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NEIGHBORHOOD ASSOCIATION  
LOCATED IN NORTH PORTLAND 

## *PIR Survey Results*

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### **Majority of Kenton Residents Find PIR Noise Excessive**

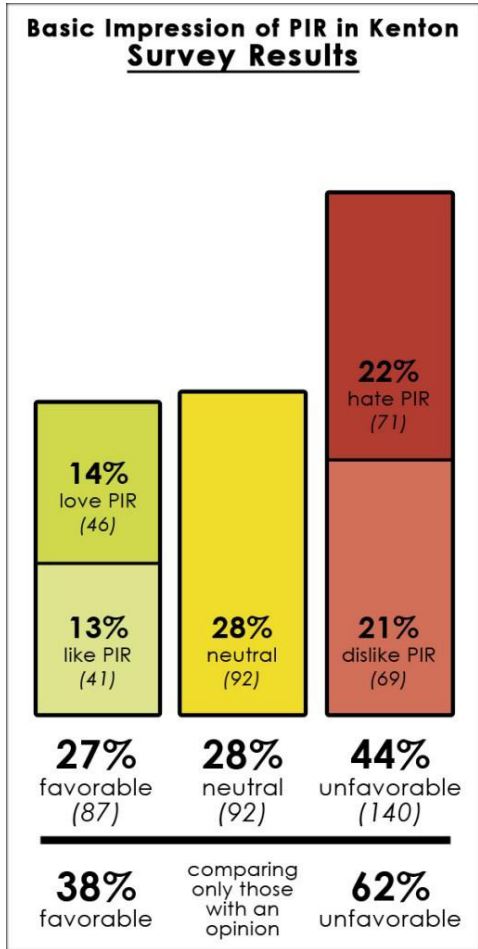
*By Kenton Neighborhood PIR Workshop*

**(Please click on the images below to view larger.)**

The summer 2010 PIR Survey results are in. There were nearly 350 surveys completed; 323 were from Kenton households, representing roughly 10% of the 3,000+ households that lie within the Kenton Neighborhood boundary. This response far exceeds the usual percentage gathered from past surveys, showing that PIR is a hot button livability topic for the neighborhood. This survey was compiled, as the result of a request from the group, Friends of PIR (FoPIR), to the Kenton Neighborhood Association toward beginning a dialogue on how PIR can better integrate with the Kenton community. It may be no surprise that the focus of the survey was on noise levels from PIR. However, it seems many residents actually were surprised to find out that PIR was a Portland Parks and Recreation facility.

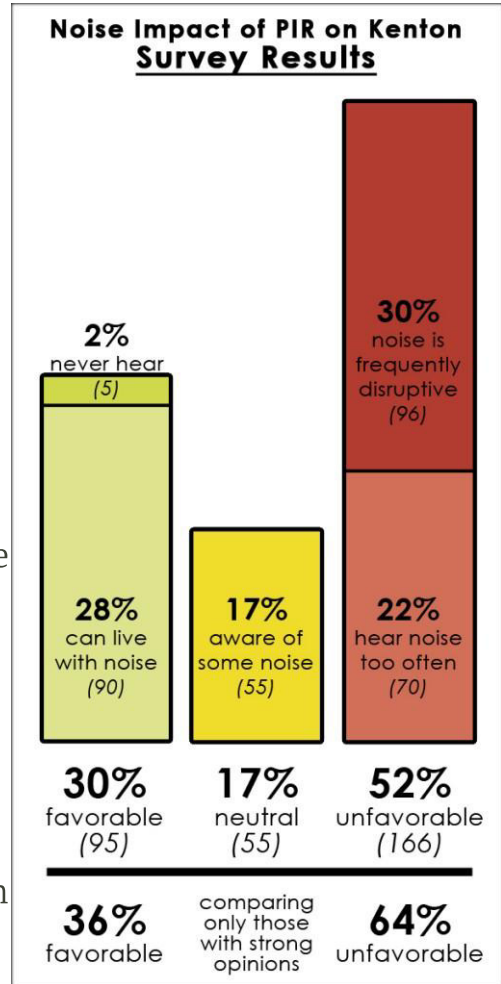
As far as general impressions of PIR, 44% have a negative overall impression of PIR, while 28% had a neutral impression. Only 27% have a generally positive impression. When the issue of noise is specifically addressed, the negative impression elevates higher. In fact 52%, more than half of Kenton residents, indicated they are often disrupted with noise from PIR, an increase of 8% from the negative “overall impression” figure. Not surprisingly, when it comes to noise, even neutral residents become sparse, dropping 11 points to 17%. Those who find PIR in a more favorable light increase 3%, to a total of 30% (of that total, 2% never hear PIR noise). Most Kenton residents seem to feel that the 7–8 month noise emitted from

the track is disruptive and not very well liked, but there are a few strong supporters of PIR noise.



27% of Kenton residents have a favorable impression of PIR, less than have a neutral impression. The majority, 44%, have an unfavorable overall impression of PIR.

