

Allen Boulevard District Survey Report

April 25, 2018



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CHAPTER 1. Executive Summary

The purpose of the Allen Boulevard District Survey was to help better understand the community's priorities for the district.

Approach: The survey was available online in English and Spanish, and hard copy surveys were translated into Spanish, Arabic, Korean and Chinese. To engage English language learners, communities of color, immigrants and refugees within the district, the city worked with four community engagement liaisons (CELs) to distribute hard copy surveys.

Survey Participants: The survey was open for 8 weeks and received 1,048 responses. A total of 861 surveys were submitted online (including 8 in Spanish), and 187 surveys were collected by community engagement liaisons. The majority of participants did not respond to the optional demographic survey questions. In general, hard copy survey participants were more diverse than online survey participants.

District Experience: When asked about how they experience the Allen Boulevard district, nearly half of the survey participants live within the district. Online survey participants were more likely to be homeowners, while CEL survey participants were more likely to be renters within the district. A majority of survey participants also drive through the district to get to another destination and/or visit shops, restaurants or services in the district.

District Assets: The district's proximity to downtown Beaverton was the top asset identified by survey participants. Other qualities that ranked highly include access to parks and open space, businesses and services, and cultural diversity of the district.

Top Concerns: When asked about their top concerns for the Allen Boulevard district, the majority of survey participants were concerned with neighborhood appearance. Other aspects of the district that are of relatively high concern include the pedestrian environment, quality of housing, neighborhood safety, and desire for different types of businesses and services.

When comparing online surveys to those collected by community engagement liaisons, some interesting differences emerge. Three-quarters of CEL survey participants identified lack of community gathering space and lack of recreational opportunities in the district as top concerns, while less than one-quarter of online survey respondents shared these concerns. Similarly, CEL survey participants were more likely to be concerned with the pedestrian environment along Allen Boulevard, quality of housing, housing affordability, and desire different types of businesses and services within the district.

Business Needs: A total of 51 survey participants identified themselves as business owners or managers within the district. When asked what actions or investments would help the needs of existing businesses in the district, the majority of business participants selected loans or grants for interior or exterior building improvements. Nearly half of the business participants expressed an interest in helping businesses form a group to work together.

CHAPTER 2. Introduction

Purpose and Approach

The City of Beaverton is developing a district plan for Allen Boulevard, a culturally diverse neighborhood that is experiencing change. The Allen Boulevard district survey was developed to help the city better understand the community’s priorities for the district.

The survey was open for eight weeks, from February 1 to March 31, 2018, and received a total of 1,048 responses. The online version of the survey was available in English and Spanish, and was posted on the city home page and project webpage. Survey announcements were sent to Central Beaverton, Vose and Highland Neighborhood Association Committee (NAC) email lists, NAC leadership, and posted to the city’s social media accounts.

The city worked with four Community Engagement Liaisons (CELs) to engage communities of color, English language learners, immigrants and refugees within the district. The CELs assisted in the development, translation (Spanish, Arabic, Chinese and Korean) and distribution of hard copy surveys to their communities. Figure 1 summarizes the locations where the CELs collected surveys. Paper copies were also available at the city library, Beaverton Activities Center (Tax Assistance Program counter), and two multi-family complexes within the district.

Figure 1. Community Engagement Liaison Survey Distribution

Survey language	Arabic	Chinese	Korean	Spanish
Event / Location	<ul style="list-style-type: none">• Lombard Bakery event (Iraqi Society)• Multi-family complex visits	<ul style="list-style-type: none">• 99 Ranch• Asian Health and Service Center	<ul style="list-style-type: none">• Korean Society of Oregon• Property and business owner interviews• Portland Central Church• Korean Senior Center	<ul style="list-style-type: none">• Multi-family complex visits• Beaverton High School Latino Family Night• St. Cecilia’s Church

