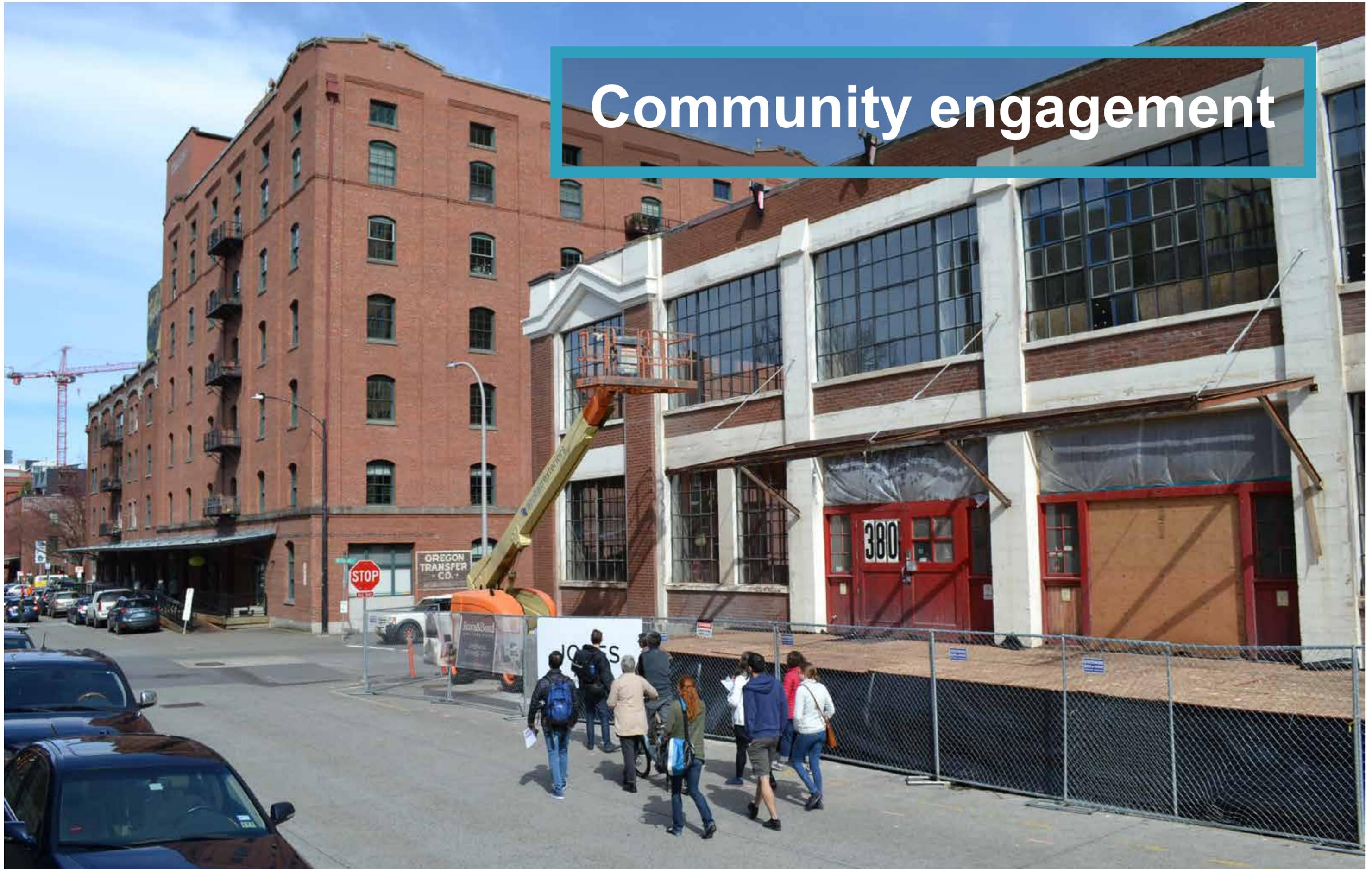


Community engagement



Community engagement

Summary

Business outreach

Metrics

Determining business' current use of the street, as well as their needs and visions for the future of the street.

Method

Door-to-door contact with business owners and managers, both to collect surveys about how they and their customers use the street, and to keep them informed of planning efforts.

