

Public Health & Placemaking in Portland, Oregon

Heidi Guenin
February 30th, 2015



UPSTREAM
PUBLIC HEALTH

THIS IS PUBLIC HEALTH.



















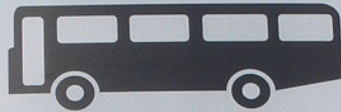


A tall, illuminated gas price sign for Chevron. The sign is divided into several sections. At the top is the Chevron logo, consisting of the word "Chevron" in blue above a red and blue chevron symbol. Below the logo is a blue banner with the text "with TECHRON". The main section is labeled "Gasoline Self Serve" and contains three rows of prices for Regular, Plus, and Supreme gasoline. Each row shows the price in dollars and cents, with the cents displayed as a fraction (9/10). At the bottom of the sign is a green section for Diesel No. 2.

Grade	Price
Regular	309 ⁹ / ₁₀
Plus	317 ⁹ / ₁₀
Supreme	325 ⁹ / ₁₀
Diesel No. 2	309 ⁹ / ₁₀

9

Royal Berkshire Hospital
Maine Entrance



Bus Stop

 traveline
0871 200 22 33

9 Whitley Wood Shinfield Park

62 Woodley

144 Shinfield Arborfield Wokingham

 night:track night:track night:track Shinfield Park

144



London Noise Map Web Viewer

Database
London

Scenario
Base Scenario

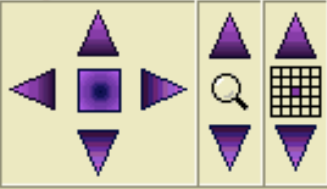
Combination
All Roads

Move the mouse over a road to see its name in the status bar.

dB Chart

Lden	80.0-	75.0-80.0
50.0-55.0	70.0-75.0	65.0-70.0
45.0-50.0	60.0-65.0	55.0-60.0
40.0-45.0		
35.0-40.0		
0.0-35.0		

Change View



Address highlighted
Brett Road
London E8

[Toggle Arrow](#)

Options
[Modify Query](#)
[Help](#)



Metro Area Greenhouse Gas Emissions

31 Million Metric Tons Carbon Dioxide Equivalent (MMT CO₂e)

Transportation

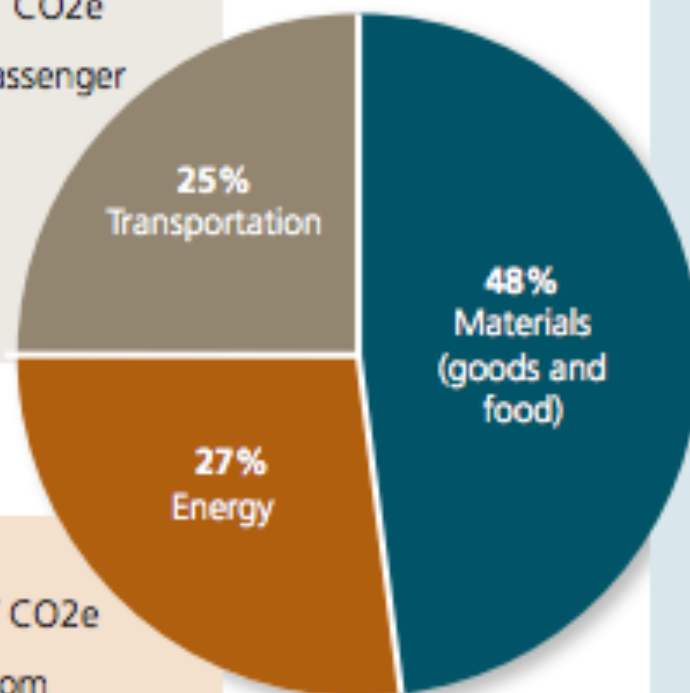
Estimated emissions: 7.8 MMT CO₂e

- Vehicle miles traveled by passenger vehicles and light trucks
- Operation of public transportation system (TriMet)

Energy

Estimated emissions: 8.2 MMT CO₂e

- Natural gas consumption from residents and businesses
- Fossil fuel consumption from utilities' imported electricity



Materials (goods and food)

Emissions related to the production, manufacture and disposal of materials, goods and food

Estimated emissions 14.9 MMT CO₂e

- Manufacture of products and food (from inside and outside the region) consumed by metro residents and businesses
- Freight movement of materials, goods and food (heavy truck, rail, air)
- Waste management and recycling system (collection, landfills)







POPPILO





















Flickr user Matt Lemmon



pharmacy Rx
WITHIN

it's my
prescription
savings club
VISIT OUR PHARMACY FOR DETAILS

pharmacy Rx
WITHIN

salon

FREE

medication

on
als
information



LIFESTYLE

Condos coming soon!

