



Montgomery Park to Hollywood Study – Interim Outreach Report Grantee: Friendly House, Inc.; December 2020

Friendly House is proud to participate in the Montgomery Park to Hollywood Study (MP2H) as grantee for outreach and a member of the Project Working Group. Despite challenges of pandemic proportions, Friendly House has made progress toward engaging the NW community and creating meaningful and informative discussions. Our goal has been and continues to be the amplification of underrepresented community members.

Throughout its history Friendly House has adapted to meet the needs of people living in Northwest Portland and the urban core. This approach has allowed Friendly House to remain nimble over the years, responding to new needs as they arise. Today, Friendly House is a modern-day settlement house whose primary goal is to build community from the ground up. The purpose of our involvement in this project is to serve through representation.

Grant Background/Purpose

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 (BIPOC, low-income, seniors, immigrant and refugee communities) through community-based organizations. Friendly House submitted a

grant proposal to provide outreach to the communities they serve. The Friendly House proposal was selected by the City in Spring 2020 and work began on finalizing a grant agreement.

Project Staff

Joy Pearson, Volunteer Manager
Denise Lafond, Director of Operations

Methodology

Our methodology for reaching these community members went through many adjustments as COVID-19 unfolded. Our initial plans for in-person outreach and discussion gave way to three online forums, write ups in Friendly House newsletters, and emails. More specifically:

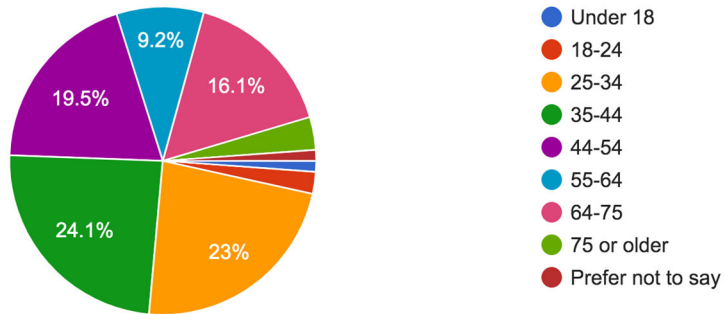
- Virtual newsletter with MP2H information sent to 2,500+ households in June and August
- Newsletter sent by mail to 2,000 older adults and elderly LGBTQ members
- 100 survey responses from members of the NW community
- 70 community members who had requested and received more information about the MP2H Study
- 3 Virtual Community Forums on July 5th, June 10th, and August 21st

The Virtual Community Forums yielded the most information from the participants, with conversations that brought up information not included in the surveys we provided—the scope of the potential project's impact on the houseless community, for instance.

Below you will find more detailed information that we have gathered from these efforts. Graphs included are from the electronic survey, and quotes are taken from participants from all platforms.

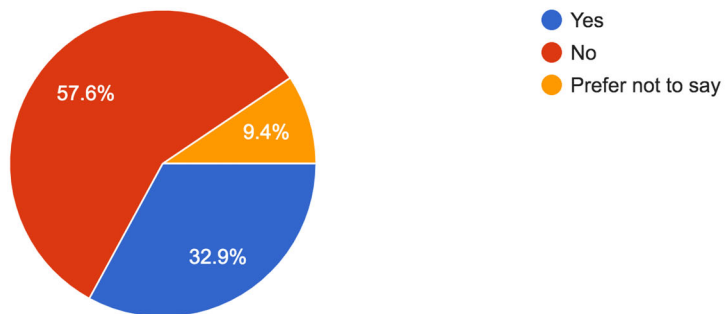
What is your age range

87 responses



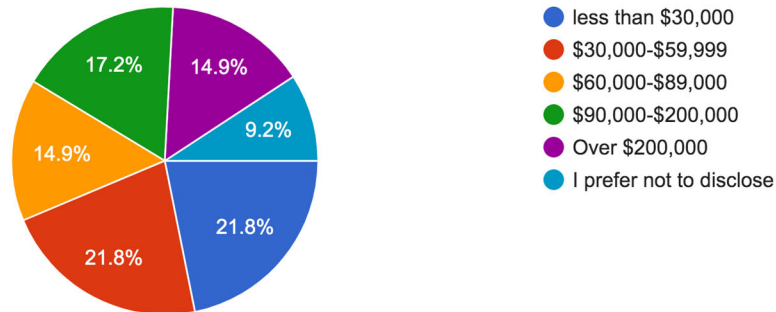
Do you identify as a member of the LGBTQ+ community?

