



Staff and Consultant Event Summary, Debrief + Recommendations

Compiled for Portland Bureau of Transportation

+ Oregon Department of Transportation



WHAT'S HAPPENING IN OUR STREETS?

A TRANSPORTATION OPEN HOUSE FOR THE BLACK COMMUNITY



This open house is an opportunity for Black community members living in and commuting to N/NE Portland neighborhoods to help inform ODOT + PBOT transportation investments. And it's not just about bikes! We're also focused on improving pedestrian safety, access to transit and roadway conditions.

Join us to learn more about these projects and corridors, including: the I-5 Rose Quarter Project; Martin Luther King, Jr. Blvd.; Vancouver Ave.; Lloyd to Woodlawn Neighborhood Greenway; Safe Routes to Schools; Vision Zero street safety programs; jobs and contracting opportunities; and more! Attendees can also enjoy a display of the Historic Black Williams Project.

Join us to learn more and share your experience and concerns!

Dinner catered by Kee's #LOADED Kitchen.
Gift certificates available to participants.
Translation and interpretation available upon request.
(instructions below).

WHEN

Wed, June 6th, 2018
6:00-8:00 PM

WHERE

Self Enhancement, Inc.
3920 N Kerby Ave,
Portland, OR 97227

RSVP + QUESTIONS

Walter Robinson, II
✉ Walter.robinson@portlandoregon.gov
📱 @pbotinfo
☎ 503.823.0371



The City of Portland complies with all non-discrimination, Civil Rights laws including Civil Rights Title VI and ADA Title II. To help ensure equal access to City programs, services and activities, the City of Portland will reasonably modify policies/procedures and provide auxiliary aids/services to persons with disabilities. Call 503-823-5185, TTY 503-823-6868 or Oregon Relay Service: 711 with such requests.



Event flyer

Background

Traveling on the stretch of I-5 between the I-84 and I-405 exchanges, and on local streets around the Rose Quarter can be unsafe and a difficult experience for commuters. That is why the Oregon Department of Transportation and the City of Portland are working together to improve safety conditions on the freeway and around the I-5 Rose Quarter Area with targeted investments to address safety issues on this segment of I-5, to provide better multi-modal solutions on the local streets above, and to mitigate long-standing traffic and connectivity issues in the area.

The I-5 Rose Quarter Improvement Project is being led by the Oregon Department of Transportation (ODOT), in partnership with the Portland Bureau of Transportation (PBOT). The Project Team's community involvement consultants, HDR, Jeana Woolley & Associates, and LaQuida Langford were charged with planning various community engagement outreach events that would specifically inform and solicit feedback from the Black community about the project. It was felt that it was specifically important to engage the Black community that still resides in the area since this community has been historically displaced from North and Northeast Portland by major public projects over the last fifty years

ODOT and their consultant, HDR, wanted to provide opportunity for African American community members learn more and provide feedback on the I-5 Rose Quarter Improvement Project. The initial idea for targeted outreach to the general community was to have LaQuida Langford assemble a 20-person focus group which would be facilitated by Jeana Woolley & Associates.

As PBOT became more deeply engaged in the planning process, some synergies were identified and Irene Marion, PBOT's Public Involvement Coordinator, recommended the effort be expanded to a larger transportation event that could showcase both the I-5 Rose Quarter Improvement Project to come and local street transportation projects that would be implemented on a shorter timeline. The new focused included a broader outreach effort and designing an open house-style event that would provide more information about transportation improvements happening throughout North and Northeast Portland.

The event was themed *"What's Happening In Our Streets? A Transportation Open House for the Black Community"* to be hosted at Self-Enhancement, Inc on Wednesday, June 6th, 2018.