You're not just buying a home
You're buying a lifestyle



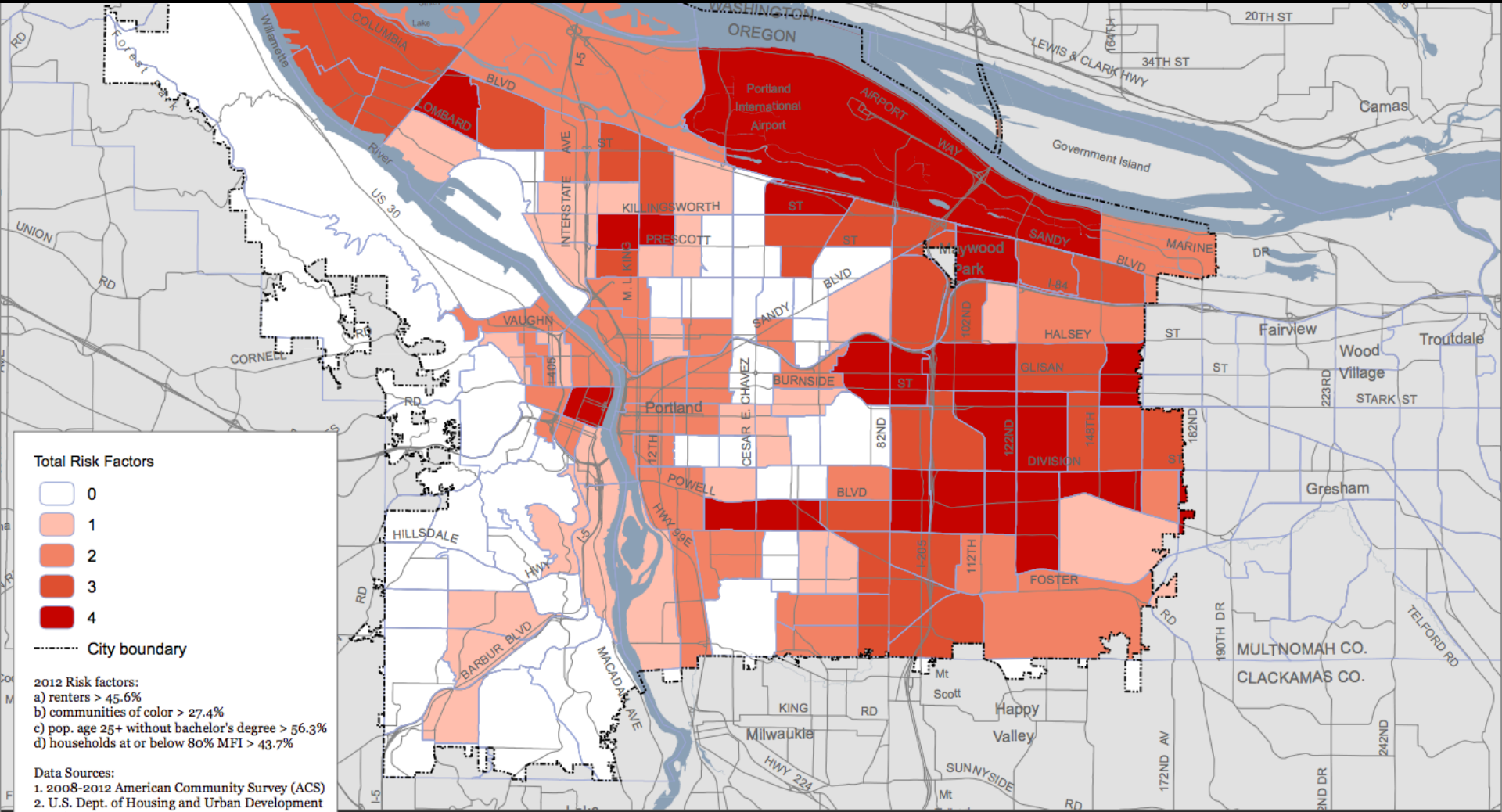
Register online at:
yourfuturecommunity.com

The finest homes in the Nation. Capital
www.richcraft.com



[Handwritten graffiti in black ink, including the word 'MONEY' and various scribbles]

[Handwritten graffiti in black and blue ink, including 'VCK', 'NPE', and 'NOPE']



SUSCEPTIBLE

Near gentrifying areas, but haven't yet seen values rise or dramatic demographic changes.

EARLY, TYPE 1

Prices rising but still low. No big demographic shift yet.

EARLY, TYPE 2

Prices still low, but demographic changes signal gentrification is coming.

DYNAMIC

Prices rising, dramatic demographic change underway.

LATE

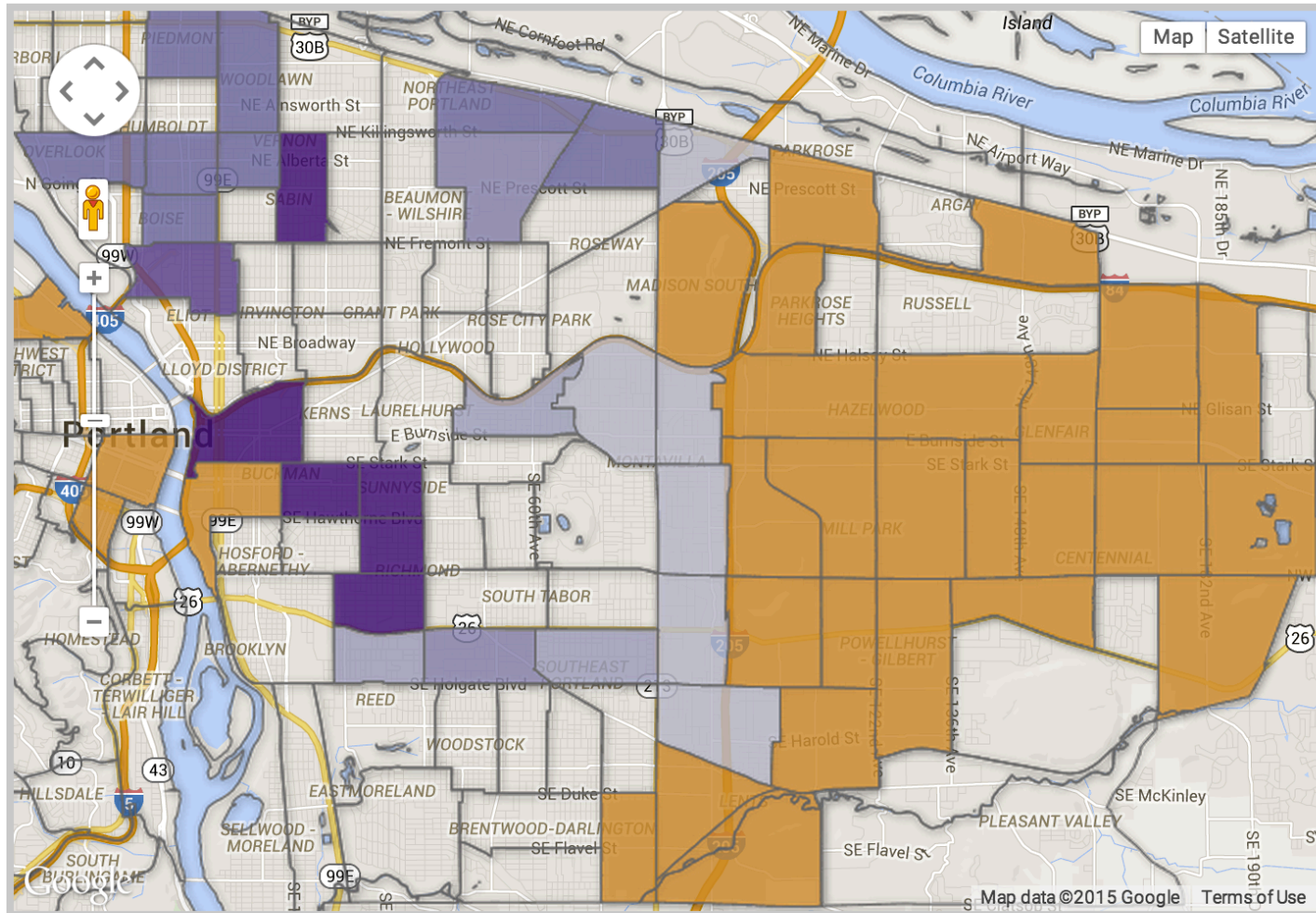
Prices up. Vulnerable populations remain, but the overall demographic picture has changed.

