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# Analysis of Survey and Focus Group Data

For the Cully Community-Led TIF District Project

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For Living Cully



I.	Survey Demographics	2
II.	Work, Employment, and Business Owners	6
III.	Housing	9
V.	Houseless Services and Infrastructure	12
V.	Food, Transportation, and Businesses	13
VI.	Social Services and other Service Needs	16
VII.	Public Investments and Infrastructure	17
VIII.	Community Spaces	19
IX.	Governance	20
X.	Challenges/Concerns/Comments	25
XI.	Details of the Data Analysis	26

This report analyzes data from an electronic survey, Zoom focus group sessions, and interviews related to the Cully Community-Led TIF district project. This research aims to prioritize the interests of Black people, indigenous and tribal people, people of color, renters, mobile home residents, and low-income people in the Cully community. This was done through targeted outreach to these communities in the data collection phase and by limiting the survey data set primarily to responders who identified as BIPOC, who are renters or mobile home residents, and respondents whose annual household income is less than or equal to \$49,999. Please see the final section of this report for details on data analysis, including how the survey data set was determined.

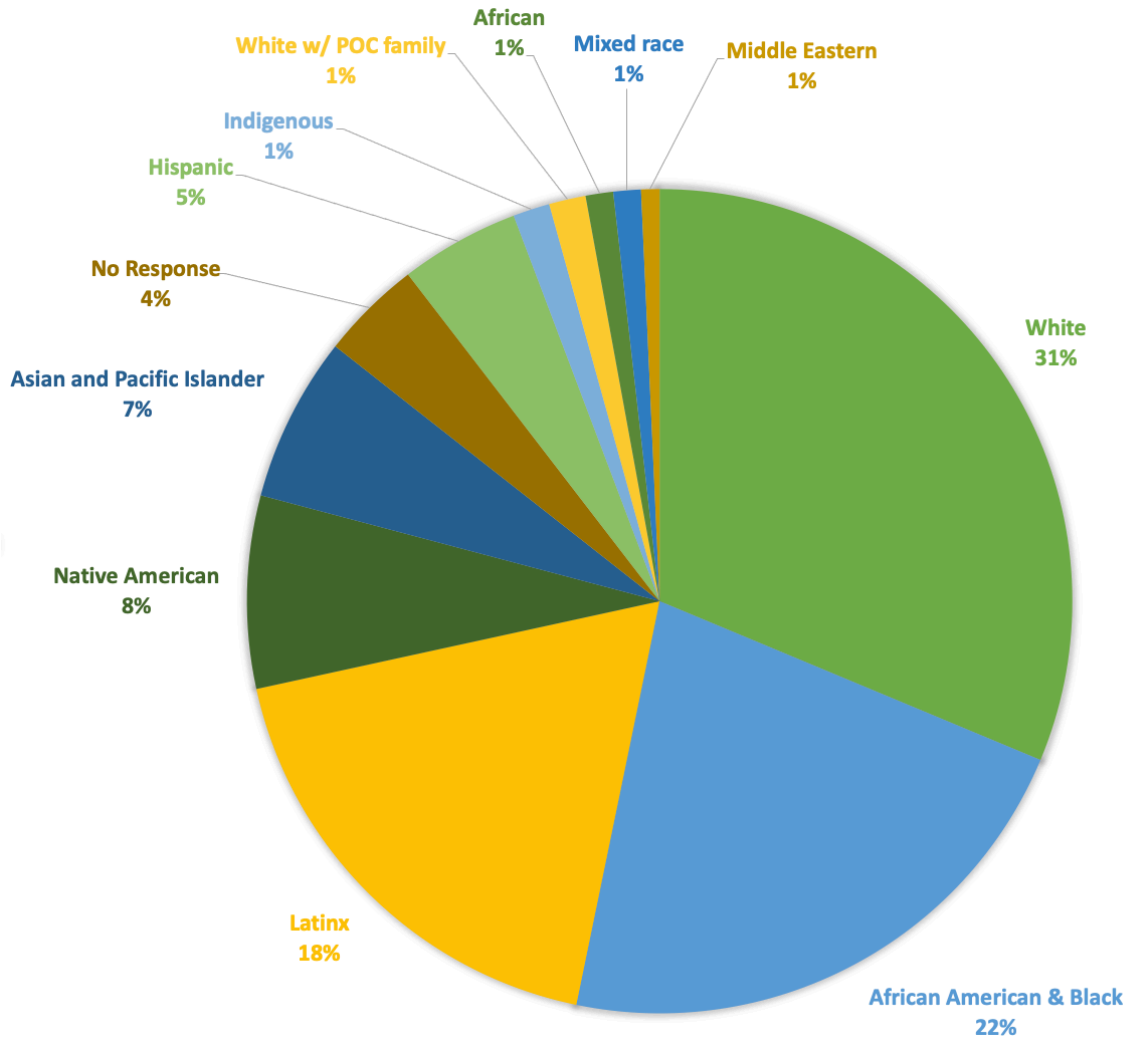
There are several limitations to this research. The survey sample size was not sufficient for determining whether different demographics of respondents have different needs and priorities for a community-led TIF district. The focus groups and interviews were not conducted in a standardized way and were not recorded or transcribed. Although focus groups and interviews targeted particular demographics, demographic data was not collected for all of the focus groups and interviews. This limits our ability to attribute specific needs and priorities to different demographics.

**Please note: For qualitative responses, the frequency of responses associated with each particular theme is indicated with a number (#) in parentheses.**

## I. Survey Demographics

What is your race and/or ethnicity?*		
White	87	31.3%
African American & Black	61	21.9%
Latinx	51	18.3%
Native American	21	7.6%
Asian and Pacific Islander	18	6.5%
Hispanic	13	4.7%
Indigenous	4	1.4%
White with POC family	4	1.4%
African	3	1.1%
Mixed race	3	1.1%
Middle Eastern	2	0.7%
No Response	11	4.0%

## What is your race and/or ethnicity?\*



\*This question was open-ended, allowing respondents to answer however they wished. The following 11 categories were used to group respondents. All responses that were given are included for each category. Respondents who identified as multiple identities were categorized under their first listed identity (with the exception of 'Mexican Indigenous' which was categorized as Indigenous). Respondents who identified as white and another identity were categorized under their non-white identity.