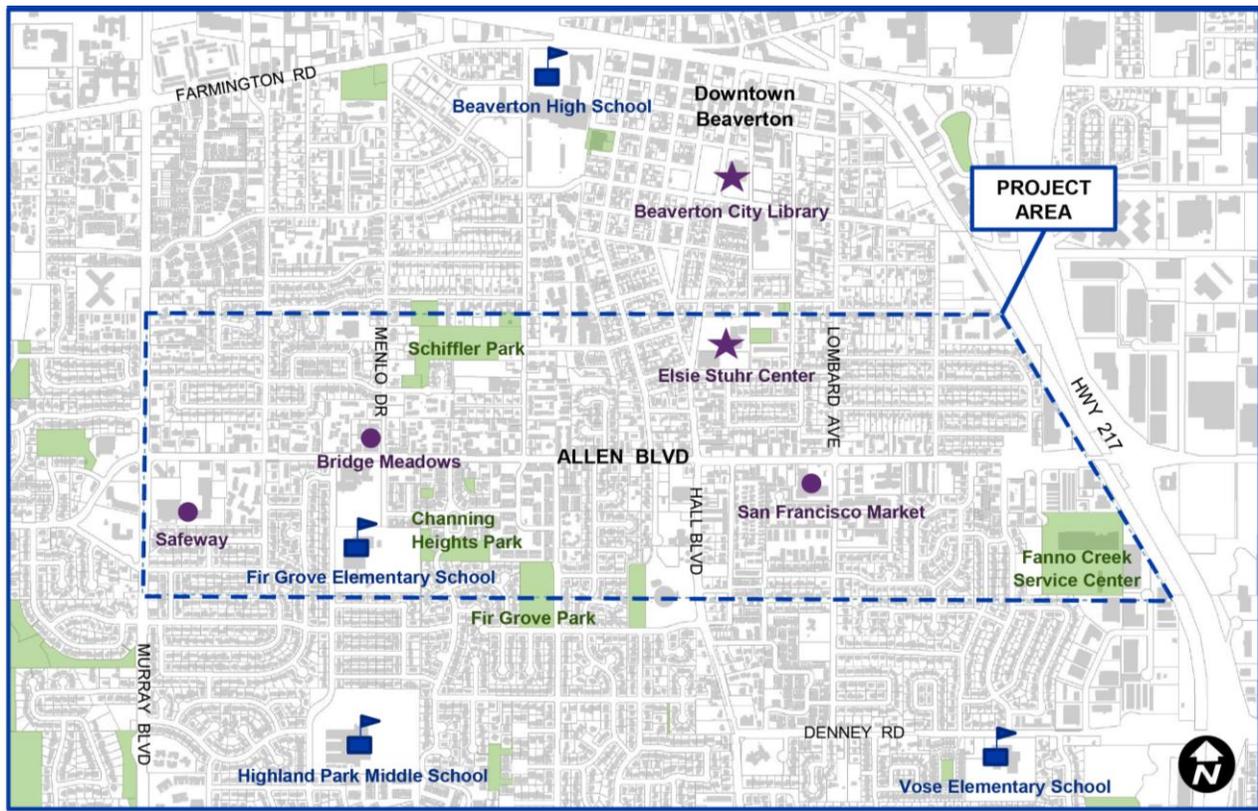
Survey Content

For context, the first page of the survey provided a map and description of the district boundary (Figure 2). The survey led with a question about how participants experience the district to provide some insight into their familiarity with the area. The questions that followed were designed to gather input on the strengths and opportunities for the district.

1. District Experience

The survey asked respondents how they experience the Allen Boulevard District, including whether they live, work, shop, recreate, attend school, or travel through the area. An option for “other” responses was provided.

Figure 2. Allen Boulevard District boundary.



The Allen Boulevard district extends roughly one-quarter mile north and south of Allen Boulevard, between Highway 217 and Murray Boulevard. The project boundary is shown as the dashed blue line in the map above.

2. District Assets

Survey takers were asked what they like most about the district, including transit service, housing, location, businesses, cultural diversity and other amenities and facilities. An option for “other” responses was also provided.

3. Top Concerns

Participants were asked to identify their top concerns for the Allen Boulevard district. Both the online and hard copy surveys included general topics such as neighborhood safety, appearance, affordability and mix of existing businesses and services. The hard copy survey, primarily distributed by CELs, provided detailed subcategories under each topic as well. For example, respondents who were concerned about neighborhood appearance could select whether their concern stemmed from the presence of trash, overgrown weeds, graffiti or poor building maintenance. An option for “other” responses was also provided.

4. Business Needs

The survey asked participants who own or manage a business within the district to select the actions or investments they think would help existing businesses. An option for “other” responses was provided.