CONTINUED LOSS

Property values are high, and vulnerable populations have been largely priced out.

LANDING ZONES

These neighborhoods are seeing an opposite trend: Rising numbers of poor Portlanders, ethnic minorities and people with lower education levels than the citywide average.



MARK FRIESEN/THE OREGONIAN



MISSISSIPPI
REMOVAL
AREA



LAST STOP
FARELESS SQUARE

Zone 1
14
Frequent Service
To Forest & 96th
15
Frequent Service
To Parkland Summer St.
C-TRAN
TRIMET

FREQUENT SERVICE

FedEx Kinko's

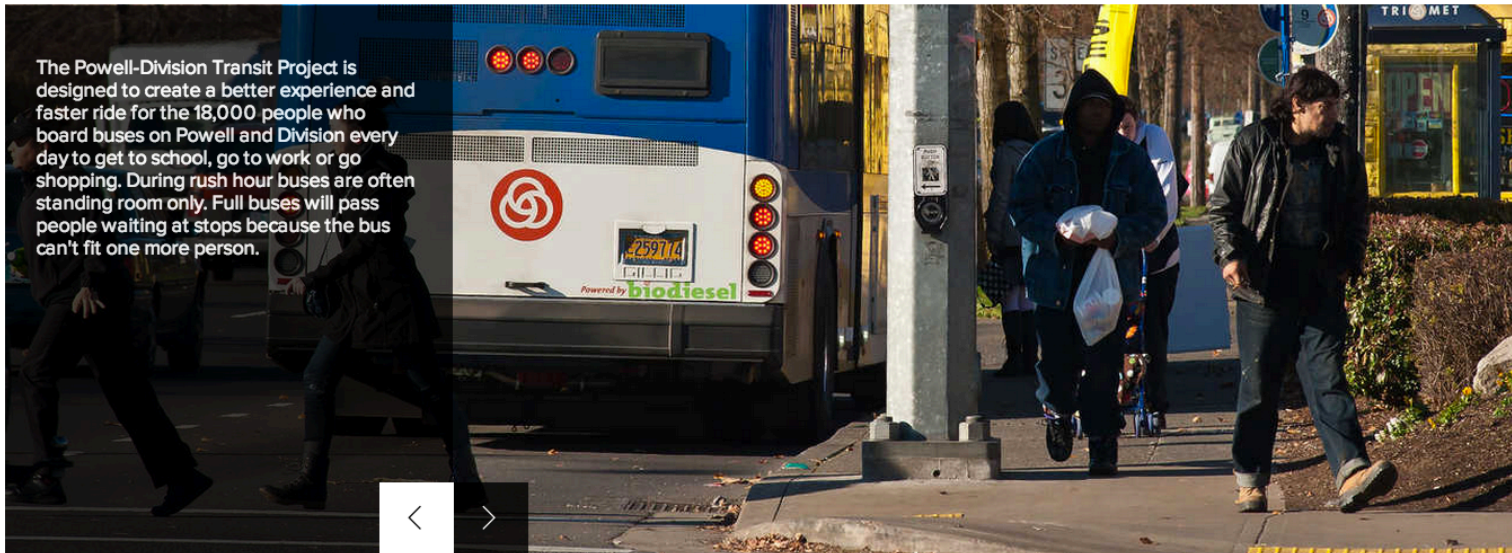
ONE WAY



Powell-Division Transit and Development Project

Commuting between Gresham and Portland could get faster, easier and safer in one of the region's busiest transit corridors.

[Overview](#) [Background](#) [Steering committee](#) [Project library](#) [All about BRT](#) [Equity](#)




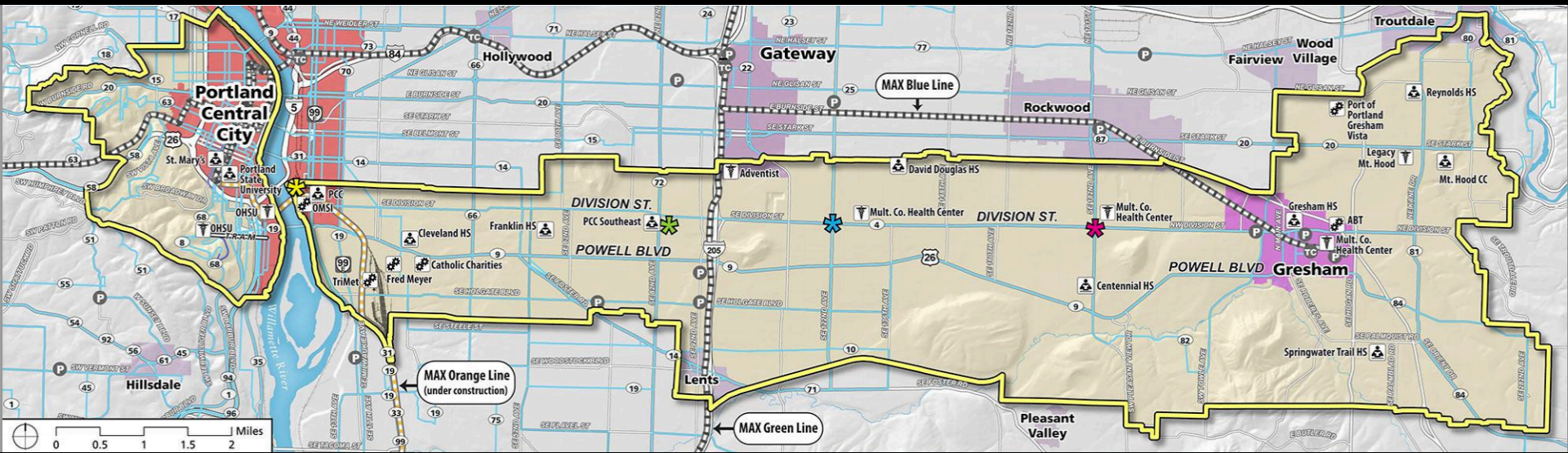
The Powell-Division Transit Project is designed to create a better experience and faster ride for the 18,000 people who board buses on Powell and Division every day to get to school, go to work or go shopping. During rush hour buses are often standing room only. Full buses will pass people waiting at stops because the bus can't fit one more person.