Community Engagement and Outreach

PBOT leads Irene Marion and Walter Robinson II, and the I-5 Rose Quarter Improvement Project consultants Jeana Woolley & Associates and LaQuida Langford were tasked with conducting community engagement and outreach to the Black Community, with a goal of having fifty Black community members in attendance. Key goals for the event included:

1. The event be held at a Black community institution (safe space) and support Black businesses
2. Event invitations were intentional about inviting the Black community to attend
3. Outreach strategies included the engagement of trusted community organizations and networks that would encourage attendance

4. Transportation projects and programs were prioritized based on geographic focus (within North and Northeast Portland) and because they had relevant resources and programmatic offerings for community partners
5. The program featured a presentation and table activities focused on information sharing and input opportunities on the I5 Rose Quarter Improvement Project

In honor of the Black history in the Lower Albina area (encompassing the present-day Rose Quarter area), the event flyer utilized artwork from the Black History of Williams Ave Project, an art history project facilitated by Cleo Davis and Kayin Talton Davis. The flier was distributed to Black owned businesses along MLK Jr. Blvd. including but not limited to barbershops, coffee shops, restaurants, community centers, and more. The event flier was also circulated digitally via email to Black churches, professional networking groups, culturally specific non-profits, Facebook and personal networks.

Dinner was provided by Willamette Week's 2018 award winning soul food cart Kee's #Loaded Kitchen who also shared the event on their Facebook page with a following of more than 5000.

Event Demographic Information

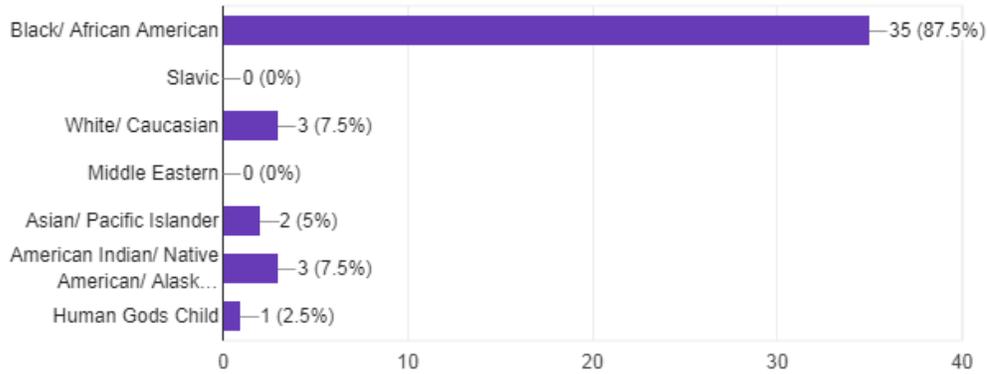
June 6th, 2018 ended up being a very eventful day for the City, with the beginning of Fleet Week, Jefferson High School's Graduation, and the Hill Block Project Working Group Meeting. There were many competing interests and activities for Black community members to attend and staff was nervous about turnout. However, even with the competing priorities, we exceeded our goal of fifty participants with ninety-five community members in attendance throughout the event. Participants were asked to complete a brief demographic survey to capture who was attendance. Of the 95 participants in attendance we received 40 responses. From the survey we learned that 87.5% of our audience identified as African American/Black. (see figure 1.)

The event was open to the public and had a diversity of representation from N/NE Community members including 7.5% White/Caucasian, 5% Asian/Pacific Islander, 7.5% American Indian/Native American, and 2.5% of God's Children. (see Figure 1.)

Figure 1

What is your race or ethnicity?