85 responses



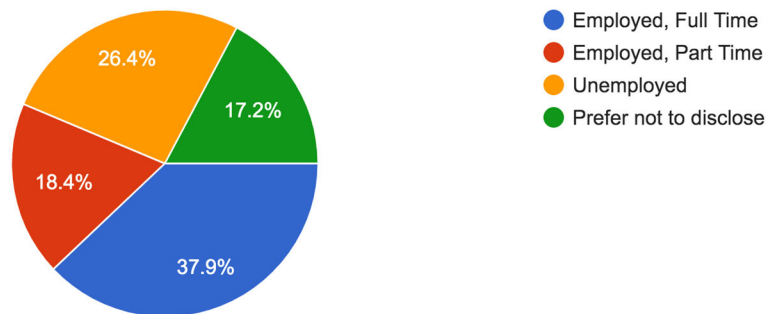
What is your household income?

87 responses



What is your employment status?

87 responses



Our Virtual Community Forums offered more diversity, with exactly half of the participants coming from the BIPOC community, and a more comprehensive age range. The turn out for these events was more modest than we had anticipated, with our largest group being six participants. Twenty people in total attended the forums over the three dates. Roughly 25% of participants chose not to share demographic information.

Findings

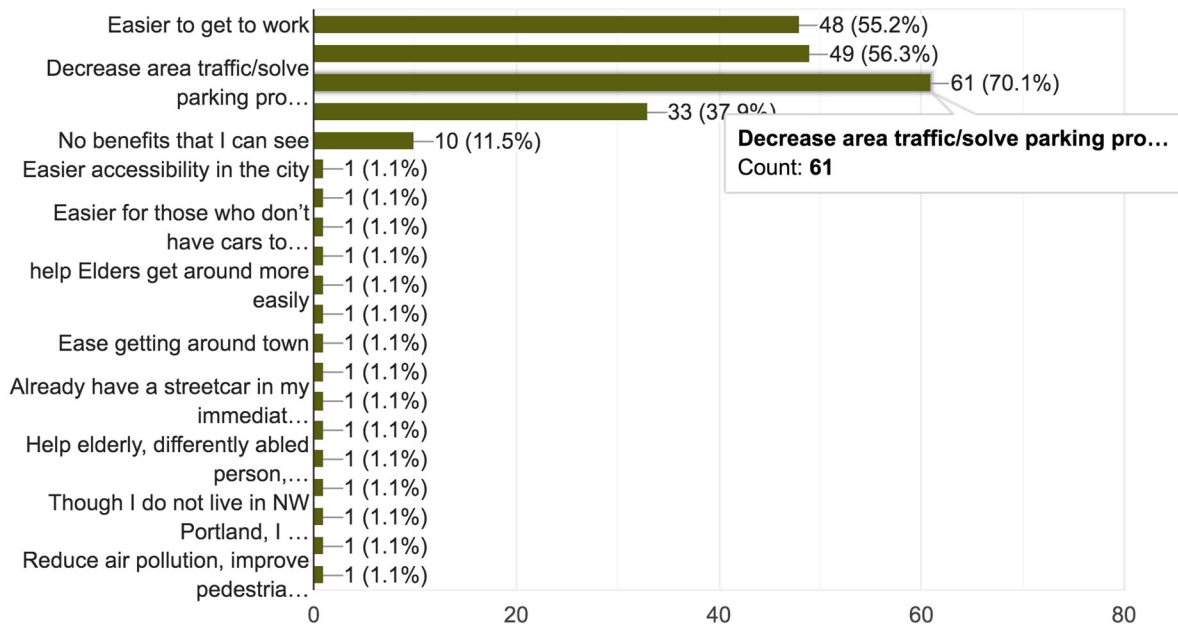
The following is a summary of findings from Friendly House outreach efforts to date. The tables represent responses from the email survey. This survey was given to the Virtual Forum participants, as well as those who inquired but were unable to attend the forums. These questions do not represent the scope of the conversations however, so notes have been attached from those meetings.