5. Survey Comments

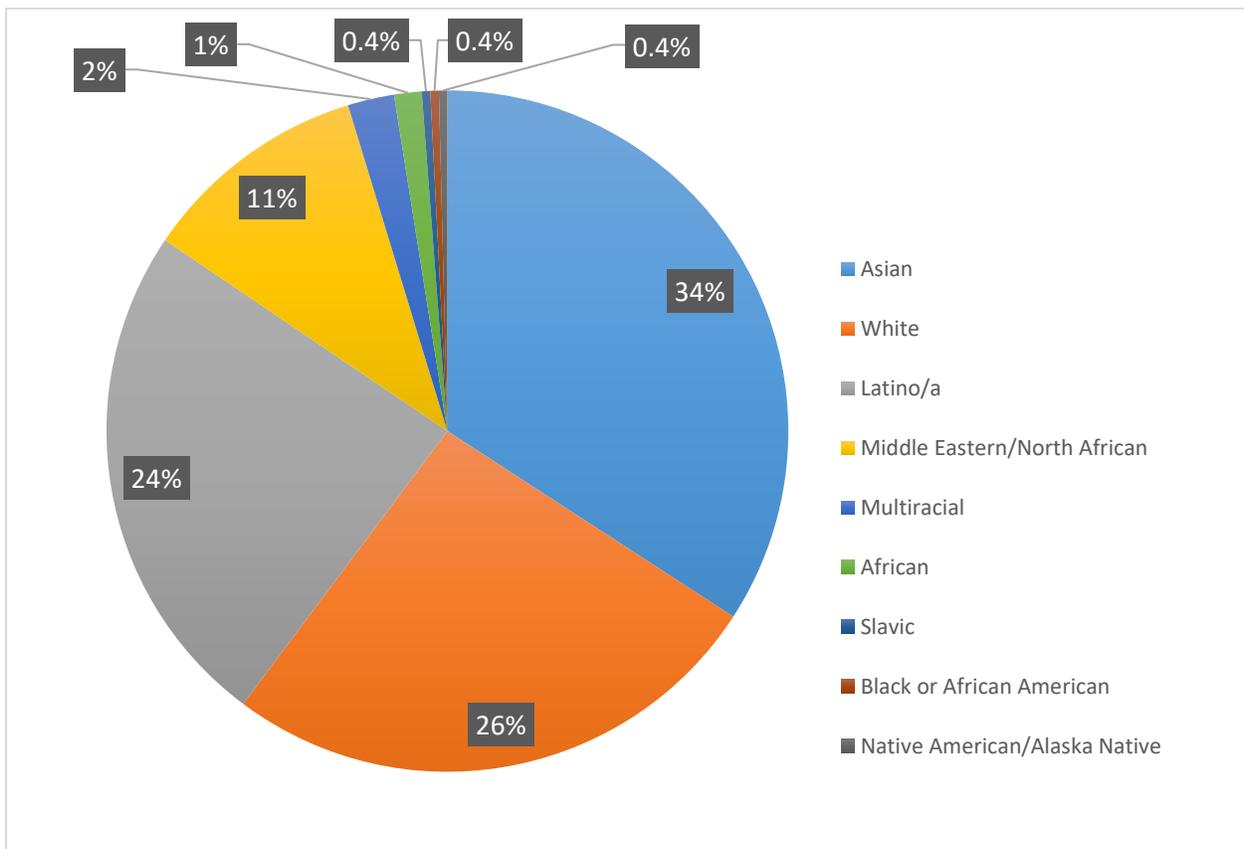
The online survey asked respondents to identify the actions or investments that could address the concerns they previously identified. Both the online and hard copy versions of the survey allowed participants to share open-ended comments about the district. The open-ended comments are included as Attachments B and C.

Survey Participation

The survey was open for 8 weeks and received 1,048 responses in total. Roughly half of the respondents (49.4%) live within the district. Nearly 40% of online participants were homeowners in the district. By comparison, homeowners represented only 10% of the hard copy survey participants, while 44% were renters.

The survey included an optional question about the racial or ethnic identity of survey participants, which received 223 responses. The majority of these responses (172) came from the hard copy, or CEL, surveys. Only 12% of CEL survey participants identified themselves as white. By comparison, 73% of online survey takers identified themselves as white. Figure 3 below shows the race/ethnicity of the 223 survey participants.