40 responses

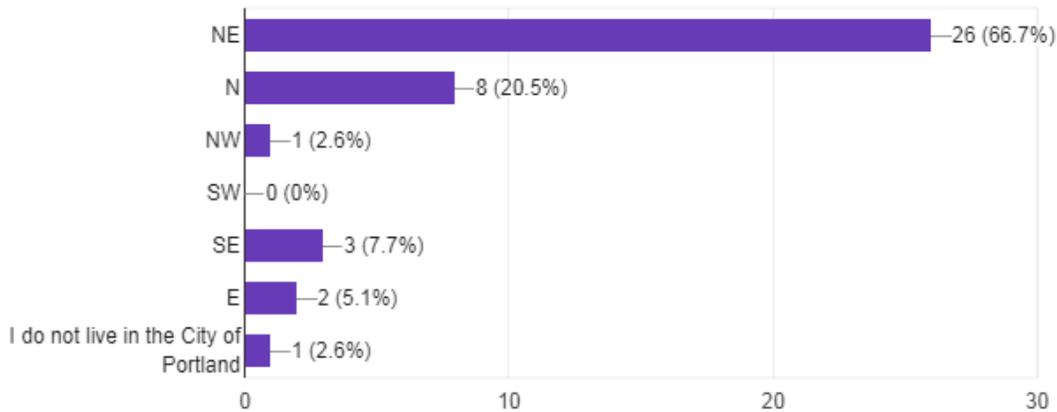


Geographically, 66.7% of respondents mentioned living in Northeast Portland, 20% of respondents mentioned living in North Portland, 7.7% living in Southeast Portland, 5.1% living in East Portland, and 2.6% not living in the City of Portland. There was a wide range of age participation (see Figure 2.)

Figure 2

In which area of the city do you live?

39 responses



Majority of survey participants were above 65 years of age or older (42.5%), 25% between the ages of 55 – 64, 15% between the ages of 45 – 54, 7.5% between the ages of 35 – 44, and 10% between the ages of 25 – 34. (See Figure 3.) Majority of the survey participants identified as female with 82.5% of represented at the event, and 17.5% identified as male. (See Figure 4.)

Figure 3.

What is your age?

40 responses

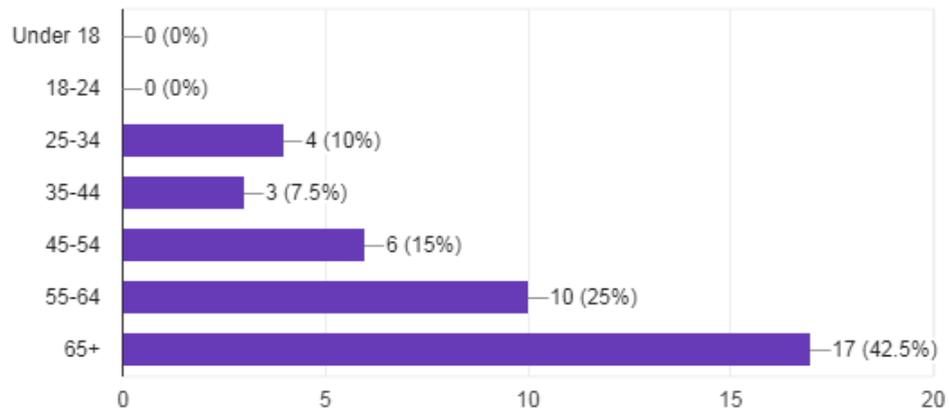
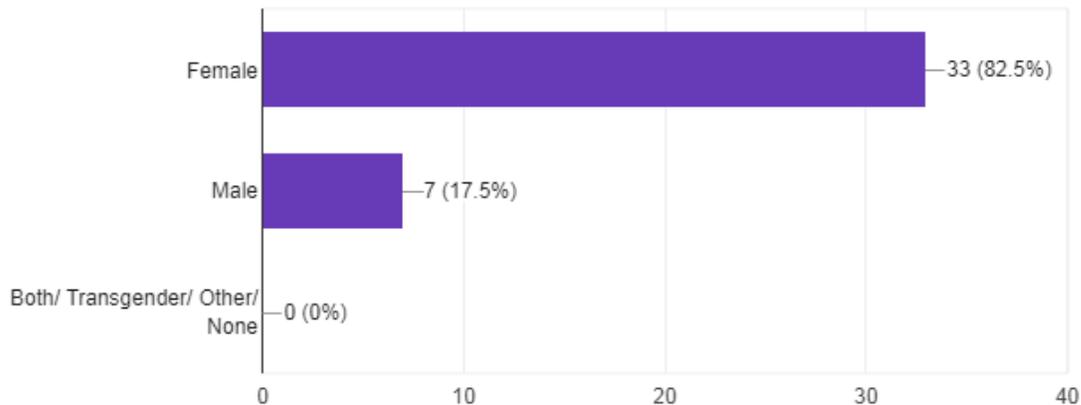


Figure 4.

