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Informing the Plan - Incorporating Stakeholder Hopes, Dreams, and Concerns: An Assessment of the Creekside District Master Plan

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INFORMING THE PLAN

Incorporating Stakeholder Hopes, Dreams, and Concerns

An Assessment of the Creekside District Master Plan



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December 2014



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INTRODUCTION

In April 2011, the City of Beaverton adopted its Civic Plan Central City Strategy (“the Civic Plan”). The Civic Plan provided a new understanding of the Central City. One of the Civic Plan’s most important strategic goals was 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 was supported by a HUD Community Challenge Grant) has built on the Civic Plan, Beaverton’s Community Vision (2010), the Beaverton Urban Renewal Plan (2011), and Metro’s 2040 Growth Concept.

The Creekside District Master Plan and Implementation Strategy outlines the investments, projects, and programs that will be needed to transform the District into “a vibrant, mixed-use, transit-oriented downtown neighborhood, where people enjoy easy access to the natural environment, safe and reliable transportation and parking systems, and opportunities for jobs, housing, and entertainment” (Creekside District Master Plan and Implementation Strategy, 2014).

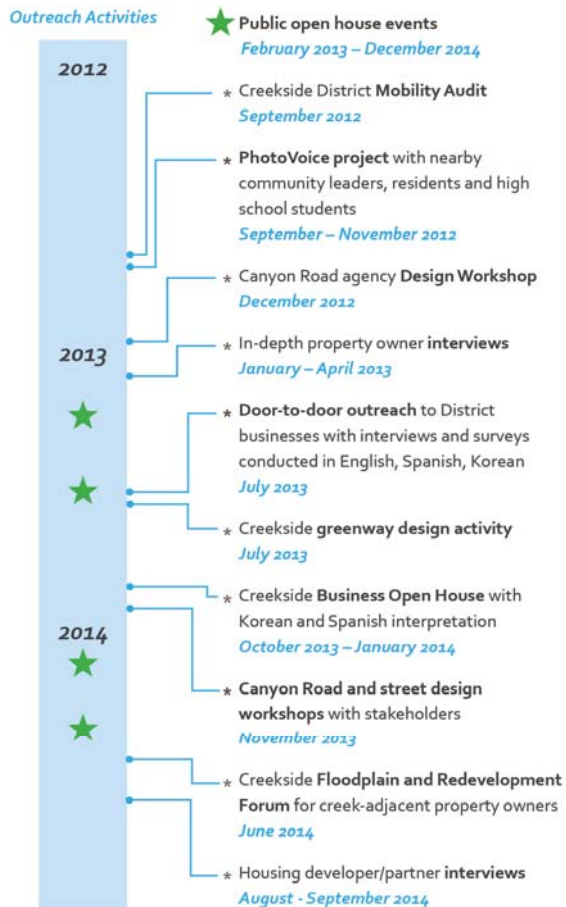
Central to the Creekside District master planning process was the engagement of the current business owners and residents in and immediately surrounding the District – in other words, those who will be most directly impacted by the plan. Additionally, recognizing that a significant number of the small business owners and residents who would be affected are racial and ethnic minorities, the City put special emphasis on engaging these typically underrepresented groups in the planning process.

The purpose of this report is to assess how well the public input, that was gathered throughout the Creekside District master planning process, has been considered and incorporated into the Creekside District Master Plan. Specifically, this report focuses on the findings of the outreach efforts directed at those most directly impacted by changes to the Creekside District: business owners within the District; residents in and adjacent to the District; and minority community leaders and youth.

Following public engagement best practices, the City sought input from these stakeholders early in the planning process to gain a better understanding of how the District does and doesn’t work for them, as well as stakeholders’ hopes for its future.

Beginning in the fall, 2012, Beaverton planners conducted a Creekside District mobility audit with transportation planners, representation from the disability community, and pedestrian advocates to get a better understanding of the barriers to mobility, access, and transportation generally within the District. The results of this audit were integrated into the City’s existing conditions analysis.