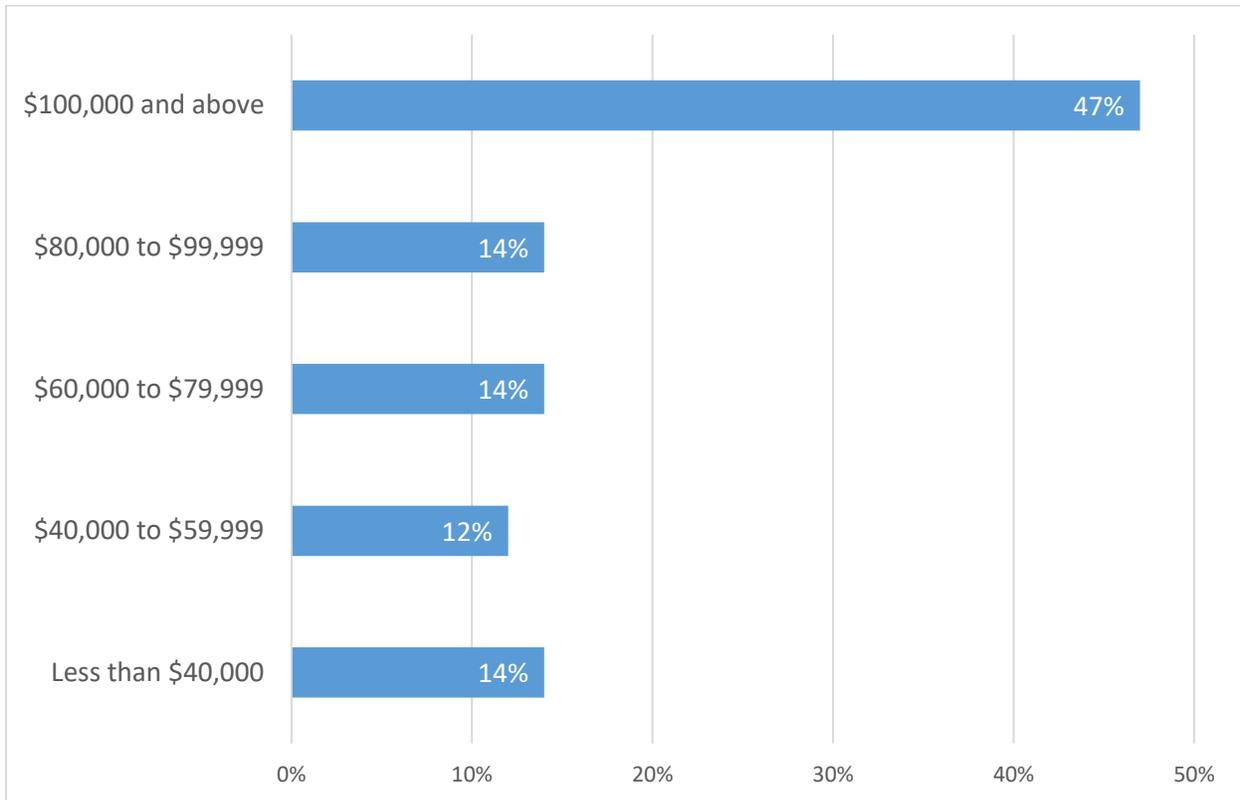
Figure 3. Ethnic diversity of survey respondents



While the reported ethnicity of survey respondents was diverse, only one in five survey participants provided information regarding their racial or ethnic identity.

Only 59 survey participants indicated their annual household income (Figure 4). The income distribution of these respondents differed from that of the district and the city as a whole. Nearly 50% indicated that their annual household income was over \$100,000, yet according to Beaverton’s most recent Demographic and Income Profile, 28.8% of Beaverton residents reported an annual household income of \$100,000 or higher in 2016.¹ Within the Allen Boulevard district, only 13.5% of households have an annual income of \$100,000 or higher in 2017².

Figure 4. Annual household income of survey respondents



To overcome some of these biases, we looked at the results through filters such as survey respondents’ housing tenure, whether or not they reside within the district, and survey method (online or hard copy). While these filters did not produce significant changes to the survey results overall, several notable differences are discussed in Chapter 3.

¹ Esri Business Analyst *Community Profile* for City of Beaverton (Accessed November 30, 2017).

² Esri Business Analyst, *Community Profile* for Allen Boulevard District (Accessed November 30, 2017).

