



REMARKS OF COMMISSIONER CHARLES JORDAN TO  
INFORMAL CITY COUNCIL, 9:30 A.M.  
DECEMBER 12, 1978

OFFICE OF  
PUBLIC SAFETY

CHARLES JORDAN  
COMMISSIONER

1220 S.W. FIFTH AVE.  
PORTLAND, OR. 97204  
503 248-4682

NEIGHBORHOOD LIVABILITY PROJECT (NLP)

Phase { I Aug. 1977 - determine its feasibility  
II June 1978 - dev. a strategy for implementation & cost.

- INTRODUCTORY COMMENTS . . .
- THE NLP IS A TOOL FOR DECISION MAKING.
- WHETHER WE'RE TALKING ABOUT
  - RESOURCE ALLOCATION
  - BUDGET CUTTING
  - THE ACCOMPLISHMENT OF OBJECTIVES, OR
  - PLANNING AND EVALUATION . . .
- . . . TO MAKE GOOD DECISIONS WE NEED RELEVANT INFORMATION IN USEABLE FORM.
- THAT'S WHAT THE NLP IS ABOUT--RELEVANT, USEABLE INFORMATION AS A TOOL FOR DECISION MAKING.

- WHAT THE LIKELY IMPACT ~~OF~~ BUDGET CUTS WOULD BE IN EACH AREA OF THE CITY.
- WHICH SERVICES ARE MOST EFFECTIVE, IN TERMS OF IMPACT ON THE COMMUNITY, AND WHERE DOLLARS ARE BEING SPENT LEAST EFFECTIVELY.
- MORE EXACTLY WHICH AREAS OF THE CITY CAN LEAST AFFORD EVEN MINOR REDUCTIONS IN SERVICES.
- BEFORE TURNING THIS OVER TO GEOFF I WANT TO STRESS THAT I'M NOT TALKING HERE ABOUT A ONE-TIME SHOT.

THE REAL STRENGTH OF THE NLP IS IN TRACKING CHANGES OVER TIME . . . THIS IS VITAL IF WE HOPE TO ASSESS THE NEIGHBORHOOD IMPACTS OF OUR SERVICES.

- CONCLUSION

THE NLP IS A NEIGHBORHOOD DATA BASE AND MANAGEMENT INFORMATION SYSTEM.

AS A TOOL FOR DECISION MAKING IT PROVIDES INFORMATION ON THE OUTCOMES OF SERVICE DELIVERY IN OUR NEIGHBORHOODS.

IT IS FOR USE BY COUNCIL, BUREAUS, AND NEIGHBORHOODS.

IT CAN BEGIN TO GIVE US A HANDLE ON THE EFFECTIVENESS OF HCD PROGRAMS, AND PERHAPS TELL US WHERE AND WHEN VARIOUS KINDS OF NEIGHBORHOOD ASSISTANCE IS REQUIRED.

~~• INTUITION VS. INFORMATION~~

WE ALL "KNOW" WHICH AREAS OF THE CITY ARE BLIGHTED. THE NLP CAN BEGIN TO MEASURE THE SEVERITY OF THAT BLIGHT.

JUST AS IMPORTANT, THE NLP CAN IDENTIFY FOR US THE CUMULATIVE EFFECTS OF SLIGHTLY SUBSTANDARD CONDITIONS IN A NEIGHBORHOOD.

IT CAN ENABLE US TO ADDRESS SUCH CONDITIONS BEFORE THEY ADD UP TO OBVIOUS BLIGHT.

~~• NLP AS A SCARCITY BUDGETING TOOL~~

OUR BIGGEST CHALLENGE TODAY IS TO PROVIDE ADEQUATE SERVICES IN AN ERA OF DECLINING RESOURCES.

THE NLP CAN ASSIST US TO MAKE EFFECTIVE AND MORE EQUITABLE BUDGET DECISIONS.

FOR EXAMPLE, WITH NLP-TYPE DATA THE COUNCIL WOULD KNOW:

- HOW CITIZENS WEIGH THE IMPORTANCE OF MUNICIPAL SERVICES.

• ~~EVALUATING "EQUITY OF OUTCOMES" AMONG NEIGHBORHOODS.~~

TRADITIONALLY WE HAVE ATTEMPTED TO DELIVER SERVICES  
UNIFORMLY IN ALL AREAS OF THE CITY.

WE THEN FOCUS ON CITY-WIDE MEASURES OF "EFFECTIVENESS"  
AND "EFFICIENCY." BUT THESE MEASURES TELL US NOTHING  
ABOUT EQUITABLE SERVICE DELIVERY AMONG GEOGRAPHIC SUB-  
AREAS OF THE CITY.

SHOULD ALL AREAS OF THE CITY RECEIVE THE SAME LEVEL OF  
SERVICE?

IF WE'RE CONCERNED ABOUT THE OUTCOMES OF SERVICE DELIVERY,  
PROBABLY NOT.

IF COUNCIL SHOULD DECIDE TO FOCUS ON THE EQUITY OF SERVICE  
DELIVERY OUTCOMES AMONG THE CITY'S NEIGHBORHOODS, THE NLP  
CAN GIVE US THE INFORMATION WE NEED.

• ~~EVALUATING HCD PROGRAMS~~

THE NLP CAN GIVE US BASE-LINE INFORMATION ON HOUSING AND  
OTHER NEIGHBORHOOD CONDITIONS, AND IT CAN TRACK CHANGES  
IN THOSE CONDITIONS OVER TIME.

- PURPOSE: MEASURING SERVICE DELIVERY OUTCOMES IN NEIGHBORHOODS

ALTHOUGH IT HAS SEVERAL USES, THE FUNDAMENTAL PURPOSE OF THE NLP IS TO

- MEASURE THE OUTCOMES OF SERVICE DELIVERY IN PORTLAND'S NEIGHBORHOODS.

IT'S IMPORTANT TO REMEMBER THAT WE'RE TALKING ABOUT MEASURING SERVICE DELIVERY OUTCOMES, NOT ACTIVITIES.

WHEN OUR BUREAU CHIEFS TELL US WHAT THEY DO, WE ASK THEM

- WHY DO YOU DO THAT?
- WHAT DIFFERENCE DOES ALL THAT ACTIVITY MAKE?

THE NLP CAN BEGIN TO GIVE US SOME ANSWERS, ON A NEIGHBORHOOD-BY-NEIGHBORHOOD BASIS.

USES

AS A MANAGEMENT INFORMATION AND DATA BASE SYSTEM, THE NLP CAN BE PUT TO MANY USES, DEPENDING ON THE NEEDS OF THE USER.

-6-

I'VE ASKED GEOFF TO TAKE YOU THROUGH THE BASIC DESIGN,  
THE IMPLEMENTATION ALTERNATIVES, AND ORGANIZATION  
OPTIONS.

~~PUT TO GOOD USE THE NLP CAN GIVE US ONE OF THE TOOLS WE  
NEED TO KEEP OUR NEIGHBORHOODS AND THEREFORE OUR CITY  
LIVABLE.~~

I'D APPRECIATE IT IF YOU WOULD HOLD YOUR QUESTIONS UNTIL  
GEOFF HAS MADE HIS PRESENTATION.

12/12/78

PH

NEIGHBORHOOD STANDARDS PROJECT

Susan B. Kerr, Project Manager  
Geoff Larkin, Staff Assistant  
Denise Edwards, Clerk II

625 Yeon Building  
522 S.W. Fifth Avenue  
Portland, Oregon 97204

Telephone  
(503) 248-4697  
(503) 248-4698

January 9, 1978

MEMO

TO: Peter Engbretson  
Commissioner Jordan's Office

FROM: Susan B. Kerr, Project Manager  
Geoff Larkin, Staff Assistant

SUBJECT: Ordinance for Funding Pilot Study

The Neighborhood Livability Project, a CETA Special Project under the combined direction of Commissioner Jordan's Office and the Office of Management Services, is designed to assess the need for and feasibility of developing an environmental indicator system to serve as service delivery guidelines for Portland neighborhoods. The Project is requesting \$7,667.00 to cover professional services for a pilot attitude survey of three target neighborhoods. The proposed survey is in a very real sense the cornerstone of the pilot study, and of the Project itself.

Sufficient countercyclical funds to cover the cost of the consultant are available in the Bureau of Buildings' budget and could be transferred.

Rationale for Survey

One of the initial objectives of the Project called for research of related studies conducted in other cities, particularly Savannah's Responsive Public Services Program (RPSP). This research, now completed, suggests that citizen perceptions of service delivery are imperative if a viable indicator system is to be established. After studying the Savannah system firsthand, Mary Pedersen reports that "The Savannah staff recommends that citizen priorities be worked in, before and after the data are collected. Thus improvements in services will follow expectations or needs, which vary from area to area." (Report on Savannah, Georgia, Office of Neighborhood Associations, June, 1977.) The attitude survey under consideration would provide this link between neighborhoods and a city-wide indicator system, and Portland's Neighborhood Livability Project could avoid many of the problems which continue to plague Savannah's RPSP and others like it.

(Cont.)

- 2 -

The Neighborhood Livability Project was created to provide a needs analysis and feasibility study of the "implementation of neighborhood environmental quality indices in Portland to function as service delivery guidelines", and to "make recommendations regarding the implementation of such a plan based on the feasibility and an evaluation of the need".

To achieve these aims, the NLP staff has begun a pilot study to test numerous facets involved in the development and implementation of the unique indicator system designed specifically for Portland. Three neighborhoods have been selected for study: Maplewood in the Southwest, and Boise and Sabin in the Northeast. The diversity of environmental conditions in the three neighborhoods will provide the Project with sufficient data upon which to base its recommendations.

The major product of the pilot study will be the Neighborhood Profiles, a compilation of data from four sources:

- 1) Census data will provide basic socioeconomic information to identify the general characteristics of the neighborhood.
- 2) Bureau data, such as the number of complaints, level of compliance, and number of citations, etc.
- 3) A field inspection of selected conditions will be conducted in each neighborhood, pinpointing specific problems as well as providing base-line data for future inspections.
- 4) A citizen attitude survey.

Citizen perceptions, comprising the fourth source of information for the Neighborhood Profiles, provide insight into not only what residents think about current service delivery but also about changes they would like to see in the service provisions of tomorrow.

#### Without the Survey

Without the survey, the basis of staff recommendations will be restricted to the information gleaned from census data, bureau files and field inspections, thereby greatly reducing the usefulness of the pilot Neighborhood Profiles by excluding the key element.

#### The Bid Process

Coupled with the importance of the citizen attitude survey is the need to have it conducted professionally. Neighborhood Livability Project staff explored numerous alternatives and concluded that if the survey is to provide the information needed, it must be carried out by an experienced consultant.

(Cont.)



Following consultation with their steering committee, staff contacted eight Portland area professional firms and received three detailed bids. After an informal bid process, the proposals - along with additional bid information regarding alternatives available - were received in late December and presented to the steering committee on January 5.

### Other Surveys

One of the tasks performed in the Project's research phase was the study of citizen surveys conducted by the City during the past five years or planned for the next six months. This has served two purposes: NLP staff has acquainted themselves with existing data relevant to the Project while also compiling a useful listing of all studies conducted by the City during the five year period. Information was also obtained from CRAG, Port of Portland, Tri-Met and Multnomah County. After studying the material received, the staff was satisfied that the proposed citizen survey would not duplicate existing data. In addition, study of proposed surveys - including the one proposed for the Comprehensive Plan - offer little if any information of the kind needed in the NLP pilot project.

The basic reason for this dissimilarity is one of purpose. The Comprehensive Plan is concerned with the future growth of the City as a whole while, as the Project's name implies, the Neighborhood Livability study is focused on individual neighborhoods. Thus in terms of sample size, the difference between the two is one of scale. Even if the number of proposed questions were severely reduced and "piggy-backed" with the Comprehensive Plan's survey, the data would be of little use to the NLP because of the shift from a neighborhood to a city-wide thrust.

However, there are other reasons why the Comprehensive Plan survey data is inappropriate for the Neighborhood Profiles. The survey will be concerned with growth trade-offs, with the alternatives most attractive to the majority of city residents. Housing configurations and changes in zoning, while vital to the City, provide very limited information about service delivery to neighborhoods. The NLP survey will deal with the responsiveness of public services which range from public safety to street repairs and neighborhood noise. In short, both surveys are needed and one cannot be substituted for the other.

### Project Timeline

As the Project unfolded, research suggested that the Pilot Study would be of greater scope than first thought. As a result, the development and implementation of the Pilot Study will require an extension of the original time-frame (8/22/77 - 2/22/78) under which the Project has been working since late August. In effect, granting this request for funding professional services is tantamount to extending the Project itself, since the survey could not be completed before February 22, 1978. At the request of the steering committee a request for a four-month project extension was submitted to CETA on January 5.