What gender do you identify with?

40 responses



Program Overview

“What’s Happening in Our Streets? A Transportation Open House for the Black Community” created a space for ODOT, PBOT and I-5 Rose Quarter Representatives to engage with the Black Community about transportation investments being made in N/NE Portland. The Open House had table representatives that provided information about the Vancouver Ave. Restriping Project, the Lloyd to Woodlawn Greenway, MLK Jr. Blvd. Improvements, Vision Zero, Safe Routes to School, Portland Fire and Rescue, and PBOT Jobs and Contracting Opportunities.

The idea was to create an interactive space where community members could have their questions answered, identify where they lived in relationship to infrastructure projects on maps provided listing each project, and participate in a survey collecting feedback on the I-5 Rose Quarter Project. I-5 Rose Quarter Project Team presented proposed ideas for safety and infrastructure improvements within the Rose Quarter.

What We Heard

Community Feedback

Community members were eager for the opportunity to understand and inform transportation infrastructure improvements, but there was a general sentiment of distrust in government policies and decision-making processes. Many attendees spoke to the history major capital projects such as the I-5 freeway development, the Memorial Coliseum, and the expansion of the Legacy Hospital, economic development strategies that brought little investment into the Black communities and promises made by politicians with no accountability. Attendees attributed these issues as the reasons for forced displacement and gentrification, citing that the improvements coming into the neighborhood no longer benefited the Black community because they no longer live there in high numbers.

Community members shared the following comments with PBOT, ODOT and I-5 Rose Quarter Project Team:

- **Perception vs. Reality**
 - Black residents that currently reside in the N/NE area understand the impacts of gentrification to their community. They would like to be approached and engaged with different messaging about investments being made in their community.
 - Community members anticipated that they would have the opportunity to ask more questions, provide feedback and not just attend to hear updates and presentation. They believed that this event was an opportunity to provide

meaningful input on transportation investments and not just an informational session.

- It was noted that PBOT needs to improve their hiring practices to better reflect Communities of Color. There was a stark difference of the roles of Black staff members vs. their white counterparts. Attendees noticed that the majority of the table representatives and presenters were white and the staff managing event logistics were mostly Black.
- **Authentic Engagement**
 - Attendees noted the desire to be involved in the preliminary planning process to inform where and how infrastructure investments will be used.
 - Continual engagement opportunities throughout the year to build trust with PBOT staff.
 - Attendees commented on the visuals of the I5 Rose Quarter Improvement Project presentation – they felt that only one project option was presented and that felt like the project had already been defined and had little room for their input.
- **Contracting + Job Opportunities**
 - Participants noted the need to change the process for how contractors are engaged and selected for contracting opportunities on these major transportation projects. There was an overwhelming request for more access to contracting and job opportunities for Black Community.

Staff Reflections

PBOT, ODOT, and I-5 Rose Quarter Improvement Project team members had the opportunity to provide feedback on the successes of the event and to discuss opportunities for improvement for how to improve outreach for events in the future. Staff noted the following:

Accountability and Responsibility to Community

- One staff member noted “There is a clear and direct disconnect between stated values and concerns in the Black community and ODOT/PBOT goals and policies.”
- Community Benefit Agreements and Racial Equity strategies need to be honored, and staff are responsible to the outcomes of the plans and closing the loop with community about how their input was used and/or not used even if investments and resources are currently unavailable.

Continual Community Engagement

- Create meaningful opportunities for early input from the Black Community.
 - “People want more opportunities to weigh in before projects are designed and more chances to have a discussion. The multiple project open house context may

help bring more people to an event and not give staff or community members public fatigue.”

- Authentically build relationships to improve trust in government
 - “For very good reasons there is a mistrust of government and transportation projects and we need to repeatedly invest directly and intentionally.”