Creekside Public Engagement Timeline and Planning Phases



PHASE I: Existing Conditions Outreach

- Photovoice
- Downtown Creeks Open House
- Business Owner Open House



Issues and Opportunities Map

PHASE II: Solution Testing Outreach

- Park/Canyon Rd Open House
- Business Survey
- Business Owner Interviews
- Street Design Workshop
- Vision Open House
- Business Owner Vision Open House
- Creekside Investment Challenge



Urban Design Diagram

THROUGHOUT

- Public Presentations
- Website / eNewsletter

During this same period, City staff, with the assistance of Portland State University (PSU), used an innovative participatory research technique, Photovoice, with residents, community leaders, and high school students to explore: (1) how well the Creekside District and the immediately adjacent area function now; and (2) how the District should develop in the future or what improvements can be made.

Photovoice, which uses participant generated photographs and captions to convey their findings, provided City planners with baseline information about the District and its challenges, from the participants' perspectives, that were experiential, often highly personal, and with the added benefit of photographs that were specific to locations in the District.

The Photovoice findings fell into six general themes: transportation concerns (particularly pedestrian safety); economic development (poorly and underutilized spaces, vacant land, and an insufficient mix of businesses); the environment (the poor condition and invisibility of the creek); public sanitation; parks and recreation (or the lack thereof); and landscape issues. A detailed description of the process and analysis of the findings of the Creekside Photovoice project can be found in the "Community Photovoice and Minority Business Owner Outreach Report" (Merrick and Martin, 2013).

Between June 2013, and March 2014, the City of Beaverton, with assistance from project consultants, Fregonese Associates, Communitas, ECONorthwest, Walker Macy, and PSU, conducted a series of community outreach activities. Some of these were open houses focused at the community at large but many were specifically targeted at the small businesses that dominate the District and minority business owners.

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. And, 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.

Beaverton 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 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.

This 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. It is important to acknowledge that the Creekside business owners' responses to the proposed changes to the District represent a mixture of optimism and trepidation; for them, there is a lot at stake.

With regard to the existing conditions, the business owners who provided input indicated that affordable rents, the centrality of the District, proximity to a major road, the types and sizes of facilities, and the availability of parking were key to their businesses' locations in the District. However, it is also the cost of rent (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 most important threats to their businesses' profitability and/or expansion.

As in the case with the Photovoice participants, the business owners also expressed concerns about the poor appearance of the district and underutilized and vacant lots affecting the desirability of Creekside. A detailed discussion of these efforts is available in the "Business Owner Outreach Report" (Merrick and Martin, 2014).

As planners considered options for the Creekside Master Plan, the City once again asked Creekside business owners to weigh in. Their responses indicated strong support for the general vision for the District that the planners proposed. There was also support for a mixed-use approach for Creekside that includes housing, office, and ground-floor retail space. When asked about how the City might best utilize the large undeveloped sites in the District, the priorities of the respondents were the creation of jobs and opportunities for entertainment and culture.

Regarding parking, business owners preferred a multi-pronged approach that includes building shared lots and/or structures and incentives for private parking structures.

There are stormwater problems in the District and the business owner respondents indicated a preference for a comprehensive approach that includes the building of high capacity facilities, providing incentives for others to build them during redevelopment, and the building of facilities in all new public projects.

In addition, the Creekside business owners were asked specifically about the desirability of a variety of types of assistance that the City could provide during the District's redevelopment process. The business owners indicated that marketing, joint marketing, and storefront improvement assistance would be of interest.

Community members were given an additional opportunity, through a series of events in June and July 2014, to comment via the Creekside Investment Challenge,

