives”. This statement is something the Beavers greatly agree with and are hoping to be able to build relationships and better understand the overall needs of the homeless community.

In the year 2019, The Regional Research Institute of Human Services at Portland State University counted 4,015 homeless people in Multnomah County. Compared to 2017, the number of homeless people has gone down by 3.9%, which researchers attribute to an ongoing effort to



broaden access to rental assistance, create support services that give homeless supportive housing, and the pursuit of policy changes in Portland.

Another issue that our campaign wants to look at and potentially resolve is the issue that the homeless population faces with mental health issues.

Approximately more than 45% of the adult population has dealt with some sort of mental health issues, and 25% of them appear to be chronic issues. (Jaggi, 2019) 250,000 people in the United States deal with mental illness and homelessness which is something that the homeless population has no access to resolve due to their lack of knowledge and of course funds to be able to afford health care. Our campaign would like to help these barriers become reduced and help the local Portland population become more aware of the mental illnesses that the homeless population suffers. According to a study, the state of Oregon also has the largest percentage of mental illness over every state within the United States, so adding these two thoughts together, it is an important issue for the Beaver to tackle. (Griffith, 2019.)

Experts and researchers alike suggest that at the heart of ending homelessness is collaborative work and investments from the government, non-profit organizations, religious communities, and businesses. These efforts have been proven to work as they supported at least 20,000 people threatened by homelessness in Portland in 2018. There is also an emphasis on diving more into strategies and plans to prevent homelessness from happening in the first place and finding a solution to get those who are homeless off the streets, out of shelters, and back on their feet.



SWOT Analysis

Strengths	Weaknesses
• We have one of the best records in our division and made the playoffs • Strong fan base in Portland and surrounding cities and towns • Players, such as Devonta Freeman, who have experienced similar issues • Players who are already involved in community outreach • Popular social media platforms that communicate with our key publics	• New team in the area (strong but small fan base) • Our team has little to no expertise on homelessness issues such as causes, solutions, resources, etc. • Lack of connections to organizations fighting the issue
Opportunities	Threats
• Nearby universities • Potential to work with nonprofit organizations and charities • Potential to work with Portland Mayor Ted Wheeler and other local officials • Portland Mayor Ted Wheeler is already involved in helping the homeless community • A large stadium that has the ability to host fundraising events, food drives, and informative/educational sessions	• The rate of homeless people sleeping on the streets has increased by 20% in Portland • Negative stigma surrounding mental health could affect the willingness and motivation to donate/help among our publics • Oregon is ranked the worst state in the country as far as mental health rates and access to help.



Strengths

Throughout the season, the Beavers have racked up one of the best records in their division (8-5), giving them a good reputation as well as a strong and enthusiastic fan base. There are also a number of key players, such as Devonta Freeman, who have a personal connection to the issue and will be able to speak to key publics from experience. Similarly, we also have star players like Travis Kelce who are already involved in community outreach. Kelce founded Eight-Seven and Running, a foundation that strives to empower disadvantaged youth to achieve success by providing resources and programs that support their goals. Lastly, we have popular social media platforms that have gained a lot of traction throughout the season that are able to reach many of our publics in a short amount of time.

Weaknesses

While we recognize our strengths, we also realize that we have weaknesses. While we have dedicated and enthusiastic fans, they are small in numbers as we are a new team in the area. Although we expect our fan base to grow as we continue the season, at the current moment they are our smallest public. We also lack expertise on the homelessness issue in general, more specifically in Portland. We have no connections to researchers or experts that understand the causes, solutions, and have resources to help guide us in the process of alleviating the issue. While we have conducted our own research thus far, these experts would help bring credibility into the campaign. Similarly, we do not currently have any connections to prominent organizations such as charities or nonprofits that are tackling the issue at hand.

