



Broadway Corridor

Report 3

Communities of Color Roundtable Discussion Report



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12/1/18

Native American Youth
& Family Center (NAYA)



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Executive Summary

Communities of color have long suffered the effects of urbanization and gentrification. In Portland, communities of color have been pushed further and further to the margins of society and have been disconnected from their communities. Rising housing costs have left communities facing involuntary displacement. In 2018, the Bureau of Planning and Sustainability (BPS) created a Gentrification and Displacement Neighborhood Typology Assessment which found that almost 34,000 Portland households are at risk of being displaced. Many longtime Portland residents feel like strangers in the communities they once called home. It is no wonder that these same communities view the Broadway Corridor and its promise of affordable housing in a negative light.

Among communities of color, the issues of inequality and inequity are always present. Communities of color often receive unequal treatment; and according to the report, *Communities of Color in Multnomah County: An Unsettling Profile*, Multnomah County is seeing growing numbers of communities of color. This population is growing at a higher percentage than the White population; its continued growth will impact the fabric of society. Communities of color come with a long history of mistreatment and injustices that affect current relationships, especially those with government agencies.

This report summarizes the key findings of the roundtable discussion exercise conducted in English, Russian, and Spanish with 50 participants from communities of color representing more than 15 different countries of origin. The discussion revealed a mistrust toward government agencies and a reluctance to trust these agencies and their process, particularly with urban development projects.

Participants voiced their main concerns with the Broadway Corridor Project as being: affordable housing, diverse representation, and equitable opportunities. Participants did not feel that their voices would be heard or considered for the project and doubted that they would make any impact at this stage of the process. Participants felt that they would encounter barriers to opportunities such as affordable housing, economic development, employment and access to other resources. The input from this roundtable discussion will guide and inspire the Broadway Corridor Project to design a space that is diverse, inclusive, and equitable and that represents the community's voice in visual terms.

Introduction

The 34-acre Broadway Corridor Project, which encompasses the downtown Portland U.S. Postal Service property, is a people-centered development project that will permanently change Portland's downtown landscape. Through the project, Prosper Portland and Portland Housing Bureau seek to promote social equity and to authentically engage the community early in the process, ultimately maximizing the project's community benefits.

Historically, urban development projects have long excluded disengaged and underserved communities. Prosper Portland acknowledges that its past includes measures that have negatively impacted low-income residents and people of color through gentrification, displacement, and other policies. Recognizing that development brings change, project leaders are focused on ensuring that this change benefits all Portlanders, especially those communities that haven't benefited from previous development projects. To maximize Broadway Corridor community benefits, it is vital for the project owners to understand the experiences, needs, and challenges of the various communities that will be impacted by the project.

Prosper Portland contracted with Lara Media Services to support public engagement activities for the Broadway Corridor Project with a focus on involvement efforts with disengaged Portland residents who don't traditionally participate in public meetings and who don't feel they benefit from large-scale development projects. As part of this scope, Lara Media Services conducted three focus groups, two roundtable sessions, and surveys at three locations with various target audiences:

- Focus Group with Low-Income Residents in the Broadway Corridor Study Area, 8/7/2018
- Focus Group with Individuals with Disabilities, 11/6/18

- Roundtable Discussion with Communities of Color, 12/1/18
- Focus Group with Construction Workers, 12/3/18
- Roundtable with Business Owners, Displaced Residents, and Faith Leaders, 12/13/18
- Pop-Up Surveys:
 - Union Station, 11/30/18
 - Rose Quarter MAX Station, 12/4/18
 - Hollywood Library, 12/6/18

Purpose

Focus groups, roundtables, and pop-up surveys have been used to hear from community members who are often underrepresented in traditional public engagement forums and/or who provide a perspective we are missing. These perspectives improve the project and move it toward more equitable outcomes.

Focus groups and roundtables typically presented similar questions to participants, with some variation depending on the project status. Findings will inform the public benefit priorities, development plan, and interim activation strategies for the Broadway Corridor.

The purpose of the roundtable meeting with communities of color was to:

1. Learn and understand the needs and challenges of people of color who work and live in downtown.
2. Identify the resources and tools they need to thrive and access better opportunities.
3. Motivate them to actively participate in the Broadway Corridor process.

