



# Broadway Corridor

Report 6

## Pop-Up Surveys Report



laramedia.com  
503-210-5427  
2156 NE Broadway St.,  
Portland, OR 97232

11/30/18

Union Station

12/4/18

Rose Quarter MAX  
(Transit Center)

12/6/18

Hollywood Library

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# Executive Summary

This report summarizes the key findings of the pop-up surveys conducted at three different locations: Union Station, Rose Quarter MAX, and the Hollywood Library. The majority of these participants work in downtown Portland and visit downtown for entertainment such as shopping, movies, etc. According to the pop-up survey results, the three most popular changes they want to see to downtown Portland in order to make it more welcoming for their family and friends are:

1. Adding parks for the whole family (15%)
2. Creating and improving streets as places (13%)
3. Having a community market (13%)

These three locations yielded a total of 119 completed surveys with 66% of participants responded having no prior knowledge about the Broadway Corridor and only 34% of participants responded having some prior knowledge about the Broadway Corridor. According to the survey results, the majority of participants heard about the Broadway Corridor Project from friends (34%) and social media (25%).

Out of 119 participants, 18% responded wanting to be involved and 82% did not want to be involved and were not interested in the further development of the project. Prior community engagement events attracted individuals who were invested in their community and actively participated. These pop-up surveys allowed the project to capture the input from individuals who did not fit that description or didn't have time to attend these events. The most common participant identified in the survey as a white male, between the age of 35-44, making between \$30,000 to \$49,999 annually before taxes. The most common racial or ethnic identities of the survey respondents were White or European American (39%) and Black or African American (24%) with the rest following as so:

- Hispanic, Latino/a/x (14%)
- Asian or Asian American (9%)
- American Indian or Alaska Native (3%)
- Middle Eastern, North African, or Arab American (2%)
- Pacific Islander/Native Hawaiian (2%)

Prefer not to respond (6%) and Other (1%) make up the rest of the racial or ethnic identity percentages. Based on the survey results, a majority of the participants view the Broadway Corridor Project as an opportunity to serve families rather than the individual. For a full report on the survey results, please see the section Survey Results or the Appendix for the demographics.

