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# PORTLAND PLAN

## M E M O

December 18, 2009

To: Portland Plan Community Involvement Committee

From: Tom Armstrong

**Subject: Round 1 Workshops Polling Results Summary**

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This memo is a summary of the instant polling results from the first round of seven Portland Plan workshops held in November and December 2009. Attached are charts showing the combined results of the interactive polling from all of the workshops.

- Over 900 people signed in at the workshops.
- West Portlanders had a large turnout that exceeded their share of the population. Whereas, East Portlanders were significantly underrepresented, although this result could be attributed to confusion about the boundaries of the East Portland district.
- Participants tended to be more affluent and not as ethnically or racially diverse as Portland as a whole. The smaller community group meetings scheduled in January will be the means to increase participation in underrepresented communities.
- 94+% of the evaluations indicated that the workshop was useful event that provided a meaningful opportunity to voice their opinions and was informative about the issues.
- 31% of the participants did not have a high level of knowledge or involvement in Portland issues, which indicates the workshops attracted some new "voices" to the discussion.
- In general, the responses to the polling questions were consistent between the seven workshops.
- Sustainability and the Natural Environment was consistently rated as most important issue facing Portland. Prosperity, Business Success & Equity, Education & Skill Development, and Human Health, Food & Public Safety all consistently appeared in the top three rankings. Only the East Portland workshop rated Quality of Life & Civic Engagement in the top three.
- Walkability was a strong theme in the responses, whether it involved improving neighborhood business districts, deciding where to live, or spending priorities for Portland's limited transportation funds.
- Access to natural areas, trails and greenways also enjoyed strong support across the workshops.
- The most variation in responses came with the transportation questions. Transit improvements were the overall favorite, but East Portland tended to favor sidewalks and Northeast favored bicycle facilities. Maintaining and repairing existing streets was consistently ranked in the top three choices at all of the workshops.

### Where do you live?

	2008	Total	Downtown	East	North	Northeast	Southeast	West	Central City
North Portland	11%	14%	3%	1%	74%	3%	1%	1%	15%
Northeast Portland	19%	21%	18%	14%	14%	79%	7%	3%	21%
East Portland	24%	7%	3%	43%	1%	3%	10%	1%	1%
Southeast Portland	26%	24%	14%	28%	2%	9%	77%	8%	32%
West Portland	13%	19%	9%	3%	7%	3%	2%	79%	9%
Central City	7%	11%	48%	1%	1%	1%	0%	5%	18%
Outside Portland		4%	6%	9%	2%	1%	3%	3%	4%

### What is your household income?

	2008	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Under \$20,000	16%	14%		14%	15%	10%	11%	8%	23%
\$20,000 - \$50,000	30%	23%	Question Not	25%	27%	20%	31%	17%	22%
\$50,000 - \$100,000	38%	38%	Asked	30%	42%	38%	39%	41%	36%
Over \$100,000	16%	25%		30%	15%	32%	19%	34%	19%

### What is your racial or ethnic group?

	2008	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Asian or Pacific Islander	8%	4%	2%	8%	4%	5%	2%	1%	8%
Black/African American	7%	2%	2%	0%	6%	1%	2%	1%	2%
Native American	4%	0%	0%	1%	0%	0%	0%	0%	1%
Latino/Hispanic	9%	2%	5%	4%	4%	0%	1%	0%	2%
White/Caucasian	74%	88%	86%	84%	85%	88%	92%	96%	82%
Mixed/Other	2%	4%	6%	3%	2%	5%	3%	1%	5%

### How old will you be in 25 years?

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Less than 40 years old	3%	0%	8%	1%	3%	3%	1%	5%
41-64 years old	36%	34%	27%	47%	33%	35%	21%	48%
65-80 years old	33%	37%	36%	31%	24%	40%	37%	25%
80+ years old	22%	21%	22%	15%	29%	15%	33%	17%
I hope to be here in 2035	7%	8%	6%	6%	11%	7%	7%	5%