Opportunities

We are very excited for the many opportunities that are available to us in our campaign. The various nearby universities including Concordia University, University of Portland, Portland State University, Lewis and Clark College, Reed College, and Multnomah University will be great assets



to turn to when thinking about raising money and starting partnerships. There is also an abundance of nonprofits and charities in Portland that are already aiding in the fight against homelessness. The prospect of working with them is extremely promising and will allow us to access the resources we need for our campaign. We are also excited about the possible opportunity to work with Portland Mayor, Ted Wheeler, who will also grant us access to vital resources and knowledge on the issue as he is already deeply involved with solving homelessness in Portland. He can also help us fulfill our goals through policy changes. Lastly, our large stadium gives us an endless number of opportunities to hold events that will raise awareness about the issue and increase our publics' involvement. This space can be used for fundraising events, food drives, educational sessions, and press conferences if needed.

Threats

Our campaign does face some threats that may hinder us in running our campaign to its fullest potential. Portland has seen a dramatic increase of homelessness (more specifically people sleeping on the streets) in the past year. We understand that this increase may be hard to stop completely in its tracks. The negative stigma surrounding mental health and homelessness also is also a threat to how the issue is viewed by our public. This negative belief may hinder our publics' motivation and/or willingness to contribute to our campaign. Additionally, a nonprofit, Mental Health America, ranked Oregon as the state with the highest mental illness rates and the least accessibility to help and resources. The prevalence of mental illness in the homeless community in Portland will pose a threat to our ability to

Problem/Opportunity Statement

Problem and Opportunity Statement 1

The homeless population continues to grow each year, this year especially with the coronavirus pandemic that has caused a great amount of economic distress across the country. We can work



with a number of nonprofits in Portland to help lower the number of homeless individuals already on the street and prevent and protect other at-risk individuals, so the numbers don't continue to rise.

Problem and Opportunity Statement 2

Mental illness is more prevalent among those homeless in Oregon than in any other state and it is associated with a negative stigma towards homeless individuals. Despite that, we have an opportunity to help remove the stigma surrounding mental health treatment and replace it with understanding with our platform during the peak of our season.

Problem and Opportunity Statement 3

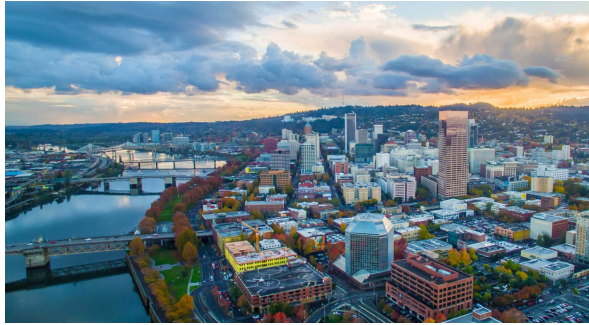
Homelessness in Portland is a very visible issue that many in the area are aware of. Those who have a say in making lasting change, however, are mostly those in power. We can use our platform to reach out to such people in power like Mayor Ted Wheeler. Wheeler has already made it his priority to combat homelessness since his first term in 2017, and will be a great voice to have within our campaign.





Publics Profiles

Portland Community

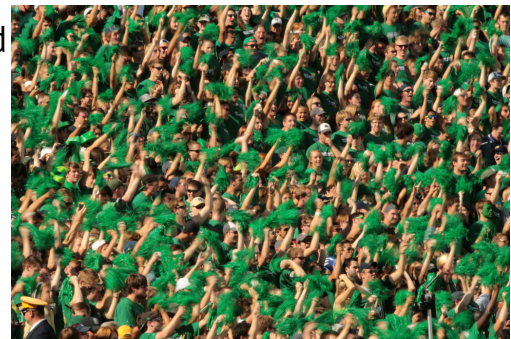


The 654,741 people of Portland range in gender, race, ethnicity, age, and economic status. They are the ones most affected by homelessness. They are affected by the issue because it's all around the community; where they live, where they shop, and where they support the sports teams of Portland.

