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Business Owner Outreach: Creekside District Master Plan

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Business Owner Outreach

Creekside District Master Plan Beaverton, Oregon

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July 2014





Creekside District

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OVERVIEW

In April 2011, the City of Beaverton adopted its Civic Plan Central City Strategy (“the Civic Plan”). The Civic Plan provides a new understanding of the Central City. One of the Civic Plan’s most important strategic goals is the transformation of the Creekside District (an underutilized 50-acre site situated at the heart of the Central City) into a vibrant, sustainable, mixed-use community. The Creekside District master planning effort (that is supported by a HUD Community Challenge Grant) will produce a development program that integrates: suitable and affordable housing for existing and future populations; increased efficiency and connectivity of existing public infrastructure; new green infrastructure and amenities; and improved mobility and access to transit and employment (City of Beaverton Creekside District Master Plan Workplan, 06/13/2012).

Central to the Creekside District master planning process is the engagement of the current business owners in the District. Between June, 2013, and March, 2014, the City of Beaverton, with assistance from project consultants, Fregonese Associates, Communitas, ECONorthwest, Walker Macy, and Portland State University (PSU), conducted a series of community outreach efforts some of which were focused at the community at large and others that were specifically targeted at Creekside business owners, generally, and minority business owners, in particular. This report focuses primarily on the Creekside business owner outreach efforts.

It is a well accepted fact that engaging community members in public processes, short of crisis situations, can be challenging. It is even more challenging to engage small business owners who work long hours, often seven days a week. Small business owners who are new to the community, especially recent immigrants who may not speak English and may not be familiar with political systems that invite public participation, can find these processes foreign and uncomfortable.

City staff were faced with these challenges in its Creekside District business owner engagement efforts and took extraordinary measures to enlist local business owners in these processes, from working with Beaverton’s own Diversity Task Force, to making new contacts within the various business associations, to cold calling, to going door-to-door to elicit input from the District’s small business owners for the planning process. These efforts took significant time and immeasurable energy, and represent the high level of commitment, on the City’s part, to involve previously underrepresented small business owners in the Creekside District master planning process.

The engagement consisted of essentially two parts: (1) an assessment of the existing conditions from the business owners’ perspectives; and (2) responses to the proposed Creekside District Vision.

With regard to the existing conditions, the business owners who provided input indicated that the affordable rents and the proximity to a major road were the two most

important reasons for their businesses' locations in the District. However, it is also the rents (or potential rent increases), and changes to their facilities' relationships to major roads (due to road construction, renovation, and redesign) that were seen as the two most important threats to their businesses' profitability and/or expansion.

Regarding the Creekside District Vision, the responses were favorable and there is general agreement among the respondents at the two vision open houses about a future that employs a mixed-use approach that includes housing, offices, and ground-floor retail businesses with an integration of arts and cultural activities. There appears to be agreement to the City's taking a multi-pronged approach to parking in the District. And, while the vision for a creekside parkland with recreational amenities was met with favor, support for a new orientation of development to the creek was less clear from some of the District's business owners who could be most affected.

Finally, although there were few responses to questions focused on possible assistance to the District's businesses as the vision moves forward, several business owners indicated that they would be interested in assistance in better marketing their businesses in the context of change and uncertainty.

Key recommendations include: (1) the importance of ongoing communication with the District's small business owners and the nurture of the new relationships, especially among minority business owners, that have been built through this process; and (2) if the City pursues the mix-use option that includes housing in the development of the District (and was supported by the participants in the vision events), further community engagement will be important to informing the direction that the City takes regarding housing in the Creekside District Maser Plan. Appendix A provides of snapshot of the key findings, potential responses, and additional considerations.

CREEKSIDE DISTRICT BUSINESS OUTREACH

Introduction

A key component of the Creekside District master planning process is public engagement with an emphasis on engaging community members (including racial and ethnic minority residents and business owners) who are typically underrepresented in these processes. Planning best practices suggest that involving stakeholders early not only provides planners with valuable information in a timely manner but helps to build trust as their suggestions and concerns are considered before key decisions are made. In late fall, 2012, Beaverton city staff, with the assistance of the Institute of Portland Metropolitan Studies at Portland State University, used PhotoVoice (an innovative approach to collecting community input) to engage local residents and high school students in exploring two questions: (1) From your perspective, how well does the Creekside District (or the immediately surrounding area) function now?; and (2) How would you like to see the District develop in the future? The findings from this process focused on six major themes (transportation, economic development, environmental degradation, public sanitation, parks and recreation, and landscape). These are described in detail in “Community PhotoVoice and Minority Business Owner Outreach: Creekside District Master Plan, Beaverton, Oregon” (Merrick and Martin, 2013).

Between July 2013 and April 2014, the City of Beaverton conducted a series of business owner outreach efforts that were targeted at small businesses located in the Creekside District. Four of these efforts (two intercept surveys, an online survey, and a street design workshop) were directed at the business owners’ perceptions of the existing conditions.

The first of these (July 2013) was an intercept survey and interviews that were targeted at minority business owners. A description of the process and findings are included in “Community PhotoVoice and Minority Business Owner Outreach: Creekside District Master Plan, Beaverton, Oregon” (Merrick and Martin, 2013). The results of this survey/interview process indicated that these business owners like: (1) the affordable rents that are available in the Creekside District; (2) the centrality of the District to the City of Beaverton; and (3) the proximity of their locations to major arterials. However, they also expressed concern about District’s general condition and appearance. They were excited about the possibilities for improvements to the District but were fearful that change could bring rising rents and affect the visibility and access to their businesses.

An open house, focusing on Canyon Road and the Creekside District (July 2013), the street design workshop (November 2013), an online survey (November 2013), and a second intercept survey (November 2013) were primarily targeted at soliciting comments from a general business owner audience relating to the existing conditions

as well as possible changes to Canyon Road that were being considered in tandem with the Creekside District Master Plan.

In January, 2014, the City hosted a Creekside Vision Open House, conducted by Fregonese Associates, Communitas, and Walker Macy that was promoted to the community-at-large and was designed to introduce the public to the various options that the City was exploring for the future of the District and to get their reactions to these options. Instant clicker polling was used to provide instant feedback on a variety of questions relating to the options that were presented.

This event attracted few Creekside business owners and did not include any of the business owners who had participated in the prior intercept surveys. Because of the excitement and fears expressed by these small and minority business owners about future change in the District, and the potential for similar sentiments in Creekside District business owners generally, City staff decided to specifically reach out to this constituency by designing a Creekside vision event that would best meet their busy work schedules and locations. This event took place in a commercial complex in the center of the District in March 2014.

This report provides an overview of the City's business owner outreach efforts, the methods used, discussion, and recommendations. While a detailed report focused on the summer, 2013, minority business owners intercept survey are described in "Community PhotoVoice and Minority Business Owner Outreach: Creekside District Master Plan, Beaverton, Oregon" (Merrick and Martin, 2013), comparable findings from that survey are incorporated into this report.

EXISTING CONDITIONS

Surveys

Between summer and fall of 2013, City staff with the assistance of Portland State University, conducted two intercept surveys (that included interviews) in the Creekside District: one was directed at minority business owners (Survey #1, July 2013) and the other was directed at business owners generally (Survey #2, November 2013). A similar online survey (Survey #3) was made available to the District's business owners during the same period in November 2013. The focus of these surveys/interviews was to ascertain the business owners' sense of the District, chiefly: what drew them to the District in the first place and what they understood to be the biggest barriers to their business' profitability or expansion.

While the questions used in the general business owners surveys (survey #2 and #3) are very similar to those used for the minority business owner outreach phase of the project, some modifications were made based on the experience of the earlier survey. Moreover, there are slight differences in the questions and responses between the online survey and the in-person interviews because of the more open-ended nature of the in-person interviews.

There were 11 responses to the online survey and five successfully completed in-person survey/interviews (Survey #2). Where the questions were identical between the two approaches to the general business owner outreach, the responses are combined and compared to the results of the minority business owner survey.

Recruitment

In both cases (minority business owner and general business owner intercept surveys), City staff worked from business owner databases targeted to the Creekside District location. The minority business owners were identified from these databases by project consultant, ECONorthwest, City of Beaverton staff, and PSU. Sources include: ESRI's Business Analyst Infogroup business database; the State of Oregon's Office of Minority, Women, and Emerging Small Business database; and information from local business organizations.

By April 2013, a list of 126 potential minority owned business were targeted. Of the 126 businesses identified, 66 of the businesses were targeted as small minority owned businesses within the Creekside District. From the list of 66 businesses, city planners and the PSU project team narrowed down potential outreach to 26 businesses physically located within the boundaries of the project area.

Outreach to the minority owned businesses was conducted in three ways: first contact was made through a mailer sent out by the city of Beaverton; a phone call followed to check in with the business owner regarding the mailer and to let him or her know that city officials would be visiting their place of business; and finally a walk-through was conducted to perform the in-person interviews.

The mailer that was sent to the 26 business owners was translated into both Spanish and Korean, the two major languages, other than English, that are spoken by Beaverton's minority business owners. The mailer was sent in late June, 2013. City staff and the PSU project team conducted phone calls to the targeted businesses during the first week of July. The phone calls were used to make appointments with business owners at a time convenient to them.

Walk-throughs were performed over a three-day period during the second week of July. All interviews with Korean business owners were conducted on the same day with a city staff interpreter. Although the interviews with the Hispanic business owners were largely conducted in English, translation assistance was provided, when necessary, by the PSU interpreter. While many of the interviews were done by appointment, the outreach team did walk into some businesses with no preemptive contact. Over the three-day period, the outreach team conducted 13 interviews. Five interviews were with Latino business owners and 8 were with Asian business owners.

To augment this work, City staff hoped to be able to reach a much larger number of Creekside business owners with an online survey. However, out of the 640 emails that were sent to business owners in November 2013, only eleven of them completed the online survey.

The purpose of the second intercept survey was to increase the number of responses to the online survey. Having located all of the businesses in the District as a part of the process for the minority business intercept survey, a City staff member with support from a PSU team member who provided Spanish language translation, went door to door to solicit feedback from business owners who were willing to participate. Of the five business owners who were able to respond, most were located along Canyon Road which differs, in terms of location in the District, from the participants in Survey #1.

Demographics of Respondents

According to the 2007 Census Survey of Business Owners (the most recent data available for businesses—2012 data will not be released until 2015), there were 9,381 firms with or without employees in Beaverton. Of these, 7,535 (or 80%) were owned by White business owners and 1,335 (or 14%) were owned by racial or ethnic minorities. Of these minority business owners' businesses, 880 (or 9% of total businesses and 66% of minority-owned businesses) were owned by Hispanic business owners. If business owners who identified as equally Hispanic and non-Hispanic are added to

the Hispanic business owners, they represent nearly 5% of the business owners in Beaverton (figure 1). Statistics for businesses owned by African Americans were not reported in 2007 because the reliability of the data did not meet the Census Bureau's publication standards.

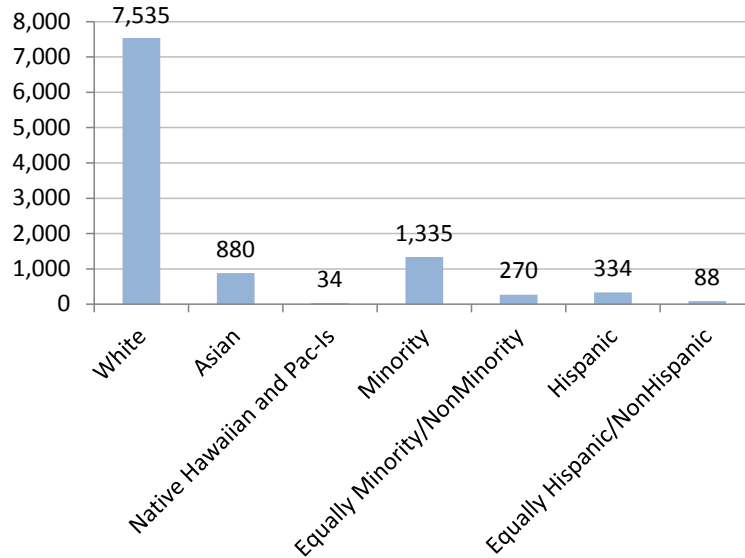


Figure 1. Beaverton business owners by race and ethnicity in 2007.
Source: 2007 Survey of Business Owners, US Census Bureau

There were 13 participants in the minority business owners intercept survey. Eight (or 62%) were Asian and five (or 38%) were Hispanic. However, of those who participated in the general business owners surveys (surveys #2 and #3) several identified as racial or ethnic minorities. Of the 11 business owners who responded to the online survey, four (or 36%) identified as Hispanic, and one (9%) identified as Asian. Of the five business owners who participated in the second intercept survey/interviews, two identified as Hispanic. Out of the total of 16 respondents to the general business owner surveys #2 and #3, only nine (or 56%) identified as White (figure 2).

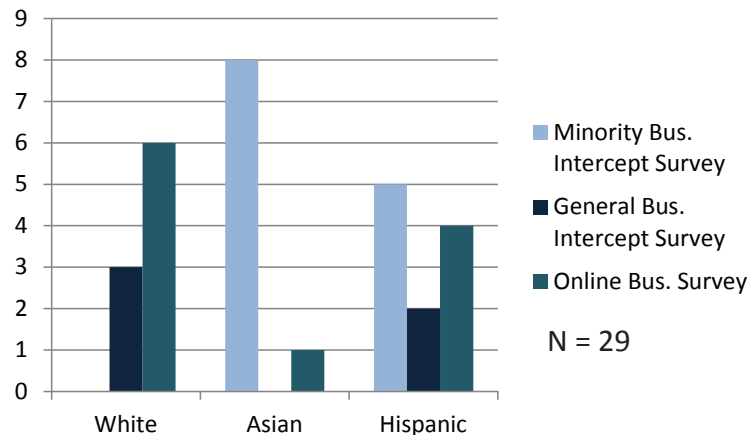


Figure 2. Race and ethnicity of respondents to surveys #1, #2, and #3.

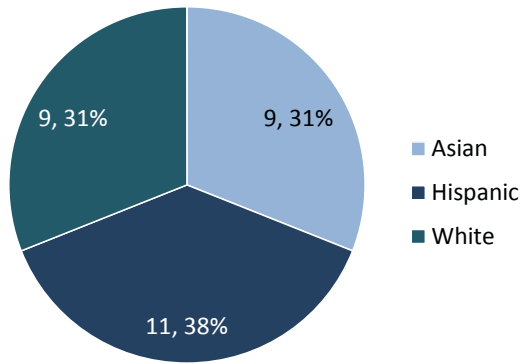


Figure 3. Race and ethnicity of all respondents.

While the total number of participants in these outreach efforts is small, the overrepresentation of racial and ethnic minorities is an indication of the efforts of City staff to engage them in these activities. Out of the 29 total respondents (that includes all three survey efforts), the racial/ethnicity breakdown is approximately one-third Asian, one-third Hispanic, and one-third White.

Existing Conditions Findings

As has been already stated, the responses for the minority business intercept survey (Survey #1), that have previously been reported on, are compared whenever possible to the responses to the general business owner surveys.

Business Location

Business owners were asked in all three surveys: Why is your business in this location? The respondents could check all of the answers that applied.

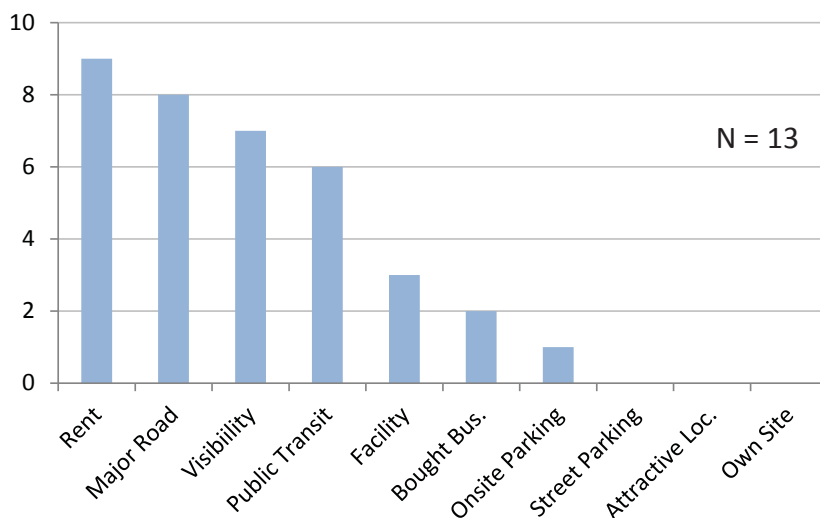


Figure 4. *Why is your business in this location?* Check all that apply
Minority business owners Survey #1.

