

East Portland Action Plan
Economic Development Survey
 June 2011

Issue	Strongly Support 5	Support 4	Neutral 3	Oppose 2	Strongly Oppose 1
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Equity: East Portland’s non-white population increased sharply between 2000 and 2010. Data indicates large economic disparities in income, employment, homeownership and educational attainment. East Portland leaders consider our community’s diversity to be one of its greatest assets.

1. East Portland (EP) economic development should prioritize support to people of color and ethnic businesses.	5	4	3	2	1
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Neighborhood Economic Development (NED): The Portland Development Commission’s NED Action Plan emphasizes community-driven approaches to improve neighborhood business districts and small businesses.

2. What East Portland business districts should be prioritized for NED? (Circle all that apply)	Centennial	Gateway	Lents	Midway/122 nd	Parkrose
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3. Are there other EP districts that would benefit?

Trade Gateway: Manufacturing and distribution sectors support about 80,000 Portland jobs.

4. East Portland’s strategy should focus on training and employing residents for jobs at PDX Airport and the Port of Portland.	5	4	3	2	1
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Business Recruitment: The city’s economic development strategy targets five industry clusters: advanced manufacturing, athletic & outdoor, clean tech & software and research and commercialization.

5. Recruiting big “traded sector” companies should be a focus of EP’s economic development strategy.	5	4	3	2	1
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Advocacy: EPAP has been successful in increasing public investment and political representation for EP.

6. EPAP should direct more of its advocacy toward creating family wage jobs in EP through activities like candidate forums.	5	4	3	2	1
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Urban Renewal: Most PDC resources are directed toward urban renewal areas. In EP, these are Airport Way, Gateway and Lents.

7. Urban renewal is an effective tool that could be effective in other EP neighborhoods.	5	4	3	2	1
8. The city should have more tools to promote economic development outside of Urban Renewal Areas.	5	4	3	2	1

Zoning: Many neighborhoods in EP were up-zoned to multi-family residential without providing commercial zoning for services and employment.

9. Zoning should be changed to promote “20 minute neighborhoods” with a mix of uses	5	4	3	2	1
10. If you favor zone changes, where would you locate more commercial zoning?					

Buildable Lands: The Portland Plan estimates demand citywide for 600 acres of industrial land and 360 acres of institutional (e.g., schools and hospitals).

11. What large parcels of land in EP do you think would be suitable for industrial and/or institutional uses?

Focus Areas: The Portland Plan calls for aligning economic development, housing, engagement, place-based initiatives and workforce development for greater impact.

12. EPAP should focus economic development efforts in concentrated geographic areas for greatest impact and visible improvement.	5	4	3	2	1
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Workforce Training: About one out of every four households in Multnomah County is considered “working poor” – they lack adequate income to cover basic needs.

13. Create programs to increase employment of low-income residents with barriers such as education, language and disabilities.	5	4	3	2	1
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Community Benefits: Community benefits agreements enforce public purpose requirements on businesses that receive public subsidies. For example, the redevelopment of The Nines Hotel included a hiring process aimed at low-income and minority workers who'd completed workforce training.

14. Public subsidies should require community benefits agreements with a preference for EP workers.	5	4	3	2	1
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Asset Based Community Development: This approach utilizes local assets – people, businesses, institutions and physical features – as the building blocks for sustainable community development.

15. EPAP should identify and build economic development upon identified neighborhood assets.	5	4	3	2	1
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Other Ideas: Please share your ideas for East Portland economic development including ways to increase living wage jobs, business development.

Please mail your survey or bring it to:

East Portland Neighborhood Office

1017 NE 117th Ave.

Portland, Oregon 97220