Better Understanding of Community Perception

- As we continue to engage the Black Community we need to be considerate of the feedback given and how we are incorporating the input into our infrastructure investments and continue communication with to build understanding of how and why resources are being spent.
- Safety and transit is valued, appreciated and understood. However, “every single person that stopped by my table noted that bicyclists need to be more considerate. That was the case even though I tried extremely hard to avoid talking specifically about bicyclists regarding Vancouver Ave.”
- “The people I spoke with were very concerned with the decreasing automobility orientation of the city. I heard the desire for more roads with more capacity, not fewer.”

Intersection of Transportation Investments to other City Projects

- Portland is changing rapidly and there are many investments being made to improve the City. As we continue to engage community members about transportation investments, we need to also have experts in the room to speak to housing, procurement, job opportunities and “Right to Return” policies etc.

Next Steps

“What’s Happening in Our Streets?” A Transportation Open House for the Black Community” was a huge success. The opportunity for ODOT and PBOT staff and the I-5 Rose Quarter Improvement Project Team to engage with the Black Community provided a number of insights into how ODOT, PBOT, and the I-5 Rose Quarter team can better improve their engagement with the Black Community. Some ideas for actionable next steps include:

- Identifying ongoing outreach opportunities and strategies that prioritize Black community engagement and input
- Strategic communications (newsletter?) that can highlight key information and project updates on topics of high interest to this demographic
- Host a transportation procurement and contracting open house to explain how black community members can navigate the procurement process, and understand the requirements needed to bid on contracts as minority owned businesses

- Encourage Black community members to join public advisory groups and provide assistance with application processes, onboarding, leadership development, etc. to support their ongoing engagement
- Reframe communications and messages to shift away from a victim lens to an empowerment lens, where the Black community is communicated with as if they are knowledgeable about issues that have transformed their community such as gentrification, rather than perpetuating an “us vs. them” mentality.

June 6th Event Attendees

Name	Email	Organization
A. Braxton		
Adrian Lewis	amallorylewis@comcast.net	VAFBC
Aizonia Warren		2208 NE Liberty St 97211
Ali Martin	alshamart90@gmail.com	BEH (Boise Eliot Humboldt PTA)
Amelia Paden	apaden54@gmail.com	
Amy Amegatcher	amyraeus@yahoo.com	North Portland
Amy V. Davis	amyaservant@yahoo.com	Eliot
Anaylop	vickiemary015@gmail.com	
Angel James	angeljames333@gmail.com	Humboldt
Anjeanette Brown	anjeanettebrown1@gmail.com	Oregon Trades Woman
Anna Wells	amwells61@gmail.com	St. Paul MBC
Arainnia Brown	arainniabrown@yahoo.com	NE
Arielle H	ariellehutchinson@gmail.com	SEI
Bill Russell		515 N Shaver St #2 97227
Bobby Hutten	bhutton3k@gmail.com	BCP
Bonnie Johnson	bonnirjohnson@gmail.com	
Brenda Moon	bmoon1003@yahoo.com	910 N Harbour Dr Apt 318, 97217
Carla Davis		
Catherine Brown	niabrowncat@aol.com	St. Paul MBC
Charlez Douglas		Vancouver Church
Chaunida Douglas		Vancouver Church
Craig Brown	pastorcraigbrown@comcast.net	St . Paul MBC
Darcell Dance	DLDance@msn.com	Delta Sigma Theta
Debora Leopold-Hutchins	dnshutchins@comcast.net	Piedmont
Deborah Martin	teddybears_dam@yahoo.com	Boise N.A.
Deriel Ingram	pdxingram@gmail.com	Leap Pad Daycare
Derwin Cunningham	derwin.cunningham@gmail.com	King
Donna Maxey	donnamaxey49@comcast.net	Race Talks
Dr. Mariah A. Taylor	oprahangel2012@gmail.com	Arbor Lodge
Dyvisha Gordon	dyvisha.gordon@gmail.com	
Earline Penson	earlinepenon@ccbain.com	
Ernest Jones	bikelikeme@gmail.com	Self/King
Fayme West		5933 NE 17
Fayrine West		
Frances Odon		3233 NE 13th Ave
Francine Freeman	freeman.tieleen@gmail.com	Hughes Memorial umc
Germaine Flentruy	gflentruyogl@gmail.com	Play Grow Learn
Harry Jackson		311 S. 20th Cornelius OR 97113
Ida Shepherd	idashepherd92@yahoo.com	Eliot