Metro is gearing up for a new kind of transit. The Powell-Division Transit and Development project will bring more rapid and reliable bus transit to a pair of the region's busiest thoroughfares: Powell Boulevard and Division Street between Portland and Gresham.

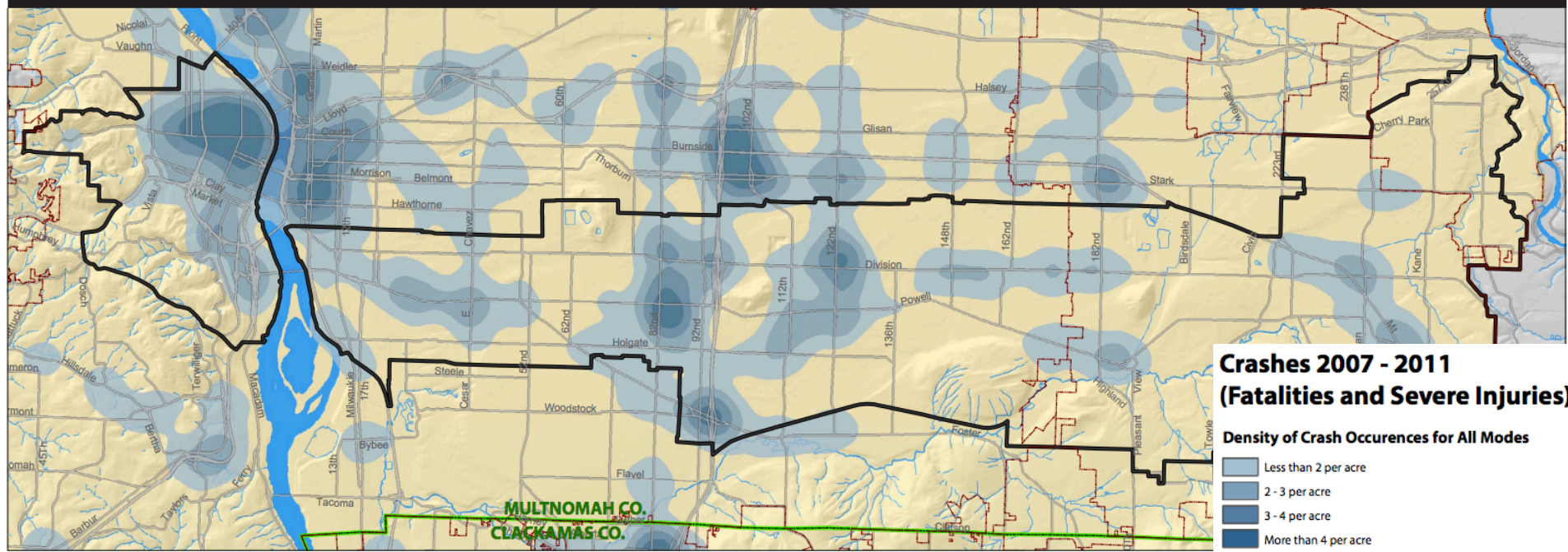
STAY IN TOUCH

SUBSCRIBE TO PROJECT UPDATES

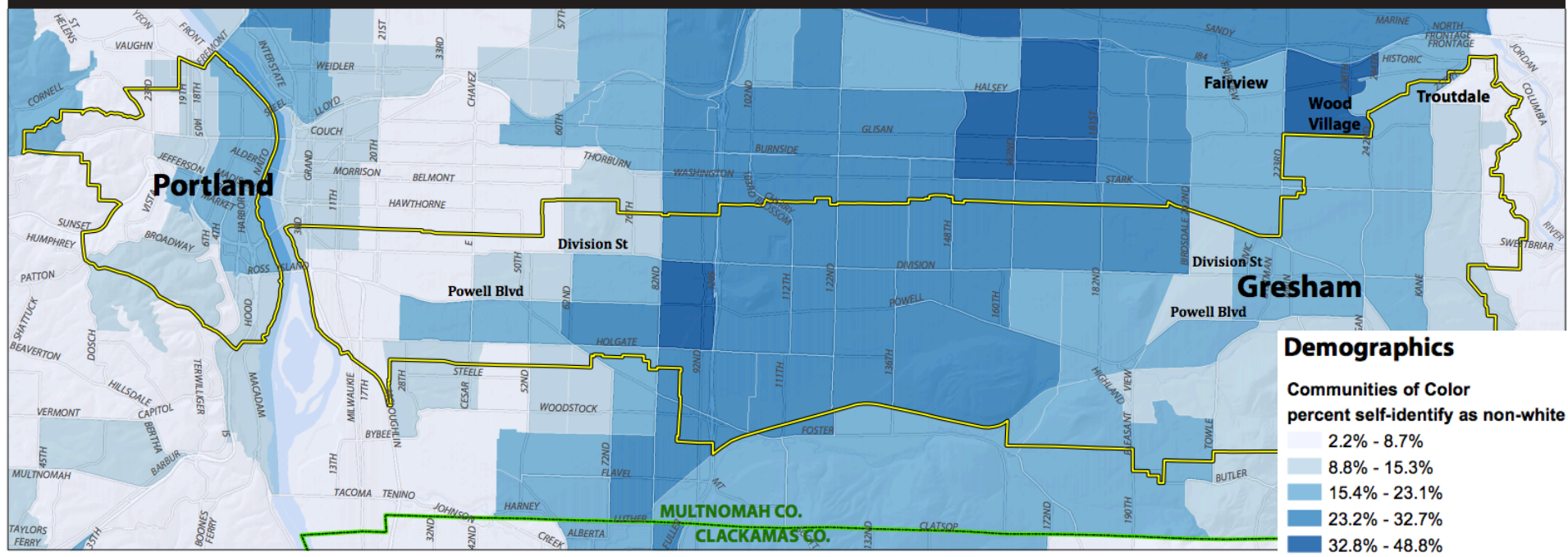
Receive email updates and learn about opportunities to participate. [Sign up](#) 