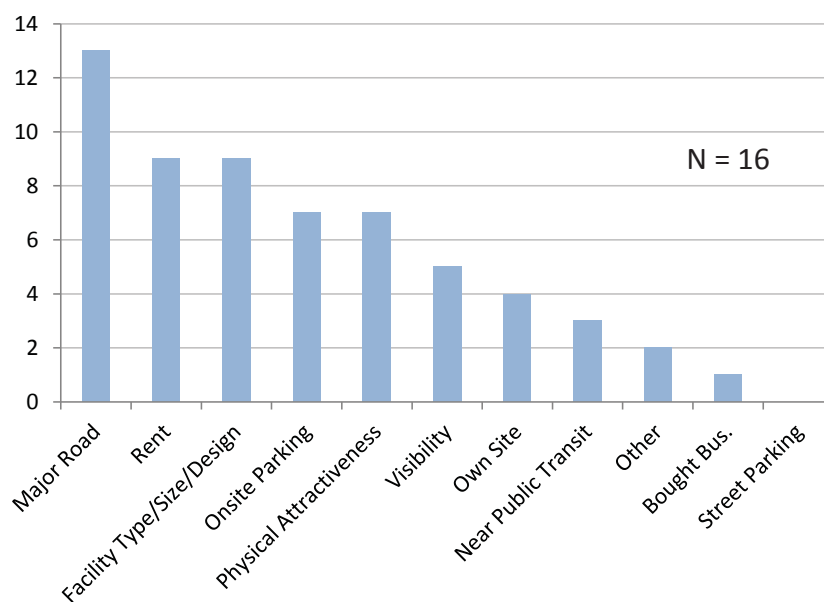


Figure 5. *Why is your business in this location?* Check all that apply
General business owners surveys #2 and #3.

Nine out of 13 (or 69%) of the minority business owners indicated that affordable rents were important to their decision to locate their business in the Creekside District while nine out of 16 (or 56%) of the general business owners surveys indicated rent to be an important factor in their location decision. However, 13 out of the 16 (or 81%) of the respondents to the general business owners surveys indicated that proximity to a major road was critical to their location decision, whereas eight out of the 13 (or 62%) of the respondents to the minority business owner survey indicated the importance of a major road to their businesses' locations.

While "visibility" (which may be related to proximity to a major road) is rated third by the respondents to the minority business owner survey with seven out of 13 (54%) selecting it, only five out of the 16 (31%) of the respondents to the general business owners surveys selected it as a reason for their business' location. The difference in the selection of affordable rents as opposed to the proximity to a major road between the two surveys, however, may be related to the fact that most of the business owners who participated in the general business owners intercept survey (Survey #2) are located on Canyon Road, a state highway that borders the District whereas the participants in Survey #1 were distributed throughout the District.

Another finding that may be related to where in the District these businesses are located is how important public transit was to the respondents. Whereas six out of the 13 participants (or 46%) in the minority business survey indicated that being near to public transit was a reason for their business' location, only three out of the 16 (or 19%) of the respondents to the general business surveys selected public transit.

It is notable that the option that got no responses from any of the respondents to these surveys was the presence of "street parking." It isn't entirely clear whether this is related to an abundance of onsite parking and/or relatively little demand for street parking or a perception of the undesirability of street parking.

Barriers to Profitability

The participants in surveys #1, #2, and #3, were asked: What do you consider as possible barriers that could affect your profitability or expansion? Check all that apply.

Again, rents rise to the top for the minority business owners who participated in Survey #1 with eight out of the 13 respondents (62%) indicating that rising rents could affect their profitability or the expansion of their businesses (figure 6). Rents are identified by a third of the respondents to the general business owner surveys and second to a lack of parking as a barrier to their business' profitability or expansion (figure 7).

Parking and the presence of vacant buildings and/or lots rank second for the minority business owners in Survey #1 while "accessibility" and "appearance," along with the cost

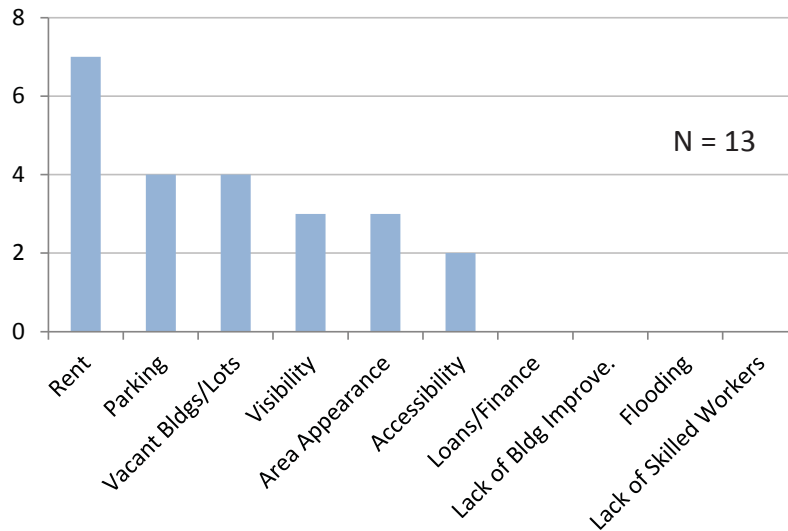


Figure 6. *What do you consider as possible barriers that could affect your profitability or expansions? Check all that apply*
 Minority business owner survey #1

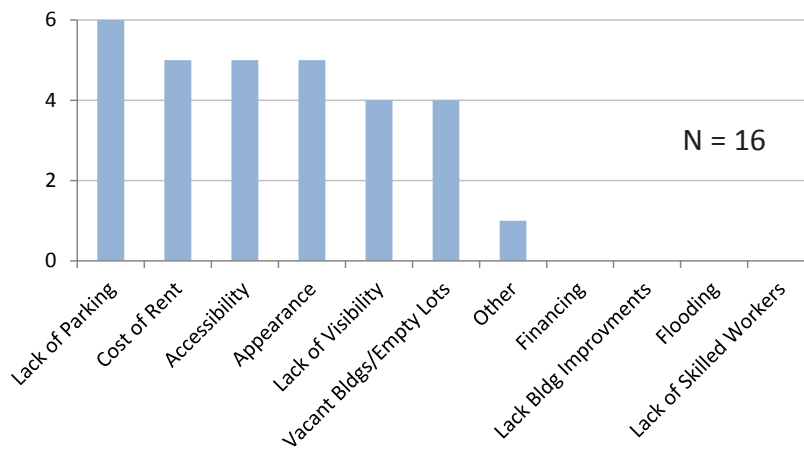


Figure 7. *What do you consider as possible barriers that could affect your profitability or expansions? Check all that apply*
 General business owner surveys #2 and #3.

of rent, rank second for the respondents to the general business owner surveys. None of the respondents to any of the surveys indicated that a lack of skilled workers, a lack of building improvements, or flooding were barriers to their businesses' profitability or expansion.

Customer Transportation

All three businesses owner surveys asked: How do your customers typically get to your business? Check all that apply.

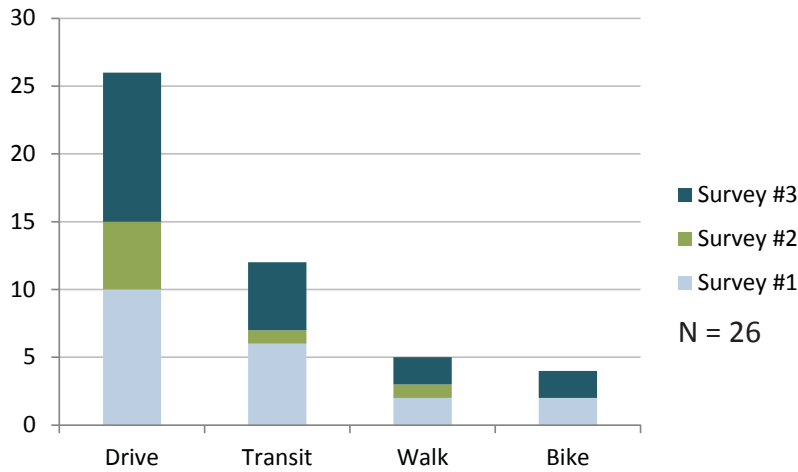


Figure 8. *How do your customers typically get to your business?* Check all that apply. Minority business owners survey #1 and general business owners surveys #2 and #3.

Out of a total of 26 responses to this question (from all of the surveys), not surprisingly, all of them chose “drive” as the way that their customers typically get to their place of business (figure 8). However, 12 also indicated transit with much smaller numbers indicating walking or biking. While it is true that the District offers both light rail and bus service, it is not particularly pedestrian or bike friendly. Therefore, it is surprising that there were any responses indicating walking or biking.

Business Types and Facility Size

According to data from ESRI Business Analyst, the Creekside District, in 2012, contained 17 different 2-digit NAICS code categories indicating a wide diversity of business types in the District (figure 9). The largest of these is “professional, scientific, and technical services” with 24 in the District. “Other services” ranks second with 19 in the District and

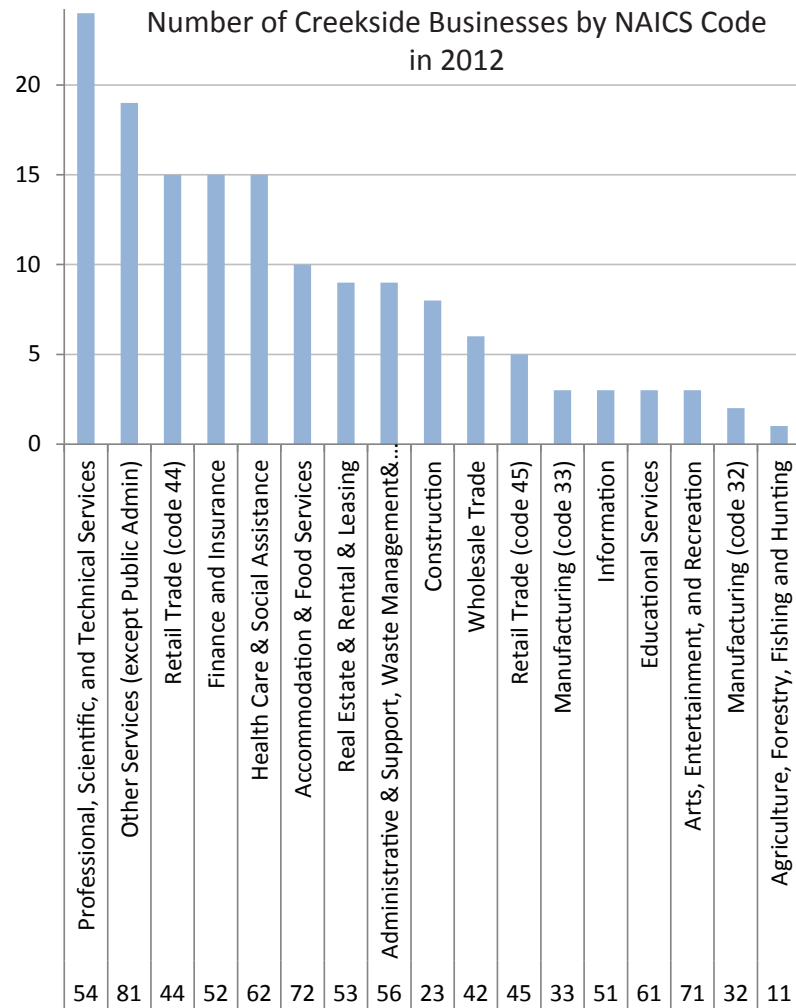


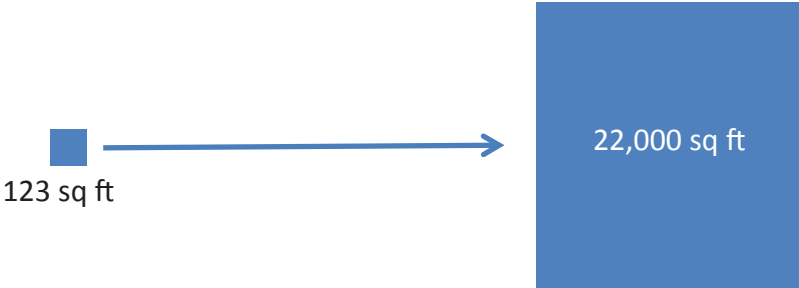
Figure 9

“retail trade,” “financial and insurance,” and “health care and social assistance” tie for third place with 15 businesses each in the Creekside District. However, a host of other business activities exist there as well including “accommodation and food services,” “real estate,” “wholesale trade,” and “manufacturing.” The business owners who participated in all three surveys represent many of these business types (table 1). Represented businesses range from consulting, to software development, to food service, to retailers, to wholesalers, to manufacturing — each with very different facility needs.

Table 1. Represented Business Types

Minority Owned Business Survey #1	General Business Owner Surveys #2 & #3
Batteries (1)	Art Gallery (1)
Dry Cleaner (1)	Auto Parts Retail/Wholesale (1)
Dental Office (1)	Auto Upholstery (1)
Grocery (1)	Business Consultant (1)
Information Technology (1)	Computer Software (1)
Personal Care Services (3)	Consulting (1)
Restaurant (3)	Farm and Garden (1)
Social Services (1)	Finance Related (2)
	Heating Supply (1)
	Lumber Wholesale (1)
	Mediation (1)
	Professional Services (1)
	Manufacturing (1)
	Restaurant/Bar (1)
	Vintage Mall (1)
	TV Repair (1)

Based on what the City had learned about the variety of business types from the minority business owner intercept survey, a question was added to the online survey that asked respondents to estimate how large their place of business is in square feet. The responses range from an extremely small 123 square feet to 22,000 square feet with four out of the ten respondents indicating that their place of business is 3,200 square feet or larger.



General Business Owner Comments

Participants in all three surveys were encouraged to include additional comment if they chose. There are several themes that emerge from these comments. They include: a concern about traffic issues, including maintaining good access to their places of business during any future road construction projects; a related concern about their business' visibility from the road; and the condition of the Creekside District, generally speaking, including the desire for improved landscaping.

Minority and General Business Owner Surveys: Observations and Discussion

Barriers to Participation

The City of Beaverton worked extraordinarily hard to solicit feedback from Creekside District business owners about their experiences doing business in the District: to better understand why they had located there; and what they saw as potential threats to their businesses.

City staff was particularly interested in engaging minority and small business owners who are typically underrepresented in planning processes and are a growing segment of the business owner population in Beaverton generally and in the Creekside District in particular. However, it is often difficult to engage small business owners who typically work long hours and may not have the luxury to be able to either leave their place of business for a meeting elsewhere or get online to take a survey that may not appear to be immediately pressing, relevant, or useful.

As described in Appendix B, City staff contacted local business organizations, including Beaverton's Diversity Task Force, minority business organizations, and chambers of commerce to identify likely participants and to determine the best approaches to encourage business owners to participate in the surveys. For the minority business owner survey, it was determined early on that the best way to reach these busy people would be an on-site, in-person approach with language translation available where necessary. When the online survey proved to be much less successful than anticipated, a similar approach was used to garner an additional five survey responses for the general business owner survey.

The door-to-door intercept survey/interview approach was valuable on multiple fronts including building relationships with these business owners and the City as well as giving City staff first-hand experience with the businesses and their sites. But this type of approach is extremely labor intensive, and therefore, costly.

The online survey may have had a higher success rate if an incentive had been offered but, in retrospect, there is no way to know. For the online survey, age could have been a factor in the low response rate — older, less tech-savvy people may stay away from

online surveys. The online survey did ask the age of the respondents. However, based on the responses it doesn't appear that age was an issue since 55% of the respondents were 51-64 years of age, 27% were 30-50, with the remaining 18% refusing to answer the question.

With all of this work, City staff have made important in-roads to engaging the small business owners, especially minority business owners, in the District. The kinds of interactions that took place and the accommodations that were made in terms of the on-site visits and language translation, especially if continued throughout the planning process, have the potential to build the kind of trusting relationships that are the foundation of larger involvement in the future.