Findings

While many of the findings are specific to particular street sections, there are some broad takeaways that applied to many businesses all along the street.

Businesses want the street to be more walkable and for car traffic to be deemphasized. Many enjoy their location now for the clout of a Pearl District address in a walkable neighborhood, but many feel that safety a top concerns for pedestrians on NW 13th. Several businesses state that it would be nice to limit the street to one-way traffic or to close the street off to cars completely.

However, the businesses feel that there needs to be new solutions to address parking concerns. For many employees, driving is the only option, and it is difficult to park. Other businesses claim that the majority of their customers arrive by car, and the tight parking situation can be detrimental to businesses.

The surveys show that deliveries happen during all business hours Monday through Friday. There is no focus on morning deliveries - businesses tell us that these are scattered throughout the day.



Surveys

Metrics

Measurements of how users experience NW 13th, their feelings about the street, and visions for the future of the street.

Method

Survey administered via intercept method along NW 13th during various times of day and days of the week, and via the internet through our website and various social media platforms.

Findings

This survey asked people to identify whether they lived in the area, worked in the area, or were visiting the area. Rethink Streets identified these three distinct groups as all having a stake in the future of the street, and we wanted to know.

Across all three groups of people, walking is the most common way that people reach the street. This is most common for local residents, where 86 percent walk to reach the street, but even visitors to the street (68 percent) and employees (53 percent) walk for at least part of their trip to reach NW 13th.

A majority of people view the street positively. People point to the natural mixing and vibrancy of the street as something that is desirable. However, the people who had strongly negative views of the street cite safety as a major reason why.

In asking about the greatest needs in this neighborhood, people commonly want space to walk. Other common desires include green space, affordable housing in the neighborhood, places to hang out, and public restrooms.



Walking interviews

Metrics

What challenges and opportunities community members see on the street, recorded as the street was experienced and spatially tied to a specific place.

Method

Walked along the street with community members, taking notes on a map as they remarked on the street's features, environment, and activities.

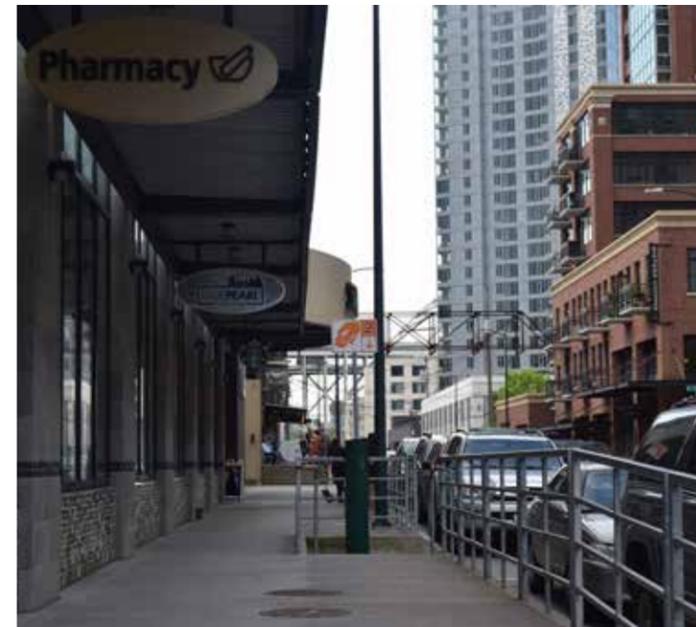
Findings

The walking interviews asked participants to describe the space around them, which naturally led to sights and feelings that were specific to a certain block and not broadly applicable to the whole street. This specific feedback has been tied into recommendations. But there was some feedback that we heard along the length of the street.

People enjoy places on the street that are full of activity, and they are critical of the places that are not. There is recognition that the northern blocks are primarily residential, but there is a desire to see some of these areas activated.

Through their words - and their actions by choosing where to walk - people make it clear where they feel safe to walk in the street. Vibrant places with continuous docks are good places here, while blocks with lots of head-in parking and little activity serve more as automobile thoroughfares.

People are naturally drawn to the street trees on the cross streets - NW Glisan and NW Marshall are prime examples - and they want to see additional green features brought to NW 13th.