- African: African, African/Kenyan, Black/Fulani
- African American & Black: African American, black, black people, the black race, American Black, Black African American
- Asian and Pacific Islander: Asian, Asian American, Asian/white, South Asian, Pacific Islander
- Hispanic: Hispanic, white/Hispanic, 'GiganticHispanic,' Hispanic/Latino, 'Hispanic/Latina and North African'

- Latinx: Latino, Latin, BIPOC Latina, white Cuban, white Latin, Latinx, 'latinx, indigenous and white,' 'Portugal,' 'Mexican,' 'Puerto Rican Caucasian'
- Middle Eastern: 'Caucasian, Turkish,' 'White and Armenian'
- Mixed race: Mixed race household, Mixed/biracial, Multiracial
- Native American and Indigenous: Native American, American Indian, Native American Indian, 'Native American, Belizean,' 'Celtic, Native American (Algonquian), Latina,' 'Indigenous,' 'Indigenous / Andean / Inca,' 'Mexican Indigenous'
- No Response: Blank, 'americans,' 'not important anymore'
- White: white, the white race, 'white, non-Hispanic,' white/Caucasian, Caucasian, Euroamerican, German, white catholic, swiss, Italian American, white people, western European, 'Alaskan native/white,' European American, W, 'White. Irish and German,' 'greek/American,'
- White w/ POC family: 'I am white and have two black adult sons that I live with,' 'White (w bi-racial children),' 'White but other family members are latinx,' 'People of color'

What is the primary language you speak in your home?*		
English	221	79.5%
Spanish	47	16.9%
Chinese	1	0.4%
Swahili	1	0.4%
Vietnamese	1	0.4%
Maya	1	0.4%
Somali	1	0.4%
Unknown/No Response	7	2.5%

\*note: some respondents listed two primary languages. These were included in both categories.

What is your age?		
13-17	2	0.7%
19-24	11	4.0%
25-34	102	36.7%
35-44	91	32.7%
45-54	31	11.2%
55-64	21	7.6%
65 and over	14	5.0%
No response	6	2.2%

What is your gender?		
Female/Woman/Girl/Femme	142	51.1%
Male/Man	118	42.4%
Gender queer/Gender fluid/gueer af/two spirit	5	1.8%
No response	13	4.7%

What is your sexual orientation?		
Straight/heterosexual	142	51.1%
Queer/Bisexual/Gay/Lesbian/LGBTQ/Pansexual	35	12.6%
No response/Unknown	65	23.4%

What is your household's annual income?		
Less than \$25,000	68	24.5%
\$25,000-\$49,999	106	38.1%
\$50,000-\$74,999	56	20.1%
\$75,000-\$99,999	32	11.5%
\$100,000 or more	13	4.7%
No Response/Unknown	3	1.1%

Are you disabled?		
No	217	78.1%
Yes	50	18.0%
Prefer not to say/ No response	11	4.0%

How many adults live in your household?		
0	2	0.7%
1	52	18.7%
2	128	46.0%
3	56	20.1%
4	20	7.2%
5	8	2.9%
6	3	1.1%
No response	9	3.2%

How many children/youth live in your household?		
0	94	33.8%
1	105	37.8%
2	46	16.5%
3	17	6.1%
4	4	1.4%
No response	12	4.3%

What are your connections to the Cully neighborhood? (Select all that apply)*		
I currently live in Cully	198	71.2%
I work in Cully	94	33.8%
I used to live in Cully, but not any more	31	11.2%
I am part of a church or faith community in Cully	24	8.6%
Someone in my family attends a school in Cully	19	6.8%

What is your zip code?		
97218	202	72.7%
97211	4	1.4%
97213	4	1.4%
97217	4	1.4%
Other	64	23.0%

\*Other connections to Cully:

- (6) Live on the border of Cully and/or recreate and shop there
- (4) Volunteer/work at NAYA or other nonprofit that supports Cully
- (2) Business owner in Cully
- (2) Visit friends and neighbors there
- Other responses: Used to work in Cully, support the Cully Farmer's Market, used to attend school in the neighborhood, participate in the 42<sup>nd</sup> Ave. Business district, member of Leaven Community Land and Housing Coalition

Did you watch the video above about this project ?	
Yes	273
No	5

Did you participate in a focus group or workshop?	
Yes	90
No	167
I'm not sure	21

## II. Work, Employment, and Business Owners

Focus group participants identified a need for **more and better job opportunities** (3) as well as job training (2) (e.g. construction) and support finding and applying for jobs (2). Participants noted a need for support pursuing their career aspirations (3). They noted a particular need for job opportunities for immigrants and those without proof of citizenship/residency (2) and for youth. They also noted a need for paid internships as well as higher paying jobs, especially for people without higher education.

Describe your work/employment*		
I work for an employer that is based in the Cully neighborhood	101	36.3%
I work for an employer or own a business outside of Cully	53	19.1%
I own a business in the Cully neighborhood	38	13.7%
Other/Unknown	86	30.9%
I do independent or contract work	29	10.4%
I don't do paid work	27	9.7%

\*respondents could only select one option

### What are your goals for your job or employment in the next 5 years?

- (60) Promotion, pay increase, grow my career, learn new skills, get a better job with benefits
- (32) Start/Own a business
- (24) Grow my business
- (22) Benefit the community
- (11) To have a secure job
- (4) Retire
- (3) Buy a house
- (2) To get a job in Cully
- (2) For jobs not to require citizenship documentation

- (2) Career change
- (2) Quit job and become self-employed
- (2) Create retirement/supplemental income close to home
- (2) Feel safe in my workplace
- Operate a food cart

Focus group participants identified a range of **needs for small business owners** in the neighborhood including:

- (2) Opportunities, support, and training for emerging small business owners
- Long-term stability for BIPOC small business owners
- Space for food trucks, especially those that were previously displaced
- A place for people to have small businesses selling food
- A place for pop-up or temporary work to be done, such as a place for a car mechanic who doesn't have their own garage to come to a well-managed place and do work on neighbors vehicles

#### **What kind of business would you like to start?**

- (39) Food and Beverage/Restaurant/Catering
- (8) Any/Don't know
- (7) Clothing
- (6) Green grocer/food retail/supermarket/butcher
- (4) Cleaning
- (3) Auto-body/Car repair
- (3) Day care
- (3) Handicrafts/Art supplies
- (2) Adult care/adult foster home
- (2) Sewing/dressmaking/fashion design
- (2) Gardening and landscaping
- (2) Architecture/building design
- (2) Cosmetics
- (2) Department store
- (2) Wellness center/Gym
- (2) Online retail
- (2) Flower/plant shop
- Other responses: Teaching and selling Native American home remedies and importance of native plants, Appliance repair, Pet shop, Entertainment, Urban Farm, Computer, Construction, Consulting, Financial advisory firm, Gas station, Bar, Commercial kitchen space and business incubator, Tax preparation, Home appliances, Hotel, Laundry, Legal services, Marketing/Advertising, Personal training, Frame shop, Mental health services, Real estate, Skincare, Secondhand retail, Car lot