GML,SBK/de

(Cont.)

**TO: Peter Engbretson**

**January 9, 1978**

**- 4 -**

**cc: Neighborhood Livability Project Steering Committee**

**Harry Beckwith  
Daniel Boggan, Jr.  
Joan English  
Doug Fenstermaker  
Jim Griffith**

**Mike Kael  
Michael Lindberg  
Jim McKillip  
Doug Seeley**

11,338

11,338  
C9

CITY OF PORTLAND  
INTER-OFFICE CORRESPONDENCE  
(NOT FOR MAILING)

February 8, 1978

RECEIVED  
FEB 10 1978

OFFICE OF COMMISSIONER  
OF PUBLIC SAFETY

From Commissioner Ivancie

To Commissioner Jordan

Addressed to

Subject Neighborhood Livability Project

*Copy sent to rep staff Peter 2/10*

I feel that this survey asks too much technical information for specific bureaus but I notice there is no question regarding water service. To be a good Neighborhood Livability Survey I feel that it should contain some of the following:

1. There is nothing in it about the aesthetics of the neighborhood's attractiveness so that one wants to be out of doors and involved with the neighborhood.
2. It does not contain the questions that I would propose about the safety of families within the neighborhood:
  - a. Are a mother and her children safe left at home all day?
  - b. Are they safe if they walk to the grocery store?
  - c. Are they safe when the father is out of town?
  - d. Is their home and property safe when they are away from it?
3. It should also include some questions on whether there have been neighborhood projects and whether or not they were successful -- not just participation in the neighborhood organization.
4. It should include a question about access to a park or open space of some kind.
5. It should include a general question on whether they receive prompt, efficient, courteous city services when they are needed from any department, i.e. water, public works, police, fire, etc.
6. It contains no question, for instance, about whether people know where their fire station is located, how to call it, what services they provide. That whole area of what city services are available is omitted from the survey -- with the exception of a few departments such as Traffic Engineering, Public Works and County Health Facilities.

In my view, it doesn't cover enough, it is not broad enough, like the kinds of things people see when they look out of their windows, when they walk out of doors.

It also leaves out any reference to accommodations and activities for children in the neighborhood, everything from daycare, access to schools, churches, etc. Traffic signalization is covered but not aimed at school children.

Commissioner Jordan  
Page 2

February 8, 1978

These are very general approaches to it, but a neighborhood is a lot of feelings and a lot of attitudes -- a sense of belonging and wanting to belong -- wanting to stay. All of this could be better covered in my opinion.

P.S. Noticed the report of Eugene's survey in the morning Oregonian.  
Perhaps Susan can obtain a copy from them.

FJI:bmm  
CC: All Council Members

X NEIGHBORHOOD LIVABILITY PROJECT

Susan B. Kerr, Project Manager  
 Geoff Larkin, Staff Assistant  
 Denise Edwards, Clerk II

*File*

625 Yeon Building  
 522 S.W. Fifth Avenue  
 Portland, Oregon 97204

March 3, 1978

Telephone  
 (503) 248-4697  
 (503) 248-4698

MEMO

TO: Commissioner Charles Jordan

FROM: Susan B. Kerr, Project Manager *Susan*  
 Neighborhood Livability Project  
 Office of Management Services

SUBJECT: Data required by the Neighborhood Livability Special Project  
from the Portland Police Bureau

As you know, the Neighborhood Livability Project is designing a balanced indicator system, by neighborhood, measuring conditions which affect livability. We are balancing field inspection data with census data, citizen perception (survey) data, and bureau data.

Public Safety has been rated #1 in importance to livability by the random phone survey conducted citywide by the NLP in October. Because of this rating, we devoted a proportionately large section of the citizen survey questionnaire to this subject, working in conjunction with the Police Bureau and the Office of Justice Programs.

We are now requesting the following information from the Police Bureau:

- I. Type I crime data, by neighborhood, for Boise, Sabin and Maplewood. This includes: Aggravated assaults  
 Rape  
 Robbery  
 Auto theft  
 Murder  
 Burglary
- II. Response time, by type of crime, by pilot neighborhood.
- III. Percent of juvenile crime, by type, by pilot neighborhood.
- IV. Ratio of arrest to reported crime, by pilot neighborhood.

**RECEIVED**  
 MAR 07 1978

(Cont.)

OFFICE OF COMMISSIONER  
 OF PUBLIC SAFETY

TO: Commissioner Jordan

March 3, 1978

- 2 -

V. Information on traffic problems, specifically:

- A. Number of moving violations, cited, by neighborhood.
- B. Complaints to Police Bureau re: speeding or dangerous traffic, by neighborhood.

VI. Information on noise problems, specifically:

- A. Number of complaints to Police Bureau on resident-to-resident noise, by neighborhood.
- B. Number of citations issued for VI., A., by neighborhood.
- C. Number of citations/warnings issued for individual vehicles considered in violation of noise code, including motorcycle task force citations.

VII. Crime Prevention Unit Data

- A. Number of block meetings held.
- B. Number of property markings.
- C. Number of security surveys.
- D. Other?

This information should ideally be compiled for the period from March 1977 - March 1978, to correspond to the victimization data we hope to get in the survey.

In a conversation with Lt. Scoumperdis during the questionnaire design, he mentioned the possibility of utilizing several CETA - Special Trainees for the data collection in March.

I would very much like to know, as soon as possible, whether or not the Police Bureau will be able to retrieve this data for me, or if we will have to make other arrangements.

The deadline for the data collection is March 24.

It is imperative that I talk to whomever in the Police Bureau will be handling this, so that I can explain our needs re: documenting time and expense of data collection.

Thank you for any facilitating you can arrange.

SBK/de

cc: Jim McKillip

OFFICE OF MANAGEMENT SERVICES  
NEIGHBORHOOD STANDARDS SPECIAL PROJECT

PROJECT STATEMENT

The new and burgeoning national search for Quality of Life indicators is an attempt to provide decision makers, both citizens and legislators, with information that will be useful to evaluate the past, guide the action of the present and plan for the future during this decade or so of intense social transition. As the National Commission on Urban Problems states, "Without a clear picture of urban quality, a city has no common goals to judge what they are building and rebuilding today."

On a more local level, the Mayor's Budget Message for Fiscal Year 1977-78 describes a concentrated program for neighborhood stabilization. "Our effort is designed to preserve and protect the livability of Portland's neighborhoods, so that families we now have in the city and those we would hope to attract will choose to make Portland their home." In addition, the Mayor stresses "efficiency and productivity, working to use what we have more effectively; through careful planning and programming of resources and expenditures, we are continuing to avoid the crises that have plagued other cities."

Commissioner Jordan's proposal for the Neighborhood Standards Special Project, staffed through the Office of Management Services, is an attempt to provide Portland with an effective tool to aid in evaluating, guiding and planning for neighborhood livability and stability.

The project will establish criteria and design a preliminary process by which Portland can decide whether or not to embark on a major survey by neighborhoods of environmental conditions. This major survey would develop a neighborhood by neighborhood profile which may become a part of the City's Comprehensive Plan, establishing a precise rationale for future resource allocation and service delivery.

To realize these objectives the NSP is concerned with three essential elements. First, it will be necessary to determine, by bureau, what environmentally related services are being provided to neighborhoods, as well as how and why. This entails the identification of specific environmental conditions (e.g. dog control, crime, recreation, etc.) and, if possible, the development of a system of measurement--geocoding--by which service delivery could be compared not only by neighborhoods but across services as well. Second, in order to avoid any duplication of effort between the project and other studies, the NSP will serve as a convenient focal point from which to conceivably coordinate the collection of such data.

(continued)

page 2

Citizen involvement, the third element of the project, is an integral factor in all phases of the study, from general neighborhood opinions on service delivery to the advisability of establishing minimum standards for such services. A pilot study, designed to offer an example of the outcome of a city-wide survey, will serve as the culmination of such participation.

9/8/77

SK, GL/de

Estimated Project Completion Date: February 22, 1978

Project Location: Yeon Building 522 SW 5th Room 625

Project Telephone Numbers: 248-4697 and 248-4698

Peter Engbretson, Commisioner Jordan's office 248-4682

Mike Kael, Office of Management Services 248-4249



*C's requested*  
*PE*

RECEIVED  
JAN 26 1978

OFFICE OF COMMISSIONER  
OF PUBLIC SAFETY

January 25, 1977 - 9:30 a.m.  
C.C.No. 231 - Neighborhood Livability Project

\*\*\*

JORDAN I would like to read 231.

SCHWAB Mr. Mayor, that one is the one I would like to have held over for pre-Council conference.

JORDAN Mr. Mayor, I would like to take this up today. We've tried for the past two weeks --

SCHWAB Well, it will be my intent to vote no today.

JORDAN I know that, Mildred, I know that when I'm going into this but we've tried for two weeks to see you and your staff and we can't and I just don't want to hold this up.

SCHWAB They called me on Thursday, we did talk to them yesterday and I have a great many questions. They brought me in new material yesterday, and let me tell you now what my problems are.

JORDAN Well, I think we should get it before the Council.

231 An Ordinance, entitled, "An Ordinance transferring appropriations of \$7,667.00 from the General Fund Operating Contingency, Countercyclical Title II, to the Office of Management Services for professional consulting services pertaining to the Neighborhood Livability Project, authorizing a contract with Oregon Attitudes, Inc. for an amount not to exceed \$7,667.00, authorizing the drawing and delivery of warrants, and declaring an emergency", was introduced by Commissioner Jordan and read twice.

GOLDSCHMIDT Commissioner Jordan.

JORDAN Yes, Mr. Mayor. I think that quite a few bureaus are involved in things in the neighborhoods trying in some way to enhance the livability of the neighborhoods, and we have quite a few activities going on out there. This is one of those that we are involved in, I think it is complimentary to what we all are doing and we have taken great pains not to conflict or unnecessarily duplicate what everybody is doing. This is

a necessary component of what we are trying to come up with on the Neighborhood Livability Project. We would like to be able to move ahead on this right away if possible. The staff has been trying for quite some time to reach all Commissioners and I think they have all been briefed. I know that Commissioner Schwab has questions, we have tried since the 13th of January to see her, we were unable to do that. I would like to --

SCHWAB I have talked to them, Commissioner Jordan.

JORDAN Commissioner Schwab, I'm speaking now. And we would like to be able to move ahead on this. I don't think an informal Council is going to help anyone. If Commissioner Schwab has questions, we will be able to meet with her and we've tried.

SCHWAB I'll ask right now, what questions will be asked?

GOLDSCHMIDT Wait just a moment, the Chair is running this meeting. I want to know how much money KGW is putting into this. Is this the wrong one?

JORDAN This is the wrong one.

GOLDSCHMIDT That was mine.

JORDAN I think it's very difficult to put this over. I'm not going to be here for another two weeks and to delay this, we really can't get on with the work program.

GOLDSCHMIDT Do you want somebody to make a presentation on this, Charles?

JORDAN The staff is here to answer questions. I think all the Council has been briefed on it.

GOLDSCHMIDT Yes, my staff has been briefed.

JORDAN Everyone has.

SCHWAB Would you mind telling me what questions you will be asking and why we can't do this, if it's a CETA program why we can't do it with CETA program, but more particularly what questions you will be asking on this survey that we're paying \$8,000 for?

JORDAN I haven't talked to you, Dan, but we will let the Council take a look at the questions before we start out.

SCHWAB Well, I think they can answer that now if we're authorizing the money. I want to know what the questions will be.

BOGGAN My name is Dan Boggan, Director of Management Services. The survey instrument has not been designed as yet. The questions will basically deal with the perceptual, we're attempting to get the perceptions of citizens within the community about levels of service which are being provided now. They will relate to all kinds of activities the city is involved in, different city bureaus.

SCHWAB We have, we're going to do 450, survey 450 people for a cost of roughly \$8,000 which figures out \$17.00 per survey.

BOGGAN That's correct.

SCHWAB Now for \$17.00 per survey I would like to know what the list of questions is that you're going to ask before I authorize spending \$8,000. So if you could tell me what the questions will be, I'll know whether to vote yes or no.

JORDAN I can give you some idea, Mildred. We're talking about everything from feeling of space to sense of community to sanitary conditions and noise and things of that nature. It's their perception of their neighborhood and the level of service we're providing.

SCHWAB When I read the thing that you give me, you say you can't do it by telephone because of the depth of the questions.

