Appendix B: Community Engagement Report
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Introduction

In order to understand some of the pressing issues facing the Brentwood-Darlington community, we devised an engagement strategy with the intention to be as community-driven as possible. Over the course of six months we reached a variety of stakeholders both through city agencies and in the neighborhood, prioritizing under-represented groups such as renters and people of color living in the community. Here is a snapshot of our findings:

- Unimproved streets and lack of sidewalks are the neighborhood’s major concern.
- Residents are concerned about the long-term affordability of the neighborhood.
- Neighbors want more community-serving businesses and gathering spaces.
- The neighborhood is in dire need of public trash cans.
- Crime is a concern for some neighbors, particularly for those close to 72nd Ave.
- Residents love their parks and greenspaces, and would like to see more investment.
- Low density zoning poses a challenge to neighborhood infrastructure investment.
- Local youth need more activities.

Outreach Timeline:

January
- Project Selection & Initial Client Meeting

February
- Metro RFF Grant Celebration
- Initial SRTS Meeting at Woodmere
- Second Saturday at the Moose Lodge
- Initial Meeting with BDNA
- Official Project Kick-off
- Technical Advisor Interviews
- Neighborhood Walking Tours
- Initial Project Presentation

March
- Technical Advisor Interviews
- Community Stakeholder Interviews
- Survey (online and in-person)
- SRTS Franklin Cluster Open House
- Focus Group Outreach

April
- Focus Groups
- Stakeholder Interviews
- Survey (online and in-person)
- BDNA Board Meeting & Networking Event
- Neighborhood Survey Canvassing - Renters and Businesses
- Learning Gardens Lab Earth Day Celebration

May
- Whitman Youth Focus Group
- BDNA Board Meeting - Preliminary Findings Presentation
- Technical Advisors Recommendations Feedback Session

June
- BDNA Board Meeting - Final Presentation
- PSU Workshop Presentation
- Community Celebration
Focus Groups

We held four focus groups at the Brentwood-Darlington Community Center, since the neighborhood association uses it for current meetings. The four focus groups were aimed at some of the most vulnerable populations within the community. Participants were offered translation services, childcare and dinner. We recognized that the participants were there as individuals, though we hoped they would shed some light into the varied experiences of different socioeconomic groups.

Design
We started by providing attendees with an overview of our project, and then asked them to individually reflect on what they consider to be the challenges facing the neighborhood, as well as possible solutions to those challenges. Our group then facilitated a group conversation on these topics.

Targeted Group(s)
Racial and ethnic minority groups, including: Spanish-speaking, Vietnamese-speaking, African-American, and recent immigrants. In addition, low-income renters.

Outcome
Although discussions were fruitful, focus groups had low attendance and no individuals came to the Spanish-speaking focus group. Because it was important to us hear from the Spanish-speaking community we made a concerted effort to reach the Latino Network parent’s group at Lane Middle School, which proved successful.

In addition, we were unable to connect with Vietnamese-speaking residents from within the Brentwood-Darlington neighborhood. Through a collaboration with the president of the Vietnamese Community of Oregon (VNCO), five residents from nearby neighborhoods in East Portland and Happy Valley joined our discussion. This conversation provided insight into the Vietnamese community’s experience in East Portland, however it lacked the neighborhood specificity we were hoping to glean from the focus group.

Our conversations with renters and other community members were informative, if at times a bit contentious. Opinions were mixed regarding neighborhood safety, livability and services.
COMMUNITY CONVERSATIONS

WE WANT TO HEAR FROM YOU!
JOIN US FOR DINNER!

ATTEND AN EVENT!
@ Brentwood-Darlington Community Center
7211 SE 62nd Avenue – Portland, OR 97206

Renters** March 27, 2017 6-8 PM
Spanish-Speaking Community* March 30, 2017 6-8 PM
Vietnamese-Speaking Community* March 30, 2017 6-8 PM
Multi-Cultural Community** April 4, 2017 6-8 PM

We thought of it! Dinner and childcare are provided. Translation and interpretation services are here for you.*
These focus groups will be held in English.**

You are invited to a conversation to help create a more connected, fun and welcoming Brentwood-Darlington neighborhood. Join us for activities and discussion to develop a shared vision for your community and meet some friendly faces along the way.

