



Findings from the Northwest Streetcar Extension Surveys

Conducted cooperatively between Northwest Industrial Business Association,
Columbia Corridor Association, and Working Waterfront Coalition

December 2020

Introduction

The extension of the Portland Streetcar into the Northwest Industrial Business district would permanently change the nature of the Guilds Lake Industrial Sanctuary. The streetcar has long been acknowledged as a development tool, which generally requires rezoning. Even if no rezoning occurs, development of the streetcar would remove freight loading areas and would bring residential development closer to industrial uses resulting in conflicts between the different types of uses, such as noise and traffic.

While the loss of truck loading areas and residential buffers would create problems for industrial businesses, the major concerns are economic, not transportation oriented. The Portland Bureau of Transportation (PBOT) report "Preliminary Racial Equity Analysis of NW Streetcar Expansion and Related Land Use Changes" suggested that national statistics of industrial jobs be verified with those jobs in the Northwest (NW) study area. Portland's industrial sector employs more people of color in family or middle wage jobs than any other sector. The survey responses verify this fact for the NW streetcar study area. In addition to high percentages of Black, Indigenous, and People of Color (BIPOC), our survey respondents were twice as likely to be lesbian, gay, bisexual, transgender, queer, or questioning (LGBTQ) as the general Portland population.

As you evaluate the economic impacts of the NW Streetcar extension, keep in mind that Portland has essentially no available industrial land. If an industrial business must relocate from NW Portland, they will almost certainly be forced out of the City of Portland. This would likely result in a loss of traded sector income for the city, which would have much more impact on the city's economy than non-traded sector income. More importantly, it would be a threat to family or middle wage jobs for employees that are disproportionately BIPOC and LGBTQ. This raises serious equity concerns that must be addressed.

For further information on how Portland's industrial sector reduces the middle wage job gap and employs higher percentages of people of color, refer to the Portland Bureau of Planning and Sustainability report on "The Industrial Middle of Portland's Changing Income Distribution." This 2014 report is expected to be updated in 2021 to show continuing trends.

While it is possible for a business to relocate to a different county which may also be where the employee lives, we were unable to make such conclusions. Instead, we asked employees if this extension would connect housing with jobs and if it would expand job access for minority and marginalized communities.

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Purpose & Background

The City of Portland released a request for grant-funded outreach proposals to help inform the Montgomery Park to Hollywood Transit and Land Use Development Strategy (MP2H). The MP2H is a city effort to create an equitable development plan for transit-oriented districts in NW Portland and NE Portland. The MP2H study will consider land use and urban design, economic development, and opportunities for community benefits possible with a transit-oriented development scenario, including a potential streetcar extension. The project will also consider how such opportunities could support the City's racial equity, climate justice, employment and housing goals. The work is funded in part by a Federal Transit Administration (FTA) grant. In NW Portland, the study is exploring alternative land use scenarios to support a transit investment or future streetcar extension to Montgomery Park.

The main purpose of the grant-funded outreach was to broaden outreach to underrepresented communities through community-based organizations. Northwest Industrial Business Association (NIBA) submitted a grant proposal to provide outreach to the communities they serve – primarily industrial workers and firms in the NW industrial area. Workers in industrial firms typically benefit from middle wage employment that does not require a four-year college degree. In addition, these jobs are filled by significantly higher percentages of underrepresented communities including the BIPOC and LGBTQ communities. The NIBA grant proposal was selected by the City in Spring 2020 and work began on finalizing a grant agreement. The Columbia Corridor Association (CCA) later became the fiscal agent for the NIBA grant, and the official grantee, in partnership with NIBA.

Approach

Our original strategy was to walk the streets of the project area and set up survey workshops. COVID-19 limited us to digital and phone communications.

We began with lists of businesses and property owners provided by the Bureau of Planning and Sustainability staff. We then added business lists provided by Northwest Industrial Business Association (NIBA) and Working Waterfront Coalition (WWC). We then collated the list and confirmed which contacts were in the project area.

Outreach began with emails to all the addresses we had on the collated list and publicity on our respective websites. Then we made phone calls to as many on the list as possible. Many of the phone numbers were incorrect, requiring internet searches and queries to individual companies. Once contact was made with a company, we stressed the desire for responses from employees.

Other than requesting that employees fill out the survey, there was no prioritization of which companies or individuals were called. We simply called as many as possible and referred them to the four surveys.

Four surveys

We created four surveys that paralleled each other. Most questions were the same or slightly reworded. Some questions were focused on the target audience. For example, we asked business owners about the average wage at their site; however, we asked employees about their specific wage.

We had a total of 92 responses. Response summaries are available at these links.

- [Employees](#): our main focus and highest response rate of 44.
- [Business Owners](#): 27 responses.
- [Property Owners](#): the group with the most to gain from an extension, 11 responses.
- [Outside the study area](#): in NW Portland but not in the defined project area, 10 responses.
- [Comments from all respondents](#): collated open-ended comments from all four surveys.

All four summary documents are available at the links above or at www.cca.works/#news/409.

General Findings

The four survey groups responses were remarkably similar and the early survey responses were very similar to the later responses. In addition, employee demographics mirrored known industrial employee demographics in the City of Portland. The lack of wide variability and mirroring of demographics provides validity that the data is reliable.

Property Owner responses surprised us a little. This is the group with the most to gain from a streetcar extension. The fact that their answers did not deviate significantly from the other groups gives credence to the overall results. For example:

- We asked: “In the long term, what do you think is the best use of land in the study area between NW Vaughn and NW Nicolai?” You would expect the property owners to lean strongly toward mixed use or employment because these result in higher rents and property values. However, property owners responded with 36% for Industrial and another 36% for Enhanced Industrial, with only 9% for Employment and 18% for Mixed Use. Other groups were solidly in favor of Industrial or Enhanced Industrial. Property owners showed slightly more tendency toward change, but still wanted to maintain industrial.
- Another good example is Property Owners response to: “From an equity perspective, should the City invest in expanding the streetcar into Northwest given the transit and economic development needs in other parts of the city?” Property Owners responded with a higher percentage of “yes” responses than the three other groups, but was still less than half. Fifty-five percent of Property Owners felt this streetcar extension was not an equitable investment.

Most of our focus was on the Employee responses for a number of reasons:

1. Business and property owners have bigger investments in property and more reason to have a biased perspective.
2. The point of connecting housing with jobs is primarily for employees.
3. There are far more employees than business or property owners.
4. Industrial wages average over \$50,000/year, with a low number of high or low wages. This means that industrial jobs are our best tool to slow the growing wage gap.
5. The industrial workforce has higher percentages of minority employees than most other sectors.
6. The other sectors with high percentages of minority employees have much lower wages (service

and retail sectors). The industrial sector employs more people of color in family or middle wage jobs than any other sector.

We knew these general facts in advance; however, we did not have data specific to the streetcar project area. The survey responses did not surprise.

- 43% of employees earn **over** \$27/hour; only 4.5% earn less than \$20/hour
 - Yet only one out of 44 lived in NW Portland.
 - Pretty evenly spread across the metro area, with higher numbers residing in other counties.
- 84% commute by car
 - The reason is evident in the comments we read about the challenging transit commutes, including very long transit commutes and multiple transit transfers.
 - Several suggested improving bus service instead of adding streetcar as a better improvement to their commutes.
- Would you use a streetcar? 75% said no.
- Would the loss of on-street parking be bad? 70% said yes.
- Would a streetcar help connect housing to jobs? 86% said no.
- Would this expansion improve equity? 72% said no.

Overall, results were not surprising. A streetcar extension is a land development tool. Changing the land use can only result in a loss of industrial land, which inevitably leads to a loss of middle wage jobs, bigger middle wage gap in the city, and less equity for BIPOC and LGBTQ communities.

Demographics of the Employee respondents

With 44 employee respondents, the statistical deviation is likely to be significant. Demographic data for the other survey groups is available on the raw data. We did not include it here because our concern is primarily for the employees.

	National Average	Portland	Employee Responses
White		77%	50%
Black		5.8%	9%
Hispanic		9.7%	25%
Asian		8.1%	9%
LGBTQ	4.1%	(6.2% in San Fran) 5.5%	9% + 6.8% uncertain
Disability	(under 65) 9.2%	Unknown	4.5%

Ethnicity data is from US Census Bureau, 2019 estimates.

LGBTQ data is from The Oregonian, January 9, 2019; and The Street, May 31, 2018.

Disability data is from US Census Bureau, Americans with Disabilities, 2010; and 2019 estimates.

Demographic results mirrored industrial sector demographics for the City of Portland. The percentage of BIPOC that work in the industrial sector is roughly twice as high as the general City population.

The only demographic surprise was the high number of LGBTQ industrial employees. We are not aware of any similar data. Portland has the second highest LGBTQ percentages in the country at 5.5%. Our

respondents were 9%, plus another 6.8% that said they were questioning their identity.

We were not able to find adequate data on employees living with disability. We have no data for Portland. The closest we could find was the general U.S. population under 65, which includes employed and unemployed. This is clearly the weakest correlation in any of our data.

Conclusion

The Portland MP2H project is proposed as an equitable development plan; however, should the industrial land in the study area be rezoned, there will be proportionally fewer BIPOC and LGBTQ employees earning middle income wages (approximately \$50,000 annually). Depending on how much retail and service sector moves into the study area, it's possible that high BIPOC and LGBTQ percentages will get jobs, but the average wage will be slightly less than \$30,000 annually. It's reasonable to say that replacing a \$50,000/year job with a \$30,000/year job is not in the spirit of equity.

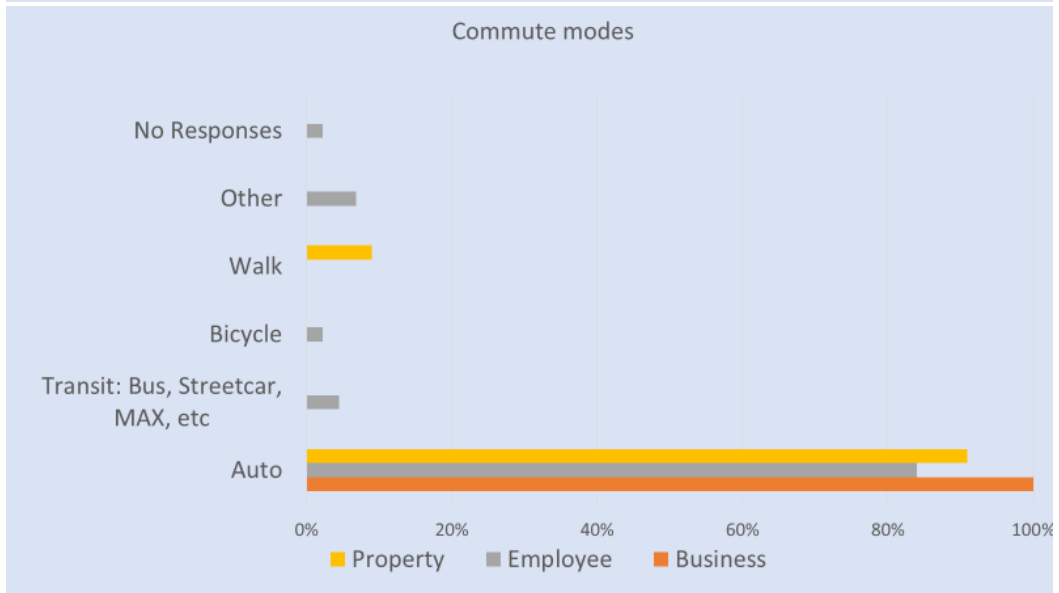
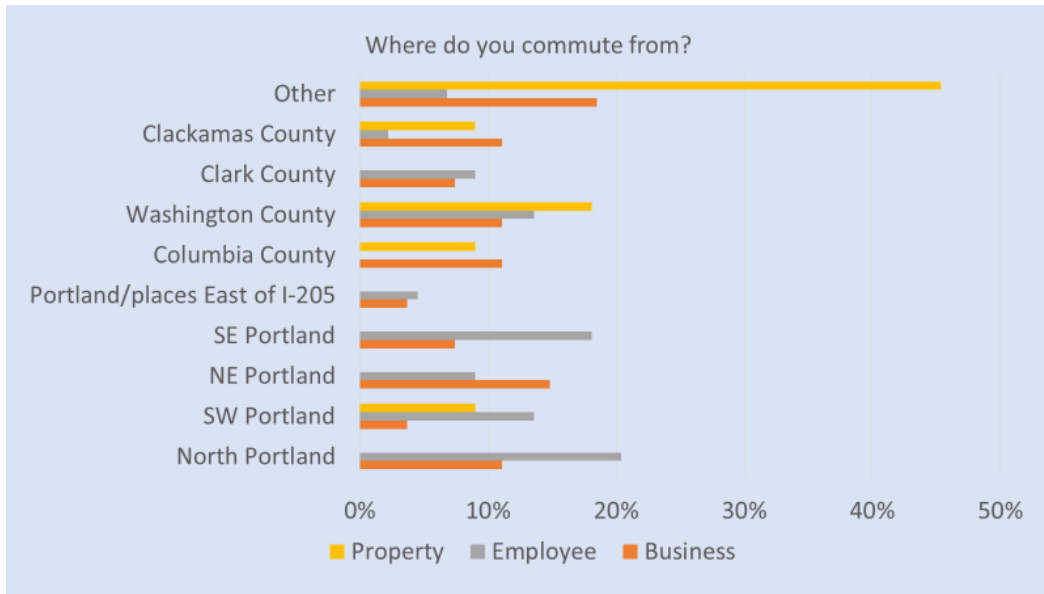
A common claim is that redevelopment will result in more high wage jobs. While this is accurate, it's also true that the percentage of BIPOC employees in those jobs is dramatically lower, not to mention the negative impact on people without four-year college degrees. In addition, BPS data shows there would be few new jobs in the NW study area—most would be transferred from other parts of the city. We can find little to applaud in a proposal that would result in fewer overall jobs and dramatically fewer BIPOC employees earning family or middle wages. Not only would the NW streetcar extension bring a negative financial impact to the city, it would be contradictory to our desire for improved equity. The only group that is likely to benefit are businesses that recently purchased property in the study area, in anticipation of windfall profits that come from rezoning.