Survey Questions and Results

What might be the benefits of a streetcar line being built in your area?

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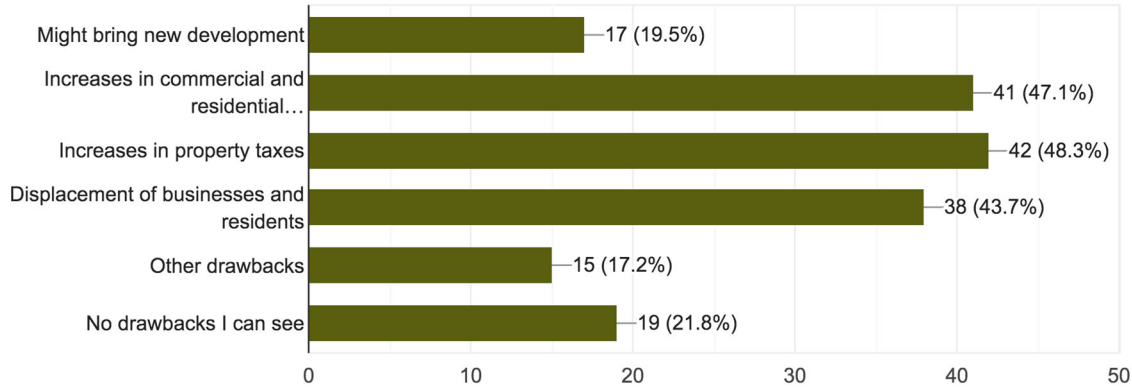
87 responses



What might be the drawbacks of a streetcar line being built in your area?

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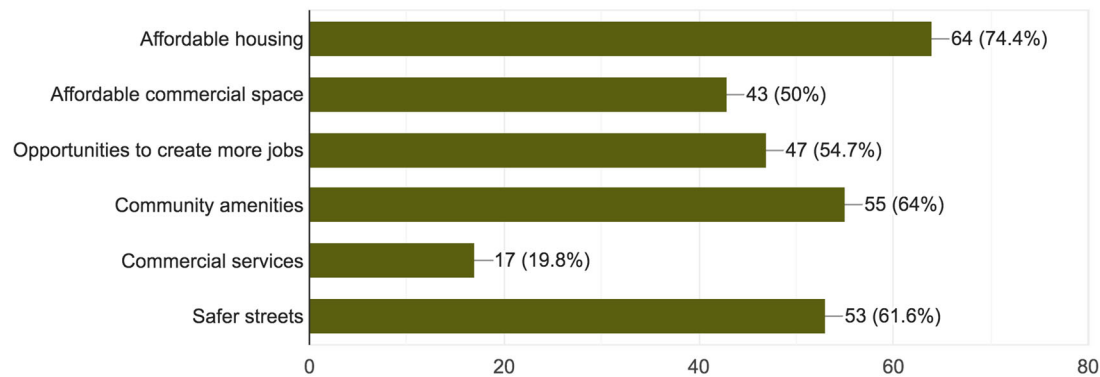
87 responses



What types of investment or development would most benefit your neighborhood?

What types of investment or development would most benefit your neighborhood? (Select all that apply)

86 responses



The most provoking topic has consistently been housing: the cost, the impact on the community, and the houseless in NW Portland. It is clear that the views and ideas around the topic vary, but most participants consistently express a few solidified ideas.