Events are open and welcome to the community, but are limited in size so, reserve your spot today! Each participant is entered into a drawing for either a Fred Meyer gift card or day passes to the Mt. Scott Community Pool!

Please RSVP to gpsconsultingpdx@gmail.com or call us at (971) 319-1038.

Look for signs to find your space when you arrive at the Brentwood-Darlington Community Center!
Youth Focus Groups

After hearing from adults throughout the process about the lack of youth programming available at various parks throughout the community, we decided to ask youth themselves their thoughts about the kinds of programs they would like to see. Through connections at Woodmere and Whitman Elementary, we were able to secure two classes of 3rd-5th grade students for focus groups.

Design
We conducted three activities with the students: an exercise where we asked children about what types of activities they enjoy doing in parks, and what activities they like doing indoors, as well the words they would use to describe their neighborhood; a park design exercise where students were asked to share their desired amenities for their local parks; and a jar voting exercise where children were asked to vote on top three favorite activities: science, sports, art, ping-pong, cooking, pool table, theatre, reading, gardening, learning new languages, fooseball, and puzzles.

Targeted Group(s)
Children in the neighborhood who would benefit from more youth programming.

Outcome
Our first youth focus group involved the Leadership Class students at Woodmere Elementary. Common themes used to describe their neighborhood included “dog poop” and “creepy people”. When asked to create collages for their ideal park space, they asked for water play features and fun/creative playground equipment, as well as opportunities for science lessons and sports programming.

The second youth focus group included eight 4th and 5th grade students at Whitman Elementary. Their most popular responses for play were skateboarding, biking, and video games inside. For an ideal park design they hoped for a skateboard park, water features, and a nature playground, while their most popular ideas for park programming were cooking, pool table, and reading.
Earth Day at Learning Gardens Lab

The Learning Gardens Lab is a 12-acre garden education site located in the Brentwood-Darlington neighborhood that provides K-12, university students and community members hands-on and place-based education in sustainable gardening, healthy nutrition, and permaculture. The community repeatedly cited the Learning Gardens as a significant neighborhood asset.

Our team tabled the Earth Day festival, gathering survey responses and asking people to place pins on street intersections that they believed needed trash cans and street lighting. We also asked people to participate in our Polaroid art activity, posing with their reason they love their garden.

**Targeted Group(s)**
Any community member, but especially green thumbs and families

**Outcome**
The majority of people we met were from outside of the neighborhood. Many had heard of the Learning Gardens event through a listserv or Facebook invite. Nevertheless, we did gather useful information about where exactly neighborhood residents see the need for trash receptacles and street lights.

**Design**
We asked people to answer the question “I love my garden because....” by writing on a board and taking a Polaroid picture, which we then displayed on a cork board. We also provided a large map that clearly showed street intersections in Brentwood-Darlington, and pins were given to passerbys to locate where they thought more garbage cans or street lights were needed in the neighborhood.
Safe Routes to School Outreach

We partnered with Oregon Walks for an event at Woodmere Elementary where we walked with area residents, and flagged locations where pedestrian safety improvements are needed. This event also coincided with a plant sale at Woodmere Elementary.

**Design**
Starting from Woodmere Elementary, the walk focused on identifying hazardous intersections. After the walk, a participatory mapping exercise was conducted, followed by a discussion on the exercise.

**Targeted Group(s)**
Children and parents of children who bike or walk to school everyday

**Outcome**
A group of four children with their parents attended the event. We discussed the barriers and challenges they face in their walks to school.
BDNA Community Networking Event

A community networking event was convened on April 6th, in the same space and right before the BDNA Board Meeting at the Brentwood-Darlington Community Center, where non-profits, business owners, school leaders, city agencies, and neighbors were invited to mingle with one another and share the resources they have access to with community members and the BDNA at-large.