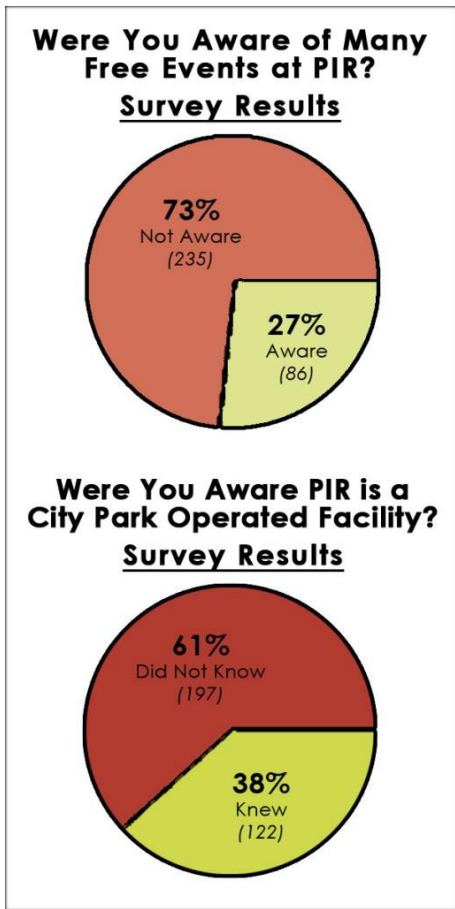
Nearly 3/4 of Kenton Residents were unaware of the “free” events at PIR. 67% of Kenton residents polled never attend organized events at PIR (that percentage would be 78% if Winter Wonderland were not an annual tradition). Only 20 of the Kenton respondents attended PIR events with regularity in the past year.



When PIR noise is specifically addressed, an unfavorable impression of PIR becomes the majority, at 52% of all Kenton respondents.

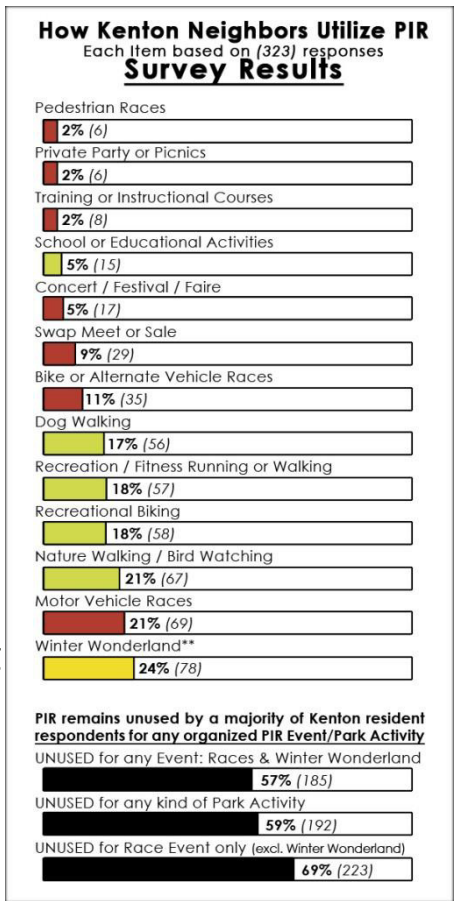
Additionally, 61% of Kenton residents had no knowledge that PIR is a city park facility. This caused concern for many respondents, who learned of this through the survey. PIR is an anomaly within the city’s park department that does not offer or is not used for standard park activities. As such, PIR facilities do not operate from public tax dollars, instead they exist entirely from self-generating income. Due to this, PIR seems to do little to promote the natural resources it has to offer for public use, as nature doesn’t generate revenue.

Contrary to some comments, the purpose of this survey was not to directly close PIR. Aside from noise issues, does PIR utilize opportunities to promote activities for local neighborhoods or Portland at-large? Survey results indicate that events at PIR do not seem to draw localized attendance. As one of the largest facilities within the city’s Parks and Recreation department, PIR is not well utilized by Kenton residents.



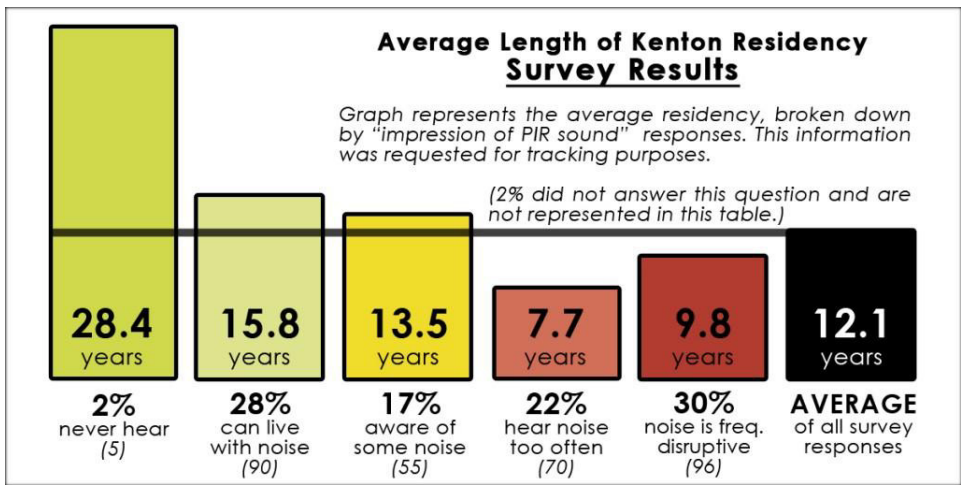
One thing that became clear is that Kenton residents are unaware of PIR's operational details or services.