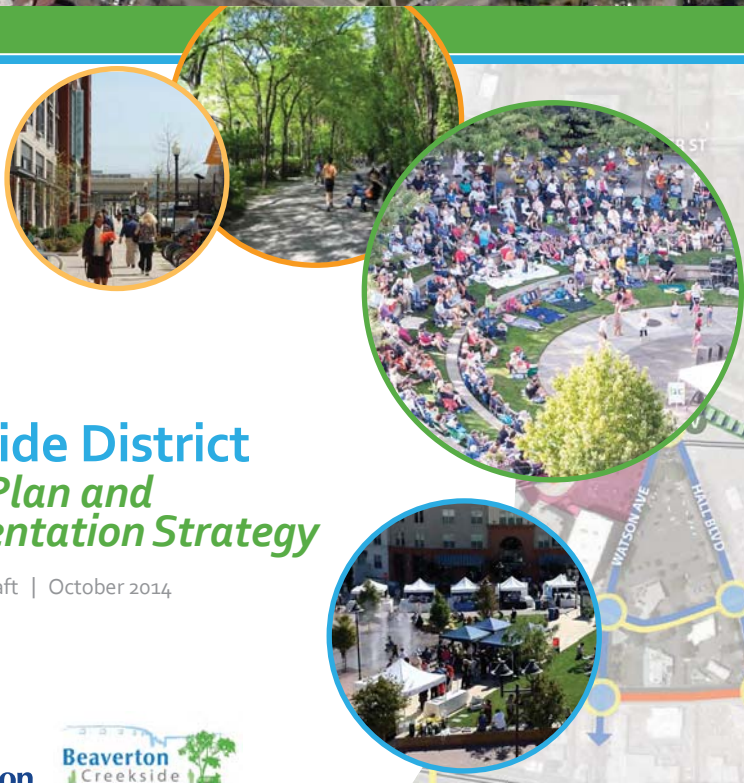
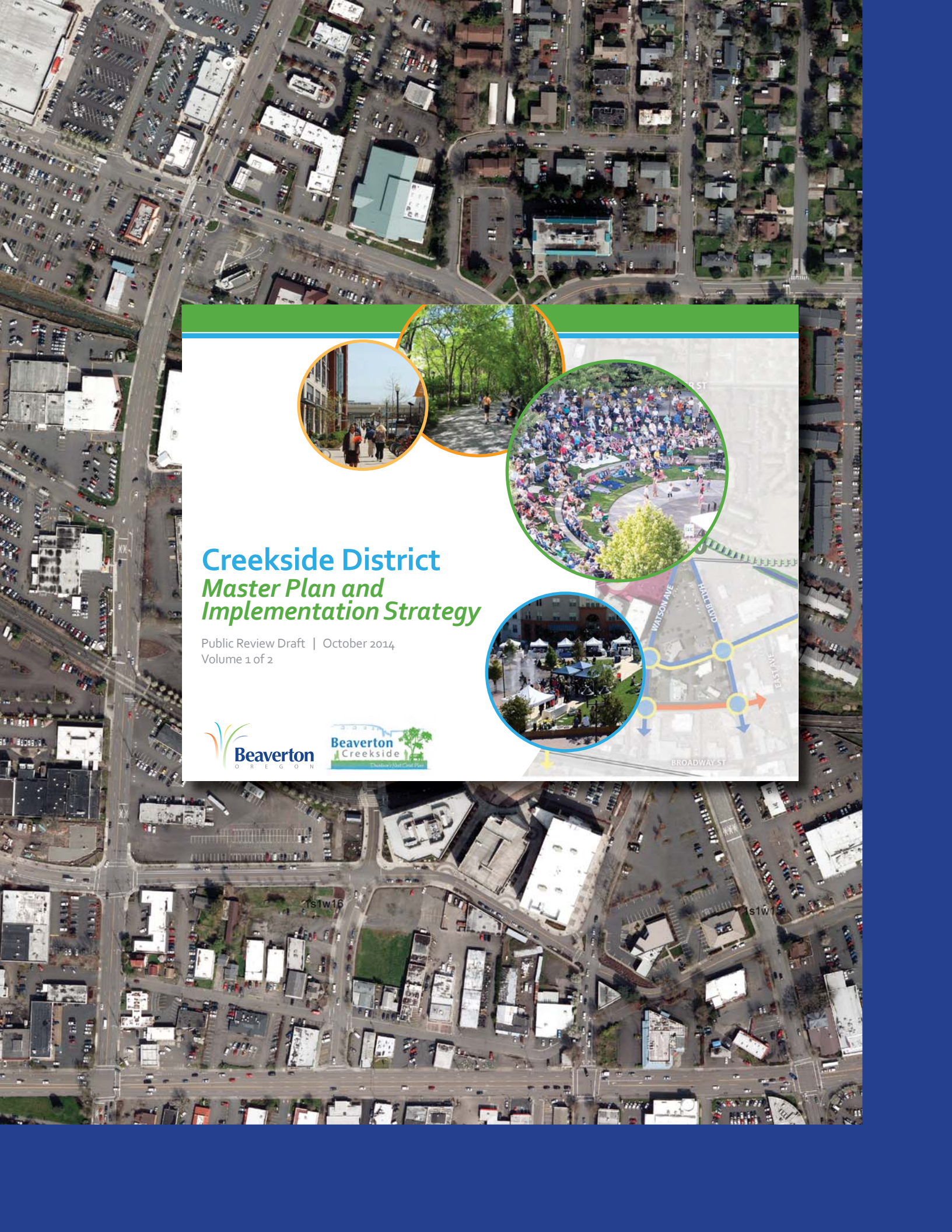
a game in which participants were given “Creekside Chips” to spend on where they wanted the City to spend public funds on potential Creekside projects. These events were very well attended and were used to help to prioritize the objectives of the plan.