CHAPTER 3. Survey Results

District Experience

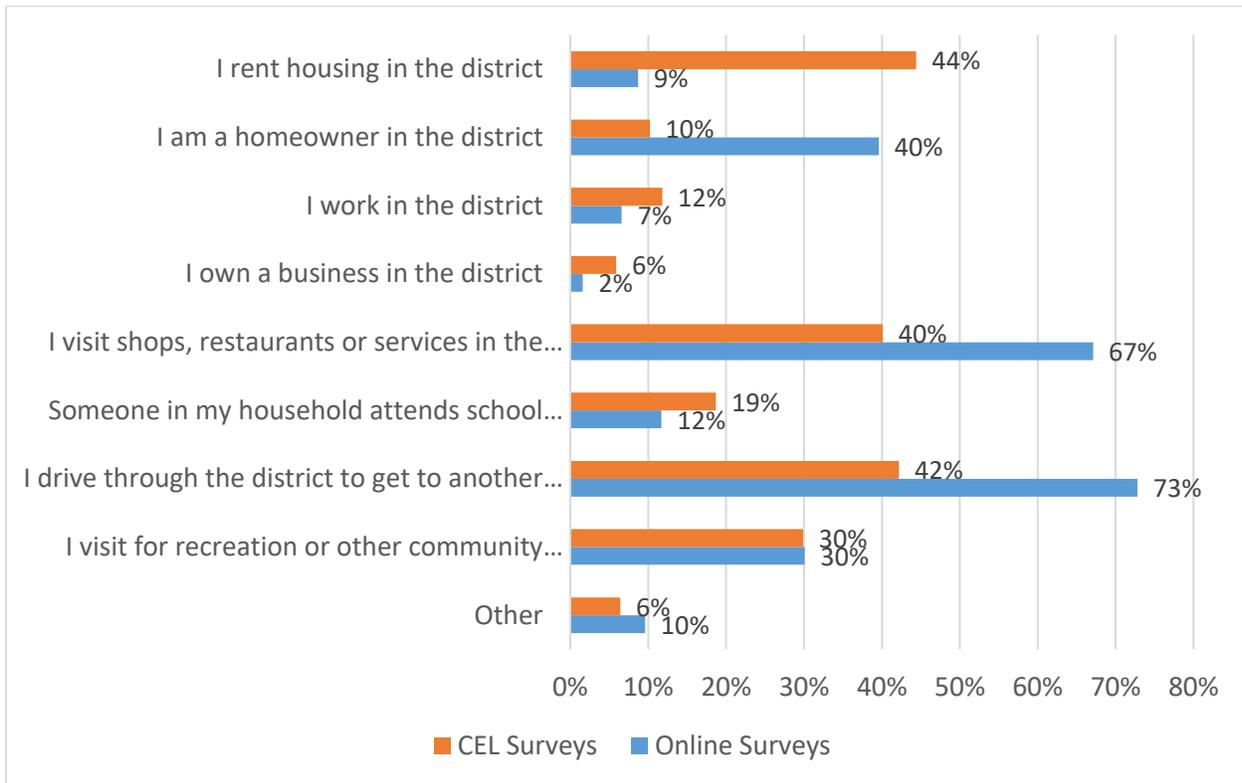
When asked about how they experience the Allen Boulevard district (respondents could make multiple selections), nearly half of the survey participants either rent housing or own a home in the district. The majority of survey participants (67%) drive through the district to get to another destination. Online survey participants were more likely to drive through the district (73%) when compared to CEL survey participants (42%). A majority of survey takers also visit shops, restaurants or services in the district (62%). And 30% of participants visit the district for recreation or other community activities. Figure 5 summarizes responses to district experience for all surveys. Figure 6 provides a comparison of online and CEL survey results.

The most common “other” responses included visiting relatives who live in the district, living just outside the district, and biking through the district.

Figure 5. How do you experience the Allen Boulevard district? Please select all that apply.

	Total Surveys
I rent housing in the district	15.1%
I am a homeowner in the district	34.4%
I work in the district	7.5%
I own a business in the district	2.4%
I visit shops, restaurants or services in the district	62.3%
Someone in my household attends school within the district	13.0%
I drive through the district to get to another destination	67.4%
I visit for recreation or other community activities	30.1%
Other	9.1%

Figure 6. Comparison of district experience for online and CEL surveys.