**Design**
In an open house style, a table was setup for our workshop group at the Community Networking event held at the Brentwood-Darlington Community Center. Two people at all times were there to engage and answer questions about the project, while floaters went around the room speaking to agencies, as well as doing survey intakes verbally. At the table we asked individuals to write on post-its challenges of the neighborhood, as well as possible solutions to the perceived challenges. In addition, a voting jar exercise was used, where participants were asked to allocate their votes using beans into one of six categories they would feel comfortable spearheading for the community in a volunteer capacity. These categories included: streets, transit, business networking, housing, placemaking, youth programming.

**Targeted Group(s)**
everyone

**Outcome**
The event was highly attended by BDNA members, as well as white homeowners of the community. Additionally, we were pleased to see some of our focus group attendees return to the Community Center and engage with a group they were not regularly a part of. More information was gathered around perceived challenges of the neighborhood, such as traffic calming ideas, and the need for safe streets to walk on. In addition, this was an opportunity to network between city agencies involved with Brentwood-Darlington. Many were present, including: Oregon Walks, TriMet, BPS, Lane Middle School, Learning Gardens Lab, and Feast for Southeast. Some of these agencies also stayed to join and give input into the BDNA meeting.
Business Canvassing

We decided to go to 52nd Ave., one of the few commercial districts in Brentwood-Darlington, and canvass businesses that were present, asking about their perceived challenges with owning a business in the neighborhood. They shared with us their experiences of owning a business in the neighborhood, as well as fears or hopes for neighborhood change.

**Design**

The business outreach was done on 52nd Ave., which is in the jurisdiction of the Woodstock Community Business Association (WCBA). Though amenities have not yet reached this part of the neighborhood yet, we used a WCBA flier to prompt business owners with questions about their business, as well as gauge their interest in joining the Association. In addition, we administered our surveys again verbally in order to have more talking points with business owners.

72nd Ave. is also a commercial district in the neighborhood, but with fewer and smaller stores than 52nd Ave. Surveys were verbally administered along here, too, with an emphasis on the corner of 72nd Ave. and Flavel St.

**Targeted Group(s)**

Business owners on 52nd Ave. and 72nd Ave.

**Outcome**

On 52nd Ave. several of the businesses canvassed were found to be long-time businesses within the community (up to 40+ years). It was also discovered that a lot of the businesses were genuinely interested in helping out the Brentwood-Darlington neighborhood, but did not know how to without devoting too much time outside of their business hours. Finally, business owners also gave more insight into accident-prone conditions along 52nd Ave. and Flavel, as well as sharing a desire to maintain the neighborhood as it is in order to minimize the impacts on parking spaces.

Businesses along 72nd Ave. and Flavel also seemed generally hopeful for the neighborhood. The owner of Pupuseria Imperial, a food cart in the vicinity, was engaged, as well as Jeff, owner of Clean-o-Rama, and the owner of Stonewall’s, a convenient store. Generally, they cited crime, drug activity, and houselessness issues as barriers to business, but they do see it changing in future years with the influx of younger families.
Renter Canvassing

This afternoon was a dedicated effort to reach out to renters living in the Brentwood-Darlington neighborhood to expand on findings from the prior renter focus group. ROSE CDC, a housing affordability community organization happened to have two properties on 72nd Ave. We later discovered that there was an Albina Head Start housing complex, a Home Forward complex, La Hacienda, and two mobile home parks, all in the same vicinity of these properties as well.

Design
Using our surveys as in-hand prompts, we went door-to-door to talk to people about their experiences in the neighborhood, as well as perceived challenges and assets to livability.