After the Creekside Master Plan and Implementation Strategy was released, City staff revisited the minority business owners who had participated in the process in person to let them know that the plan was available.

ORGANIZATION OF THE REPORT

This assessment is organized by the key outreach findings and identifies where there is alignment in the Creekside District Master Plan. These include:

- Affordable Rents
- Parking
- Access, Visibility, and Safety
- General Appearance
- Future Development Preferences



Creekside District

Master Plan and Implementation Strategy

Public Review Draft | October 2014
Volume 1 of 2



AFFORDABLE RENTS

Outreach Finding	Affordable Rents	
MP Objective 1.4	Existing businesses are well supported	
	MP Solution 1.4.1	Implement a business continuity strategy

The District's small business owners who were surveyed overwhelmingly indicated that although they were excited about the vision for an improved Creekside District, they were concerned about losing the affordable rents that had attracted them to the District in the first place. They saw increased rents as a barrier to their business' profitability and expansion. Many stated that they would take advantage of marketing and storefront assistance programs from the City, during the development process, if offered.

Goal 1.4 demonstrates the City's clear understanding of the threats to many of the District's businesses that will undoubtedly come with its redevelopment. As articulated by the Plan these include: (1) the potential for the physical displacement of a business; (2) the loss of visibility due to redevelopment activities; (3) a change in the clientele or demographic changes to the residents in the District that create different demands for goods and services than existing businesses currently provide; and (4) the fact that some businesses may be more impacted by small rent increases and lack the capital to respond to quickly changing circumstances.

Solution 1.4.1. The Plan outlines two significant responses to these concerns:

- New programs and services to provide technical and business support services during the Master Plan implementation.
- Business improvement and enhancement incentives to improve their physical space and/or support co-location opportunities.

ACCESS, VISIBILITY AND SAFETY

Outreach Finding	Road Access, Visibility, Safety Concerns	
MP Objective 1.4	Existing businesses are well supported	
	MP Solution 1.4.1	Implement a business continuity strategy
MP Objective 2.1	People walking, biking, or driving enjoy safe, convenient, and pleasant connections to transit and other destinations within or near the District	
	MP Solution 2.1.2	Expand bike facilities and way-finding
	MP Solution 2.1.3	Expand the street network with new streets, connections, and access points for all users
	MP Solution 2.1.4	Implement Canyon Rd safety and complete corridor project

Like the issue of affordable rents, business owners in the District expressed concern that the ongoing road and building construction, that occur with development, will affect both the *access to* and *visibility of* their businesses that could threaten their viability.

As previously stated, Goal 1.4 acknowledges business concerns about access and visibility and with Solution 1.4.1 provides services, programs, and incentives that are intended to mitigate against decreased access and the visibility of current Creekside businesses during the development process.

Residents have indicated that the shortage of pedestrian infrastructure in and immediately surrounding the District has made it difficult to access and unsafe for pedestrians.