Nearly 2/3 of residents never attend organized events at the track, nor do they use PIR for its park-like activities in great numbers. When surveyed, Kenton residents that actually do utilize PIR mostly do so for dog walking (17%), recreational running (18%), recreational bicycling (18%), nature/bird watching (21%), motor vehicle racing (21%) and Winter Wonderland (24%), with only one of those activities being an organized sporting event.



The majority of activities in which Kenton utilizes PIR, appear to be more park and nature related, not racing.

with only one of those activities being an organized sporting event.

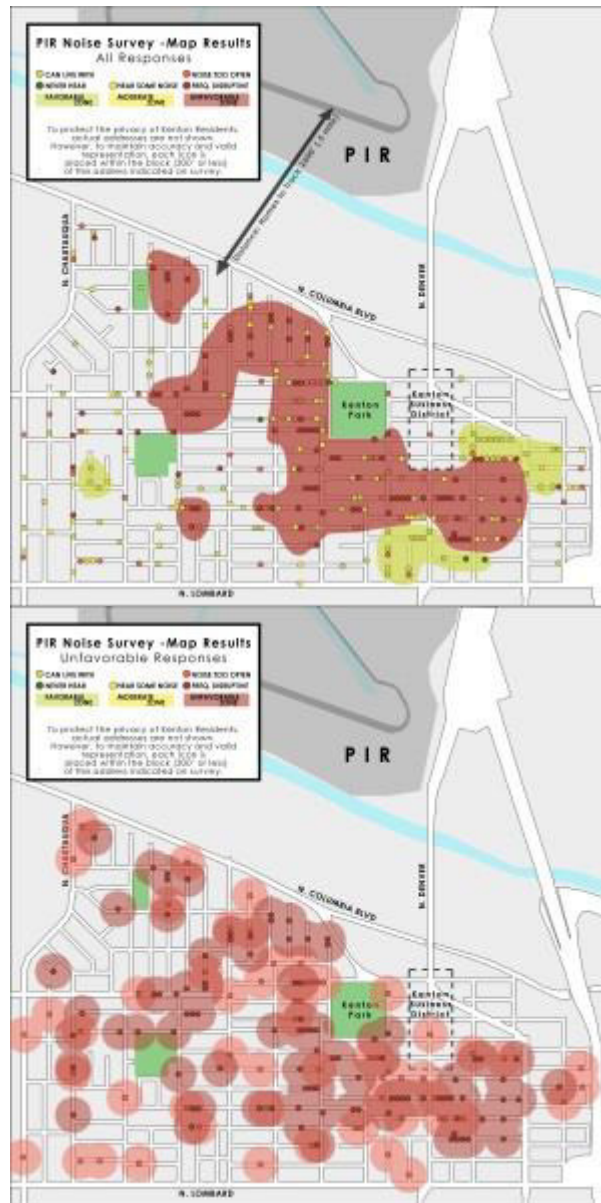


The 2% of respondents who never hear PIR have been Kenton residents for an average of 28.4 years, while the majority of respondents, who are newer residents, find PIR noise unfavorable, likely indicating the trend for the future.

Finally, this survey helped to define the past and the future of Kenton residents. A clear message of this survey was that long-time residents enjoyed the sounds of PIR, while newer residents see PIR as unnecessary noise. Longevity of residents, broken down by noise appreciation are: Never Hear PIR (28.4 yrs), Can Live With

PIR Noise (15.8 yrs), Sometimes Hear PIR (13.5 yrs), Hear PIR Too Often (7.7 yrs), and Frequently Disrupted by PIR (9.8 yrs), with an overall Survey Average (12.1 yrs). It was also indicated by several respondents that their recent home purchases happened during the PIR off-season, and the PIR noise impact was never disclosed, likely increasing the unfavorable perception of newer residents.

The geographical demographics reveal what might be considered obvious. The more unfavorable responses came from residents living in closer proximity of PIR (northerly), while the strongest areas of favorable responses came from further away (primarily, the southeastern region of Kenton). The following maps display a generalized response pattern of the survey results.



Thanks to all who took the time to complete and return this survey. This information is very helpful to share with FoPIR regarding the interests and impressions that the Kenton neighborhood has of PIR and how PIR can improve its relationship with Kenton.

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