Advantages and Threats: Roads and Rents

What is clear from all of the responses from these business owners is that what attracted them to the District to begin with is what they also see as potential threats to their businesses: good access to a major road, the related factor of visibility, and favorable rents. The issue of rent appears to be especially important to the minority business owners. And the large number of responses that pointed to road access may have been influenced by the locations of the businesses along Canyon Road.

It is clear that both roads and rents will be affected by the Creekside District Master Plan and the associated renovations to Canyon Road. The Street Design Workshop (July 2013) was intended to provide an opportunity for local business owners, among others, to weigh in on the proposed street renovations. However, none of the participants in surveys #1 and #2 attended. It is not known if any of the online survey participants attended.

The Creekside District Master Plan has the potential to improve the overall appearance and functionality of the District, things that several of the respondents indicated that they were concerned about. But with these improvements will likely come increased rents. And while these improvements may be seen as desirable by many of the Creekside business owners, they could also be interpreted by some as a threat.

Present vs. Future Uses

It is clear from simply walking through the Creekside District that there are many different types of businesses there and this is reflected in the participating businesses in all three surveys. They include everything from exceedingly small offices and retail establishments to large wholesale and manufacturing facilities. Nearly all are largely dependent on the automobile to bring their customers to them and/or to get their products to their customers.

For those businesses whose customers drive, parking is a high priority — preferably off-street parking. In addition, parking in the District is currently free of charge. As the Creekside District Master Plan takes shape, accommodations for cars and trucks will need to be made that these businesses, if they are to remain there, can accept.

Furthermore, Beaverton’s planners will need to determine which of the wide range of uses the District will continue to accommodate. Currently, there is almost no housing in the District. If housing is included in the Plan, how will industrial uses interface with the residents if the industrial uses remain?

OPEN HOUSES

The City of Beaverton, with the assistance of the project's consultants, Fregonese Associates, Communitas, ECONorthwest, Walker Macy, and PSU, hosted a series of open houses that were designed to inform and solicit comment from a broad constituency about the Creekside District master planning project. Community members including Creekside District business owners were encouraged to attend these events via a wide range of public appeals (see Appendix B). What follows is an outline of the events and the business interests represented there:

- **Downtown Creekside Plan Open House** (February 2013)

This was an introduction to the general public of the Creekside District master planning project. It was conducted at the Beaverton Central Library. Business associated attendees include: Easy Street; Travel by Paul; and Brookside Meadow Apartments.

Total business associated attendees: 3

- **Canyon Road and Creekside Park Open House** (July 2013)

The focus of this open house was to introduce the public to some of the issues that planners were examining related to Canyon Road and the Creekside Park. The open house took place at the Beaverton Central Library. Business associated attendees were: Tupperware; Holistic Peace Institute; CPA Service, LLC.

Total business associated attendees: 3

- **Creekside Street Design Workshop** (November 2013)

The purpose of this workshop was to engage stakeholders in some of the ideas that Beaverton planners and consultants were exploring for the street network in the District and renovations to Canyon Road. The workshop took place at Beaverton's City Hall. Business associated attendees were: Weil Enterprises; Carriage House; and Light Benders.

Total business associated attendees: 3

- **Creekside District Vision Open House** (January 2014)

The Creekside District Vision Open House was the first time that the project consultants presented the various options that were being considered for the future of the District. The open house was conducted at Beaverton's Central Library. Business associated attendees include: Hall Street Grill; Mobil Home Corral; Biggi Properties (two representatives); Downtown Business Association Design Committee (two representatives); Oregon Vanguard; Chamber of Commerce; Chamber/Beaverton Vision Action Plan; Chamber/Beaverton Arts Committee; and an unidentified local business owner.

Total business associated attendees: 11

A total of nine business interest representatives took part in the existing conditions related open houses and 11 business representatives participated in the January,

2014, Vision Open House. None of the business owners who participated in the two intercept surveys/interviews attended any of the open houses. And, all took place in the evening with the exception of the Street Design Workshop which occurred during several hours on a workday morning.

While a few small business owners attended these open houses, those who participated, especially those who attended the Vision Open House, appear to be relatively well-established in the community, had the time to attend, and may have felt more comfortable in a public setting with public officials than less established business owners.

Although the Vision Open House drew the largest attendance (41 individuals signed in and an additional nine attendees participated in the instant polling exercise for a total of 50), according to the instant poll, only 30% of those who voted either lived, worked, or both lived and worked in the Creekside District. Because none of the respondents to the two intercept surveys attended, there was concern that the City had not reached as many of the District's small business owners as it would have liked. A decision was made to circle back to at least some of these business owners, and others like them, to solicit feedback related to the options for the Creekside District's future that had been presented and voted on at January's Vision Open House.

Beaverton staff consulted with local business leaders, Beaverton's Diversity Task Force, local chambers of commerce, and others to determine the best approach and location for a business owner vision event. In March, 2014, a vision open house was held over the lunch hour, at Biggi Plaza, a facility where many small businesses in the District are located. Posters of the vision options were made available and surveys containing the same questions that had been posed at the earlier Creekside Vision Open House were distributed. There were 33 attendees; nearly half (15) of them submitted surveys.

No racial or ethnicity information was collected about the attendees in Vision Event #1. And, unfortunately, in the rush to schedule the second vision event as soon after the first as possible, and in the whirl of activity at the second vision event, no demographic data was collected about either the attendees or the survey/interview participants. Anecdotally, we know that many who attended this Creekside business owners vision event, and took part in the survey and interviews, were racial and ethnic minorities. But self-identification is essential to responsible demographic reporting; therefore, we cannot provide a demographic profile of the participants in either vision event.

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RESPONSES TO THE VISION

The two vision open houses were designed to introduce the public and Creekside business owners to the options that the project’s consultants had developed for consideration. Fregonese Associates and Walker Macy created a series of poster boards that illustrated the options as well as a full-color brochure of the same material.

Additionally, Fregonese presented the options that were being explored and requested feedback from the attendees via instant voting clickers at the first open house. At the business owner vision event, attendees submitted their answers via paper survey forms — the last two surveys were submitted, after the event, via SurveyMonkey.

For the clicker results (the first vision event), only the percentages of the responses were recorded for each question and not the actual number of respondents. Although 50 clickers were distributed, it is not known if all of the users voted for every question. Therefore, for the purpose of comparison, only percentages of the responses are used for both events.

After your review of the Creekside Vision Document, does the Creekside Vision presented match your hopes for the District?

Clearly, the vision for the Creekside District that was presented at these events and depicted in the brochure received a very favorable response. The responses from the first and second vision open houses mimic each other with 70% plus indicating that

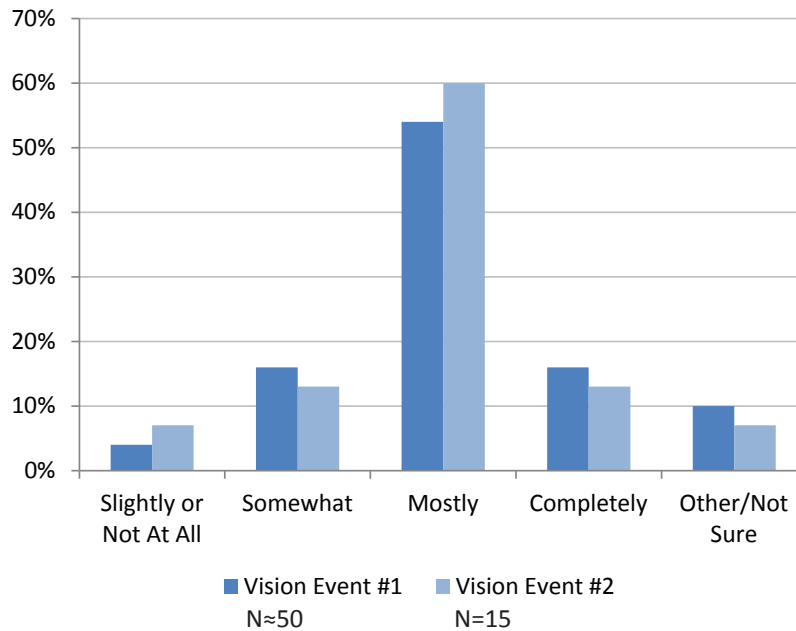


Figure 10. Responses from vision events #1 and #2: *After your review of the Creekside District Document, does the Creekside Vision presented match your hopes for the District?*

the vision “mostly” or “completely” matched their expectations (figure 10).

What role should the City play in providing parking in the Creekside District?

With regard to the question that focuses on the City’s role in providing parking in the District, once again, the results from the two vision events are similar. The largest percentage of the respondents chose a two-pronged approach asking the City to: (1) build shared lots or structures; and (2) provide incentives for private parking structures (figure 11).

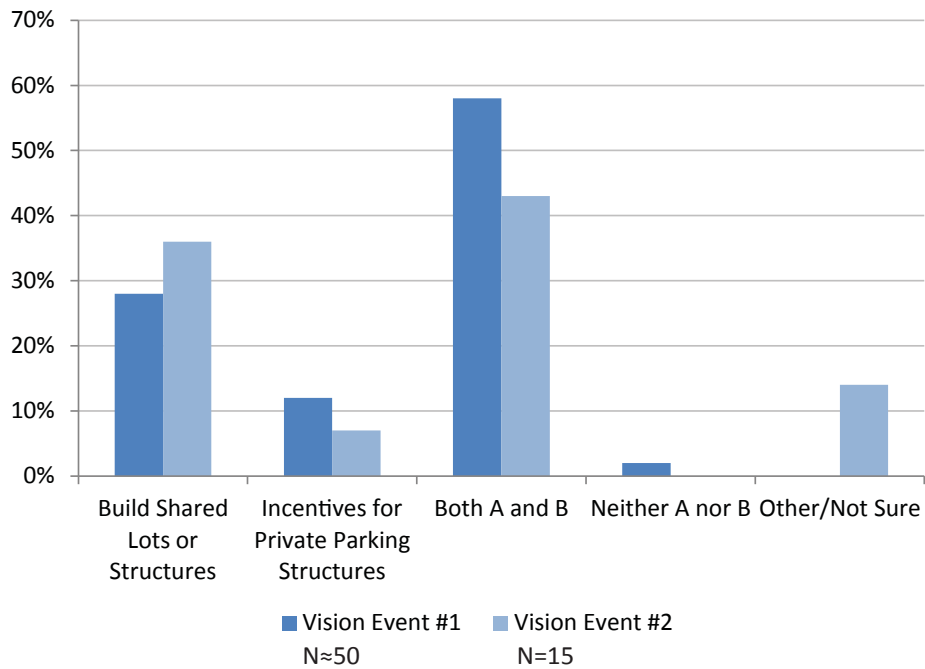


Figure 11. Responses from vision events #1 and #2: *What role should the City play in providing parking in the Creekside District?*

The City and partners should _____ to address stormwater problems in the District?

While the largest percentage of responses from both of the vision events favor doing all of the options for stormwater management, a greater percentage of the respondents in Vision Event #2 chose just one option. None, in either event chose the option to do nothing (figure 12).

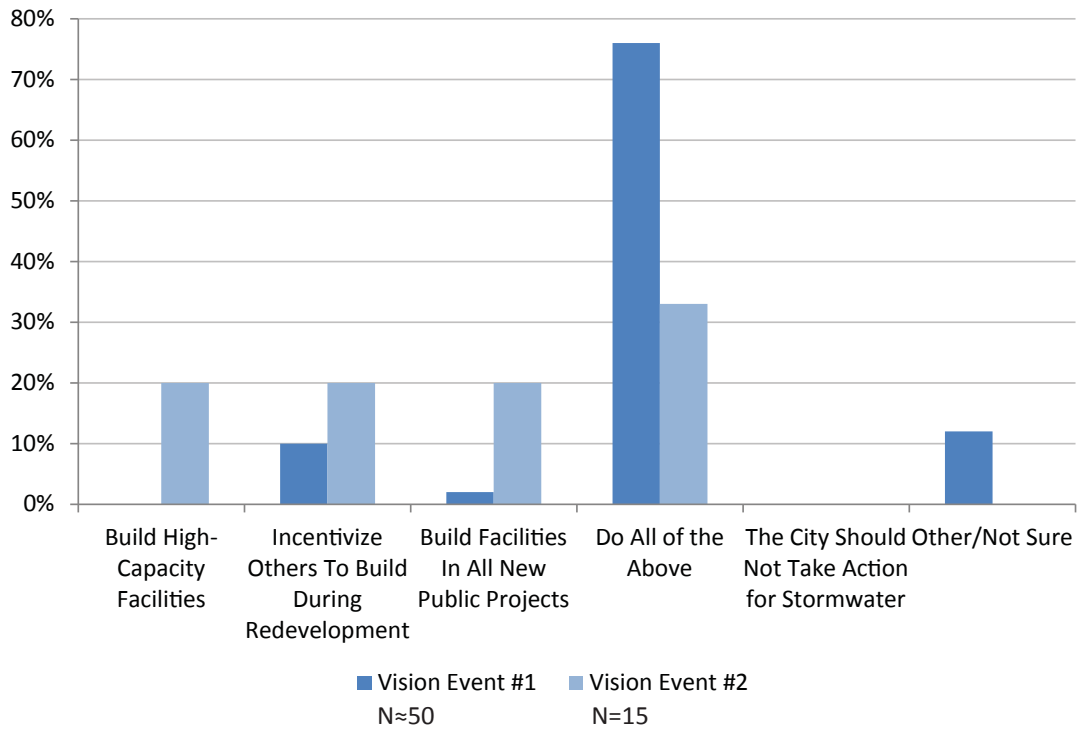


Figure 12. Responses from vision events #1 and #2: *The City and partners should _____ to address stormwater problems in the District?*

What should be the highest priority for major sites in the District? (Select one)

Once again, there is general agreement between the respondents in the two vision events that the major sites in the District should be developed as a mix of housing, office, and ground-floor retail activities. A performing arts center came in second for respondents taking part in the business owner event but came in second to last for respondents attending the first vision event. “Any kind of development, regardless of use” took a far second place for the participants in the first event (figure 13).

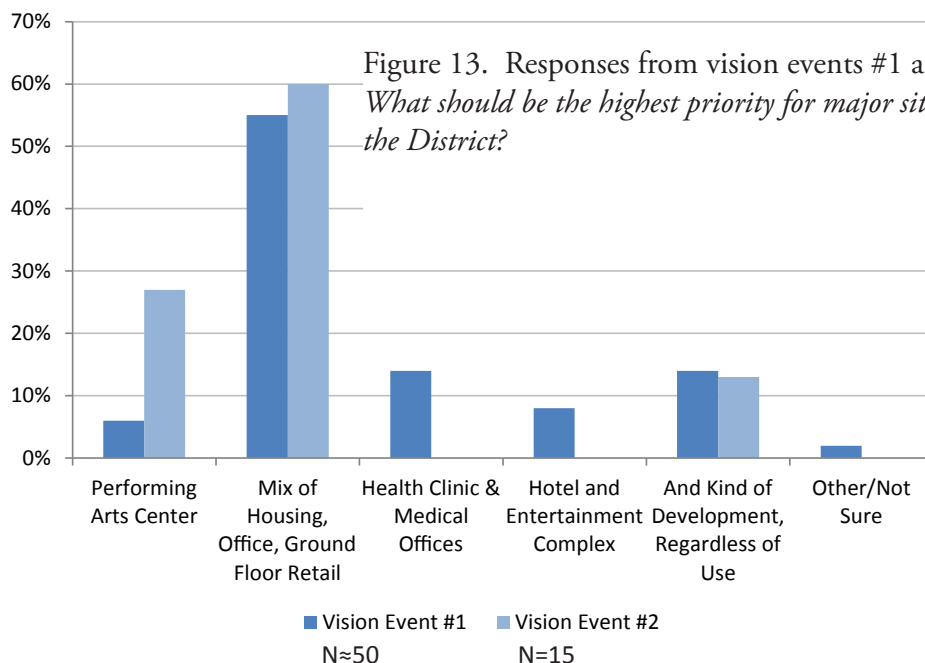


Figure 13. Responses from vision events #1 and #2: *What should be the highest priority for major sites in the District?*

How should the City utilize large development sites in the District?