Master Plan Objective 2.1 and solutions 2.1.2, 2.1.3, and 2.1.4 suggest a set of comprehensive improvements to the connectivity and safety within the District that will enhance its access and safety not only to cars but also for bicyclists and pedestrians. Better connected and designed streets should not only increase pedestrian and bicyclist safety but also increase pedestrian and bicycle traffic to the District's businesses. Additionally, the visibility of business storefronts that are now on dead-end streets, or hidden behind vacant lots or large parking facilities should be increased.

The City has established a blog and e-newsletter that provides regular updates on construction dates/times. It also provides marketing for businesses that would like to make announcements to the public. The City has sent a mailer and walked door to door to inform business owners about the website (www/BeavertonCreekside.com).

PARKING

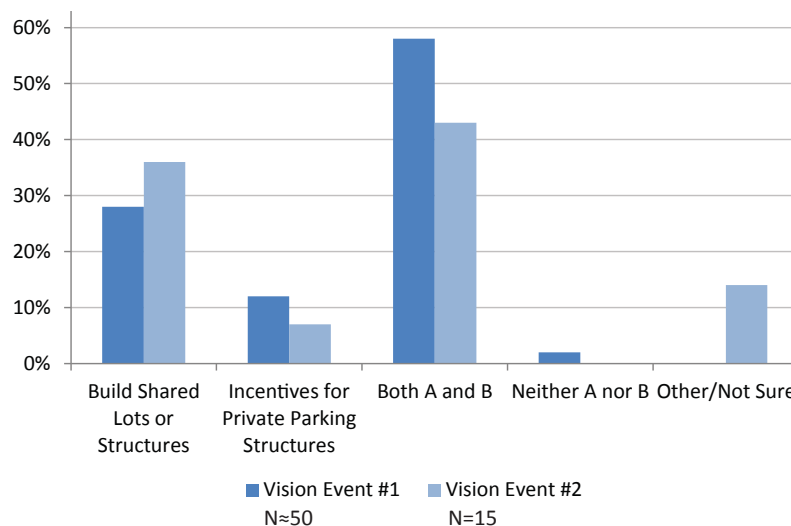
Outreach Finding	Readily Available Parking	
MP Objective 2.3	A District-wide parking strategy that supports compact development and ensures adequate parking availability for a mix of uses	
	MP Solution 2.3.1	Revise development code parking regulations for the District to support desired urban form and development feasibility
	MP Solution 2.3.2	Provide consolidated district parking facilities to support a desired urban form and development feasibility

Creekside business owners indicated that most of their customers arrive by car. As a result, parking (or the lack thereof) is seen as a barrier to their business' profitability or expansion. Goal 2.3 recognizes this concern but balances it with the goal of providing efficient, compact development practices.

Solution 2.3.1 suggests that the City revise its code to reduce the on-site parking requirements and prioritize on-street parking for short-term visitor and customer parking via timed limits and parking enforcement techniques.

Solution 2.3.2 provides an alternative to on-street and surface parking: strategically located parking facilities that are owned or controlled by the City moving to a "shared" parking system in Creekside.

The Creekside business owners who responded to questions relating to these alternatives indicated support.



GENERAL APPEARANCE

Outreach Finding	Appearance and Vacant Properties Are a Barrier to Profitability and Expansion	
MP Objective 1.1	Well-designed, transit-oriented developments are financially feasible and built throughout the District	
	MP Solution 1.1.1	Make policy and regulatory changes to support redevelopment and Master Plan implementation
	MP Solution 1.1.2	Create a development strategy for the former Westgate site
	MP Solution 1.1.4	Expand existing development and technical assistance
	MP Solution 1.1.5	Use urban renewal funds strategically to incent development
	MP Solution 1.3.1	Create a Creekside Plaza north of The Round
	MP Solution 1.3.2	Create a continuous greenway along the District's creek
MP Objective 2.1	People walking, biking, or driving enjoy safe, convenient, and pleasant connections to transit and other destinations within or near the District	
	MP Solution 2.1.1	Invest in sidewalk and streetscape improvements for pedestrians
	MP Solution 2.1.2	Expand bike facilities and wayfinding throughout the District
MP Objective 2.2	Beaverton's creeks are made a part of the District's urban and transportation community connectivity and access needs	
	MP Solution 2.2.1	Design and build the Crescent Connection multi-use path to serve community connectivity and access needs
	MP Solution 2.2.2	Provide visual access to creeks from existing paths and trails, and those created with new development using overlooks and markers