The surrounding businesses and fans all support the team, stadium and organization by going to games, helping the local economy, and representing Portland in the best way possible. They are the face of the Beavers and represent this organization in many ways. If issues arise within the organization it could directly impact the community being that our stadium and team are based in Portland.

Beaver Fans

The fans are a key public because they keep the team and league going. The Beavers have more male fans than female, but they range in race, ethnicity, age, and economic status. Without them, there would be no organization. They watch the Beavers and will have knowledge of any issue that may arise because of their dedication to the team. Their reaction is important when it comes to handling issues involving the organization. They may see the problem of homelessness in Portland when attending games and being in the surrounding community.



Local Charitable Organizations and Shelters

The local charitable organizations and shelters are key publics that are most directly able to implement the change needed to end homelessness. Building relationships and partnering with these organizations will help decrease the homeless population in Portland and support community members struggling with this issue. This public provides access to employees and



volunteers helping the issue and provides access to the homeless population. There are many organizations in the area including “Transition Projects”, “Homeless Stopping Homelessness”, “Portland Homeless Family Solutions”, “A Home for Everyone”, “Daybreak Shelter” and many others.

Goals and Objectives

Goal 1

Collaborate with nonprofits that are involved in local homeless shelters, resource centers, and charities helping the homeless population.

- **Objective:** Increase knowledge of resources, shelters, and organizations in Portland among the Portland community by 20% by May 2021
- **Objective:** Increase yearly donations to neighboring homeless shelters by 22% by the end of the year
- **Objective:** Secure 15 different awareness events with nonprofits around the community by the end of the year.

Goal 2

Raise awareness of the effects that mental illness has on homelessness

- **Objective:** Decrease the negative stigma surrounding mental illness among Beaver fans and the Portland community by 30% by July 2021
- **Objective:** Raise awareness and increase knowledge about mental illness/mental health among Beaver fans and local community by 30% by August 2021
- **Objective:** Raise awareness of mental health help and local charitable organizations in the area by 20% among Beaver fans and local community by May 2021

Goal 3

Create relationships and work with Mayor Ted Wheeler and other local government officials to help reduce the homeless population.



- **Objective:** Increase funding for homeless shelters and preventative programs from local government by 22% by the end of the season
- **Objective:** Increase social media impressions for Mayor Ted Wheeler when regarding homelessness by 20% by the end of the year.
- **Objective:** Increase civic engagement that aids in abolishing homelessness among the Portland community by 15% by the end of the year.

Public Relations Strategies and Tactics

Strategy 1

Develop a relationship between local fans, nonprofits and homeless shelters through social media takeovers and engaging events with the fans. (local community/orgs)

Tactics

1. Have an Instagram takeover each week by different nonprofits or homeless shelter in Portland
2. Draft news releases and send to local stations highlighting when players are visiting nonprofits or homeless shelters.
3. Offer half-priced tickets to Beavers fans and local community who volunteer at a shelter, wear Beaver's gear, and post it on their social media platforms
4. Advertise different homeless shelters' websites and pages on our website
5. Host a soup kitchen in the stadium with players and fans as volunteers to generate media coverage

Strategy 2

Inform our local fans about the benefits of reducing homelessness in Portland as well as increasing awareness of mental health's impact on this issue.

Tactics

1. Create infographics citing the benefits of reducing homelessness and feature these around the Beavers stadium during November home games
2. Fans who post a selfie at a Beavers game with the caption *#BeaversBeatingHomelessness* will be entered into a contest to win 2 tickets to



- an upcoming Beavers game
3. Create a crowd engaging event on the jumbotron that emphasizes the need to reduce homelessness for beaver fans (publics) to see
 4. Set up a homeless mental health awareness booth outside of stadium on game days and offer fans free souvenirs for those who engage with the booth
 5. Create a video following a previously homeless Portland citizen who battled mental health and post it on social media and send to media outlets

Strategy 3

Convince Mayor Ted Wheeler through in-person and virtual meetings to increase funding and community involvement in local charities and homeless shelters