(Event #1, choose one; Event #2, choose two)

The results from the two events are difficult to compare because the respondents in Vision Event #1 were only allowed to select one option whereas the respondents in Vision Event #2 could choose two (and not everyone did so). That said, the respondents for both of the events believed that the City should utilize the large development sites in the District to stimulate the creation of new jobs and, interestingly given the relatively low ranking for the District to become a performing arts center, create opportunities for entertainment and culture (figure 14). Of course, the mixed use option doesn't necessarily preclude the integration of arts and culture opportunities in to the District.

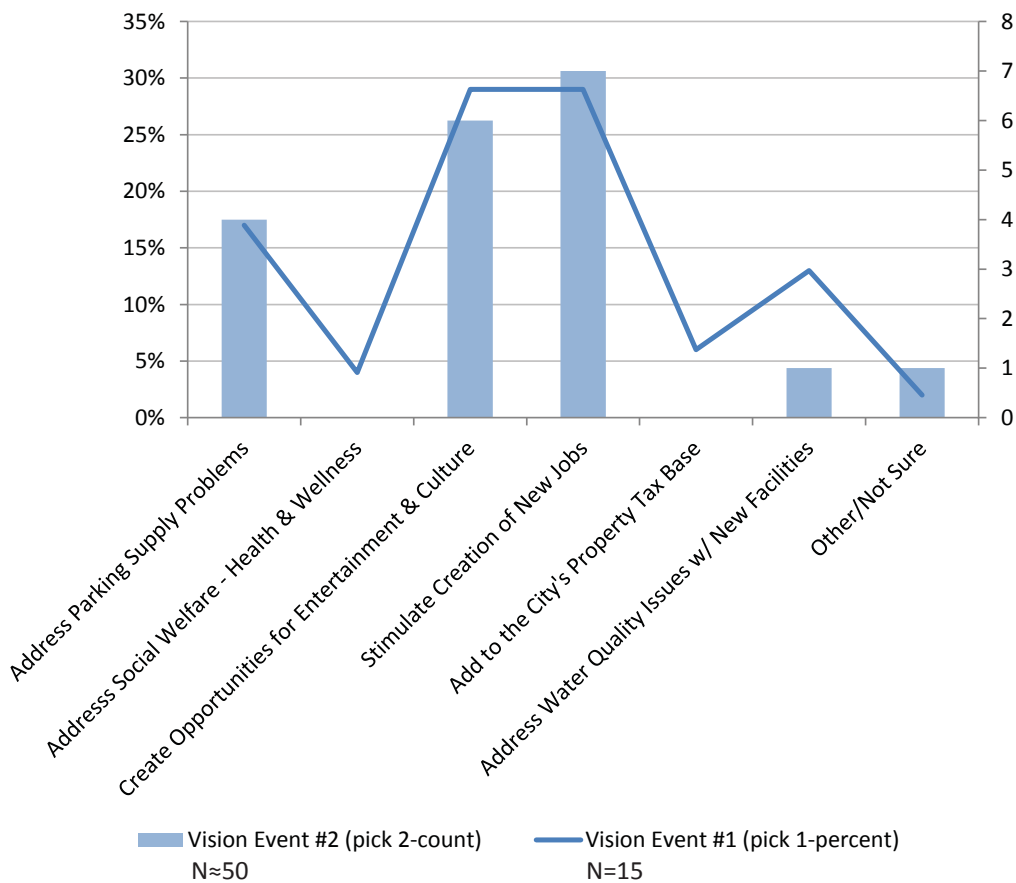


Figure 14. Responses from vision events #1 and #2: *How should the City utilize large development sites in the District?*

New development in the District should be oriented toward the creek.

(Strongly disagree to strongly agree)

The displays offered at these events indicated significant landscape improvements to the District, especially in the areas immediately surrounding the creek which was transformed into a parkland. However, while there was strong support for a reversal of the current orientation of development in the District away from the roads to the creek at the first vision open house, the results from the Creekside business owners vision open house are somewhat ambiguous with most agreeing “somewhat” to the change but others were more neutral about it (figure 15).

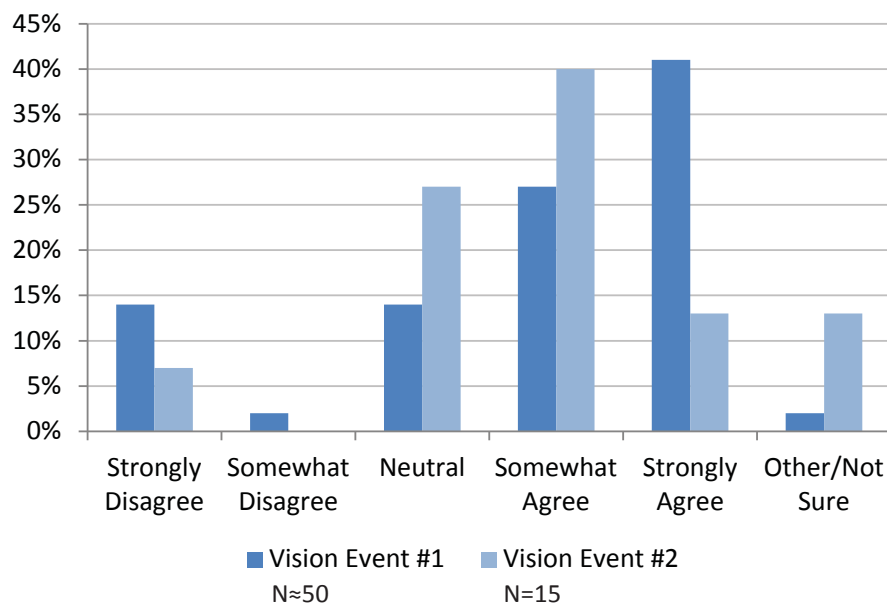


Figure 15. Responses from vision events #1 and #2: Strongly Disagree-Strongly Agree: *New development in the District should be oriented toward the creek.*

Types of Assistance

Those who attended business owner vision event were asked some additional questions relating to assistance that they might need as the Creekside vision moves forward. The responses indicate that for these business owners marketing and joint marketing are the areas that would be most of interest to them. Other selected topics include leases, design, and display.

Storefront Improvements

Seven out of the 15 respondents to the business owners vision event indicated that they believed that their storefronts could use improvement. When asked what kinds of improvements they would like to make, six indicated lighting, four of the seven indicated signage, and three indicated entries, two indicated awnings and windows, and only one indicated paint.

Interior Improvements

Of the 15 respondents to the business owners vision event survey, only two indicated that their business required improvements to the interior to attract more customers and the necessary improvements they indicated were comprehensive.

Beaverton's Sign Code

Of the 15 respondents to the question, "Is the City of Beaverton's sign code adequate for your business needs or location?", eight didn't respond. Of the remaining seven, they were essentially split in their opinions with four responding that the City's sign code was inadequate for their business needs or location and three indicating that the sign code was adequate to their needs.

Creekside Vision Events: Observations, Discussion

The City recognized, in spite of the good turnout for the initial Creekside District Vision Open House, that it needed to do more to engage the business owners who would be impacted most by the Creekside District Master Plan. City staff worked hard to create an approach that would be the most conveniently located and timed to attract as many of these business owners as possible. Because of the second vision event, 33 additional business associated community members now know about the vision that is under consideration. And, 15 Creekside business owners have provided important feedback about the vision to city officials.

Additionally, through these efforts, the City has built new relationships with many of the District's small business owners that could pay significant dividends both related to community trust in government and in creating opportunities for future engagement.

In general, the results of the surveys, from the two vision events, support each other and show strong support for the vision as presented. In particular, there is support and agreement between the two groups about how to deal with the potentially contentious issue of parking (which is critically important to Creekside business owners) and the ways that the City should address stormwater issues in the District.

Both groups appear to support a mix of housing, office, and ground-floor retail more than the other options presented but they also like the idea of incorporating arts and culture into the area. In addition, both groups would like to see large developments as a way to stimulate job growth in the City.

The attendees to these events were shown images of an entirely new approach to the creek — one that was beautifully landscaped and conducive to walking, picnicking,

and bike riding. Currently, the District's businesses turn their backs to the creek. And, while there was strong support for a creek-facing orientation for new development in the District by those who attended the first vision open house, the support was less strong among the Creekside business owners who are currently located in there (Vision Event #2).

The business owners who attended the second vision event were offered the opportunity to tell the City whether or not they thought that they might need assistance as the vision for the District moves forward. Half of the respondents indicated "yes," and of those, most indicated that some kind of marketing assistance would be helpful. Many of the respondents also indicated that their businesses need improvements to their exteriors to attract more customers but few indicated that the interiors of their facilities needed improvements.

It is not entirely clear why only half of the respondents at the business owner vision event answered the questions focused on assistance and less than half answered the question about their facilities. But it is important for the City to know that, based on what they were able to see of the vision for the District, half of the respondents could anticipate a need for marketing assistance given both the outcome and the process of getting there.

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RECOMMENDATIONS

Methods

Consistency in Survey Questions and Participant Counts

With a project like the Creekside District Master Plan, engagement is multi-faceted, complex, and takes place over a long period of time. Because of its complexity, keeping questions and responses compatible can be a struggle. While most of the survey questions used in this process were similar in nature, best practices indicate that questions should be as consistent as possible in order to allow for comparability analysis. And because one of the desired outcomes of this planning process is an increase of racial and ethnic minority community members' participation, being able to document that is important. The fact that this documentation was overlooked at the business owner vision event, is unfortunate, especially since it was observed that many of the attendees at this event were racial and ethnic minorities. As the project progresses and future engagement is conducted, it is strongly suggested that survey questions are consistent whenever comparable results are desired and the demographic questions are included.

A related problem, in terms of analysis, is the importance of the number of participants who actually weigh in on particular questions to survey questions and what their interests may be. While the City kept track of the number of responses to each question in all of the surveys that it conducted independent of the open houses, only percentages of the responses to the instant polling were available for analysis for the Vision Open House event. Instant polling can be exciting for attendees to events such as this, but for analysis purposes not knowing how many people voted on particular questions, and, in this case, who they are (people who live, work, or live and work in the Creekside District as opposed to those who "care" about the District) removes some vitally important information from the analysis.

Incentives for Participation

As stated in this report, the City took extraordinary measures to include underrepresented racial and ethnic minorities, and small business owners, who rarely have the chance to take advantage of traditional outreach methods and venues. While the time and energy spent on Creekside outreach was significant, the number of participants was still relatively small. This is at least partially due to the enormous pressures small business owners experience. However, there are always opportunities to incentivize engagement through gifts, raffles, and refreshments. While the City did employ some of these incentives in its open houses, no incentive was used for its online survey. Such incentives are now commonly used in online surveys, would have cost little, and could have boosted the online participation.

Small and Minority Business Owner Engagement

Build on Foundation

As the City moves forward with the design and implementation of the Creekside District Master Plan, the relationships that have been built over the last year with many of the small business owners in the Creekside District, will not only inform this planning process but have the potential to enhance the City's small business engagement efforts in the future. That said, these relationships must be nurtured through the City's continued inclusion of the small business community in conversations regarding area's future. The lengths to which city officials went to solicit input from these small business owners is a clear demonstration, to those who participated, of the City's seriousness about its engagement efforts.

One of the lessons learned from this process was the necessity of going to the community for its input as opposed to the expectation that the community will go out of its way to come "to the City" to participate in planning processes. Many small business owners, especially those who are less established, find it difficult to leave their places of business for any reason let alone meetings or open houses that may not appear to immediately affect their business' viability. The door-to-door approach, while time-consuming for City staff, was essential to the small business owner involvement in the Creekside District planning process thus far. That said, the second vision open house, which was built on some of the relationships that had been established through the door-to-door work, was held in an office complex within the District where many small businesses are located. The combination of going to the business' locations, at a time that could work for many, with an offer of lunch, was successful in bringing many small business associates into the Creekside District discussion. These are the types of approaches that we recommend.

Utilize Marketing Business Assistance to Continue Engagement

The interest that several of the business owners, who participated in the business owners vision survey, indicated for marketing assistance during the planning and implementation processes creates an opportunity for the City to engage a rather disengaged population. Utilizing some of the economic development tools that are available to the City can allow for a broader conversation regarding the overall appearance of the Creekside, the condition of business facilities, and the need for business owners to market themselves to a potentially broader clientele as the area begins to change and develop.

Housing and Engagement

Given the results of both of the vision open houses, there is a likelihood that the City will support the mixed-use option (that includes housing) for the development of the major sites in the District. Therefore, new attention should be given to what the inclusion

of housing will mean for the Creekside District, the surrounding neighborhoods and their residents, and Beaverton as a whole.

Aside from the phase one Photovoice engagement, conducted in October 2012, no other outreach has been introduced that speaks directly to local residents' concerns and hopes for a new Creekside District neighborhood. Issues of inclusion and exclusion, real and perceived, by current and future residents, will need to be addressed. The market effects of mixed-use housing could greatly change the character of the Creekside and considerations about affordable and market-rate housing should be included in the planning process, as well as the public engagement needed to make such decisions.

According to the U.S. Census, in 2010, there were only 105 residents in the District (Census block 1010). Of these, 21% were Hispanic and 53% were renters. Additionally, at that time, of the 70 existing housing units, 23% of them were vacant. The 2006-2010 American Community Survey estimates, for the Census tracts that are included in Beaverton's Urban Renewal District (of which the Creekside District is a part)(figure 16), indicate a population that is generally less educated, earns less income, and has less English language proficiency than Beaverton's population as a whole (figures 17, 18, and 19).

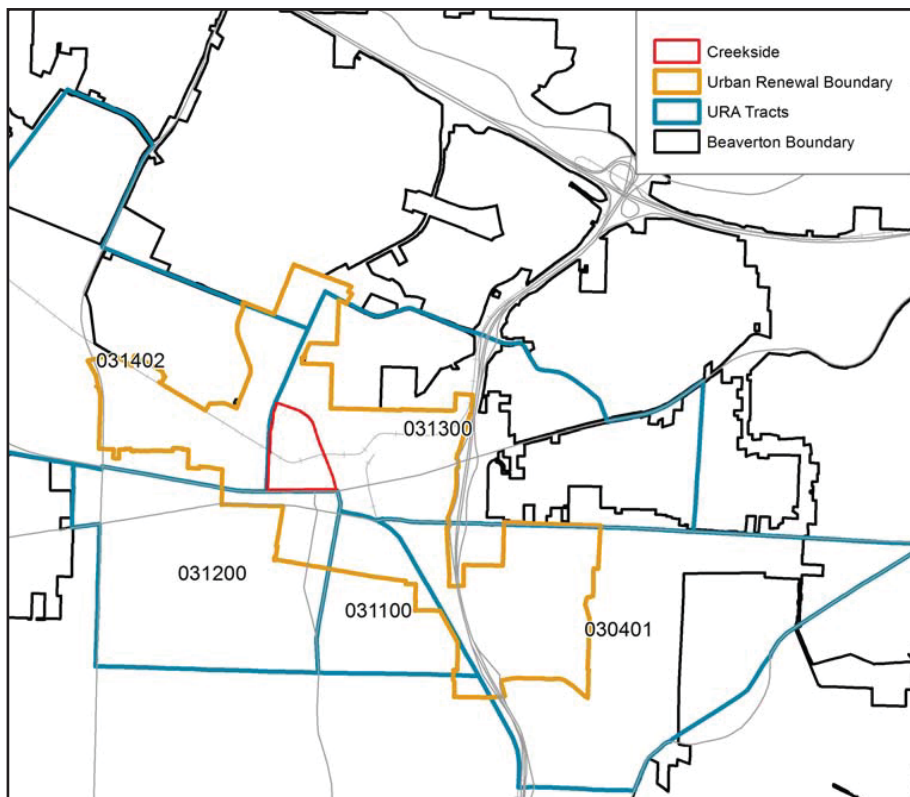


Figure 16. Geographies of Beaverton's Creekside District, Urban Renewal District (URA), and associated Census tracts.