The general appearance of the District and its vacant buildings and lots were seen by many Creekside business owners and community members as a negative. In fact, the business owners indicated that poorly maintained properties and landscape, as well as vacant buildings and land, were barriers to their profitability and business expansion.

Objectives 1 and 2 touch on these issues. While Objective 1 and its solutions speak to the overall development strategy, design, and specific vacant or underutilized sites (the Westgate site and the open space associated with The Round), objectives 2.1 and 2.2 focus directly on the transportation aspects of the District including roadway and sidewalk infrastructure development and enhancements to its creek that will positively affect its overall appearance and functionality.

The development that is outlined in the Master Plan seeks to create a well-designed, compact, and efficient transit-oriented design that also takes full advantage of its chief natural attribute, the creek. Until now, the creek has been largely ignored and even abused by the public. The notion of a continuous greenway along the creek turns it into an attractive public asset.

FUTURE DEVELOPMENT PREFERENCES

Outreach Finding	Mix of Housing, Office, and Retail	
MP Objective 1.1	Well-designed, transit-oriented developments are financially feasible and built throughout the District	
	MP Solution 1.1.4	Expand existing development tools and technical assistance
	MP Solution 1.1.5	Use urban renewal funds strategically to incent development
	MP Solution 1.1.6	Develop policies and tools to support the creation of housing at a variety of income levels
MP Objective 1.3	The District's unique sense of place and unified identity capitalize on the nearby creeks and attract residents and visitors from nearby neighborhoods as well as other parts of the region	
	MP Solution 1.3.4	Prioritize the completion of a new performing arts center in the District
Outreach Finding	A District that creates new opportunities for jobs and arts and culture	
MP Objective 1.3	The District's unique sense of place and unified identity capitalize on the nearby creeks and attract residents and visitors from nearby neighborhoods as well as other parts of the region	
	MP Solution 1.3.4	Prioritize the completion of a new performing arts center in the District
Outreach Finding	Type/size/design of facilities attracted business owners to the District	
MP Objective 1.4	Existing business in District are well supported	
	MP Solution 1.4.1	Implementation of a business continuity strategy
Outreach Finding	Vision for a Creekside parkland is supported	
MP Objective 1.3	The District's unique sense of place and unified identity capitalize on the nearby creeks and attract residents and visitors from nearby neighborhoods as well as other parts of the region	
	MP Solution 1.3.2	Create a continuous greenway along the District's creek

Outreach Finding	Stormwater Management	
MP Objective 3.1	The District is a steward of sustainable development and stormwater management	
	MP Solution 3.1.1	Require new development to incorporate on-site stormwater treatment facilities located to maximize benefits to the Downtown creek system
	MP Solution 3.1.2	Build regional stormwater treatment facilities
MP Objective 3.2	Ecosystem improvements increase health and beauty of the Downtown creek system	
	MP Solution 3.2.1	Develop public and private programs designed to clean and restore the Downtown creeks and stream bank areas
	MP Solution 3.2.2	Provide incentives to daylight Beaverton Creek

Creekside business owners, as well as the Photovoice participants, indicated that the District, in its current state, is extremely underutilized. The youth participants, in particular, recommended that the area be developed into a lively, mixed-use community, that supports new jobs and includes opportunities for arts and culture, and the business owners support that notion. The objectives and solutions outlined under Goal One of the Plan provide the framework for the development of such a community at Creekside.

Additionally, the mixed use approach outlined in the Master Plan suggests a mix of facilities types and sizes that the Creekside business owners have indicated was important to their decision to locate in the District.

The Creekside business owners also support the development of a parkland that buffers the Creek that is outlined in objectives 1.3 and 3.2 and supported by solutions 1.3.2 , 3.2.1, and 3.2.2.