#### **What have been barriers to starting your business? (other than COVID19)**

- (84) Lack of funding/capital/access to loans
- (17) Knowledge/training/experience for business development
- (9) Networking/connections/resources
- (8) Affordable/suitable commercial retail space



- (6) Lack of time
- (6) Citizenship status/racial discrimination
- (4) Language barriers
- (3) Licensing
- Disability

**For Business Owners – What is your business?**

- (6) Food and Beverage/Restaurant
- (3) Landscaping
- (2) Hauling/moving/fix-it/odd jobs
- (2) Communication/Consulting
- (2) Music lessons
- Other: Counseling and transgender support, Auto-body, Nail Salon, Bicycle shop, Cat Six Cycles, Herbal and Health education, Indigenous arts, Music retail, Car dealership, Cleaning, Clay studio for kids, Film production, Urban farm, kitchen, catering and venue space, Small business support services, Circus theater performing and teaching, Graphic/web design

**Other than support during the pandemic, what do you need most to keep your business thriving?**

- (6) Clients/customers
- (3) A store front/more/appropriate space
- (3) Advertising/marketing/branding
- (2) Community support
- (2) Safe ways for people to get around by bike/more people on bikes
- Other: A cart for the business, Access to a commercial kitchen in a comfortable setting, Childcare, Connections/networking, Cross promotion and collaborations with other local businesses, Fiber optic internet, Walking traffic/things that bring people to 42<sup>nd</sup> ave, Lower property taxes, Funding for property improvements to make it desirable to gather, Lower rent, Lease re-negotiation, More equipment, Working capital, Professional development, Resources to hire staff, Affordable child care, Support for business licenses, More time

**I own my own business but I had to close. What was your business?**

- Construction, Custom sewing, Driver, Clothing/handicraft importer/wholesale distributor, Janitorial, Lumber yard in another state, Mental health therapy, Photography, Restaurant

**Why did you have to close?**

- (4) COVID pandemic
- (2) Moved/employee moved
- Other: International competition, Bad investors

### III. Housing

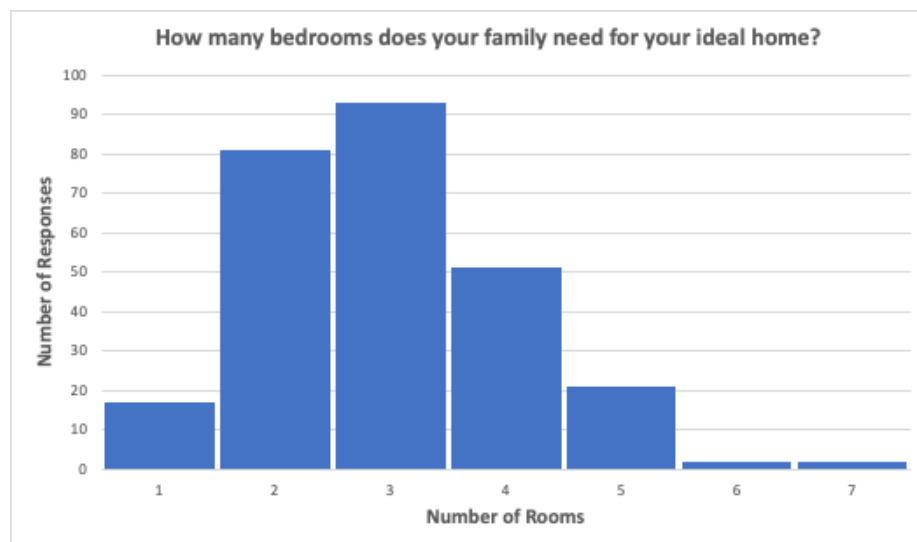
	Housing Type		Avg monthly housing cost	Avg cost family can afford	Avg diff b/w spending & affordability*
I am currently houseless	6	2.2%	\$1,000	\$350	\$(33)
I live in a mobile home park	26	9.4%	\$600	\$722	\$117
I own my home - not in a mobile home park	77	27.7%	\$1,310	\$1,455	\$104
I rent a room	6	2.2%	\$675	\$840	\$125
I rent from a for-profit landlord -- not in a mobile home park	101	36.3%	\$1,044	\$1,489	\$450
I rent from a non-profit org or public housing agency -- not in a mobile home park	55	19.8%	\$1,000	\$1,610	\$607
Other	7	2.5%	\$678	\$704	\$27
All types	278	100.0%	\$1,036	\$1,371	\$325

\*It is possible that respondents did not understand the question “How much could your family actually afford to spend on your rent or mortgage each month, and still be able to pay for utilities, food and other necessities? (This answer could be less, more or the same as your current rent/mortgage),” because their answers indicate that they can afford to spend more on housing, but a lack of affordable housing was a common theme throughout the survey responses and focus group discussions.

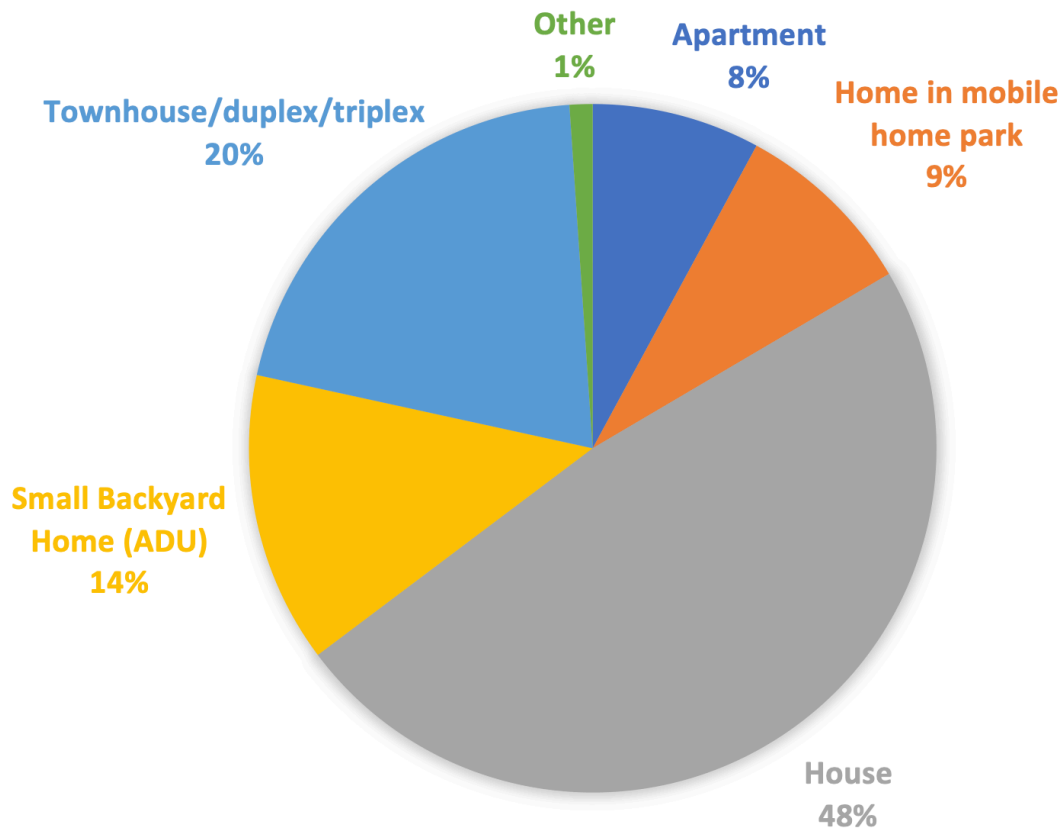
#### How many bedrooms does your family need for your ideal home?