While it's possible that some industrial activity will remain in the area, experience in other parts of the city such as Central Eastside show the obvious: industrial activity cannot be sustained on land that is zoned for higher value, such as office and residential. First, there is pressure to earn the highest rent potential for each type of zoning—most property owners would opt for whatever type of tenant will pay more. Second, reduction of parking and loading/unloading makes it difficult for industrial activities to continue use of large trucks and equipment. Third, noise complaints are common when industrial zoning is in close proximity to office, retail or residential. It is unreasonable to think industrial activity will remain at current levels if the project area is rezoned.

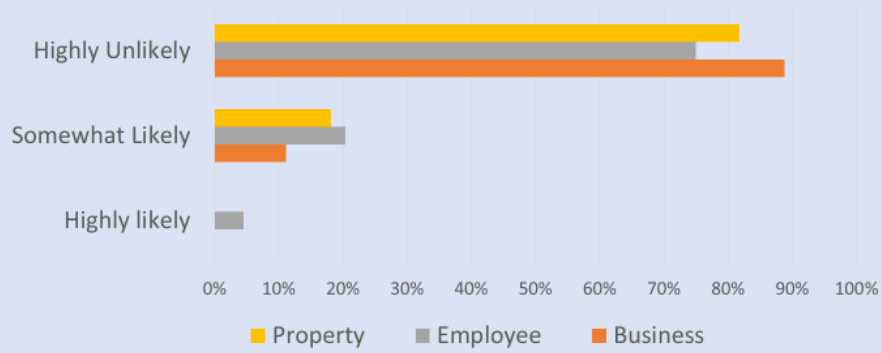
The additional concern for the City of Portland is that there is virtually no available industrial land remaining in the city. Any industrial businesses that move from the study area will almost certainly be forced out of the city. This is reinforced by the survey answers and comments. The result is increased inequity (loss of middle wage jobs for BIPOC and LGBTQ communities) and the likely decrease in traded sector.

It's undeniable that the result of a streetcar extension and the requisite rezoning in NW Portland will be a lower percentage of BIPOC and LGBTQ employees making middle wages in the City of Portland. Should this proposal move forward, we recommend mitigation for the negative equity impacts. Development that profits on the backs of BIPOC and LGBTQ employees should not be acceptable.

Survey Highlights

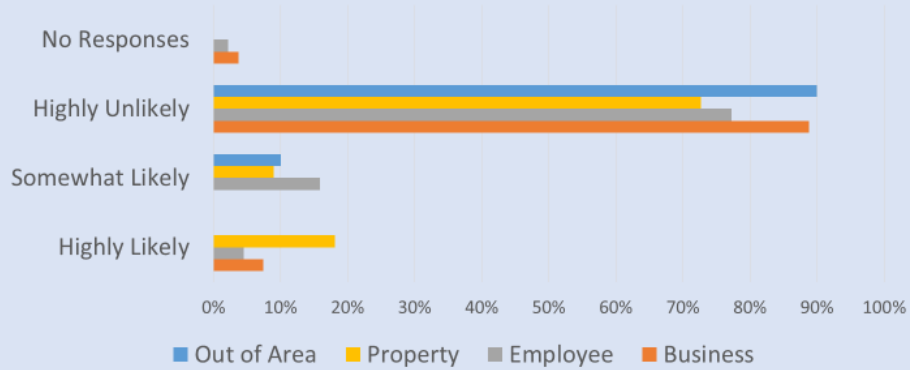


Would you use the streetcar for your commute?



Note: Written comments pointed to a desire for better bus connections rather than adding a streetcar. There was little opposition to the streetcar as a commute mode as well as little support.

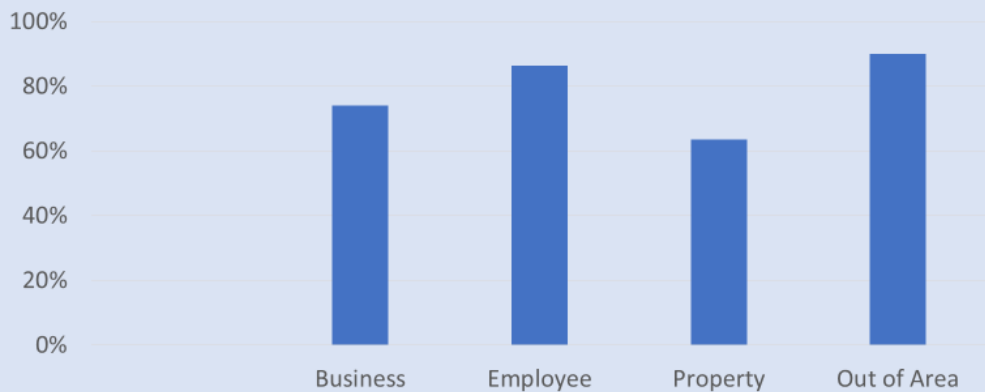
Would you use the streetcar for meetings or lunch?



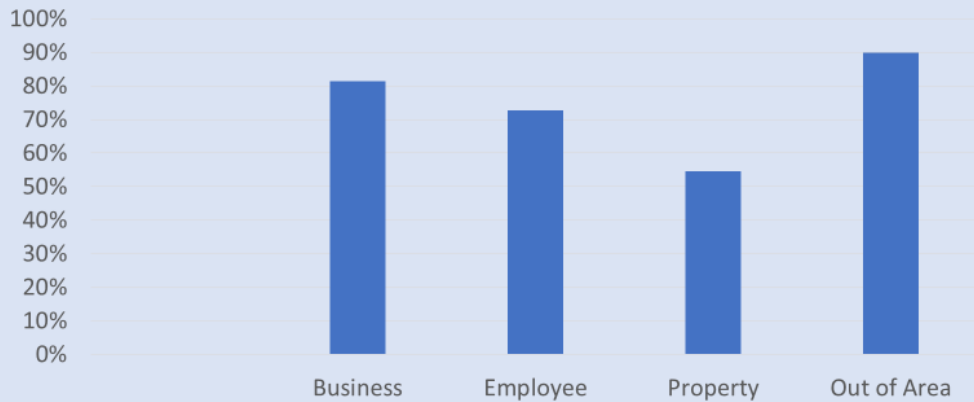
Note: In a recent meeting with the CCA Board of Directors, the Executive Director of Portland Streetcar Inc. pointed out that the “likely” responses were much higher than the current daily ridership. Unfortunately, this is a misinterpretation of the data. The question asked if they would ever use the streetcar, not if they would use it daily. It would be inappropriate to translate these responses into daily ridership.

Do you think adding streetcar access and rezoning land for residential use in the NW Industrial district study area helps connect housing and jobs with transit services?

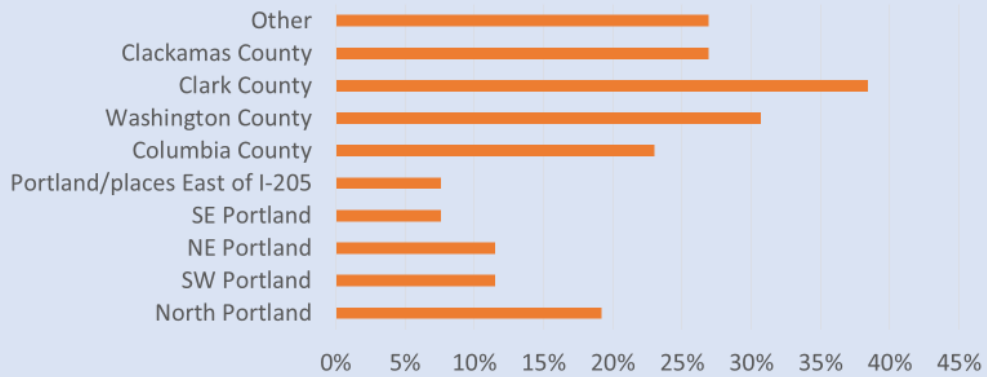
Percentages who answered “no.”



"From an equity perspective, should the City invest in expanding the streetcar into Northwest given the transit and economic development needs in other parts of the city?"
 Percentages who answered "no."

