



Outreach Activities Summary

June 22, 2009

Open House Outreach

Approximately 6,000 postcards were mailed to households in the 3-mile service area. The addresses were obtained from the Portland Parks & Recreation database. The zip codes mailed to included: 97202, 97206, 97214, 97215, 97212, 97232, 97227, and 97209. All zip codes are all or partially within the 3-mile service area. An electronic invitation was sent to area neighborhood associations and business associations on two different occasions; the neighborhood associations were – Buckman, Kerns, Sunnyside, HAND, Laurelhurst, Richmond, Irvington, Elliot, Sullivans Gulch, Brooklyn, Creston-Kenilworth, Old Town Chinatown and Pearl. The information was also posted on the Southeast Uplift website. Additionally, 50 posters were distributed to businesses within the inner Eastside – generally from 11th to 39th from Division to Burnside, one week prior to the event.

Approximately 100 individuals were counted in attendance, 87 participants signed in.

Surveys

| Organization | Mechanism | # Surveys Distributed | # Received |
|---|---|------------------------------|-------------------|
| Kerns/Buckman Clean-Up | Survey | 200 | 120 |
| WAMO Open House | Survey | 100 | 40 |
| Buckman Community Association | Targeted Mailer Immediate neighbors – carrier routes around facility | 1739 | |
| Buckman Community Association | Survey – Door to Door | 1500 | |
| Friends of Ladd Gardens | Survey – Door to Door | 665 | |
| Buckman PTA (36% of students live in Kerns and Buckman) | Parent Survey | 300 | 200 |
| Southeast Uplift | Event | 40 | 40 |
| Sunnyside Neighborhood Association | Newsletter Insert | 3500 | |
| Hosford Middle School (68% of students live in Kerns, Buckman, HAND, Brooklyn, Creston-Kenilworth, and Reed) | Parent Survey | 100 | 100 |



| | | | |
|--|---------------|------|------|
| Abernethy PTA (80% of students live in HAND) | Parent Survey | 200 | 100 |
| Online | | | 37 |
| Total | | 8344 | 1235 |

Activities

| | | | |
|--------------------|---------------------------------------|-----|--|
| Buckman Sun School | Youth Activity – site drawings | 100 | |
| Abernethy PTA | Youth Activity – persuasive essays | 30 | |

In addition to distributing hard copies of the survey, links to the survey online were sent out to almost 100 neighborhood association and community leaders requesting their assistance in getting the survey out to a wider audience at two different times. Individuals completed the survey online.

Three versions of the survey were ultimately distributed. The first and second version differed in how several questions were asked.

The third version added a question to the second.

The first version was distributed at the Open House and the Kerns Clean-Up. 160 responses were obtained through those activities.

The remaining surveys were the second and third version. They were tabulated using the same spreadsheet. If a survey did not contain the additional question, NA was entered into the response area for the question to note that the question was not left blank, but the question was not on the form.

The information from the youth activities will be tabulated and included in the survey report.

Background

East Portland Community Center did not do a survey to gather public input. Five public meetings were held; the largest having 100 people in attendance, the final having only 20 participants. A public opinion poll contacted 300 area residents.

Southwest Community Center also did not do a community survey. This process included three public meetings. The first meeting was attended by 100 individuals. More than 300 people attended the next two forums. A public opinion poll contacted 300 residents.

Both these processes were highly controversial and visible in the media and with the impacted community groups. The central issue in these two centers was where to site the facilities.