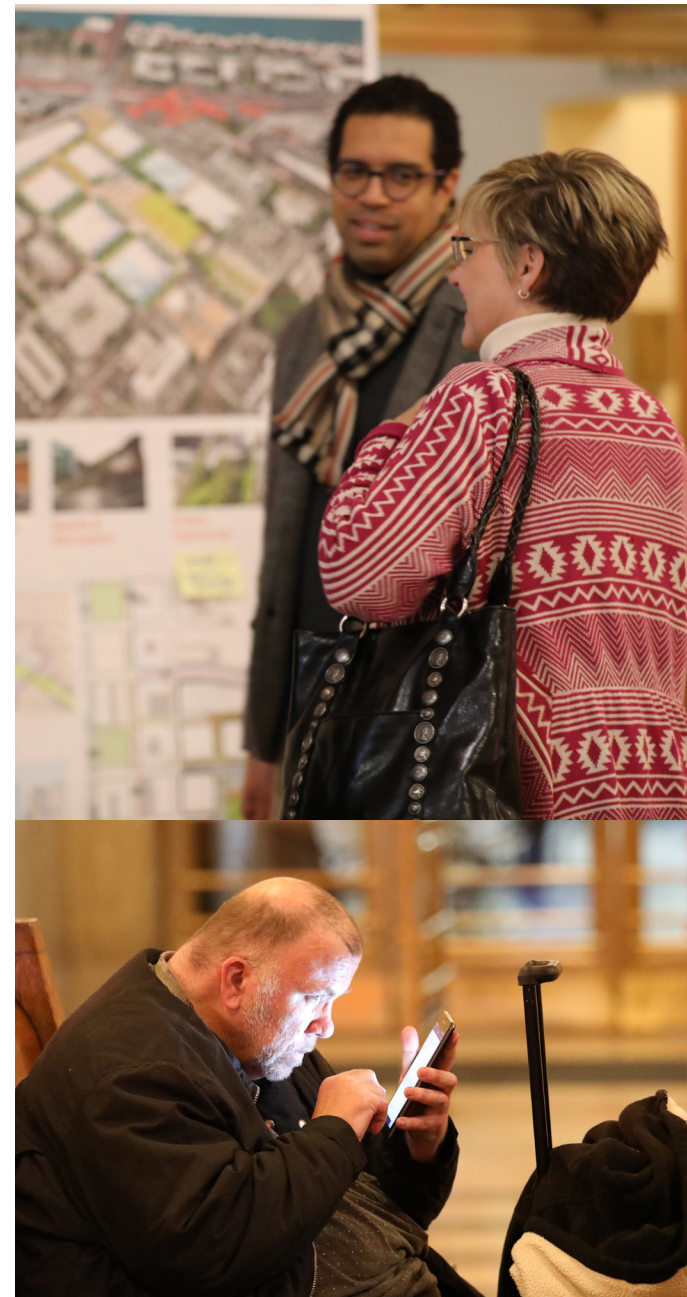


# Introduction

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 particular 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

Historically, urban development projects have long excluded disengaged and underserved communities. These communities have been pushed and continue to be pushed to the margins of society. They have been left without a platform to voice their opinions and stake in society. The Broadway Corridor seeks to promote social equity and to authentically engage the community early on in the process ultimately maximizing the project's community benefits. In order to maximize Broadway Corridor community benefits, it was vital for the project owners to deeply learn and understand the experiences, needs, and challenges of the various communities that will be impacted by the project. Thus far, the project has conducted a series of roundtable discussions and focus groups to document the opinions of such communities.

The pop-up engagement spaces were suggested by the organization, Project for Public Spaces, as a tool to be used beyond the traditional public meetings and community presentations. It was then decided to implement the surveys to gather the opinions of individuals the process had been unable to capture before and inform them about the project while simultaneously capturing their input, through the surveys.

# Methodology

## Pop-up Survey 1

Date: November 30, 2018

Time: 4 pm to 6 pm

Location: Union Station  
800 NW 6th Ave,  
Portland, OR 97209



## Pop-up Survey 2

Date: December 4, 2018

Time: 8:45 am to 11 am

Location: Rose Quarter MAX  
(Transit Center)  
NE Holladay St,  
Portland, OR 97232



## Pop-up Survey 3

Date: December 6, 2018

Time: 5 pm to 7 pm

Location: Hollywood Library  
4040 NE Tillamook St,  
Portland, OR 97212



Pop-up surveys were conducted to assess the urban development project, the Broadway Corridor, with individuals who had not yet participated in the process. These participants had not attended Broadway Corridor events such as the open houses, focus groups, and roundtable discussions leaving us unable to capture their input without these pop-up surveys. To co-design a Corridor that puts people first, the pop-up surveys were vital so that every opinion could be captured to impact the shaping and development of the Broadway Corridor. Before the pop-up surveys, the Broadway



Corridor attracted individuals to the open houses, the roundtable discussion, and focus groups who had an inclination to participate and were able to participate in the process. These pop-up surveys allowed the project to gain input from individuals who weren't as engaged in the process or their community.

Each pop-up location displayed concept boards and other information (such as the vision, mission, etc.) about the Broadway Corridor Project and had three to five people who served as information guides and survey handlers. Lara Media Services provided the survey handlers; while the information guides were key members of the Broadway Corridor Project.

### **Pop-up Survey Locations**

Union Station had varying degrees of traffic flow because of its purpose as a transportation hub. Participants came from all over the United States with very few native Portlanders and Oregonians. The Rose Quarter, as one of the main intersecting transit centers for Portland's public transportation systems, offered a diverse pool of participants. However, participants at the Rose Quarter MAX station were pressed for time and thus had few incentives to take a survey. The final pop-up survey location, Hollywood Library, had the least number of participants and traffic.

