

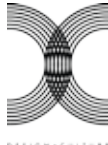


Community Engagement Support Report

May 2015



**PARSONS
BRINCKERHOFF**



**Gollah
Consulting**

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Table of Contents

1. Introduction	1
2. Public Engagement Strategies and Methods.....	2
3. Business Canvassing.....	3
4. Community Based Discussions.....	4
Gresham Community Based Discussions	
4.1 Tongan American Resource Committee.....	5
4.2 Russian Speaking Network of Oregon	6
4.3 Latino Network.....	7
4.4 Latino Parent Night.....	8
4.5 Oregon Bhutanese Community Organization	9
Portland Community Based Discussions	
4.6 Latino Network.....	11
4.7 Chinese Community.....	14
4.8 African Immigrant Community	15
4.9 Vietnamese Community	16
4.10 Portland African American Leadership Forum (PAALF).....	17
5. Interactive Display.....	18
6. Postcard Mailing	19
Appendix	
Appendix A: Demographics	
Appendix B: Interactive Display Images	
Appendix C: Images from the Build A Station Exercise	
Appendix D: Interactive Display Comment Card	
Appendix E: Business Interview Questions	
Appendix F: Questionnaire	
Appendix G: Completed Reporting Forms	
Appendix H: Business Verbatims	

1. Introduction

Through our contract with Parsons Brinckerhoff, subconsultants Cogan Owens Greene (COG), Gollah Consulting and members of the Multicultural Collaborative, were retained to support outreach and engagement services for the Powell-Division Transit and Development Project to complement the City of Portland, City of Gresham and Metro entities. Our work was focused on reaching communities that had been less involved to date, including culturally specific communities with limited English proficiency. In early 2015, we reviewed demographic information and conducted stakeholder interviews to develop outreach and engagement strategies to reach the diverse population along the corridor. This report summarizes work conducted for Metro, the City of Portland and the City of Gresham from April 1 to May 20. A report of results from February (www.oregonmetro.gov/powelldivision) was submitted under separate cover.

2. Public Engagement Strategies and Methods

The Powell-Division Transit and Development Project seeks to bring important investments to Gresham, East Portland and Southeast Portland, supporting and improving local communities and making it easier for people to get around.

The Powell-Division Transit and Development Engagement Plan has the following overall goals:

- 1. Communicate complete, accurate, understandable, and timely information
- 2. Gather input by providing meaningful opportunities to participate
- 3. Facilitate timely public notice of opportunities to participate
- 4. Facilitate the involvement of low-income populations, communities of color, and people with limited or no English language proficiency



The community engagement strategies we developed were consistent with the overall Engagement Plan goals and designed to reach people who live within or use services in the areas identified in the development of the Powell-Division project. Specifically, our work focuses on a support plan that addresses both the Title VI Program and Environmental Justice requirements and responds to the Metro Demographic Baseline Analysis from September 2014. The activities described in this report are intended to augment other community outreach activities and online communication conducted directly by Metro, Portland and Gresham.



Our team employed two basic methods to achieve responses: business canvassing and community discussions. Additional tools of interactive displays and a mailer were used to raise awareness.

Specific corridor populations targeted for outreach by the COG Team are predominantly racial and ethnic minorities, persons with low-income, persons with limited English proficiency.

Methods

The following means were employed to reach these populations:

- Youth canvass of businesses along the Portland section of the corridor at key station areas 50th/52nd and 82nd (86 surveys completed)
- Nine culturally specific community based workshops (113 participants)
- Design and installation of interactive displays at the Rosewood Initiative, Mt. Hood Community College, Portland Community College and Metro for awareness-building and comment opportunity (25 comment cards received)



The following sections summarize these results.

3. Business Canvassing

As part of the business outreach, we recruited, trained and employed bilingual youth from diverse backgrounds to administer business surveys in key station areas. They focused their efforts both in Portland (April) and Gresham (February). In total, the youth collected 86 business surveys in Portland and 64 in Gresham. Several in Portland were collected in Chinese (11) and in Vietnamese (8).

Results from the City of Portland canvass follow. Gresham results were included in our summary report from February 2015.



Q1. How can transit better serve your business?

Out of the 72 businesses surveyed in Portland, 53 respondents answered this question. Of those, the most frequent responses were:

- Improved access
- Increased convenience
- More destinations

Other frequent responses include more frequent service, better public perception and more ridership. Notably, many businesses did not know how better transit service could serve their business and did not provide a substantive response to this question. When asked if they would see **changes as positive for your business**, 50 out of 56 businesses (90%) that responded said yes.

Q2. Do you or your employees often take transit to get to work?

Responses were nearly evenly divided among those who answered: 39 (55%) responding yes, 32 (45%) responding no.

Q3. Of the remaining connections for the bus to transition from Powell to Division, what street do you prefer for the transition between Powell and Division?

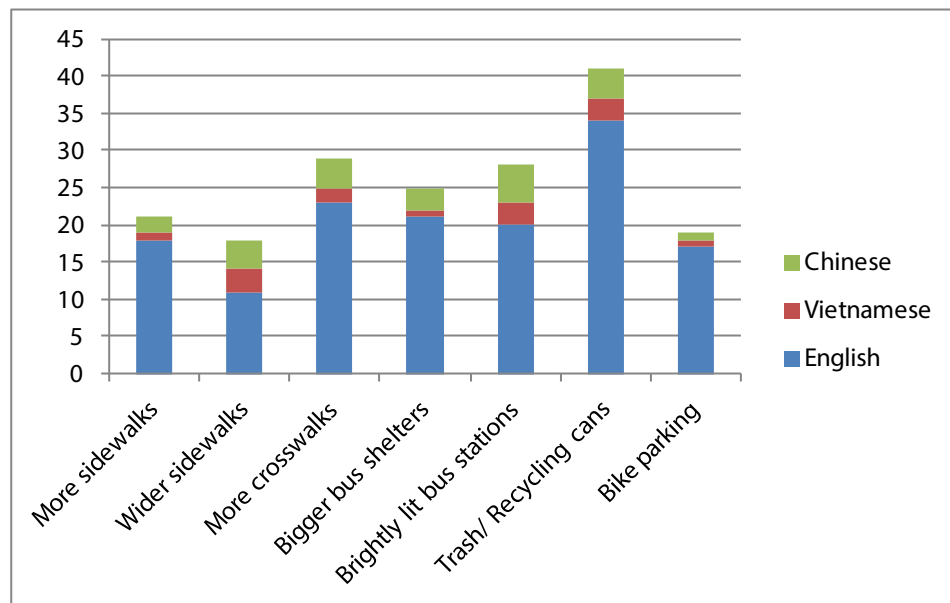
Of the 58 respondents who answered this question, 38 (65%) think that 82nd makes the best crossover. Only six think that 50th would be the best choice and three think 52nd would be best. The remainder did not express a preference at this time.

Q4. Regarding the route from Gresham to Mt. Hood Community College, which of the remaining choices is the best choice?

Most Portland area respondents did not have a firm answer to this question and declined to offer a choice. Of those who did express a preference, most prefer Hogan Street.

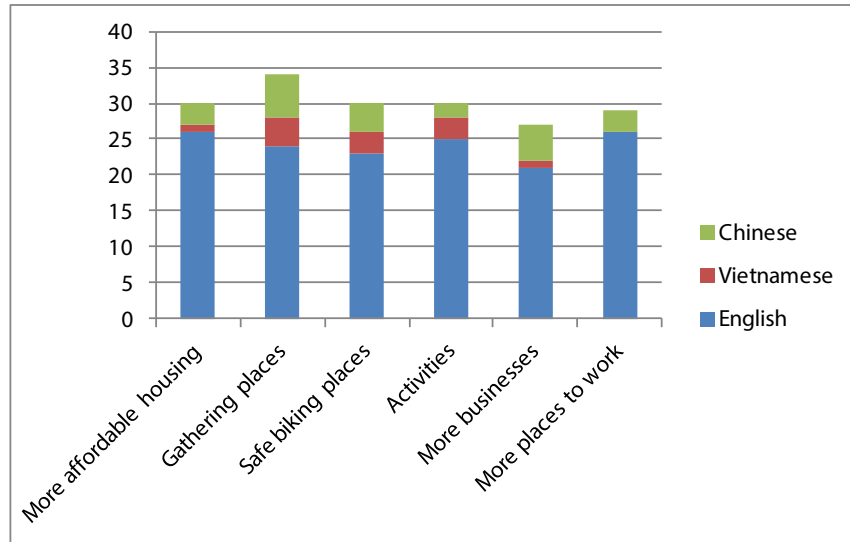
Q. 5 Of the land use or station area improvements that could come with this rapid bus, which would you most like to see?

This question focuses mostly on getting “to” the station, and the experience waiting at the station. Respondents prioritize trash and recycling bins, followed closely by those improvements that focus on safety: more crosswalks and brightly lit stations. Other mentions include security cameras.



Q6. Which of these things would provide the greatest benefit to the area near your business?

When asked to indicate from a list of land use/activities or uses around the station, respondents as a whole favor gathering places slightly more often than other uses, though there was also strong support for all uses mentioned as choices, as shown below.



Demographics of the business respondents are included in the Appendix.

4. Community Specific Discussions

In the six weeks between April 7 and May 21, members of the Multicultural Collaborative and trained Community Engagement Liaisons planned, facilitated and reported on 11 culturally specific, community-based discussions in the Powell-Division Corridor. The Gresham area discussions (Tongan, Russian, Latino Network and Bhutanese community) focused on the City's [draft Action Plan \(www.greshamoregon.gov/powelldivision\)](http://www.greshamoregon.gov/powelldivision). This action plan was based, in part, on the discussions held in February.

Gresham Community Based Discussions

The format of the April phase discussions held in Gresham generally included a brief overview by City of Gresham Senior Planner Brian Martin. Participants then reviewed the draft action plan key points and provided comments. With the Russian Speaking Network of Oregon, the respondents also completed questionnaires. These are included in the following section in combination with Portland phase discussions as the questions were the same. Participants also used a customized hands-on "Build a Station" magnet board activity to stimulate discussion about station area improvements and to generate further interest and inquiry around the idea of a Bus Rapid Transit line.

4.1 Tongan American Resource Committee

Tongan community members continued to advocate for a Pacific Island themed station area. They felt this would help recognize the breadth of the community in the region, on a par with other location and culturally-oriented stops and stations.