**Over the next 25 years, what will be the most important issue facing Portland? (Beginning)**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Prosperity & Business Success	16%		11%	19%	12%	14%	19%	16%
Education & Skill Development	15%		21%	17%	15%	15%	11%	15%
Arts, Culture & Innovation	1%		0%	0%	0%	3%	1%	1%
Sustainability & the Natural Environment	24%		20%	23%	22%	23%	28%	26%
Human Health, Food & Public Safety	17%		18%	17%	16%	24%	11%	17%
Quality of Life, Civic Engagement & Equity	10%		20%	4%	16%	8%	7%	11%
Design, Planning & Public Spaces	4%		3%	6%	2%	5%	6%	3%
Neighborhoods & Housing	8%		7%	7%	7%	8%	11%	7%
Transportation, Technology & Access	5%		1%	8%	11%	2%	6%	5%

Question Not Asked

**1. What should Portland's priority be for creating jobs over the next 25 years?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Market to other countries and regions	7%	10%	5%	5%	7%	11%	9%	5%
Assist neighborhood businesses	16%	13%	20%	29%	16%	15%	11%	14%
Improve public infrastructure	12%	13%	11%	10%	16%	9%	13%	14%
Provide worker training programs	6%	6%	10%	6%	1%	5%	7%	6%
Invest in basic education	33%	37%	26%	31%	37%	33%	35%	34%
Drive innovation with higher education partnerships	17%	13%	18%	15%	18%	24%	14%	20%
Other	8%	10%	10%	6%	5%	3%	11%	8%

**2. Portland should increase public investment in economic development, with a priority to create jobs.**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Strongly Agree	21%	32%	27%	7%	25%	24%	17%	20%
Agree	36%	31%	39%	24%	42%	40%	34%	44%
Neutral	25%	27%	20%	32%	19%	22%	28%	26%
Disagree	14%	10%	10%	29%	8%	14%	17%	10%
Strongly Disagree	4%	1%	4%	7%	6%	1%	5%	1%

**3. What should Portland's priority be to improve neighborhood business districts?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Market districts and recruit businesses	19%	24%	28%	18%	15%	19%	9%	24%
Invest in storefront improvement grants	9%	8%	9%	17%	9%	9%	6%	9%
Improve walkability and access to districts	52%	42%	45%	41%	56%	54%	69%	53%
Change the business license and other fees	12%	18%	13%	16%	11%	13%	9%	7%
Other	7%	8%	6%	8%	10%	5%	7%	7%

**4. What is the most important action Portland can take to improve high school graduation rates?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Recruit and retain great teachers	38%	43%	33%	29%	30%	38%	38%	46%
Provide better facilities	7%	4%	7%	11%	4%	5%	4%	4%
Provide more after school programs	7%	3%	10%	12%	3%	11%	6%	4%
Involve local businesses in schools	9%	12%	10%	7%	14%	12%	7%	8%
Provide more mentoring programs	22%	18%	24%	20%	33%	25%	22%	21%
Other	17%	20%	17%	20%	15%	10%	22%	17%

**5. Many schools will need to be renovated and some rebuilt. What does your neighborhood school need the most?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Warm and dry buildings	13%	13%	5%	7%	9%	16%	9%	6%
Modern technology and classrooms	34%	48%	28%	47%	36%	31%	39%	43%
Improved access and security	2%	1%	0%	3%	1%	6%	1%	1%
Upgraded energy efficiency	15%	13%	16%	16%	13%	20%	18%	13%
Expanded community use	25%	20%	36%	14%	33%	21%	25%	27%
Other	11%	4%	14%	13%	8%	5%	8%	10%

**6. What is your most important arts and culture need?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
More space to practice and perform	4%	1%	4%	5%	4%	5%	4%	3%
More activities and arts education for children	40%	58%	47%	36%	38%	41%	37%	33%
More public art and activities in my neighborhood	32%	20%	32%	36%	35%	32%	31%	35%
More places for exhibitions and performances	5%	5%	10%	5%	2%	8%	5%	4%
More world-class events	8%	10%	2%	10%	8%	6%	6%	12%
Other	11%	7%	5%	9%	13%	7%	17%	13%

**7. What one aspect of Portland's natural areas do you care about most?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Access to nature	31%	35%	27%	35%	38%	34%	26%	25%
Flood and landslide protection	3%	1%	8%	5%	0%	1%	2%	3%
Healthy watersheds (rivers, streams and habitat)	57%	56%	51%	47%	53%	53%	64%	67%
Enhanced property values in my neighborhood	7%	7%	13%	8%	7%	8%	5%	4%
Other	2%	1%	1%	5%	2%	3%	2%	2%