# Participant Demographics

\*For a full demographic report please see the appendix

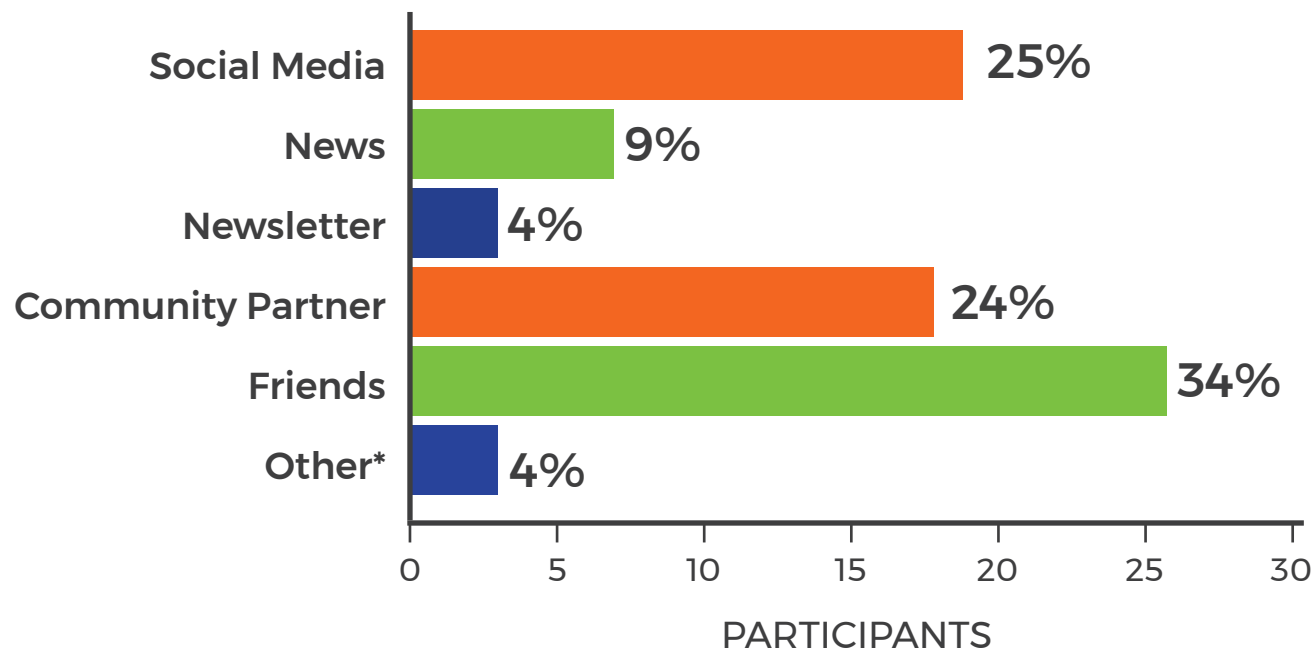
	Most Common Groups	Percentage
Ethnicity	White or European	39%
	African American	24%
Gender	Male	51%
	Female	45%
Age	35-44	34%
	25-34	26%
Household Annual Income Before Taxes	\$30,000 to \$39,999	18%
	\$40,000 to \$49,999	18%
Disability	No	79%
	Cognitive Difficulty	9%

# Participant Demographics

1. Have you heard about the Broadway Corridor Project?



2. How did you hear about it? (select all that apply)



\*Other option:

- Years ago
- Meeting
- Train station

### 3. What makes you visit Downtown Portland?

	Percent
I live in downtown Portland	15%
I work in downtown Portland	39%
I study in downtown Portland	9%
I come for entertainment	31%
I don't come to downtown Portland	6%

### 4. What would you like to add/change in Downtown Portland to make it more welcoming to you and your family/friends? (select all that apply)