Methodology

Broadway Corridor Roundtable for Communities of Color

Date: December 1, 2018

Time: 10 am to 1 pm

Location: Native American Youth & Family Center (NAYA)
5135 NE Columbia Blvd, Portland, OR 97218

A roundtable discussion was the selected research method. A facilitated discussion used a qualitative approach to gain an in-depth understanding of the motivations, challenges, and equity issues of this specific group, obtain data and build a connection that will kindle their participation in the project process.

Lara Media Services recruited the participants and focused on participants from communities of color. The roundtable was almost two hours long and produced a combination of quantitative and qualitative data through a survey and discussion. The roundtable discussion featured five facilitators working with five groups, each with between eight and 10 participants. A total of 50 participants took part in the roundtable discussion; an audio recording and subsequent transcription captured their comments.

Participant Demographics

*For a full demographic report please see the appendix

	Most Common Groups	Percentage
Ethnicity	Black or African American	24%
	Hispanic, Latino/a/x	21%
	Other (Slavic)	21%
Gender	Female	65%
	Male	33%
Age	25-34	30%
	35-44	26%
Household Annual Income Before Taxes	\$20,000 to \$29,999	22%
	\$50,000 to \$74,999	22%
Disability	No	76%
	Prefer not to answer	10%

Concept Results



DISCOVERY

- ◇ Union Station as Public Square
- ◇ Neighborhood Scale
- ◇ Culture Alleys
- ◇ Pocket Parks
- ◇ Community Market



NATURE

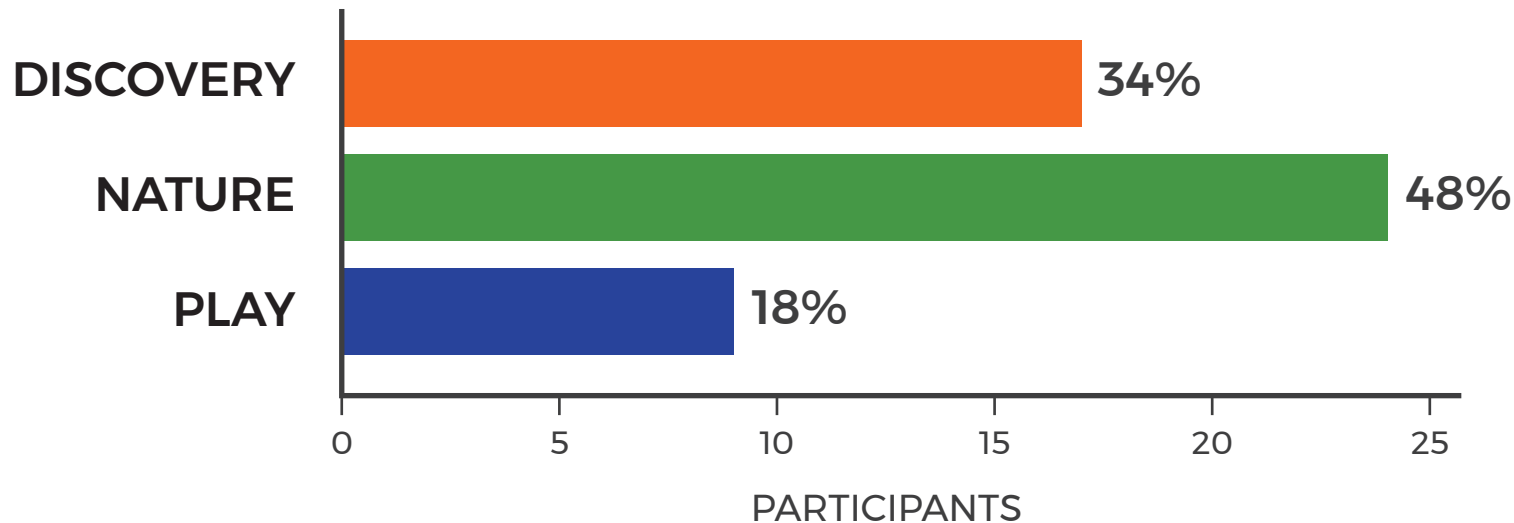
- ◇ Green Heart
- ◇ Breaking the Grid
- ◇ Variety of Gathering Spaces
- ◇ Green Jobs
- ◇ Iconic Architecture



PLAY

- ◇ Resiliency through Community
- ◇ Community Health & Wellness
- ◇ Active Recreation
- ◇ Woonerf (Living Streets)

8. Which concept do you like best?



9.1 From this concept (DISCOVERY), which elements did you like? (select all that apply)

Discovery elements	Participants	Percent
Union Station as a Public Square	8	16%
Neighborhood Scale	10	20%
Culture Alleys	11	22%
Pocket Parks	8	16%
Community Market	13	26%