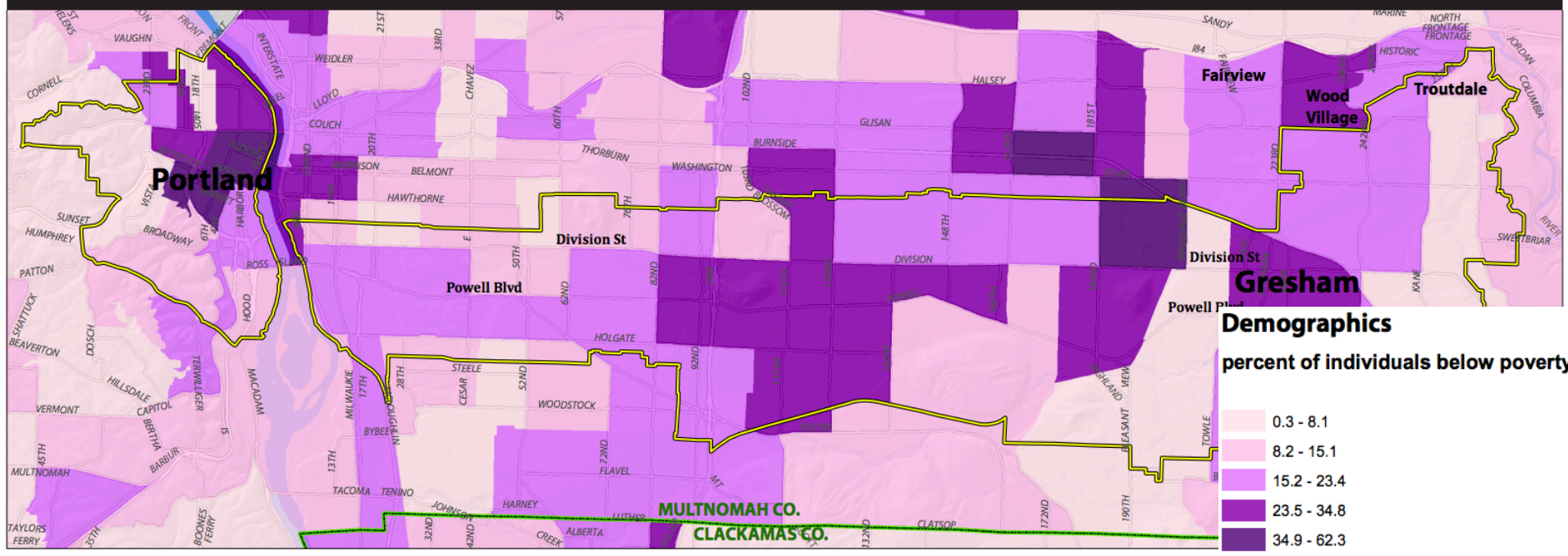
Powell-Division Transit and Development Project



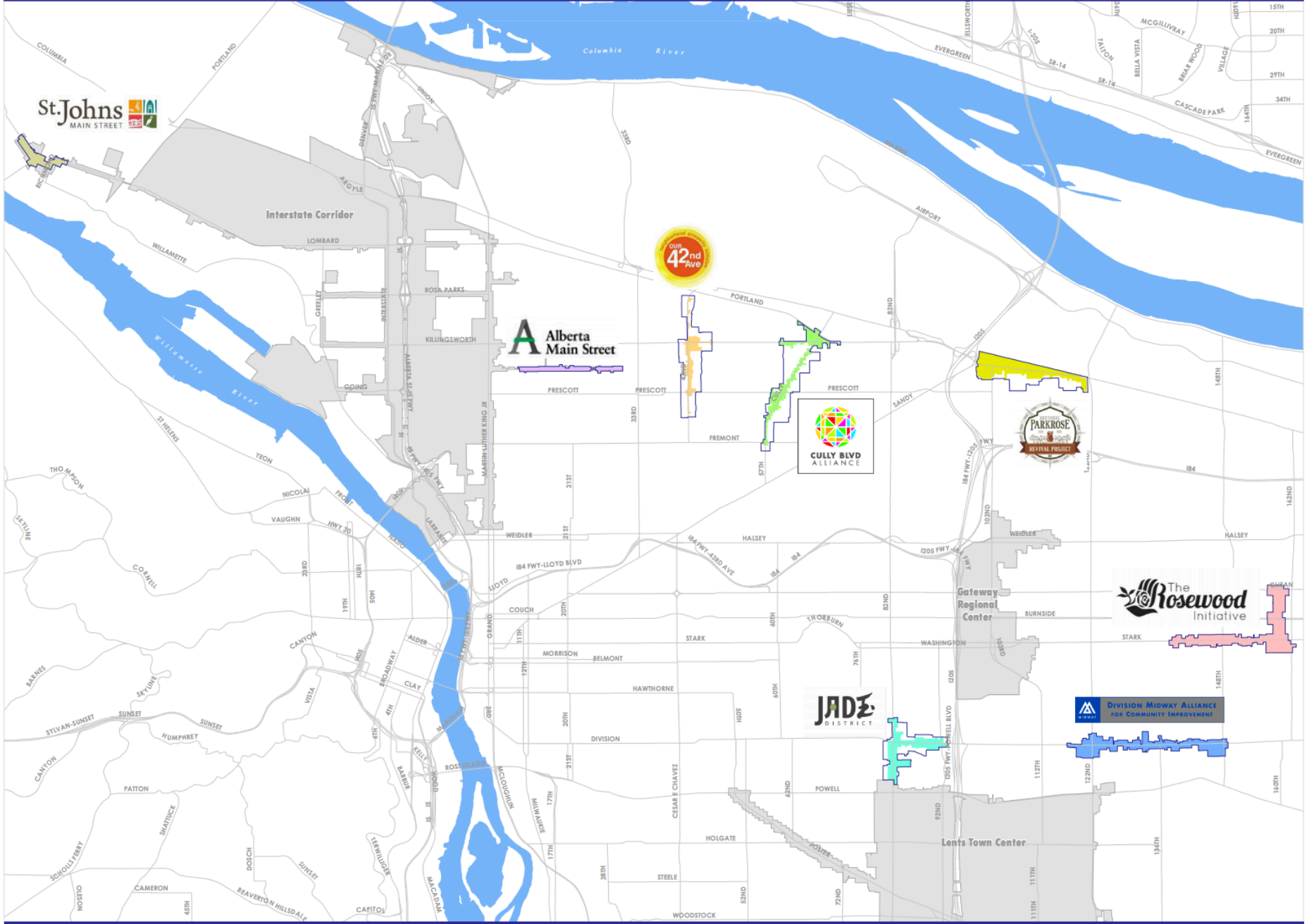
Powell-Division Transit and Development Project