Average: 2.97

Mode: 3



## What kind of home would you prefer?



Does your home need repairs that you can't afford?	Yes	No	Unsure/No response
I live in a mobile home park	18	5	3
I own my home -- not in a mobile home park	26	40	11

Focus group participants also discussed the need for **repairing homes** (8), and a particular need for help **repairing mobile homes** (5) and apartments (2). One participant noted that repair support should be accessible not only to very low-income earners, but to modest income earners as well (the participant noted that they had been deemed ineligible for the Multnomah County home repair program because their income was too high, but they still cannot afford to pay market-rate for needed repairs).

Mobile home residents: If you could choose, who would you want to own and manage the mobile home park you live in?	
I want the residents to have shared/cooperative ownership of the park, and share decision-making and management responsibilities	15
I want a non-profit organization to own the park, but residents participate in decision-making and management	9
I want the park to be owned and managed by a for-profit business	1
Unsure/I don't have an opinion	1

Do you think the community needs housing options that don't require proof of immigration status?		
Yes	235	84.5%
No	31	11.2%
Not Sure/No response	12	4.3%

Homeowners: Would you be interested in building an ADU on your property?	
Yes	41
No	20
Maybe/No response	16

Focus group participants envision Cully as **a healthy community where everyone feels safe and has affordable housing**. Specific needs they shared include:

- (14) **Affordable housing**. Housing that is “actually affordable,” because housing that is deemed “affordable” is still too expensive. **Affordable transitional housing** (4) to help families become stable and eventually become homeowners. **More regulated affordable homes and apartments** (2), because waitlists are full. **A variety of affordable housing opportunities** (2): condominiums, townhouses, stand-alone homes.
- (7) **Funding to help tenants and mobile home residents** buy and cooperatively/collectively manage their own apartment complexes, condos, townhouses or mobile home parks. (E.g. the Arbol Mobile Home community can buy the land and have collective ownership over it, making it more affordable for mobile home renters.) They also mentioned a need for funding to support renovation/repairs/weatherization.
- (7) **Homeownership opportunities**, especially for people with very low incomes and those without a social security number. Barriers to qualifying to buy a home are too high.
- (4) **Multi-generational and co-housing developments** for larger families with shared resources and community spaces where elders can help care for and interact with young people.
- (2) **Purchase land and homes** to use for affordable housing. Buy land and build affordable apartments and townhomes for rental and ownership. Buy houses that are for sale, abandoned, or foreclosed.
- Homeownership through a revolving loan fund, so that the money can help the next family and the next.
- Use TIF money to help people pay rent.

#### IV. Houseless Services and Infrastructure

Houseless interview participants and survey respondents identified a need for **shelters and other resources to support dignity for the community**. They identified a need for **safe indoor spaces to eat and sleep** (4) and **infrastructure to meet basic human needs**, including clean and safe drinking water, bathrooms with dressing rooms and mirrors (4), and dumpsters/garbage cans/recycling areas (that are not locked) with scheduled pick-ups (4). They identified a need for housing in general and also support finding stable jobs and help paying rent and security deposits on housing. One participant emphasized a need for a greater focus on help for houseless youth and children.

When interview participants asked their thoughts on “a designated place to camp, or a tiny house village (like Dignity Village) in Cully?” survey responses were mixed:

- (3) “If that existed I would definitely stay there”
- “I feel neutral about it”
- “I think it's a bad idea”

Interview participants discussed the idea in greater depth, offering up the following **ideas for how a houseless campground could be organized**:

- Piggy-back on other cities and the programs that have worked for houseless people; don't try and reinvent the wheel but just do more of what we know already works.
- Set up in a vacant parking lot with storage containers, mobile homes, or tiny homes.
- Campers could pay a flat fee, which should be subsidized as much as possible.
- Erect a gazebo structure to protect people from rain and serve as a social gathering spot.
- Offer warming stations/rooms for people to dry off and warm up. Could be retrofitted from something that is already producing heat as a byproduct.
- Criminal records, particularly minor crimes/misdemeanors, would not be a factor in obtaining a spot. Only violent/serious crimes/felonies would be factored. All offenses over 4 years would be ignored, because people change.
- The area could be run as a cooperative. People living in the area could form a board and help govern the space.
- Include a designated “red light” area where people who are addicted can use without having to impose their habits on other people; a private space with needle drops where people can do what they need to do and not bother others.

## V. Food, Transportation, and Businesses

Focus group participants identified a need for more businesses in general and more **affordable and culturally relevant food businesses and other retail** in particular. These include an affordable neighborhood grocery store (4), culturally relevant stores (4) (e.g. an Afro-centric food market), affordable big box stores (3) (e.g. Dollar Tree, Winco, Walmart), a food cooperative (2), and a food market serving healthy and fresh foods (2). Other ideas include an ice cream shop and retail stores that have shared profits with residents. Participants suggested an expansion of the Our 42<sup>nd</sup> district as well as purchasing a large property for businesses to locate. Survey responses generally reinforced the focus group discussions.