BOGGAN That's correct.

SCHWAB So if you can tell me what is such a deep question that you can't ask a person over the phone where it probably costs a third as much, what is your problem with noise, why do you have to go out to his house and ask him? So in other words, what is the questions if they have to go to the house?

There must be some instruction to this person as to what to ask. So if you can tell me now what the questions are.

BOGGAN

Let me back up. I think part of the problem is trying to get data that is reliable. I think most people who are involved in surveying will say to all of you that a face to face survey, an instrument that is administered that way, is likely to be more reliable than one that is over the phone. That's a concern that we have.

The second concern is in terms of training. Even if you go for a phone survey, there isn't the same kind of training that's likely to take place as when an individual is involved in a process that will take some time to train the surveyors, and what we are doing is hoping, not hoping, we know that we will have some people that are reliable, that have had experience, up to ten years each in interviewing techniques.

SCHWAB

Who is going to formulate the questions that are going to be asked?

BOGGAN

The questions will be formulated with our staff in conjunction with the Oregon Attitudes firm that we are using.

SCHWAB

So when will the Council know what the questions you're asking are, after they have agreed today to spend the money or before we agree today?

BOGGAN

I think Commissioner Jordan has said that he is willing to share that information with you.

JORDAN

It would be after the Council has agreed to go ahead because we need --

SCHWAB

Then why don't we make a payment say of \$1,000 while you work out what the questions are and see if the Council approves them. Otherwise we have approved it and maybe we don't think the questions we're spending \$8,000 for are needed. Now if you tell me that for \$1,000 or \$2,000 or \$500 you can sit down and determine what the proper questions are, and then come back, I would be willing to go that amount

of money.

JORDAN            Commissioner Schwab, the residential mobility study conducted by the Mayor's staff, you had no idea what the questions are and yet you approved that project.

SCHWAB            Maybe I didn't notice what I was approving.

JORDAN            I know. Okay, but that's the point. Why didn't you take a look at that?

SCHWAB            I probably didn't see it in time. It comes to us so fast. That was a CETA project and it was done --

JORDAN            It's still money. What difference does that make?

SCHWAB            And it's not general fund money, it's CETA and CETA is comprehensive employment and training.

GOLDSCHMIDT       It seems to me the biggest question is now the questions they will ask, because essentially you can't, there's a professional skill involved in writing questions, testing them and then applying them professionally, interviewing properly. There is I think historically from just watching the survey work that's been done, a very big difference between what you can get back on a phone survey and what you can get face to face in people's homes or on their doorsteps. But the bigger question I think, Dan, in terms of what Commissioner Schwab is asking, is what will you use it for. In other words, that's what defines what the questions are that you ask. We're not going out there with a shotgun, I have a feeling, Charles, you have a purpose and that they are going to be used for something and that's the framework within which the questions are being developed. Is that an accurate statement.

BOGGAN            That's an accurate statement. The real concern is trying to determine what kind of environmental entities we ought to be using within neighborhoods.

GOLDSCHMIDT       Let's stop there. When you get it back, you will apply the results of the questionnaire to produce an index.

BOGGAN                    That's correct, a neighborhood profile.

GOLDSCHMIDT            A tool that can be used to try to measure whether or not we are delivering in the eyes of our citizens livability in that neighborhood. You've picked three separate neighborhoods, you're going to do random sampling in those places to try to get people's responses to a common set of questions. Is that correct?

JORDAN                   That's right.

GOLDSCHMIDT            When you're all done you're going to try to produce an index of neighborhood livability, and then what? What is that for?

BOGGAN                   That information can then be used by Council to make a whole series of decisions about the service delivery. You can look at a specific problem that may be identified in terms of that neighborhood by the individuals involved in that neighborhood. You may determine that you want to spend more resources in a particular area that deals with that concern. It will give you some information against which you can make decisions, better decisions.

SCHWAB                   I guess what I'm concerned about is you're going into a neighborhood and you're going to ask 150 people, and naturally there is some bias in the question, or I would assume depending on who asked the questions, you might get a little bit of a different type of an answer. So you go and you rely on what these 150 people have told you in a neighborhood and then you apply that city-wide I assume. This doesn't take into account a lot of things, and I have some very strong reservations about any system which diminishes the roll of people in the neighborhood and substitutes a mechanical judgment, and I think maybe that's exactly what you're doing here, is taking 450 people throughout the city, selected in some manner and I'm not sure what the manner is --

BOGGAN                   Random.

SCHWAB                   And then you have these questions which a small group of people have decided to ask

them, and that mechanical judgment now takes the place of citizen involvement.

BOGGAN

No.

JORDAN

Wait a minute, what did we do on the Park levy? I mean, just tell me what system did we have on the Park levy to get citizen input?

SCHWAB

We're going out to put it out for vote. We went out to each neighborhood, we asked them what they thought, we have come up with it, we've had a Council hearing.

JORDAN

What they thought, is that very systematic just to go out to each neighborhood and ask what they thought?

SCHWAB

No, we went out to the neighborhood and we talked to a neighborhood association and said what is it you think the neighborhood needs.

JORDAN

Okay, how many people were there, Mildred? How many people were there at the neighborhood meeting?

SCHWAB

In some cases probably ten and in some 200 and then they come in to Council.

JORDAN

All right, I have no problem with that. It's the best we have right now to go on. It's not perfect.

SCHWAB

And we had a hearing on it and eventually it goes out for 200,000 to vote on. Here you're going to use the results of what 450 people say.

JORDAN

Right, to bring back to Council to decide what they want to do with it.

SCHWAB

To decide what the needs of the whole city are.

BOGGAN

No, this is a pilot project, it deals with three specific neighborhoods and what we are trying to do is determine what kind of recommendations can be made based on the information that we get back from those three neighborhoods. It will not be applied city-wide without more detailed studies or more detailed development of a process.

SCHWAB But you will use it for those three neighborhoods. You will say based on 150 surveys in a neighborhood that the number one problem in this area is noise, and the number two problem in this area is dogs, and the number three problem in this area is too much damn bureaucracy, and that will be your conclusion of what's wrong in that neighborhood and that to me is a mechanical judgment. Unless we have input on what the questions are and that's what I want to know before we spend the \$8,000. What will the questions be and that's what I tried to ask when the staff was in the other day, what will the questions be, and I was told we don't know. So when you can answer me that question I'm prepared to vote.

JORDAN Mildred, we don't know until we get with the consultant and come up with the questions.

SCHWAB Well, then let's hold this off, we've already picked the consultant, let's pay him whatever amount you think is necessary to determine what the questions will be, and you must have a figure that that will be, then we can spend that money and see if the Council agrees with those questions.

JORDAN But, Mildred, if you had told us this two weeks ago when we tried to see you, we could have done it.

SCHWAB My staff has talked to them and I have a report from my staff.

JORDAN I have a report here of how much they tried to see your staff.

SCHWAB I'll read you the entire report from my staff.

JORDAN I have the entire report here on my desk, as a matter of fact it is probably more accurate than yours. It started on January 13th when they called Paul Linnman.

SCHWAB Paul Linnman is no longer there.

JORDAN But the point is he was being paid by the city at the time he was there so he should have done the work. That's no excuse.



SCHWAB He probably did. He probably did do the work and if you want him called in here I'll ask him. Call the roll on the question, I'm going to vote no.

JORDAN I would move to remove the emergency clause.

GOLDSCHMIDT Is there a second? Second to the motion to remove the emergency clause? Is that a second, Commissioner McCready?

MC CREADY Yes, second.

WEIDLICH Mr. Mayor --

GOLDSCHMIDT You're not recognized. Wait a moment, there is a motion in front of this Council and you'll just have to wait.

WEIDLICH You mean I'm not going to be able to speak on this issue?

GOLDSCHMIDT Wait a minute.

WEIDLICH Why not?

The motion being put resulted in Yeas, Commissioners Ivancie, Jordan, McCready and Mayor Goldschmidt, 4; Nays, Commissioner Schwab, 1; whereupon the motion was declared carried, and emergency clause deleted from ordinance.

The ordinance was then read twice as amended.

GOLDSCHMIDT Commissioner, if I understand it correctly, we have the potential of having only three people present next week on Thursday, and no vote, no meeting on Wednesday. I would assume you will want this matter continued until a date in which you will be present to vote or at least until the first time in which there are four people present.

JORDAN Yes, but if we get the necessary amount of votes today, I think the consultant has agreed to start working with us on that.

SCHWAB I don't think that's legal.

GOLDSCHMIDT Well, we don't have any head count at all, so the soonest you would end up getting a head count out of the Council is the 8th of February, Gordon, is that the date?

CROELL Yes, Your Honor.

GOLDSCHMIDT The 7th or 8th?

CROELL 8th.

SCHWAB Will you spend the money before it passes?

JORDAN No, we would not spend any money before it passes. At least we know it's going to go.

IVANCIE Mr. Mayor.

GOLDSCHMIDT Commissioner Ivancie.

IVANCIE I just want to say for the record, I discussed this question with Commissioner Jordan and I suggested to him that I would like to have some input on the type of questions that are asked. I think the Commissioners have some insights of public attitudes on the question, I don't want to see a professional agency come in and remake the wheel as far as professional questions. I'm not so sure, they may be good questioners but I'm not so sure they know what questions to ask necessarily. I was assured by Charles that he would.

GOLDSCHMIDT If I have any understanding of how this works --

JORDAN This is for the Council use and we'll try to structure the questions in such a way that we can use the material.

IVANCIE But you said you would have Council input on the questions.

GOLDSCHMIDT One of the things that would be helpful I think is I'm guessing you're going to end up with more questions than the number of dollars you have will allow you to ask, rather than whittling down the list of questions first, one of the possibilities would be to circulate the whole list of questions before you have chosen amongst a list of possibilities you think are good, and get comments from the Commissioners on those.

JORDAN

It would make it more meaningful if the Commissioners would make some input. At least we would give them what they are looking for and what they want. We have no problem with that.

GOLDSCHMIDT

Mrs. Weidlich would like to be heard.

WEIDLICH

Mr. Mayor, I was over at the Sheraton Motor Inn yesterday, there was a conference being held over there and they were discussing Vista, and it was a discussion of a two day seminar in which they were trying to organize the poor.

I would be concerned that the poor are to be discussed in this conference to promote programs and so forth and to have people attend meetings. I understand that they will, the Vista volunteers will get \$250 to \$300 a month as Vista volunteers. Now this is a regional conference, Region 10, it was from Seattle and other areas, but my concern is that it could be involved in some type of this same type of issue in which we will get the questions geared to how they relate to the poor and in housing and similarly related projects and not in regard to how it will affect the middle class and the people who are paying the taxes.

At this time, Mayor Goldschmidt was excused from Council Chambers, and Commissioner Schwab, President of the Council, took the presiding chair.

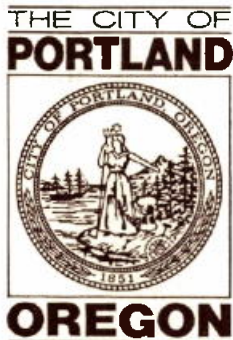
So I think that there could be a relationship here in the way the questions are worded and I would pray that Commissioner Schwab and Commissioner Ivancie have both indicated, I'm sure Commissioner Jordan would like to have input, and I think the way the questions are worded will be very important.

SCHWAB

Thank you.

By unanimous consent, C.C.No. 231 was passed to Third Reading, February 8, 1978, at 9:30 a.m.

AT 12:25 P.M., BY UNANIMOUS CONSENT, COUNCIL  
RECESSED TO JANUARY 25, 1977, AT 2:00 P.M.



NEIL GOLDSCHMIDT, MAYOR

BUREAU OF  
MANAGEMENT AND BUDGET

KENNETH C. JONES III  
BUDGET OFFICER

1220 S.W. FIFTH AVENUE  
PORTLAND, OREGON 97204  
503/248-4038

July 19, 1978

MEMO

TO: Commissioner Charles Jordan  
FROM: Kenneth C. Jones  
Budget Officer  
SUBJECT: Response to your Memo Re: City-Wide Goals and Objectives and the Neighborhood Livability Project

In response to your memorandum of July 12, I wish to reassure you that every effort is being made to coordinate the Neighborhood Livability and the City-wide Goals and Objectives Projects. Jim McKillip has indicated that he would serve on the committee to review the alternative processes for setting goals and objectives before they are submitted to the Council in October. In addition, Peter Engbretsen and Geoff Larkin have been asked to review the products that are being developed by this office to ensure that a link-up between the two projects can ultimately be made.