Tactics

1. Email Mayor Ted Wheeler and other members of the city council to discuss partnership to increase funding for local homeless charities and shelters.
2. Send out a news release as well as posts on the Portland Beavers' social media accounts announcing the partnership and upcoming events involving local charities.
3. Host town hall meetings, community events, and fundraising with major Beavers players in attendance to generate media coverage.
4. Partner with KATU news station and have them cover Mayor Ted Wheeler's involvement with the campaign.
5. Post quotes from Mayor Wheeler about the importance of increasing funding on social media.

Primary and Secondary Messages

Primary Message

“Be the reason they have a home.”

Homelessness in Portland seems like a persistent and daunting issue, but with strong collaborative efforts we can lower the number of people on the streets today and for years to come.



Secondary Messages

- Donations, both monetary and of supplies (food, clothes, etc.), add up to help thousands of homeless people. Each year, donations to Portland Rescue Mission allowed for a total of 75,000 nights of safe shelter for the homeless.
- With an influx of new donations from the Portland Beavers and their key publics, more money can be allocated towards policy changes and long-term solutions
- Getting involved with local charities and non-profit organizations is one major way that the community can directly and immediately alleviate the issue.
- Portland Mayor, Ted Wheeler, will be able to help us increase civic engagement and get in contact with other local and state officials that have the power to implement lasting changes
- The stigma surrounding homelessness and mental illness is detrimental to the progress we're trying to make. We want to end that negative belief surrounding the issue and replace it with understanding and knowledge.
- Above all, we want the Portland community to feel like even with the smallest of actions, they have the power to make a difference in the homeless community in Portland.



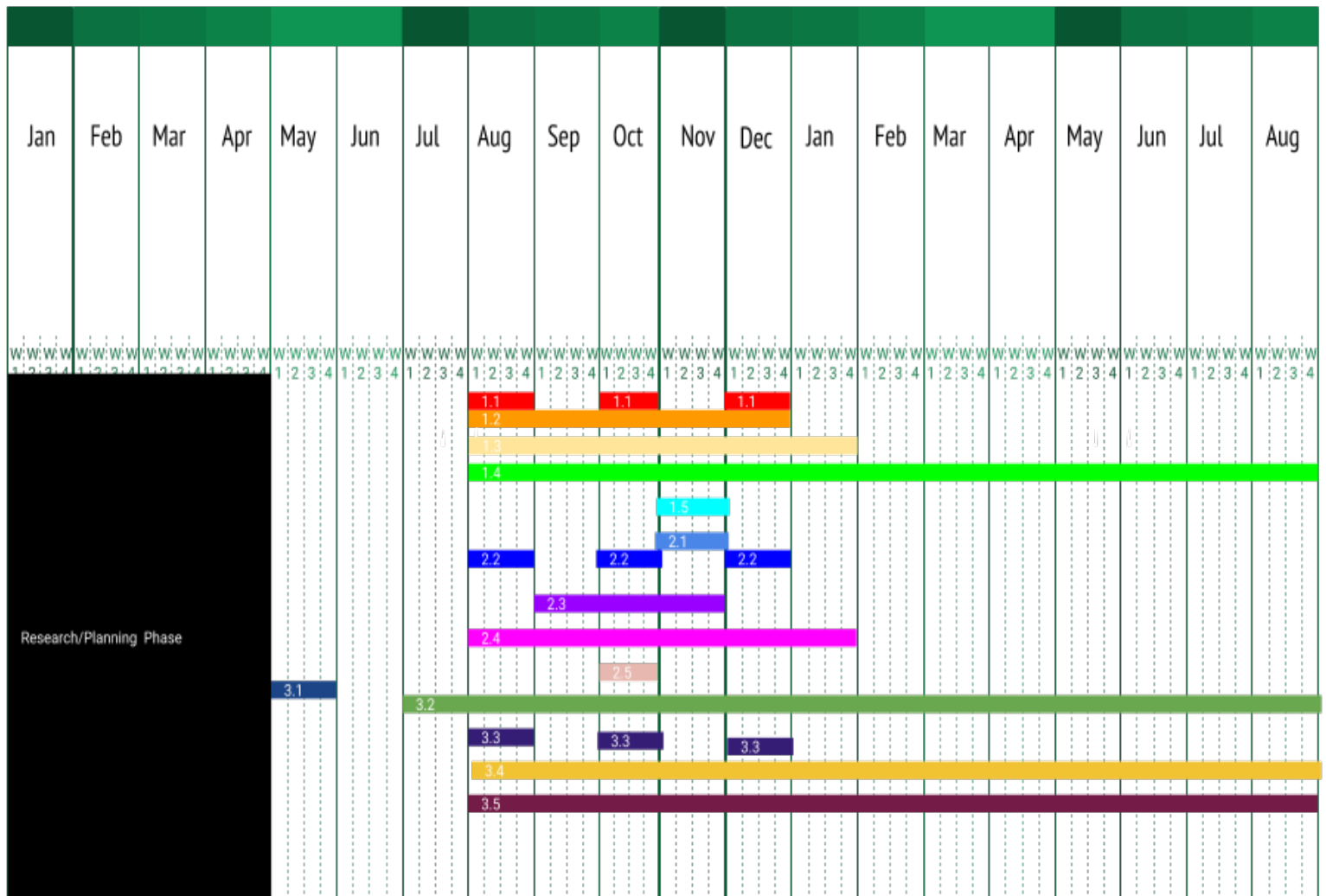
<https://www.post-gazette.com/local/city/2017/11/16/Pittsburgh-feeding-homeless-thanksgiving->