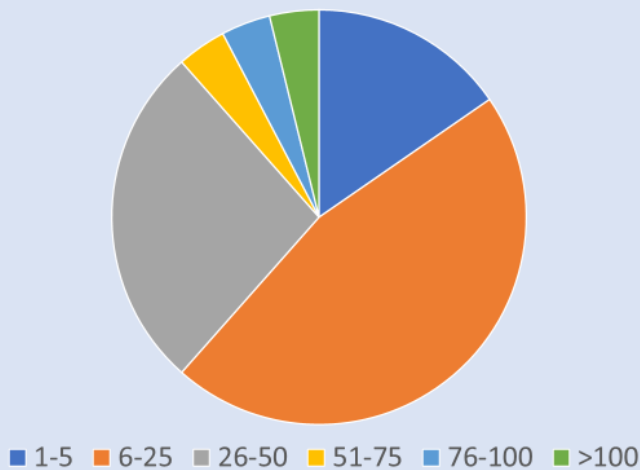


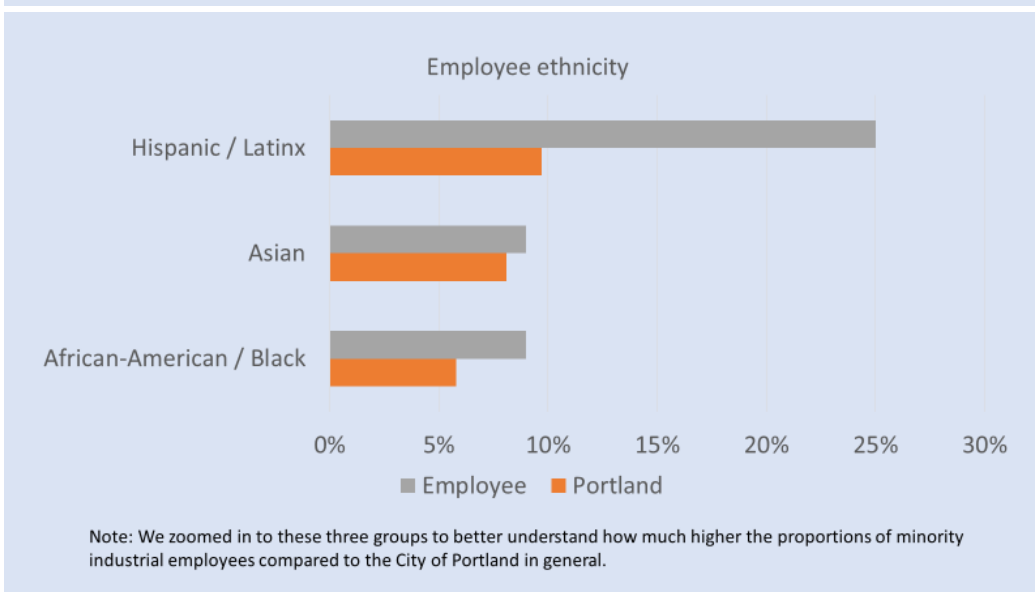
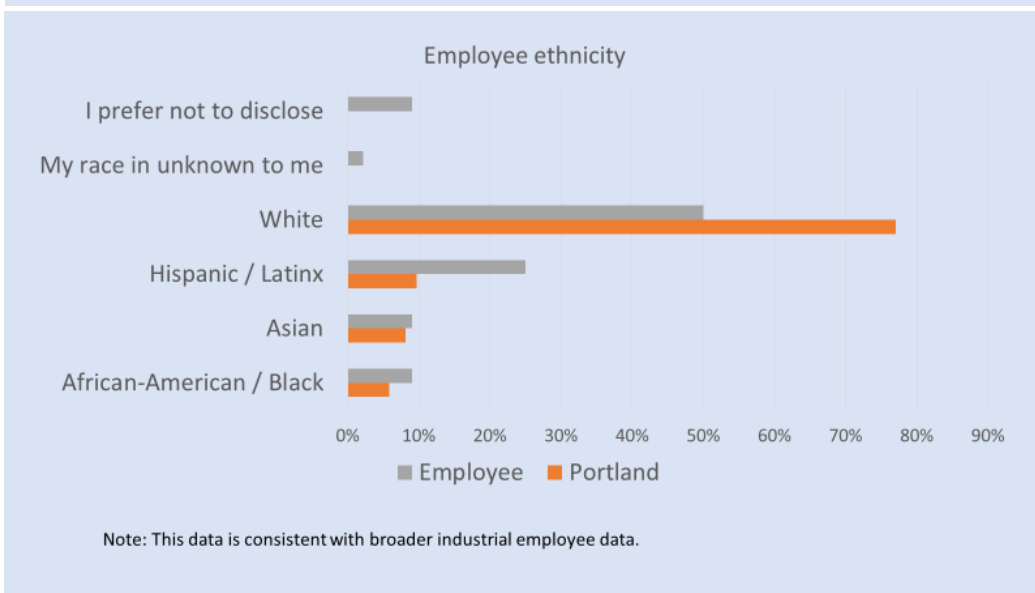
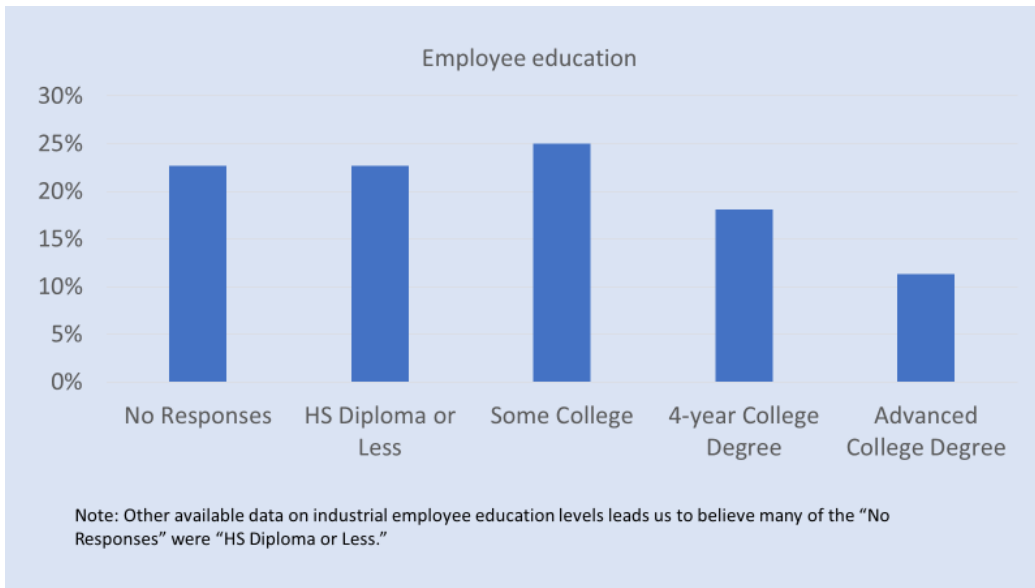
We asked business owners, what locations are viable for industrial firms?

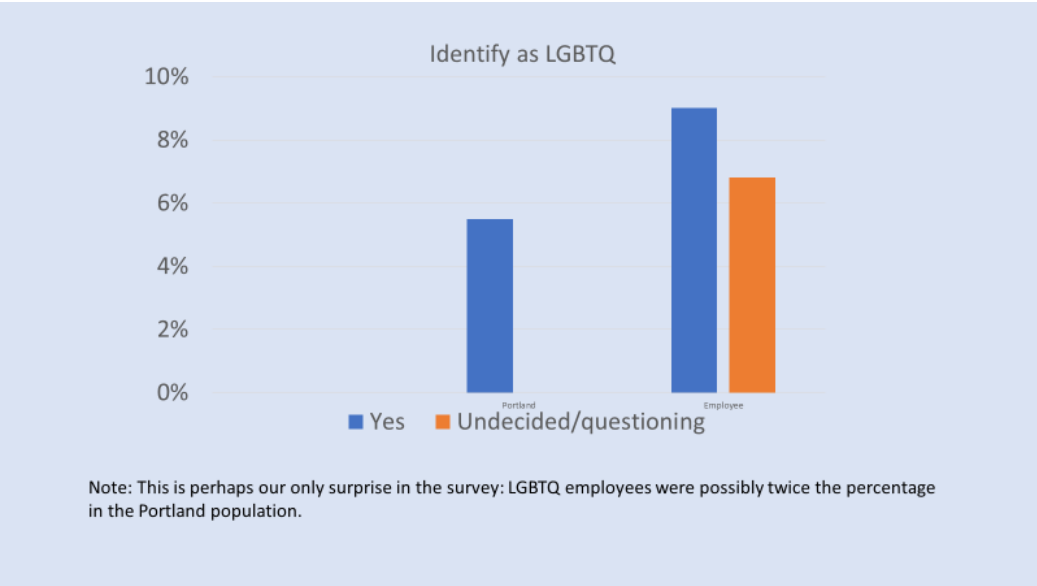
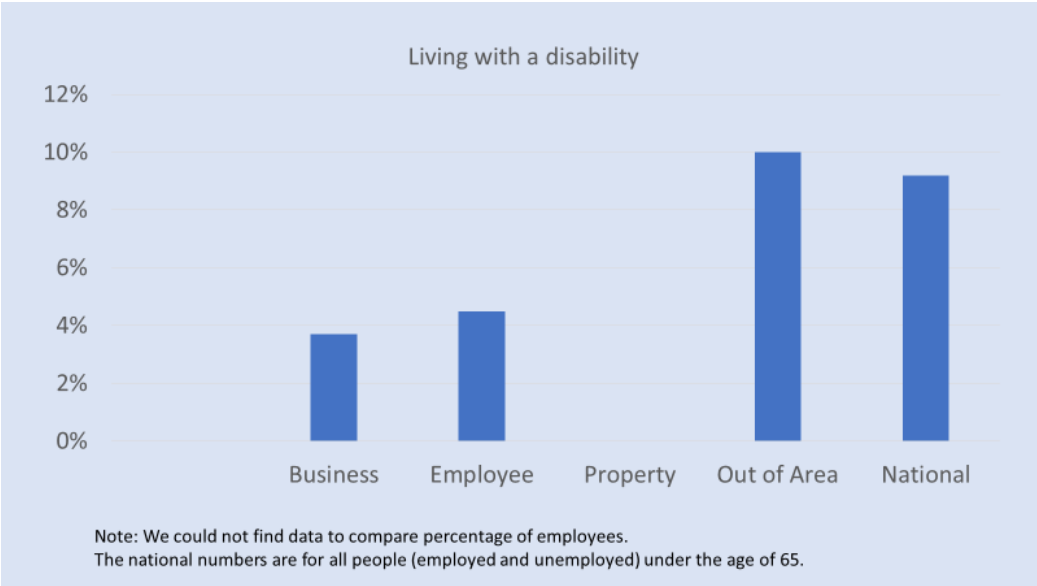


Note: The City of Portland's 20 year industrial land forecast shows virtually no excess land. The number is likely to be worse because that forecast was based on 60% brownfield redevelopment, which is not being achieved. While 20% of respondents may think North Portland is viable, less than 5% would be able to relocate there.

Respondents are mostly very small businesses







NIBA/CCA MP2H Survey

Open-Ended Responses to Survey Questions

Q1: Would you use the Northwest extension of the Portland Streetcar to commute to work?

Employee Comment:

- My commute now (before COVID) is home to MAX by bike, MAX to Providence Park, then bike on the NW 18th/19th corridor. I might modify my commute to use the streetcar.
- I would if it ran up Burnside, but I think we all know that isn't likely. I'd take transit, but we have a kid in school that I have to pick up after work.
- My place of business would no longer exist
- I live at a NW Portland address in WA county. Driving to work (in NW Industrial area) takes me 20 min or less. The trimet trip planner shows it would take me 75 min to get there by public transport-that's if I am willing and able to walk a total of 2.8 miles, half of that along a road with no sidewalk. Having a streetcar line take me a short part of the end of that trip would not make a difference.

Business Owner Comment:

- I oppose the "gentrification" of the NW Industrial Area. Recent "improvements" to N.W. Industrial Street have significantly created safety issues that were not in evidence before the "improvement" of the street.
- Never. One of my roles is visiting customers and I need an auto to do this.
- I'd use it to travel between the office & area restaurants/shops once COVID is a bit more contained.
- no because it does not drop me off at my office

Property Owner Comment:

- No, not ever

Out of Project Area Comment:

- No responses

Q2: Would you use the streetcar to go to lunch, get to meetings, etc.?

Employee Comment:

- I love exploring NW on my lunch hours and after work, having the streetcar available would be wonderful. I would also use it after work to get to the east side once per week for an evening class.
- Love being able to hop on the streetcar as it is, this would make lunch errands and getting around even easier.

- My place of business would no longer exist
- Most of our job sites are in the West Hills and there is effectively no public transportation access to them, so having it near our office would not help for meetings.

Business Owner Comment:

- No responses

Property Owner Comment:

- My staff and myself would absolutely use the streetcar to access restaurants and other businesses in NW and downtown.

Out of Project Area Comment:

- No responses

Q3: Do you think your firm or others in the study area would continue operations in this type of environment?

Employee Comment:

- We would move operations, potentially to out of state

Business Owner Comment:

- Depending on how it's done. Protect the industrial zoning - do not allow properties to change zone. The value rises because a new alternative use of the land is offered by the city when they re-zone. Just don't change the zoning and the values will stay stable for the industrial function. A very narrow transit corridor with very limited zoning change directly adjacent to the corridor might be a viable compromise, but rezone of properties a block or more away from the corridor should be avoided.
- Short term yes, long term unlikely.
- I think eventually many industrial users will be forced to leave the sanctuary due to encroachment of non-industrial parties. Increased property values will mean increased property taxes. At some point the land owner will figure out the land value/building potential is higher than profit from the current operation.
- Impacts from traffic flow has resulted in companies in similar situations moving already. Relocation is a possibility.