9.2 From this concept (NATURE), which elements did you like? (select all that apply)

Nature elements	Participants	Percent
Green Heart	15	36%
Breaking the Grid	4	10%
Variety of Gathering Spaces	11	26%
Green Jobs	9	21%
Iconic Architecture	3	7%

9.3 From this concept (PLAY), which elements did you like? (select all that apply)

Play elements	Participants	Percent
Resiliency through Community	3	20%
Community Health & Wellness	4	27%
Active Recreation	7	47%
Woonerf (Living Streets)	1	6%

What elements do you think are missing?

- *"Seperate area for dogs."*
- *"Nature."*
- *"Playground for animals/pet."*
- *"Parking."*
- *"TPI + Central City Concern for services."*
- *"Diversity."*
- *"Combine with other [organizations] for services."*
- *"TPI & Central City Concern partnership for services (recovery, mental health, education)."*
- *"Extended nature. Foothills & Playground. No sports focus, this is a city of Thinkers."*
- *"Resources for people with disabilities, community resources, resources for the homeless."*
- *"Stage for concerts, if there will be festivals or community gathering, with a professional sound system."*
- *"An effort to reflect the diversity of Portland. This doesn't mean hipsters and keep Portland weird. More small businesses of Black and Brown owners. Diverse communities to have access to the space using local nonprofits to navigate accessibility through funding for public transit, charter buses etc."*
- *"Benefitting people of color that are low income and can't even get to this area. Why are things only pretty in downtown?"*
- *"Community gardening."*

- *“Commerce, stores.”*
- *“I don’t think elements are missing but safety is a big key.”*
- *“Community center, small business resources.”*
- *“I think that the elements that maybe missing is more business and entertainment.”*
- *“I wish the signs that cited a project would also show receipts about other investments in the city and county.”*
- *“I feel that there are too many people from out of town that live here. So maybe more housing for Portland natives.”*
- *“Inclusive of the community around you.”*

Word Cloud Analysis

An analysis of the roundtable discussion recording and transcription produced a word cloud with the most frequently spoken words that reflected the participants' challenges, needs, and motivations.



Main Findings

The roundtable participants reflected and shared their opinions regarding the Broadway Corridor. Lara Media Services recorded, transcribed, and then analyzed participant input on the Broadway Corridor Project using the following categories: Building Massing/Connectivity/ Parcel Configuration/ Street Plan, Commercial Affordability, Community Center/Open Space/Parks, Housing, Tenants, and Workforce. These categories best address the more vital aspects of the project and help summarize participant input to more fully understand their attitude toward the Broadway Corridor Project proposed by Prosper Portland.

This group consisted of participants from communities of color. Based on the roundtable conversation with these participants, it was apparent that they want and need affordable housing but feel that the same groups will continue to be served while they are ignored and pushed further out. To these participants, affordable housing means the same as affordable living: that they can afford their home and be a part of the community. The biggest barrier for this group is their view of Prosper Portland, urban development projects, and government agencies. Many participants have experienced some form of displacement and gentrification which has made it more difficult for them to believe the Broadway Corridor Project and Prosper Portland will implement their opinions to affect the final outcomes for the project.

Building Massing / Connectivity / Parcel Configuration / Street Plan

The participants expressed that their main concern regarding the street plan was allowing enough parking or efficient access to transportation to grant access to the space, especially for those who might be visiting from outside of downtown Portland.

"Parking. I'm gonna assume that there's no parking lot, I don't think there's room for that anyways, but I don't think they've made space for it and assume people are just going to park on the street."

"One thing I would like to add that I think is missing, is to have more walkability around where I live. Back home [Russia], it was easy to get around the city walking or by public transport. Here, with the way the city is built, everything requires a car. This is not only more expensive and less healthy, but it's also more isolating for this society. It makes people spend time alone, travelling in their cars and not associating or relating to others. This is something that I feel like is missing from the city and I wish they had this more in mind when designing the layout."

Transportation

"Facilitating for better public transportation and improving the freeways. So, I think making something that improves access to transportation rather than increasing parking lots...If they can't afford to put more parking then they should focus on making public transportation more accessible."



"They should build a metro! I know that would be an expensive project, but we are talking about an ideal world, no? In all our major cities [in Russia], we had great metro and transportation systems."