Visioning workshops

Metrics

What challenges and opportunities community members see on the street, and their vision for the future.

Method

Rethink Streets held workshops with existing community groups, which consisted of visioning exercises and the opportunity to comment on the street.

Findings

Participants in the workshops identified things that they liked, aspects of the street that need improvement, and ideas for the future on the block and streetscape level, and regarding urban form in general. These ideas were further broken down into feelings, features and design, and activities.

Participants noted that the street is beautiful, lively, diverse, and different, but also expensive, and sterile in places, and it lacks of feeling of safety for pedestrians. They appreciated the docks and shared space aspect of the street, but were concerned with traffic, head-in parking, and a lack of space for walking. In the future, participants would like to see improved parking options, greenery, more outdoor seating, better pedestrian infrastructure, and vibrancy brought to the street through art and lighting, and affordability of both housing and services.

At the Friendly House workshop, which mainly focused on the Northern Housing section of the street, participants expressed that they wanted the street to foster a feeling of connection and act as a refuge from the bustle of city life, in addition to echoing a desire for greenery and places to hang out. They discussed enjoying being able to walk in the street, but noted that there are safety issues that can be improved upon, and specifically mentioned no or fewer cars on sections of the street.



Presenting alternatives to the community

Metrics

Making sure that our proposed alternatives meet the community's vision and needs for NW 13th.

Method

Once they are developed, bringing our alternatives back to the community for further feedback and refinement.

Findings

Rethink Streets held two presentations to the community - one at the Portland Pearl Rotary Club meeting on May 9th, and one at the PDNA's Planning and Transportation Committee meeting on May 16th.

At the Rotary Club meeting, members were intrigued by the shared use street concept centered around pedestrian movement. But ideas for how the street should function beyond this central idea were varied. Several people stated that NW 13th should be one-way only for cars heading southbound, while a couple of others expressed support for turning the street into a pedestrian mall or having temporary gates to close down the street. One member said that cars are a reality in this city, and that people will still need to reach the street by car.

Members felt that improving dock access and connectivity needed to be addressed. Yaletown in Vancouver, BC, was cited as a good example.

At the Planning and Transportation Committee meeting, a couple of broad themes came through from a wide-ranging discussion. First, the Committee asked why there were still cars incorporated into much of the proposed plan, especially in the Historic District. Second, they felt that the presentation was heavy on built environment recommendations.

Other comments touched on noise at night on the street, a proposed protected bike lane in the Brewery Blocks, how to accommodate freight deliveries, and a possible pedestrian and bicycle bridge over the railroad tracks and NW Naito at the northern end of the street.



Interviews

Metrics

Determining any populations we did not hear from during our planned community engagement to ensure that their needs are being addressed in our plan.

Method

Follow-up interviews with organizations that serve those populations including:

- » Tony Bernal, Senior Director of Public Policy and Funding at Transition Projects, an organization serving houseless people in Portland.
- » Shanna Pittman-Frank, Age-Friendly Program Coordinator at Elders in Action, an advocacy group for older adults in the greater Portland region.

Transition Projects Findings

There has been a concentration of houseless people since the 1970s in the Pearl and Old Town neighborhoods. Prior to 1998, there wasn't as much residential housing in the Pearl. As the neighborhood changes, there is a discomfort in seeing houseless people and a desire to move them out of the area. This creates a tension in the community. There are also houseless people who you don't see and are not typically included in Point-in-Time counts, including those who go couch to couch and women.

About 75% of the houseless population in Portland does not fall under the HUD definition for "chronic homelessness" and therefore are experiencing some form houselessness that may be more temporary. In these cases, poverty is a large underlying cause contributing to the burgeoning houseless population in the region. Strategies to solve this may include short-term housing assistance, but a program targeting this alone might not be enough.

While there is a reasonable amount of affordable housing in the Pearl, it typically targets 30-60% Median Family Income (MFI). The houseless population typically makes between \$0-15k per year, which is between 0-30% MFI. Further, a lot of affordable housing in downtown has disappeared, including much of the single room occupancy units. The need for housing is so great that your income it is beginning to matter less and less what your income is.