Where do you usually shop for food?		
Winco	81	29.1%
Albertsons	70	25.2%
Safeway	41	14.7%
Fred Meyer	39	14.0%
New Seasons	28	10.1%
Wal-mart	23	8.3%
Grocery outlet	22	7.9%
Grocery store/supermarket	16	5.8%
Unknown/No Response	16	5.8%
Convenience Store/7-Eleven	15	5.4%
Costco	15	5.4%
Trader Joe's	15	5.4%
Whole Foods	8	2.9%
Farmers Market/Cully FM/ Hollywood FM	6	2.2%
Mexican Stores/La Tapatia/ La Yucateca/La Oaxaquena	6	2.2%
Alberta Coop/People's Coop	5	1.8%
Natural Grocers	5	1.8%
Fast Food/McDonald's/KFC	4	1.4%
Woodburn Premium Outlets	4	1.4%
Other (less than 3 people listed these)	49	17.6%

Where would you like to be able to get food in your own neighborhood? (Scale of 1-6, Lower values are higher priority)*	
A culturally-specific market	3.08
A Garden where I grow my own food	3.05
Food bank / food pantry	3.05
A cooperative grocery store owned collectively by Cully residents	2.94
A large, affordable grocery store	2.91
A farmers market	2.89

\*Respondents were asked to “rank these options in order of importance to you and your family: 1 is most important, 6 is least important.” However, 248 (89%) of respondents potentially treated the question as a rating scale (i.e. used some numbers more than once and some not at all). Thirty respondents (11%) potentially used ranked choice logic (i.e. only used the numbers 1-6 once). While it is possible that some of these 30 respondents were operating from a rated choice logic, I assumed that they were all operating from a ranked choice logic, particularly because the spread (1-6) is so large. The larger the spread, the more potential answers the respondents have to give, and the less distinguishable numbers become (i.e. there is less discernment between a 1 and 2 rating, a 2 and 3 rating, and so on). Therefore, it is safe to assume that the majority of these respondents were operating from a ranked choice logic. Therefore, these 30 responses were not included in the analysis and the data was analyzed as a rated choice question.

#### **Other than groceries, what kinds of stores and businesses would you like to see in Cully in the future?**

- (39) Restaurants: food cart pod/ethnic food carts (7); fast food (5); bars/brewery (5); ice cream (4); Coffee shop (4); family friendly (2); variety of cuisines (2); Affordable; better choices; deli with clean foods like sandwich, soup, salad; more delicious food; bubble tea; brick and mortar restaurants; snack bar
- (19) Clothing store/affordable clothing/couture/clothing factory
- (16) Big companies: walmart (12); large scale enterprises; large chain of convenience stores with a corporate culture; Sears Hometown Store; superstore
- (15) Grocery stores: Winco (6); Natural Grocers (2); Asian grocery stores and markets (2); Comprehensive supermarket; grocery store with a small footprint (Basics, Green Zebra) and that is still locally owned
- (13) Retail: Small retail; Basic household goods made in Cully/handmade stuff/ community-owned businesses/small shops/place to buy small gifts and cards; locally crafted clothes/homegoods/accessories; variety; stores that do not support gentrification of the area
- (12) Gym/aerial studio/dance/yoga studio; local, affordable
- (10) Hardware/garden store
- (10) Recreation activities for small kids, teens, & families: Miniature golf/arcade/disc golf/go-carts all in one location to entertain kids; safe spaces for kids; recreation parks; safe outdoor gathering spaces for teens to perform and make art together

- (10) Black and indigenous-owned businesses/small locally owned; not racist businesses; locally owned by people who live in the neighborhood
- (9) Second-hand store; Cooperatively-run, reuse, repair thrift stores; Consignment store of used sports clothes and equipment for children and adults, located near Fernhill Park, and/or near Cully Park
- (8) Venues for arts and cultural programming: (6) Collective art gallery of Cully artists; art galleries featuring local art and community engagement; Creative space for community theatre (like Teatro Milagro/Miracle Theatre)
- (8) Bookstore
- (8) Community center (accessible to community; exercise for seniors; teen center)
- (7) Dollar General/Dollar Tree
- (6) Convenience store; 7/11; mini market
- (6) Arts market; where people can sell things from our cultures; artist coop (4)
- (5) Hairdresser/barber/beauty shop/salon
- (5) Shopping mall/large business supercenter
- (5) Mexican food/grocery businesses
- (5) Library; A place where college students can study, use laptops, print, etc
- (5) Art/craft store (locally owned)
- (4) Childcare: Affordable Child care for families; kids clubs
- Affordable small unit homes; affordable home for big families.
- (4) Automobile industry; mechanic
- (4) Bakery
- (4) Pharmacy/drug store; Drug manufacturing company
- (4) Manufacturing
- (4) Farmers/produce market; local and affordable
- (3) Movie theatre
- (2) Entertainment industries
- (2) School
- (2) Swimming pool
- (2) Social services/support resources
- (2) Furniture store
- (2) Electronic store/electrical appliances
- (2) Cooperatives; ethnic co-ops/shared markets; wellness co-op/apothecary
- (2) Mentors for young people
- Other: Bowling alley; a pedestrian safe way for the community to get to the new Cully Park is needed urgently, and planting more trees; Mechanic shop where the men could go fix their cars and change the oil; Banks; Butchers; Shared communal space/kitchen for food businesses; Toy store; Jeweler/watch repair; Clinic; Enterprises that provide employment; more locations for jobs in markets that are flourishing currently (i.e. food delivery, safety/cleaning, cannabis dispensary, etc.); Cohousing; Commercial combination; Community spaces for young people (arcades; skate parks); Outdoor markets; clusters of places to walk to/through; Department store; Dog wash; Pet hospital; Expansion of Farmer Ted's store; Educational supplies; Safe indoor space for children to interact; Staffing agency; Remote Office; Alt-Ed; Hypermarket; Postal and UPS services; Recovery resource established; Dry cleaner/laundromat; Tool library



## VI. Social Services and other Service Needs

Both focus group participants and survey respondents emphasized a need for **activities and recreation/exercise** (see “Community Spaces” section for more details on this need), **mental health and counseling services**, and **affordable childcare**. Focus group participants discussed:

- (4) **Mental health support programming**, with an emphasis on youth support and engagement, including drug abuse programming. Community counselors should have different cultural competencies to meet the needs of the community.
- (3) **Affordable child care infrastructure**, including an affordable day care center and support for immigrants who have difficulties enrolling their kids in school and childcare. Participants of one focus group asked, “How do we keep families here and help support them?” and offered up an example of a community in North Portland who brought in elders to help raise their grandchildren.
- (2) Social services and other support for low-income families
- (2) Better and more affordable internet providers
- After school programs
- A health clinic for folks without insurance

What kinds of services would your family use regularly if they were available in Cully? (check all that apply)		
Activities and recreation/exercise for adults	177	64%
Activities and recreation/exercise for youth	144	52%
Health clinic	140	50%
Mental health and counseling	132	47%
Child care/preschool/parent cooperative	117	42%
Activities and recreation/exercise for seniors/older adults	99	36%
Services for people experiencing houselessness	68	24%

## VII. Public Investments and Infrastructure

What other public investments would improve your life in Cully?		
Pedestrian and bicycle safety improvements	176	63%
Sidewalks and paved streets	161	58%
Street and traffic lighting	152	55%
Community garden	115	41%

Survey respondents listed a number of other investments and concerns in the text box of this survey question. **Safety/livability** was a major theme:

- “Greater safety in the neighborhood I worry as the single mom that I am for my teenage children they are growing up and lately we have heard lots of gunshots and we are afraid for the safety of our children and youth.”
- “it can be incredibly dark in some Cully areas at night which can be dangerous to some and frightening to many who don't f”
- “The pavement on the streets are horrible and people are at risk of falling. If left like this...the community safety and pride decreases.”
- “Please no more traffic lights! Some areas would be better off with added stop signs but not traffic lights. It would take away from the neighborhood feel vs stop signs that would slow traffic down and remove the fast paced through streets that people fly down - like 72nd Ave north of Prescott. People fly down that road and there are no sidewalks... it feels so unsafe and we are all houses right here! I don't understand why it is a busy through street.”
- “Speed humps where low-income housing is condensed to protect kids”
- “When kids get off the school bus for there to be a specific light for cars to stop.”
- “Appropriate lighting in and out of the apartment or housing”
- “My life would greatly be improved if the Oregon Air National Guard would either move away from the residential area or at least respect the rights of residents not to have F-15 jets f[sic]”

Some survey respondents mentioned specific streets in their responses, with some just listing the streets and others specifying the improvements they'd like to see:

- NE Holman, NE Simpson Court, Prescott, NE Ainsworth
- “The lack of sidewalks on NE Simpson St”
- “The International Grove at the north end of 42nd needs to be protected with curbs and sidewalks so that people don't park their vehicles inside the grove. They are compacting the soil which will adversely affect the health of t”
- “Paving or better maintaining gravel roads, which deteriorate quickly due to lack of water management”

Focus group participants also **emphasized safety, including clean and safe sidewalks** (10), especially for kids walking to school (2). Examples included a safe crossing to cully park from south of Killingsworth; sidewalk improvements on NE 72<sup>nd</sup> Ave; and sidewalk improvements on Killingsworth between 42<sup>nd</sup> and 72<sup>nd</sup>. However, a participant noted that PBOT should be supporting those efforts. Participants also identified a need for **street paving and repair** (4), **more streetlights** (3), and more ADA friendly streets and sidewalks. Other needs include improving the school buildings (2), particularly the heat and AC. One focus group identified a need for more parking spaces.

Survey respondents mentioned other needs in the text box of the question about public investment, some of which are touched on in other sections of this report, but they are listed here to honor the will of the respondents:

- (7) Community/rec/educational center as a place for low-income and BIPOC families to go to for day care, meetings, recreation, and education. One respondent mentioned the need for culturally specific community spaces.
- (3) Outdoor activities, after school programs, and a field where young people can play and practice sports
- (3) Public Library
- (3) Keep the rural feel/natural green areas and wooded walking paths versus paved sidewalks
- (2) More small businesses that provide jobs
- (2) Farmers market and flea market
- (2) Trash clean up, via community clean-up days and/or getting the city to clean it up and curb illegal dumping
- (2) Plant trees, especially along Killingsworth
- (2) Affordable housing; “Stop enabling fake affordable housing. What developers have been calling affordable is laughable if it weren’t gentrifying. The housing needs to match wages and family sizes not out of state retirees”
- (2) Storm water management
- Other: Community events such as night markets, a commissary kitchen space, charging stations, public restrooms, no big traffic, street art, street festivals, a police department

**Rank in order of importance (1 is most important, 3 is least important) [Being able to park a car at/near my home; Providing homes for more families in an apartment building; Preserving or adding space for gardens and other green/open spaces]**

It is not possible to tell who treated this question as a rating scale versus ranked choice, particularly because there were only 3 options (1, 2, 3). Respondents may have used all three numbers (consistent with a ranked choice logic) but were still operating from a rating logic. Because there is no reliable way to assume what logic respondents used to answer this question, we cannot draw reliable conclusions. Therefore, this question was not analyzed.

## VIII. Community Spaces

Focus group participants identified a strong need for both **indoor and outdoor spaces where the community can gather, recreate, and learn**. Ideas include:

- (13) A **multipurpose community center** for people to connect and recreate, with an emphasis on gathering spaces for youth (5), adults (2), and elders. Participants highlighted the following needs that a community center could fill:
  - Programming, skill training, and activities for youth, including indoor spaces during inclement weather; a place for youth to go and develop good habits (5).
  - An adult learning center that offers recreational and educational classes/workshops and support sessions (3).
  - A wellness/fitness center/gym/pool (3)
  - Arts, culture and music (2)
  - Places to host meetings
  - Places to access social services
  - Opportunities to learn from and engage older adults
- (7) Creating **new parks and improving existing parks**. Parks with bigger and more accessible recreational spaces, including basketball courts (4), a swimming pool (3), soccer fields (2), and tennis courts. Affordable activities and classes at the park for neighborhood residents.
- (5) A **work center**. Similar to PCC, but with expanded resources, including workshops.
- (4) More **community garden space**, similar to Cully Community Garden to grow food and save money. Free, but not restricted to people of a certain income level.
- (2) **Public library**
- (2) **Places of worship**, especially for religions other than Christianity.
- More kid friendly areas.
- Alder Commons – a smaller community space with neighborhood specific programming.

## IX. Governance

Based on the description above, would you support a Cully Community-Led Development District?

Yes	228	82%
No	11	4%
I don't know	34	12%

Who should be involved in making decisions about the specific projects that happen in Cully, if a Community-Led Development District is created? (Scale of 1-5, lower values are higher priority)\*

Cully residents who are vulnerable to displacement (BIPOC, renters, mobile home residents, low-income people)	1.92
Non-profit and community-based organizations in Cully that represent people who are vulnerable to displacement	2.12
People with expertise in specific areas like housing and economic development	2.38
Cully business owners	2.48
City government officials	2.94

\*Respondents were asked to “rank in order of importance: 1 is most important, 5 is least important.” However, 224 (81%) respondents potentially treated the question as a rating scale (i.e. used some numbers more than once and some not at all). Fifty four (19%) respondents potentially used ranked choice logic (i.e. only used the numbers 1-6 once). Only 22 of these 54 respondents were included in the same set of people who potentially used ranked choice in the first ranked choice question of the survey. Therefore, we cannot assume that respondents used ranked choice logic consistently throughout the survey. However, because the spread is sufficiently large (1-5), we can safely assume that these 54 respondents were operating from a ranked choice logic for this question. Therefore, these 54 responses were not included in the analysis, and the question was analyzed as a rated choice question.

Survey respondents were asked “If a small group of community representatives makes decisions about the projects that happen in Cully, how should they be chosen?”