Targeted Group(s)
Renters

Outcome
The rental housing units on 72nd Ave. seemed to have a more prevalent Latino and African-American presence, and a higher amount of small families than we were expecting. Through conversations, we discovered that a majority of these residents were receiving some form of government assistance, whether for housing or disability assistance. Compared to what we heard with BDNA homeowners, it seemed like these renters were less concerned with bus and sidewalk issues, but more concerned with neighborhood crime and rental rates increasing too quickly.
Survey

A two-page survey asking questions about transportation, public spaces, neighborhood challenges and assets was created and translated into Spanish. We distributed the survey at all the public events we attended, as well as online via social media outlets. In the end we collected 158 survey responses.

Design
We created the survey to ask questions about transportation, gathering spaces, and commuting behavior. The surveys were also translated into Spanish, and distributed through various tabling events, as well as through several neighborhood Facebook groups. We administered these verbally when possible, during tabling events and neighborhood canvassing.

Targeted Group(s)
Any resident living in Brentwood-Darlington

Outcome
Survey respondents were people living in and around Brentwood-Darlington. 120 of 158 survey responses (76%) were from neighborhood residents. The racial and ethnic make-up of survey respondents roughly matched the neighborhood demographics, with 81% of responses coming from people identifying as white and 19% from people of color. Many of the respondents from outside the neighborhood boundaries frequent Brentwood-Darlington because their children attended school there or they enjoyed events at the Learning Gardens.

Survey snapshot:

What neighborhood do you live in?
120 of 158 respondents live in Brentwood-Darlington

How long have you lived in the neighborhood?
9% said less than 1 year
42% said 1-5 years
49% said more than 5 years

Are you a member of a neighborhood organization?
66 respondents said “yes,” 54% of whom said the Brentwood-Darlington Neighborhood Association
70 respondents said “no”

What is your race/ethnicity?
81% identified as white
19% identified as a person of color

What change would survey respondents most like to see happen in their neighborhood?
39% mentioned sidewalk improvements
33% mentioned street improvements
24% mentioned more commercial opportunities
18% mentioned neighborhood beautification
12% mentioned safety/crime
NEIGHBORHOOD COMMUNITY SURVEY

Thank you for taking the time to complete this brief survey! The following questions are meant to better understand your perception and experience of your neighborhood. Your individual responses will be confidential.

These questions are about the place where you live NOW. For this survey, “neighborhood” means the area within a few blocks of your home.

1. What neighborhood do you live in? Please indicate nearest intersection if you do know the name of your neighborhood. 

2. How long have you lived in your neighborhood?
   - Less than 1 year
   - 1 to 5 years
   - More than 5 years

3. What was the main reason you moved to your home? 

These questions are about the way you get to work:

1. If you have a job now, how do you usually get to work?
   - I do not have a job right now
   - I work from home
   - Drive Alone
   - Bike
   - Walk
   - Take Bus or MAX

2. You take the Bus or MAX:
   - Why not? Check all that apply.
   - It takes too long
   - I cannot get there by bus or transit
   - It is inconvenient
   - There is not a nearby bus or transit stop
   - I drive with a carpool
   - I drop off and pick up other people in my household throughout the day
   - Other, please explain:

You DO NOT take the Bus or MAX:

Why not? Check all that apply.

These questions are about what you do in your neighborhood and what you like about it.

1. Which of these things do you do in your neighborhood? Check all that apply.
   - Grocery Shop
   - Go out to eat
   - Exercise
   - Socialize
   - Attend religious services
   - Go to work or school
   - Other:

2. What are your favorite places in your neighborhood? Check all that apply.
   - Parks or open spaces
   - Bar
   - Restaurants
   - Place of worship
   - Coffee shop
   - Library
   - Homes of friends or family members
   - Shops or retail stores
   - Other:

3. Please list any places you like to go by name: 

These questions are about changes you would like to see in your neighborhood.

1. What change WOULD YOU LIKE to see happen in your neighborhood?

2. What TWO words WOULD YOU LIKE to use to describe your neighborhood IN THE FUTURE?

Finally, we would like to ask you a few questions about yourself.

1. What is your age?
   - Under 18
   - 18 to 24
   - 25 to 65
   - Over 65

2. What is your race or ethnicity?

3. What is your gender identity?

Is there anything else you would like to add?