District Assets

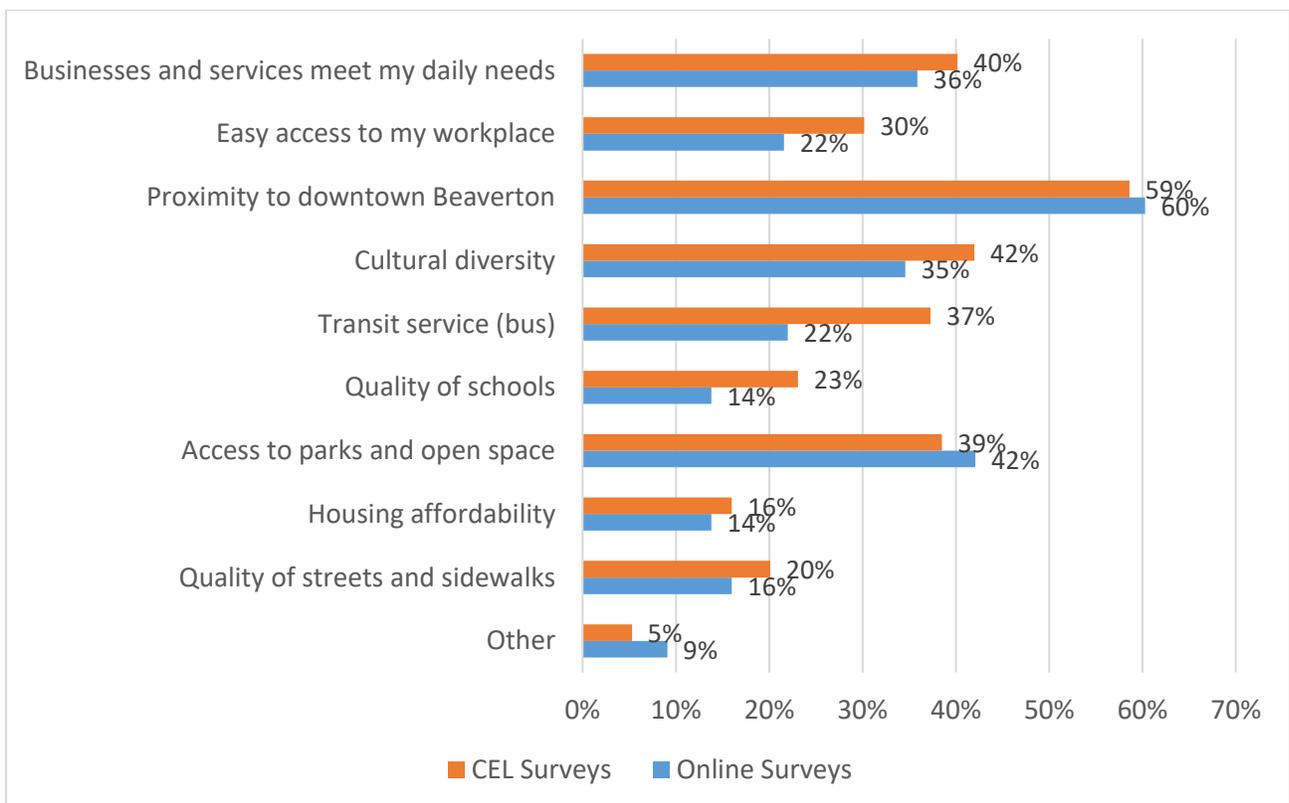
When asked about the qualities or characteristics they like most about the Allen Boulevard district, 60% of respondents identified the district’s proximity to downtown Beaverton (Figure 7). Other qualities that ranked highly among participants include access to parks and open space (41.5%), businesses and services meet daily needs (36.7%), and cultural diversity of the district (35.9%). Some district qualities may have a higher value to specific groups within the Beaverton community (Figure 8). For example, transit service ranked higher among CEL survey participants (37%) than online survey participants (22%). Since CEL survey participants were more likely to be English Language Learners, immigrants, refugees or communities of color, these groups may be more reliant upon transit service in the district.

The most common “other” responses to the district’s assets included access to Highway 217, proximity to Portland, or none of the above (some participants stated they don’t like the area).

Figure 7. What do you like most about the Allen Boulevard district? Please select all that apply.

	Total Surveys
Businesses and services meet my daily needs	36.7%
Easy access to my workplace	23.1%
Proximity to downtown Beaverton	60.0%
Cultural diversity	35.9%
Transit service (bus)	24.7%
Quality of schools	15.5%
Access to parks and open space	41.5%
Housing affordability	14.2%
Quality of streets and sidewalks	16.7%
Other	18.5%

Figure 8. Comparison of district assets for online and CEL surveys.



Top Concerns

When asked about their top concerns for the Allen Boulevard district, the majority of survey participants were concerned with neighborhood appearance (67%). Other aspects of the district that are of relatively high concern include the pedestrian environment (52%), quality of housing (48%), neighborhood safety (47%), and desire for different types of businesses and services (46%). Figure 9 shows the total survey responses for district concerns.

