



PROSPER
PORTLAND

Broadway Corridor

Toolkit

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Welcoming Message

Thank you for being here!

We value your presence and your time. You are the expert in the community, and this process depends on your expertise, your opinion and your wisdom. Through your participation, you can advance the future and the prosperity of your community and family.

We also want to acknowledge that in the past this agency has undertaken measures that have negatively impacted low income residents and people of color through gentrification, displacement and other policies. We are taking steps to rectify past mistakes. On the Broadway Corridor, racial equity is at the forefront of this project's vision. We want communities that haven't benefited from previous development projects to benefit from this one. Let us know what you want and need from this project.

Broadway Corridor





The Opportunity

Urban Development (UD):

Urban: related to a city

Development: the art and process (conception, planning, implementation) to create something.

Broadway Corridor

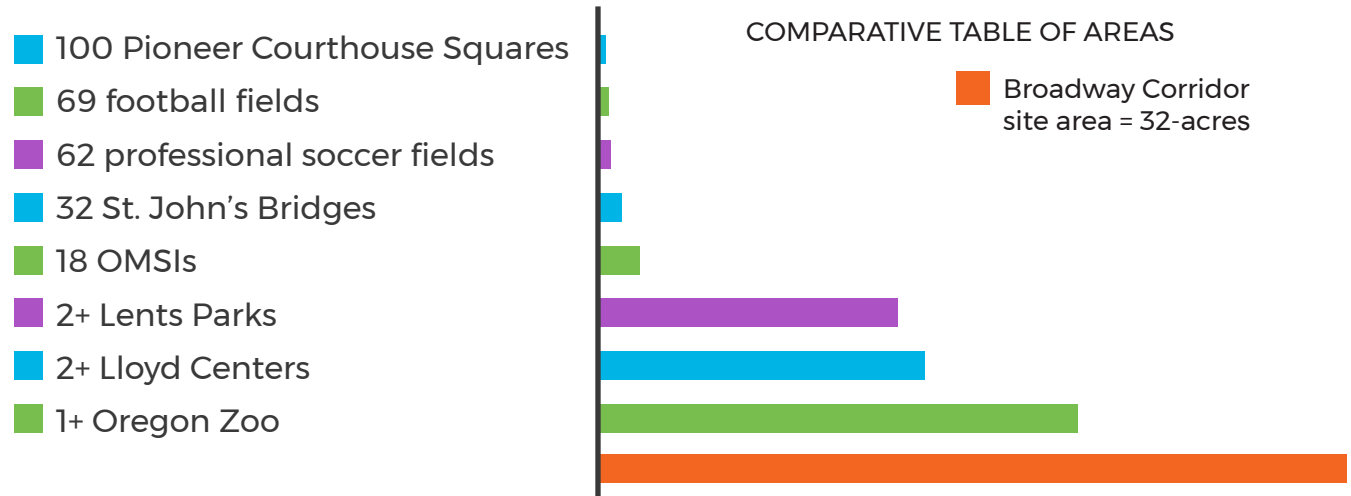
The Broadway Corridor is a 32-acre site located within the Central City in Portland. The project offers the potential to create nearly 4 million square feet of new economic, business, social and community development opportunities.



Prosper Portland, the city's economic development agency, owns or controls a significant portion of the 32-acre site. The location and size of the Broadway Corridor represents an opportunity to realize Prosper Portland's vision for an equitable economy by advancing prosperity, creating a vibrant neighborhood and supporting living wage jobs.

The Broadway Corridor will permanently change Portland's downtown landscape and knit the city together. It's envisioned as a unique, diverse, vibrant, sustainable, mixed-use, urban district seamlessly integrated with a regional multi-modal transportation hub. The site is at the heart of a transportation network that includes light rail, pedestrian and bicycle connections, streetcar and bus, with multiple stops within a few blocks of the site, as well as Prosper Portland-owned Union Station. It will be the gateway to downtown Portland.

Size of site:



People, not buildings

Project leaders want to engage and partner with Portland residents to co-design the 32-acre site. Input and guidance from the community is absolutely crucial and necessary.

Many development projects have failed to benefit - or have negatively impacted - longtime residents and community members, particularly low-income residents and communities of color. The Broadway Corridor will be different.

Through partnership with the Portland Housing Bureau, at least 30% of housing units will be “affordable” on this project.