Thank you for your time! Your responses are important to us. If you would like to be entered into a drawing to win a Fred Meyer gift card, please list your email address or phone number below. This information will not be shared and will only be used to contact you if you win!

Phone: 
Email: 

This survey was designed by six Portland State University graduate students who are working on a project in the Brentwood-Darlington neighborhood. If you have any questions, please send us an email at gpsconsulting-pdx@gmail.com.
Where are people in Brentwood-Darlington going?

This heat map illustrates where survey respondents reported going most often. Areas in red indicate high frequency, and blue areas represent where people like to go in smaller numbers. Areas of note in Brentwood-Darlington where slightly less people said they go are Errol Heights Park, Harney Park, and Cartlandia, as well as the Johnson Creek Fred Meyer just to the south of the neighborhood.

1. Mt Tabor, Clinton Park, and restaurants on Division
2. Numerous bars, restaurants, & cafés on Foster Rd
3. Mt Scott Community Center was widely stated, along with an area restaurant and coffee shop
4. Various Businesses on Woodstock
5. Mehri’s Cafe and other 52nd Ave Businesses
6. Brentwood City Park
7. Various Businesses at 72nd & Flavel, such as Grocery Outlet and Stonewall’s Market

Source: Portland Metro RLIS & GPS Survey Data
Outreach Summary: Challenges, Assets, Solutions

Participants were asked what they thought were the biggest challenges, assets, and solutions of the neighborhood. This is a list, by category, of their responses.

Challenges
• Infrastructure (lack of streets and sidewalks)
• Connectivity issues
• Dumping
• Lack of children’s activities
• Lack of understanding who to connect with at City, etc.
• Stolen cars
• Few adult programs (for those with language barriers)
• Junk/abandoned cars
• Lack of sidewalks
• Crime
• Homeless
• Trash
• Feeling ignored by the City
• Flavel St. Max Station safety
• Lack of activities for teens
• Drug issues
• Residents being displaced
• Graffiti
• Lack of communication with City staff
• Low business investment
• Lack of community feel
• Lack of park programming
• Crime at Woodmere Elementary garden
• Lack of response from police when called about abandoned cars
• Accumulated trash of all kinds all over, including disabled vehicle “homes”
• Speeding
• Some of the highest property taxes in the city with the least amount of infrastructure
• Funds
• Food desert
• Zombie house/public health issues
• Lack of street lighting
• No direct connection to Orange Line
• Vandalism issues
• Dumping trash into apartment trash
• Things getting more expensive
• Lack of community spaces
• Problems knowing who to engage with issues
• Petty crime by youth
• Lack of sidewalks discourages neighborhood community building
• Homelessness issues
• Property care/cleanliness of homeowners
• Burn out from volunteers
Brentwood-Darlington Neighborhood Assessment & Action Plan

**Assets**
- Economic diversity
- Ethnic diversity
- Local activism & neighborhood involvement
- Low density
- Small apartment complexes
- Gardens
- Schools
- Large lots
- Blank slate
- Lots of potential
- Proximity to Mt. Scott and downtown

**Solutions**
- Fair compensation for those doing the work in the community
- Regularly scheduled events
- City resource phone numbers publicized
- Access to VNCO health care
- Broadcast announcements on VNCO radio and newspaper
- School take home notes
- Annual VNCO event in BD to create relationships
- Fines for graffiti through City
- Nuisance calls and responses
- More communication
- Speed bumps
- Community policing model in BD
- Discounted/subsidized childcare options
- 52nd/Woodstock needs left turn signals
- Art activities and workshops here
- Places to find funding from a range of places
- Organized list of agencies, organizations with funding
- Trash cans at bus stops
- Sidewalks
- Bike watch as a paid position
- Turning vacant commercial property into usable asset (stores, shops, gathering spaces)
- Sponsorship for sports teams for kids
- Funding to sustain activities
- Connection with SUN
- Gathering space open for flex use
- Theatre classes
- Dedicated person to find and connect resources
- Doing small projects with big impact
- Specific space for drop-in
- Rock climbing, skate park
- Youth sports in the park
Interviews

Interviews were scheduled throughout the process to include TAC members, neighborhood champions, former urban planners involved with past Brentwood-Darlington neighborhood plans, and old-time residents of the neighborhood. With each new interview emerged themes, ideas, and new folks to follow-up with.