	Percent
Creating and improving streets as places	13%
Adding Parks for the whole family	15%
Having a community market	13%
Bringing a grocery store	7%
Having a Community Center (activities and resources)	11%
Making it accessible for people with disabilities	8%
Adding entertainment options	8%
Having more parking options	8%
Having a more effective transportation system	8%
Having access to the river	8%
Other*	1%

**\*Other option:**

- Peaceful people
- More affordable housing, more efforts to house and support homeless people,
- More efforts to keep streets and public places clean

**5. If you'd like to be more involved in this project and/or participate in more studies please enter your contact information (email address or phone #)**





## Findings

The pop-up survey participants shared their opinions regarding the Broadway Corridor. Participant input on the Broadway Corridor Project has been categorized Lara Media Services using the following categories: Building Massing/Connectivity/ Parcel Configuration/Street Plan, 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.

The participants' commented they hope for positive changes to the Broadway Corridor Project, especially for housing and the reinvigoration of the Union Station. Many of their comments centered on affordable housing and parking as well as the reality of creating a Corridor that benefits everyone.

### Building Massing/Connectivity/Parcel Configuration/Street Plan

Some of the concerns participants expressed during the conversation was the lack of housing in the area and expensive rent. Participants also voiced concerns about the proposed location of the Broadway Corridor Project and how the project will affect the Union Station. These issues concerned parking in the Union Station, safety, and traffic flow. Concerns about the effects on the Union Station were voiced by Union Station employees and residents of that area. While participants who had a connection to Union Station voiced concerns, other participants who did not expressed their excitement about possibly transforming the Union Station Building into the centerpiece of a mixed-use urban development project and bringing new life to the Union Station.

*"I am afraid that if something new comes to the Union Station. We are already busy here and we can not add more things to this site. There is no parking lot big enough for all of us, there are*

*no streets big enough, there is not a safe place to walk or get out of your car. Can you imagine bringing more people to the mix?"*

*"This site [Union Station] is old and cold, looks sad, it will be great to make it more lively, and that way more people come. But it will require major investment, since the building is old. But I have been in other cities and their train stations are a great place of enjoyment, I guess it will be very cool to have the same here with us at our city."*

*"I am not from here, but I like that Portland is doing something in this area, it is a great area, close to the river and to clubs. Right now, it looks like they forgot about this area, like it's dead for business and fun."*

## Housing/Tenants

The opinions and comments expressed by the pop-up survey participants in regard to housing/tenants were similar to other focus group and roundtable conversations. Participants expressed their concern about housing becoming more expensive. From the participants' comments, they see housing as a solution to providing equality but only if housing opportunities are an equal opportunity rather than concentrated in a particular group of high-income residents.



*"Some people could build equity if small condos were available. For the new buildings, if an area in each unit was made safe for simple burners, small fridge and sink, it could make housing for many single people now homeless or on the verge of being so. Can the plan include a safe parking area and bathroom facilities?"*

*“Can we explore bringing the Jantzen Beach Carousel to the site? It aligns with many of the goals and vision for the development.”*

*“Where are people going to live? Are you going to develop more buildings? It is already crowded, you are going to make this place very expensive. I already have some of my friends, that used to be my neighbors living with me. Do you really care? I am tired of these “projects” they just make it impossible for us, the residents of this area, to live here. I own my house here, I had lived all my life here. Why do you want to make it difficult for people?”*

*“It will be great to have a new business in this area, but make sure the business is local and they help others like if they want to give opportunities for business to be here, they should make sure those businesses help the community and the homeless here, that they contribute to make this a better place for all.”*

## Workforce

Similar to their comments and concerns about Housing, the survey participants expressed their concerns about job creation and their want to see that the Broadway Corridor is providing jobs but are also concerned who the jobs would truly end up benefiting.