Line crossover point: Regarding the route in Gresham, several of the 19 participants favor 223rd, stating the access is good from Division.

Economic development: participants appreciate the focus on jobs and are interested in pursuing contracting opportunities associated with Bus Rapid Transit line construction. Brian agreed to connect Community Engagement Liaison, Kolini Fusitua, with City Procurement Officer, Scott Jury.

Participants remain concerned about affordable housing, and the ability to stay in the area. They would like to see a cultural community center and low income housing for seniors.

Transportation improvements: participants urge TriMet to keep the fares low. Don't increase the fares with the new line. Continue park and ride programs.

From the magnet board exercise and report back, respondents emphasize shelters and trash bins. The shelters are very important for riders who need to wait in the rain.



4.2 Russian Speaking Network of Oregon

The 22 participants in the Russian language discussion held in Gresham expressed interest in economic and business development, affordable and high quality housing, improvement in the experience riding transit and outdoor quality experiences for children and youth. They wondered whether there will be affordable and more diversified housing. They would like to see incentives to assist with home-buying.



Participants would like to make sure that the new bus line will go to places where more people and vulnerable populations will be able to use it: seniors, students, disabled and people who go to work every day. Participants wanted to know more about affordable fares and improvements that can be done at the bus stops and stations. Many mentioned safety is a top priority.

Economic development: create more jobs, incentives for small business, grants for existing business, free education for business, mixed housing and connecting farming with urban markets.

Desired development: mixed housing with business on the first floor, an entertainment place for families with children (not free, but high standards like PLAY PDX or Big Owls), affordable and high quality housing, manufacturing jobs.

Active places: focus on the Gresham Library, Mt. Hood Community College and the Gresham Mall. Participants like the idea of a night market to activate the area.



Transportation: most participants use routes 4 and 9 or their car. Safety is very important. They recommend providing education for people not to wear dark clothes at night. They also recommend crossing at 50th in Portland and using Hogan Street in Gresham. Participants would like to see more local short bus routes that are more frequent (diversified system).

Housing: affordable and high quality housing including 3-5 bedroom options, mixed housing, incentives for homebuyers, areas for mini-houses and mobile homes. Participants also want the planning team to know that incentives available for homebuyers are not accessible to the Russian speaking population.

4.3 Latino Network

Among the 19 participants in the Latino Network session, key themes include secure connections for walkers and bikers; spaces for people to come together as a community and as families; reaction spaces and meeting spaces; continued improvement of the areas; building sidewalks, adding trees at stop areas, seating, public art; and crosswalks with flashing lights. For example, 122nd and SE Division has a lot of movements. It is a very busy area. They note stop areas need more illumination and increased non-police patrolled stop areas for safety and to manage problematic people at the stops, with security cameras that are hidden.

They offered several questions:

- Will there be increase transit noise and pollution?
- Is it possible to utilize newer technology; electric or hybrid transit to reduce air and noise pollution?
- Will the bus service hours change or have increased frequency? Can the hours of service be expanded?
- Will the price of bus tickets go up?
- Why will it take five years to get the most dangerous corridors up to safety standards and with the right flashing crosswalks?

Overall project: participants are positive and understanding of overall process and decision not to move forward on the 257th/Division route as discussed as an option in February. Summarized responses to the action recommendations follow.

Economic development: continue to recommend spaces and places for community and families to gather, 182nd/Division and Hogan Street/Stark Street need upgrades like parks and markets, areas for recreation like pools, arts for the kids, a community center would be ideal.

Desired development: huge interest in a community center and affordable housing with no displacement.

Active places: participants want to have more parks where a family can gather and are user friendly.

Transportation: participants recommend beginning now to set up use by electric and hybrid means. Support the creation of a 'charging' station.



Housing: Gresham needs more affordable options for medium to low income families and individuals. There is a particular need for affordable housing for college students and/or the creation of student housing. Participants recommend creating more housing in central Gresham. They suggest the City land bank areas for future housing needs.

In summary, Latino Network participants were excited for this part 2 session update on the action plan that followed the initial meeting. They were glad to see that most of their recommendations made it into the Gresham Action Plan (draft). The two group members who attended the Steering Committee shared the committee process and the connections of the roles of a community participant reporting the community of color recommendations to the Steering Committee.

Regarding the Build a Station magnet board activity, summary responses follow.

- Emergency button needed at all stops
- Nearby or in-station coffee shops
- Garbage cans and regular collection of trash
- Improved lighting
- Benches and spaces for a family
- Bike rack, water dispenser
- Plant more trees in transit areas and beautify space
- No smoking enforcement around transit areas



4.4 Latino Parent Night

Brian Martin and Carlos Gonzalez presented the draft action plan to the Latino Parent Night at Gresham High School. Participants were asked if they wanted to add or remove any of the actions and strategies; the answer was no. Based on their earlier input, they agreed with all the actions presented in the draft plan. Respondents mentioned their top priorities are affordable housing and more jobs.



4.5 Oregon Bhutanese Community Organization

Among the 11 Oregon Bhutanese Community Organization members present for this second phase discussion, key themes included safe sidewalks, affordable housing, bus waiting areas with a roof, restrooms in main transit centers and lighting of dark streets. They really want overhead street crossing bridges for safety on the busiest areas. Participants appreciate the involvement and enjoyed the participatory exercise.



Questions included how to find affordable housing and home ownership programs and community gathering places (where to gather). They also want to know where to file a housing complaint.

Summary responses to the action plan questions follow.

Economic development: need more jobs, open market places. City should continue to work on attracting and retaining businesses.

Desired development: gathering places for community, more jobs, affordable housing and a community center.

Active places: hospitals, clinics, colleges, grocery stores, community centers or temple where people can gather.

Transportation: need better bus services on some streets. Employment options locally as one participant had to travel 24 miles for their job. Need more jobs in Gresham. More crosswalks, bike lanes, shelters and waiting areas at bus stations. Restrooms at some stations would be good.



Housing: affordable housing in Portland and Gresham. Housing inspections should be done more frequently.

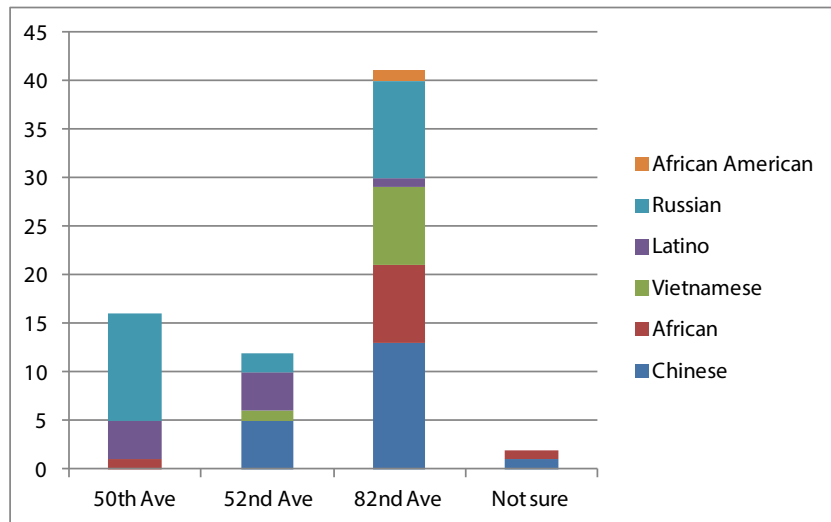
Build a Station hands on activity: participants used nearly all the optional icons. In addition, they would like to see public phones, shelters, pedestrian bridges at busy stations, restrooms in some stations and security cameras.

Portland Community Based Discussions

Community specific summary results for the Portland-based discussions are summarized on the following charts, which show both individual and aggregate responses to questionnaire topics.

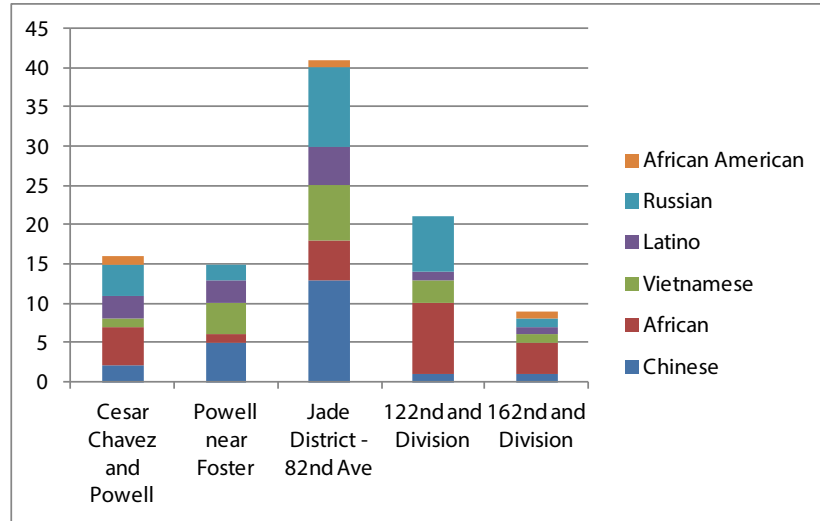
Powell-Division Crossover

Most respondents prefer the 82nd Avenue crossover route.



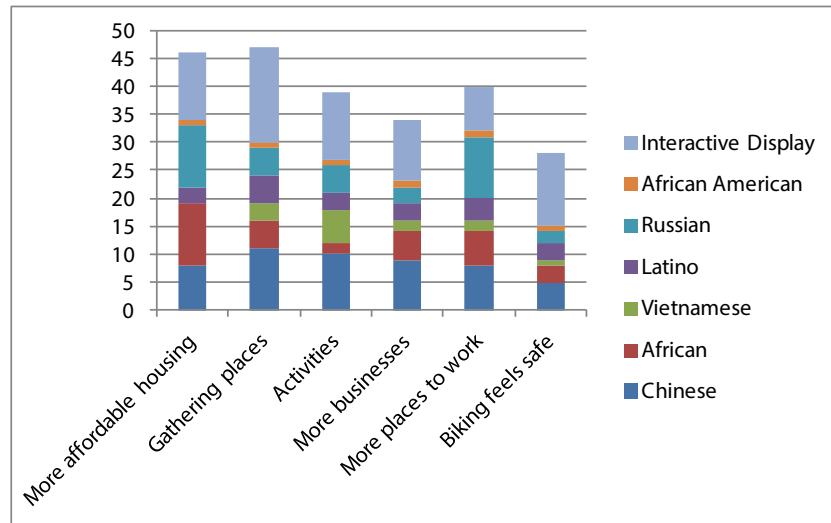
Most Used Stations

Regarding which major station respondents through they would use most often, a majority indicated 82nd Avenue.