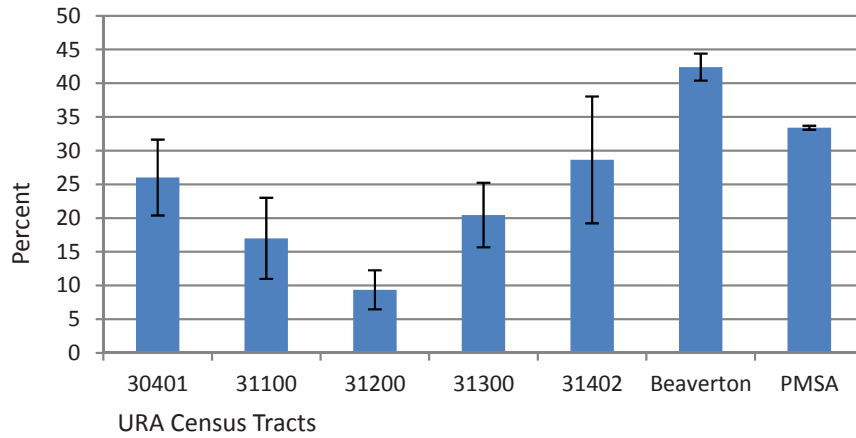


Figure 17. Educational Attainment: Percent of adults 25 and over with a bachelor's degree or higher.
Source: ACS 2006-2010 estimates

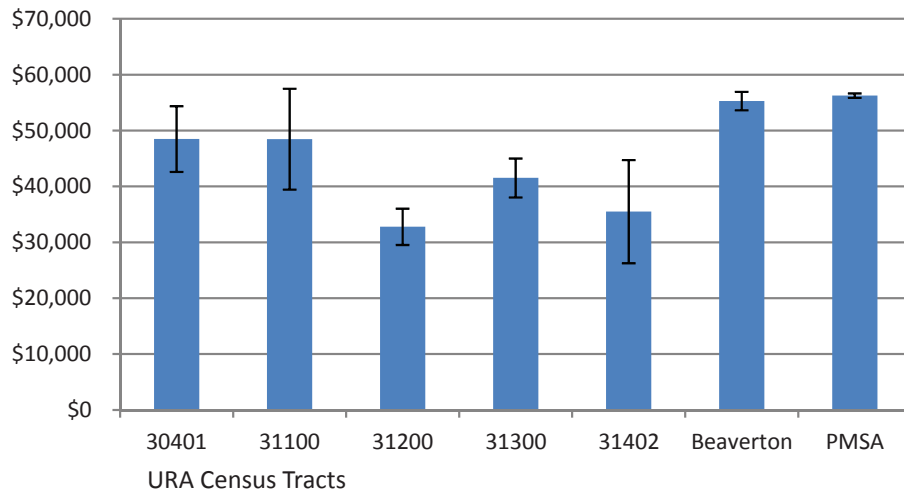


Figure 18. Median household income, 2006-2010.
Source: ACS 2006-2010 estimates

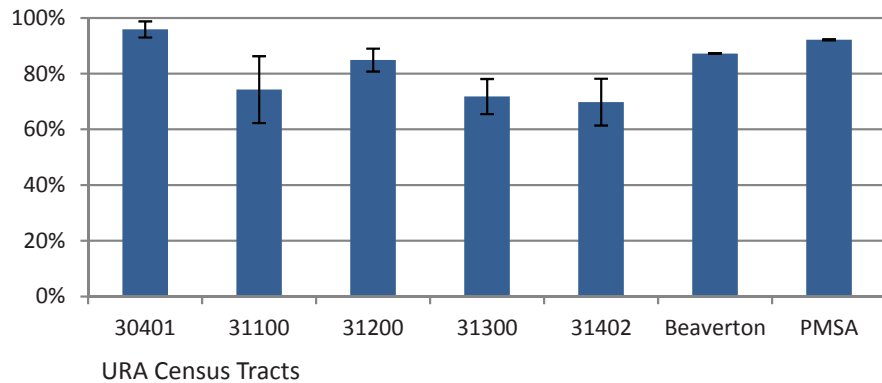


Figure 19. English language proficiency: Speaks English "very well."
Source: ACS 2006-2010 estimates

All of these factors have implications for Beaverton’s public involvement efforts moving forward. Clearly, Beaverton’s planning staff should continue to offer language translation to the residents that live in and surrounding the District. And, given the experience of its Photovoice process, as well as its experience with the minority business owners, staff should be prepared to meet community members in their neighborhoods, at times that are most convenient for working families.

Just as in the case of the small business owners in the District, for some current residents, there may be a fear of rising rents and potential displacement. And for the many more residents of the surrounding area, there may be questions relating to their inclusion in the vision: *Is this a place where my family could live? Is this a place where my family can recreate? Is this a place where I can afford to shop? Is this a place where I will be able to find work?*

Beaverton’s outreach staff should build on the relationships and trust, that were developed through the Creekside District Photovoice and business owner outreach processes, to reach the area’s residents. But staff should also work to establish strong relationships with Beaverton’s neighborhood associations and faith communities.

Finally, the use of incentives should always be considered as they are a recognition by the City of the importance that it places on community members’ opinions and time. Incentives, that are celebratory in nature, such as picnics and barbecues, have the added benefit of not only creating good will among participants toward the City but building stronger communities.



APPENDIX A
Key Findings Summary Table

Creekside Business Owner Outreach – Key Findings

	Key Outreach Findings and Recommendations	Potential Responses and Additional Considerations
Visibility and Access	<p>Changes to businesses’ relationship to major roads (due to road construction, renovation, and design) and decreased visibility were seen as major threats to businesses’ profitability and/or expansion.</p>	<ul style="list-style-type: none"> • An “open for business” program should be developed to help mitigate visibility or access concerns during construction. • Review of development that would limit permanent access or visibility to current businesses should be reviewed and a possible mitigation plan identified.
	<p>General appearance and vacant lots/buildings were identified as barriers to profitability and/or expansion. Improved landscaping and streetscaping to public areas within the district were seen as desirable.</p>	<ul style="list-style-type: none"> • Streetscaping/landscaping plan will be included in Master Plan.
	<p>Many businesses are located in Creekside because of the proximity to a major road, easy automobile access, and the central location within the city of Beaverton.</p>	
Future Development Preferences	<p>Current business owners prefer a mixed-use approach that includes housing, offices, ground floor retail with an integration of arts & cultural activities.</p>	
	<p>While the vision for a Creekside parkland with recreational amenities was met with favor, support for an orientation of future commercial development to the creek was less clear/mixed.</p>	
	<p>Creating new jobs and opportunities for entertainment and culture were high priority for the large development sites in the district.</p>	
	<p>The types/sizes/designs of the buildings in the district are major reasons why businesses are in the district.</p>	

Creekside Business Owner Outreach – Key Findings

Housing	<p>If the City pursues a mix-use option that includes housing in the development of the District (and that was supported by participants in the vision events), further community engagement will be needed to inform the direction that the City takes regarding housing.</p>	<ul style="list-style-type: none"> • Integrate housing into future outreach.
	<p>New attention should be given to what the inclusion of housing will mean for the district, the surrounding neighborhoods and their residents. Issues of inclusion and exclusion, real and perceived, by current and future residents, will need to be addressed.</p>	<ul style="list-style-type: none"> • Considerations of affordable and market-rate housing should be made.
Parking	<p>Parking, or the lack thereof, was identified as barrier that could affect profitability or expansion of existing businesses in the district. Nearly all of the businesses are largely dependent on the automobile to bring their customers to them and/or to get their products to their customers. Parking is therefore a high priority – preferably off-street.</p>	<ul style="list-style-type: none"> • Develop a multi-pronged approach to parking in the District, including building shared lots and structures and incentives for private parking structures.
Business Assistance <i>(more detail in Continuity Strategy*)</i>	<p>Providing marketing assistance during the planning and implementation processes would not only assist existing businesses to adapt to the changes that the plan prescribes but would create continued opportunities for the City to positively engage with the local business community.</p>	<ul style="list-style-type: none"> • An “open for business” program should be developed to help mitigate visibility or access concerns during construction. • Encourage/organize a Creekside Business Association or join existing Main Street Program to chart priorities for the area, implement a district-wide marketing program, etc.
	<p>Affordable rents are a primary reason why businesses are located in the Creekside District. Potential increases in rents are seen as a threat to viability, especially among minority business owners.</p>	<ul style="list-style-type: none"> • Build upon existing technical assistance and partnerships to help businesses understand the changes in market conditions and what to do about them. Possibly provide grants for business owners to attend SBDC Small Business Management courses.
	<p>Businesses would benefit from storefront assistance program.</p>	<ul style="list-style-type: none"> • Utilize Urban Renewal Area (URA) for current storefront/sign/facade assistance program
	<p>Current city sign code was identified as barrier for businesses.</p>	<ul style="list-style-type: none"> • Further study sign code, its barriers, and potential changes. Utilize URA for sign-related program.

Creekside Business Owner Outreach – Key Findings

Stormwater	<p>In regards to addressing stormwater, respondents wanted the city to: Build High-capacity facilities, incentivize others to build during redevelopment, and build facilities in new public projects.</p>	<ul style="list-style-type: none"> • Find way to ask demographic questions at future outreach events this summer • Utilize community-building events for outreach
Future Outreach	<p>Future engagement (such as the Master Plan draft outreach) should include appropriate demographic questions, as well as incentives for participation. Incentives such as picnics and BBQs have the added benefit of creating a sense of community as well as participation.</p>	<ul style="list-style-type: none"> • Specifically reach out to business owners that we've already heard from to maintain relationship for summer outreach
	<p>It is important to maintain ongoing communication with District's small business owners built through this process. The City should build on this foundation.</p>	
	<p>Continue to offer language translation.</p>	
	<p>Meet residents in their neighborhoods and at times that are convenient for working families.</p>	
	<p>Focus outreach with current residents by creating a place where they could find work, where their families can recreate, and can afford to live.</p>	<ul style="list-style-type: none"> • Integrate these concepts into the plan, outreach materials, visualizations, and marketing

*The Creekside Business Continuity Strategy is a separate memo and table created by EcoNW and internal staff to address business needs within a changing district. The document identifies ideas for business assistance, partners, funding sources, timing, and next steps.

An aerial photograph of a city district, likely the Creekside District, showing a network of streets, various buildings, parking lots, and a creek winding through the area. The image is overlaid with a semi-transparent blue filter.

APPENDIX B
Creekside District Master Plan
Public Outreach Summary Table

11/2012 to 3/2014

Name	Date	Location	Description	people Reached	Results
PHASE ONE					
Events					
Photovoice: Creekside Residents	11/7, 11/14, 11/28/12	Beaverton Round Max Station	Residents participated in being the researchers in their neighborhoods and investigate what they like and do not like about living around the Creekside District.	4	Participants attended three sessions where they were taught about Photovoice, shared photos, and worked on captions to share with city officials and planners.
Photovoice: High school students	10/9/12 and 11/5/12	Beaverton Round and ACMA High	Students from the arts high school participated in the Photovoice process.	45	Students split up into teams and took on topics concerning the Creekside District. They were taught about Photovoice and then presented their findings to the planning team.
Open House for Downtown Creeks Plan	2/21/2013	Beaverton Library	First open house event. ACMA students presented vision for Beaverton Creekside District		This open house was the first in a series of public events. It presented attendees with the initial scope of the work being proposed for the Creekside. ACMA students also presented their designs for the Creekside.
Public Outreach					
Neighborhood & Community Outreach	9/5/2012	Around Creekside District	Flyers and emails were sent to community organizations and outreach was done at neighborhood events to solicit participants for Photovoice.	11	Received seven responses from neighborhood event and emailing efforts for the Photovoice events.
Diversity Taskforce Presentation	4/1/2013	Beaverton City Hall	Presented Photovoice results to Beaverton's Diversity Taskforce.		The team asked for suggestions and advice on reaching out to minority owned businesses in the area for the second phase of outreach.
PHASE TWO					
Events					
Interviews with Minority Owned Businesses	7/9-7/11/13	Beaverton Creekside District	Interviews were conducted with small minority businesses owners within the Creekside to gather information about how they felt about doing business in the area and what factors they liked and did not like about the location.	13	The outreach team conducted five in-person interviews with Latino business owners and eight with Asian business owners in the area. Some interviews were also conducted in Spanish and Korean.

Creekside Park & Canyon Rd. Design Open House	7/18/2013	Beaverton Library	Attendees were provided with updates on Canyon Road and the Creeks Park. Several activities were offered to allow people to participate in their vision of the Creekside.	45	Attendees provided feedback on their vision for the District by using exercises to create local street and park cross sections. An electronic instant polling exercise was conducted.
Public Outreach					
Phone calls to Minority owned businesses	7/1-7/5/2013	Beaverton Creekside District	The Creekside team made calls to 27 minority owned businesses within the Creekside study area to let owners know that city officials would be coming by their place of business to discuss the changes occurring around the area.	27	Eight appointments were scheduled with owners. The project team came to their businesses and conducted in-person interviews. 22 businesses in total were reached through phone calls by the project team.
Open House Mailer	6/24/2013		A mailer was sent to businesses in the Creekside to let them know about the Open House occurring in July.	350	Mailers were all provided in English, Spanish, and Korean.
Emails to the Creekside / Civic Plan database	7/1/2013		The Creekside database of emails was informed about the Open House in July.	575-600	
PHASE THREE					
Events					
Online Creekside Business Survey	11/5/2013	Online	An online survey was provided for business owners. They were asked their feelings on doing business in the Creekside and what they liked and did not like about the area.	11	11 responses were collected during the online business survey. These responses were used in companionship with in-person interviews collect that same month. The survey was also available in Spanish and Korean.
In-person interviews with business owners	11/12 to 11/15	Beaverton Creekside District	During door-to-door visits inviting businesses to the Street design workshop, some business owners also provided in-person interviews to project staff.	5	During the team's door-to-door visits to businesses, five owners were available to give in-person interviews. Two of the businesses were minority owned.
Downtown Street Design Workshop	11/21/2013	Beaverton City Hall	A morning workshop was held to present attendees with design alternatives for Canyon Road and streetscape options for the Beaverton Round.	20	Community members and businesses participated in discussions and hands-on feedback on priorities and preferences for the future of Canyon Road. Mapping exercises were used to collect opinions on the development of Canyon Road.
Creekside Vision Open House	1/23/2014	Beaverton Library	Comments were gathered from attendees about what they would like to see in a redeveloped Creekside. Four sketches of Creekside pathways and four options for a Creekside plaza were presented.	41	An electronic instant polling exercise was conducted with attendees. They were asked general questions about how they felt about the Creekside pathway and plaza being presented.

Business Owner Vision Open House	3/19/2014	BG Plaza	Business owners in the creekside were invited to attend a lunch time Open House to present the Creekside Vision and collect comments regarding the proposed changes in the area.	33	A survey was handed out to attendees that asked how the vision fit their business' needs. 15 surveys were collected at the time of the Open House.
Public Outreach					
Streetscape Open House Mailer	10/31/2013	NA	A mailer was sent to businesses in the Creekside to let them know about the Open House occurring in November.	360	Mailers were all provided in English, Spanish, and Korean.
door-to-door visits to Creekside Businesses	11/12 to 11/15	Beaverton Creekside District	Three members of the project team went door-to-door to business in and along the Creekside area to inform them about the workshop in November and to promote the online survey.	20	Five of these businesses participated in an in-person interview. The rest of the owners were provided information and a flyer in regards to the street design workshop and online survey.
Emails to the Creekside / Civic Plan database	11/11/2013 and 01/13/2014		The creekside database of emails was informed about the workshop in November and the Open House in January.	575-600	
Vision Open House Mailer	1/13/2014		A mailer was sent to businesses in the Creekside to let them know about the Open House occurring in July.	950	Mailers were all provided in English, Spanish, and Korean.
Business Owner Open House Outreach	3/1/2014	Beaverton Creekside District	Businesses in BG Plaza and within the Creekside district were contact by the project team in regards to the Open House.	50	Calls were made to business that participated in outreach during the summer of 2013. 26 businesses were contactd over the phone and 10 were visted in person by project staff.



APPENDIX C

Foreign Language Materials: Mailers & Surveys

We want to hear from you about doing business in Downtown Beaverton!

¡Queremos saber su opinión acerca de hacer negocio en el centro de Beaverton!

비벌튼 다운타운에서 비즈니스를 하시는 분들의 의견을 청취하려합니다.

The **Beaverton Creekside District Master Plan** is focused on creating a future with a vibrant economy, healthy people, safer streets, better sidewalk connections, cleaner creeks, and access to parks and nature. As the area grows and attracts new residents and customers, the continued success of small businesses, like yours, will be crucial to the success of the whole downtown.

We need your help. We would like to hear from you and find out how the City can best support the future of your business. What do you like most about doing business downtown? What are your concerns about the future? How do you think the City could better support your business? The more informed we are, the better we can plan for the future of downtown. Your input is valuable.