Even with a recently passed affordable housing bond measure, there is not enough funding at the local, state, and federal levels to support the needed levels of affordable housing. Twenty-five of people who qualify for rent assistance actually receive it and there are multi-year wait lists for Section 8 housing. If funding is cut at the federal

level through HUD, Portland will not receive the capital funding it needs to build new units.

Despite adding over 400 shelter beds this year, over half of houseless people are unsheltered, which this is proportion is typically closer to about one third of the population. Because this means that some people are going to be outside for longer, there is a direct need for restrooms and hygiene services (e.g., showers, laundry).

People are drawn to camping in the area under overpasses because it is less concentrated with other people, and therefore, houseless people are less likely to be harassed and more likely to stay dry.

The Pearl neighborhood does not have a lot of resources or social services. It does have Portland Loos, public restrooms, at Jamison Square and The Fields parks. The can and bottle recycling facilities at Safeway are the closest nearby for the people that rely on this for income. The other closest grocery stores that do this are at TJ's in NW and Fred Meyer on W Burnside.

As a neighborhood association, PDNA can support Transition Projects in the future through contributing letters of support for projects and identifying funding. Sometimes neighborhood associations also assist with finding a building for permanent supportive housing, day services centers, or an emergency shelter. Funding can be used through available Tax Increment Financing (TIF) funds.

Elders in Acton Findings

In thinking about how people get around on NW 13th, and whether the nature of the street provides any barriers, one of the first groups that came to mind was the older adult population. This group is much more likely to have mobility issues when compared to other groups of people. As a

result, getting on and off of docks will be more problematic, and walking in the street with traffic will be more hazardous for this group.

In an interview with Elders in Action in May 2017, the organization was supportive of the direction of this pedestrian-centered plan.

The City of Portland, and Mayor Ted Wheeler, has a strong focus on creating age-friendly communities. A plan for NW 13th could be centered around this idea, especially with the access concerns that have been noted by the community.

The majority of disposable income is held by Americans who are over the age of 55. These are the consumers who businesses need to cater to. Unfortunately, many businesses are only accessible from a loading dock, which poses a serious challenge for these older Americans who have money to spend. Elders in Action uses volunteers to visit businesses and see what improvements could be made to make a business age-friendly. While this would likely raise dock access issues, other improvements could be identified that could be fixed much more quickly.

Improving lighting and visibility is crucial for addressing safety concerns for older adults. Placing these in strategic areas - around transit stations, for example - can help bring people to NW 13th and then make the street a more comfortable place to be. Wayfinding can also play a role. A goal to reduce cars on NW 13th is fine, but loading zones will be needed on adjacent streets to minimize distances that some older adults will need to walk.

Turning the Brewery Blocks and Historic District sections into one-way southbound streets, and reprioritizing space for pedestrians, is an attractive idea to older adults. Doing so would still allow cars through, but it would give pedestrians more space and train drivers to drive more carefully.

Summary of themes into different scales: streetscape, block, and urban form

Surveys, walking workshops, and visioning workshops

Streetscape level

	Feelings	Features/Design	Activities/Programming
Good	Different Safe Clean Beautiful	Shared space Open area - open street Wide streets Universal street Like a woonerf (but not) Easy crossing Traffic signals Docks Separated sidewalk No trees Outdoor seating Materials Visually appealing	Yoga Tourism A block party Biketown
Could be improved	Expensive, bougie Meh Sterile Not much to see	Head-in parking Traffic/cars Shared streets/ defined space for different modes Places to walk No sidewalks Separated sidewalks More seating No parking/poor parking, parking garage openings Access to shops Greenery Lack of color/texture Needs lighting Setbacks for construction No awnings	No food carts
Ideas		More parking Motorcycle parking Parking used for other uses than parking Lighted crosswalks Protected walkways Green space Community garden	

Ideas (cont.)		Flowers Sun Cobblestone Trees Roof garden String lights on awnings Lighting Patios Art Seating More awnings Access to buildings Biketown stations Stop sign at Marshall	
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Block level