Property Owner Comment:

- Yes our business and our tenant's business is in the area for the long haul.
- trucks can't off load or load materials with streetcar on our street.

Out of Project Area Comment:

- Big money property owners are already lining up to resell their land for higher, residential zoned prices. Industrial uses would go away, voluntarily or involuntarily, depending on whether they

own or lease their property. Employment would go from people making \$60,000 to \$80,000 a year, with benefits, to part timers making \$20,000 to \$30,000 and no benefits. Is that what the City wants?

Q4: How might loss of on-street parking and freight loading affect your operations?

Employee Comment:

- Street parking is difficult currently. My company receives semi truck deliveries on a regular basis and this would be negatively affected by a streetcar in the area.
- We have people from all over the PDX area come to shop, as we are a retail business. We are already strapped for parking as it is. I would love to see a parking garage in NW if streetcar construction affects current parking availability.
- I don't use the parking. We have talked about moving freight loading from the front of the building to the back (2350 NW York) and building a new freight dock on the back of the building. The business (Trial Guides) is not retail, there are about 10 employees and a warehouse full of books.

Business Owner Comment:

- This very issue drove our business out of the Pearl district, after three plus decades in that area. If the same policies are applied here, it will happen again.
- we need more parking. Many employees commute by car from other counties because housing costs are so high in PDX.
- Even with zone changes to match the needs and uses, it is still very important to provide enough freight loading/unloading area due to its importance
- If the streetcar is just the beginning of taking over the GLIS, this will certainly affect traffic and parking in the future. Nicolai is already a challenge for trucks and autos during peak periods. The intersection at 23rd and Vaughn is a nightmare and bottleneck!

Property Owner Comment:

- Our building is an industrial facility and relies on street parking and truck dock loading and the proposed street car line could impact and some investment would likely be needed in the building to adapt to new uses.
- workers to our sites do not live on a rail line
- I own a parking lot in the area.

Out of Project Area Comment:

- No responses

Q5: Do you think adding streetcar access and rezoning land for residential use in the NW Industrial district will help workers live near where they work and/or provide a viable commute option?

Employee Comment:

- Part of the goal of streetcar expansion is to connect housing and jobs with transit services to help workers live near where they work. But if family wage industrial jobs get replaced by residential, then you fail to meet that goal.
- I am all for streetcar expansion! But please still seek to accommodate those who MUST commute or come into NW PDX by car because a bus or streetcar doesn't reach their area.
- Yes. We will soon be empty nesters, and are thinking of moving to NW Portland nearer my (and my husband's) work. More housing will hopefully make it more affordable.
- Housing costs in close-in NW are too high for our employees, additional street car wouldn't help that.
- Already have employees using public transportation to get to/from work within the proposed area

Business Owner Comment:

- Unless "affordable housing" is built this will not benefit my employees. I lived in this neighborhood for 2.5 years and know that existing rent is very high.
- Our employees need vehicles to get to work, and to job sites or work sites, the streetcar would not be able to replace the need for vehicles.
- Most employees come in from Vancouver. 95%.
- Not necessarily - if your justification is to bring workers to jobs, but in the process the jobs leave the area, it is pointless. Does the transition have to favor one or the other (residential vs industrial)? Why not a very narrow transit corridor, limiting any new residential development to a narrow zone, while maintaining traffic facilities adequate for trucks and private vehicles.
- All our employees like to drive. Adding streetcar will not change behavior.
- None of our employees live in an area that would benefit by the addition of the streetcar. None currently use public transportation nor would they likely do so in the future.

Property Owner Comment:

- most of my tenant employees work outside the area and wouldn't rely on a streetcar to work. Also swing shifts probably couldn't use it due to hours of operation.
- Our business is light industrial and adding the streetcar would absolutely help keep employees close and happy being able to move around without the use of a car and would allow them to enjoy a more lively neighborhood that supports better food and social gathering opportunities. NW Industrial feels like a wasteland right now.
- Which jobs are they talking about? There are already jobs in the NW Ind. area. if they rezone it for residential, they are killing those jobs and or sending them somewhere else.
- probably good on balance.
- housing costs will be too high for most of our industrial workers. Most employees commute from other counties.

Out of Project Area Comment:

- There is already bus service into the area. Ridership is low. A streetcar stopping every few blocks will only make transit times longer.

Q6: Will it help expand middle-wage jobs for marginalized community members?

Employee Comment:

- Expanding street car and residential zoning into the NW Industrial area will push industrial businesses out of this area of Portland. Which means jobs will be lost as businesses move to other locations- most likely Washington County, Clackamas County or Vancouver, WA. This is the opposite of the stated goal in question #8 above.
- I'm not well-informed enough about the industrial jobs currently available in NW to truly comment "yes" or "no" on this, but I believe streetcar access does help people with access to jobs.

Business Owner Comment:

- Industrial land inventory would be reduced but we should look to expand the industrial land throughout the entire Metro area. Try to make the use match the location and all other infrastructure requirements.
- No more than busses or other public transportation options.
- Definitely not! This will lead to further erosion of the GLIS!
- The more industrial land you take away, the more jobs of this nature are lost.

Property Owner Comment:

- Less land is now needed for industrial purposes. Much of this area isn't even being used for industrial purposes anyway. It is used by ecommerce companies or office work. Industrial companies will be well compensated with rezoning, allowing for relocation in an area without such significant potential for higher density use. Industrial and transportation hubs should be near airports where people are less likely to want to live. This land has the potential for better high density use.
- NW Industrial streetcar service would encourage vibrancy to the NW but still would be contained within Nicolai to the North and Montgomery Park to the West - leaving the vast majority of the NW Industrial area unaffected..
- I'm a property owner and employ 500 people that make their living calling on industrial customers. With Esco's closure, there is not that much true heavy industrial in this study area, and the area is too difficult to commute to for those income brackets without college education, so I personally think we need industrial space closer to lower cost housing, not in the heart of the city, even though logistically preferable for a business like ours.

Out of Project Area Comment:

- The streetcar development puts industrial lands and middle-wage jobs at risk and threatens to drive them away from the central city area.

Q7: From an equity perspective, should the City invest in expanding the streetcar into Northwest given the transit and economic development needs in other parts of the city?

Employee Comment:

- I live at a NW Portland address in WA county. Driving to work (in NW Industrial area) takes me 20 min or less. The trimet trip planner shows it would take me 75 min to get there by public transport-that's if I am willing and able to walk a total of 2.8 miles, half of that along a road with no sidewalk. Bus routes that allow residents to use public transportation from where they currently live are a much more urgent need than connecting the Pearl to the NW Industrial area.

Business Owner Comment:

- All prospective transit projects should be weighed on their intrinsic merits - NW area should not receive additional weight. All economic, environmental, social, etc. impacts should be considered in prioritizing projects.
- It's not about equity; this is a leading and poorly written question.
- Our employees live in Southeast Portland (NE 92nd Ave), Vancouver, WA, and SE Portland (Mt. Scott. The Mt. Scott employee is a salesman and needs his car to be at his work site.
- There are many other areas of the city that need public transit or better public transit. Especially in light of the city's decision to allow large apartment complexes with little or no parking.

Property Owner Comment:

- I believe that the rezoning of this area will add substantially to the City of Portland both in terms of development but also taxable income. This area would become a major area of employment with much more density than its present use. Economically, rezoning this area is absolutely in the community and city's best interests.
- Of all 4 quadrants of the city - NW Industrial is the one area that has been completely left behind regarding development support from the city of Portland. There is no streetcar, very limited bus service and many acres of vacant or undeveloped land .
- Busses!
- Getting in and out of the NW Industrial area is already a bottleneck. This project will make that worse. The businesses in that area need to move their products and supplies in and out of that area. The traffic jams this will create will significantly, and negatively effect local businesses. The project will have the opposite effect that the city claims. Jobs will be lost.
- Other areas just aren't as central or desirable, and many of them have had investment as well, this is a natural extension of NW and the Pearl and probably higher density uses make sense.

Out of Project Area Comment:

- Outer southeast Portland is hurting and the City Council doesn't care.

Q8: For Property Owner/Operators in the NW Industrial area: you will likely see your land values increase with rezoning. How might this effect your ability to stay and work in the NW Industrial Area?

Employee Comment:

- No responses

Business Owner Comment:

- Unless Oregon changes the statute/law (not sure what it is) where there is a maximum increase of 3% of assessed value... an increase in land value is good long term.
- Land values will likely increase BUT these additional costs will cut out many industrial users

Property Owner Comment:

- The increase in land cost will be offset by the increased value to tenants and their employees. So, tenants will either be willing to pay more or other tenants will want to be in this area of the city if it is developed correctly.
- Our leases are locked in for at least the next 10 years ensuring that our light industrial workers will have jobs in this area for years to come.
- We already moved our business out, so I now rent to a movie studio user that might be happy with the developments this spurs in the neighborhood, even though loss of parking could be a problem.

Out of Project Area Comment:

- Increasing land values does not promote industrial development.

Q9: It will be reasonable to expect lease rates to increase with rezoning. How might this effect your operation?

Employee Comment:

- It will force us to move locations.
- Of course an increase in lease rates will affect my employer. Is there a way to control lease rates?
- We could all lose our jobs if the rent was too high, we are a small business. it could greatly impact us in a negative way.
- The business owner owns the building, and we typically lease out half of it. That will positively affect his business.
- I'm assuming property taxes will increase. Not sure, employer owns the building and rents out part of it.

Business Owner Comment:

- This will be good for those who own property and want to get out of the area, but not good for industrial/manufacturing businesses who want to stay. To pick up and move is a huge cost.
- Cuts into my budget and the bottom line of my company! At some point it will become too costly to stay here thanks to rezoning that has happened and will most likely happen on the Esco site.
- Our business does not depend on foot traffic, so increased residential density will have no positive impact to revenue, just an increase to expenses.
- many biz have fled Pdx due to increase tax and regulations, add more lose more biz....

Property Owner Comment:

- No responses

Out of Project Area Comment:

- No responses

Q10: Why is your current location in NW Portland the most effective location for your firm?

Employee Comment:

- No responses

Business Owner Comment:

- Near arterials to access clients all over the area, but do a lot of business in the downtown core area.
- A large portion of our product comes to us via flatbed trucks from outlying areas. Transportation access is a huge factor. We have been here for over 80 years and have done very well due to being in an Industrial Sanctuary that allowed for operations such as ours!
- and long-term location.
- we have many customers coming into NW Portland for supplies. They at the same time pickup steel parts from us. As the suppliers move out, our transportation costs will go up and we will probably move out of the city. Most likely to Vancouver.
- it was affordable

Property Owner Comment:

- No responses

Out of Project Area Comment:

- No responses

Q11: Do you see the area between Vaughn and Nicolai in NW Portland as a viable location for your employer in the next 10+ years?

Employee Comment:

- Since they have been here since 1982 i would hope so. but if they make big changes they would probably have to move.
- Assuming that the proposal goes through, our facility would have to relocate, possibly such that the current employees would have to find work elsewhere. The street car tracks would prevent loading/unloading at our facility.

Business Owner Comment:

- Depends on City and state taxes. the Large increases in taxes in the last few years along with some of the taxes being proposed make it tough for an industrial company to compete with other companies in Vancouver and in other Oregon counties.
- Hopefully the city won't figure out how to move fast.

Property Owner Comment:

- but only if it stays with current allowed industrial zoning
- Again, the present zoning makes no sense for the public or the City of Portland. If we want more jobs and more money in the area we need to develop this area of Portland.
- Light Industrial - absolutely! Heavy Industrial - I don't think is viable near dense populations like close in NW residential, The Pearl District, Chapman school.
- Not if you're pushing for more commercial business rather than industrial.
- If we go through zone changes that promote redevelopment for other uses, it will be increasingly difficult for industrial firms to choose the GLIS.
- No, Esco's exit and subsequent rezoning of that area started this landslide and the city that works won't stop until they have everyone living on top of each other with the highest wage earners being the baristas that they all require 24/7.
- The City has allowed buildings like the New York to be built with very little parking. there is virtually no place for employees to park close to these types of buildings.

