



**May 31, 2021**

## **Montgomery Park to Hollywood Study – Final Outreach Report**

(see interim report for more details)

### **Grantee: Friendly House, Inc.**

Friendly House was proud to participate in the Montgomery Park to Hollywood Study (MP2H) as a grantee for outreach and a member of the Project Working Group. Despite challenges of pandemic proportions, Friendly House was able to engage the NW community in a virtual format and create meaningful and informative discussions.

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.

### **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, and a community survey. 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.

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 turnout 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. The survey was given to the Virtual Forum participants, as well as those who inquired but were unable to attend the forums.

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.

## **Conclusion**

The challenges presented by the ongoing pandemic had a large impact on our efforts to engage the most vulnerable communities in our area. The pandemic prevented us from connecting in person, from making as many contacts, and gathering the amount of information we had originally hoped 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 plan to continue to reach out to the marginalized communities in our area and will share information regarding MP2H.