- (73) **Vote/elections/democratically:** each family/household should have a vote (3); First a vote should happen amongst interested parties then the members should shift regularly; community outreach and nominations/voting; informed community election; accountability so we don’t recreate a SWNI type force; have the CAN collaborate with other stakeholder nonprofits and hold elections; Liquid democracy online; Mail ballots and information pamphlets to every address in Cully, so everyone has a chance to vote

for the representatives of their choice; community organizations and businesses can do outreach to those most marginalized as well as residents to gather information on possible representatives and then have a vote.

- (43) **People who are rooted in the community:** people who have lived/worked/been involved in Cully for a long time (7); Candidates who have some immersion in the community, working knowledge/familiarity of the current community needs, social and economic status/landscape, or possibly some knowledge of historical community harms; lived experience is very important; activists in the area; people who are participating in social change programs; people who understand the needs of low income people; people who have done things for the community; someone who will advocate for the community; who care about the impact on the culture of Cully and not pushing people out; who are committed to the neighborhood; chosen based on knowledge and motive (not necessarily who has a college degree or not)
- (22) **A representative and diverse group:** marginalized/vulnerable/historically underrepresented/most impacted (9); different age groups (3); small business owners (2), no landlords; mix of homeowners and renters (2); diverse and large [25] group of representatives who do not have a vested interest in development should be chosen to make decisions; leaders from different communities; create the conditions for all kinds of people with expertise and ability to participate; different work industries; laws of organization should specify ethnic/racial mix, living within borders of Cully, etc.; “Locate the most vulnerable people, provide them support and payment for their time and get their advice. Take that advice to advocacy groups and city officials. These three groups of people should create action plans.”; to be sure and have a wide range covering all demographics of race, sex, age, income, length of time living in neighborhood, occupations, etc.
- (20) **Experts/leaders:** people who are knowledgeable; people with leadership and other experience; people who are familiar with the projects; “influential” people; leaders of the community as the middle level between the public and the government; people who understand diversity; knowledge and ability; They study the truth of the crisis and help calm fears among residents; To play a driving role in solving various community problems; various backgrounds and skill sets that pertain to what the goals, mission and vision are for the projects; people with unique skills and life experiences
- (8) **Application/vetting:** and rigorous screening process; Anyone living in the Cully community should be able to apply. No matter race, gender, economic level, sexual orientations. The process should include everyone in the community. Discriminate against no one; interview people; make sure people are well-rounded and capable of considering multiple interests and points of view; a panel if most-impacted folks should make a final review/approval of members; they must write a letter or be interviewed about the problems they see and ideas on how to make it better
- (8) **Nominations/recommendations/appointments:** People referred by reputable existing community members, our city council rep, and organizations; Representatives should be recommended and selected by the group that they represent; nominated by other residents; nomination and vote; Initial appointments made by Living Cully and City govt.; appointed by a committee after a screening process

- (7) **Interested people:** From a selection of people who are interested; anyone who is interested; people who are determined and want to help; people who have the time and energy
- (5) **Representatives from existing neighborhood and community organizations:** (e.g. CAN, NAYA, Verde)
- (4) Survey; survey public opinion
- (3) Prioritize BIPOC: All black and Native people should be specifically informed and asked if they are interested; BIPOC only, at least half women identified
- (3) Compensate people
- (3) All of the Cully community: consider the opinions of all the people who live in the community; autonomous management by community
- (3) Cultivate community leaders
- (3) People who don't know everyone in the community so there is no favoritism; people who are fair and responsible
- (2) Townhall
- (8) Don't know/unsure
- Other: Establish a sound interactive relationship of understanding and communication, mutual trust and harmonious coexistence; A lawyer; A list of selection criteria similar to those followed by community advisory groups should be written, then an open call to cully community members should be done. Then a committee (whomever put this survey together, for example) could interview and vet them; Non-profit; A council; Collaborative, decentralized power structure with shared leadership; Someone who is charismatic; Someone who wants the job not because of how much they will earn; Someone who will take responsibility for team building; Build in performance reviews and alternate reps; Required service for all residents; Certain areas of Cully have high-concentrations of mobile-home dwellers or Latinos and the people in those specific areas should make the choice for their particular neighborhoods; The ones that love this community and want to help and stay here but can't afford people coming in with new regulations and higher taxes making it unaffordable for them to stay

#### **How should everyone else in Cully also be involved in making decisions?**

- (58) **Voting/polling:** voting on large decisions; Cully association voting
- (40) **Meetings, Town Halls, public hearings, community forum, listening sessions, and other events;** online forum where people can anonymously comment; Hosting events to involve the community and speaking on future plans and current issues like gang violence, homelessness, poverty, etc; multilingual town halls; Advisory board meetings that community members are made aware of; community meetings; community-led meetings, similar to city council, Cully Council Meetings; public comment; a place people can come to find out more and emails and events
- (26) **Survey/questionnaire:** surveys like this; surveys and polls; open surveys where the responses are tallied and shared
- (17) **Emailing/texting/electronic/online communication**
- (11) **Postal mail communication:** Send out mailer info to all in the area when decisions are going to be made and provide the date/time of where to be to vote or help make arguments for or against; send out synopsis of items that have been discussed; Mailers to each 97218 household in the explaining the proposal and projects and asking for

comments should be sent before decisions are made. An explanation link with different languages should be made available online; neighborhood newspaper/newsletter sent to homes; Regular mailings to every Cully address to keep neighbors informed about how they can be involved in ongoing decision-making processes.

- (10) **Public announcement/communication/outreach** to inform people; keep the process transparent and folks informed; awareness campaigns
- (6) **Representation**: Each group should have representation so everyone has a voice; Maybe CAN, Living Cully, NAYA, Verde, and all the Cully stakeholder organizations/non-profits could each send 2 members and form a new Cully umbrella organization to allocate TIF funds; Reps should rep their communities and conduct regular open mtgs., or other ways to get input
- (5) **Phone**
- (3) Video conference: Make meetings available to the public by streaming live, live captioning in English and Spanish, and allowing public to vote or comment on certain items.
- (3) Focus Groups
- (2) Discussion
- (2) Interviews
- (2) Door to door visits; for those with less tech
- (3) Don't know
- Other: Participating in developing the plan; Provide opportunities for people to become public figures in the community; Membership; Having knowledge and acting on it to help the community be better; Conference; Coordinate conflicts within the community; Everyone supporting one another; People expressing their needs; Word of mouth; Lots of authentic public participation. Puget Sound Regional Council had an amazing resource on their participation and community engagement strategy; Opportunities for participation and evaluating decisions, maybe require that participation requires a certain amount of involvement or other criteria to ensure both accessibility but balanced participation (e.g. not just a private interest coming in periodically); Telling the truth to the community and not lying; Residents should have direct access to be able to provide input; Whoever is affected should know about this and not only a certain about of people as it is happening now; Why is the city only concerned with certain groups when deciding the future of the neighborhood instead of trying to engage everyone in the decision-making? We need to build community together.