Out of Project Area Comment:

- Assuming there is adequate buffer zones between residential and industrial firms.

Q12: Where might your business move?

Employee Comment:

- No responses

Business Owner Comment:

- Anywhere but Portland.
- I am very disenchanted with the City's lack of concern over the well-being of industrial residents. I am planning to exit Portland and the Metro areas in 2021 due to high taxes and the destruction of a once viable city through mis-management.
- Canby, Ridgefield, Woodburn
- Boise, Idaho
- Washington State
- vancouver

Property Owner Comment:

- It makes no sense to have industrial land in what is otherwise already a developed part of Portland. The extension of NW 23rd to Nicolai makes sense and would help Portland develop a vibrant economy in that area of town, generating jobs and taxes. If the city allowed high density

in this area, it could attract one or more major employers to the area. As noted above, moving industrial areas to near the airport or outside the primary metropolitan area of Portland makes a lot more sense.

- The rising taxes and the traffic congestion that this will create will drive businesses OUT of the area and possibly out of Multnomah Co. People are fed up with City of Portland's constant meddling with a system that works and turning into something that doesn't.
- We are not industrial.

Out of Project Area Comment:

- If the industrial space in NW Portland is lost, I don't see where they would go. Likely out of the area.
- Portland seems not to care about industrial jobs.
- not if the 'industrial sanctuary' turns into Yuppyville.

Q13: What, if any, concerns do you have about economic and/or other pressures that might force industrial firms and tenants out of the NW Industrial area?

Employee Comment:

- No responses

Business Owner Comment:

- No responses

Property Owner Comment:

- Rezoning should increase property prices to the point that it allows Industrial businesses to sell their property and relocate to a less expensive area. This may include areas where they don't have to pay the City of Portland property taxes or Multnomah County Taxes on business income. These businesses could be provided property tax offsets for the move. Rezoning for high density will increase Portland's tax base by providing substantially more taxes from businesses, and property tax.
- Industrial businesses will feel they're getting push out
- For the last 20 years or so the City has obviously viewed Industry as a second class citizen. The city has no concern for this step child and has been doing everything it can to strangle it. In the future the city will wake up realize what it has caused to cease to exist and wonder how that happened...

Out of Project Area Comment:

- The homelessness problem needs to be dealt with before we further gentrify the downtown. There is too much of a class difference there already. We need good paying jobs, not more expensive housing and shopping.
- Gentrification

Q14: In the long term, what do you think is the best use of land in the study area between NW Vaughn and NW Nicolai?

Employee Comment:

- No responses

Business Owner Comment:

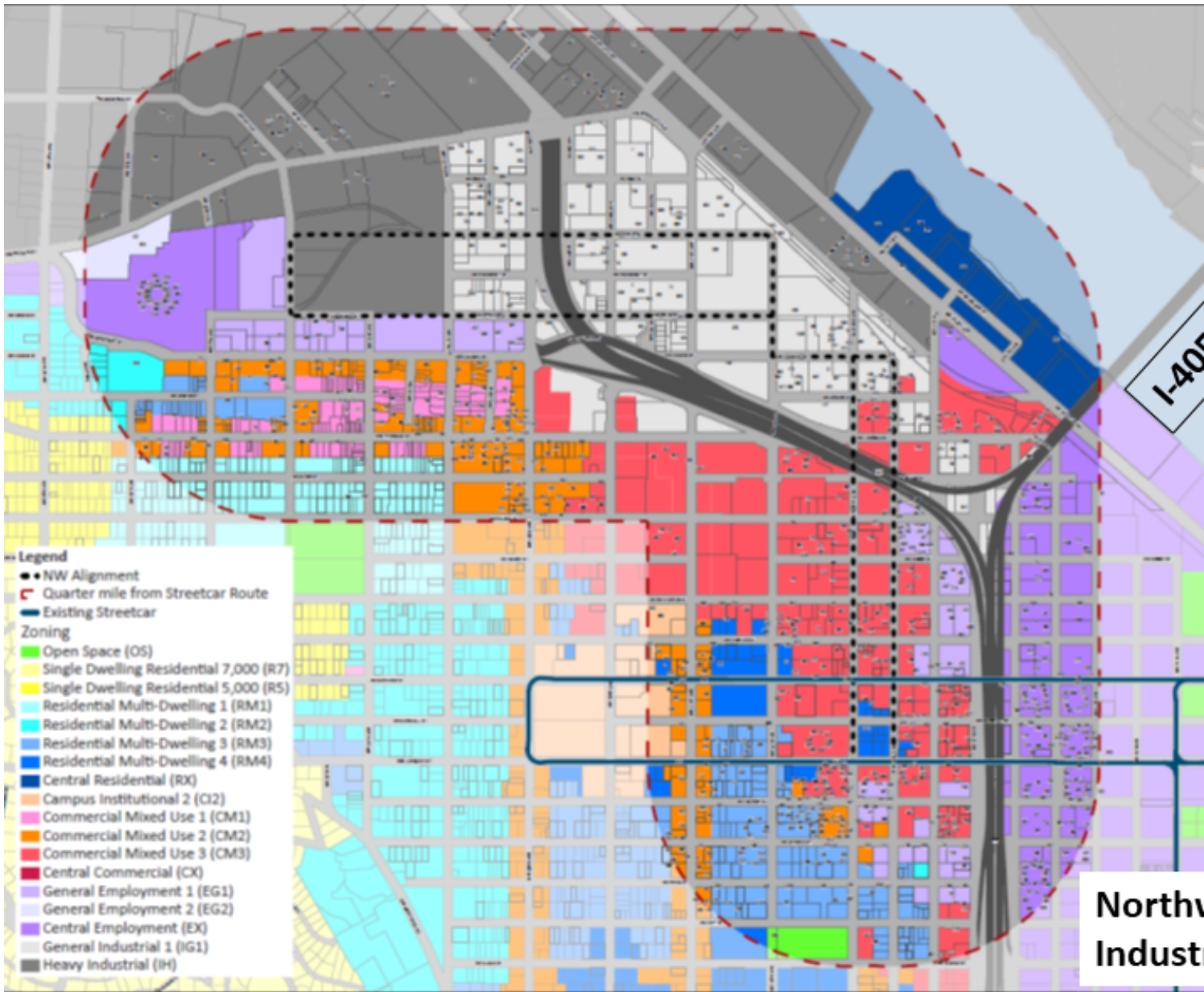
- No responses

Property Owner Comment:

- Both the Pearl District and NW Portland demonstrate how areas of the city can be transformed from bad or undeveloped areas to vibrant areas filled with high quality housing, dining and jobs. The amount of land presently available for redevelopment between the Montgomery Park area, Esco and the surrounding areas provides a massive opportunity for Portland and its residents.
- Turned Esco's land into enhanced industrial and leave everything else alone.
- Probably above my pay grade, but I do know as a relatively large industrial distribution distributor in the area, these current buildings are already limited functionality and not class A or even Class B space, so lots of tradeoffs being made. The surrounding residential neighborhood is not blue collar at all, so long commutes in for most industrial employees, should likely located industrial space closer to where industrial workers are likely to live.

Out of Project Area Comment:

- No responses



Constant Contact Survey Results

Survey Name: Portalnd Streetcar NW Industrial Impact Survey for Employees

Response Status: Partial & Completed

Filter: None

10/14/2020 11:05 AM PDT

Thank you for participating in the
Portland Streetcar Impact Survey!

*Please note that survey responses, including demographic information, will be reported as an anonymous aggregate to the City of Portland and the public. We respect your right to confidentiality. Unless you specifically request that your name be attached to the project, all responses will be anonymous. State and federal law prohibit use of this information to discriminate against you.

Introduction The City of Portland is studying whether to bring the streetcar to the NW industrial area. If this happens, industrial land will likely be rezoned for other uses. While industrial use would be grandfathered in, economic pressures would make it more difficult for industrial businesses to continue in this area. It would likely be similar to the changes we've seen in Central Eastside, The Pearl and at the Conway site near NW 22nd.

In addition to rezoning, there would be a loss of on-street parking along the route and an increase in residential housing.

There are three alternative land use scenarios available to view on the city website. To enter our raffle for \$150 gift card, please enter the following (Optional. Answers to the survey will remain anonymous.)

Answers	Number of Response(s)
First Name	36
Last Name	36
Work Phone	37
Email Address	16

Where do you live or commute from?

Answer	0%	100%	Number of Response(s)	Response Ratio
North Portland			9	20.4 %
NW Portland			1	2.2 %
SW Portland			6	13.6 %
SE Portland			8	18.1 %
NE Portland			4	9.0 %
Portland/places East of I-205			2	4.5 %
Columbia County			0	0.0 %
Washington County			6	13.6 %
Clark County			4	9.0 %
Clackamas County			1	2.2 %
Other			3	6.8 %
No Response(s)			0	0.0 %
Totals			44	100%





How do you typically get to work or the NW Portland Industrial area?

Answer	0%	100%	Number of Response(s)	Response Ratio
Auto			37	84.0 %
Transit: Bus, Streetcar, MAX, etc			2	4.5 %
Bicycle			1	2.2 %
Walk			0	0.0 %
Other			3	6.8 %
No Response(s)			1	2.2 %
Totals			44	100%




Would you use the Northwest extension of the Portland Streetcar to commute to work?

Answer	0%	100%	Number of Response(s)	Response Ratio
Highly likely			2	4.5 %
Somewhat Likely			9	20.4 %
Highly Unlikely			33	75.0 %
No Response(s)			0	0.0 %
Totals			44	100%





Would you use the streetcar to go to lunch, get to meetings, etc.?

Answer	0%	100%	Number of Response(s)	Response Ratio
Highly Likely			2	4.5 %
Somewhat Likely			7	15.9 %
Highly Unlikely			34	77.2 %
No Response(s)			1	2.2 %
Totals			44	100%




If zoning in the area were changed to support streetcar, industrial uses would be allowed to continue operations, however increases in land values would likely result in redevelopment of industrial facilities to commercial and/or residential uses over time and compatibility conflicts may arise. Do you think your firm or others in the study area would continue operations in this type of environment?

Answer	0%	100%	Number of Response(s)	Response Ratio
Highly Likely			7	15.9 %
Somewhat Likely			9	20.4 %
Highly Unlikely			28	63.6 %
No Response(s)			0	0.0 %
Totals			44	100%

Making room for the streetcar would require removal of some on-street parking. How might loss of on-street parking and freight loading affect your operations?




Answer	0%	100%	Number of Response(s)	Response Ratio
Negative Impact			31	70.4 %
Neutral/No Impact			10	22.7 %
Positive Impact			2	4.5 %
No Response(s)			1	2.2 %
Totals			44	100%

Part of the goal of streetcar expansion is to connect housing and jobs with transit services to help workers live near where they work and/or provide a viable commute option. Do you think adding streetcar access and rezoning land for residential use in the NW Industrial district study area helps accomplish this goal for you or for other current NW Industrial tenants and employees?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			5	11.3 %
No			38	86.3 %
No Response(s)			1	2.2 %
Totals			44	100%

Industrial

lands serve as the leading source of middle-wage jobs that do not require a 4-year college degree. Do you think expanding the streetcar into the Northwest study area would help maintain an adequate supply of industrial lands and expand access for minority and marginalized community members to those jobs?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			4	9.0 %
No			39	88.6 %
No Response(s)			1	2.2 %
Totals			44	100%

From an equity perspective, should the City invest in expanding the streetcar into Northwest given the transit and economic development needs in other parts of the city?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			12	27.2 %
No			32	72.7 %
No Response(s)			0	0.0 %
Totals			44	100%

It will be reasonable for your employer to expect lease rates to increase with rezoning. How might this effect your operation?

Answer	0%	100%	Number of Response(s)	Response Ratio
Negative Impact			37	84.0 %
Neutral/No Impact			5	11.3 %
Positive Impact			1	2.2 %
No Response(s)			1	2.2 %
Totals			44	100%





Do you see the area between Vaughn and Nicolai in NW Portland as a viable location for your employer in the next 10+ years?