Community Center/Open Space/Parks

Many of the participants commented that they wanted a focus on having a community center that enabled their communities to come together and offered educational classes, training, activities for children, and other resources. This discussion revealed that the participants have a desire to have a space that welcomed and supported all communities.



"More entertainment. I think that would also pull more outsiders such as people who don't live in Portland. I just go to Portland for concerts, shopping, etc. Maybe having an open concert? I think that would bring out the community in a positive way."

"A community center that can have a pool and a gym. Yeah that would be more affordable [than a 24-hour fitness]."

"I like the idea of having job training and resources to provide for low-income populations that come in. Like having resources available that they would usually have to travel to."

"It would be great to have something like the Portland Mercado."

"I'm a teacher, I teach Head Start. So, I'm thinking they could have a daycare, so parents can go to work and know that their kids are safe."

"I think it would be great to have another Portland market in that area. It would make the whole area thrive as well. Make the market more diverse than the Portland market."

"It would be great if there was a living space that was designed to include them [the homeless] because some people do want to live in the street as free."

"I personally would like to see services offered, schools, training to help that population. Housing is important but at the same time, there's a reason why there's so much displacement, gentrification."

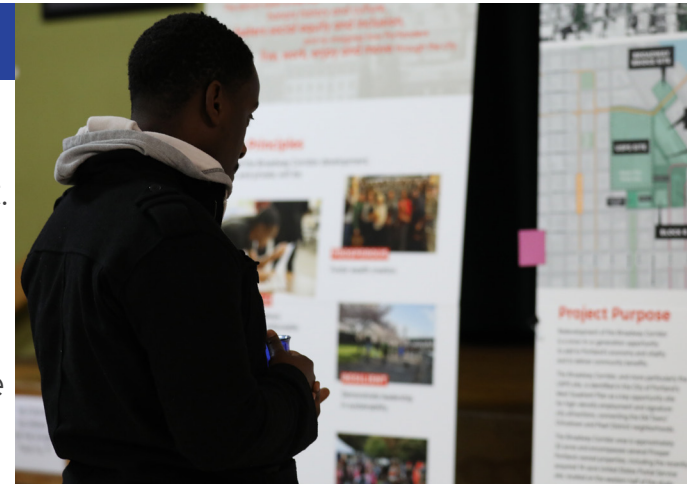
"I think having that soccer or basketball field would be dangerous, you've got cars down there and if you have kids running around it's just dangerous."

"There's a lot of youth that have unexpressed emotion. So, I would like to see this space start bringing in youth centers where the youth can learn skills with each other, bringing something to the public, and seeing them be part of the community."

"It would be cool to have a place like Pike Place Market. I like the ideas of festivals but are they going to be charging us for that too like Waterfront?"

Commercial Affordability

Participants commented that they see affordability as a barrier to being a part of downtown Portland and the Broadway Corridor Project. Participants mentioned that they struggle with finding a home that is both affordable and spacious enough for their families. Because of this, they expressed that they want affordable housing that is truly targeted toward communities that are underserved. Affordability is the biggest barrier to living and working in downtown Portland for these participants from their comments during the conversation.



"I think it's also as important what's surrounding the affordable housing. Is there stores and education that is affordable. It can't just be affordable housing and space, it needs to be access to affordable resources as well. It needs to all go together."

"I want to have a house that I can afford with just going to work every day and being able to pay my rent. Not having to have these agencies help me and not struggling all the time. I just want to be able to go to work and work my 15, 18 hours and still be ok. I don't want an apartment, I want a house that I can afford."

"Ideally for me where I'm at right now I would love to, in one of those concepts, buy an affordable townhome for a single person that I own. I want the property that it sits on without having to go to an agency to help supplement the cost...some people like to work hard and get it for themselves without always needing help. I don't always want to be in a situation unless I choose to. I want to be able to buy something that's my own."

"If you have affordable housing for families you have to make other places affordable too, so how is it that they're trying to make affordable housing for families when they won't even be able to feed their kids. So, I don't think the priority are families. Affordable housing in that area is just not a good idea, I don't think it'll work long time."

Equity

Equity is an important factor in the Broadway Corridor Project for these participants as many of the participants' comments mentioned equity in some way. To best serve the community's needs, it's important to understand what they believe to be equity and wealth. Participants were asked to define equity; here are those definitions. With these definitions, the Broadway Corridor Project will be able to better create a space that serves the community while achieving equity.