During the week of July 7th between 9 a.m. and noon, staff from the City of Beaverton and Portland State University will be touring the neighborhood, visiting with you and other small businesses, listening to your concerns and ideas, and exploring ways to make Beaverton work better.

If you would like to schedule a visit or if you have questions, please email: creekside@beavertonoregon.gov, or call: 503-526-7526. For more information on the Creekside District plans and to sign up for email updates, visit www.beavertoncreekside.com

El plan maestro del Distrito de Beaverton Creekside está enfocado en crear un futuro con una economía vibrante, gente saludable, calles más seguras, conexiones de aceras mejores, arroyos más limpios, y accesos a parques y a la naturaleza. A medida que el área crece y atrae a nuevos residentes y clientes, el éxito continuo de las pequeñas empresas como la de usted, será crucial para la prosperidad de todo el Centro de la Ciudad.

Necesitamos su ayuda. Nos gustaría su opinión acerca de cómo puede la Ciudad apoyar el futuro de su negocio. ¿Qué es lo que más le gusta de tener su negocio en el centro de la Ciudad? ¿Cuáles son sus preocupaciones acerca del futuro? ¿Cómo cree usted que la Ciudad puede apoyar mejor a su negocio? Entre más informados estemos, podremos planear mejor el futuro del centro de la Ciudad. Su aportación es muy valiosa.

Durante la semana del 7 de julio, de las 9AM a las 12 mediodía, personal de la Ciudad de Beaverton y de la Universidad Estatal de Portland estarán visitando el área, visitando a usted y otros pequeños negocios, escuchando sus ideas y preocupaciones, y explorando maneras de hacer que Beaverton funcione mejor.

Si a usted le gustaría agendar una cita para visitarlo o si usted tiene preguntas, por favor llámenos i envíe un correo electrónico: creekside@beavertonoregon.gov o al 503-526-7526. Para más información sobre los planes del Distrito de Creekside y para anotarse en nuestra lista de actualización por e-mail, visite www.beavertoncreekside.com

비벌튼 하천개발 계획은 생동적 경제, 건강한 삶, 안전한 거리, 보다 나은 인도 연계성, 깨끗한 하천, 그리고 공원과 자연생태계 접근이 옹이한 미래를 만드것이 주목적입니다. 앞으로 보다 많은 주민들이 살게되고 많은 고객들이 이곳을 찾게 되면서 지속적으로 성공적인 비즈니스를 하는것은 전체 다운타운이 성공하는데 필수 요건이 됩니다.

당신의 도움이 필요합니다. 비벌튼시가 어떻게 여러분의 성공적인 비즈니스를 도울수 있는지에 대한 의견을 수렴하고자 합니다. 비벌튼 다운타운에서 비즈니스를 하는 가장 큰 이유는 무엇입니까? 가장 걱정되는 부분은 어떤게 있습니까? 어떻게 비벌튼시에서 여러분을 도울수 있다고 생각하십니까? 더 많은 의견을 들을수 있다면 보다 나은 다운타운의 미래를 계획할수 있을 것입니다. 여러분의 소중한 의견이 큰 도움이 될것입니다.

오는 7월7일 오전 9시에서 정오 사이에 비벌튼 시청직원과 포트랜드 대학 관련자분들이 이 하천지역과 여러분의 비즈니스를 직접방문하여 보다 나은 비벌튼 미래를 위해 여러분의 의견을 청취및 수렴하려 합니다.

저희 방문을 미리 예약하고 싶은 분이나 질문이 계시면 아래와 같이 이메일 또는 전화주세요. creekside@beavertonoregon.gov or 503-526-7526. 하천개발계획에 대해 좀더 자세한 내용을 알고 싶으시면 아래의 웹사이트를 참고하세요. www.beavertoncreekside.com

www.beavertoncreekside.com



Taller de diseño de las calles del centro de la ciudad

¿Es usted miembro de la comunidad empresarial, dueño de una propiedad o un residente interesado?

Acompáñenos el 18 de noviembre.

- Entérese del diseño actualizado de Canyon Road y lo que ésto significa para usted.
- Contribuya con sus ideas para las calles del centro de la ciudad.

Para ver los últimos diseños para Canyon Road y tomar la encuesta de negocios, visite: beavertoncreekside.com

Lunes 18 de nov.
8:30 AM to 12:00 PM

Beaverton City Hall
1er. Piso Sala de Conferencias
4755 SW Griffith Drive



¿PREGUNTAS ACERCA DEL PROYECTO?

Contacte al equipo del proyecto:
creekside@BeavertonOregon.gov
O llame al 503-526-7526 (503-526-PLAN)

다운타운 거리 디자인 워크숍

당신은 비즈니스 업계의 멤버거나 건물주 또는 거주를 원하시는 분입니까?

11월 18일 워크숍에 참여하세요

- 업데이트된 Canyon Road의 디자인과 여러분에 미치는 영향에 대해 알아보세요.
- 다운타운 거리 구성에 대한 여러분의 의견을 내어주세요.

최근 업데이트된 Canyon Road 디자인 보기와 비즈니스 설문조사를 원하시면, 다음 링크를 클릭하세요.

beavertoncreekside.com

월요일, 11월 18일
8:30 AM to 12:00 PM

비벌튼 시청
1층 회의실
4755 SW Griffith Drive
회의장에 한국어 통역서비스가 가능합니다.



프로젝트에 대한 질문이 있으신가요?
프로젝트 팀에게 연락주세요:
creekside@BeavertonOregon.gov
503-526-7526 (503-526-PLAN)

PROYECTO DE SEGURIDAD Y PAISAJE URBANO DE CANYON ROAD

Preguntas Frecuentes

QUÉ

¿Qué es el Proyecto de Seguridad y Paisaje Urbano de Canyon Road?

La intención del Proyecto de Seguridad y Paisaje Urbano de Canyon Road es mejorar la seguridad de los peatones y automovilistas a lo largo de Canyon Road, abordar el tema de las aguas pluviales sin tratar que dañan los arroyos de Beaverton, y mejorar el atractivo visual del centro de Beaverton, para apoyar a los negocios establecidos y nuevos.

What is the objective?

El transporte seguro en el centro de Beaverton es el objetivo principal. Mejorar Canyon Road para todos los usuarios fue una de las mayores recomendaciones en el Plan Cívico de Beaverton del 2011. Siguiendo esa recomendación, la ciudad trabajó en el desarrollo de un concepto con el Departamento del Transporte de Oregon (ODOT) y las partes interesadas. El proyecto ahora está avanzando de concepto a la etapa de diseño e ingeniería, en preparación para recibir fondos y la construcción.

¿Cuál es el área geográfica del proyecto?

El área del proyecto incluye un segmento de 0.85-millas de Canyon Road, al oeste de la Carretera 217 entre la Avenida SW Hocken y la Avenida SW 117. El proyecto incluye el mejoramiento de la seguridad y el funcionamiento de los caminos, aceras, entradas de coche y servicios públicos existentes. Estamos trabajando para hacer las mejoras dentro de las vías de acceso existentes en Canyon Road, lo cual ayuda a mantener los costos manejables y minimizar los impactos a propiedades y negocios establecidos.

CUANDO

¿Todas éstas mejoras tomarán lugar al mismo tiempo?

Es muy posible que éstas mejoras necesiten hacerse por fases y tiempos, ya que los fondos sean solicitados y obtenidos. Las mejoras con prioridad más alta son aquellas que tratan con la seguridad, incluyendo aceras y cruces de peatones.

¿Cuándo empezaría la ciudad con la construcción?

La ciudad ha asegurado fondos por \$3.35 millones en fondos regionales para construir las mejoras de seguridad más críticas del proyecto. Éstos fondos estarán disponibles para la construcción al principio de 2016. En el tiempo intermedio, la ciudad, ODOT y las partes interesadas refinarán el diseño y se prepararán para la construcción.

CÓMO

¿Qué tal mejorará el flujo del tráfico en Canyon Road?

En coordinación con ODOT, la ciudad llevó a cabo un proyecto para optimización del software de sincronización y coordinación para los semáforos existentes en Canyon Road. Éste tipo de actualización ha demostrado que se reduce el retraso en un 22% basados en aplicaciones similares en cuanto a ciudad y región.

캐년로드 안전과 거리조성 프로젝트

자주하는 질문

무엇인가

캐년로드 안전과 거리조성 프로젝트는 무엇인가?

캐년로드 안전과 거리조성 프로젝트는 기존의 비지니스와 새로운 비지니스를 지원하기 위해 비벌튼 다운타운의 시각적효과를 향상시키고 처리되지 않은 우수가 비벌튼 하천을 오염시키고 있다는 것을 알리고 캐년로드에서 보행자와 운전자의 안전을 향상하는 계획입니다.

계획목적이 무엇입니까?

비벌튼 다운타운의 교통안전이 최우선 목표입니다. 캐년로드의 개선이 2011년 시빅프랜의 중요한 권장사항이었습니다. 이 권고사항을 따르기 위해 비벌튼 시는 오레곤 교통부와 이해당사자들과 함께 개발컨셉을 만들기 시작하였습니다. 지금 프로젝트는 개발컨셉 단계를 지나 공사와 자금조달 준비 그리고 구체적 개발계획에 이르렀습니다.

프로젝트의 지리적 구역은 어떻게 됩니까?

서쪽방면 하이웨이217과 SW Hocken Ave와 SW 117th Ave 사이의 캐년로드0.85 마일이 프로젝트 구역입니다. 프로젝트는 기존의 차도, 보도, 진입로, 유틸리티의 기능과 안전성 향상을 포함하고 있습니다. 기존의 비지니스 오너와 토지소유자에게 영향이 크게 미치지 않고 적절한 비용을 유지하는데 도움을 줄수 있도록 캐년로드상의 기존의 통행로를 개선하는데 노력하고 있습니다.

언제입니까

이런 개선들이 동시에 이루어 질수 있을까요?

이러한 개선들은 필요한 자금이 확보되는대로 시간을 두고 점진적으로 이루어 질것입니다. 가장 최우선으로 개선되어야 할 곳은 보도와 횡단보도의 안전성 확보입니다.

언제 비벌튼시가 공사에 착공하나요?

비벌튼시는 공적자금 3.35백만불을 확보했으며 안전성확보를 위한 공사에 쓰여질 것입니다. 이 자금은 2016년 공사때 쓰여질 것입니다. 앞으로 비벌튼시, 오레곤 교통부, 그리고 이해당사자들은 공사를 하기 위한 준비작업과 디자인을 할 예정입니다.

어떻게 하나요

캐년로드의 교통흐름은 어떻게 개선하나요?

오레곤 교통부에 따르면 비벌튼시는 지금 캐년로드상의 신호 타이밍과 연계성을 강화하는 프로젝트를 마쳤다고 합니다. 이러한 개선은 다른 시나 지역을 비교할때 교통지연을 22% 나 줄였다고 합니다.

Creekside District Business-Owners Questionnaire

This survey is **CONFIDENTIAL**. It is understood that all participants have the right to decline to answer questions in this survey. If you choose to provide demographic information, this information will be kept separate from the rest of your responses.

ABOUT YOUR BUSINESS

1. What kind of business do you own?

2. What is the size of your current location in square feet? _____

3. How satisfied are you with your current location?

- Satisfied Neutral Unsatisfied
- Considering moving to a different location...
 - In central Beaverton, near the current location
 - In Beaverton, but outside of the downtown/central area
 - In Washington County, but outside of Beaverton
 - Outside Beaverton or Washington County

4. In the past, have you operated this business at another location?

- No
- Yes, in central Beaverton, near the current location
- Yes, in Beaverton, but outside of the downtown/central area
- Yes, in Washington County, but outside of Beaverton
- Yes, outside Beaverton and Washington County

5. Why is your business in its current location? Please check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Own the site | <input type="checkbox"/> Availability of parking spaces |
| <input type="checkbox"/> Bought a business already operating in this location | How many? _____ |
| <input type="checkbox"/> Favorable rent | <input type="checkbox"/> On-street parking |
| <input type="checkbox"/> Facility type, size, and design | Is parking free? <input type="checkbox"/> Yes <input type="checkbox"/> No |
| <input type="checkbox"/> Proximity to major road | <input type="checkbox"/> Physical attractiveness of the location (landscaping, architecture) |
| <input type="checkbox"/> Near to public transportation | <input type="checkbox"/> Center of city and good access to highways |
| <input type="checkbox"/> Visibility from the street | <input type="checkbox"/> Other (please explain below) |
| <input type="checkbox"/> On-site parking (off-street) | |

6. As an owner/manager of a business located in central Beaverton, where do you live?

- Central Beaverton / near my business
- In Beaverton, but outside of the downtown/central area
- In Washington County, but outside of Beaverton
- Outside Beaverton or Washington County

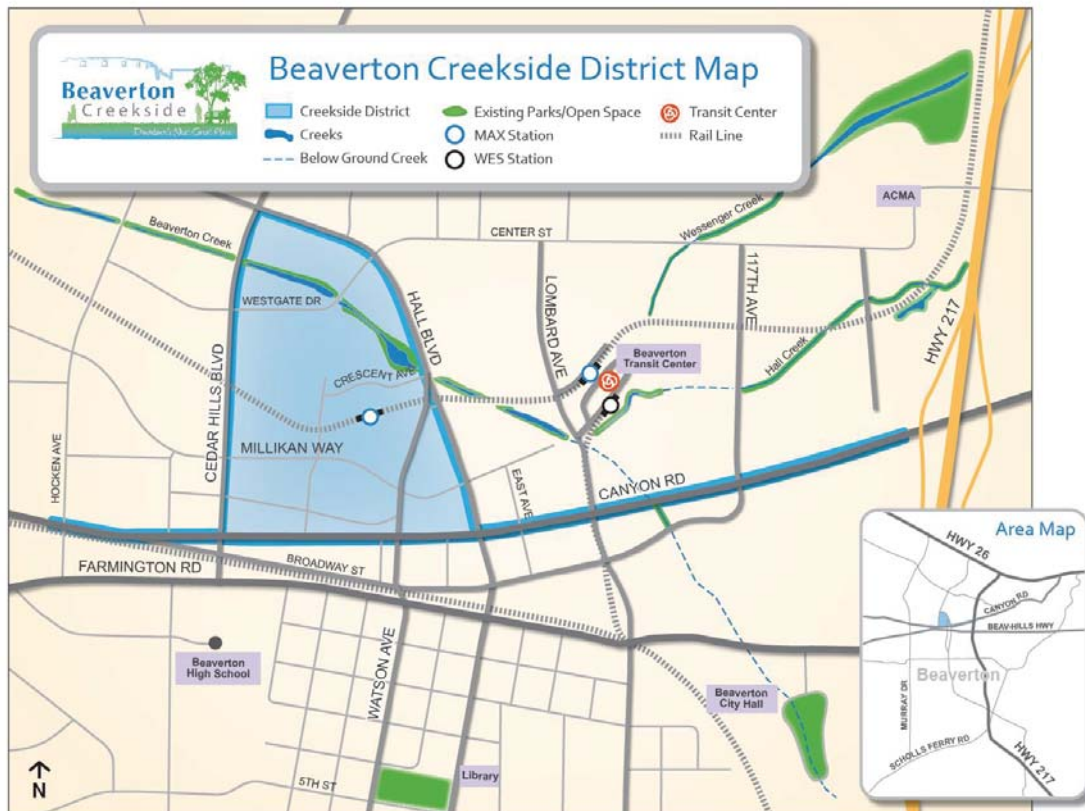
7. During the time you've been in business AT THIS LOCATION, has your business...

- Improved
- Stayed the same
- Declined
- Other (please explain below)

8. What changes have you seen since your business began at its current location?

THE CREEKSIDE DISTRICT

The city is creating a Creekside District Master Plan to shape reinvestment and redevelopment in the central city. We expect this area to change over time from public and private investment, filling in with more buildings, housing options, and improvements to nearby streets and parks. Refer to this map for survey questions 9 and 10.