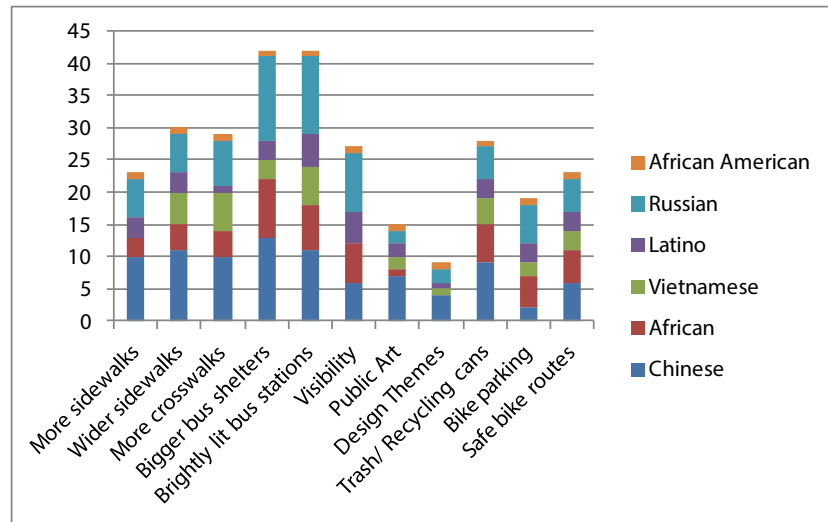
Station Amenities

Thinking of which uses respondents would like to see near the stop, affordable housing, gathering places and jobs lead the list.



Station Area Improvements

Regarding attributes that would help participants get to or wait for transit, bigger shelters, brightly lit (safe) stations and trash/recycling receptacles lead the list as summarized below.



Detailed responses by community group follow.

4.6 Latino Network

Ten participants familiar with the Powell Division corridor participated in this discussion, conducted in Spanish. Key themes include:

- 82nd is seen as too busy, not a recommended street to add more transit to.
- Any rapid line for consideration should be outside of heavy impact areas.



- Adding rapid transit to local service may create confusion about the right bus, or right stop unless this is mitigated with educational programs that help riders identify which buses go where, better signage and notification, clear signage if it is a fast bus or a regular bus and where it stops.
- Identify major area stations like those that connect with Max or other major bus routes. Create major and minor stops (especially before the Tillicum bridge/orange line).
- Powell should not be a multi stop street (too traffic saturated), try to cross over to Division for stops as it seems less saturated and provides for faster travel.
- Recommend Powell St parking lots (park and rides) – for ease of travel.
- Marshall area seen as very busy as well.



Participants wonder if it will be possible to create frequent stops and shuttle service to get to the line. For long trips, they wonder if transfers would be available for Gresham. Participants are curious to know more about the sites in question. Overall, participants are positive and interested in contributing ideas to make the future experience as user friendly as possible.

Participants want to maintain an emphasis on existing businesses along the line, and to improve connector routes. Regarding transit use, ridership frequency varied from infrequent use to the only mode of transportation. They feel 52nd makes the most sense for the crossover route to connect to the bus to Mt. Hood Community College. Regarding frequently used transit stations, participants cited 122nd, 82nd and downtown. Participants' trips focused on connecting to shopping, PCC, the Mid-County library and downtown Portland.

Regarding amenities, the following ranked the highest:

1. Garbage cans with regular pick up of debris from each station to improve cleanliness.
2. More bathrooms.
3. Increased shelters with cover (for rain or hot days) or benches under trees with enough space for a large family.
4. Security cameras (in a cage so they are not broken or vandalized), emergency /panic button at each station. Also regular patrolling of area for security and to reduce graffiti.
5. Good lighting.
6. Place to park bikes.
7. Coffee shop on or near station for coffee and healthy snacks.
8. Integrate plant life, flowers and other items to beautify the space.
9. Expand hours of service to meet needs of workers who work outside typical hours.

These amenities were informed by the Build a Station hands on activity. Participants really liked and were energized by this activity. Upon creating their stations, they put in place some of the amenities they had mentioned above. They recommend including more shelters and considerations for family spaces and associated amenities.

Finally, participants emphasized more sidewalks and walkable streets. In addition, restricting smoking, including enforcement and citations.

4.7 Chinese Community

In this Chinese-language facilitated discussion, more than 20 participants contributed their thoughts, and 19 completed the questionnaire in Chinese. Summary results follow.



Regarding the route today, participants value safety and convenience. They appreciate reduced rates for seniors and the diversity of the community today. Most respondents use transit daily. They use both the 4 and the 9. Stops they use center around Powell and connections with routes 71 and 72. Thirteen of 19 respondents feel the crossover should be at 82nd. Most did not respond to the Gresham-area crossover question. They use the 82nd Avenue station most often, to shop, visit with family and conduct business.

Respondents favor safety-oriented amenities: more and wider sidewalks with additional crosswalks, bigger bus shelters, brightly lit bus stations, trash and recycling containers. In terms of uses around the stations, respondents favor activities, gathering places and more businesses.



4.8 African Immigrant Community

Among the 15 participants from a range of African countries, key themes include affordable housing, easy access to Park and Ride and reducing wait times at the bus stations. Participants are positive toward the project; thinking it will make travel a bit easier. They wonder if it can provide jobs.

Above all, participants value an efficient transit system that could replace the current system, which tends to run late.

Participants use transit on average 20 times a month.

The most frequently used stops are 122nd, 82nd, and Cesar Chavez. Work, home and shopping, and community services are the primary destinations at these stops.

The most desired amenities include larger and brightly lit stations and adequate trash and recycling. Participants also mentioned safe crossings and pull outs for buses. Above all, more affordable housing is most important in the future development of the transit stations.

Participants also want the planning team to recognize that this corridor is a hub for social welfare activities. Having quick and efficient transit that gets them to these places will be very beneficial.



Using the Build a Station hands on exercise, the majority of participants designed lively, larger shelters with restroom and lighting (the request for restrooms was mentioned frequently as part of the design concept). Participants stated that there are a lot of elders who might use the restroom while waiting for the bus. Though there wasn't a restroom icon, this was verbally expressed by a majority of participants. This was followed by "small market" food/coffee cart and crosswalks with flashing lights for safety. Some student participants attempted to design a shelter with a camera for safety. Others designed lively shelters with landscaping nicely interspersed with trash cans and bike parking.



4.9 Vietnamese Community

In the Vietnamese language focus group workshop, the seven participants are generally interested in the project, but are also concerned about further traffic delays and pedestrian safety.

Walking is the primary and preferred mode of getting around the 82nd Avenue/Jade District neighborhood. Safety while walking is important. PCC is a very important central location and destination with access to 82nd Avenue. Participants wonder if it is possible for the Vietnamese community to receive support to build a Vietnamese-specific community center space.

Most respondents say that they use bus on a regular basis; averaging approximately 2-3 times/week. Many ride the 4 and/or the 9.

Respondents indicated that 82nd Avenue is the primary hub of shops and cultural gatherings for the Vietnamese Community. The VNCO office is located on 89th and Division, and the Van Lang Language school is at PCC on Sundays. Everyone agreed that 82nd is the best location for a new station area.

Top desired amenities include safe walkable streets, sidewalks, and crosswalks from the buses, while public meeting space in the form of picnic tables and benches were all preferred. Small fruit stands were also of interest, along with bikes and bike parking.

Participants want to know how they can be more involved.



4.10 Portland African American Leadership Forum (PAALF)

Multicultural Collaborative team member Joy Alise Davis with Design+Culture Lab coordinated a meeting open to Portland African American Leadership Forum (PAALF) members with an interest in the Powell Division corridor. PAALF members are currently in the midst of creating a Portland Plan for their community and have many meetings during this same timeframe. That likely affected the turnout, as one participant was able to attend the meeting held on May 15. City of Portland staff and this active community member had a good discussion about public investment and concerns regarding current and potential future displacement. While new stations are a great opportunity to create a sense of place, displacement is a real concern, having been a lived experience by African American community members in N/NE Portland. New bus service and development opportunities are exciting, as long as they can benefit current residents. This participant currently accesses Cesar Chavez Boulevard, the Jade District and 162nd/Division for both work and leisure. They consider the best stops along their ride to be 50th and Division, 26th and Powell and 165th and Division. This participant recommends an inventory of vacant lots and seeing how the African American community can work with/contribute to development of those lots.

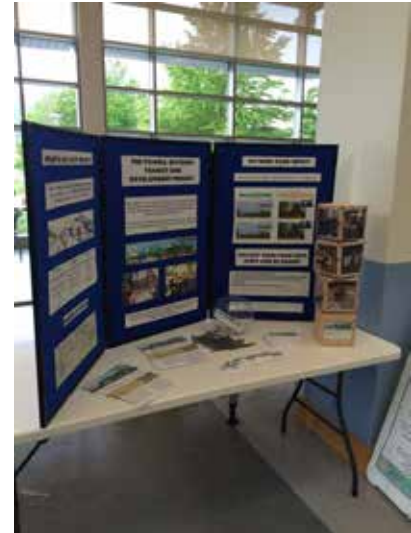


5. Interactive Display

Display Board Timeline: April 17, 2015-May18, 2015

Display Locations:

- Rosewood Initiative (Nonprofit Organization): 16126 SE Stark St, Portland, OR
- Mt. Hood Community College: 26000 SE Stark St, Gresham, OR
- Portland Community College SE Campus: 2305 SE 82nd Ave Portland, OR
- Metro Regional Government: 600 Northeast Grand Avenue, Portland, OR



Design+Culture Lab designed and built four creative interactive display boards to raise awareness and engage the diverse populations along the corridor. The goal of the interactive display board was to design tools that allowed community members to understand the benefit of this new transit route and to conceptualize the future site design options. The interactive display board was designed as a communication tool that not only informed the public, but also allowed them to participate in a creative way, even if English is not their first language.