Design

Lists were compiled that included technical advisors and stakeholders (community members, CBOs, former community planners, school administrators, etc.). A standard set of questions were compiled for the initial interviews, and as the project developed, became more focused for each person.

Targeted Group(s)

Technical Advisors and Stakeholders

Outcome

Interviews were conducted, spanning a breadth of city agencies, Community Based Organizations, past and present community members, as well as nonprofits that could have potential partnerships with the Brentwood-Darlington community in the future.

Zef Wagner - Associate Planner, Portland Bureau of Transportation
April Bertelsen - Portland Bureau of Transportation
Michael DeMarco, District Manager, Our 42nd Ave.
Vanessa Vissar - Transportation Planner, TriMet
David Sheern - Rental Housing Program Coordinator, Portland Housing Bureau
Tyler Bump - Senior Economic Planner, Portland Bureau of Planning and Sustainability
Nick Kobel - Associate Economic Planner, Portland Bureau of Planning and Sustainability
Katie Dunham - Portland Parks and Recreation, Southeast Parks Planner
Jeanne Harrison - Lead Planner for ’92 Brentwood-Darlington Neighborhood Plan
Adam Brunelle - Program Manager, Green Lents
Nick Sauvie - Executive Director, Rose CDC
Alfredo Gonzalez - Public Trash Program Specialist, Bureau of Planning and Sustainability
Marie Walkiewicz - Eastside Watersheds, Bureau of Environmental Services
Morgan Masterman - Prosper Portland
Rob Hanifin - Brentwood-Darlington Neighborhood Association
Meesa Long - Brentwood-Darlington Neighborhood Association
Patrick Burke - Brentwood-Darlington Neighborhood Association
Ginger Martinsen - Brentwood-Darlington Neighborhood Association
Meg Van Buren - Brentwood-Darlington Neighborhood Association
Albert Zayha - Artistic Darlings, Brentwood-Darlington neighborhood
Xeandra Westcott - Impact NW and Woodmere Elementary Volunteer, BD Resident
Jacob Sherman - Resident and Former BDNA Chair
Jean Blackmore - Long-time Brentwood-Darlington resident
Carolyn Hauck - Brentwood-Darlington resident
Leah Fisher - SE Uplift
Thao Tu - Vietnamese Community of Oregon (VNCO) Vice President
Hazel Green - Long-time Brentwood-Darlington resident
Inna Levin - Volunteer and Outreach Coordinator, Oregon Walks
Nancy Chapin - Woodstock Community Business Association
Kate Cooper - Woodmere Elementary SUN Coordinator
Sean Bartlett - Woodmere Elementary SUN Extended Day Program Coordinator
Katherine Polizos - Woodmere Elementary Principal
Laurelee Wells - Whitman Elementary SUN Site Manager
Melissa Caraballo - Latino Network & Lane Middle School Latino Parents Group Coordinator
Dianne Denham - Impact NW Operations Supervisor
Other Outreach

- RFF Grant Celebration
- Vibe Second Saturday
- 82nd Ave ODOT Walk
- Neighborhood Walks
- BDNA Board Meetings
- Informal Conversations
- Community Celebration

Brentwood-Darlington Neighborhood Celebration

Sunday, June 25th
3:00 to 7:00pm
7211 SE 82nd Ave,
Portland, OR 97206

Questions about the event or the BD Neighborhood Assessment + Action Plan? Contact us @
gpsconsultingpdx@gmail.com
or (971) 319-1038.

Brentwood-Darlington Community Center