9. What changes would you like to see in the Creekside District area that would improve your business?

10. What do you consider as possible barriers that could affect your profitability or ability to expand your business?

- | | |
|--|--|
| <input type="checkbox"/> Cost of rent | <input type="checkbox"/> General appearance of the area (litter, lack of landscaping, poorly maintained buildings, roads, and sidewalks) |
| <input type="checkbox"/> Accessibility – difficult to get to | <input type="checkbox"/> Nearby vacant buildings or empty lots |
| <input type="checkbox"/> Lack of visibility from the street | <input type="checkbox"/> Flooding issues |
| <input type="checkbox"/> Lack of parking | <input type="checkbox"/> Hard to find skilled workers |
| <input type="checkbox"/> Can't get a loan from the bank or their process is too difficult to get through | <input type="checkbox"/> Other (please explain below) |
| <input type="checkbox"/> Building owner won't invest in new improvements (if renting) | |

11. Where are your customers located?

- National
- Portland Metro Region
- Beaverton Washington County
- Mostly Beaverton, within 3-5 mile radius

12. How do your CUSTOMERS typically get to your business? Please check all that apply.

- Drive Transit (bus, MAX, WES) Bike Walk Not sure

13. Those who drive, where do your CUSTOMERS typically park?

- On-street Off-street, dedicated space Off-street, shared space Not sure

14. How do your EMPLOYEES typically get to work? Please check all that apply.

- Drive Transit (bus, MAX, WES) Bike Walk Not sure

15. Those who drive, where do your EMPLOYEES typically park?

- On-street Off-street, dedicated space Off-street, shared space Not sure

16. Do you have any specific concerns about how construction may affect your business?

17. Tell us about any problem areas in the district that affect business...

18. Are you currently a member of any business associations or chambers of commerce?

- Beaverton Downtown Association
 Beaverton Chamber of Commerce
 Hispanic Chamber
 Other _____
 Other _____
 Other _____

19. Do you have any additional comments or questions for the Creekside project team?

DEMOGRAPHIC INFORMATION (optional)

20. What is your age?

- Under 18
 18-30
 31-50
 51-64
 65+
 Rather not say

21. What is your gender?

- Male
 Female
 Other

Rather not say

22. Are you Hispanic, Latino(a), or of Spanish origin?

- Yes
- No
- Rather not say

23. Which one of these groups would you say best represents your racial or ethnic background?

- Asian
- Black or African American
- Native American or Alaska Native
- Native Hawaiian/Pacific Islander
- White
- Two or more races
- None of these
- Rather not say

THANK YOU for completing the survey. Your responses will help us create a plan that supports our local business community. If you provided demographic information, this will be kept separate from the rest of your responses.

Cuestionario para Propietarios de Negocios del Distrito Creekside.

Ésta encuesta es CONFIDENCIAL. Se da por entendido que todos los participantes tienen el derecho de declinar el contestar las preguntas en ésta encuesta. Si usted elige proporcionar información de contacto y demográfica, dicha información será guardada por separado del resto de sus respuestas.

ACERCA DE SU NEGOCIO

1. ¿Qué clases de negocio es el suyo?
2. ¿Cuánto mide su local actual en pies cuadrados?
3. ¿Qué tan satisfecho/a está con su ubicación presente?

-Satisfactoria

-Neutral

-No satisfactoria

-Considerando mudarme a otro lugar...

- En el centro de Beaverton, cerca de la ubicación actual.
- En Beaverton, pero fuera del centro/área central
- En el condado de Washington, pero fuera de Beaverton
- Fuera de Beaverton o el condado de Washington

4. ¿Ha tenido éste negocio en operación en otra ubicación en el pasado?

- No

-Sí, en el centro Beaverton, cerca de la ubicación actual

- Sí, en Beaverton, pero fuera del centro/área central

-Sí, en el condado de Washington, pero fuera de Beaverton

-Si, fuera de Beaverton o el condado de Washington

5. ¿Por qué tiene su negocio en la presente ubicación? Por favor seleccione todo lo que aplique.

- Local propio

-Compré el negocio ya operando en ésta ubicación

-La renta es favorable

-El tipo de instalación, tamaño y diseño

- Cercano a una calle principal

-Cerca de transporte público

-Visibilidad desde la calle

-Estacionamiento en el local (ó la calle)

- Espacios de estacionamiento disponibles ¿Cuántos? ____

-Estacionamiento en la calle

¿Es gratuito el estacionamiento? -Sí –No

- La atracción visual del local (paisaje, arquitectura)

-Centro de la ciudad y buen acceso vial a las carreteras

-Otro (favor de explicar abajo) _____

6. Como dueño/gerente de un negocio ubicado en Beaverton central, ¿Dónde vive usted?

- Beaverton central/ cerca de mi negocio
- En Beaverton, pero fuera del centro/área central
- En el condado de Washington, pero fuera de Beaverton
- Fuera de Beaverton, ó el condado de Washington

7. Durante el tiempo que usted ha tenido su negocio EN ÉSTA UBICACIÓN su negocio ha...

- Mejorado
- Seguido igual
- Disminuido
- Otro (por favor explique abajo)

8. ¿Qué cambios ha visto desde que inició su negocio en la ubicación actual?

EL DISTRITO DE CREEKSIDE

La ciudad está creando el Plan Maestro del Distrito de Creekside para formar la reinversión y redesarrollo del área central de la ciudad. Esperamos que ésta área cambie a través del tiempo para la inversión pública y privada, proporcionando más edificios, opciones de vivienda, y mejoras a las características y parques aledaños.

9. ¿Qué cambios le gustaría ver en el área del Distrito de Creekside que mejorarían su negocio?

10. ¿Qué consideraría usted cómo posibles barreras que podrían afectar sus ganancias y habilidad de expandir su negocio?

- Costo de renta
- Accesibilidad-dificultad de acceso
- Falta de visibilidad desde la calle
- Falta de estacionamiento
- No puede obtener un préstamo del banco o su proceso es muy difícil de ser aprobado
- El dueño del edificio no quiere invertir en mejoras (si renta)
- La apariencia general de la área (basura, falta de paisaje, edificios, caminos y aceras con mal mantenimiento.)
- Edificios y lotes vacíos cercanos
- Problemas de inundaciones
- Dificultad para conseguir trabajadores calificados
- Otro (por favor explique abajo)

11. ¿De dónde vienen sus clientes, en dónde viven?

12. ¿Cómo llegan sus CLIENTES a su negocio típicamente? Por favor seleccione todo lo que aplique.

- Manejando
- Transporte (autobús, MAX, WES)
- Bicicleta
- Caminando
- No estoy seguro/a

13. Los que manejan, ¿Dónde se estacionan sus CLIENTES típicamente?

- En la calle
- En espacios asignados, fuera de la calle
- En espacios compartidos, fuera de la calle
- No estoy seguro/a

14. ¿Cómo llegan sus EMPLEADOS típicamente al trabajo? Por favor seleccione todo lo que aplique.

- Manejando
- Transporte (autobús, MAX, WES)
- Bicicleta
- Caminando
- No estoy seguro/a

15. Aquellos que manejan. ¿Dónde se estacionan típicamente sus EMPLEADOS?

- En la calle
- En espacios asignados, fuera de la calle
- En espacios compartidos, fuera de la calle
- No estoy seguro/a

16. ¿Tiene usted alguna inquietud de cómo afectará a su negocio la construcción?

17. ¿Hay algunas ubicaciones en ó cerca del Distrito de Creekside (ver el mapa) que usted piensa que son problemáticas para los negocios en el área? Si su respuesta es "sí", márquelos en el mapa y describa el problema.

18. ¿Es usted en éste momento miembro de alguna asociación de empresarios ó de la Cámara de Comercio?

- Asociación del Centro de Beaverton
- Cámara de Comercio de Beaverton
- Cámara Hispana
- Otro _____
- Otro _____
- Otro _____

19. ¿Tiene usted algunos comentarios ó preguntas para el equipo del proyecto de Creekside?

INFORMACIÓN DE CONTACTO

20. ¿Le gustaría recibir actualizaciones periódicamente acerca del progreso del Plan Maestro del Distrito de Creekside? La información de contacto será almacenada por separado de las respuestas de la encuesta.

Nombre
Correo electrónico
Número de teléfono
Puesto/Responsable
Nombre de la empresa
Dirección de la empresa

INFORMACIÓN DEMOGRÁFICA

21. ¿Cuál es su edad?

- Menor de 18
- 18-30
- 31-50
- 51-64
- 65+
- Prefiero no decirlo

22. ¿Cuál es su género?

- Masculino
- Femenino
- Otro
- Prefiero no decirlo

23. ¿Es usted Hispano(a), Latino(a) ó de origen Español? :

- Sí
- No
- Prefiero no decirlo

24. ¿Cuál de éstos grupos diría usted que mejor representa su origen étnico?

- Asiático
- Afro-americano

- Nativo americano ó Nativo de Alaska
- Hawaiano/Islas del Pacífico
- Blanco
- Origen étnico mixto
- Prefiero no decirlo

GRACIAS por completar la encuesta. Sus respuestas ayudarán a crear un plan que apoya a la comunidad local empresarial. Si usted proporcionó información de contacto y demográfica, ésta será guardada por separado del resto de sus respuestas.

Creekside District Business-Owners Questionnaire

크릭사이드 하천지역 비즈니스 오너 설문조사

This survey is **CONFIDENTIAL**. It is understood that all participants have the right to decline to answer questions in this survey. If you choose to provide contact and demographic information, this information will be kept separately from the rest of your responses.

이 조사는 기밀로 보관됩니다. 설문참가자는 모든 질문에 답하지 않아도 되는 권리가 있습니다. 만약 인구통계에 관한 정보나 개인정보를 제공한다면 다른 설문내용과 별도로 관리되어집니다.

ABOUT YOUR BUSINESS 비즈니스에 관한 질문

1. What kind of business do you own?

어떤 비즈니스를 소유하고 계신가요?

2. What is the size of your current location in square feet? _____

비즈니스 하는곳의 사이즈는 몇 스퀘어 피트입니까?

3. How satisfied are you with your current location?

현 비즈니스 장소에 얼마나 만족하십니까?

Satisfied Neutral Unsatisfied

만족한다. 보통 만족하지 않는다

Considering moving to a different location...

다른곳으로 비즈니스를 옮기려 생각한다...

In central Beaverton, near the current location

현재 위치와 가까운 비벌튼 중심가

In Beaverton, but outside of the downtown/central area

비벌튼 시내 하지만 중심가가 아닌 외곽에

In Washington County, but outside of Beaverton

와싱턴 카운티 안에 하지만 비벌튼시 밖에

Outside Beaverton or Washington County

비벌튼시나 와싱턴 카운티 밖에

4. In the past, have you operated this business at another location?

과거에 다른 장소에서 지금과 같은 비즈니스를 운영한적이 있습니까?

No

아니요

Yes, in central Beaverton, near the current location

네, 현재 위치와 가까운 비벌튼 중심가에서 한적이 있습니다.

Yes, in Beaverton, but outside of the downtown/central area

네, 비벌튼 시내 하지만 중심가가 아닌 외곽에서 한적이 있습니다.

Yes, in Washington County, but outside of Beaverton

네, 와싱턴 카운티 안에서 하지만 비벌튼시 밖에서 한적이 있습니다.

Yes, outside Beaverton or Washington County

네, 비벌튼시나 와싱턴 카운티 밖에서 한적이 있습니다.

5. Why is your business in its current location? Please check all that apply.

왜 지금 장소에서 비즈니스를 운영하시나요? 해당사항에 모두 체크하세요

Own the site

땅을 소유하고 있습니다

Bought a business already operating in this location

기존의 비즈니스를 인수했습니다.

Favorable rent

렌트비가 적합합니다.

Facility type, size, and design

시설의 형태, 사이즈, 디자인이 좋습니다.

Proximity to major road

메인 도로와 가깝습니다.

Near to public transportation

대중교통과 가깝습니다.

Visibility from the street

거리에서 가시성이 좋습니다.

On-site parking (off-street)

파킹(길거리 파킹)이 가능합니다.

Availability of parking spaces

How many? _____

파킹 스페이스가 몇개입니까?

On-street parking

Is parking free? Yes No

길거리 파킹은 무료입니까?

Physical attractiveness of the location (landscaping, architecture)

조경, 건축물같은 것이 외관적으로 매력적입니다.

Center of city and good access to highways

시내 중심부며 하이웨이 접근성이 좋습니다.

Other (please explain below)

다른이유가 있으면 적어주세요.

6. As an owner/manager of a business located in central Beaverton, where do you live?

비벌튼 중심가에 위치한 비즈니스를 소유하거나 매니저라면 지금 현재 어디서 살고 계신가요?

- Central Beaverton / near my business
현재 비즈니스와 가까운 비벌튼 중심가
- In Beaverton, but outside of the downtown/central area
비벌튼 시내 하지만 중심가가 아닌 외곽지
- In Washington County, but outside of Beaverton
와싱턴 카운티 안 하지만 비벌튼시 외곽
- Outside Beaverton or Washington County
비벌튼시나 와싱턴 카운티 외곽

7. During the time you've been in business AT THIS LOCATION, has your business...

이장소에서 비즈니스를 하시면 당신의 비즈니스는....

- Improved
향상되었다
- Stayed the same
같은 수준이다
- Declined
줄어 들었다
- Other (please explain below)
그외(이유를 적어주세요)

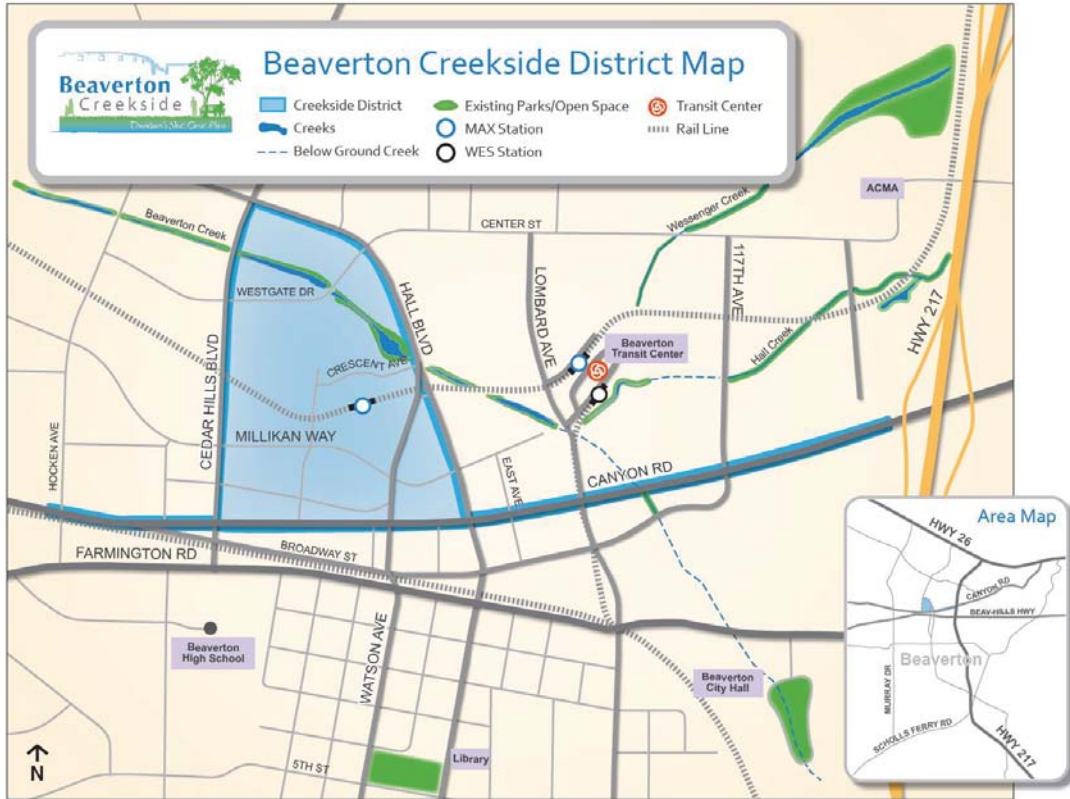
8. What changes have you seen since your business began at its current location?

현재 장소에서 비즈니스를 시작한후 어떤 변화가 있었습니까?

THE CREEKSIDE DISTRICT 크릭사이드 하천지역

The city is creating a Creekside District Master Plan to shape reinvestment and redevelopment in the central city. We expect this area to change over time from public and private investment, filling in with more buildings, housing options, and improvements to nearby streets and parks.

비벌튼시에서는 시내 중심가에 재투자과 재개발을 하기위해 크릭사이드 하천지역 종합계획을 세웠습니다. 시에서는 지속적으로 개인 및 공적인 투자가 이루어지고 더 많은 빌딩과 주택이 생겨나며 개선된 공원과 거리가 조성되리라 기대합니다.