*“There are not enough jobs in this area, I like to see that this project will bring more jobs for us, more options, to make ends meet. But who is going to make sure this project really help the people who need it? I want to make sure that this project helps the people that is already here and the people that are coming. We all need help, we all want to do better, I guess new things are great, but only if those things don't push us away.”*

## 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 traditionally don't engage within their community; 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.

Participants largely expressed their concerns about how the Broadway Corridor Project will affect the community as a whole. Their concerns focused on the negative impacts the Broadway Corridor could impose if not planned accordingly to the needs of the community. Many of the participants want to see that the Corridor will serve the whole community choosing in the survey to have more parks for their families and improved streets. The Broadway Corridor needs to truly consider who the project is serving and how communities will be affected from this urban development project.

In regard to this engagement exercise, the pop-up surveys provided an opportunity to reach communities that the engagement process had not captured. While the sample collected met the goals of the study, the importance of the project points to the need for more surveys. For future studies, we recommend either selecting more locations or places with higher levels of foot traffic. Locations for future pop-up surveys should be sites where people gather freely and that are commonly known in Portland. Examples would be Pioneer Square, Pioneer Square Mall, and Lloyd Center. Future locations could include other places around the city to reach an even larger number of individuals and capture their opinions and ideas.

Future pop-up surveys should increase in number to better spread the word about the project and obtain more community input. Although these pop-up surveys captured responses from individuals who had not participated in the process, the surveys would have yielded better results and been more successful had they been paired with other methods. The pop-up survey method is a great engagement tool when it's executed in conjunction with other incentives that offer simple yet entertaining ways for people to participate. Nonetheless, pop-up surveys can provide short and simple responses that augment the in-depth insight found in focus groups and roundtable discussions.

Our recommendations to continue engaging with these groups and establish trust are:

- To continue engaging with the people that work and live in the Broadway Corridor's proposed location and acknowledge their social and economic challenges as they themselves see and experience them. We recommend that the Broadway Corridor Project and Prosper Portland value, respect, and invest in the unique characteristics these diverse communities bring to the project to create a more equal and inclusive Corridor.
- To continue to defy established practices for urban development projects. We recommend eliminating the barriers to scaling these best practices and to continue using and creating innovative ways to engage with diverse communities.
- To prevent the Broadway Corridor Project from losing the sense of community and its importance. Hearing the stories from downtown Portland residents is vital to the project. As Portland has a history of urban development project unequally benefiting the community, it's vital that this project listen to the experiences of Portland residents to create a new process for urban development projects, one that equally benefits every community.
- To acknowledge that the community sees the Broadway Corridor Project as another form of gentrification. And with gentrification comes the fear of losing their homes, their neighborhoods, and their communities. We recommend that Prosper Portland and the



Broadway Corridor collaborate with other organizations that have connections to the communities they are trying to serve to develop a plan with specific strategies to mitigate displacement and facilitate communication with communities who have historically experienced gentrification.

- To develop partnerships with organizations that work to prevent gentrification.
- To support the preservation of existing income-restricted housing units in the area including units for seniors and individuals who were formerly homeless. We recommend creating and investing in policies that support the preservation of future affordable housing units in the Broadway Corridor.
- To develop programs that help minority and women-owned small businesses grow, specifically businesses that will reside in the Broadway Corridor and have experienced displacement due to gentrification.
  - A big portion of small businesses owned by people of color practice social entrepreneurship and, without knowing it, they are an example of sustainability and resiliency. A portion of these businesses are driven by the desire to help their own communities and provide solutions to solve social problems and alleviate poverty. One of our recommendations is to provide the education and resources in helping them to be certified as social enterprises to better the Broadway Corridor community.
- To continue to maintain a presence with underserved and disengaged communities by supporting their events and providing opportunities for engagement in their community celebrations and spaces not only with the Broadway Corridor Project but with Prosper Portland.
- To provide more opportunities for community members to give feedback in different formats at community events.