	Feelings	Features/Design	Activities/Programming
Good	Different Diverse Lively Beautiful/pretty/nice “Gem” Interesting Clean Historic	Natural light/sunny Docks Shared space Pedestrian-friendly/ walkable Architecture Open area Development Less traffic Wide streets Like a woonerf, but not Reflects old Pearl Active frontages Universal street Access	Food Shopping restaurants/bars Starbucks/coffee Low-income housing/services Variety of uses
Could be improved	Safety for pedestrians Expensive /bougie Crowded Not as pretty as other streets in Portland Not much to see Meh	Traffic /cars Poor-no parking, head-in parking Lower speeds Greenery Access to shops Disconnected docks Sunshine Boring architecture Blank walls	No food carts Construction/ new buildings More retail Lack of activity Lack of mixing in street
Ideas	Keep the character	Car free More parking Green space Pedestrian and bike access Activate existing frontages (food to-go windows/garage doors, more shops)	Food Pubs More shops Street food Affordable housing Art Small cafes Grocery Community garden

Urban Form

	Feelings	Features/Design	Activities/Programming
Good	Pedestrian-friendly/walkable	Natural light/sunny Proximity Permeability	Development Biketown Residential/family housing School
Could be improved	Too car centric	Lower speeds No bike lanes	
Ideas		Car-free Green space Pedestrian and bike access Preservation Flanders Greenway Northern terminus	Affordable housing Affordable food Redevelopment

Business survey

Pearl District Business Alliance would like to see events made easier (template, where to place everything, etc.)

Brewery Blocks

- » Deliveries M-F before 5.
- » Issue of cars backing up from people leaving parking garage
- » Love how accessible everything is, clean and look of place
- » Dislike parking issues and construction

Historic District

- » Co-partnerships between design agencies/creative agencies
- » Some clout about being in Pearl address
- » Deliveries during regular business hours
- » Bring up danger for pedestrians, want more walkable (a few mentioned getting rid of cars!), dislike construction a lot!
- » Want it one way only for cars going to 405
- » Lots of foot traffic customers (but want more foot traffic)
- » Like historic aesthetic, small business feel, ease of access, business community
- » Would like a solution for employees to park, since many have children and can't commute by public transit

Neighborhood Services

- » Understanding of big changes in area (development, increase in rent)
- » More franchises
- » Think clients are mostly upperclass
- » More concerned with homeless than other areas, trash issue, danger when walking about at night/crime
- » Some discussion about pedestrian issues, but not as universal as historic area
- » "Community" of businesses, love proximity to service businesses
- » Parking issues, but understanding that its a citywide issue
- » "Would be really cool to see it go all pedestrian and cycling with exceptions for deliveries"
- » Many mention wanting events sense of community

Business survey form

Name of Business:

Name of Survey Participant:

Phone/Email:

Thank you for participating in this survey! Please answer the following questions, so we may:

1. Understand business needs associated with NW 13th
2. Learn what improvements, if any, businesses would like to see on NW 13th

Future recommendations for the street and neighborhood might need to address site-specific concerns.

1) How many employees do you have? 1-10 10-25 25-50 50+

2) About what share of your employees live in the Pearl?
0-25% 25-50% 50-75% 75-100%

3) About how much of your business comes from drop-in visits versus scheduled visits (appointments, standing clients)? (Answer N/A if your business is not client-facing).

_____ % Foot traffic _____ % Appointments

4) Why did you decide to locate on NW 13th?

5) From your understanding, how do your customers get to your business?

_____ % By car _____ % By transit _____ % By foot _____ % By bike

What would you say is your customer demographics?

6) About how many deliveries do you get each week, and when do they usually happen?

7) What is your experience with NW 13th? How do you feel about it?

8) What is your favorite aspect of NW 13th? What do you feel works?

9) What do you most want to see changed of 13th? What doesn't work, and how would you fix it?

10) How have past events on NW 13th affected your business? Has your business participated in any events (ie First Thursdays, festivals)?

11) Can we possibly give your employees a survey to see how they interact with 13th?

Please use the bottom for any other thoughts you would like to share regarding the area:

Thank you!!!