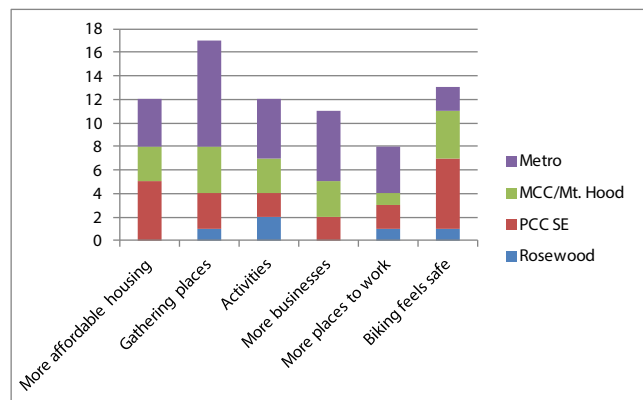


Each interactive display board included: a 36" x 48" trifold display board; an "envisioning the future" tower; and a participatory voting box or bowl. Using the envisioning the future tower, community members were able to visualize the many design elements of the Powell-Division Transit. Each tower consisted of three rotating blocks. Each rotating block was dedicated to visually sharing station site design options. Community members rotated the blocks and learned more about future transit improvements. After viewing the envisioning the future

tower, community members casted their vote in a ballot box or bowl and entered the raffle to receive gift certificates to the Oregon Zoo.

Each display contained a comment card with a question about station area attribute preferences. This question about station areas – "which of the following are most important to you" – also was asked in community discussions. The aggregate of responses to that question is included in Section 4 (page 12). The chart to the right shows responses and preferences from each station area display. In total, 25 responses were received.

Results are summarized in the Community Based Discussions section.



6. Postcard Mailing

In order to continue to inform Gresham area residents about the Bus Rapid Transit crossover connections under consideration, Metro and the City of Gresham developed a post card to focus attention on the areas under consideration. More than 2,000 postcards were mailed to apartment residents and single family homes in the study area. In addition, Metro staff left flyers in key gathering places and apartments in the Gresham corridor area.

Maybe you've heard, bus rapid transit is coming to Gresham.
 Faster, more reliable transit connections to jobs, Mt Hood Community College, the Gresham Transit Center and on to Downtown Portland are coming as soon as 2020, but how should it get there?

Join the conversation as it moves forward this year. Take a 5-minute survey open through May 19, 2015.
www.oregonmetro.gov/powelldivision


Enhancing communities
 Join us at a community forum to learn about City actions that could bring positive changes along the future transit route.

May 6 from 7 to 8:30 p.m.
 Gresham City Hall, 1333 NW Eastman Pkwy


Visit the website to comment online, learn more and sign up for email updates. Share your thoughts and you could win Zoo tickets!

Gresham route options
 between Gresham Transit Center and Mt Hood Community College


Main/223rd option



Cleveland option



Hogan option



Powell-Division Transit and Development Project
 Metro
 600 NE Grand Avenue
 Portland OR 97232



5-minute survey open through May 19, 2015 www.oregonmetro.gov/powelldivision

Powell-Division Transit and Development Project is a partnership of the cities of Gresham and Portland, Multnomah County, ODOT, TriMet and Metro