Roughly 75% of the members of the study share the desire for affordable housing. This statistic falls in line with the consistent expressed desire to see NW Portland approach the future with equity in mind. Other things we have heard regarding housing options:

"I want to see rent control, we are facing a housing crisis in Portland, and it needs to be dealt with".

"Affordability is my main concern. I see rents that near \$4000 a month for a very modest home. There needs to be better rent control."

"Given that further development is almost inevitable, I'd like to see smaller, more architecturally varied (and environmentally sound) apartment complexes broken up by preserved green spaces. These buildings should offer a certain number of units for low-income residents as well as some integrated parking. The tendency toward apartment/mixed use complexes that devour half or even an entire city block undermines the livability of the neighborhood. What has drawn people to NW Portland has always been its intimate, slightly idiosyncratic character, and that is rapidly being destroyed by enormous new buildings. Meanwhile, the uniformly high housing costs deter many potential residents and businesses."

"Something done about the incredible rise in homelessness!"

"With rising rents and burdens of student loan debt, it would be nice to see housing options for college graduates who carry loans. This will draw young, educated individuals to the area who may otherwise not be able to afford it."

"All of Portland, including NW Portland need affordable housing now! This would prevent adding to the current homeless crisis our city is afflicted with that is evident throughout every part of our city. We don't need another street car...we need to get people off the street by creating resources, especially affordable housing."

"Don't want developers offering housing that is NOT affordable."

"Further gentrification is a serious problem. Steps need to be taken to ensure equity, diversity and justice for people of color (and other marginalized and/or low-income folks) are foremost among considerations for any development projects."

In both the virtual forums and the stand-alone survey responses, housing was a leading topic. In the forums, conversations about this particular issue were sprawling and energetic, with very passionate opinions being expressed.

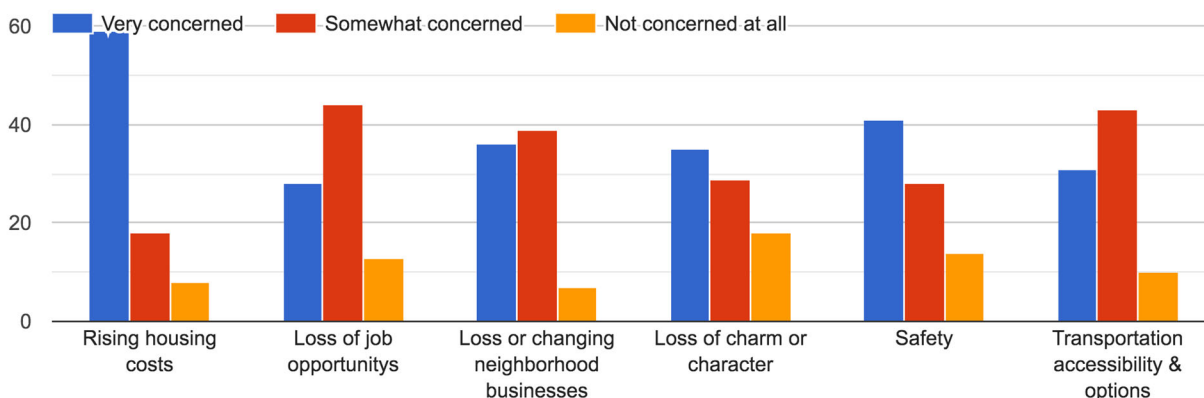
In addition to affordable housing, access to parking, specifically in light of possible changes to the area, was referenced multiple times.

"New apartment buildings keep going up while parking stays the same or decreases. Personally, I have seen the loss of 8 parking spots on the two streets directly adjacent to my apartment and know that more will be lost in the upcoming changes to the bus line. This is very frustrating, especially with the high rents we pay in this area."

“There is already too much traffic and parking issues. And this would not solve the problem as more build will then occur, which will increase traffic. For some reason, the city seems to think people will use public transportation. It seems to be shown that the opposite is true!”