Notes from surveys

Group overall: even split between men and women

- » Greatest need: space to walk, green space, affordable housing
- » Write in of parking for residents/long term parking for employees
- » Dislike of tall buildings “towering over” historic area
- » Public space for active recreation
- » Mixed opinion re: parking- some people think it’s easy, some people think there isn’t any
- » Most people like it!
- » Want maintenance, awnings
- » 22 wrote in something re: safety with cars
- » All 5 who had a strongly negative view of street mentioned safety with cars (one likes the shops and look, but says “get in and get out!”)
- » Most people use space for walking through and eating/drinking (shopping is 3rd)

- » 58% have positive/strongly positive view of street
- » All surveys mode split: 74% walk, 11% private car, 6% bike, 5% streetcar/train

Re: people outside area

- » More males from outside area responded than females
- » Greatest desire: space to walk and public restrooms
- » 20- somethings want space to walk, public restrooms and green space
- » Under 18: affordable shopping, bike lanes, places to hang out
- » >70% have positive/strongly positive view of street
- » From intercept surveys, 52% of visitors to the area did not plan to visit NW 13th
- » surveys mode split: 42% walk, 29% private car, 7% bike, 8% public transit

Greatest needs by age group:

- » Overall 25-64 most desired item was space to walk and green space
- » People under 18 wanted places to hang out
- » People over 65 wanted green space and affordable shopping areas/housing

Re: Locals/People who live in area

- » Greatest needs: green space, space to walk, affordable housing, place to hang out (for all age brackets)
- » More females responded, but more males want places to hang out and bike lanes (duh), more women want affordable shopping areas
- » 18-25 really wanted permanent housing for houseless people and a food bank
- » 55-64 wanted bike lanes

Re: people who work in the area

- » surveys mode split: 42% walk, 30% private car, 8% bike

Age range

18-24	25-34	35-44	45-54	55-64	65-74	75+	Under 18	Total
27	54	35	28	26	9	5	3	187

97209

Count of Bike	Count of Motorcycle	Count of Bus	Count of Streetcar/Train	Count of Taxi/Rideshare	Count of Private Car	Count of Walk	Total
7	1	0	6	3	12	83	112
6%	1%	0%	5%	3%	11%	74%	

All but 97209

Count of Bike	Count of Motorcycle	Count of Bus	Count of Streetcar/Train	Count of Taxi/Rideshare	Count of Private Car	Count of Walk	Total
9	1	11	11	6	38	56	132
7%	1%	8%	8%	5%	29%	42%	

Work in the area

Count of Bike	Count of Motorcycle	Count of Bus	Count of Streetcar/Train	Count of Taxi/Rideshare	Count of Private Car	Count of Walk	Total
6		2	3	2	10	17	40
15%	0%	5%	8%	5%	25%	43%	

Intercept survey form

Thank you for participating in this survey on public life along NW 13th Avenue. Your responses will be kept confidential.

Please describe yourself (check all that apply)

- I live in the area I work in the area I am visiting the area

1. How often do you visit NW 13th?

- Daily
 Weekly
 Every few months
 Rarely (once per year)
 This is my first time here

2. How much time do you typically spend here?

- Walk through 1-2 hours
 15-30 min. More than 2 hours
 30 min - 1 hr

3. Please take a few moments to look at the people around you. Do you recognize people that you did not plan to meet?

- No, I don't recognize anyone
 Yes, I can count (insert #) _____ people I recognize who I did not plan to meet

4. How do you use this place? (check all that apply)

- Just passing through
 Work nearby
 Meeting up with friends
 Eating/drinking
 Shopping
 Hanging out
 Other: _____

5. Did you plan to come to NW 13th today?

- Yes, I planned to visit
 No, I did not plan to visit

6a. How did you get to NW 13th today? (check all that apply)

- Walk
 Bike
 Bus
 Streetcar / train
 Private car
 Taxi / Rideshare / Carshare
 Other: _____

6b. Why did you choose this mode of transportation?

7a. How do you feel about NW 13th?

- Strongly positive
 Somewhat positive/pleasant
 Neutral
 Somewhat negative/unpleasant
 Strongly negative

7b. Why do you feel this way?