Appendix

Appendix A: Demographics

Appendix B: Interactive Display Images

Appendix C: Images From the Build A Station Exercise

Appendix D: Interactive Display Comment Card

Appendix E: Business Interview Questions

Appendix F: Questionnaire

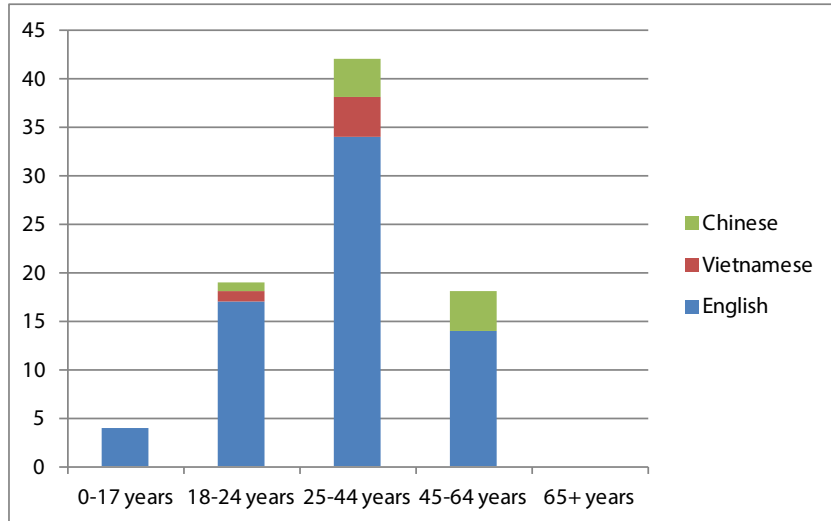
Appendix G: Completed Reporting Forms

Appendix H: Business Verbatims

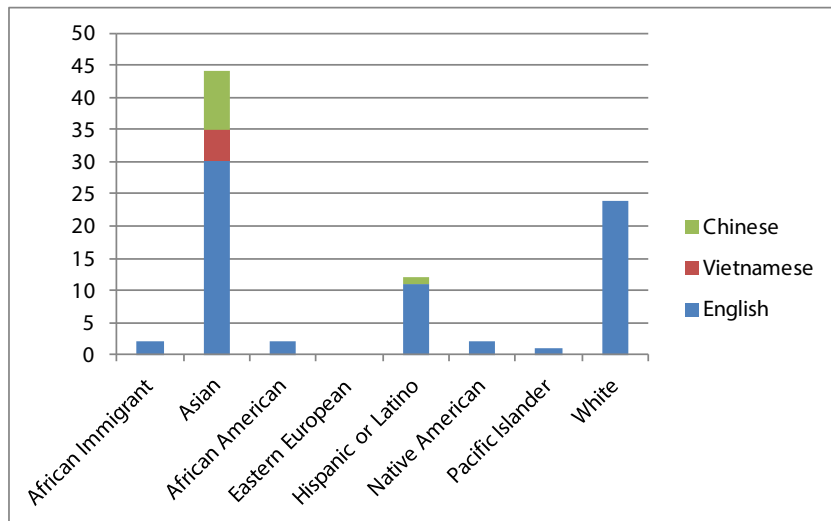
Appendix A: Demographics

Portland Business Respondents: Demographics

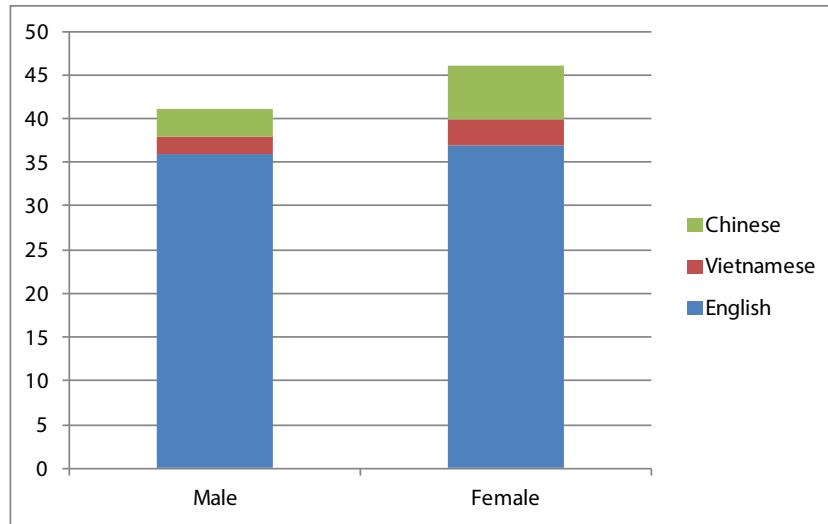
Age



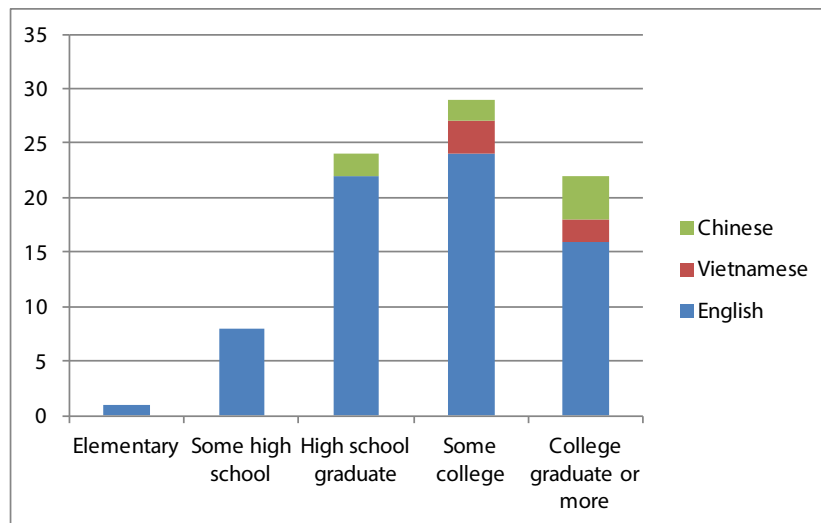
Racial/ethnic identity



Gender

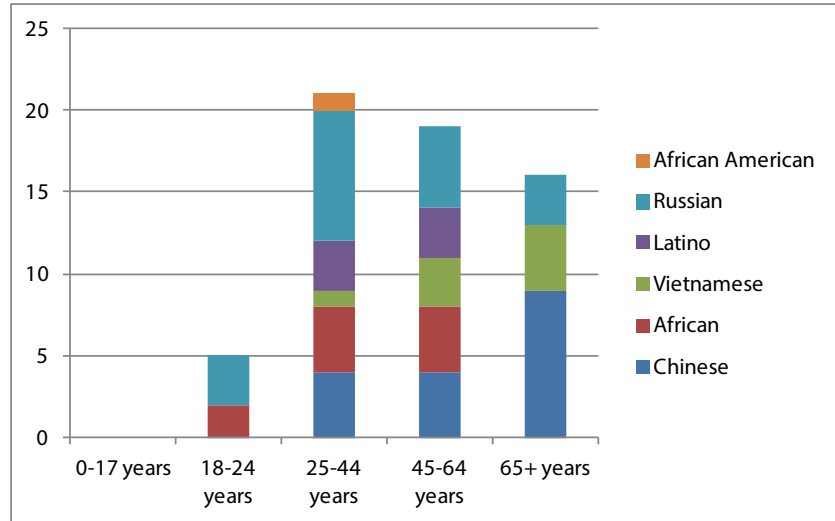


Education

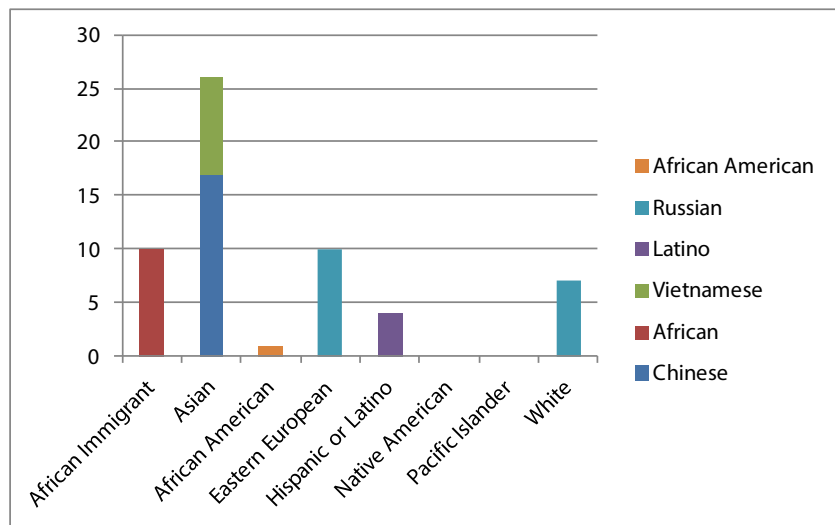


Community Based Discussion Respondents: Demographics

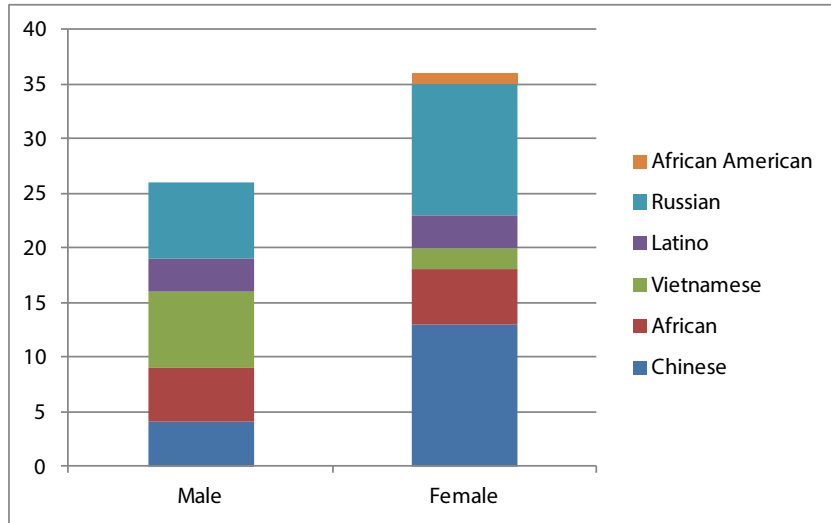
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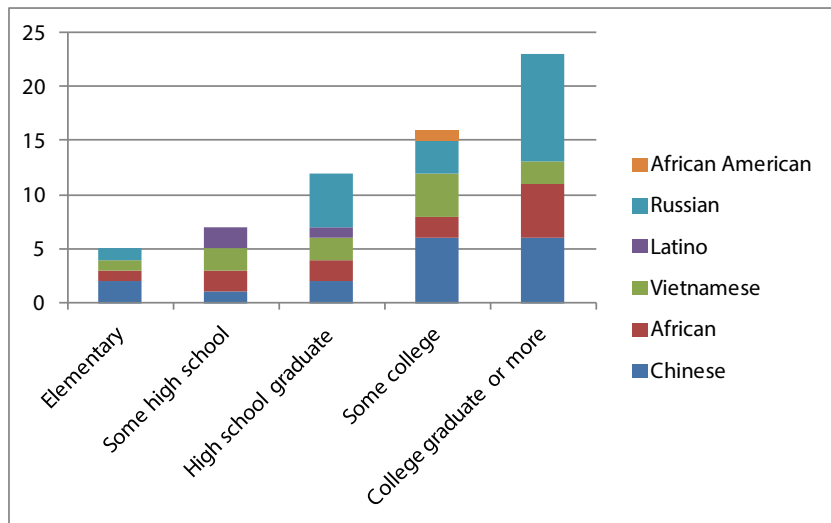
Racial and Ethnic Identity



Gender



Education



Appendix B: Interactive Display Images

Interactive Display Board Blueprint

Interactive display boards can be used as a useful communication tool to conceptualize and visualize the future station design concepts for the Powell-Division Transit and Development Project. We envision this communication tool not only as a way to inform the public on the benefits of the project but to also allow them to participate in the process. There are three aspects of this interactive display board *The Tri-fold Display Board*; *The Envisioning the Future Tower*; and *The Participatory Voting Box*.

Ideal Display Locations

- Rosewood Initiative : 16126 SE Stark St, Portland, OR
- Mt. Hood Community College: 26000 SE Stark St, Gresham, OR
- Portland Community College SE Campus : 2305 SE 82nd Ave Portland, OR
- David Douglas High School : 1001 SE 135th Ave, Portland, OR (poster only)
- Centennial High School : 3505 SE 182nd Ave, Gresham, OR (poster only)



DESIGN + CULTURE

The Tri-fold Display Board

This stationary 36" x 48" display board will inform the public on what the project is; why it is happening; how they can weigh in to shape the project; and when the new service could begin. Community members will be able to understand the value of this project regardless of their



DESIGN + CULTURE

Envisioning the Future Tower

Using the Envisioning the Future Tower community members will be able to visualize the many design elements of the Powell-Division Transit. Each tower will have three blocks. Each block will be dedicated to visualizing station site design and transit route options. Community members will rotate the blocks and vote on what would improve their bus ride. Examples of this three-dimensional engagement tool has been implemented in Salt Lake City, Utah by the City Creek Center.



* City Creek Center Example

DESIGN + CULTURE

The Participatory Voting Box

After viewing the *Envisioning the Future Tower*, community members will take a picture and cast their vote online. If community members have no access to a smart phone with a camera, they can use a paper submission in a clear large acrylic ballot box. This inexpensive engagement tool will allow community members to visualize the voting process and have confidence that their voice is being heard.



Example



After community members vote on their ideal bus ride improvements, they will enter the raffle to receive a gift certificate to the Oregon Zoo.


DESIGN + CULTURE

Appendix C: Images From the Build A Station Exercise





Appendix D: Interactive Display Comment Card



In station areas that you live or work near or, in station areas that you visit often, which of the following are most important to you? Station areas are the places near the stop—generally about a five minute walk from the stop. (Check all that apply.)

- More **housing** that is affordable to people at a range of income levels
- Gathering places**, such as plazas, outdoor markets or businesses that are good places for neighbors and families to meet and socialize
- Activities** such as markets and fairs or temporary uses such as food carts to enliven the neighborhood
- More **businesses** to shop or get services (banks, hair salons, etc.)
- More places to **work**
- More places where **biking feels safe**
- What types of businesses** would you like to see in the area? _____
- Other? _____

Enter to win four tickets to the Oregon Zoo by filling out your contact information on the back side!

Contact Information

Name

Email

Phone

Add me to the email update list: Yes No I'm already on it

Thank you!

www.oregonmetro.gov/powelldivision

Appendix E: Business Interview Questions

BUSINESS INTERVIEW QUESTIONS

April 2015

Hello! I am working with the City of Portland and Metro to help improve transit along Powell and Division. A new kind of bus, called bus rapid transit, could be running nearby by 2020. Do you have a few moments to answer a few questions about how transit could help your business? Everyone who answers will be entered into a drawing for free zoo tickets. Thank you!

1. How can transit better serve your business? _____

2. Do you or your employees often take transit to get to work? Yes No
3. The new Powell-Division bus rapid transit route will run from Central City Portland across the new Tilikum Crossing and then travel along Powell, then crossing over to Division to head to Gresham. Right now, we want to know where people think it should go. In Southeast Portland it will run along Powell Blvd then cross to Division St as it heads east toward Gresham. What route option do you think would provide the best connections?
Which of these streets should the bus use to make the best connections as it transitions between Powell Blvd and Division St in Portland?
 50th Ave
 52nd Ave
 82nd Ave
 Not sure
Why? _____
4. The route will serve Downtown Gresham, including the Gresham Transit Center at 8th and Kelly. What is the best route for it to continue to Mt. Hood Community College?
 Main/223rd
 Cleveland
 Hogan
 Not sure
Why? _____
5. Other improvements will come with this new bus. Which of these changes you would most like to see near your business?
 More sidewalks
 Wider sidewalks with street trees and planter strips
 More crosswalks across busy streets
 Bigger bus shelters
 Brightly lit bus stations
 Trash and recycling cans
 Bike parking
 Other _____
 Do you see these changes as positive for your business? Yes No
6. Which of these things would provide the greatest benefit to the area near your business and/or your business?
 More housing that is affordable to people at a range of income levels
 Gathering places, such as plazas, outdoor markets or businesses that are good places for neighbors and families to meet and socialize
 More places where biking feels safe
 Activities such as markets and fairs or temporary uses such as food carts to enliven the neighborhood
 More businesses to shop or get services (insurance, banks, hair salons, etc)
 More places to work
 Are there specific types of business that you would like to see open in the area?
 Other? Explain _____

OPTIONAL Demographic Questions – These questions are included only to help us know how well results represent people in the corridor. They will not be recorded with your name or address information.

7. How old are you?

- 0-17 years
- 18-24 years
- 25-44 years
- 45-64 years
- 65+ years
- I'd prefer not to answer

8. With which of the following racial or ethnic groups do you most closely identify? [check all that apply]

- African Immigrant Country of Origin: _____
- Asian Country of Origin: _____
- African American/Black Country of Origin: _____
- Eastern European Country of Origin: _____
- Hispanic or Latino Country of Origin: _____
- Native American Tribe or Country of Origin: _____
- Pacific Islander Country of Origin: _____
- White
- Other (specify) _____
- I'd prefer not to answer

9. What gender do you identify with?

- Female
- Male
- Other
- I'd prefer not to answer

10. How much education have you completed?

- Elementary
- Some high school
- High school graduate
- Some college/community college
- College graduate or more

What is your zipcode? _____

If you would like to receive updates about this project so you can stay involved, please fill out the information below or go to www.oregonmetro.gov/powelldivision to sign up for the email list.