Your presence in the decision-making process to create a more sustainable and equitable project that benefits you and your community.

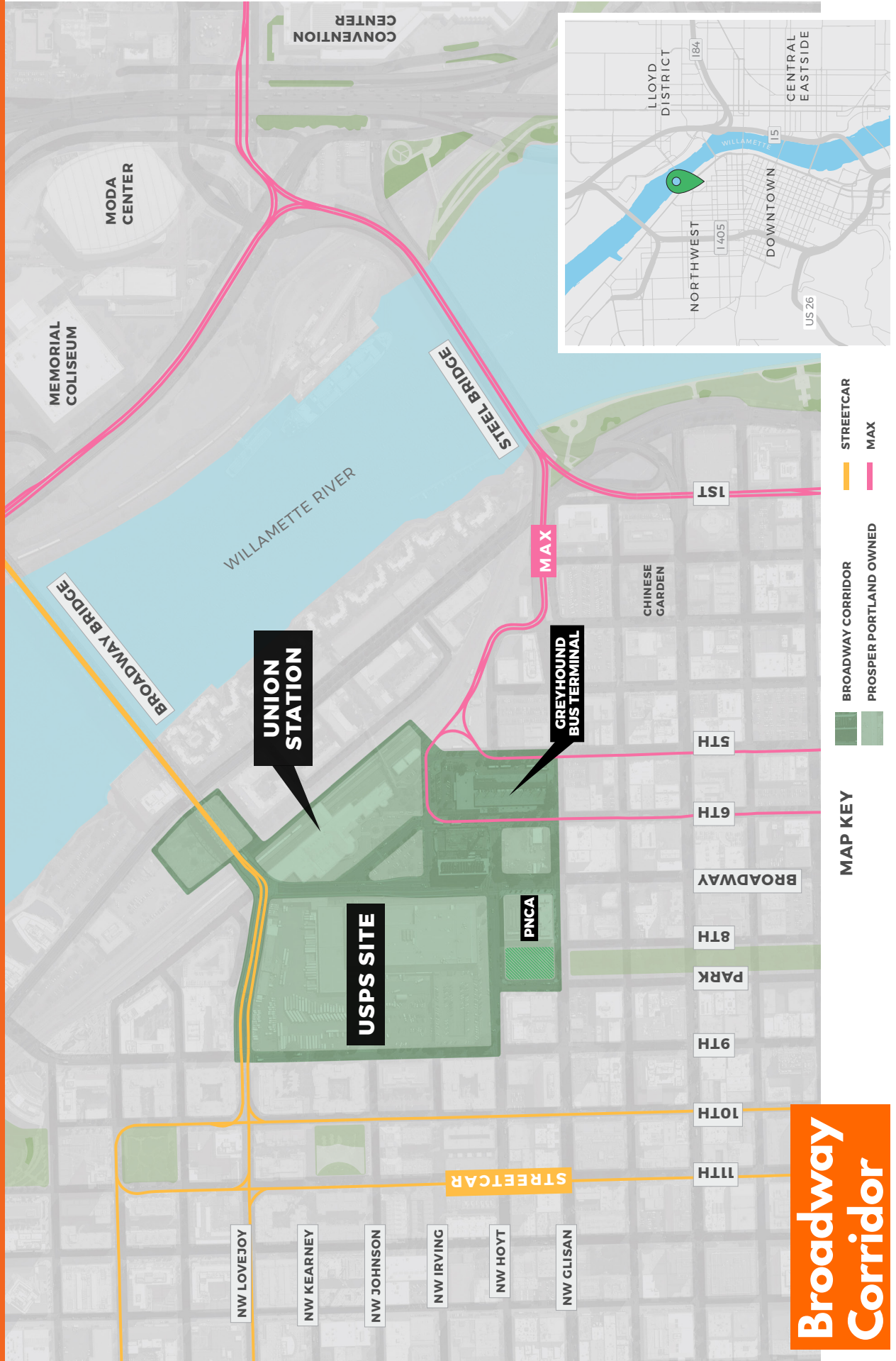
Your participation in the process is critical to ensure this project is different.

“Urbanization should not be seen merely as a risk, but rather as a transformative source of prosperity and sustainable development of all human settlements. When thoughtfully arranged and managed, the process of urbanization itself can be a form of disruptive innovation that provides solutions to the most significant global challenges of our age - from poverty and inequality, to climate change and security.”