8. What would you like to see on NW 13th?

9. What are the greatest needs in this neighborhood? (Choose three)

- Affordable housing
 Green space
 Food bank
 Child care
 A school
 More affordable shopping options
 Public restrooms
 Permanent housing for houseless people
 Bike lanes
 Space to walk
 Places to hang out
 Safety features (e.g., lighting, call boxes)
 Other: _____

10. Do you identify as:

- Male
 Female
 Transgender or non-binary

11. What is your age?

- Under 18 45-54
 18-24 55-64
 25-34 65-74
 35-44 75+

12. What is your highest level of education?

- Less than 9th grade
 Some high school
 Completed high school (through grade 12)
 Some college, no degree
 Bachelor's or Associate's degree
 Graduate or professional degree

13. What is your race? (check all that apply)

- White
 African American
 American Indian or Alaska Native
 Asian
 Native Hawaiian or Pacific Islander
 Other race (please write): _____

14. Are you of Hispanic, Latino, or Spanish origin? (check all that apply)

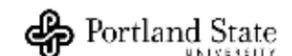
- No, not of Hispanic, Latino, or Spanish origin
 Yes, Mexican, Mexican American, Chicano
 Yes, Puerto Rican
 Yes, Cuban
 Yes, another Hispanic, Latino, or Spanish origin
(write origin): _____

15. What is your yearly household income?

- \$0-\$24,999
 \$25-\$49,999
 \$50-\$99,999
 \$100,000-\$149,999
 \$150,000-\$199,999
 \$200,000+

16. What is your home zip code?

Thank you!



1001

Notes from walking workshops

Gateway

- » Traffic here is problematic for almost every mode - bikes have a hard time crossing Burnside to the bike lane, car traffic gets back up during rush hour
- » Burnside is busy and noisy, not a pleasant place to be
- » There is very little going on in this section that would draw people. It's a transition area
- » There is a clear streetscape and shopping change from Couch onto NW 13th
- » Lots of parking garages on this stretch of NW 13th - it's a good place to keep cars so that the rest of the street could potentially be car-free
-
- » Crossing Burnside intersection feels like arriving home for Pearl residents
- » Feels like the last of industrial district hanging on here
- » Could use more color, feels a little sterile.
- » There is a lack of trees
- » It is clean and there are good outdoor tables

Historic District

- » This is Portland's "Rambla"
- » This is where people feel most comfortable walking in the street
- » Some of the docks are continuous and covered, which is pleasant
- » Too many of the continuous docks here are devoid of any activity
- » Some of the docks don't feel public when there is busy outdoor seating
- » The historic elements on the street are popular - wood docks, historic buildings and signs
- » The storage buildings are controversial - some like them for their function and character, others want to see a livelier use of the space
- » This historic district should not be a space for cars - at a minimum, some parking should be removed or it should become a one-way street
- » Lots of good food in this section of the street
- » Anticipate increased bicycle traffic, especially on Flanders (bridge) and Hoyt (possible BIKETOWN station)
- » Wonderful seating areas for restaurants on the docks, but otherwise very little seating
- » The cobblestone cross-streets are a popular visual feature
- » There is too much parking on the north end, and head-in parking creates safety concerns
- » A noted lack of green features anywhere except on some of the cross streets
-
- » There are blank walls with potential for art
- » Active with runners and brewcycle tour

Neighborhood Services

- » Fewer people walk in the street here, it doesn't feel as safe and the docks are continuous
- » Doesn't feel like a walking street in this area, especially north of Lovejoy
- » People are excited about the new public space between buildings at the construction site, which may be an indication of something lacking in this area now
- » There are concerns over the development north of Lovejoy being not as lively
- » BridgePort and Sisters are wonderful neighborhood spots where there is lots of activity
- » Streets with trees on them, specifically Marshall, are something most people want
- » The street closure for construction came without warning and has been a pain
- » Kearney and Marshall are cobblestone streets, which people really enjoy
- » Docks are activated with retail uses, not service
-
- » People feel like the character of NW 13th changes after Lovejoy

Northern Housing

- » The active street life goes away in this section of the street, especially around Overton
- » Unless you live in this area, there is no real reason to come up this way
- » This section of the street feels less safe
- » There are some ground-level office spaces for rent, but none of them are being used
- » Cross streets do not have stop signs, and traffic on Overton specifically goes too fast
- » There are nice views to The Fields Park, Centennial Mills, and the Fremont Bridge.
- » The Parker has shielded itself from the street, and its pleasant courtyard is gated off
- » People enjoying seeing kids play in the street, and it's nice to have a school in the area
- » Having some sort of activity, such as a farmer's market, would help liven up the street
-
- » Popular Biketown station at Marshall