I expect that the relationships between the two projects will most clearly be seen in the form of their respective final products. For example, standards for various community services as developed through the Neighborhood Livability Project will be most meaningful if they can be reflected in the City's annual objective statements. Such issues as equity of service level outcomes, variable standards of service from neighborhood-to-neighborhood and the relationships between citizen demands and needs for services can be addressed as a matter of Council policy through the establishment of goals and objectives. These policies can subsequently be implemented by managers through use of the data developed in the Neighborhood Livability Project.

The interdependence between the Goals and Objectives and the Neighborhood Livability projects will become increasingly important when the actual formulation of goals and objectives occurs. With the assistance of the staff from your office, we will ensure that the alternative processes for setting goals and objectives will be developed with that in mind. Should you have any questions or require additional information, I am available to discuss this matter at your convenience.

KCJ:DF:ek

cc: Doug Fenstermaker  
Mary Nolan

14,774

RECEIVED  
JMKV

RECEIVED  
JUL 20 1978

OFFICE OF COMMISSIONER  
OF PUBLIC SAFETY

Copy to  
Geoff Larkin  
NLP,  
pass on to  
JMK & CJ  
Peter  
7/20

**STUDY AND FINDINGS**  
**ON THE**  
**1977-1978 NEIGHBORHOOD NEED REPORTS**

Office of Neighborhood Assns.  
Mary C. Pedersen with the  
assistance of Patti Jacobsen  
September 11, 1978

## INTRODUCTION

In the fall of 1974, the Need Report Process began as part of the Capital Improvements Planning. Since the fall of 1975, the Office of Neighborhood Associations has been working to develop a system for tracking the need reports. This report will give the results of the 344 need reports submitted in the fall of 1977.

As the need reports are sent in by neighborhood associations, they are recorded, sorted, and passed on to the appropriate city bureau or non-city agency. Bureaus are asked to acknowledge receipt of the need report to the neighborhood contact person, and later to inform the neighborhood about bureau responses. The budget coordinator at the Office of Neighborhood Associations receives copies of bureau responses or else calls the bureau to check on the outcome of the bureau review. In 1978, the Office of Neighborhood Associations staff checked on bureau responses in May and again in August.

The bureau responses this year were classified according to a simpler tallying code. A bureau's response could be listed as:

Yes: the work is done or scheduled to be done.

No: the bureau is unable to do the work requested.

Indefinite: the bureau has not given a definite yes or no answer, or the response is held up because a study is in progress, a policy decision needs to be made, or other action needs to be taken first.

Other: the need has been satisfied or nullified by some means other than bureau action.

## BASIC RESULTS

Finding 1: Of the 344 need reports sent in the fall of 1977, 39% received yes answers from a city bureau. This percent is lower than 1977 (42%) or 1976 (44%).

Finding 2: The need reports which received no answers totalled 32%. This percent is higher than previous years.

One measure of the responsiveness of the system can be formed by adding together all the definite answers given to need reports. Whether an answer is yes or no, in this case, it is secondary to whether an answer is given at all. In 1977-1978, 71% of the need reports were answered, about the same as in previous years.

The unfortunate fact remains that a large number of need reports have not received a definite answer. In fact, 23% of the need reports were still awaiting answers. Of the 79 need reports, 65 are being studied, awaiting other action, or a policy decision. Of the other 14, 18% have slipped the net.

Finding 3: Twenty-three need reports (7%) were resolved with some means other than bureau action. For example, several Northwest need reports have been addressed by the Northwest Revitalization Project rather than Housing and Community Development funding or bureau action.

See Chart #1.

#### RESULTS BY DISTRICT

A basic question raised by a few neighborhood people is: Do some districts receive a better response rate to their needs than others?

Finding 4: Most parts of the city seem to be within a few percentage points of the average response rates. For example, the average yes rate was 39%, but North Portland was 6.5 percentage points above the average, and Northeast Portland was 5.5 percentage points below the average. This range of differences does not seem too extreme, but it does mean that North is receiving a yes answer about 1-1/3 times that of Northeast. The Westside and Southeast were just at the average.

Finding 5: North received the lowest rate of no answers, and also the highest rate of indefinite answers. All of the indefinite answers were in the range from 3 points below the average 23%, to 5% above the average.

Another basic question is whether the HCD (Housing and Community Development) neighborhoods received a more favorable answer rate. In the past, this has been true (for example, the 1976-1977 difference was HCD neighborhoods 24%, non HCD 19%).

Finding 6: In 1977-1978, the average yes rate for HCD neighborhoods was 36.5%, slightly lower than the overall average. This small a percentage difference could easily happen by chance variations.

Finding 7: However, there is a wide variation among neighborhoods as the yes rate for HCD neighborhoods ranges from a low of 21% (Sellwood-Moreland and Corbett-Terwilliger) to a high of 75% (Brooklyn). Brooklyn also received the largest number of yes answers with 9. PACT, and St. Johns made a very small number of requests, but these were granted. Their yes answer rates are 100% and 83% respectively, but the number of requests is too small for a good comparison.

See Chart #2.

## RESPONSES BY BUREAU

The yes response rates of the bureaus range from 80% (Crime Prevention) to 0. The no responses range from 0 to 39.5%. The reasons why a bureau might say no are many: insufficient funding, limited staff, failure to meet technical or feasibility standards, or lack of City policy. All of these factors can lead to legitimate negative answers, although sometimes a bureau will substitute technical assistance to a neighborhood in grant-writing or designing alternative solutions.

See Chart #3.

One of the objectives of the need report process is to track the need reports closely, and assist the bureaus to improve their response process. The rate of non-responses dropped from 15-16% in spring of 1976 to 8% in spring of 1977. Several bureau contacts remarked that the acknowledgement form developed this year simplified their initial responses. Upon receiving an acknowledgement form, the neighborhood contact person would learn which bureau(s) is (are) reviewing a need report and the name and phone number of the bureau personnel.

Neighborhood representatives will confirm that a larger number of bureaus gave quicker initial responses this year and we anticipate an even greater response next year.

## RECOMMENDATIONS

For the fall of 1979, the Office of Neighborhood Associations recommends that interested bureau personnel work with ONA staff to develop a sample form for bureaus to use in responding after the need reports are studied.

If it is possible to develop a simple, flexible form for bureau responses, then the bureau response time may be improved. Less secretarial work would be required, and uncertainty of information could be reduced.

A small evaluation was conducted in the fall of 1978, primarily to gather information related to neighborhood participation in the Housing and Community Development process. Overwhelmingly, the neighborhood respondents requested that the Office of Neighborhood Associations send out the need report forms earlier in the summer. In 1978, the forms were sent out in June, as compared to August, 1977. Several Southeast neighborhoods have taken advantage of this time to send out a newsletter asking members to suggest needs for consideration.

One reason why the percent of indefinite responses is so high seems to be a large number of studies in process. If a list were made, it would be easier to keep track of these. Bureaus should be asked to estimate the completion date for the studies.



## SUMMARY

In 1977-1978, 344 need reports were filled out by neighborhood groups. Of these, 39% received positive responses from city bureaus or agencies, less than in previous years. Negative responses were given to 32%, and 7% were resolved by means of other than bureau action. For 23% (79) of the reports, the agencies were unable to give a definite yes or no answer.

Results vary widely by neighborhood, but, on the average, neighborhoods receiving Housing and Community Development funds do not receive a higher rate of positive responses. Looking at all the neighborhoods, the rate of yes answers for North Portland was 6% above the average; for Northeast, the rate was 5% below the average. Southeast and Westside neighborhoods were just at the average. Rates for individual neighborhoods varied widely from 21% to 75%.

Recommendations for improving the process include: development of a sample form for bureaus to use to inform neighborhoods of their responses, an earlier start, and the compiling of a list of studies in process.

TOTAL NEED REPORT RESPONSES BY DISTRICT

DISTRICT	Yes %		No %		Indefinite %		Other %		Total
North	13	45%	5	17%	8	28%	3	10%	29
Northeast	24	33%	25	34%	18	25%	6	8%	73
Southeast	58.5	40%	51	35%	28.5	20%	7	5%	145
West	38	39%	27.5	28%	29.5	25%	7	7%	97
TOTAL	132.5	39%	108.5	32%	79	23%	23	7%	344

Chart 2

## HCD NEIGHBORHOODS

NEIGHBORHOOD	Yes	%	No	%	Indefinite	%	Other	%	Total
<b>Southeast:</b>									
Sellwood-Moreland	3	21%	8	57%	3	21%	Ø	Ø	14
Kerns	2	33%	3	50%	1	17%	Ø	Ø	6
Buckman	5.5	34%	5.5	34%	5	31%	Ø	Ø	16
Hosford-Abernethy	6	43%	3	21%	4	29%	1	7%	14
Brooklyn	9	75%	2	17%	1	8%	Ø	Ø	12
Sunnyside	6	50%	5	42%	1	8%	Ø	Ø	12
Richmond	6.5	28%	7.5	33%	7	30%	2	9%	23
Southeast Coalition	2	50%	1	25%	1	25%	Ø	Ø	4
PACT	1	100%	Ø	Ø	Ø	Ø	Ø	Ø	1
<b>Total</b>	<b>41</b>	<b>40%</b>	<b>35</b>	<b>34%</b>	<b>23</b>	<b>23%</b>	<b>3</b>	<b>3%</b>	<b>102</b>
<b>West:</b>									
Northwest	8	33%	2	8%	11	46%	3	12%	24
Corbett-Terwilliger	7	21%	13	39%	13	39%	Ø	Ø	33
<b>Total</b>	<b>15</b>	<b>26%</b>	<b>15</b>	<b>26%</b>	<b>24</b>	<b>42%</b>	<b>3</b>	<b>5%</b>	<b>57</b>
<b>North:</b>									
St. Johns	2.5	83%	.5	17%	Ø	Ø	Ø	Ø	3
<b>Northeast:</b>									
Sabin	2	29%	3	43%	2	28%	Ø	Ø	7
King	6	50%	1	8%	3	25%	2	16%	12
Woodlawn	.5	25%	1.5	75%	Ø	Ø	Ø	Ø	2
Boise	1	50%	Ø	Ø	1	50%	Ø	Ø	2
Eliot	1	25%	2	50%	1	25%	Ø	Ø	4
<b>Total</b>	<b>10.5</b>	<b>39%</b>	<b>7.5</b>	<b>27%</b>	<b>7</b>	<b>26%</b>	<b>2</b>	<b>7%</b>	<b>27</b>

Chart 3

## RESPONSES BY BUREAU

BUREAU	Yes %		No %		Indefinite %		Other %		Total
Buildings	3	43%	1	14%	1	14%	2	29%	7
Crime Prevention	4	80%	0	0	0	0	1	20%	5
Fire	1	33%	1	33%	1	33%	0	0	3
Human Resources	3	50%	0	0	1	17%	2	33%	6
Neighborhood Assns.	5	63%	0	0	0	0	3	38%	8
Neighborhood Environment	10	59%	0	0	6	35%	1	6%	17
Planning and Development	2	25%	4	50%	2	25%	0	0	8
Parks	20.5	29%	39.5	56%	8	11%	3	4%	71
Trees	6	86%	0	0	1	14%	0	0	7
Police	2	22%	1	11%	6	67%	0	0	9
Traffic Engineering	47.5	43%	25	23%	34.5	31%	3	3%	110
Planning	2	13%	2	13%	11	73%	0	0	15
Water	0	0	1	50%	1	50%	0	0	2
Public Works:									
Bikes	0	0	0	0	9	100%	0	0	9
Lighting	0	0	14	88%	2	13%	0	0	16
Maintenance	9	43%	4	19%	6	29%	2	9%	21
Sanitary Engineering	1.5	21%	.5	7%	4	57%	1	14%	7
Streets & Structures	10.5	18%	18	31%	18.5	32%	11	19%	58

12/12/78



PRESS PACKET  
FOR IMMEDIATE RELEASE

FOR INFORMATION CONTACT:  
PETER ENGBRETSON, 248-4682

NEIGHBORHOOD LIVABILITY PROJECT (NLP)  
PRE-COUNCIL DISCUSSION DECEMBER 12

- ALL PAGE REFERENCES ARE TO THE ATTACHED REPORT.
- TEXT OF COMMISSIONER JORDAN'S REMARKS ATTACHED.