9. What changes would you like to see in the Creekside District area that would improve your business?

여러분의 비즈니스에 도움이 될수 있다면 어떤 변화가 이 크릭사이드 하천지역에 생겨났으면 합니까?

10. What do you consider as possible barriers that could affect your profitability or ability to expand your business?

여러분의 비즈니스를 확장하거나 더 많은 이윤을 창출하는데 걸림돌이 되는게 무엇이라 생각합니까?

Cost of rent
렌트비

Lack of visibility from the street
거리에서 가시성 부족

Accessibility – difficult to get to
접근성이 용이 하지 않음

Lack of parking
파킹랏 부족

Can't get a loan from the bank or their process is too difficult to get through

은행에서 용자를 얻기 힘들거나 용자를 받기위한 프로세스가 너무 힘들

Building owner won't invest in new improvements (if renting)

건물주가 건물개선에 투자하지 않음

General appearance of the area (litter, lack of landscaping, poorly maintained buildings, roads, and sidewalks)

주위의 일반적인 환경(쓰레기, 부족한 조경, 잘 유지되지 못한 건물, 거리, 인도)

Nearby vacant buildings or empty lots
빈건물과 공터

Flooding issues

침수문제

Hard to find skilled workers

숙련된 직원 부족

Other (please explain below)

그외(이유를 적어주세요)

11. Where do your customers travel from or where are your customers located?

고객들이 주로 어디서 부터 오시거나 살고 있습니까?

12. How do your CUSTOMERS typically get to your business? Please check all that apply.

고객들이 어떤 교통수단을 이용합니까? 해당사항 모두 체크해주세요

Drive 운전

Transit (bus, MAX, WES) 대중교통

Bike 자전거

Walk 도보

Not sure 잘 모름

13. Those who drive, where do your CUSTOMERS typically park?

운전해서 오는 고객들은 주로 어디에 파킹을 하시나요?

On-street 길거리

Off-street, dedicated space 지정된 파킹랏

Off-street, shared space 공동으로 파킹할수 있는곳

Not sure 잘 모름

14. How do your EMPLOYEES typically get to work? Please check all that apply.

직원들은 주로 어떤 교통수단을 이용하나요?

- Drive 운전
- Transit (bus, MAX, WES) 대중교통
- Bike 자전거
- Walk 도보
- Not sure 잘 모름

15. Those who drive, where do your EMPLOYEES typically park?

운전해서 오는 직원들은 주로 어디에 파킹을 하나요?

- On-street 길거리
- Off-street, dedicated space 지정된 파킹랏
- Off-street, shared space 공동으로 파킹할수 있는곳
- Not sure 잘 모름

16. Do you have any specific concerns about how construction may affect your business?

여러분은 개발공사가 여러분 비즈니스에 미치는 영향에 대해 구체적인 의견이 있으십니까?

17. Are there specific locations in or near the Creekside District (see map) that you think are the most problematic for businesses in the area? If "yes," mark them on the map and describe the problem.

여러분의 비즈니스에 가장 나쁜영향을 미치는 것들이 크릭사이드 하천지역 안이나 가까이에 있습니까? 만약 있다면 지도에 표기를 하시고 그 이유를 적어주세요.

[THIS QUESTION WILL NOT BE INCLUDED ONLINE.]

이 질문은 웹사이트에 포함되지 않습니다.

18. Are you currently a member of any business associations or chambers of commerce?

당신은 지금 상공회의소나 다른 비즈니스 연합에 가입되어 있습니까?

- Beaverton Downtown Association

비벌튼 다운타운 연합회

Beaverton Chamber of Commerce

비벌튼 상공회의소

Hispanic Chamber

히스패닉 상공회

Other _____

그외

Other _____

그외

Other _____

그외

19. Do you have any additional comments or questions for the Creekside project team?

크리사이드 프로젝트 팀에게 다른 질문이나 코멘트 하실 내용이 계신가요?

CONTACT INFORMATION(연락처)

20. Would you like to receive periodic updates about the progress of the Creekside District Master Plan? Contact information will be stored separately from survey responses.

당신은 정기적으로 크릭사이드 하천지역 종합계획의 진척사항에 관한 내용을 받아보시기를 원하십니까? 연락처는 설문조사와 따로 안전하게 보관되어 집니다.

Name: _____

이름:

Email Address: _____

이메일: _____
Phone Number: _____
전화번호: _____
Role/Responsibility: _____
직책/역할: _____
Business Name: _____
비즈니스 이름: _____
Business Address: _____
비즈니스 주소: _____

DEMOGRAPHIC INFORMATION 인구통계에 관한 정보

21. What is your age?

나이가 어떻게 되십니까?

Under 18

18 세 미만

18-30

31-50

51-64

65+

Rather not say

언급하지 않습니다.

22. What is your gender?

성별이 어떻게 되십니까?

Male

남성

Female

여성

Other

그외

Rather not say

언급하지 않습니다.

23. Which one of these groups would you say best represents your race?

당신의 인종은 어디에 속하십니까?

Asian

아시안

Black or African American

흑인

Native American or Alaska Native

인디언

Native Hawaiian/Pacific Islander

하와이언

White

백인

Mixed race

혼혈

None of these

해당사항 없음

Rather not say

언급하지 않겠습니다.

24. Are you Hispanic, Latino(a), or of Spanish origin?

당신은 히스패닉, 라티노 또는 스페니쉬 입니까?

Yes

네

No

아니요

Rather not say

언급하지 않겠습니다.

THANK YOU for completing the survey. Your responses will help us create a plan that supports our local business community. If you provided contact and demographic information, this will be kept separately from the rest of your responses.

설문에 참가해 주셔서 감사드립니다. 여러분의 설문지는 지역 경제를 촉진하기 위한 계획설립에 큰 도움이 됩니다. 개인 연락처 그리고 인구통계에 관한 정보는 설문자료와는 따로 보관되어집니다.



Part I: Creekside District Vision Feedback

Please, take a look through the Creekside District Vision draft and tell us what you think

1. After your review of the Creekside Vision document, does the Creekside Vision presented match your hopes for the District? (circle one)

- A. Slightly or not at all
- B. Somewhat
- C. Mostly
- D. Completely
- E. Other / Not Sure

2. What role should the City play in PROVIDING PARKING in the Creekside District? (circle one)

- A. Build shared lots and structures
- B. Incentives for private parking structures
- C. Both A and B
- D. Neither A nor B
- E. Other _____
- F. Not sure

3. The City and partners should _____ to address stormwater problems in the district (circle one)

- A. Build high-capacity facilities
- B. Incentivize others to build during redevelopment
- C. Build facilities in all new public projects
- D. Do all of the above
- E. The City should not take action for stormwater
- F. Encourage a local improvement district (LID)(whereby property owners pay split cost of addressing stormwater issues)
- G. Other _____

4. What should be the highest priority for major sites in the District? (circle one)

- A. Performing arts center
- B. Mix of housing, office, ground floor retail
- C. Health clinic or medical offices
- D. Hotel and entertainment complex
- E. Any kind of development, regardless of use
- F. Other _____ / Not Sure

5. How should the City utilize LARGE DEVELOPMENT SITES in the District? (circle two)

- A. Address parking supply problems
- B. Address social welfare – health and wellness
- C. Create opportunities for entertainment and culture
- D. Stimulate creation of new jobs
- E. Add to the City's property tax base
- F. Address water quality issues with new facilities
- G. Other / Not Sure

6. New development in the District should orient toward the creek (circle one)

- A. Strongly disagree
- D. Somewhat agree



Part II: Doing Business in Creekside District

Please, help us understand the current and future needs of Creekside District businesses. **All survey questions are optional and results are confidential.**

Tell us about your Business

How many years has your business operated in downtown Beaverton? _____

Is your business Minority-owned and/ or Woman-owned?

Do you rent or own the business facility? Rent Own

What size is the space where your business operates? ___ Square feet

Number of employees (including owner): ___ full-time ___ part-time

Small Business Assistance Programs

The City of Beaverton and its economic development partners have a number of technical and financial assistance programs for small businesses that include trainings, classes, and one-on-one counseling. Please help us make sure our programs are right for Creekside businesses.

Which of the following topics would be helpful to you, as you think about the future of Creekside? (select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Financial Assistance | <input type="checkbox"/> Architectural / design assistance for improvements to my building or leased space |
| <input type="checkbox"/> Hiring and human resources | <input type="checkbox"/> Creating a business plan for starting/expanding |
| <input type="checkbox"/> Lease terms & negotiations | <input type="checkbox"/> Financing new equipment |
| <input type="checkbox"/> Branding, marketing and advertising | <input type="checkbox"/> Other (please describe) |

What other kinds of services would you be interested in?

- | | |
|---|--|
| <input type="checkbox"/> Joint marketing/promotions | <input type="checkbox"/> Window Display Assistance |
| <input type="checkbox"/> Translation Services | <input type="checkbox"/> Tax Advice |
| <input type="checkbox"/> Banking Assistance | <input type="checkbox"/> Other (please describe) |

Building or Storefront Improvements

Do you feel your *storefront* requires improvements to attract more customers?

Yes No I don't have a storefront business

If yes, what storefront improvements would you like to make? (please select all that apply)

- New Paint New or Better Signs and Graphics Awnings Exterior Lighting New Windows New Entrance / Front Door Other _____



Do you feel the *interior* of your business requires improvements to attract more customers or to better serve you customers?

Yes No Maybe

If yes or maybe, what interior improvements would you like to make? Wall Paint Fixtures and Product Displays Signs and graphics Display Lighting Flooring Other _____

City Codes and Regulations

Is the City of Beaverton's Sign Code adequate for your business needs or location (signs include awnings, A-frames / sidewalk signs, blade signs, building signs)?

Yes No I don't know or not applicable

If not adequate, please explain the concern: _____

Information for Business Development & Resources

Where do you typically go for information or help on how to improve and grow your business (e.g. City of Beaverton Economic Development department, Beaverton Chamber of Commerce, other businesses, organizations or agencies)? This will help us do outreach to the business community.

Is there anything else you'd like to tell us about doing business in the Creekside District?

We know your time is valuable - thank you!

Optional Section: Contact Information

Would you like to receive updates on the Creekside District?

Yes No

Would you like to participate in a more in depth interview for Creekside District feedback?

Yes No

Name/Business _____

Phone _____

Email _____

Please return by **Friday March 28:**

You can drop it off at the BG Plaza front office, suite 101 **OR** Mail to Creekside District Master Plan 2nd Floor, Beaverton City Hall 4755 SW Griffith Dr., Beaverton OR 97005.



Part I: Encuesta de la Visión de Creekside,

Gracias por tomarse el tiempo de decirnos más acerca de su negocio, sus necesidades, y lo que piensa acerca de la visión.

1. Después de revisar el documento de la Visión de Creekside, ¿Llena la Visión de Creekside sus expectativas para el Distrito? (Escoja uno)

- A. Ligeramente o nada
- B. Un poco
- C. Mucho
- D. Completamente
- E. Otro/ No estoy seguro

2. ¿Qué papel debe jugar la Ciudad al PROVEER ESTACIONAMIENTO en el Distrito? (Seleccione uno)

- A. Construir lotes y estructuras compartidos
- B. Incentivos para estructuras de estacionamiento privadas
- C. Ambas A y B
- D. Ni A ni B
- E. Otro _____
- F. No estoy seguro

3. La Ciudad y sus asociados deberían _____ para abordar el problema de del agua pluvial en el Distrito: (Seleccione uno)

- A. Construir instalaciones de alta capacidad
- B. Dar incentivos a otros para construir durante el re desarrollo
- C. Construir instalaciones en todos los nuevos proyectos públicos
- D. Hacer todo lo anterior
- E. La Ciudad debe tomar acción para el agua pluviales
- F. Animar una mejora local del distrito (LID) en la cual los dueños de las propiedades pagan costos divididos para abordar los problemas del agua pluviales
- G. Otro _____

4. ¿Cuál debería de ser la prioridad más alta para los lugares de GRANDES DESARROLLOS en el Distrito? (Seleccione uno)

- A. Centro de las artes
- B. Combinación de casas, oficinas, y tiendas
- C. Clínica de salud/oficinas medicas
- D. Hotel o centro de entretenimiento
- E. Cualquier clase de desarrollo, sin importar el uso
- F. Otro _____

5. ¿Como debería la Ciudad utilizar los LUGARES DE DESARROLLO GRANDES en el Distrito? (Seleccione dos)

- A. Abordar los problemas de la oferta de estacionamiento
- B. Abordar el bienestar social-salud i bienestar
- C. Crear oportunidades para entretenimiento y cultura
- D. Estimular la creación de nuevas empleos
- E. Aumentar la base de impuestos a la propiedad de la Ciudad
- F. Abordar los problemas de la ciudad del agua con nuevos instalaciones
- G. Otro/ No estoy seguro

6. Nuevo desarrollo en el distrito deberían orientarse hacia el arroyo: (Seleccione dos)

- A. En total desacuerdo
- B. En algo de desacuerdo
- C. Neutral
- D. En algo de acuerdo
- E. En total acuerdo
- F. Otro _____



Parte II: Haciendo Negocios en el distrito Creekside

Por favor ayúdenos a entender las necesidades presente y futuras de los negocios del distrito Creekside. **Todas las preguntas de la encuesta son opcionales y los resultados son confidenciales.**

¿Cuántos años tiene el negocio en operación en el centro de Beaverton? _____

¿Se considere el propietario minoría es la propietaria mujer? (Si ninguno, deje en blanco)

¿Usted alquila es dueño de su edificio?

¿Qué tamaño es su negocio _____? (pies cuadrados)

¿Número de empleados tiempo completo _____

Número de empleados tiempo-parcial _____ (Por favor de incluir propietarios).

Programas de Asistencia Para los Pequeños Negocios

¿Qué necesita usted para mantenerse próspero en Creekside? Díganos un poco acerca de su negocio para ayudarnos a entender las necesidades de los negocios de Creekside.

¿Cual de los siguientes temas seria de ayuda para usted pensando en el futuro de Creekside? (seleccione todo lo que aplique)

Asistencia financiera

Asistencia arquitectural y de diseño para mejoras a mi edificio

Dando empleo y recursos humanos

Creación de un plan de negocios para iniciar o expansión

negociaciones y términos de arrendamiento

Financiamiento de nuevo equipo

Mercadotecnia y publicidad

Otro (Por favor describa)

¿Que clase de servicios serian de su interés?

Promover / Promociones Asociada

Asistencia con Presentación de Productos

Servicios de Traducir

Consejos sobre impuestos

Asistencia Bancaria

Otro (por favor describa)

Mejoras al Edificio o Fachada del Negocio

¿Usted siente que su negocio requiere mejor exterior para atraer a más clientes?

SI No Posiblemente

¿Contesto si o posiblemente? Que le gustaría hacer para mejorara su negocio?

Pintura Nueva Mejor Letrero Toldos Luz exterior Ventanas Nuevas Nueva entrada o puerta de enfrente Otro _____



¿Usted siente que el interior de su negocio requiere mejorar para atraer a más clientes?

Si No Posiblemente

¿Contesto si o posiblemente? que le gustaría hacer para mejorara su negocio?

Pintar las paredes Mejorar Presentación de Producto Mejorara Letrero Luz de Aparador Pisos Otro _____

Códigos y Reglamentos de la Ciudad

¿Es el código de letreros (toldos, signos, A-frames, etc.) de la ciudad de Beaverton adecuada para su negocio?

Si No Yo no estoy seguro

Si no lo es, por favor de dar explicación.:

Información para Negocios

¿A dónde acude normalmente para encontrar información de cómo incrementar ó mejorar su negocio? (e.g: City of Beaverton Economic Development department, Beaverton Chamber of Commerce)? Esto nos ayudada a llegar a la comunidad de negociaos.

¿Qué otras cosas podemos hacer para ayudar a los pequeños negocios en Creekside?

Sabemos que su tiempo vale mucho - ¡Gracias!

Sección Opcional: Información de contacto

¿Desea y usted recibir actualizaciones del Distrito de Creekside?

Si No

¿Le gustaría participar en una entrevista más a fondo para darnos información del Distrito de Creekside?

Si No

Nombre/Negocio _____

Teléfono _____

Email _____

Por favor de devolverlo antes de el viernes 28 de marzo

BG Plaza front office, suite 101 O Creekside District Master Plan 2nd Floor, Beaverton City Hall 4755 SW Griffith Dr., Beaverton OR 97005.



Institute of Portland Metropolitan Studies
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