Focus group participants were asked **how a TIF District could be led by the community** with a special emphasis on how to **ensure that decisions would be made by BIPOC communities, renters and mobile home residents, and other vulnerable communities.**<sup>1</sup>

Participants identified the **material support** required to make participation possible:

- (12) **Listening and Supporting:** Listening to the community and their needs; giving people the support they need; doing the (small) things that the community requests; not making assumptions about what people need and want.
- (4) **Word of mouth, personal invitations:** People they know being more present; A personal invitation to explain why this is an important meeting to participate in. The invitation needs to give enough information for people to understand the purpose and what is at stake and how it can benefit the community; People who participated in a workshop could be recruited to share the information with their neighbors and invite them to the next meeting.
- (4) **Compensating people** for their time through money, gift cards, and/or raffle tickets.
- (3) Building and engaging community by finding creative and safe ways to **bring people together** (e.g. socially distanced gatherings)
- (8) **Frequent and consistent outreach** (meetings, mass mailings, flyers, email) of ways to participate and a list of volunteer opportunities; do outreach at existing forums where the community gathers (e.g. a tenant's association); Establishing several avenues for communication (social media, text, mail, etc.) of ideas/ information to reach a wider community
- (2) Get kids and youth involved.
- (2) Offer childcare and meals.
- (2) Offer a variety of different ways for people to participate. Finding ways to participate besides Zoom.
- Educational opportunities and communication so that houseless people can better understand what they can do. Communications that fold houseless people into what is happening and things they can get involved with.
- Being clear with people about what the project is and what the time commitment is.
- Support for renters to stay around long term to be involved with this TIF project.

Broader needs around **trust building and collective vision/ownership:**

- (2) Create a shared vision of collective ownership. Identify the core values of the TIF district.
- (2) Building trust with the process, with the City, and with and others at the table. Convince people that this is going to be different from projects in the past that have ignored the desires of the community.

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<sup>1</sup> Discussion questions included: *What would people like you need to be successful in participating in the Cully TIF district project? What ideas do you have about how a TIF district in Cully could be led by the community? What would motivate people to participate? What ideas do folks have about how a TIF district could be run in Cully? How would we ensure that decisions would be made by Indigenous, Black, Black, Low-income communities, renters and mobile home residents in Cully? How do we ensure that the committee is making decisions that best serve vulnerable communities? What would people like you need to make sure that the investments reflect the priorities of Black, Indigenous, People of Color, Low Income, Renters and Mobile Home Residents in Cully?*

Focus group participants generally agree that a **representative committee should govern the district and that this group should listen to and make decisions based on the needs of the community**. Committee members should understand the needs and opinions of the larger community. Specific ideas around governance include:

- (7) **Designate committee spots for specific demographics** (i.e. race/ethnicity, housing type/tenure, low income) to ensure that everyone, especially those who are most affected/vulnerable, is represented. A committee or board could be made up of community leaders that represent these groups. Women and people of color should be in leadership positions. Representatives could be voted in by community members.
- (8) **Committee members should be responsible for outreach to community members to keep everyone informed and involved.** (e.g. via mass texts/emails sent out to community members to keep them informed, allow them to weigh in through opinion polls, and allow them to vote on decisions). Maintain ongoing outreach with the entire community (e.g. surveys with incentives or a raffle) to constantly keep everyone engaged in giving feedback to inform the committee's decisions. The committee should have an established method for understanding the communities priorities on an ongoing basis (e.g. a Google form where everyone can add their feedback on decisions being made over the life of the district).
- (3) **Be transparent and report to the community** and on finances, decisions, and projects. Offer explanations of why certain suggestions were not followed.
- (2) Rotate committee/board membership to give more people an opportunity and bring in new ideas. Terms could last 1-2 years. Make sure to educate newcomers about the organizing history.
- Establish a "Houseless Council" that advocates on behalf of the houseless. This could be currently houseless people but would also benefit from having representatives who are housed and in better spot to show up and be engaged, but have the lived experience of being houseless.
- Compensate leaders on the committee and people doing outreach to the rest of the community.

## X. Challenges/Concerns/Comments

Miscellaneous challenges, concerns, and comments that came up during the focus groups include:

- (3) Bringing a grocery store or other amenities or projects to the community will raise rent and displace vulnerable communities.
- (2) Will it raise property taxes for homeowners? How will homeowners benefit?
- (2) Everyone should have access to TIF no matter their status in these country. People without documents might not believe that this project will benefit them.
- Education and information. Community members are not getting the information about what the city is doing to "improve" the community. People not understanding what was going on and they are selling their homes.
- POC get information from people who "don't look like us". We may or may not trust them. And we get bad info and we move out of the area.
- There are so many different languages being spoken just in our community. And not all of them are being heard.

- Residents at the Arbor are not happy with some of the outcomes of their park becoming “affordable housing” and don’t want a TIF district to result in the same situations being repeated.

## XI. Details of the Data Analysis

Qualitative data from the survey and focus groups were coded to find common themes. Each theme is listed, and the frequency of response associated with that theme is indicated with a number. For example, 60 people identified “Promotion, pay increase, grow my career, learn new skills, get a better job with benefits” as a response to the question “What are your goals for your job or employment in the next 5 years?” Therefore, “(60)” is listed before this theme.

Focus group data was not recorded or transcribed, and all focus groups did not use the same exact set of discussion questions, making each set of focus group notes unique. Similar questions were categorized together for the purpose of analysis.<sup>2</sup> For the ease of reporting, survey questions were edited for brevity. Please see the survey instrument for the full text of the questions.

Quantitative survey data is presented in tables and/or pie charts. The survey data set analyzed (278 responses) is significantly smaller than the full data set collected (497 responses). The following logic was used to determine what data to include in the data set.

- Duplicate responses were excluded.
- Responses that were nearly duplicate (i.e., most of the answers were the same and the responses were submitted within seconds or minutes of one another) were excluded.
- Respondents who did not respond to both the race AND income questions were excluded, but those who responded to at least one of these questions were included.
- Higher income respondents (more than \$49,999) who identified as white homeowners were excluded.
- White people who earn less than or equal to \$49,999 were included. White people who earn more than \$49,999 but are renters were included.
- Higher income white people who are renters, but who do not currently live in Cully were excluded.
- Respondents who identify as white but have family of color living with them were included. They were categorized as their own racial/ethnic group.

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<sup>2</sup> These questions were: *What already exists in Cully that can be replicated or expanded? What doesn’t exist yet that we can bring to the neighborhood? What specific needs do black, indigenous, people of color, low income people, renters and mobile home residents in Cully have? What are the dreams of black, indigenous, people of color, low income people, renters and mobile home residents in Cully?*