First and Last Name

Email

Company

Phone

Thank you for participating!

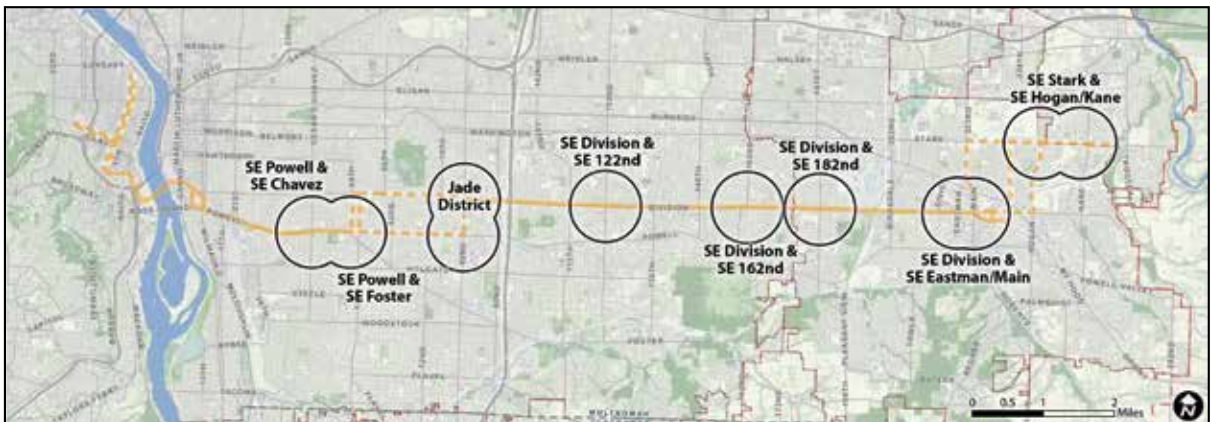
Appendix F: Questionnaire



POWELL-DIVISION TRANSIT AND DEVELOPMENT PROJECT

QUESTIONNAIRE

April 2015



INTRODUCTION

Lines 4-Division and 9-Powell are among the region's busiest bus lines. The Powell-Division Transit and Development Project will bring improvements that save riders time and provide a higher quality service beyond today's Frequent Service.

We are studying a range of bus options, routes that connect Gresham and Portland, and ways to improve walking and biking access along the route.

So far, the project Steering Committee decided to continue work on a bus rapid transit line that will serve Downtown Portland, cross the Willamette River on the new Tilikum Crossing bridge, travel on Powell Boulevard in southeast Portland and use Division Street to travel to Gresham and Mount Hood Community College.

But there are more choices, and we need your help!

You can help design the line by answering the following short list of questions about the remaining route choices, station design and about what you would like to see at major station locations.

Transit Use

1. In thinking about the proposed route, please describe what you value most in the Powell Division area. What is the first thing that comes to mind? _____

2. How often have you used transit in the last month or so?

- Haven't used
 Once or twice
 Few times a week
 Daily

If you haven't used transit often, what changes would make it easier for you to use it?

If you rode transit in the last month, did you use No. 4 Division? Yes No

If you rode transit in the last month, did you use No. 9 Powell? Yes No

3. Please list the three stops that you use most frequently.

Bus Route

4. The new Powell-Division bus rapid transit route will run from Central City Portland across the new Tilikum Crossing and then travel along Powell, then crossing over to Division to head to Gresham.

Based on your knowledge and experience, which of these streets should the bus use to make the best connections as it transitions between Powell Blvd and Division St?

- 50th Ave
 52nd Ave
 82nd Ave
 Not sure

Why? _____



50th Ave



52nd Ave



82nd Ave

5. The route will serve Downtown Gresham, including the Gresham Transit Center at 8th and Kelly. What is the best route for it to continue to Mt. Hood Community College?

- Main/223rd
- Cleveland
- Hogan
- Not sure

Why? _____



Main/223rd



Cleveland



Hogan

Station Design and Neighborhood Service

6. There are five major station areas along the route in Portland, along with many other potential stops. Which of these major stations do you think you use would most often? Check as many as apply.

- Cesar Chavez and Powell
- Powell near Foster
- Jade District – 82nd Ave
- 122nd and Division
- 162nd and Division

What brings you to these areas?

7. Which of the following would most improve bus stops/bus stations in Portland, and either improve your ability to get to bus stops you use frequently or make your walk to the stop better and your wait more comfortable? (Check as many as apply.)

- More sidewalks**
- Wider sidewalks** with street trees and planter strips
- More crosswalks** across busy streets
- Large bus shelters** for weather protection
- Brightly lit** bus stations
- Visibility**
- Public art**
- Station-specific **design themes**
- Trash and recycling cans**
- Bike parking**
- Safe feeling bike routes**

Other? _____

8. In station areas that you live or work near or, in station areas that you visit often, which of the following are most important to you? Station areas are the places near the stop—generally about a five minute walk from the stop. (Check as many as apply.)

- More **housing** that is affordable to people at a range of income levels
- Gathering places**, such as plazas, outdoor markets or businesses that are good places for neighbors and families to meet and socialize
- Activities** such as markets and fairs or temporary uses such as food carts to enliven the neighborhood
- More **businesses** to shop or get services (banks, hair salons, etc.)
- More places to **work**
- More places where **biking feels safe**
- What types of businesses** would you like to see in the area? _____
- Other? _____

OPTIONAL Demographic Questions – Your survey is anonymous. The following questions are included only to help us know how well results represent people in the corridor.

9. How old are you?

- 0-17 years
- 18-24 years
- 25-44 years
- 45-64 years
- 65+ years
- I'd prefer not to answer

10. With which of the following racial or ethnic groups do you most closely identify? [check all that apply]

- African Immigrant Country of Origin: _____
- Asian Country of Origin: _____
- African American/Black Country of Origin: _____
- Eastern European Country of Origin: _____
- Hispanic or Latino Country of Origin: _____
- Native American Tribe or Country of Origin: _____
- Pacific Islander Country of Origin: _____
- White
- Other (specify) _____
- I'd prefer not to answer

11. What gender do you identify with?

- Female
- Male
- Other
- I'd prefer not to answer

12. How much education have you completed?

- Elementary
- Some high school
- High school graduate
- Some college/community college
- College graduate or more

What is your zipcode? _____



If you would like to receive updates about this project so you can stay involved, please fill out the information below or go to www.oregonmetro.gov/powelldivision to sign up for the email list.

First and Last Name

Email

Thank you for participating!



Appendix G: Completed Reporting Forms

POWELL DIVISION COMMUNITY DISCUSSIONS REPORTING FORM

Date: May 2, 2015 Location: Irco,

of Participants: 15 Discussion leader: Sam Gollah

Thank you for all your effort in leading a Powell Division workshop. Please complete this form and email to Gina within one week of the event along with all completed questionnaires.

1. What were the key themes that you heard during the discussion?

Affordable housing Easy access to Park Ride, Longer wait times at bus stops

2. Key questions?

Will project provide jobs

3. How you would describe the overall attitude about the Powell Division Transit Project?

Positive. They think the project would make travel a bit easier

4. From what you've heard from the participants, what do they value most in the Powell Division area?

Efficient transit system could replace the old one; usually late

5. Using one month as a benchmark, what is the median usage of transit usage by the focus group participants?

Twenty days; with average weekly rat four

6. What stops ranked highest in frequency usage? List the top three.

122nd and Division, 82nd and Cesar Chavez

7. What are the two major station areas do participants often use? What bring them to these areas?
List the top three.

122nd and Division, 82nd max station

8. What bus stop/bus stations comfort amenities ranked highest? List top three.

Bigger bus, brightly lit stations, and trash/Recycling

9. What else did participants mention the project team should know?

That the corridor is hub for social welfare activities; And having quick and efficient transit

That getting them to those places will be huge.

Return this form and any completed questionnaires within one week of the meeting to Gina at Cogan Owens Greene: 813 SW Alder Street Suite 320 Portland OR 97205. Fax 503.225.0224. email: gina.ellison@coganowens.com. If emailed, please copy Therese McLain at therese@multiculturalcollaborative.com

Thank you!

POWELL DIVISION COMMUNITY DISCUSSIONS REPORTING FORM

Date: 5/9/2015 Location: VNCO, 2448 SE 89th Ave, 3B 97206

of Participants: 7 Discussion leader: Pam Phan and Thao Tu

Thank you for all your effort in leading a Powell Division workshop. Please complete this form and email to Gina within one week of the event along with all completed questionnaires.

1. What were the key themes that you heard during the discussion?

Walking is the primary and preferred mode of getting around the 82nd ave neighborhood.

Safety while walking is important. Also PCC is a very important location.

2. Key questions?

Is it possible for the Vietnamese community to get support from the City to develop a
Community center space? One specifically for the Vietnamese Community.

3. How you would describe the overall attitude about the Powell Division Transit Project?

Generally interested, however concerned about further traffic delays and pedestrian safety.

4. From what you've heard from the participants, what do they value most in the Powell Division area?

PCC and central location of 82nd Ave for the Vietnamese community.

5. Using one month as a benchmark, what is the median usage of transit usage by the focus group participants?

Most participants suggested that they used the bus on a regular basis. My interpretation of this is about 2-3 times per week.

6. What stops ranked highest in frequency usage? List the top three.

Specific stop names were not mentioned. However using the 4 and 9 were mentioned heavily.

7. What are the two major station areas do participants often use? What bring them to these areas?
List the top three.

82nd is the primary hub of shops and cultural gatherings for the Vietnamese Community. The VNCO office is located on 89th and Division, and the Van Lang Language school is at PCC on Sundays. Everyone agreed that 82nd is the best location for a new station area.

8. What bus stop/bus stations comfort amenities ranked highest? List top three.

Safe walkable streets, sidewalks, and crosswalks from the buses, while public meeting space in the form of picnic tables and benches were all preferred. Small fruit stands were also of interest, and then bikes and bike parking.

9. What else did participants mention the project team should know?

Would government agencies support the Vietnamese community to develop cultural community space?
How can Vietnamese people get more involved?