Powell-Division Transit and Development Project



NEIGHBORHOOD PROSPERITY INITIATIVE & MAIN STREET NETWORK



St. Johns
MAIN STREET

Alberta
Main Street

CULLY BLVD
ALLIANCE

PARKROSE
REVIVAL PROJECT

The Rosewood
Initiative

DIVISION MIDWAY ALLIANCE
FOR COMMUNITY IMPROVEMENT

JADE
DISTRICT

Gateway Regional
Center

Lents Town Center





DIVISION MIDWAY ALLIANCE
FOR COMMUNITY IMPROVEMENT

JAD玉
DISTRICT



Photo Credit: TRIBUNE PHOTO: JONATHAN HOUSE - Pedestrians and cars navigate the busy intersection at Southeast 82nd Avenue and Division Street.

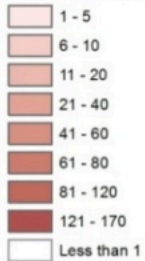
Portland Air Toxics Solutions



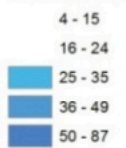
State of Oregon
Department of
Environmental
Quality

Above benchmark

Point Type Sources

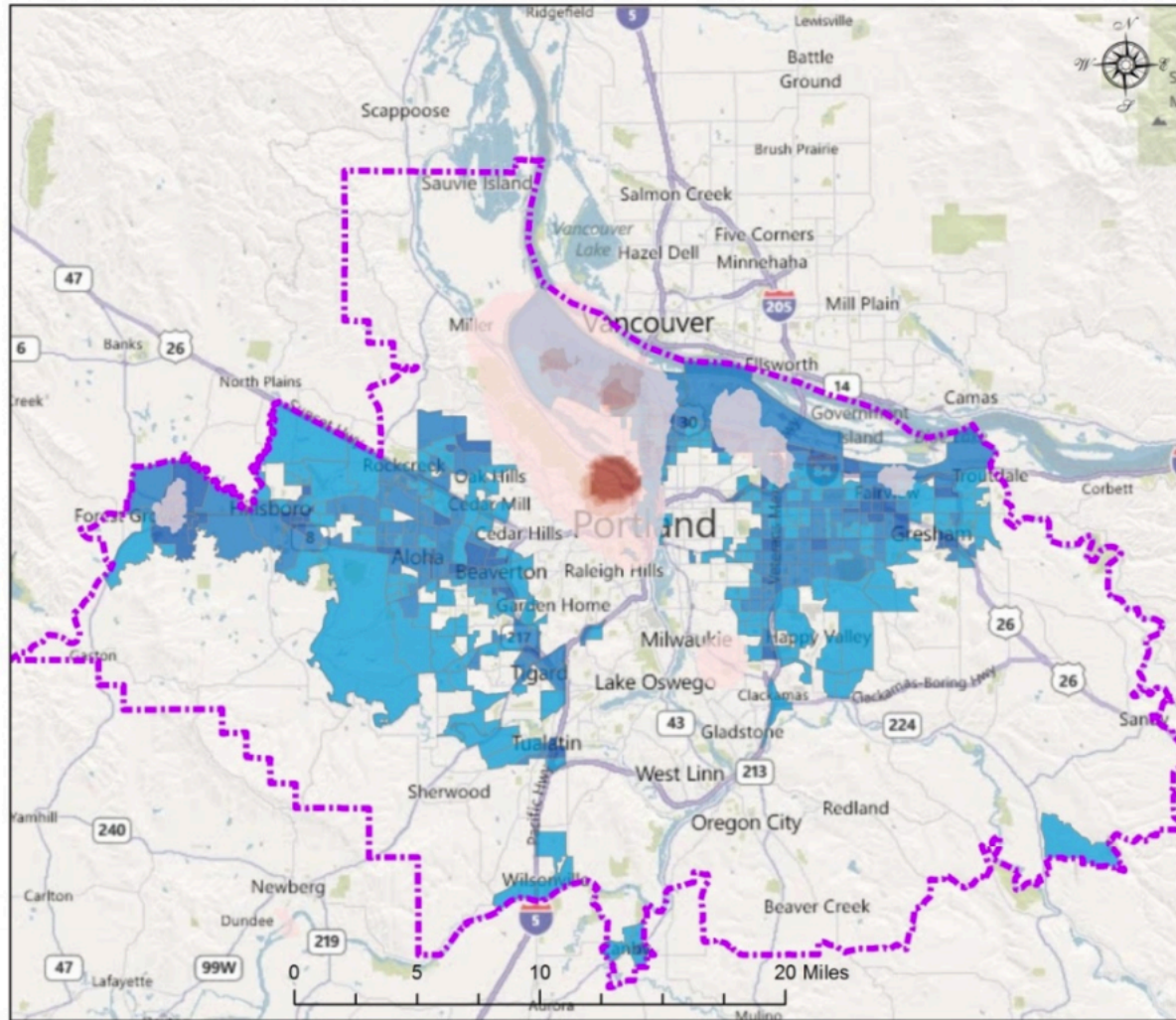


Census 2010 % Minority



PATS Study Area
PATS Study Area

Reference:
Census 2010 and
American Community Survey
ESRI base data

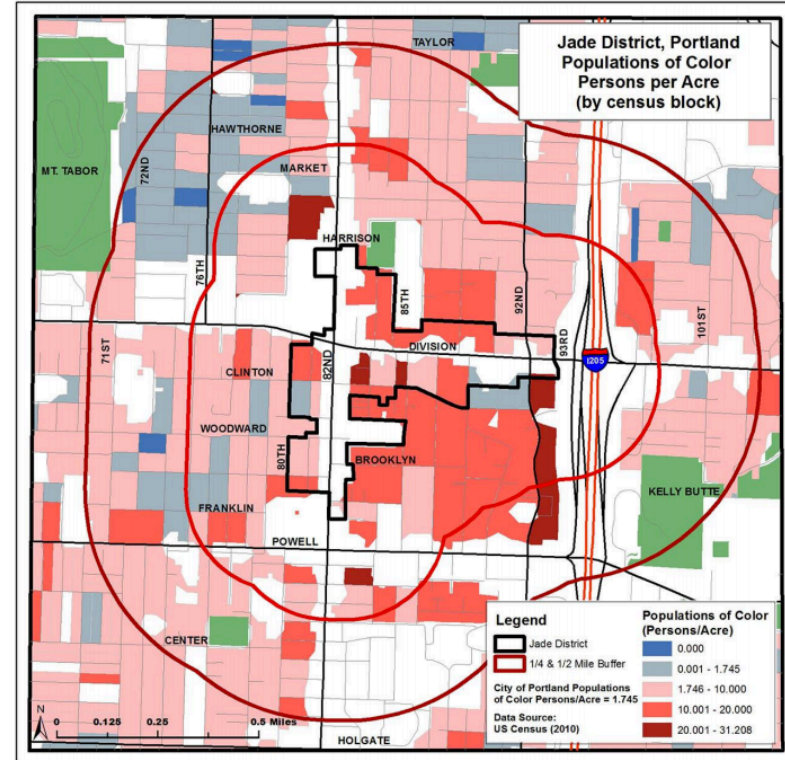


Path: G:\PortlandAirToxicsSolutions\EJEJ_Revised\GIS\EJ_Risk_Census.mxd

Date: 7/25/2011

Demographics

	City of Portland	Jade District Plus ½ Mile Buffer
Total Population	583,776	14,420
White/non-Hispanic	421,773 (72.2%)	8,189 (56.8%)
African American	45,545 (7.8%)	1,159 (8.0%)
Hispanic	58,840 (9.4%)	1,515 (10.5%)
Asian	51,854 (8.9%)	3,162 (21.9%)
Native American	14,262 (2.4%)	428 (3.0%)
Pacific Islander	5,229 (0.9%)	229 (1.6%)
Populations of Color	162,003 (27.8%)	6,231 (43.2%)



- Home to the largest concentration of API immigrant families in the state.
- Includes census tract 83.01, making it the majority minority.

Eat

Come enjoy authentic International Cuisines such as Dim Sum or Korean BBQ. There are also sweet desserts such as Bubble Tea and Crepes. You can find all sorts of flavors and diversity here.

Beijing Hot Pot



2768 SE 82nd Ave.
Portland, OR 97266
(503) 774-2525

Best Taste Chinese BBQ



8350 SE Division St. #C,
Portland, OR 97266
(503) 771-0812

Buckley's Catch



2320 SE 82nd Ave.
Portland, OR 97216
(503) 810-7802

Good Taste Noodle House



8220 SE Harrison St,
Portland, OR 97216
(503) 380-8587

Green Cafe



(503) 384-2322

HaVL



2738 SE 82nd Ave #102,
Portland, OR 97266
(503) 772-0103

Hung Far Low



2410 SE 82nd Ave.
Portland, OR 97216
(503) 223-8686

Jin Jin Restaurant



8220 SE Harrison St.
Portland, OR 97216
(503) 774-8899

Past Events

We want to engage the District in local community building activities such as a cleanup and parade. By having more publicity, we can increase awareness of the local businesses. A sense of ownership and pride is key to community growth and development.

Harrison Park Build Day

Working with the neighborhood and the Portland Timbers to build a Community Garden. This garden will act as a way to allow local residents to grow their own food and bond with their neighbors.