Iko Monday		Church
J.V. Kimmons		Greater St. Stephen MBC
Jackie Yerby	jackie.yerby@gmail.com	
Jessica Terlikowski	jessica.terlikowski@portland.gov	BES
Joe Snyder	josephhoytsnyder@gmail.com	
Jonathan Lewis	jonathanlewis475@gmail.com	Nob Hill
Joyce Harris	joyce.harris@educationnorthwest.org	
Judy Harris		Greater St. Stephens
Julie Bockman	jabockman@yahoo.com	Alameda/Providence Heights
Kamau Rogers	dimensional.fractures@gmail.com	COBM
Katheryn Wesby	kat8101535@yahoo.com	Eliot
Katy Wolf	katyewold@gmail.com	Boise N.A.
Kendra Hughes		NWRESD
Kim Moreland	morelandk@prosperportland.us	Prosper Portland
Kimberly Preacely	kpreacely@gmail.com	Lloyd
Kira Jenkins	jenkinskira6@gmail.com	SEI
Lakaywa Drury	ldrury@portlandoic.org	Word is Bond
Laquila Hobson	laquilah@yahoo.com	
Lenzie & Darlene Warren	dwarren3@comcast.net	NE
Liz Jessie		Church
Llondyn Elliott	sashalre@gmail.com	Piedmont, Momentum
Lynne Bowden		Vancouver Church
Maria Sipin	sipin@mayorya.us	
Michelle Garret		Melanated Sisterhood BCP Beyer Black
N. Lewis		King
Narathip Edmundson		Vancouver Church
Nate Taylor		
Oluchi Onyrima	oonrima@ulpdx.org	Ulpdx
Opal Broadous		
Otha Calvin	otc2434@gmail.com	404 N Failing of Portland Oregon 97227
Pastor Charelle Pennington	pastorpennington@gmail.com	Light of Life Christian Tabernacle
Pastor Kimberly Black		Greater St. Stephen MBC
Pastor Rose E. Franks	rosesospels51@yahoo.com	Hughes Memorial umc
Pearl Thomas	pearlthomas731@gmail.com	UDBA
Ray Guinn		
Raymond Hatton	ray-hat@msn.com	St Paul, MBC
Renee Ingram	renee@portlandhousingcenter.org	Portland Housing Center
Renee Taylor		St. Paul MBC
Robyn Burek	robyn.burek@portlandoregon.gov	PF & R
Rohn Amegatcher	rohn.loghollow@gmail.com	BCP/Beyond Black
Rosemary Haul	rhandall@gmail.com	

Ruth Tillman	ruthtillman50@gmail.com	Humboldt
Ruthies Culvir	ruthieswug@hotmail.com	Ulpdx
Sam Gollah		
Semeredin Kundin	semerdeink56@gmail.com	Word is Bond
Shaina Pomerantz	ShainaPomerantz@yahoo.com	Race Talks
Sharita	sharitasmith15@yahoo.com	SEI
Sheila Mitchell	sewshedoes@hotmail.com	Albina/Boise
Shyvonne Williams	shyvonne.williams@portlandoregon.gov	Police Bureau
TaChalle Edmunson		Church
Tiara Darnell	tiara.darnell@portlandoregon.gov	City of Portland BPS
Timisa Wilson	timisha.wilson@gmail.com	
Tony Lamb	tml3@pdx.edu	PSU
Verena Taylor	frostybutshot@gmail.com	Woodlawn
Victoria Schwaefferman	victorias@selfenhancement.org	SFJ
Zanir	zanirhardy@gmail.com	