Answer	0%	100%	Number of Response(s)	Response Ratio
Highly Likely			10	22.7 %
Somewhat Likely			11	25.0 %
Highly Unlikely			22	50.0 %
No Response(s)			1	2.2 %
Totals			44	100%






Why is your location in NW Portland the most effective location for your firm?

Answer	0%	100%	Number of Response(s)	Response Ratio
Close to customers or suppliers			13	33.3 %
Transportation connections and freight access			20	51.2 %
Long-term location or sunk costs			19	48.7 %
Other			1	2.5 %
Totals			39	100%







Records show that on average manufacturing wages in Portland are about \$26.50/hr. What range does your salary fall within?

Answer	0%	100%	Number of Response(s)	Response Ratio
\$0-\$15/hr			0	0.0 %
\$15-\$20/hr			2	4.5 %
\$20-\$27/hr			13	29.5 %
Over \$27/hr			19	43.1 %
No Response(s)			10	22.7 %
Totals			44	100%

What is your education level?

Answer	0%	100%	Number of Response(s)	Response Ratio
HS Diploma or Less			10	22.7 %
Some College			11	25.0 %
4-year College Degree			8	18.1 %
Advanced College Degree			5	11.3 %
No Response(s)			10	22.7 %
Totals			44	100%

*What is your race/ethnicity? Please select all that apply.

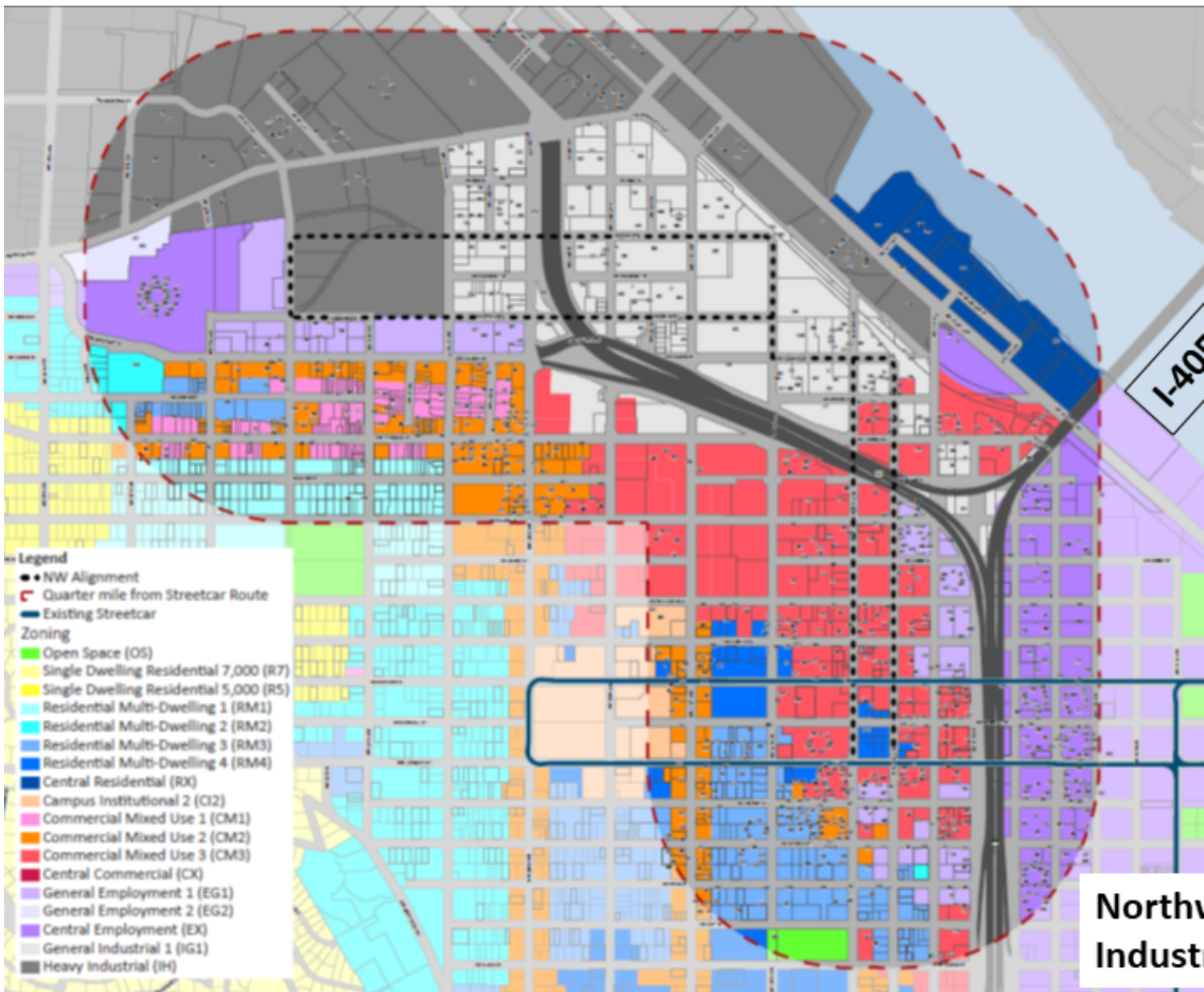
Answer	0%	100%	Number of Response(s)	Response Ratio
African-American / Black			4	9.0 %
American Indian / Alaskan Native			0	0.0 %
Asian			4	9.0 %
Hispanic / Latinx			11	25.0 %
Middle Eastern / North African			0	0.0 %
Native Hawaiian or Pacific Islander			0	0.0 %
White			22	50.0 %
My race is unknown to me			1	2.2 %
I prefer not to disclose			4	9.0 %
Other			0	0.0 %
Totals			44	100%

*Are you a person living with a disability?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			2	4.5 %
No			41	93.1 %
I prefer not to disclose			1	2.2 %
No Response(s)			0	0.0 %
Totals			44	100%

*Do you identify as LGBTQ+?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			4	9.0 %
No			34	77.2 %
I am undecided and/or questioning.			3	6.8 %
I prefer not to disclose			2	4.5 %
Other			1	2.2 %
No Response(s)			0	0.0 %
Totals			44	100%



Constant Contact Survey Results

Survey Name: Corrected Portalnd Streetcar NW Industrial Impact Survey for Business Owners

Response Status: Partial & Completed

Filter: None

10/14/2020 11:07 AM PDT

Thank you for participating in the
Portland Streetcar Impact Survey!

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Introduction

The City of Portland is studying whether to bring the streetcar to the NW industrial area. If this happens, industrial land will likely be rezoned for other uses. While industrial use would be grandfathered in, economic pressures would make it more difficult for industrial businesses to continue in this area. It would likely be similar to the changes we've seen in Central Eastside, The Pearl and at the Conway site near NW 22nd.

In addition to rezoning, there would be a loss of on-street parking along the route and an increase in residential housing.

There are three alternative land use scenarios available to view on the city website. To enter our raffle for \$150 gift card please enter the following (Optional. Answers to survey questions will remain anonymous.)

Answers	Number of Response(s)
First Name	16
Last Name	16
Work Phone	14
Email Address	16

Where do you live or commute from?

Answer	0%	100%	Number of Response(s)	Response Ratio
North Portland			3	11.1 %
SW Portland			1	3.7 %
NE Portland			4	14.8 %
SE Portland			2	7.4 %
Portland/places East of I-205			1	3.7 %
Columbia County			3	11.1 %
Washington County			3	11.1 %
Clark County			2	7.4 %
Clackamas County			3	11.1 %
Other			5	18.5 %
No Response(s)			0	0.0 %
Totals			27	100%

How do you typically get to work or the NW Portland industrial area?

Answer	0%	100%	Number of Response(s)	Response Ratio
Auto			27	100.0 %
Transit: Bus, Streetcar, MAX, etc			0	0.0 %
Bicycle			0	0.0 %
Walk			0	0.0 %
Other			0	0.0 %
No Response(s)			0	0.0 %
Totals			27	100%

Would you use the Northwest extension of the Portland Streetcar to commute to work?

Answer	0%	100%	Number of Response(s)	Response Ratio
Highly likely			0	0.0 %
Somewhat Likely			3	11.1 %
Highly Unlikely			24	88.8 %
No Response(s)			0	0.0 %
Totals			27	100%

Would you use the Northwest extension of the Portland streetcar to go to lunch, get to meetings, etc.?

Answer	0%	100%	Number of Response(s)	Response Ratio
Highly Likely			2	7.4 %
Somewhat Likely			0	0.0 %
Highly Unlikely			24	88.8 %
No Response(s)			1	3.7 %
Totals			27	100%



If zoning in the area were changed to support streetcar, industrial uses would be allowed to continue operations, however increases in land values would likely result in redevelopment of industrial facilities to commercial and/or residential uses over time and compatibility conflicts may arise. Do you think your firm or others in the study area would continue operations in this type of environment?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			11	40.7 %
No			15	55.5 %
No Response(s)			1	3.7 %
Totals			27	100%

Making room for the streetcar would require removal of some on-street parking. How might loss of on-street parking and freight loading affect your operations?



Answer	0%	100%	Number of Response(s)	Response Ratio
Negative Impact			17	62.9 %
Neutral/No Impact			10	37.0 %
Positive Impact			0	0.0 %
No Response(s)			0	0.0 %
Totals			27	100%

Part of the goal of streetcar expansion is to connect housing and jobs with transit services to help workers live near where they work and/or provide a viable commute option. Do you think adding streetcar access and rezoning land for residential use in the NW Industrial district study area helps accomplish this goal for you or for other current NW Industrial tenants and employees?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			7	25.9 %
No			20	74.0 %
No Response(s)			0	0.0 %
Totals			27	100%

Industrial lands

serve as the leading source of middle-wage jobs that do not require a 4-year college degree. Do you think expanding the streetcar into the Northwest study area would help maintain an adequate supply of industrial lands and expand access for minority and marginalized community members to those jobs?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			4	14.8 %
No			23	85.1 %
No Response(s)			0	0.0 %
Totals			27	100%

From an equity perspective, should the City invest in expanding the streetcar into Northwest given the transit and economic development needs in other parts of the city?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			5	18.5 %
No			22	81.4 %
No Response(s)			0	0.0 %
Totals			27	100%

For Property Owner/Operators in the NW Industrial area: you will likely see your land values increase with rezoning. How might this effect your ability to stay and work in the NW Industrial area?

Answer	0%	100%	Number of Response(s)	Response Ratio
Negative Impact			11	40.7 %
Neutral/No Impact			6	22.2 %
Positive Impact			1	3.7 %
N/A - I am not a property owner/operator in the NW Industrial area			9	33.3 %
No Response(s)			0	0.0 %
Totals			27	100%




For Business Owners who do not also own the land: it will be reasonable for you to expect lease rates to increase with rezoning. How might this effect your operation?

Answer	0%	100%	Number of Response(s)	Response Ratio
Negative Impact			20	74.0 %
Neutral/No Impact			3	11.1 %
Positive Impact			0	0.0 %
N/A - I am a property owner/operator			4	14.8 %
No Response(s)			0	0.0 %
Totals			27	100%











Why is your current location in NW Portland the most effective location for your firm?

Answer	0%	100%	Number of Response(s)	Response Ratio
Close to customers or suppliers			9	33.3 %
Transportation connections and freight access			10	37.0 %
Long-term location or sunk costs			4	14.8 %
Other			4	14.8 %
No Response(s)			0	0.0 %
Totals			27	100%

Do you see the area between Vaughn and Nicolai in NW Portland as a viable location for your firm in the next 10+ years?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			14	51.8 %
No			12	44.4 %
No Response(s)			1	3.7 %
Totals			27	100%

Outside of NW Portland, what locations would you see as viable for industrial firms like yours??