**8. What should be local government's primary role in protecting the environment?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Acquire and restore natural areas	28%	23%	36%	27%	31%	29%	23%	29%
Regulate to protect streams and trees	41%	43%	29%	44%	41%	36%	48%	41%
Help people to restore their own land	10%	14%	11%	7%	11%	8%	9%	8%
Educate about the value of natural resources	18%	17%	22%	18%	15%	24%	15%	16%
Other	4%	2%	2%	5%	2%	2%	6%	5%

**9. What is one new thing you are most willing to do to help combat climate change?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Buy "green power" from utilities or install solar panels	13%	23%	11%	6%	9%	17%	10%	14%
Weatherize and improve home energy efficiency	26%	26%	26%	34%	28%	22%	30%	18%
Walk, bike and take transit for more daily trips	21%	10%	20%	18%	32%	16%	19%	28%
Eat more fruits and vegetables and less meat	12%	17%	13%	16%	4%	15%	12%	10%
Use long-lasting goods rather than disposable ones	21%	18%	28%	16%	20%	24%	21%	22%
Other	7%	6%	2%	10%	6%	6%	8%	9%

**10. What part of Portland's park system do you value most?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Natural areas	26%	24%	30%	22%	27%	25%	27%	30%
Playing fields, courts and pools	6%	4%	9%	7%	6%	5%	4%	7%
Playgrounds	5%	8%	5%	4%	9%	10%	4%	1%
Trails and greenways	39%	37%	29%	45%	44%	39%	43%	37%
Community centers, programs and classes	13%	14%	22%	13%	9%	8%	16%	12%
Public Plazas	7%	13%	5%	5%	2%	12%	3%	11%
Other	2%	1%	0%	4%	2%	2%	3%	2%

**11. What does your community need most to improve access to healthy food?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
More grocery stores	9%	12%	11%	12%	11%	7%	6%	6%
More affordable grocery stores	23%	22%	32%	22%	30%	19%	14%	27%
A farmers market	15%	13%	20%	16%	11%	14%	14%	17%
Community gardens	25%	23%	19%	23%	13%	27%	32%	31%
Support for home gardening	21%	19%	14%	21%	30%	31%	20%	17%
Other	7%	10%	5%	6%	5%	2%	14%	3%

**12. For you, what is the hardest part of maintaining a healthy lifestyle?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Time and discipline for exercise	52%	54%	52%	53%	45%	58%	47%	55%
A place to exercise	3%	1%	7%	6%	3%	1%	2%	4%
A full service grocery store	1%	0%	1%	2%	3%	2%	1%	1%
Cooking healthy meals	14%	17%	24%	12%	17%	13%	10%	10%
Stress – not enough time to relax	21%	23%	9%	25%	23%	21%	24%	20%
Other	8%	6%	6%	3%	9%	3%	15%	10%

**13. Local governments should consider health impacts equally or greater with economic and environmental impacts.**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Strongly Agree	48%	39%	42%	59%	50%	54%	39%	51%
Agree	32%	31%	36%	29%	31%	36%	34%	30%
Neutral	11%	15%	11%	6%	13%	8%	15%	10%
Disagree	6%	9%	7%	4%	4%	1%	8%	6%
Strongly Disagree	3%	6%	4%	2%	1%	1%	4%	2%

**14. With which of these groups are you most involved?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Place-based (neighborhood, block watch, etc.)	27%	14%	23%	28%	36%	36%	33%	20%
Interest groups (Friends of Trees, BTA, etc)	25%	18%	18%	20%	29%	28%	22%	34%
School-based (PTA)	8%	7%	17%	10%	8%	8%	6%	5%
Cultural groups	10%	13%	7%	7%	12%	5%	7%	15%
Business, trade or professional group	15%	40%	10%	17%	5%	8%	11%	14%
Sports or recreation-based groups	8%	7%	19%	11%	7%	7%	7%	3%
Other	7%	2%	6%	6%	3%	6%	14%	9%

**15. What is your most preferred way to comment on public issues?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Attend a public meeting	34%	34%	31%	32%	38%	34%	34%	37%
Fill out a written questionnaire	12%	7%	18%	12%	12%	15%	14%	9%
Write or call elected officials	12%	16%	14%	14%	11%	7%	16%	7%
Online surveys	28%	30%	23%	29%	26%	24%	27%	33%
Comment on websites, blogs, Twitter or Facebook	9%	11%	11%	10%	8%	15%	6%	7%
Other	4%	2%	4%	3%	6%	4%	3%	7%