## Pop-Up Recommendations

When creating these new engagement opportunities remember to develop genuine experiences:

- Have elements that creates a welcoming atmosphere and offer something people can take with them: water, candies, or other items you can give.
- Increase accessibility to everyone by holding events in public spaces that are well known are able to be accessed by different forms of transportation.
- Ask yourself, does this exercise reflect our intentions to include, honor, and welcome the community around this area?
  - Do the venues for the event(s) invite participation and engagement?
  - We recommend choosing sites that give people the opportunity to stop and participate. Choose places that are comfortable and that are conducive to the interactions that you want to have.

## Research Recommendations

- Extend research with the particular group of business owners to learn more about the business models that they have, their financial needs, and the opportunities on creating a new vital ecosystem among these communities that will accelerate the development of a social-impact driven entrepreneurship that could answer our present need for a more inclusive, sustainable model of growth and development in Portland.

We recommend researching which are the most important factors that affect future residents of the Broadway Corridor.

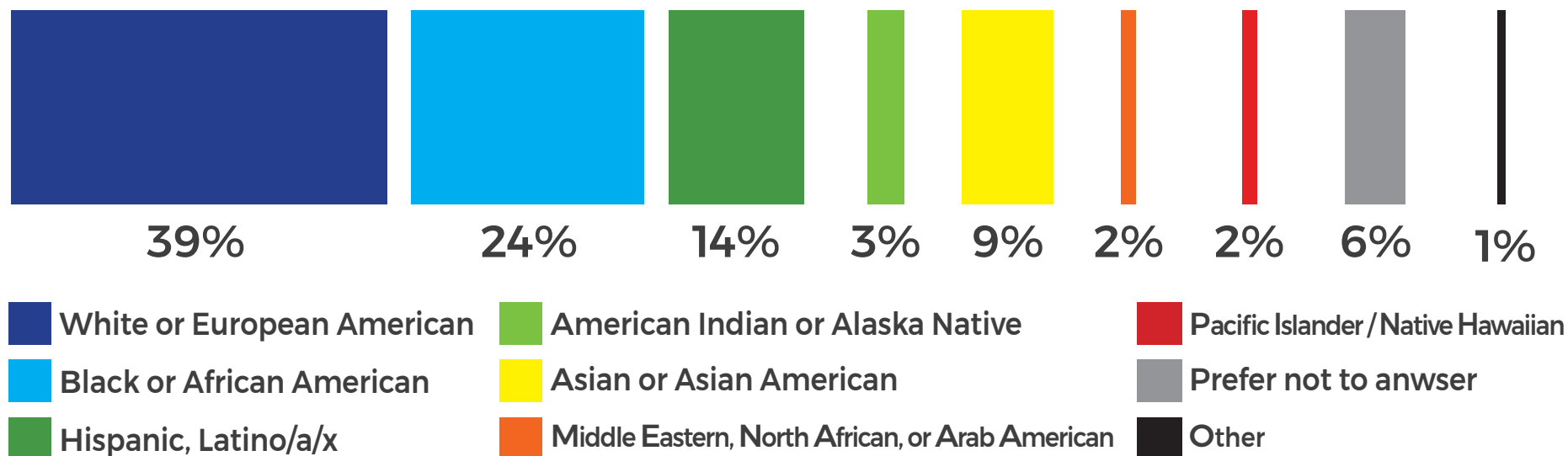
- What are the challenges that this project poses to them? How can these challenges be solved? Develop strategies to mitigate the negative impact of the project in the area and for the communities.

We recommend exploring more about how this project can start building trust among communities and what steps need to be taken in order to bring these people into the process.