- Joan Clos, Executive Director and Under Secretary- General, UN-Habitat



Map Location





Why it Matters

- 1** Urban development can create prosperity and build a more equitable city for all. It can help advance your community in ways that few other things can.
- 2** The project leadership is committed to making this project different. They want and need your input.
"This urban project will launch a process now where decisions will determine tomorrow's opportunities. We all have the collective power to influence that future. This project will focus on people first." - Kimberly Branam, Prosper Portland Executive Director
- 3** You have the responsibility to be a voice for your community and family.

The Broadway Corridor is presenting the opportunity to:

- Create jobs
- Support small business
- Deliver affordable housing
- Deliver sustainable & equitable development
- Create common public spaces
- Break down barriers
- Enable social interactions
- Expand civic engagement

Questions

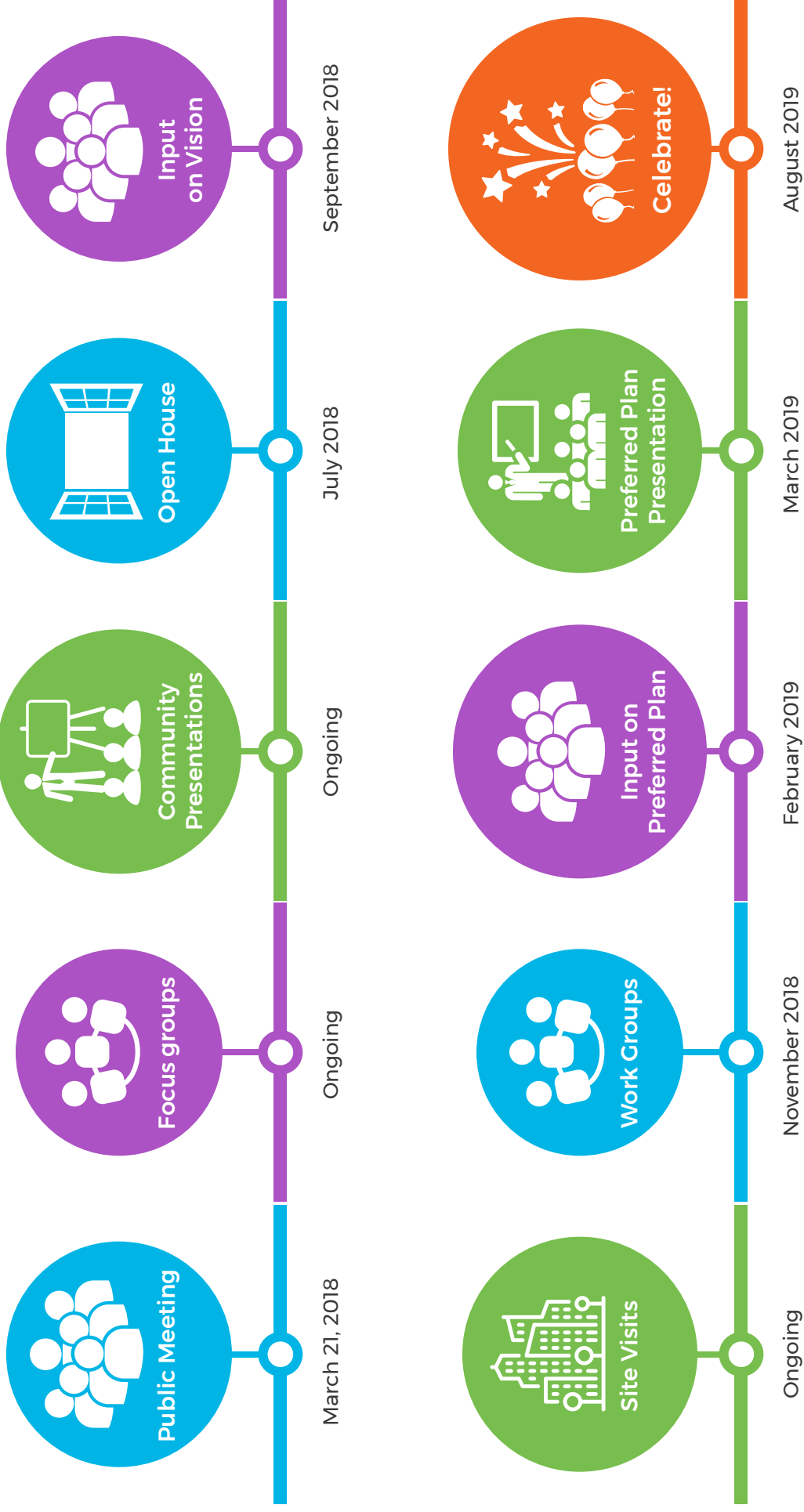
- What's the best way that we can include you and help you be part of the process?
- How would you like to see your community get involved in the process?
- What concerns do you have about this process?