"It's the distribution of services to make sure everybody is receiving the same support that way everybody will be at the same level. That doesn't mean I receive half of this and that because I might need more than he does, and he might need less than I do. And that will elevate us to a level where we're all equal."

"Regardless of the current situation of everyone the ultimate goal is to achieve the same level without considering where we start from but we're expecting to reach the same level and have the same opportunities."

“Equity means that all peoples have access to housing, employment and wealth. Now wealth is not just money, and wealth is not just a job. This project is just gonna create wealth for the developers, it’s not gonna create wealth for the people. Now I don’t believe that, making 700 or however many affordable housing units, affordable for what, for one year? And after that they’re subject to go up? It’s not gonna mean much, it’s gonna create wealth for the developers and it’ll only create a place for certain types of people. That’s what I believe.”

“When I think about wealth it’s being able to have a certain lifestyle and being able to have something to give away or pass on to your children or your relatives rather than living paycheck to paycheck and worrying about living expenses and just getting by. Equity means having the same access to opportunities as you do or as someone else and being able to maintain those opportunities.”

“I think it’s a joke, because there is no workforce equity. They say they are interested in it to look good politically, but in reality, there is constant discrimination, especially if you don’t speak English.”

“All of us can probably give you an example of when we were discriminated against or treated unfairly, because of who we are. Unfortunately, we don’t have the language or the resources to complain to the right people to make a difference.”

“I don’t think that equity or fairness exists at work. Sure, there are always kind people who will treat you well, but there are so many cases of discrimination that don’t get tracked or reported. For this reason, the Slavic community has remained so isolated, even though they have been immigrating for decades.”

Housing

The participants expressed interest in the option to live in affordable housing, but lack of trust and lack of diversity downtown keeps them from fully integrating themselves into the project. Participants said they want affordable housing that accommodates families and is surrounded by affordable resources, such as affordable grocery markets, to sustain their living conditions. Participants also said, they want to see and be surrounded by diverse tenants to feel welcomed in the Pearl District, a place they primarily see as being white and affluent.



"I think it would be better to have more affordable housing that students could live in, that would be really helpful."

"I don't like going down there [downtown Portland] because I don't feel welcome. There's a lot of white people, it's not very diverse. So, when I go down there, I feel like an outsider."

"The housing need for my community right now is not only affordable but bigger affordable housing. Our family needs three-four-bedroom housing at least, our family would not qualify for two-bedroom affordable housing in this project. I have four members from my community because they want to hear from us but once they start this project none of us would be eligible because our numbers are too high for the two-bedroom. I say numbers meaning family size because you know we don't have two children, we have at least six and above. And then we are not gonna have six children, two parents, qualify in two-bedroom housing."

"Affordable housing is the operative word, my concern is that within the architecture, no matter where you are in Portland, you can kind of tell oh that must be for them [affordable housing]. So, whatever they do, don't let it stand out like it's for people of a certain income. If you want us to be included, then don't make us feel separated."

"Hopefully it's inclusive, all races, all income, inclusive. I mean I don't even know what it's going to be like 20 years out. I personally would like to see services offered, schools, training to help that population [communities of color]. Housing is important but at the same time, there's a reason why there's so much displacement, gentrification."

"Whenever something new comes into the city it always seems to benefit the same people. We're not really creating a space that's open to the community when we're blocking access to it, like who's going to be a part of the businesses in that space? Are they really making an effort to put in Black and Brown businesses and small business?"

"Realistically how many families are going to be able to live in a two-bedroom home. That again changes who you're actually trying to reach. What's the purpose of putting in a soccer field or a basketball court with two-bedroom housing?"

"I'd like to see what they mean exactly by affordable housing because it's near the Pearl and I think a lot of people from the Pearl are immediately going to move over."

"I wouldn't want to live there [downtown/the Corridor], it's not a good place for people with families. There is nowhere to park and it's a place mostly for students or single people."

"I know that it's a fashionable and trendy place, but I feel like the Pearl District is not a place with families in mind. It's more suitable for single rich people or students who live in studios."

"If you look at most of the people who live there, you can see that there isn't much diversity. In the neighborhood I live now, we have our church, I know my neighbors, I am part of a community. I don't think that would be possible in the Pearl District. I would feel out of place."

Perception of Prosper Portland

The participants' overall attitude toward Prosper Portland and the project was mistrust and disbelief that their voices would be heard and responded to adequately based on their comments during the conversation. This view is perhaps the biggest obstacle to forming relationships and creating continued participation with communities of color.