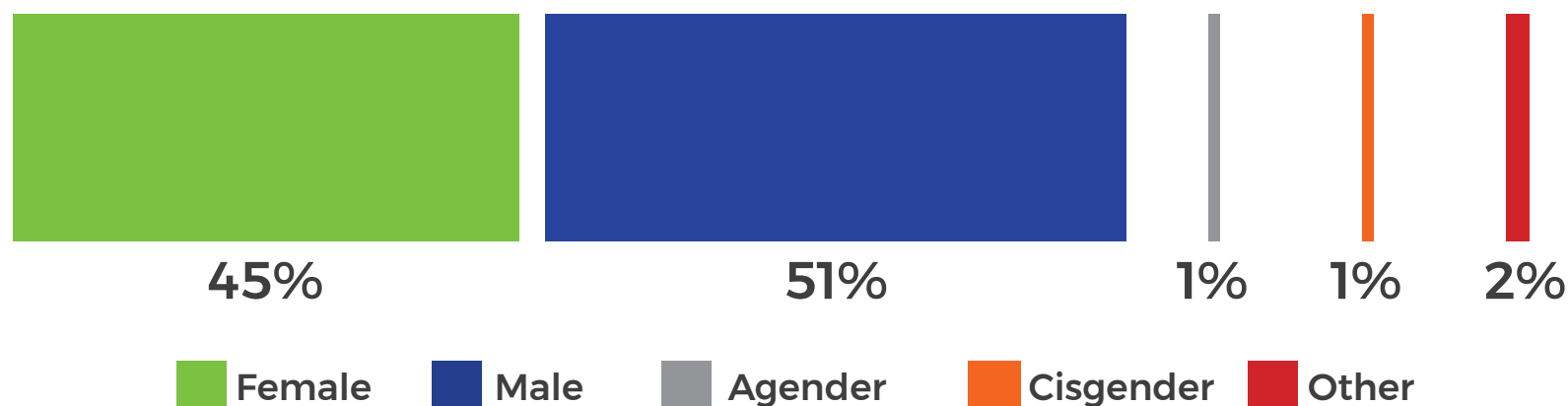
- Take into consideration that the past history for communities of color and their experiences with urban development projects that have altered their way of living.
- Research what kind of processes will need to be implemented to give equal opportunity to people of color to participate in the process and ultimately engage with the Broadway Corridor. In this case, engaging with the Broadway Corridor means choosing to live their, move their business to the Corridor, etc.

## Appendix

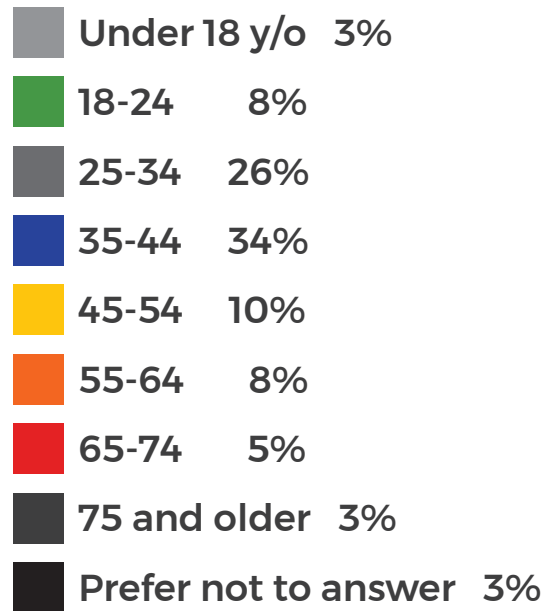
1. When asked to identify your racial or ethnic identity, how do you identify?



2. How do you describe your gender?



### 3. Which of the following ranges includes your age?





#### 4. Which best represents your household annual income before taxes?

Income	Percentage
Less than \$10,000	13%
\$10,000 to \$19,999	7%
\$20,000 to \$29,999	11%
\$30,000 to \$39,999	18%
\$40,000 to \$49,999	18%
\$50,000 to \$74,999	13%
\$75,000 to \$99,999	4%
\$100,000 to \$149,999	3%
\$150,000 or more	3%
Don't know/ Prefer not to answer	10%

## 5. Do you live with a disability?