Other Resources to learn more about the Broadway Corridor

-  broadwaycorridorpdx.com
-  facebook.com/broadwaycorrpx/
-  twitter.com/broadwaycorrpx
-  instagram.com/broadwaycorrpx/
-  [youtube.com/
look for: BroadwayCorridorPDX](https://youtube.com/lookfor:BroadwayCorridorPDX)



Participation Opportunities





Conclusion

Opportunities with Prosper Portland

- Job openings
- Resources
- Other community input opportunities

Closing Question

- How can you help us bring your community into the process?



Community Input

1. What is your **age**? ☐ < 18 years old ☐ 18-29 years old ☐ 30-49 years old
☐ 50-64 years old ☐ 65 years and over ☐ Prefer not to answer

2. What is your home **zip code**? _____

3. What is your **gender**? ☐ Male ☐ Female ☐ Gender non-conforming
☐ Prefer to self-describe ☐ Prefer not to answer

4. What is the highest **level of education** you have completed?

- | | |
|---|--|
| <input type="checkbox"/> Some primary or secondary school | <input type="checkbox"/> Trade / Technical / Vocational training |
| <input type="checkbox"/> Some high school | <input type="checkbox"/> College graduate |
| <input type="checkbox"/> High school graduate / GED | <input type="checkbox"/> Some postgraduate work |
| <input type="checkbox"/> Some college | <input type="checkbox"/> Post graduate degree |

5. **Ethnicity** (or Race):

- | | |
|--|---|
| <input type="checkbox"/> White | <input type="checkbox"/> Native American or American Indian |
| <input type="checkbox"/> Hispanic or Latino | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Black or African American | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> Asian / Pacific Islander | |

6. What is your **area of occupation**?

- | | | |
|---|---|-------------------------------------|
| <input type="checkbox"/> Homemaker | <input type="checkbox"/> Retail, Sales or Marketing | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> Student | <input type="checkbox"/> Healthcare or Technology | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Non-Profit or Education | <input type="checkbox"/> Construction | <input type="checkbox"/> Other |
| <input type="checkbox"/> Food or Service Industry | | |

7. What is your **preferred language**? _____

8. Do you think the Broadway Corridor is a good opportunity for you and your community?

- ☐ **Yes**, Why? (check all that apply)
Because it could bring opportunities for:
☐ Affordable housing ☐ Employment ☐ Small business
☐ Other, explain: _____
- ☐ **No**,
☐ I don't have enough information to decide.
☐ Other, explain: _____

How would you like to receive more information?

- ☐ By email ☐ By text ☐ By social media ☐ Flyer ☐ Presentation

9. What would you need to feel comfortable enough to participate? (check all that apply):

☐ Come to the community organization where I am a member and explain it to us.

The organization is: _____

☐ Have meetings where I can take my family

☐ Speak in my language and/or have translators

☐ Present information that is clear and easy to understand

☐ Have the opportunity to express my opinion

Preferred language: _____

☐ Other: _____

10. What is the most important benefit you expect to get when you participate in Broadway Corridor process?

☐ To bring social equity to urban development projects

☐ Affordable housing

☐ Employment opportunities

☐ Business opportunities

☐ Somewhere to express my art and culture

☐ Other: _____

11. How can we make this process more open and inclusive for your communities?

☐ Make it more accessible to my area

☐ Have kids activities

☐ Have it in our language

☐ Provide child care, transportation, food, translation

☐ Other: _____

12. Which other groups should know about this process?

13. Do you think that the information, ideas and activities in this presentation have helped you to learn more about the Broadway Corridor?

☐ Yes, why: _____

☐ No, why: _____

☐ I need more information about it.

14. Additional Comments:

15. Would you like to share an email where we can send you more information?