OFFICE OF  
PUBLIC SAFETY

CHARLES JORDAN  
COMMISSIONER

1220 S.W. FIFTH AVE.  
PORTLAND, OR. 97204  
503 248-4682

- WHY DID COMMISSIONER JORDAN START THIS PROJECT? (SEE PAGE 1.)  
HE FELT THE CITY DIDN'T HAVE THE TOOLS TO GAUGE IF IT WAS "WINNING THE WAR" AGAINST URBAN DECAY.  
"WE PROVIDE SERVICES TO IMPROVE OR MAINTAIN CONDITIONS IN OUR NEIGHBORHOODS," HE SAID. "BUT WE KNOW VERY LITTLE ABOUT THOSE CONDITIONS. HOW CAN WE KNOW HOW WELL WE'RE DOING?"
- WHAT IS THE NLP? (SEE PAGE 6.)  
A SYSTEM FOR COLLECTING INFORMATION ABOUT THE EFFECTS OF CITY SERVICES IN EACH NEIGHBORHOOD.
- WHAT TYPES OF INFORMATION? (SEE PAGE 6.)
  - SURVEY OF PUBLIC OPINION ABOUT SERVICES AND CONDITIONS.
  - BUREAU INFORMATION ABOUT SERVICES PROVIDED.
  - VISUAL INSPECTION OF ENVIRONMENTAL CONDITIONS.
  - DEMOGRAPHIC.
- MORE SPECIFICALLY, INFORMATION ABOUT WHAT? (SEE PAGE 7.)
  - ABOUT THOSE NEIGHBORHOOD CONDITIONS THE CITY PROVIDES SERVICES TO AFFECT.
  - FOR EXAMPLE, CRIME, HOUSING STOCK, NUISANCES, STREET CONDITIONS, PARKS.
- WHAT FORM DOES IT TAKE? (SEE PAGE 7.)
  - THE INFORMATION IS PUT TOGETHER INTO "NEIGHBORHOOD PROFILES." THERE WILL BE A PROFILE FOR EACH NEIGHBORHOOD IN THE CITY.
  - THE PROFILES CAN BE USED BY CITY COUNCIL, CITY AGENCIES, NEIGHBORHOOD GROUPS.

• HOW CAN NEIGHBORHOOD PROFILES BE USED? (SEE PAGES 3-5.)

AS TOOLS FOR DECISION MAKING ABOUT:

- SERVICE DELIVERY PRIORITIES,
- BUDGETING,
- DISTRIBUTING RESOURCES AMONG AREAS OF THE CITY,
- PLANNING AND EVALUATING PROGRAMS.

• HOW DOES NLP RELATE TO OTHER CITY PROGRAMS, ESPECIALLY CITIZEN PARTICIPATION PROGRAMS? (SEE PAGES 14-15.)

IT IS CLOSELY LINKED TO AND COMPLEMENTS MANY OTHER PROGRAMS. IT WILL PROVIDE A REPRESENTATIVE SAMPLING OF CITIZEN OPINION, AND WILL GIVE NEIGHBORHOOD GROUPS IMPORTANT INFORMATION ABOUT THEIR AREAS.

• THE NLP REQUIRES A CITIZEN SURVEY. ISN'T THE CITY ALREADY DOING A SURVEY?

YES. THE NLP AND THE "CITY-WIDE GOALS AND OBJECTIVES PROJECT" WILL BOTH USE INFORMATION FROM THE SAME ANNUAL SURVEY.

• WHAT WILL IT COST? (SEE PAGE 10.)

\$22,525 THROUGH JUNE OF 1979; \$65,931 FOR NEXT FISCAL YEAR (INCLUDING THE ENTIRE COST OF THE SURVEY).

• WHEN WILL COUNCIL DECIDE WHETHER TO IMPLEMENT THIS PROJECT?

WEDNESDAY, DECEMBER 13, COUNCIL CALENDAR NO. 4379

CJ:MH

ATTACHMENTS:

- TEXT OF COMMISSIONER JORDAN'S COMMENTS TO PRE-COUNCIL, DECEMBER 12, 1978.
- NLP REPORT, "PHASE II: IMPLEMENTATION," DECEMBER, 1978.

THE CITY OF  
**PORTLAND**



**OREGON**

OFFICE OF  
PUBLIC SAFETY

CHARLES JORDAN  
COMMISSIONER

1220 S.W. FIFTH AVE.  
PORTLAND, OR. 97204  
503 248-4682

December 11, 1978

MEMO

TO: Commissioner Charles R. Jordan  
Commissioner of Public Safety

FROM: Geoff Larkin, Project Director  
Neighborhood Livability Project

RE: Issues Likely To Be Raised Re: NLP

I. COMMERCE/CITIES SUB-CITY MANAGEMENT INFORMATION SYSTEM

a. COMPLEMENTS NLP

- . Will provide detailed information on population and economic trends.
- . Will not provide comprehensive information on service outcomes.

b. DIFFERENT PURPOSES

- . NLP system is designed to provide neighborhood-specific information on service outcomes.

c. COSTS ABOUT 1/2 NLP. Why?

- . No survey
- . Automated system, requires less staff
- . Bureau of census picking up development costs

d. OVERLAP

- . None; once data are available, NLP will use
- . Statistical areas identical to NLP study areas

NLP

management information tool to be used by  
Council



-2-

II. WHAT WILL NLP STAFF DO THIS FY?

- a. Re: Bureau data: begin compiling data for specific indicators, by neighborhood, from bureau files.
- b. Visual observation-block-by-block data of conditions has been compiled by Multnomah County including housing, debris, etc. aggregated by census tract. Staff will break the information out by neighborhood.
- c. Survey data-Analyze results of City Services survey currently being conducted for City-wide Goals and Objectives project and apply to specific service areas.

III. HOW DOES NLP RELATE TO CITY-WIDE GOALS AND OBJECTIVES

- a. NLP provides the data by which to measure to what degree an objective (Bureau or City) has been met.
- b. NLP data will aid in evaluating the usefulness of particular objectives. Do they measure what they are supposed to?
- c. NLP data are result-oriented and will provide new and strengthen existing performance measures.

IV. WHAT WILL NLP GIVE US THAT WE DON'T ALREADY HAVE?

- . Evaluate service delivery outcomes.
- . Assist in establishing minimum levels or service.
- . Assist in equity of outcomes in neighborhood.
- . Assist in H.C.D. programs.
- . Data will track changes in conditions and perceptions over time.
- . Budget tool

V. WHY NEIGHBORHOODS AND NOT SCHOOL DISTRICTS?

- . Districts changing as enrollment drops.
- . Less than 20% residents have children, doubtful that majority identify with school districts.
- . 1980 census available by neighborhood.

VI. WHY O.M.S.?

- . Coordination with City-wide Goals and Objectives.
- . Reports to Council.
- . Management information system.
- . Coordinate with budget process.

GML/mdl



Attachment to A Management Study of Neighborhood Livability  
In Portland, Oregon. June, 1978

Preliminary Report on Feedback Regarding  
The Neighborhood Livability Project System

	Page:
I. <u>Introduction</u> . . . . .	1
II. <u>Conclusions</u> . . . . .	2-6
A. Bureau Managers . . . . .	2
B. Mid-level Managers (Operations) . . . . .	2-3
C. Citizen Groups . . . . .	4
D. Requests for Profiles . . . . .	4-5
E. Overall Summary . . . . .	5-6

APPENDICIES

1. Questionnaire Sample
2. Letters of Support

## Neighborhood Livability Project

### Preliminary Report on Feedback Regarding The Neighborhood Livability Project System

#### I. Introduction

No matter how well designed and thought out a product or system is, if the people who will be using it don't want it or don't like it, it won't be used. On this premise, NLP staff systematically interviewed as many City employees as possible, both before and after the three pilot neighborhood profiles were produced, to see:

1. Whether or not there is a perceived need for an environmental indicator system in Portland.
2. Whether or not the NLP System would be feasible to implement, in terms of city employee support and interest.

A questionnaire was developed in December, prior to the pilot study, to assess preliminary City response to the evolving NLP System and to gain feedback into the initial design. Out of 35 December questionnaires, 83% (29) said they thought the NLP would be useful if done citywide.

## Introduction (Continued)

After the pilot neighborhood profiles for Boise, Sabin and Maplewood were distributed in June, a total of 90 City employees were indentified as people who might be affected by the NLP System, if it were to be implemented citywide. Questionnaires were disseminated by NLP staff and Steering Committee.

All of the results are not yet in. A follow up report will be necessary. Copies of the questionnaire can be found in Appendix I.

## II. Conclusions

### A. Bureau Managers

1. All ten bureau managers, (100%) who returned questionnaires in June say the NLP Profiles would be useful citywide.  
Uses: For focus, planning, resource allocation, taking away guesswork, hook up to other population work.
2. Four bureau managers suggested changes.  
Changes: Questions in survey to be added or changed, percentages need consistency in profiles.
3. Six found the appendix useful.  
Uses: Staff focus, rationale.
4. All ten Bureau Managers (100%) say the NLP system should be expanded citywide.

### B. Mid-level managers (Operations)

1. Twenty-four of thirty (80%) mid-level managers who returned

Mid-level managers (Operations) Continued

questionnaires in June say the NLP profiles would be useful citywide.

Uses: Setting standards, data base, focus, scheduling, training, programming, planning, evaluation, provides citizen attitudes, information such as unreported crimes, implementing Housing Policy.

Not Useful: Doesn't relate to specific job, not enough detail, percentages vary too widely.

2. Sixteen mid-level managers suggested changes; nine said no change.

Changes: More concise graphics, requests for specific data, age breakdown in demographics. Seven people requested specific questions to be added to survey.

3. Twenty-three (79%) mid-level managers found the appendix useful.

Uses: "Feel for the neighborhoods", focus, overall picture, necessary information for programming.

4. Twenty-two mid-level managers (73%) say the NLP system should be expanded citywide.

Uses: Budget justifications, planning tool, programming, scheduling, evaluation, counteract the "squeaky wheel".

Not Useful: Not a critical need. "Save your money". Cost-benefit study should be done.

Updating: Four mid-level managers and one bureau manager requested, unsolicited, that the system be updated regularly, giving comparison capabilities overtime.

## II. Conclusions (Continued)

### C. Citizen Groups:

#### Neighborhood Associations:

Sabin: NLP Staff met with association and presented profiles in person. System was received with enthusiasm. Residents had little trouble understanding Profiles and endorsed expansion of system citywide. See letter of endorsement in appendix.

Maplewood: NLP Staff presented profiles to chairman of association, in person. No meeting was possible for group feedback. Initial response was favorable.

Boise: No response. Profiles were mailed and a meeting requested.

### D. Requests for Profiles

Even though the NLP System was tested in only 3 pilot neighborhoods, people in the community have heard about the proposed neighborhood data base, and have requested profiles for specific purposes.

They are as follows:

1. S. E. Mediation Team: wanted profiles for S. E. Portland Neighborhoods.
2. Tri-Met: Interested in using profiles both in Public Information office and in marketing.

D. Requests for Profiles:

3. P.S.U., P.C.C., Lewis & Clark: Interested in obtaining data base by neighborhood, to assist in various research projects. One had to do with a study on the "Sense of Community".
4. Human Resources Bureau Planning and Policy Section: Assistance in planning programs.
5. Institute on Aging: Assistance in planning program.
6. City Attorney's Office: Information on livability to possibly use in BPA Suit.
7. Bureau of Maintenance: Information on street cleanliness to use in conjunction with study conducted by their office.

E. Overall Summary

85% of all city personnel questioned and responding in June as to whether they thought the NLP profiles would be useful citywide said yes.

80% of these city personnel (32) said they would support expanding this system city-wide.

Questionnaires are not all in yet. A final report on feedback will have to be filed, with the complete tabulations. It appears that the majority of city personnel would favor the expansion of the project citywide, however, based on results so far.

E. Overall Summary (Continued)

Residents responded favorably and were able to use the profiles quickly and easily.

Results show:

1. There is a perceived need for the NLP Environmental Indicator System.
2. It would be feasible to implement in terms of City employee support and interest.

**ENCLOSURE 1**

**Bureau Questionnaire - Sample**



BUREAU QUESTIONNAIRE -- Post-Pilot

Date of Interview: \_\_\_\_\_ Interviewer: \_\_\_\_\_

Bureau: \_\_\_\_\_

Person Interviewed and Position: \_\_\_\_\_

---

Attached are the Neighborhood Livability Profiles, with Appendices, including information compiled on your Bureau.

1. If Neighborhood Livability Profiles such as these were available city-wide, would they be useful to you? Yes \_\_\_\_\_ No \_\_\_\_\_ Why, or why not?