Answer	0%	100%	Number of Response(s)	Response Ratio
North Portland			5	19.2 %
SW Portland			3	11.5 %
NE Portland			3	11.5 %
SE Portland			2	7.6 %
Portland/places East of I-205			2	7.6 %
Columbia County			6	23.0 %
Washington County			8	30.7 %
Clark County			10	38.4 %
Clackamas County			7	26.9 %
Other			7	26.9 %
Totals			26	100%

*About how many people are employed at your facility?

26 Response(s)

* Please estimate the percentage of your employees currently commuting to work using public transportation.

Answer	0%	100%	Number of Response(s)	Response Ratio
0-10%			22	81.4 %
10-20%			4	14.8 %
20-30%			1	3.7 %
30-40%			0	0.0 %
40-50%			0	0.0 %
More than 50%			0	0.0 %
No Response(s)			0	0.0 %
Totals			27	100%

* Records show that on average manufacturing wages in Portland are about \$26.50/hr. What is the average wage of employees at this site?

Answer	0%	100%	Number of Response(s)	Response Ratio
\$0-\$15/hr			1	3.7 %
\$15-\$20/hr			1	3.7 %
\$20-\$27/hr			13	48.1 %
Over \$27/hr			12	44.4 %
No Response(s)			0	0.0 %
Totals			27	100%

* About what percentage of your employees are minority or disadvantaged?

Answer	0%	100%	Number of Response(s)	Response Ratio
0-10%			9	33.3 %
10-20%			13	48.1 %
20-30%			0	0.0 %
30-40%			1	3.7 %
40-50%			3	11.1 %
More than 50%			1	3.7 %
No Response(s)			0	0.0 %
Totals			27	100%

*About what percentage of your employees have a 4-year college degree?

Answer	0%	100%	Number of Response(s)	Response Ratio
0-10%			9	33.3 %
10-20%			6	22.2 %
20-30%			2	7.4 %
30-40%			3	11.1 %
40-50%			1	3.7 %
More than 50%			6	22.2 %
No Response(s)			0	0.0 %
Totals			27	100%

*What is your race/ethnicity? Please select all that apply.

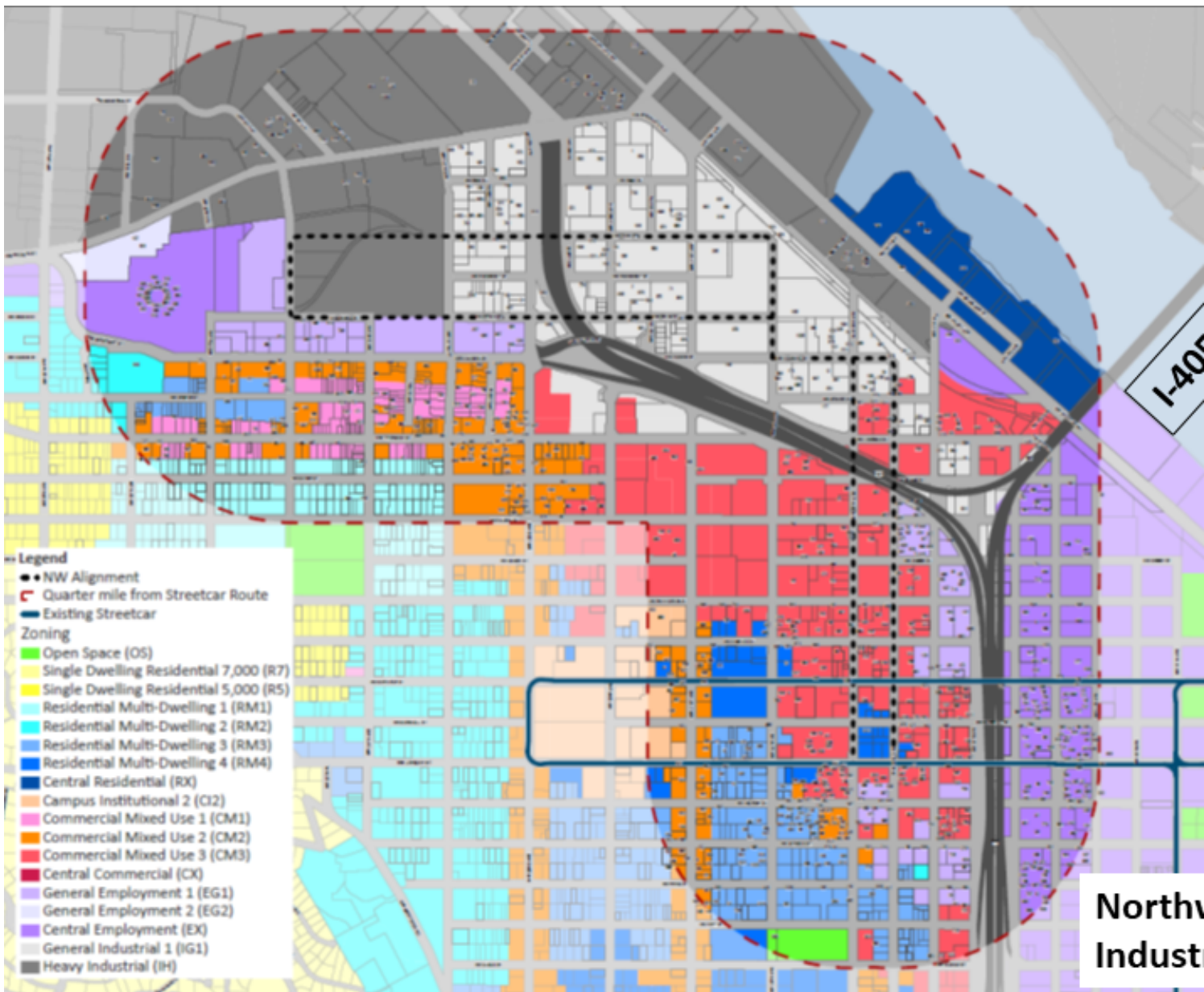
Answer	0%	100%	Number of Response(s)	Response Ratio
African-American / Black			0	0.0 %
American Indian / Alaskan Native			0	0.0 %
Asian			0	0.0 %
Hispanic / Latinx			1	3.8 %
Middle Eastern / North African			0	0.0 %
Native Hawaiian or Pacific Islander			0	0.0 %
White			18	69.2 %
My race is unknown to me			1	3.8 %
I prefer not to disclose			3	11.5 %
Other			3	11.5 %
Totals			26	100%

*Are you a person living with a disability?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			1	3.7 %
No			21	77.7 %
I prefer not to disclose			5	18.5 %
No Response(s)			0	0.0 %
Totals			27	100%

***Do you identify as LGBTQ+?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			1	3.7 %
No			19	70.3 %
I am undecided and/or questioning.			0	0.0 %
I prefer not to disclose			5	18.5 %
Other			2	7.4 %
No Response(s)			0	0.0 %
Totals			27	100%



Constant Contact Survey Results

Survey Name: Corrected Portland Streetcar NW Industrial Impact Survey for Property Owners

Response Status: Partial & Completed

Filter: None

10/14/2020 11:10 AM PDT

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Portland Streetcar Impact Survey!

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In addition to rezoning, there would be a loss of on-street parking along the route and an increase in residential housing.

There are three alternative land use scenarios available to view on the city website. To enter our raffle for \$150 gift card please enter the following (Optional. Answers to the survey will remain anonymous.)

Answers	Number of Response(s)
First Name	10
Last Name	10
Work Phone	8
Email Address	10

Where do you live or commute from?

Answer	0%	100%	Number of Response(s)	Response Ratio
North Portland			0	0.0 %
SW Portland			1	9.0 %
NE Portland			0	0.0 %
SE Portland			0	0.0 %
Portland/places East of I-205			0	0.0 %
Columbia County			1	9.0 %
Washington County			2	18.1 %
Clark County			0	0.0 %
Clackamas County			1	9.0 %
Other			5	45.4 %
No Response(s)			1	9.0 %
Totals			11	100%

How do you typically get to the NW Portland industrial area?

Answer	0%	100%	Number of Response(s)	Response Ratio
Auto			10	90.9 %
Transit: Bus, streetcar, MAX, etc			0	0.0 %
Bike			0	0.0 %
Walk			1	9.0 %
Other			0	0.0 %
No Response(s)			0	0.0 %
Totals			11	100%

Would you use the Northwest extension of the Portland Streetcar to commute to your property?

Answer	0%	100%	Number of Response(s)	Response Ratio
Highly likely			0	0.0 %
Somewhat Likely			2	18.1 %
Highly Unlikely			9	81.8 %
No Response(s)			0	0.0 %
Totals			11	100%

Would you use the Northwest extension of the Portland streetcar to go to lunch, get to meetings, etc.?

Answer	0%	100%	Number of Response(s)	Response Ratio
Highly Likely			2	18.1 %
Somewhat Likely			1	9.0 %
Highly Unlikely			8	72.7 %
No Response(s)			0	0.0 %
Totals			11	100%



If zoning in the area were changed to support streetcar, industrial uses would be allowed to continue operations, however increases in land values would likely result in redevelopment of industrial facilities to commercial and/or residential uses over time and compatibility conflicts may arise. Do you think your tenants or others in the study area would continue operations in this type of environment?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			7	63.6 %
No			4	36.3 %
No Response(s)			0	0.0 %
Totals			11	100%



Making room for the streetcar would require removal of some on-street parking. How might loss of on-street parking and freight loading affect your tenant's operations?

Answer	0%	100%	Number of Response(s)	Response Ratio
Negative Impact			7	63.6 %
Neutral/No Impact			2	18.1 %
Positive Impact			2	18.1 %
No Response(s)			0	0.0 %
Totals			11	100%

Part of the goal of streetcar expansion is to connect housing and jobs with transit services to help workers live near where they work and/or provide a viable commute option. Do you think adding streetcar access and rezoning land for residential use in the NW Industrial district study area helps accomplish this goal for current NW Industrial tenants and employees?



Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			4	36.3 %
No			7	63.6 %
No Response(s)			0	0.0 %
Totals			11	100%

From an equity perspective, should the City invest in expanding the streetcar into Northwest given the transit and economic development needs in other parts of the city?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			5	45.4 %
No			6	54.5 %
No Response(s)			0	0.0 %
Totals			11	100%

Industrial lands

serve as the leading source of middle-wage jobs that do not require a 4-year college degree. Do you think expanding the streetcar into the Northwest study area would help maintain an adequate supply of industrial lands and expand access for minority and marginalized community members to those jobs?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			4	36.3 %
No			7	63.6 %
No Response(s)			0	0.0 %
Totals			11	100%

As a property owner in the NW Industrial area you will likely see your land values increase with rezoning. How might this effect your current tenant's ability to stay and work in the NW Industrial area?

Answer	0%	100%	Number of Response(s)	Response Ratio
Negative Impact			4	36.3 %
Neutral/No Impact			4	36.3 %
Positive Impact			3	27.2 %
No Response(s)			0	0.0 %
Totals			11	100%

Outside of NW Portland, what locations do you see as viable for industrial firms like your tenants and other firms currently in the NW Industrial District? ?

Answer	0%	100%	Number of Response(s)	Response Ratio
North Portland			4	36.3 %
SW Portland			0	0.0 %
NE Portland			0	0.0 %
SE Portland			1	9.0 %
Portland/places East of I-205			3	27.2 %
Columbia County			2	18.1 %
Washington County			7	63.6 %
Clark County			2	18.1 %
Clackamas County			6	54.5 %
Other			2	18.1 %
Totals			11	100%

Do you see the area between Vaughn and Nicolai in NW Portland as a viable location for industrial firms in the next 10+ years?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			4	36.3 %
No			7	63.6 %
No Response(s)			0	0.0 %
Totals			11	100%

What, if any, concerns do you have about economic and/or other pressures that might force industrial firms and tenants out of the NW Industrial area? Select any/all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Scarcity of industrial land within the City of Portland			8	72.7 %
Loss of middle wage jobs			6	54.5 %
Economic Impacts of losing industrial businesses in the urban core			7	63.6 %
No concerns			2	18.1 %
Other			2	18.1 %
Totals			11	100%

In the long term, what do you think is the best use of land in the study area between NW Vaughn and NW Nicolai?