**16. All neighborhoods should have a range of housing choices – types, sizes and affordability.**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Strongly Agree	49%	37%	37%	67%	48%	59%	49%	48%
Agree	22%	25%	31%	15%	26%	21%	20%	22%
Neutral	11%	13%	7%	10%	13%	9%	12%	13%
Disagree	13%	19%	16%	4%	11%	7%	17%	13%
Strongly Disagree	5%	7%	9%	4%	1%	4%	4%	4%

**17. In deciding where to live during the next 25 years, which factor is most important to you?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Walking distance to stores and restaurants	42%	45%	37%	42%	50%	47%	34%	44%
Walking distance to public transit	17%	10%	17%	8%	18%	20%	23%	20%
Close to work	9%	9%	5%	11%	14%	9%	8%	9%
Close to quality schools	8%	16%	12%	9%	3%	4%	6%	7%
Attractive neighborhood	14%	14%	23%	18%	9%	14%	14%	12%
Other	9%	6%	7%	11%	6%	6%	15%	8%

**18. What would make it easier to meet your daily needs without having to drive?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
More stores and services within walking distance	31%	30%	42%	22%	29%	41%	22%	31%
Better sidewalks and safer crosswalks	14%	13%	27%	5%	10%	13%	20%	7%
Better bike routes	22%	20%	8%	29%	30%	25%	18%	24%
Better transit service	26%	28%	13%	38%	20%	19%	29%	32%
Better internet access	1%	1%	2%	5%	1%	0%	2%	1%
Other	6%	8%	7%	2%	9%	3%	9%	5%

**19. What is your top spending priority for Portland's limited transportation funds?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Maintain and repair existing streets	22%	27%	19%	22%	22%	25%	27%	14%
Vehicle safety improvements	1%	0%	1%	0%	3%	2%	0%	1%
Sidewalks and safer crosswalks	16%	7%	35%	7%	14%	17%	26%	10%
Bicycle facilities and bikeways	19%	15%	10%	25%	27%	21%	9%	25%
Transit facilities (MAX, streetcar, bus)	31%	36%	20%	33%	26%	29%	26%	41%
Relieve traffic congestion	7%	4%	13%	9%	4%	4%	8%	4%
Enhance truck, rail and shipping capacity	2%	8%	1%	5%	0%	1%	1%	1%
Other	2%	3%	1%	0%	3%	1%	3%	3%

**20. Today, what is the most important issue facing Portland?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Prosperity, Business Success & Equity	32%	53%	26%	23%	37%	24%	28%	32%
Education & Skill Development	22%	19%	24%	33%	21%	16%	19%	21%
Arts, Culture & Innovation	1%	0%	0%	0%	1%	2%	0%	1%
Sustainability & the Natural Environment	14%	13%	4%	13%	15%	20%	21%	11%
Human Health, Food & Public Safety	9%	2%	7%	10%	10%	13%	8%	11%
Quality of Life & Civic Engagement	7%	2%	13%	7%	5%	5%	6%	8%
Design, Planning & Public Spaces	5%	3%	6%	3%	1%	10%	4%	8%
Neighborhoods & Housing	6%	3%	16%	6%	6%	6%	4%	6%
Transportation, Technology & Access	5%	5%	4%	6%	4%	4%	10%	2%

**21. Over the next 25 years, what will be the most important issue facing Portland?**

	Total	Downtown	East	North	Northeast	Southeast	West	Central City
Prosperity, Business Success & Equity	16%	21%	15%	10%	13%	15%	21%	15%
Education & Skill Development	19%	22%	12%	23%	12%	16%	12%	28%
Arts, Culture & Innovation	1%	3%	0%	2%	0%	1%	2%	1%
Sustainability & the Natural Environment	29%	34%	21%	26%	36%	39%	30%	24%
Human Health, Food & Public Safety	12%	6%	16%	14%	14%	9%	9%	14%
Quality of Life & Civic Engagement	9%	4%	19%	7%	10%	5%	10%	8%
Design, Planning & Public Spaces	5%	6%	7%	5%	1%	7%	5%	3%
Neighborhoods & Housing	5%	1%	7%	6%	8%	3%	5%	5%
Transportation, Technology & Access	4%	2%	2%	7%	6%	4%	6%	3%