2. Are there any changes or modifications you would suggest? Yes \_\_\_\_\_ No \_\_\_\_\_  
Describe:

3. Do you find the Appendices helpful? Yes \_\_\_\_\_ No \_\_\_\_\_ Why, or why not?

4. Would you support expanding this system city-wide? Yes \_\_\_\_\_ No \_\_\_\_\_  
If not, why not?

**ENCLOSURE 2**

**Letters of Support**



OFFICE OF  
PLANNING AND DEVELOPMENT  
MIKE LINDBERG  
ADMINISTRATOR

POLICY DEVELOPMENT  
AND RESEARCH  
DON MAZZIOTTI  
CHIEF

820 S.W. FIFTH AVENUE  
PORTLAND, OREGON 97204  
(503) 248-4283

June 16, 1978

MEMORANDUM

TO: SUSAN KERR, NEIGHBORHOOD LIVABILITY PROJECT

FROM: DON MAZZIOTTI, CHIEF *DM*  
POLICY DEVELOPMENT AND RESEARCH, OPD

SUBJECT: NEIGHBORHOOD CONDITIONS DATA BASE

Following up on our meeting two weeks ago on the Neighborhood Livability Project, I wanted to thank you and Geoff for letting us know where the Project stood, and take a look at your results.

The next step, and one I endorse, is to apply these techniques on a City-wide basis. Collection of data from City records, combining it with citizen input, and field surveys would be a valuable way of getting both a neighborhood and City-wide picture of Portland.

Additionally, I feel a Portland neighborhood indicator system should be tied to other population work going on in various City offices. A unified effort to understand Portland's demographic changes and gather neighborhood-based information makes sense and is long overdue. I believe such a data base would result in: (a) City productivity gains and personnel savings; (b) a base of information to evaluate City service effectiveness; and (c) direct information to assist in program design for various public and private investment efforts.

Once again, congratulations on your and Geoff's effort. It's an important first step.

DM/jd



MEMORANDUM

June 15, 1978

BUREAU OF  
POLICE

CHARLES JORDAN  
COMMISSIONER

B. R. BAKER  
CHIEF OF POLICE

222 S.W. PINE  
PORTLAND, OR. 97204

TO: Commissioner C. R. Jordan

FROM: B. R. Baker, Chief of Police

SUBJECT: Neighborhood Livability Profiles

I have now had an opportunity to completely read the three draft copies of the neighborhood profiles of the Boise, Sabin and Maplewood neighborhoods. I found them to be extremely interesting and feel they would be very useful to me as Chief of Police.

During the nine years I have been a Chief, one of the most frustrating aspects of the job has been the inability to ascertain whether or not we were properly allocating scarce resources. If we had some way of replicating the sample neighborhood profiles on a City wide basis I believe some of that frustration would be alleviated. It isn't as if you couldn't assemble some of the data, but it would be an extremely time consuming task and not nearly so succinctly and concisely presented as in the sample profiles.

I hope you will continue to support this concept and that the other Commissioners will ensure that the program continues.

B. R. BAKER  
Chief of Police

BRB/cht

cc: Deputy Chiefs  
Inspector Sullivan  
Mr. Scott Mullis



May 31, 1978

MEMO

TO: Susan Kerr, Director  
Neighborhood Livability Project

NEIL GOLDSCHMIDT, MAYOR

BUREAU OF  
MANAGEMENT AND BUDGET

KENNETH C. JONES III  
BUDGET OFFICER

1220 S.W. FIFTH AVENUE  
PORTLAND, OREGON 97204  
503/248-4038

FROM: Doug Fenstermaker *Doug*  
Principal Management Analyst

SUBJECT: Response to Questionnaire Regarding  
Neighborhood Livability Project

As you requested, both Ken and I have completed the questionnaire that you sent regarding the Neighborhood Livability project. While Ken did not supply any specific remarks regarding the project, his reaction was very positive. He asked me to comment on behalf of us both. With the exception of the modifications category, our perceptions of the project based on the questions you asked in the questionnaire are the same.

In general, we feel that you and Jeff did an excellent job on the project and have provided an opportunity for the City to gather and react to information that has heretofore never been available. As we discussed during the regular meetings of the Neighborhood Livability Steering Committee, this project may not necessarily translate directly into a budgetary device and it is probably not necessary that it be perceived as such. From an analytical standpoint, the project, if continued, will provide this office with a significant amount of information on which to evaluate past bureau performance and future performance plans relative to specific service level standards within neighborhoods. In addition, it is our feeling that the information provided, particularly in the conclusion section of each of the appendices, will be of great use to the operating bureaus in planning for the allocation of resources to meet those standards. If the bureaus can react positively to providing services on a neighborhood-by-neighborhood basis, then the Neighborhood Livability project will be of enormous use to them.

I hope you find the information on the attached questionnaire useful in your evaluation. Should you have any questions or require additional information, please contact me.

DF/ml

cc: Kenneth C. Jones



June 8, 1978

NEIL GOLDSCHMIDT, MAYOR

BUREAU OF  
COMPUTER SERVICES

LEONARD L. YOON  
DIRECTOR

430 S.W. MORRISON, RM. 420  
PORTLAND, ORE. 97204  
503/248-4152

TO: Susan Kerr, Director  
Neighborhood Livability Project

FROM: Sara Fitzgerald, Deputy Director  
Bureau of Computer Services

*Sara Fitzgerald*

SUBJECT: Neighborhood Livability Project

I have reviewed the draft of the pilot neighborhood livability survey. You and your project team have done an outstanding job in the presentation and analysis of the information provided. I strongly support the continuation and expansion of this project. The major factors for my support are:

- The project provides a City-wide focus on citizen services, which is essential for setting and evaluating overall City goals and objectives.
- The survey report is a strong management tool for establishing priorities and scheduling resources.
- The project is a successful first step toward establishing a City-wide data base with information from multiple Bureaus shared and analyzed as an entity.

Certain conditions must be established, however, if the project is to continue to be successful. These are:

1. The interview process should be continued in order to ensure statistically valid citizen opinion and avoid the "squeaky wheel gets the grease" syndrome.
2. Data collected by the Bureaus internally should be a by-product of operationally necessary information. The high visibility of the results of this project can easily lead to the collection of data for data's sake as people begin to request additional information. Indiscriminate demands for data can be detrimental to a Bureau's provision of primary services by diverting resources toward gathering unnecessary information.

Susan Kerr  
Page 2  
June 8, 1978

3. The objective analysis of survey results is critical to the project's usefulness. Whatever group is assigned the responsibility for continuation of the project should report outside operational Bureau lines in order to maintain this objectivity.

Again, you and the project team are to be congratulated on the success of the project. If I can do anything to help ensure its continuation, please let me know.

SSF:plm

*I commend, in my absence, excellent  
Donald L. Jones*



June 19, 1978

MEMORANDUM

DEPARTMENT OF  
PUBLIC AFFAIRS

MILDRED A. SCHWAB  
COMMISSIONER

BUREAU OF PARKS AND  
PUBLIC RECREATION

DOUGLAS W. BRIDGES  
SUPERINTENDENT

1107 S.W. FOURTH AVE.  
PORTLAND, OR 97204  
503/248-3580

TO: Commissioner Schwab

FROM: Mike Kael *Mike Kael*

SUBJECT: Neighborhood Livability Study

For the last year I have served on the steering committee administering the Neighborhood Livability Project. Recently, my staff and I examined a draft copy of the Neighborhood Livability Study and found it to be a useful tool in park and recreation planning.

The study summarizes various data regarding the demographics of Portland's neighborhoods, city services in those neighborhoods and citizen attitudes regarding these services.

The data and analysis presented in this study can strengthen the planning capabilities of the neighborhoods and provide city agencies with an important data base for use in delivering public services.

I recommend that you support the Phase II extension of this project. The project will help us assure the citizens of Portland that we want to learn as much as we can about their needs and priorities.

Please let me know if you need further information regarding this study or its recommended future activities.

MK:BP:clt

cc: Commissioner Jordan

✓ Susan Kerr

524






## MULTNOMAH COUNTY OREGON

OFFICE OF THE CHAIRMAN  
BOARD OF COUNTY COMMISSIONERS  
ROOM 606 COUNTY COURTHOUSE  
PORTLAND, OREGON 97204  
(503) 248-3308

COUNTY COMMISSIONERS  
DON CLARK, Chairman  
DAN MOSEE  
ALICE CORBETT  
DENNIS BUCHANAN  
MEL GORDON

June 12, 1978

TO: Susan Kerr  
FROM: Helen Barney   
SUBJECT: Neighborhood Livability Project

Attached is my sketchy response to your questionnaire. With it come congratulations and thanks for keeping us informed of your activity. Normally inter-jurisdictional communication tapers off as these things progress and you are to be commended for keeping the memos coming.

I continue to find the project concept exciting. But as mentioned on the attached, I think the presentation of the valuable data you have compiled could be more visually inviting and more easily comparable.

Please continue to keep us informed and we will try to continue to cooperate in whatever way we can.

sb

cc: Tilson  
Jack Alderton  
Mike Burgwin  
Rena Cusma  
DEC  
Newbore



## MULTNOMAH COUNTY OREGON

DEPARTMENT OF ENVIRONMENTAL SERVICES  
ANIMAL CONTROL SECTION  
24450 W. COLUMBIA  
TROUTDALE, OREGON 97060

COUNTY COMMISSIONERS  
DON CLARK, Chairman  
DAN MOSEE  
ALICE CORBETT  
DENNIS BUCHANAN  
MEL GORDON

June 5, 1978

Neighborhood Livability Project  
625 Yaon Building  
522 S. W. Fifth Avenue  
Portland, Oregon 97204

Attention: Susan B. Kerr,  
Project Manager

Your recent draft, 'Neighborhood Profile Livability Report,' Animal Control found very interesting and very useful.

I certainly hope this project can be extended City-wide. This type of information gives us facts to work on rather than theory and guesswork.

  
MIKE BURGWIN, Manager  
Multnomah County Animal Control

MB/bej

Neighborhood Mediation Project  
3214 SE Holgate  
Portland, Oregon

Neighborhood Livability Project  
Suite 265-Yeon Building  
522 SW 5th  
Portland, Oregon

Dear Ms. Kerr:

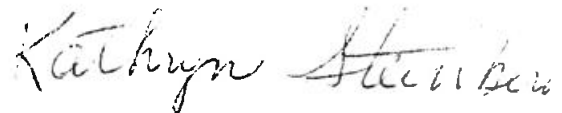
We have had the opportunity to see the Neighborhood Profiles your project prepared in your pilot program and feel they could be of assistance to us in our project.

We could use the information provided in them to acquaint us with our neighborhoods and the attitudes and feelings of the residents about services provided in the area. They could be of use to us on an ongoing basis and would help future employees also.

Specifically we could use information about the neighborhoods of Brooklyn, Kenilworth, Creston, Foster-Powell, Sellwood-Moreland, Eastmoreland, Woodstock, Mt. Scott, Lents and Erroll Heights.

Let us know if we can be of assistance to you.

Respectfully,



Kathryn Steinberg  
Center Director

# SABIN COMMUNITY ASSOCIATION

3728 N. E. 15th AVENUE

PORTLAND, OREGON 97212

June 6, 1978

Susan B Kerr, Project Manager  
Neighborhood Livability Project  
625 Yeon Building  
522 S. W. Fifth Avenue  
Portland, Oregon 97204

Dear Ms. Kerr:

We wish to express our appreciation to you and Mr. Larkin for attending our May 22nd association meeting and for your interesting Neighborhood Livability Project presentation.

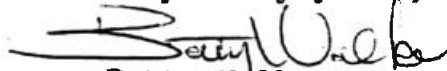
The information in the reports will be very helpful to us in many ways. In some cases it substantiates the need for already specified objectives (ie: relieving traffic problems; regular cleanup campaigns; abandoned car elimination) and highlights other problem areas that need more emphasis.

The comparison of neighborhoods was extremely interesting and we hope that more neighborhoods are incorporated in the Project.

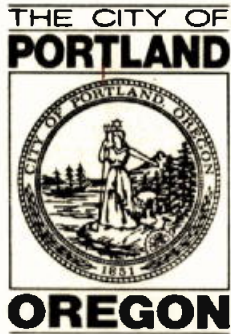
It was really surprising how interested everyone at our meetings was in looking up the figures on such unglamorous items as rats, sewers, crime etc.

Thanks again, we will be studying the report further at future meetings.

Very truly yours,



Betty Walker  
President



July 25, 1980

MEMO

MAYOR CONNIE McCREADY

BUREAU OF  
MANAGEMENT AND BUDGET

MARK GARDINER  
BUDGET OFFICER

1220 S.W. FIFTH AVENUE  
PORTLAND, OREGON 97204  
(503) 248-4038

TO: All Appropriation Units

FROM: Mark Gardiner *MG*

SUBJECT: Neighborhood Information Program

As of July 1, the Neighborhood Information Program will be reporting out of the Budget Office under the name Services Research Division. Location and telephone number of the office remain the same, room 318, City Hall, #4697. Data gathering on the 1980 edition of the Neighborhood Information Program Profiles is continuing and the Profiles will be available in December for budget preparation.