Answer	0%	100%	Number of Response(s)	Response Ratio
Industrial - maintain the existing industrial character			4	36.3 %
Enhanced Industrial - industrial with creative/industrial office like Central Eastside			4	36.3 %
Employment - high density office/employment center, similar to Lloyd District or Downtown			1	9.0 %
Mixed Use - Residential and Commercial, similar to the Pearl District or NW Portland			2	18.1 %
Other			0	0.0 %
No Response(s)			0	0.0 %
Totals			11	100%

*What is your race/ethnicity? Please select all that apply.

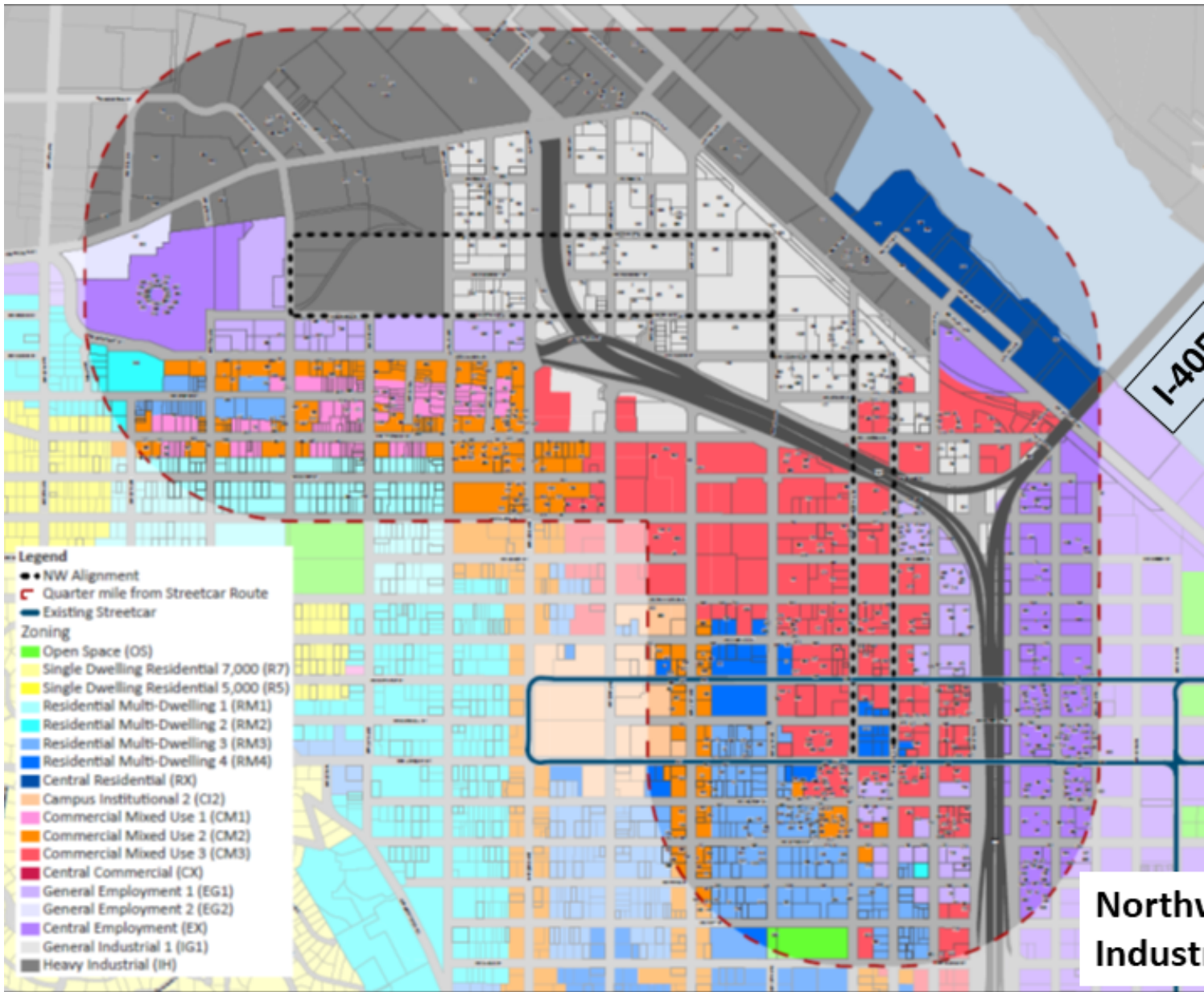
Answer	0%	100%	Number of Response(s)	Response Ratio
African-American / Black			0	0.0 %
American Indian / Alaskan Native			0	0.0 %
Asian			0	0.0 %
Hispanic / Latinx			0	0.0 %
Middle Eastern / North African			0	0.0 %
Native Hawaiian or Pacific Islander			0	0.0 %
White			9	81.8 %
My race is unknown to me			0	0.0 %
I prefer not to disclose			1	9.0 %
Other			1	9.0 %
Totals			11	100%

*Are you a person living with a disability?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			0	0.0 %
No			10	90.9 %
I prefer not to disclose			1	9.0 %
No Response(s)			0	0.0 %
Totals			11	100%

*Do you identify as LGBTQ+?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			0	0.0 %
No			9	81.8 %
I am undecided and/or questioning.			0	0.0 %
I prefer not to disclose			1	9.0 %
Other			1	9.0 %
No Response(s)			0	0.0 %
Totals			11	100%



Constant Contact Survey Results

Survey Name: Corrected Portland Streetcar NW Industrial Impact Survey Outside Project Area

Response Status: Partial & Completed

Filter: None

10/14/2020 11:11 AM PDT

Thank you for participating in the
Portland Streetcar Impact Survey!

*Please note that survey responses, including demographic information, will be reported as an anonymous aggregate to the City of Portland and the public. We respect your right to confidentiality. Unless you specifically request that your name be attached to the project, all responses will be anonymous. State and federal law prohibit use of this information to discriminate against you.

IntroductionThe City of Portland is studying whether to bring the streetcar to the NW industrial area. If this happens, industrial land will likely be rezoned for other uses. While industrial use would be grandfathered in, economic pressures would make it more difficult for industrial businesses to continue in this area. It would likely be similar to the changes we've seen in Central Eastside, The Pearl and at the Conway site near NW 22nd.

In addition to rezoning, there would be a loss of on-street parking along the route and an increase in residential housing.

There are three alternative land use scenarios available to view on the city website . To enter our raffle for \$150 gift card please enter the following (Optional. Answers to the survey will remain anonymous.)

Answers	Number of Response(s)
First Name	7
Last Name	7
Work Phone	6
Email Address	7

Where do you live or commute from?

Answer	0%	100%	Number of Response(s)	Response Ratio
North Portland			1	10.0 %
SW Portland			3	30.0 %
NE Portland			0	0.0 %
SE Portland			3	30.0 %
Portland/places East of I-205			0	0.0 %
Columbia County			0	0.0 %
Washington County			1	10.0 %
Clark County			1	10.0 %
Clackamas County			0	0.0 %
Other			1	10.0 %
No Response(s)			0	0.0 %
Totals			10	100%



Would you use the Northwest extension of the Portland Streetcar when commuting to the NW Industrial area?

Answer	0%	100%	Number of Response(s)	Response Ratio
Highly likely			0	0.0 %
Somewhat Likely			1	10.0 %
Highly Unlikely			9	90.0 %
No Response(s)			0	0.0 %
Totals			10	100%



If zoning in the area were changed to support streetcar, industrial uses would be allowed to continue operations, however increases in land values would likely result in redevelopment of industrial facilities to commercial and/or residential uses over time and compatibility conflicts may arise. Do you think industrial firms in the study area would continue operations in this type of environment?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			1	10.0 %
No			9	90.0 %
No Response(s)			0	0.0 %
Totals			10	100%



Making room for the streetcar would require removal of some on-street parking. How might loss of on-street parking and freight loading affect operations for industrial firms?

Answer	0%	100%	Number of Response(s)	Response Ratio
Negative Impact			9	90.0 %
Neutral/No Impact			1	10.0 %
Positive Impact			0	0.0 %
No Response(s)			0	0.0 %
Totals			10	100%

Part of the goal of streetcar expansion is to connect housing and jobs with transit services to help workers live near where they work and/or provide a viable commute option. Do you think adding streetcar access and rezoning land for residential use in the NW Industrial district study area helps accomplish this goal for current NW Industrial tenants and employees?


Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			1	10.0 %
No			9	90.0 %
No Response(s)			0	0.0 %
Totals			10	100%

From an equity perspective, should the City invest in expanding the streetcar into Northwest given the transit and economic development needs in other parts of the city?



Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			0	0.0 %
No			9	90.0 %
No Response(s)			1	10.0 %
Totals			10	100%

Industrial lands










serve as the leading source of middle-wage jobs that do not require a 4-year college degree. Do you think expanding the streetcar into the Northwest study area would help maintain an adequate supply of industrial lands and expand access for minority and marginalized community members to those jobs?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			0	0.0 %
No			9	90.0 %
No Response(s)			1	10.0 %
Totals			10	100%

Land values for property owners in the NW Industrial District would increase with rezoning. How might this effect their current tenants' ability to stay and work in the NW Industrial area?

Answer	0%	100%	Number of Response(s)	Response Ratio
Negative Impact			8	80.0 %
Neutral/No Impact			2	20.0 %
Positive Impact			0	0.0 %
No Response(s)			0	0.0 %
Totals			10	100%

Outside of NW Portland, what locations do you see as viable for industrial firms like those currently in the NW Industrial District? ?

Answer	0%	100%	Number of Response(s)	Response Ratio
North Portland			4	44.4 %
SW Portland			1	11.1 %
NE Portland			3	33.3 %
SE Portland			2	22.2 %
Portland/places East of I-205			3	33.3 %
Columbia County			1	11.1 %
Washington County			2	22.2 %
Clark County			3	33.3 %
Clackamas County			6	66.6 %
Other			0	0.0 %
Totals			9	100%

Do you see the area between Vaughn and Nicolai in NW Portland as a viable location for industrial firms in the next 10+ years?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			5	50.0 %
No			4	40.0 %
No Response(s)			1	10.0 %
Totals			10	100%



What, if any, concerns do you have about economic and/or other pressures that might force industrial firms and tenants out of the NW Industrial area? Select any/all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Scarcity of industrial land within the City of Portland			9	90.0 %
Loss of Middle Wage Jobs			8	80.0 %
Economic impacts of losing industrial businesses within the urban core			9	90.0 %
No Concerns			1	10.0 %
Other			1	10.0 %
Totals			10	100%



In the long term, what do you think is the best use of land in the study area between NW Vaughn and NW Nicolai?

Answer	0%	100%	Number of Response(s)	Response Ratio
Industrial - maintain the existing industrial character			6	60.0 %
Enhanced Industrial - industrial with creative/industrial office like Central Eastside			3	30.0 %
Employment - high density office/employment center, similar to Lloyd District or Downtown			0	0.0 %
Mixed Use - Residential and Commercial, similar to the Pearl District or NW Portland			0	0.0 %
Other			0	0.0 %
No Response(s)			1	10.0 %
Totals			10	100%



*What is your race/ethnicity? Please select all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
African-American / Black			0	0.0 %
American Indian / Alaskan Native			0	0.0 %
Asian			0	0.0 %
Hispanic / Latinx			0	0.0 %
Middle Eastern / North African			0	0.0 %
Native Hawaiian or Pacific Islander			0	0.0 %
White			6	60.0 %
My race is unknown to me			0	0.0 %
I prefer not to disclose			4	40.0 %
Other			0	0.0 %
Totals			10	100%

*Are you a person living with a disability?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			1	10.0 %
No			9	90.0 %
I prefer not to disclose			0	0.0 %
No Response(s)			0	0.0 %
Totals			10	100%

*Do you identify as LGBTQ+?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			0	0.0 %
No			9	90.0 %
I am undecided and/or questioning.			0	0.0 %
I prefer not to disclose			1	10.0 %
Other			0	0.0 %
No Response(s)			0	0.0 %
Totals			10	100%