What are your greatest concerns for NW Portland?

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This graph shows the recurrent concern in neighborhood safety. Many people expressed concern about this topic, and in one particular Zoom Community Forum we held, 4 out of 6 participants cited “feeling safer” as a desire for the neighborhood. Participants have noted zoning changes and public transportation as both the medicine and the cure.

“I’d like to see a return to community policing efforts, more affordable/ subsidized housing opportunities, programs that include increasing opportunities for people of color to have economic success and embracing differences. Friendly House could be central to these efforts.”

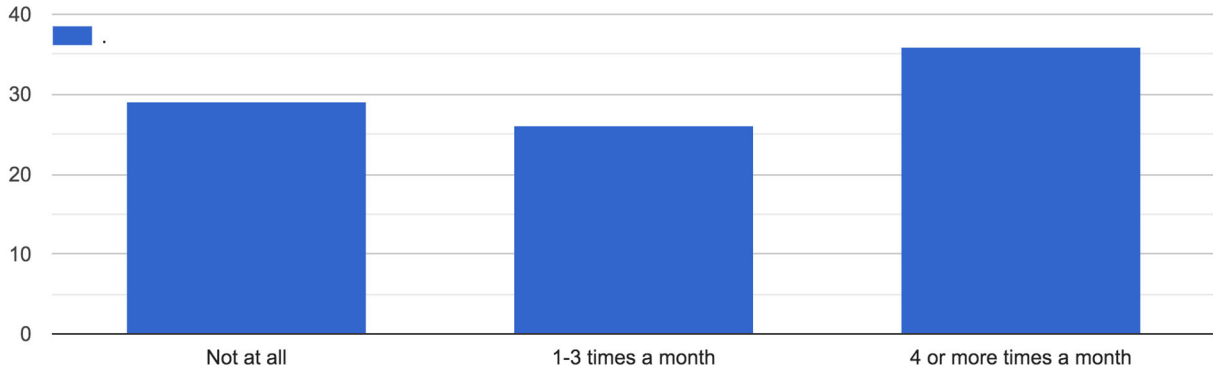
“Great concern about garage/car/residence break-ins, and increasing homeless camp issues (drugs, garbage, safety).”

“The streetcar expansion will bring more people and crime into the neighborhood!”

“Having more affordable housing will help cut down on crime and get people off the streets.”

How many times a month do you use public transportation?

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Conclusion

While the potential for change is exciting to many individuals who participated in this study, the overall conclusion Friendly House has drawn is the community will require more concrete solutions to existing issues in order to see a majority support from local residents. The challenges we faced in engaging the most vulnerable communities prevented us from gathering the amount of information we were trying to collect, although we do feel the findings are legitimate and fair. While Friendly House is pleased with the community participation to date, given the current circumstances, we are continuing to reach out to the marginalized communities in our area and share information regarding MP2H.

Appendix

AMPLIFY YOUR VOICE



**THE CITY OF PORTLAND IS LOOKING TO THE COMMUNITY FEEDBACK
ON POSSIBLE STREETCAR ESPANSION IN NW PORTLAND**

**THE EXPANSION WILL IMPACT OUR NEIGHBORHOOD WE WANT TO
HEAR YOUR VOICE! FRIENDLY HOUSE IS INVINTING YOU TO
PARTICIPATE IN A QUICK SURVEY (10 MINUTES MAX).
YOUR PARTICIPATION WILL MAKE SURE YOUR
HOPES AND CONCERNS ARE HEARD!**

**EVERYONE WHO FILLS OUT THE SURVEY WILL BE ENTERED IN A
DRAWING FOR GIFT CARDS AT SAFEWAY OR FRED MEYERS.**

INTERESTED?