We encourage you and your staff to draw upon the research expertise (particularly opinion polling) of the Research staff. The Neighborhood Information Program annual City-wide survey of Portland residents is also a resource available to all bureaus for tracking citizen perceptions. The enclosed fact sheet itemizes the data being catalogued and/or on file.

Contact either Mary McArthur or Danielle Hopkins for information and assistance.

MM:mss

Attachment

RECEIVED  
JUL 28 1980  
OFFICE OF COMMISSIONER  
OF PUBLIC SAFETY

## PORTLAND NEIGHBORHOODS

### NORTH

Arbor Lodge  
Kenton  
Linnton  
Overlook  
Portsmouth  
St Johns  
University Park

### NORTHEAST

Alameda  
Boise  
Concordia  
East Columbia  
Eliot  
Grant Park  
Hollywood  
Humboldt  
Irvington  
King  
Piedmont  
Rose City Park  
Sabin  
Sullivan's Gulch  
Vernon  
Wilshire-Beaumont  
Woodlawn

### NORTHWEST

Arlington Heights  
Forest Park  
Goose Hollow  
Hillside  
Northwest  
Northwest Industrial  
Sylvan  
Upper Highlands  
Westwood Hills

### SOUTHWEST

Arnold Creek  
Ash Creek  
Bridlemile-Robert Grey  
Collinsview  
Corbett-Terwilliger  
Hayhurst  
Healy Heights  
Homestead  
Jackson  
Lair Hill Park  
Maplewood  
Multnomah  
South Burlingame  
Southwest Hills  
Wilson Park

### SOUTHEAST

Brooklyn  
Buckman  
Center  
Creston-Kenilworth  
East Moreland  
Errol Heights  
Foster-Powell  
Hosford Abernethy  
Kerns  
Laurelhurst  
Lents S.U.R.G.E.  
Montavilla  
Mt Scott  
Mt Tabor  
Pleasant Valley  
Reed  
Richmond  
Sellwood-Moreland  
South Tabor  
Sunnyside  
Woodstock

### DOWNTOWN

Burnside  
Downtown Community

## NEIGHBORHOOD INFORMATION PROFILES



Portland, Oregon

**What they are...**

**Why they are published...**

**Who publishes them...**

**When they are published...**

THE CITY OF  
**PORTLAND**



**OREGON**

BUDGET OFFICE

MARK GARDINER  
BUDGET OFFICER

SERVICES RESEARCH  
DIVISION

MARY McARTHUR  
DIRECTOR

1220 S.W. FIFTH AVENUE  
PORTLAND, OREGON 97204  
(503) 248-4697



**WHAT:** This single source document contains detailed information on each of Portland's neighborhoods. It includes the services the city provides, citizen perceptions of the services, visual inspection of physical conditions and demographic characteristics.

**WHY:** Initiated at the request of Commissioner Charles Jordan in 1977 and adopted by the City Council, the Profiles establish a base for measuring the outcome of service delivery in Portland's neighborhoods. The Profiles provide data for allocating existing resources equitably according to need.

**WHO:** The Services Research Division of the Budget Office compiles the data and publishes the Profiles.

**WHEN:** The Neighborhood Information Profiles are published annually in December.

## CATALOG OF NEIGHBORHOOD INFORMATION

Building permits  
Crime  
Demographics  
Fire alarms  
Housing  
Human resources  
Land  
Livability  
Neighborhood needs  
Nuisance control  
Parks  
Public housing  
Residential Care Facilities  
Sewers  
Streets  
Street cleaning  
Street lighting  
Traffic

For information or assistance contact:

Mary McArthur Director	Danielle Hopkins Assistant
---------------------------	-------------------------------

City Hall—1220 SW Fifth Avenue  
Room 318  
Portland, Oregon 97204  
(503) 248-4697

Bill Rhodes

Charles -

The 1980s loom as a period of profound recreational adjustment brought about by major changes in energy and economics. Americans used to spend one dollar out of eight on recreation. The tightening economy and high cost of transportation can only mean one thing: the public will take fewer and shorter recreation trips ... and more recreation will take place close to home.

A 1980 survey in Portland underlines this challenge to the Bureau of Parks: the per capita use of our parks increased 44% over 1979.

Bill



**1980 NEIGHBORHOOD INFORMATION  
PROFILES**

**Profiles of Portland's 72 Neighborhoods  
including demographic characteristics,  
data from City bureaus, a citizen survey  
and visual inspections.**

**Services Research Division  
Portland, Oregon**

**January, 1981**

## POLICE

Serious, Class I crimes account for over one-half of all crimes committed in Portland. Larceny or unarmed theft is the most frequently committed crime. Southwest Portland has the fewest number of crimes, and residents there are least likely of all Portland residents to be more concerned about crime as compared to five years ago. Overall, concern about crime has increased from the 1979 citizen survey.

Currently, the Portland Police respond to emergency situations in an average of 3.9 minutes. Serious crimes committed Downtown are reached in an average of 2.5 minutes, while similar calls in Southwest Portland have an average response time of 6.4 minutes. North, West/Northwest and East side Portland have Police average response times of between 3.5 and 4.0 minutes.

## FIRE

One third of all Portland alarms are for first aid assistance. Northeast Portland has the highest number of false alarms, while Southwest Portland has the fewest number. Building fires account for less than 10% of all alarms. Nearly fifty percent of all building fires are caused by arson, smokers or juveniles. Average response time by the Fire Bureau to fires in all areas of Portland,

with the exception of the Southwest, is under four minutes. Nine of ten citizens responding to the 1980 survey indicate an average fire response time of four minutes is reasonable. Building fires with the highest average dollar loss are in Downtown. Southwest and Southeast Portland have the lowest average fire dollar loss on buildings.

## PARKS

The number of recreation/open space acres and park deficient areas has changed only slightly over the last year. Portland residents surveyed demonstrate no increase in use of parks over the last twelve months. However, the number of participant hours in park sponsored recreational programs has largely increased in all areas of the City except Southeast and Downtown Portland.

During 1979 and 1980, the Portland Park Bureau planted more trees than in the three years preceding 1979. In addition, over 700 trees have been replaced in the Portland area in the past two years as a result of the 1979 and 1980 ice storms, vandalism, disease and accidents. East Portland received the majority of trees replaced.

## CITY OF PORTLAND

## PARKS

## BUREAU DATA:

	PORTLAND	NORTH	NORTHEAST	W/NORTHWEST	SOUTHWEST	SOUTHEAST	DOWNTOWN
RECREATION/OPEN SPACE ACRES:	6,512	1,713	297	3,319	422	726	35
Change from 1979	+2%	+6%	+2%	0%	0%	+2%	+1%
TOTAL PARTICIPANT HOURS (CAPITA)	9.4	9.1	9.0	11.4	5.4	6.9	0
Community center	2.3	6.5	1.7	3.2	.8	1.8	0
Community school	1.5	.7	1.9	2.7	1.3	1.4	0
Park	1.4	1.3	1.6	.6	.5	1.5	0
Aquatic, arts, cultural	4.2	.6	3.9	4.9	2.8	2.1	0
Change from 1979	+44%	+27%	+60%	+22%	+27%	+30%	0
NUMBER OF PARK DEFICIENT AREAS:							
1980	15	1	3	1	1	9	0
1979	16	1	3	1	1	10	0
STREET TREES:							
Trees planted 1979 - 1980	10,018	1,682	1,799	43	215	3,279	87
Trees replaced 1979 - 1980	776	93	204	73	22	351	33
Trees planted 1975 - 1978	9,915	1,090	1,681	1,052	546	5,398	148

## SURVEY DATA:

	PORTLAND	NORTH	NORTHEAST	W/NORTHWEST	SOUTHWEST	SOUTHEAST	DOWNTOWN
	1979 1980	1980	1980	1980	1980	1980	1980
RATE PARKS IN NEIGHBORHOOD?							
Excellent/Good	67% 71%	69%	68%	70%	79%	70%	51%
Fair/Poor	23% 22%	25%	26%	24%	17%	20%	43%
AWARE OF PARK RECREATIONAL PROGRAMS?							
Aware	61% 68%	68%	63%	73%	74%	69%	47%
Not Aware	39% 31%	32%	35%	24%	25%	32%	53%

## SURVEY

	PORTLAND 1978 1979 1980			NORTH 1979 1980		NORTHEAST 1979 1980		W/NORTHWEST 1979 1980		SOUTHWEST 1979 1980		SOUTHEAST 1979 1980		DOWNTOWN 1979 1980	
<b>FIRE</b>															
66. Have you called the Portland Fire Bureau in the last two years?															
Yes	16%	15%	13%	19%	19%	14%	13%	12%	18%	15%	14%	15%	11%	*	13%
No	83	85	86	81	81	85	87	88	82	85	86	85	88	*	87
67. When you called, which services did you request? (Sample=135)															
Put out fire	38%	46%	28%	*	*	*	*	*	*	*	*	*	*	*	*
Medical emergency	*	20	21	*	*	*	*	*	*	*	*	*	*	*	*
Fire permit	*	11	17	*	*	*	*	*	*	*	*	*	*	*	*
Prevention advice/inspection	*	10	11	*	*	*	*	*	*	*	*	*	*	*	*
Public service assistance	*	11	8	*	*	*	*	*	*	*	*	*	*	*	*
Other	8	3	16	*	*	*	*	*	*	*	*	*	*	*	*
68. For emergency situations, do you think Fire Bureau response time is (READ RESPONSES):															
Too long a time	*	*	6%	*	4%	*	8%	*	4%	*	6%	*	5%	*	6%
About right	*	*	91	*	93	*	88	*	88	*	90	*	94	*	88
Too short a time	*	*	2	*	1	*	3	*	3	*	3	*	1	*	3
69. Would you allow the Fire Bureau to make an advisory fire safety inspection of your home?															
Yes	*	*	90%	*	92%	*	87%	*	89%	*	89%	*	92%	*	89%
No	*	*	8	*	8	*	12	*	9	*	9	*	6	*	10
<b>PARKS</b>															
70. How would you rate the parks in your neighborhood?															
Excellent	30%	24%	30%	14%	27%	15%	26%	39%	36%	36%	46%	24%	27%	*	19%
Good	46	43	41	46	42	43	43	37	34	40	33	44	44	*	32
Fair	12	15	14	24	20	22	14	13	15	10	9	11	14	*	26
Poor	3	8	8	10	5	8	12	8	10	7	8	8	6	*	17
Don't know	9	10	7	6	6	13	6	3	6	7	4	13	10	*	6
71. Why do you rate them fair or poor? (MULTIPLE MENTIONS; Sample=219)															
Undesirable people	*	15%	38%	14%	29%	13%	45%	22%	53%	15%	28%	15%	33%	*	74%
Inadequate/no facilities	*	8	16	11	17	6	10	13	11	4	28	8	18	*	6
Poor appearance	*	5	15	14	15	3	14	9	13	4	17	1	15	*	9
Not clean	*	6	13	0	7	7	10	9	16	4	7	6	18	*	22
Unsafe/lack patrols	*	17	11	27	15	23	12	13	13	7	3	11	12	*	9
Insufficient number	*	11	7	0	0	10	7	4	11	26	28	15	3	*	0
Few activities	*	3	5	5	0	1	10	9	0	4	3	3	6	*	3
Other	*	11	22	3	12	10	24	13	26	15	24	14	24	*	16
Don't know	*	8	2	16	2	6	2	4	0	15	0	5	3	*	1
Don't use	*	17	1	11	2	20	2	4	0	7	0	23	0	*	0