[volunteers-shelters-soup-kitchens/stories/201711190037](#)

Tentative Timeline

Timeline 2021

Timeline 2022





Evaluation Plan

Increase knowledge of resources, shelters, and organizations in Portland among the Portland community by 20% by May 2021

Offer pre- and post-surveys on the level of knowledge about resources, shelters and organizations.

Increase yearly donations to neighboring homeless shelters by 22% by the end of the year

Monitor the number of donations to homeless shelters in Portland

Secure 15 different awareness events with nonprofits around the community

Monitor the number of nonprofits around the community and count the number of events within the calendar year to see if we meet our goal of 15 events that line up with our campaign.

Decrease the negative stigma surrounding mental illness among Beaver fans and the Portland community by 30% by July 2021

Create a pre-campaign survey that Beaver fan's take and then have the same fans take a post-campaign survey to gauge how well the campaign decreased the negative stigma surrounding mental illness.

Raise awareness and increase knowledge about mental illness/mental health among Beaver fans and local community by 30% by August 2021

Evaluate pre and posttests offered to the community as well as beaver fans for our first home game asking a series of questions based on mental health within the homeless population. Follow up with these same folks by getting contact information from them with the pre-test and compare their post-test results to their initial pre-test.

Raise awareness of mental health help and local charitable organizations in the area by 20% among beaver fans and local community by May 2021

Decrease negative stigma behind mental health by having conversations at games and in press releases, and elaborate on the effect it has on the homeless community. Allow for pre- and post-surveys

Increase funding for homeless shelters and preventative programs from local government by 22% by the end of the season

Monitor the funding of the preventative programs before our campaign starts, and compare the numbers of funding at the end of the year and compare the difference in numbers.

Increase social media impressions for Mayor Ted Wheeler when regarding homelessness by



20% by the end of the year

Monitor the social media impressions for Ted Wheeler when he talks about homelessness and compare it to his previous social media posts about homelessness.

Increase civic engagement that aids in abolishing homelessness among the Portland community by 15% by the end of the year

Count the number of community members that started attending town hall meetings and volunteering at nonprofits since the beginning of the campaign and compare it to previous years.

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