"Pretty soon there's going to be nowhere for the people who are really struggling, the people who have been displaced. I mean I was gone for 15 years, I grew up here [Portland] but I didn't even recognize my neighborhood, I couldn't even recognize it at all and that's just sad. Pretty soon we're [people of color] not going to have anywhere to go."

"It seems that everything that's good is only brought into certain areas. Whenever something new comes into the city it always seems to benefit the same people. We're not really creating a space that's open to the community when we're blocking access to it."

"I'm excited that they're getting our opinion, but reality is at the end of the day our opinion is just our opinion. And so doing this is just to say oh we asked you, they checked off a box. Like they're bringing to me an idea that they've already thought of, they already have their ideas of what they want to do instead of asking me before. This conversation should have been created at the idea

stage not at this stage where we already have a name, a location, the property has already been bought and all these different things.”

“Anything that is called Prosper Portland is looking to make some money not benefit the people necessarily, that’s not its main goal it’s to be prosperous. So, this is a Prosper Portland project but nobody here today is from Prosper Portland. They’re not even here to talk to us, they’ve already started.”

“I wish they had asked for our opinion and insight before the concepts were developed, rather than us having to choose out of those that have already been designed and developed. If they are wanting our involvement, it should be at all levels of this project, not once things have been developed.”

Tenants

Participants revealed during the conversation that they want their communities reflected across the entire project from those working on the project to the individuals who will be tenants of the Broadway Corridor. Participants expressed that they want the businesses to be diverse, inclusive, and affordable.

“I would like to see small businesses [have space in the Corridor].”

“Ethnic stores and ethnic restaurants [in the Corridor].”



Workforce

Participants voiced that they needed additional support to find job opportunities that allow them to comfortably live with expenses. Participants mentioned that they felt that they encountered difficulty due to stereotypes, lack of resources, lack of access to transportation, and lack of training.

"I used to work and during the day it's [downtown Portland] more corporate, more money. Being an African American they'll look at you and just judge you. They feel like they're better than everyone else. They make so much money that during the day it's all corporate. But at night time it's different because you see more homeless people. It's not really safe at night time with all these shooting going around. It's like two different worlds."

"Living wage jobs, that must be a requirement because that also means that the goods and services offered will be affordable to communities living there."

"[To find job opportunities I would need to] have the employer come to me because I'm not savvy with the internet, I don't know who is hiring so having the employer come to me would make it easier. I need support to have somebody or the employer advertise where I can see. Like a liaison to a specific community like to my community. They would be the bridge to the opportunity."

"For me the resources [are essential to find job opportunities]. I don't have computers, or laptop, or something at home. I need people to help me with applications and not only that, but I need



someone and help paying internet, I don't have extra to pay for internet, so I need some financial help."

"Getting a job is not what you know it's who you know so we need a networking system support. At the same time for those of us who have a really strong accent I'm asking all employers to not judge us by our external cover but giving us a chance to show what we can do."

"Training [would help make my job better]."

"Most of the folks assume that if you don't speak English you don't do the job so expectations as an employer, changing those expectations regarding immigrants [would help make my job better]."

"I would work in Portland if I lived there sure. I would like to live where I work not commute a long time. I could bike or scooter."

"Not really. There is a lot of traffic going in and out of the center, so I wouldn't want to have such a long commute."

"I would love to have some support with English, especially the kind of language used in a business setting. This is a huge barrier for us, because of resources and information is not translated for us and we have no representatives at different levels of government to make sure our opinion counts, and our voice is heard. In fact, I don't see much representation of our community in different industries at all, although we have a huge talent pool. If there could be some targeted outreach or hiring events that focused on our community, this would be a useful support for us."

“Another support that could be helpful is having a Russian speaking forum or community group, that could help us get connected to resources and information, organize English classes, help build business opportunities, etc.”

“Many people from the Russian speaking community have construction businesses for example, but how many of them have government or city contracts? Here is an opportunity, with the Broadway Corridor Project, to give priority to minority owned businesses to help develop this project. But I doubt they are thinking in those terms, because everything centers around making money.”

Conclusion & Recommendations

This was a successful exercise since it reached the two main goals of the engagement plan:

1. to create deep and intentional awareness of the Broadway Corridor Project throughout Portland, particularly among those who are traditionally disengaged residents; and,
2. to authentically and successfully engage target audiences so they feel empowered to share input and express their opinion and thus maximize the project's community benefits.