Return this form and any completed questionnaires within one week of the meeting to Gina at Cogan Owens Greene: 813 SW Alder Street Suite 320 Portland OR 97205. Fax 503.225.0224. email: gina.ellison@coganowens.com. If emailed, please copy Therese McLain at therese@multiculturalcollaborative.com

Thank you!

REPORTING FORM

Date: 4/23/15

Location: Alder Elementary School

of Participants: 19

Discussion leader: KOLINI FUSCO

Thank you for all your effort in leading a Powell Division workshop. Please complete this form and email to Gina within one week of the event along with all completed questionnaires.

1. What were the key themes that you heard during the discussion?

- EAST CROSSING FROM DIVISION CENTER AREA BY GROUND TO BE AT 223.
- PACIFIC ISLAND THEME STOP STATION.
- PROPOSE CONTRACT TO INCLUDE TOWNHOMES CONTRACTOR

2. Key questions? WELL LIGHTING AT STOP STATION
- SHAFTER FROM RAIN.

3. How you would describe the overall attitude about the Powell Division Transit Project?

- CONCERN HOUSING WILL INCREASE
- EXCITED WITH ALTERNATE TRANSPORTATION FROM GROUND TO DOWNTOWN.

4. From what you've heard from the participants, what is their response to the action recommendations?

Economic Development: MORE BUSINESS -> MORE CONVICTION

- POSSIBLE LOW INCOME HOUSING BUT PRR INCREASE IN HOUSING

Desired Development: COMMUNITY CENTER, LOW INCOME HOUSING.

Active Places: COMMUNITY RESOURCE CENTER, OUTDOOR

Transportation: KEEP FARE LOW, DON'T INCREASE WITH NEW LINE.

- CONVICTION PARKING TRIP PARK AND RIDE.

TONGAN - 2

Housing: FARE Housing low / affordable Housing
ALONG NEW LINE ON THE EAST SIDE

5. What else did participants mention the project team should know?

APPRECIATE THAT TONGAN COMMUNITY HAS AN INPUT IN THIS
PROJECT AND HAVE TO BE INCLUDED IN FUTURE LOCAL GENERAL
PROJECT

Return this form and any completed questionnaires within one week of the meeting to Gina at
Cogan Owens Greene: 813 SW Alder Street Suite 320 Portland OR 97205. Fax 503.225.0224.
email: gina.ellison@coganowens.com. If emailed, please copy Therese McLain at
therese@multiculturalcollaborative.com

Thank you!!!!

REPORTING FORM

Date: 4/28/2015 Location: 12414 E Burnside St. Portland, OR 97233

of Participants: 22 Discussion leader: Therese, Carlos, Anna

Thank you for all your effort in leading a Powell Division workshop. Please complete this form and email to Gina within one week of the event along with all completed questionnaires.

1. What were the key themes that you heard during the discussion?

Economic and Business Development; Affordable and high quality housing; Improvement of experience with transit; outdoor quality time for children

2. Key questions?

When will people have affordable and more diversified housing?
Why don't the city provide incentives that are more accessible for the homebuyers?

3. How you would describe the overall attitude about the Powell Division Transit Project?

Participants would like to make sure that the new bus line would go to places where more people and vulnerable population would be able to use it: seniors, students, disabled, and people who go to work every day. Participants wanted to know more about affordable fares and improvements that can be done at bus stops and stations. Many people mentioned that safety is a top priority for them.

4. From what you've heard from the participants, what is their response to the action recommendations?

Economic Development:

Create more jobs, incentives for small businesses, grants for existing businesses, free education for businesses, mixed housing

Desired Development:

Mixed housing with business on the first floor, an entertainment place for families with children (not free, but high standard, like PLAY PDX, or Big owls), affordable and high quality housing, Companies that can offer manufacturing jobs.

Active Places:

Gresham Library, MHCC, Gresham Mall.

Transportation:

Route 4 and 9, and car

Housing:

Affordable and high quality housing, mixed housing, incentives for homebuyers, areas for mini houses and mobile homes.

5. What else did participants mention the project team should know?

Incentives that are available for homebuyers are not accessible!

People would like to see more “local” short bus routes that are more frequent.

Return this form and any completed questionnaires within one week of the meeting to Gina at Cogan Owens Greene: 813 SW Alder Street Suite 320 Portland OR 97205. Fax 503.225.0224. email: gina.ellison@coganowens.com. If emailed, please copy Therese McLain at therese@multiculturalcollaborative.com

Thank you!!!!

POWELL DIVISION COMMUNITY DISCUSSIONS REPORTING FORM | PAAF

Date: 05/15/2015 Location: Rosewood

of Participants: 1 Discussion leader: Alex, Joy

Thank you for all your effort in leading a Powell Division workshop. Please complete this form and email to Gina within one week of the event along with all completed questionnaires.

1. What were the key themes that you heard during the discussion?

Concerns about displacement. The new stations are a great opportunity to create a sense of place. Hopefully local residents will be able to name the stations and contribute to the design.

2. Key questions?

What is the city doing to ensure that people currently living along the corridor will not be displaced?

3. How you would describe the overall attitude about the Powell Division Transit Project?

Concerns about displacement, but excited about new bus service and development opportunities that can benefit current residents.

4. From what you've heard from the participants, what do they value most in the Powell Division area?

Ensuring that people currently living along the corridor will benefit from new bus service and development.

5. Using one month as a benchmark, what is the median usage of transit usage by the focus group participants?

6. What stops ranked highest in frequency usage? List the top three.

7. What are the two major station areas do participants often use? What bring them to these areas? List the top three.

[Cesar Chaves, Jade District and 162nd and Division. Work and leisure.](#)

8. What bus stop/bus stations comfort amenities ranked highest? List top three.

[50th & Division, 26th & Powell, 165th & Division](#)

9. What else did participants mention the project team should know?

[There are a lot of empty lots along the corridor. It will be good to inventory those lots and see how our community can work/contribute with the development of those lots.](#)

Return this form and any completed questionnaires within one week of the meeting to Gina at Cogan Owens Greene: 813 SW Alder Street Suite 320 Portland OR 97205. Fax 503.225.0224. email: gina.ellison@coganowens.com. If emailed, please copy Therese McLain at therese@multiculturalcollaborative.com

Thank you!

REPORTING FORM

Date: May 7, 2015 _____ Location: _Gresham Rockwood LN office_____

of Participants: __19__ Discussion leaders: _Brian Martin, Carlos Gonzales, Linda Castillo

Thank you for all your effort in leading a Powell Division workshop. Please complete this form and email to Gina within one week of the event along with all completed questionnaires.

1. What were the key themes that you heard during the discussion?
 - a. Secure connections, for walkers and bikers
 - b. Spaces for people to come together as a community and as families; reaction spaces and meeting spaces
 - c. Continued improvement of the areas; building sidewalks, adding trees of stop areas, seating, public art
 - d. **cross walks with flashing lights (i.e 122/ and Division has a lot of 'movement, very busy area).
 - e. Stop areas need more illumination.
 - f. Secure and increased non-police patrolled stop areas for safety and to manage problematic people at the stops, security cameras that are hidden.
-
-
-

2. Key questions?

- ❖ Will there be increase transit noise and pollution?
 - ❖ Is it possible to utilize newer technology; electric or hybrid transit to reduce air & noise pollution?
 - ❖ Will the bus service hours change, increased frequency, can the hours of service be expanded?
 - ❖ Will the price of bus tickets go up?
 - ❖ Why will it take 5 years to get the most dangerous corridors up to safety standards and with the right flashing crosswalks?
-
-

3. How you would describe the overall attitude about the Powell Division Transit Project?

Positive and understanding of over all process and decision not to move forward on the 257/Division route.

4. From what you've heard from the participants, what is their response to the action recommendations?

Economic Development: Continue to recommend spaces and places for community and families to gather, 182/Div & Hogan/Stark need upgrades like parks and markets, areas for recreation like pools, arts for the kids, a community center would be ideal

Desired Development:

Huge interest in a community center and affordable housing w/ no displacement.

Active Places:

Participants want to have more parks supported, created that family can gather at and is user friendly/

Transportation:

Begin to set up use by electric and hybrid means. Support the creation of a 'changing' station.

Housing:

Gresham needs more affordable options for medium to low incomes. There is particular need for affordable hsg for college students and/or the creation of student hsg.

Create more housing in central Gresham, land bank areas for future hsg needs,

5. What else did participants mention the project team should know?

They were excited for this part 2 session update on the action plan after initial meeting. Glad to see most recommendation made it into the Gresham Action Plan (draft). The two group members who attending the steering committee shared the process and the connections of the roles of a community participant reporting the community of color recommendations of those gathered for the steering committee.

6. Please provide a summary as well as impressions of the "build-a-station" activity (magnets/boards). Again, the group these build a station boards. Key elements for a station per the exercise:

- ❖ Emergency button needed at all stops
- ❖ Nearby or in station coffee shops
- ❖ Garbage cans and regular collection of trash
- ❖ Improved lighting
- ❖ Benches and spaces for a family

- ❖ Bike rack, water dispenser,
- ❖ Plant more trees in transit areas and beautify space
- ❖ No smoking enforcement around transit areas.

Return this form and any completed questionnaires within one week of the meeting to Gina at Cogan Owens Greene: 813 SW Alder Street Suite 320 Portland OR 97205. Fax 503.225.0224. email: gina.ellison@coganowens.com. If emailed, please copy Therese McLain at therese@multiculturalcollaborative.com

Thank you!!!!

REPORTING FORM

Date: April 29, 2015 Location: Madison HS

of Participants: 10 Discussion leader: Carlos Gonzalez & Linda Castillo

Thank you for all your effort in leading a Powell Division workshop. Please complete this form and email to Gina within one week of the event along with all completed questionnaires.

1. What were the key themes that you heard during the discussion?
 - A. 82nd seen as too busy, not a recommended street to add more transit to
 - B. Any rapid line for consideration should be outside of heavy impact areas
 - C. Over laying transit may create confusion abt the right bus, right stop unless this is mitigated w/ed programs that which buses go where, btr computer signage/notification, bus has clear signage if a fast bus or a regular bus and where it stops.
 - D. Identify major area stations like the max, that are like a hum gto transfer to other bus links. Create a major station and smaller stops (esp before the Tillicum bridge/orange line).
 - E. Powell as a not a multi stop street (too traffic saturated), tr to cross over to Division for stops as it seems less saturated and provides for faster travel.
 - F. Rec. Powell St. parking lots (park& rides) for ease of travel.
 - G. Marshall area seen as very busy, as well.
-

2. Key questions?
 - A. Will it be possible to create frequent stops and shuttle service?
 - B. For long stretch trips will there be transfers to Gresham?
 - C. What are the sites in question?
-

3. How you would describe the overall attitude about the Powell Division Transit Project?
Group was positive, and interested in contributing ideas to make it as user friendly as possible.