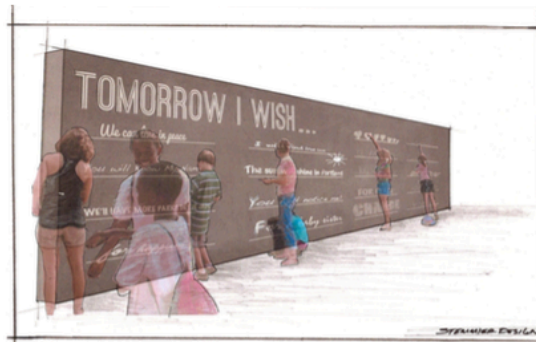
Multi-lingual and multi-generational activities are important to this community. They celebrate the diversity and want to see more places to be able to gather together.



Latino Community Design



NEIGHBORHOOD GATEWAY : *The existing pedestrian bridge at SE Division and SE 85th is in need of safety improvements. These improvements provide a unique opportunity to display community pride and strengthen neighborhood identity. Together with thoughtful, coordinated ROW improvements, the “gateway” bridge can also serve as a catalyst to improve pedestrian and bicycle safety/walkability and spur economic development opportunities along SE Division Street.*



COMMUNITY INSPIRED & BASED ART: *Community-based public art projects are envisioned for the Jade District. Community-based public art could be in a number of forms and mediums but in the end should celebrate the unique culture and history of the local community. Done well, public art in the district can help establish the “specialness” of place by telling the Jade community story and along the way reinforcing local pride and identity.*



COMMUNITY MARKETPLACE: *A marketplace is envisioned to provide much more than a local alternative to WinCo and FredMeyer. It is a place where everyone – teenagers, families and elder generations alike – can congregate, celebrate, play and socialize.*

Chinese Community Design



SAFE ACTIVE STREETS: Street drainage, safety, and accessibility improvements throughout the district, particularly on SE 82nd Ave. and SE Powell Blvd. and other transit station areas. Amenities should include trash receptacles, multi-lingual signage, and clearly defined pedestrian areas for walking.



COMMUNITY CENTER: Centrally-located community center on SE 82nd Ave. and SE Division St. (potentially old furniture store location) for gatherings and activities. Space would host cultural activities for families and elders, exercise classes, and large events.



COMMUNITY PARK: Community park (preferably including a water feature) within walking distance of stores and neighborhoods that allows for activities like chess, Tai Chi, and other recreation.

White (Non-Russian Speaking) Community Design



ACTIVE AND SAFE DIVISION ST. : Before and after aerials looking east along SE Division St. Retrofit includes new buildings, marketplace, community plaza, intersection painting, bike lanes, and crosswalk improvements.



DIVISION STREET AND BUILDING IMPROVEMENTS : Potential cross-section of improvements for SE Division St. includes future high capacity transit, bike and pedestrian infrastructure. Storefront improvements and business investment along corridor should be appropriately scaled to the surrounding neighborhood.