A strong stormwater management plan is important to the business owners as well and they have indicated support the comprehensive approach outlined in solutions 3.1.1 and 3.1.2.

CONCLUDING OBSERVATIONS

The City of Beaverton has taken seriously its responsibility to provide meaningful public involvement in the development of the Creekside District Master Plan. This is evident in the innovative approaches and extraordinary efforts it took to engage community members and small business owners who would be most directly impacted by the growth and change that are inherent to the redevelopment of the District.

Following public engagement best practices, City staff began engaging stakeholders (including minority business owners within the District) early in the process providing planners with a foundation of local knowledge that is critical to good plan making.

For existing businesses, operating at the margins, the vision that is articulated in the Plan represents opportunities and potential threats. Creekside is a central location within the City of Beaverton, where commercial rents are inexpensive, with good road access, and plenty of free parking. Business owners and community members agree, however, that the District could be a much better place for everyone. That said, business owners have legitimate concerns about the effects of rising rents, disruptions during road and building construction, and the possible loss of visibility, that transformational redevelopment will bring, on their viability.

It is clear, however, from this analysis that the City has heard these stakeholders' hopes for the future of the District and their concerns, and has responded to them in the Master Plan and Implementation Strategy. It does this through its goals, objectives, and solutions including the incorporation of mitigation measures to assist these businesses during periods of disruption.

The Creekside Master Plan and Implementation Strategy document is an articulation of the kind of vibrant, thriving, sustainable, inclusive, mixed-use community that the Creekside business owners and community members support. There is, however, one significant dimension described in Goal One ("The District is a vibrant, attractive, and walkable downtown residential and employment center and a catalyst for continued growth Downtown") and further described in Solution 1.1.6, that will need to wait before a fully developed implementation strategy can be identified, and that is housing.

The Future of Housing

All city plans in Oregon must comply with an approved comprehensive plan. At present, the housing element of Beaverton's Comprehensive Plan is being updated. The City's website states that it will "review existing housing availability,



Images from the “Creekside District Master Plan and Implementation Strategy”

identify areas where growth can be accommodated, assess existing affordable housing tools and policies, and identify strategies to strengthen neighborhoods” (<http://www.beavertonoregon.gov/index.aspx?NID=1344>). This analysis and policy will shape a key component of the mixed-use vision for the Creekside District.

The City is engaging the public in the Comprehensive Plan update process through a variety of means including a Housing Technical Advisory Committee.

The direction that the Comprehensive Plan will ultimately provide is critical because housing for Creekside, like all of its other dimensions, will affect not only present and future residents but those who surround it.

The results of the Photovoice project (that engaged current residents, community leaders and youth) suggest that: “issues of inclusion and exclusion, real and perceived, by current and future residents, will need to be addressed” “Community Photovoice and Minority Business Owner Outreach Report” (Merrick and Martin, 2013). These considerations are important to fulfilling the Creekside District Master Plan’s promise.

An aerial photograph of a city area, likely a university campus, with a white boundary line outlining a specific region. The image shows various buildings, parking lots, and streets. The text is overlaid on the right side of the image.

APPENDIX A

Summary of Public Engagement Activities
11/2012-7/2014

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.

Name	Date	Location	Description	people Reached	Results
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.
PHASE FOUR					
Events					
Creekside Investment Challenge (Creekside Prioritization Activity)	6/18/2014,	E-Suites	Floodplain & Redevelopment Forum	6	All participants were property owners
	6/25/2014	City Hall	Community Development Department	12	Pretest of the Creekside Investment Challenge Game. No changes were; results used.
	6/27/2014	South Plaza in The Round	Mid-day intercept activity	51	
	7/8/2014	Main Entrance of BG Plaza	Mid-day intercept activity	30	Cross-section of the public (including Creekside employees, business owners, and residents) who were present in these locations and events.
	7/17/2014	Center Street Park	THPRD Concert in the Park intercept activity	49	
	7/29/2014	The Round	Beaverton Last Tuesday intercept activity	67	