EMAIL [JPEARSON@FRIENDLYHOUSEINC.ORG](mailto:jpearson@friendlyhouseinc.org) OR TEXT 503-482-2113



**THIS SURVEY IS BEING RUN BY FRIENDLY HOUSE, INC. IN PARTNERSHIP WITH
THE CITY OF PORTLAND. PLEASE CONTACT JOY PEARSON FOR MORE
INFORMATION ABOUT THIS PROJECT**

[Here is a link to the survey questions and responses in spreadsheet format.](#)

Wording used for Friendly House Flyer, email and physical copy

How would new or improved transit lines in NW Portland and changes in land use serve you?

The [Montgomery Park to Hollywood Transit and Land Use Development Strategy](#) (MP2H study) is exploring future transit options and possible streetcar expansion in NW and NE Portland. The City of Portland's bureaus of Planning and Sustainability (BPS) and Transportation (PBOT) are conducting the study over the next 12-18 months.

The NW portion of the study will focus on a possible transit line extension to Montgomery Park, including changes in land use to support potential transit improvements. The NE study is evaluating alternative routes to the Hollywood District.

Friendly House invites you to learn more and share your thoughts about these potential future changes!

We are looking for community feedback. For more information about the MP2H project or to participate in an upcoming survey or focus group, please register here: <https://tinyurl.com/FHsurvey52020>

Learn more about the MP2H study on the web: <https://beta.portland.gov/bps/mp2h>

NW Portland Streetcar Expansion

North West Portland is a unique part of Portland with charm and warmth unique to itself. As the City of Portland considers potential Streetcar expansion, they are seeking the opinions of the people who will be directly impacted by any changes, or lack of changes. By sharing your hopes, concerns, and wants, you will be providing critical information that will influence the decisions ultimately made. Let your voice be heard!

This survey is brought to you by Friendly House, a community and resource center located right here in North West Portland for over 90 years. We are committed to continuing our legacy of service by helping our community voice be heard about these significant issues. If you are interested in learning more about Friendly House, please visit our website friendlyhouseinc.org.

* Required

Email address *

Your email

Would you like more information about possible streetcar expansion in NW Portland?

- Yes
- No
- Maybe



What is your zip code? *

Your answer

What might be the benefits of a streetcar line being built in your area?

- Easier to get to work
- Bring more customers to local business
- Decrease area traffic/solve parking problems
- Might bring new development
- No benefits that I can see
- Other:

What types of investment or development would most benefit your neighborhood? (Select all that apply)

- Affordable housing
- Affordable commercial space
- Opportunities to create more jobs
- Community amenities
- Commercial services
- Safer streets



What might be the drawbacks of a streetcar line being built in your area?

- Might bring new development
- Increases in commercial and residential rents
- Increases in property taxes
- Displacement of businesses and residents
- Other drawbacks
- No drawbacks I can see

What are your greatest concerns for NW Portland?

	Very concerned	Somewhat concerned	Not concerned at all
Rising housing costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loss of job opportunitys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loss or changing neighborhood businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loss of charm or character	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation accessibility & options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



How many times a month do you use public transportation?

Not at all

1-3 times a month

4 or more times a month

Please express any additional ideas you have for NW Portland? What would you like to see? What are you afraid of seeing?

Your answer

What is your ethnicity? Feel free to leave blank if you prefer not to answer.

Your answer

What languages are spoken in your home?

Your answer



Are you a person living with a disability?

- Yes
- No
- Prefer not to say

What is your age range

- Under 18
- 18-24
- 25-34
- 35-44
- 44-54
- 55-64
- 64-75
- 75 or older
- Prefer not to say

Do you identify as a member of the LGBTQ+ community?

- Yes



- NO
- Prefer not to say

What is your household income?

- less than \$30,000
- \$30,000-\$59,999
- \$60,000-\$89,000
- \$90,000-\$200,000
- Over \$200,000
- I prefer not to disclose

What is your employment status?

- Employed, Full Time
- Employed, Part Time
- Unemployed
- Prefer not to disclose

What form of transportation do you use?

Your answer



A copy of your responses will be emailed to the address you provided.

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