Communities of color have a history of being excluded and underserved regarding resources, job opportunities, access, and everything related to urban development projects that could better their standing and improve their position in the community, especially in downtown Portland. The Broadway Corridor Project is an opportunity to re-establish trust with communities of color and include them in downtown Portland. Creating affordable housing that targets these communities and creating a space where their diversity is reflected would help to re-establish this relationship.

Currently the image of the Pearl District is one that is primarily white and affluent, without services or activities for families or especially low-income individuals. A portion of these communities have little knowledge about the Pearl District – its existence and location. They have never been there. Because of this perception and lack of knowledge, communities of color feel un-welcomed and excluded, especially given the history of gentrification in Portland. This project is seen as another form of gentrification where these communities will once again be pushed away. Communities of color need to be brought into the discussion and made partners with a voice and a platform where they feel that they are making an impact.

Given that racism is also another influencing factor that shapes the lives of people of color it is that much more important to deeply listen, understand, and validate their unique experiences to address the lack of equity and justice in urban development processes. It's extremely important

to take a leadership approach on the investments that provide access to the opportunities and resources to our communities of color. The Broadway Corridor Project needs to go above and beyond to ensure that its outcome will be diverse and inclusive. The decisions and negotiation process on the investment of the project must focus on bringing equity and benefit to these communities. The Broadway Corridor Project truly has the chance to become a role model for future projects to further welcome and integrate communities that have been underserved and excluded. Ultimately, this will create a Portland that is more inclusive and welcoming.

People of Color Recommendations:

- Continue to deeply integrate these groups into the Broadway Corridor Project process.
- Continue to monitor if this process has increased the rate of homeownership among communities of color in the Broadway Corridor Project to better assess the effectiveness of the process for future projects with communities of color.
- Implement a deeply comprehensive and participatory approach looking for participation beyond community organization to establish a genuine collaborative experience with new stakeholders from communities of color as strategic decision makers in every step of the process, especially in the CBA negotiation and the design implementation of the Broadway Corridor.
- For the project owners and main stakeholders to continue reflecting, learning, listening and understanding about building empathy with these communities, their struggles and challenges.
- Understanding how personal and institutional racism operate with the aim of developing engagement and communication methodologies that are respectful of diverse communities.
- Appreciate the historical context of the agency's past decisions and its effect on communities of color and the resulting loss of trust.

- Develop an understanding of the interface between individuals' ethnic and racial experiences in lack of housing and work opportunities, displacement, poverty, etc.
- Be very vigilant when the final decisions about the Broadway Corridor Project will be made. We recommend that one's own attitudes, biases, prejudices, and resulting stereotypes be carefully analyzed; failing to do so may detrimentally affect the establishment of trust with the communities they wish to engage.
- Develop an ability to see and understand the values of people of color as sources of strength and resilience.
- Continue to support and provide resources that focus on cultural socialization with communities of color finding culturally congruent ways to connect and build trust.
- Be mindful of similarities and differences between how Prosper Portland staff and project owners view housing, define spaces, worried about safety, celebrate, see community and all other aspect compare to communities of color.

Research

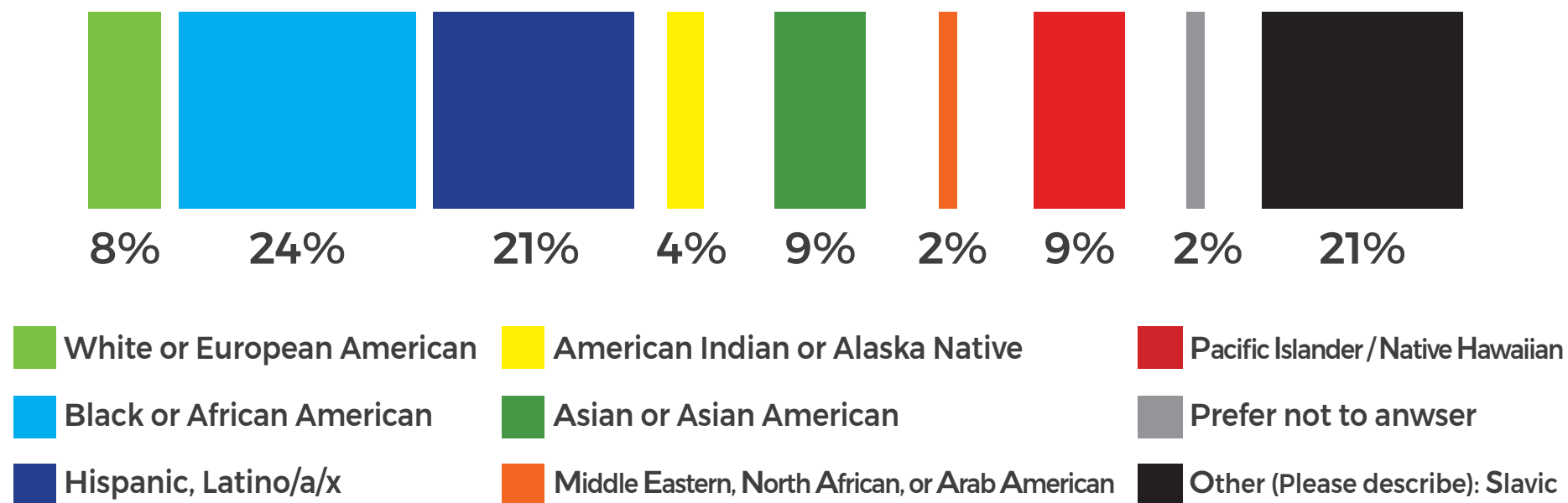
Continue further research on:

- How displacement and other inequality issues have serious implications for the realization of human rights to best create a Broadway Corridor that is equal and inclusive.
- What engagement practices could improve trust among these communities especially in relation to Prosper Portland and the Broadway Corridor Project.
- What will be the best way to help communities of color gain wealth creation. As participants revealed their need for wealth creation but faced barriers, we recommend Prosper Portland research wealth creation barriers and motivations to better offer opportunities for the communities they are trying to reach.

- What the Pearl District needs to have to create good neighborhoods for communities of color where they feel welcomed and included. The community's view of the Pearl District comes into play here, thus Prosper Portland needs to further research the history of communities of color in Portland to better understand their views of urban development projects such as the Broadway Corridor.
- We recommend that Prosper Portland continue research on the following questions to create a Broadway Corridor for everyone, especially as they pertain to questions made by participants of color during this conversation.
 - Would mixed housing (several income levels) live together and have the same benefits for all tenants?
 - What steps does the Broadway Corridor Project need to take to close the income gap between the low-income residents and people of color in relation to middle-class white communities?

Appendix

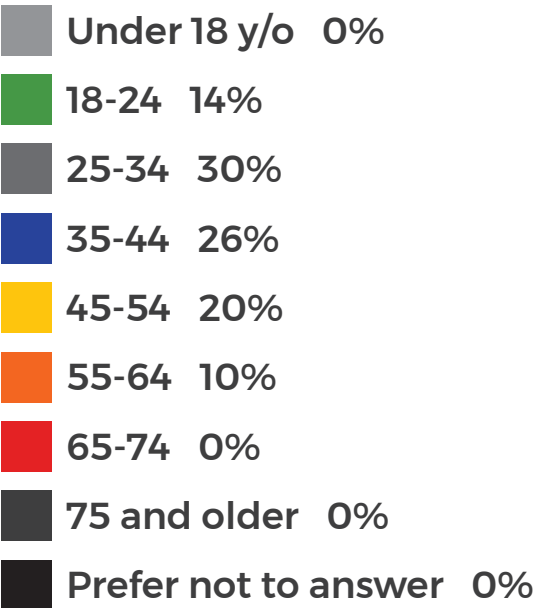
1. When asked to identify your racial or ethnic identity, how do you identify?



2. How do you describe your gender?



3. Which of the following ranges includes your age?



4. What is your Zip Code? (Most Common)

97216	14%	97078	6%	97213	4%
97232	10%	97236	6%	97206	4%
97233	10%	97266	6%		
97230	8%	97214	4%		

5. Which best represents your household annual income before taxes?

Income	Percentage
Less than \$10,000	14%
\$10,000 to \$19,999	4%
\$20,000 to \$29,999	22%
\$30,000 to \$39,999	12%
\$40,000 to \$49,999	12%
\$50,000 to \$74,999	22%
\$75,000 to \$99,999	6%
\$100,000 to \$149,999	2%
\$150,000 or more	0%
Don't know/ Prefer not to answer	6%

6. What is your education experience?

Education experience	Percentage
Less than high school	2%
Some high school	0%
High school / GED	22%
Some college or an Associate or 2 year technical degree	40%
Bachelor's degree	27%
Post graduate work	0%
Post graduate-degree	2%
Prefer not to answer	5%
Other	2%

7. Do you live with a disability?