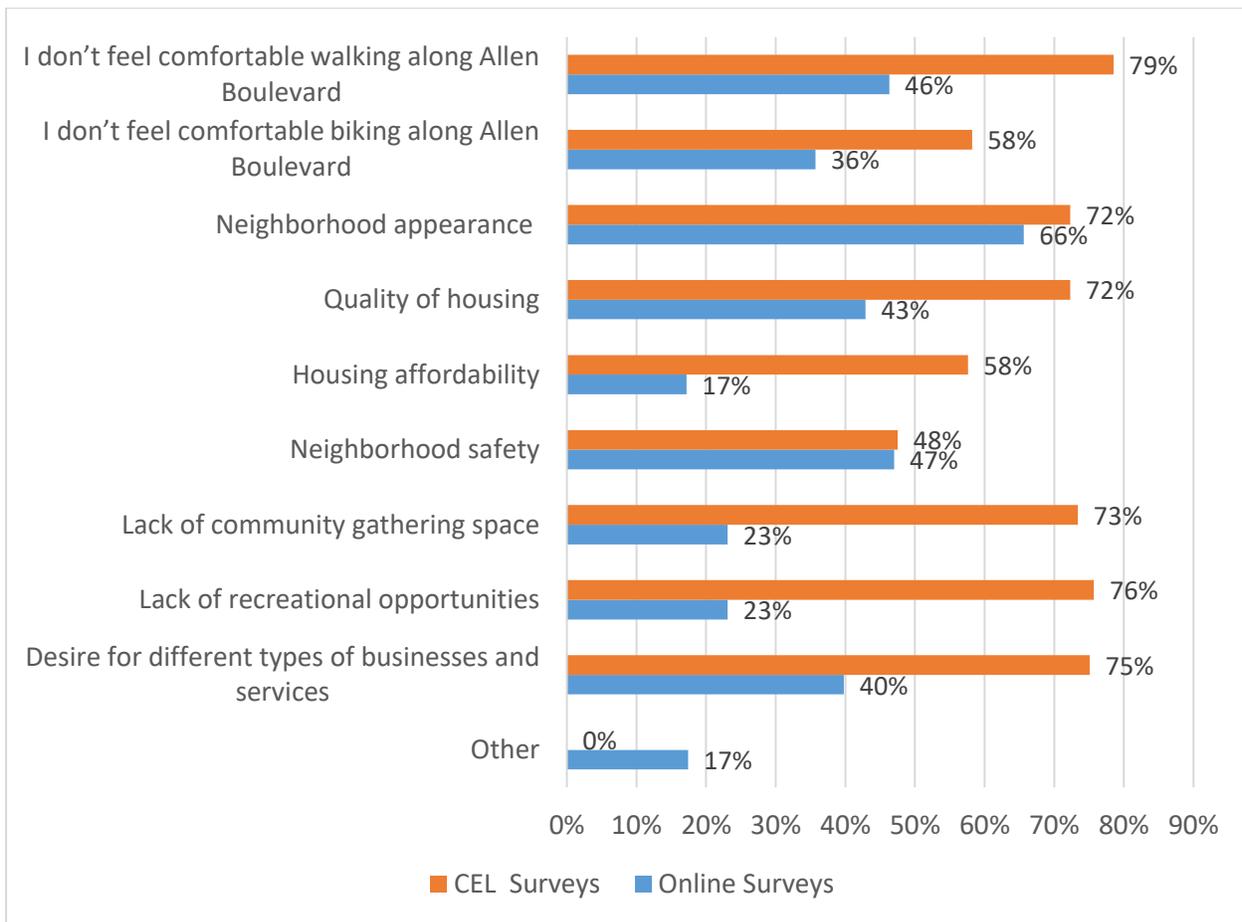
When comparing online surveys to those collected by CELs, some interesting differences emerge (Figure 10). For instance, 75% of CEL survey participants identified lack of community gathering space and lack of recreational opportunities in the district as top concerns. Only 23% of online survey respondents were concerned with lack of recreational opportunities. Similarly, CEL survey participants were more likely to be concerned with the pedestrian environment along Allen Boulevard (78%), quality of housing (72%), housing affordability (57%), and desire different types of businesses and services within the district (75%).

The majority of “other” comments fall under the broad topics of concern provided in the survey question. However, it’s worth noting that many respondents were concerned with vehicular transportation in the district, specifically congestion, lack of a center turn lane, excessive vehicle speed, and safety concerns (running red lights and car crashes).

Figure 9. What are your top concerns for the Allen Boulevard district? Please select all that apply.