4. From what you've heard from the participants, what do they value most in the Powell Division area?
 - ❖ Value the business there
 - ❖ Connector routes
-

5. Using one month as a benchmark, what is the median usage of transit usage by the focus group participants?
 - a. Varied from in frequent use to only mode of transportation
6. What stops ranked highest in frequency usage? List the top three.

Didn't ask this question. But group did offer that a turn at 52nd makes sense for line 71, then easier to walk to catch bus to Mt. Hood.

7. What are the two major station areas do participants often use? What bring them to these areas? List the top three.

122nd, 82, and destination Down town. The stops popular to connection to shopping, PCC, the Midcounty Library and connections to downtown.

8. What bus stop/bus stations comfort amenities ranked highest? List top three.

-
1. Garbage cans w/ regular pick up of debris from each station to improve cleanliness.
 2. More bathrooms.
 3. More shelters with cover (or rain or hot days) or benches under trees with enough space for a large family.
 4. More security w/cameras (in a cage s they are not broken or vandalized) and emergency /panic button at each station, and regular patrolling of area for security and to reduce graffiti
 5. Good lighting
 6. Place to park bikes
 7. Coffee shop on or near station for coffee and health snacks
 8. Integrate plant life, flowers and other items to beautify the space, incorporate elements
 9. Expand hours of service to meet needs of worker outside our alternative work packages.
-
-
-

9. What else did participants mention the project team should know?

- ❖ Community wants more sidewalks and walkable side streets
 - ❖ Create space restriction for smokers, employ citations if smoker encroach in non smoking area.
-
-

10. Please provide a summary as well as impressions of the "build-a-station" activity (magnets/boards).

Group really liked and was energized by this activity. Upon creating their stations they put in place some of the amenities they had mentioned before. But did ask in the future to include more shelters and family space considerations.

Return this form and any completed questionnaires within one week of the meeting to Gina at Cogan Owens Greene: 813 SW Alder Street Suite 320 Portland OR 97205. Fax 503.225.0224. email: gina.ellison@coganowens.com. If emailed, please copy Therese McLain at therese@multiculturalcollaborative.com

Thank you!!

POWELL DIVISION COMMUNITY DISCUSSIONS REPORTING FORM

Date: 5/2/15 Location: HA VL Vietnamese Sandwich shop, 2738 SE 82nd Blvd. #102, Portland OR 97266

of Participants: 16 Discussion leader: Ping Khaw-Sutherland

Thank you for all your effort in leading a Powell Division workshop. Please complete this form and email to Gina within one week of the event along with all completed questionnaires.

1. What were the key themes that you heard during the discussion?

Participants would like to see more public restrooms at the transit centers. The convenience and safety of the area are the most important concerns to them.

2. Key questions?

When will the project be done and running? Will there be free fare zone for seniors?

3. How you would describe the overall attitude about the Powell Division Transit Project?

Positive. Many are excited over the possibilities of new and improved facility.

4. From what you've heard from the participants, what do they value most in the Powell Division area?

The convenience and safety of the area, easy access to shopping areas.

5. Using one month as a benchmark, what is the median usage of transit usage by the focus group participants?

4 to 5 times per week.

6. What stops ranked highest in frequency usage? List the top three.

82nd, 52nd and Powell.

7. What are the two major station areas do participants often use? What bring them to these areas? List the top three.

Powell and 82nd: Fubborn market. Grocery shopping.

8. What bus stop/bus stations comfort amenities ranked highest? List top three.

1. Public bathroom. 2. Bus stop shelter 3. Good lighting

9. What else did participants mention the project team should know?

Should have more convenient stores along Division, Powell and 52nd. Chairs at the bus stations for seniors.
Free bus fare for seniors.

Return this form and any completed questionnaires within one week of the meeting to Gina at Cogan Owens Greene: 813 SW Alder Street Suite 320 Portland OR 97205. Fax 503.225.0224. email: gina.ellison@coganowens.com. If emailed, please copy Therese McLain at therese@multiculturalcollaborative.com

Thank you!

REPORTING FORM

Date: 05-092015 Location: Gresham City Hall

of Participants: 11 Discussion leader: Brian Martin

Thank you for all your effort in leading a Powell Division workshop. Please complete this form and email to Gina within one week of the event along with all completed questionnaires.

1. What were the key themes that you heard during the discussion?

The key themes were about safe sidewalks, affordable housing, bus waiting areas with a roof, restrooms in main transit centers and lights in the dark streets.

Key questions?

Some of the key questions were, how to find affordable housing, community gathering centers, and they really wanted overhead street crossing bridges for their own safety in the most busiest streets.

2. How you would describe the overall attitude about the Powell Division Transit Project?

It was a great involvement of all the people gathered during the meeting.

3. From what you've heard from the participants, what is their response to the action recommendations?

Economic Development: Need more jobs, open market places.

Desired Development: Gathering places for community.

Active Places: Hospitals, Clinics, Colleges, Grocery stores, Community centers.

Transportation: Need better bus services in some streets.

Housing: Affordable housing in Portland areas and Gresham.

4. What else did participants mention the project team should know?

Participants really wanted their list above to be fulfilled.

Return this form and any completed questionnaires within one week of the meeting to Gina at Cogan Owens Greene: 813 SW Alder Street Suite 320 Portland OR 97205. Fax 503.225.0224. email: gina.ellison@coganowens.com. If emailed, please copy Therese McLain at therese@multiculturalcollaborative.com

Thank you!!!!

Appendix H: Business Verbatims

Public Engagement Support Report Appendix

Portland Area Business Canvass Results

Responses to open ended questions follow. Please see the body of the report for summarized results and also quantitative results.

1. How can transit better serve your business?

- Takes forever, more reliability.
- Easier driving, cheap fares, avoid traffic.
- Busses to core.
- Closer to business.
- Sidewalks.
- Keeping the roads clear.
- Bring people in.
- Bring more people in.
- More stops.
- Shelter in front.
- Better policing (shooting).
- It's already good.
- Winter is better.
- Have more routes.
- Frequent service = more customers.
- Can't, too much busses.
- Doing very well.
- More buses.
- Safer crosswalk.
- Cost more ride taxi, have more posted busses.
- Transport a lot more people to area, more customers
- Old people can come and take bus. Take green line to shop at their store.
- More buses come, more frequently.
- Bring people into the store.
- Budget your money if there is no money for buses; no raising taxes; Trimet should create their own bus name.
- More people.
- More bus stops.
- It already serves business well.
- More foot-traffic.
- Closer bus stops.
- Bringing customers from other areas.
- It's good already.
- Pretty lucky 72 and 9 and 4. More frequent, and past 9 or 10pm less than 30 minute waits. Run later in evening.

- Yes. Many more people, foot traffic
- More stops.
- No waiting.
- More bus.
- Get's people to the salon.
- By bringing customer.
- Not block lane to pull into parking lot.
- More customer can easily access us.
- It good.
- Bus is good so far. Route covers the street to this business.
- Earlier bus service.
- Trimet works well for business.
- More on time arrivals.
- Mobility, more people.
- More direct buses.
- Transit can't help, I need more cars on the road.
- Getting people here conveniently.
- Parking issue.
- Serves great. On time, but not always. North is more late, 30 minutes late. SE is fine.
- Brings more people to the area. Depends on if there is a stop close. We want people to see your sometimes.
- All for it. Anything to save time for people.
- Faster and reliable buses.
- Hour on passes to half of the day. Weekend have more faster service.
- Reliability.
- Bus should go on Powell.
- Trimet works well.
- Will cause more crime.
- High school time interfering with traffic.
- More traffic, more people.
- No idea (4)

3. Which streets between Powell and Division should be used for best connections as transitions?

[Responses to open ended questions follow. Please see the body of the report for summarized results and quantitative results.]

Why?

82nd

- More options to get off
- Busy traffic, wide lanes, businesses
- Longer, closer
- Busy
- Because people drive here (foreign people)
- It's more convenient

- Convenient
- More people
- It's already busy
- Wider street/crosses PCC
- More businesses, more people
- Connected to most places in area, most convenient
- Businesses on the street
- Buses would eat up car lanes
- Busy, close to business
- Smartest move because it's not single lane street
- It's closer to the business
- Busy street, ready for buses
- More people
- Most people
- More direct/straight route before cross over, traffic might too hard
- Better for businesses
- Business are located
- Busy street
- Business, free traffic on the street
- It would clog up 82nd with buses
- Main intersection
- Because it is an important Avenue
- Good choice
- Main area.
- Benefits business.
- For those who ride the bus.

50th

- 82nd already connected to those street Foster area
- Better choice
- Already bus on 82nd
- Less buses present on that street as of now
- Good route to Division.
- Right next to our business.
- Doesn't matter where it goes. Just needs to be functional. 82nd too congested.
- Benefits business.
- People will see business better.

52nd

- Traffic wise
- 52nd has less buses, there should be more buses
- It's where my business is. I want more people to see my business.
- 82nd has enough. Not as much going as the other streets.
- A lot of business
- Right next to our business.

- Doesn't matter where it goes. Just needs to be functional. 82nd too congested.
- Benefits business.
- People will see business better.
- High school students take the bus, therefore more people into business.

5. Which improvements would be best near your business?

[Responses to open ended questions follow. Please see the body of the report for summarized results and quantitative results.]

- Security cameras.
- Have to walk far to find a crosswalk
- More lit areas for riders to walk on street for safety.
- Credit cards should be accepted on bus. Card swipe.
- Public restroom, there are things being negative ex: homeless.
- Security cameras.

6. Which would provide greatest benefit to the area near business?

[Responses to open ended questions follow. Please see the body of the report for summarized results and quantitative results.]

- Help out social problems
- Safety. Low crime rate, good signals, proper speed, good/proper signs.
- Too many. Enough businesses.
- More shelter home for homeless.
- Made in USA/Oregon stores
- None of these will affect his business.