\* Small sample size limits reliability.  
Question not asked

# SURVEY

	PORTLAND 1978 1979 1980			NORTH 1979 1980		NORTHEAST 1979 1980		W/NORTHWEST 1979 1980		SOUTHWEST 1979 1980		SOUTHEAST 1979 1980		DOWNTOWN 1979 1980	
72. How many times did you use Portland parks last summer?															
None	*	28%	28%	38%	33%	31%	27%	24%	24%	24%	28%	26%	26%	*	26%
1-2 times	*	13	9	12	6	14	11	8	6	14	7	12	10	*	9
3-4 times	*	56	8	11	11	7	7	6	6	9	9	8	8	*	6
5-9 times	*	56	11	50	11	52	9	67	12	61	15	56	12	*	10
10-19 times	*		12		10		14		14		12		11	*	12
20 or more times	*		31		30		31		38		27		32	*	34
73. How many times did you use Portland parks last winter?															
None	*	57%	55%	72%	60%	63%	57%	47%	45%	57%	51%	51%	55%	*	53%
1-2 times	*	8	11	5	7	8	10	6	9	9	9	10	15	*	9
3-4 times	*		6		4		7		9		9		5	*	6
5-9 times	*	32	7	23	9	26	7	46	7	32	11	34	6	*	7
10-19 times	*		6		8		4		8		8		6	*	7
20 or more times	*		13		11		15		19		12		11	*	18
74. How do you or members of your household use the parks? (MULTIPLE RESPONSES, Sample=921)															
Sports	*	44%	43%	44%	46%	46%	47%	43%	36%	52%	47%	41%	40%	*	8%
Picnics	*	42	39	49	41	50	43	29	25	43	39	41	40	*	16
Jogging/walking	*	41	39	32	32	32	32	51	49	42	51	45	39	*	52
Playgrounds	*	24	22	27	28	25	25	16	9	18	17	29	24	*	3
Relaxing	*	30	16	21	15	25	13	42	29	40	13	28	16	*	49
Concerts/culture	*	10	6	6	4	8	3	14	16	13	11	9	4	*	13
Classes/lessons/meetings	*	5	3	6	2	6	2	4	1	5	6	5	3	*	1
Other	*	13	9	9	12	7	5	16	6	30	10	11	10	*	4
75. Are you aware of any park recreational programs?															
Yes	*	61	69	54	68	49	64	64	75	69	74	67	69	*	47
No	*	39	31	46	32	51	36	37	25	31	26	34	31	*	53
76. How did you find out about the park recreational programs? (MULTIPLE RESPONSES, Sample=688)															
Brochures	*	*	20%	*	25%	*	21%	*	21%	*	20%	*	19%	*	16%
Newspaper	*	19%	19	24%	16	15%	21	17%	21	23%	18	18%	19	*	29
Friends/neighbors	*	22	16	12	24	23	23	33	16	13	19	23	10	*	13
Parks Bureau	*	9	14	14	12	11	14	9	8	5	18	9	15	*	8
School information	*	23	10	18	4	28	11	13	6	30	15	25	11	*	4
Television	*	8	9	10	3	9	11	3	9	9	11	7	10	*	16
Other	*	15	20	16	16	11	25	22	20	14	14	14	22	*	18
Don't know	*	4	3	6	4	3	1	3	1	6	1	4	4	*	1

\* Small sample size limits reliability.  
Question not asked

31,288



## PORTLAND PUBLIC SCHOOLS

501 N. Dixon Street / Portland, Oregon 97227

Phone: (503) 249-2000

Mailing Address: P. O. Box 3107

OFFICE OF THE SUPERINTENDENT

Robert W. Blanchard

Superintendent

Donald D. McElroy

Deputy

Superintendent

April 10, 1980

Commissioner Charles Jordan  
City of Portland  
1220 S.W. Fifth Avenue  
Portland, OR 97204

*Mary McArthur*  
*GJ*  
*PE*  
*return to mh*

Dear Charles:

First, I want to thank Mary McArthur and Robin McArthur-Phillips for their thoughtful presentation of the 1979 Neighborhood Information Program Profiles to my planning group on Wednesday, March 26.

We have had a chance to review the document and find it has specific usefulness to the district in striving towards the goals described in the 1979 City School Policy. For example:

- \* The demographic information by neighborhood and district can provide confirmation data for correlation studies relating students and programs to specific demographic factors. This can be helpful in designing school programs to meet specific needs of the students, and directly supports Goal #1 of the City School Policy, Equal Access to Education.
- \* The housing information by neighborhood, particularly total housing units for the neighborhood and for the city, can provide confirmation data for enrollment projections at specific schools. This is particularly useful to the district in planning school closures and facility usage, Goals #2 and #3 of the Policy.
- \* Public safety/police information can provide comparisons to data concerning crime prevention programs within the schools. This can be helpful in determining the effectiveness of these programs and in promoting safety, Goal #8 of the City School Policy.

RECEIVED  
APR 11 AM

OFFICE OF COMMISSIONER  
OF PUBLIC SAFETY

The potential for future Portland Public School involvement appears very promising.

- \* We are currently looking at possibilities for including questions on the survey specifically related to the quality of service respondents feel is provided by the school district, as well as questions concerning citizen opinions on issues such as school closures and school funding. Just a few questions of this sort, at a cost of approximately \$250 per question, would allow the district to be perhaps better informed of the feelings of the community.
- \* We are looking into the possibility of obtaining the computer data files used to produce the statistics in the Profiles, and then analyzing the data in terms of school boundaries and other delimiters. This represents virtually no additional cost to the Neighborhood Information Program, and directly satisfies Goal #10 of the City School Policy, "Cooperate with School District #1 to provide or contract for services in order to minimize duplication and to reduce overall costs."

In summary, the 1979 Neighborhood Information Program Profiles is a document of immediate value to the district in working toward the goals of the City School Policy and portends even greater value to the district in the years ahead.

Sincerely,



Robert W. Blanchard  
Superintendent of Schools

RWB  
shw

cc: Portland City Council  
Superintendent's Staff

DATE: May 18, 1979  
CONTACT: Commissioner  
Charles R. Jordan

*green*

Anna Street 248-4682  
Commissioner's  
Assistant for  
Public Information

### FACT SHEET

RE: NEIGHBORHOOD LIVABILITY

The NLP was initiated at the request of Commissioner Charles Jordan in August, 1977, to determine the feasibility of establishing an environmental indicator system in Portland.

The purpose of the NLP system is to provide a basis for measuring the outcomes of service delivery in Portland neighborhoods.

The first phase of the Project designed and tested a system which would permit the City to measure the results of service delivery on a neighborhood-by-neighborhood basis. Rather than monitor service delivery activities.

The NLP provides information for resource allocation decisions, measure the degree to which bureau objectives are met, and the impact of many programs and policies. In addition, the information compiled is a tool for neighborhoods in needs assessment and planning.

With NLP data, existing resources could be allocated equitably, according to need, rather than achieve routine, uniform levels of service that have no necessary relation to equitable outcomes.



Currently there is no way to make this kind of analysis in Portland.

The NLP uses four types of information:

- Survey of public opinion about services and conditions
- Bureau information about services provided
- Visual inspection of environmental conditions
- Demographics

These data describe the following conditions, each of which is a focus of City service delivery activities: crime, incidence of fire, housing stock, street cleanliness, sidewalks, abandoned automobiles, noise, parks/recreation, street trees, rubble and debris, street conditions, traffic congestion, vacant structures, and citizen participation.

Once compiled, NLP data are assembled into descriptive profiles for each neighborhood and will identify differences in levels of service and conditions across the City.

The real strength of the data base is in tracking changes in conditions and perceptions, periodically, therefore, this system is not intended to be a one-time only measurement of the impact of services.

The basic design offers the Council and City agencies a valuable management information system.

-3-

The Project received unanimous endorsement by the City Council in December and implementation is underway and funded through the remainder of the fiscal year. FY 1979-80 cost for the data base is \$62,220.

ph

NEIGHBORHOOD LIVABILITY PROJECT COMMITTEE MEETING

MINUTES

MAY 31, 1979  
3:30-5:00 PM  
Room 402

PRESENT: PETER ENGBRETSON  
MARK GARDINER  
CARL GOEBEL  
GEOFF LARKIN  
PATTY JACOBSEN(attendng for\*)  
KEN JONES  
BRUCE MARTIN(attendng for\*\*)   
ROSS WALKER  
JERRY WELLER

ABSENT: JOAN ENGLISH  
MIKE LINDBERG\*\*  
MARY PEDERSEN\*

Engbretson opened the meeting with housekeeping matters:

1. STATUS OF NLP

NLP survived budget hearings with "2.51" votes. Administrative responsibility was assigned to Commissioner Jordan. Jerry Weller was hired to fill the vacant staff assistant position.

2. NAME CHANGE OF THE NLP

NLP is no longer a "project." Further, "livability" implies quality of life measures rather than service delivery data.

LARKIN - "NLP" is a misnomer and causes confusion with other city projects. It is not an adequate descriptor of program activities. "Neighborhood Information Program" is more accurate.

MARTIN - The Office of Planning and Development is developing a "Neighborhood Information System," formerly called the "Sub-City Information System." Bruce said their project, similar in some respects to the NLP, could be renamed.

JONES - The "NLP" should be renamed and start fresh.

GOEBEL - Suggested that the NLP be called the "Neighborhood Livability Information Program."

The committee concluded that Neighborhood Information Program(NIP) will suffice.

LARKIN - Discussed the bureau data retrieval schedule and system. The deadline for the completion of the data gathering and compilation is December 1. The purpose of the December deadline is to have the information forwarded

to Council and bureau managers to inform the budget process.

The bureaus currently involved in the data retrieval are Bureau of Neighborhood Environment, Bureau of Buildings and Bureau of Planning. Work will begin soon to gather information from Crime Prevention, Residential Care Facilities, Housing Authority of Portland, Portland Development Commission and possibly Portland Public Schools files as well.

With the Planning Bureau the problem seems to be how to retrieve the landuse information (on the maps) without gathering the same information year after year.

Retrieval of Bureau of Buildings data is 50% complete, remaining permit data will be compiled by July 1,

Jerry is devising a collection method for BNE data and actual retrieval will begin next week.

Geoff proposed a new emphasis on bureau participation in program and outlined three key points of bureau involvement:

1. Each manager will be contacted and staff will meet with each to design the survey and to double check bureau data to be compiled,
2. Upon completion of the survey, a follow-up meeting will be held to discuss the results,
3. Finally, the profiles will be presented and discussed during a December meeting with each participating bureau manager and staff,

GOEBEL - What will be done with the data that is retrieved?

LARKIN - The Profiles will be prepared for distribution to Council and bureau managers in December to be used as a guide for operational decisions and in budget preparation. A summary of findings will also be distributed in December to Council. Each neighborhood association will receive complete Profiles along with the general summary. Program staff will also pursue the possibility of storing the data on tape which could aid users,

Wider distribution can be something to be discussed after the Profiles are complete,

JACOBSEN - Why were only those bureaus selected?

LARKIN - The program involves several other bureaus; only the bureaus I just mentioned are involved in manual record keeping,

The rest will be included in the Profiles but we don't have to actually go into their filing cabinets to extract what we need,

LARKIN - Talked about the Program Timeline. The profiles should be complete by December 1 to assist with the budget process. There will be three major users of the information.

1. Bureaus
2. Council
3. Neighborhoods

Continuation of the program rides on the performance this year.

LARKIN - We want to focus on what we can deliver and ensure that we can deliver on time. There will be some gaps in the Profiles, indicating data that while impossible to include this year, will be available next year.

1. Survey - Contract August 1 with a consultant to assist with the completion of the project.
2. Bureau contact - Will be as early as June 18. Personal contacts with all bureau managers for the purpose of discussions and coming up with suggestions and solutions for that bureaus problems, etc. There will also be a final meeting to discuss the results of the findings.
3. Profiles - end product December 1. They can be used to make operational decisions within a bureau.

LARKIN - Noted that the RFP process and the contract should be exemplary and the performance contract must be monitored carefully.

OPEN DISCUSSION - What is feasible to deliver in a 12 month period and how many gaps will there be?

JONES - We need a marketable product with the time frame allotted for the purposes of budget preparation,

LARKIN - The survival of the program is hanging on whether or not this document will be useful to bureau managers. The input will vary by bureau and we might see shifts in priorities, performance measurements, etc.

Participants agreed the primary audience of the NIP should be bureaus, and that neighborhood profiles should be available in December.

#### BRIEFING BY BRUCE MARTIN - SUB-CITY INFORMATION SYSTEM

MARTIN - The Sub-City Information System originated as a Commerce/Cities project. The Commerce/Cities program has not yet been funded by Congress. The project is intended to generate a variety of computerized data, including employment, housing starts, investment patterns, etc. Lenders, the School District, and other outside agencies have shown interest in subscribing to the system, as have HCD, CETA and other potential City users. The system is similar to the NIP in some respects, and the two conceivably could merge in years ahead.

Martin and Larkin will continue to work closely together on the two projects to minimize duplication and overlap.

The meeting was adjourned at 5:00 p.m.

Respectfully submitted,

A handwritten signature in cursive script, reading "Michelle M. Harper". The signature is written in dark ink and is positioned below the typed name.

Michelle M. Harper  
Recording Secretary

mh