PEDESTRIAN EXPERIENCE: Eye level diagram demonstrates high quality pedestrian space that is safe, comfortable and visually interesting. Amenities include wayfinding, celebratory banners, outdoor seating, street trees, and pedestrian scaled lighting.

White (Russian Speaking) Community Design



COMMUNITY/FAMILY CENTER: Centrally located in the Jade district, the center could provide day care services as well as family oriented entertainment in the evenings.



STOREFRONTS AND SAFE STREETS: Community envisions a safe, vibrant streetscape with outdoor courtyard cafes, repaired sidewalk and crosswalk conditions. Active street would include benches, street lights, and large canopy trees to help mitigate the auto congestions from SE 82nd and SE Division St. Provide more locations to shop and eat a variety of ethnic foods.



COMMUNITY PARK: Community is concerned with the current lack of parks and open spaces in the district and sees the underutilized Fubonn parking lot as an ideal location for a new public park. The park is shielded from busy street corridors, will provide play areas for children and adults to experience the outdoors while nearby a grocery store to run errands and pick-up groceries.

Vietnamese Community Design



JADE NIGHT MARKET: Multi-cultural marketplace for vendors of all types. Food, crafts, and artisan products from local entrepreneurs. Night life and festive events would take place at the market.



COMMUNITY PARK: The citizens stressed the importance of outdoor active space to bring children, adults and elders together. Park amenities should include bike paths, lighted pathways, and beautiful vegetation throughout the park.



COMMUNITY/FAMILY CENTER: A gathering and learning space for the community. The center could provide programed events, library, and craft workshops. Outdoor courtyard would be ideal for chickens and raised garden beds.

JADE DISTRICT NIGHT MARKET







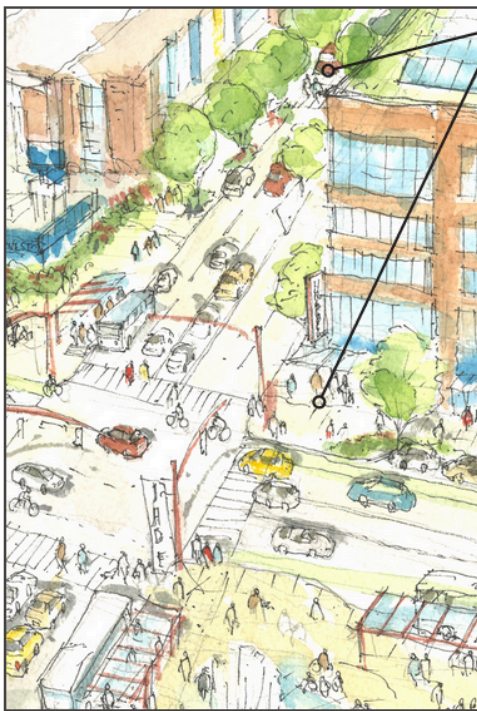


ADZ
DISTRICT
Where East meets West





STEAMER DESIGN

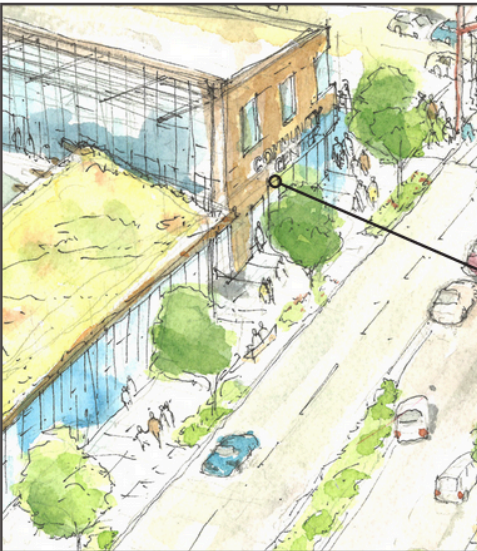


Project 1: Transportation and Road Improvements (Short-Term)

Main areas of concern:

- NE Corner of SE 82nd Ave and Division: Add wide sidewalks that connect to existing sidewalk network, stormwater planting strips, multi-lingual signage, and street trees on SE Division St.
- East-West Pedestrian Connection across SE 82nd Ave: Intersections of high pedestrian activity, connecting to retail, schools or major destinations have been identified by the community as critical mid-crossing locations. Multiple locations were discussed within the District, but the key locations are SE Harrison St., PCC to Eastern retail on SE 82nd Ave, SE Clinton St. and SE Tibbets St.
- SE Residential Quadrant of Jade District: (Not shown in this diagram) Many participants discussed the lack of sidewalks and lighting in this area. Connecting pedestrians and bicyclist to SE 87th Ave. north-south from SE Powell to SE Division would be a beneficial first step to connecting pedestrians safely through this neighborhood.

Partners and Foundations to consider: B, D, F, 6,



Project 2: Community Center (Mid-Long Term)

Opportunities for community members to gather for cultural events, programmed activities, and active living recreation (Tai Chi, exercise classes, etc). Multiple locations were discussed throughout the workshop process. It is critical that it is centrally located and has access to bus, bikes and automobile transportation. Partners and Foundations to consider: A, E, G, 1, 2,3,5



FURNITURE

Discount FURNITURE





POWELL-DIVISION TRANSIT AND DEVELOPMENT PROJECT

DRAFT **EQUITABLE DEVELOPMENT RESOURCE**

KIT

SEPTEMBER 3, 2014



POWELL-DIVISION TRANSIT AND DEVELOPMENT PROJECT

STEERING COMMITTEE DISCUSSION ON EQUITY AND DISPLACEMENT

June 2, 2014 | 4 to 5:30 p.m. | 1900 SW 4th Ave, Rm 2500B, Portland

Participants

Steering Committee members: John Bildsoe, Matt Clark, Metro Councilor Shirley Craddick (co-chair), Heidi Guenin, Nicole Johnson, Kem Marks, Alan Lehto (for Neil McFarlane), Multnomah County Commissioner Diane McKeel, Melinda Merrill, Portland Commissioner Steve Novick, Raahi Reddy, Metro Councilor Bob Stacey (co-chair), Gresham Council President Lori Stegmann

Facilitator: Deb Meihoff, Communitas

Powell-Division project team members, agency staff and members of the public

KEY THEMES AND OUTCOMES

1. Participants discussed options to amend the proposed equity goal and outcomes that include a commitment to develop strategies, tools, and partnerships to prevent displacement of residents and