	Total Surveys
I don't feel comfortable walking along Allen Boulevard	52.2%
I don't feel comfortable biking along Allen Boulevard	39.8%
Neighborhood appearance	66.8%
Quality of housing	48.2%
Housing affordability	24.6%
Neighborhood safety	47.1%
Lack of community gathering space	32.3%
Lack of recreational opportunities	32.7%
Desire for different types of businesses and services	46.3%
Other	14.3%

Figure 10. Comparison of top concerns for online and CEL surveys.



Due to the more conversational nature of how the CELs collected surveys, the hard copy surveys included more detailed subcategories under each topic of concern. Of the 187 hard copy surveys, 177 participants completed this portion of the survey. When considering the district's appearance, weeds and landscaping are a higher concern (38%) than graffiti (6%). In terms of housing quality, lack of parking is a greater concern (45%) than water damage or building maintenance. The subcategories were intended to guide future conversations with the community and help the city develop potential actions that will address community concerns. The hard copy survey is included as Attachment A.

Business Needs

In total, 51 survey participants identified themselves as business owners or managers within the district. When asked what actions or investments would help the needs of existing businesses in the district, the majority of business participants selected loans or grants for interior or exterior building improvements (66%). As shown in Figure 11, nearly half of the business participants (43%) expressed an interest in helping businesses form a group to work together, such as a business association.

Other responses from business owners and managers within the district include:

- *“Beaverton businesses seem effectively invisible to the rest of the state. We need to pull in more businesses. That won’t happen just by wishing it to happen.”*
- *“We need more parking on 124th Avenue.”*
- *“Taxes on small business are too high. I’d rather pay more in property tax and give businesses a break. It’s worth it. Beaverton has wonderful services, but won’t start a business here because I feel the taxation is burdensome.”*
- *“Develop a low tax district for this area to draw new business.”*
- *“If city can provide a grant, we can build a community center.”*

Figure 11. What actions or investments do you think would help meet the needs of existing businesses?



Survey Comments

The online version of the survey asked respondents to identify the actions or investments that could address the concerns they previously identified. The 385 responses to this question are included as Attachment B. Both the online and CEL surveys allowed participants to share any other comments they had about the district. These 230 comments are included as Attachment C.

Although some survey comments advocate for treating people differently based on economic status, race, ethnicity, national origin, English proficiency or immigration status, it is the official policy of the City of Beaverton and Beaverton Police Department to not discriminate based on these factors.

Common themes from survey comments include:

- Walking
 - Need for lighting and sidewalk maintenance
 - Cars need to stop for pedestrians
 - Desire for services and amenities in walking distance
 - Sidewalks too close to passing cars (pedestrians get splashed)
 - Lack of safe, marked street crossings causes jaywalking
 - Desire for wider sidewalks
 - Side streets lack sidewalks
- Biking
 - Add bike lanes along Allen Boulevard
 - Provide a parallel bike path that's not along Allen Boulevard
 - Need for bike parking at destinations within the district
- Transit
 - Bus stop shelters for weather protection
 - Add bus turnouts to relieve congestion
 - More frequent bus service and expanded hours
- Appearance
 - Need for building maintenance
 - Education or enforcement to clean up trash
 - Improve exterior of multi-family complexes and storefronts
 - Need for parking enforcement (abandoned vehicles)
- Housing
 - Need for senior housing
 - Expand affordable housing
 - Prevent displacement of low-income residents
 - Code enforcement to address poor housing conditions
 - Not enough parking at apartment complexes; residents park on side streets

- Safety
 - Speed and red light traffic enforcement
 - Increase police presence to address crime
 - Concerns about impacts of police presence on communities of color
 - Concerns about school bus stops – safety of kids crossing street
 - Trees and overgrown weeds limit visibility
 - Need for more street lighting
 - Need for center turn lane
 - Lower speed limit

- Land Use
 - Move parking behind buildings
 - Allow for mixed use buildings
 - Keep mix of business and residential
 - Design for pedestrians (not just cars)
 - Redevelop underutilized properties

- Recreation
 - More parks (splash pad, dog park, pocket park) and open space
 - Improve existing parks by adding benches, drinking fountains, kiosks, etc.
 - More gathering spaces, places to eat outdoors and hold events
 - Existing parks need lighting (Wonderland Park as an example)
 - Desire for a community center

- Placemaking
 - Bring public art into the district
 - Make the district a destination
 - Beautify the district (flower baskets, pavers, etc.)
 - Create a consistent look within the district (particularly commercial areas)

- Business
 - Focus on small businesses that bring in foot traffic
 - Bring new businesses (and investment) into the area
 - Need for a wider variety of businesses and services
 - Form a local business association
 - More restaurants within the district