

Multnomah Village: Final Report



Image Source: Authors

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Introduction

Multnomah Village is a quaint, walkable, low-rise neighborhood business district located roughly in the middle of Portland's Southwest Quadrant. Over the course of the last three months, our team performed background research and fieldwork on the study area to 1) survey existing businesses, 2) roughly determine the health of the business district, and 3) identify challenges and opportunities to inform the Bureau of Planning and Sustainability and Prosper Portland's outreach and business support strategy, particularly in regards to the ongoing growth of the corridor and the potential construction of light rail along Barbur Boulevard.

Multnomah Village Summary

Our key findings can be summarized in four points:

- Strong community sensibility and business association
- Recurring road and utility work has negatively impacted the district
- Views on light rail lean positive, but are outweighed by more pressing local concerns
- Virtually no knowledge of City business support programs among those we interviewed, and in general, business owners are frustrated with the City

Though the district has a strong business association and community ethos, several years of recurring road construction has had a negative effect, and business turnover has been relatively high. It is unclear how many business owners are aware of the planned MAX extension, and in general, those we spoke with responded positively to the idea, whether they had heard of it or not. However, business owners were unsure of how much they would be affected, and were more concerned with the ongoing disruption in the neighborhood. In general, business owners are frustrated and feel disconnected from the City.

We recommend designating a liaison to open a line of communication with the business association in order to build positive relationships and tap into existing communication channels to distribute information about upcoming developments, timelines, and available resources. This channel could also facilitate feedback from business owners to help tailor programs to businesses facing challenges to success.

Equity & Positionality

Equity Lens

We recognize that many communities in Portland, and society more generally, face a tangle of inequities—racism, sexism, transphobia, homophobia, and ableism among them. This list is by no means comprehensive. While each of these forms of discrimination lead to inequalities, it is our understanding that the most dominant of these, in intersectionalities, is race. The history of systemic and institutional racism in Portland and the United States exemplifies this. Given this reality, we understand that efforts towards racially equitable outcomes are absolutely necessary.

The SW Corridor Equitable Development Strategy is intended to foster a livable, affordable, and economically thriving community that offers safe and reliable transportation options for every resident¹. In addition, the plan looks to promote equitable economic development in the area. To support these objectives, we are performing an assessment of the business conditions in the corridor in order to inform BPS and Prosper Portland's future business support strategies, with a focus on opportunities and challenges for minority-owned and culturally specific businesses. The intended result is to provide valuable information to inform potential programs and other support for businesses within ethnically specific communities or communities of color. Our desired outcome is to assay the business community, hear from business owners within these communities on opportunities and challenges, and inform them on how to stay engaged with the Equitable Development Strategy. This research may impact community engagement, children and youth, education, jobs, economic development, and workforce equity.

As our goal is inclusive outreach utilizing an equity lens, every step herein will include an explicit equity focus. As such, to the best of our ability in the time allotted, each section contains the equity process woven throughout--from disaggregation of data utilizing the understanding of intersectionality to consideration of our own positionality through frequent reflexivity. In the City of Seattle's Inclusive Outreach and Public Engagement Guide, "inclusive public engagement is about building strong and sustainable relationships and partnerships."² Our engagement strategy will seek to empower communities of color by developing and maintaining personal relationships and a positive presence within the community. Engagement techniques include participation in community events, interviews with minority-owned businesses, and other gatherings that provide opportunities for community members to express ideas or opinions in a format of their choice. We will utilize this equity lens to seek improvement in every step of the process.

Positionality Statement

Because we are a group of researchers with differing identities, it is challenging to define our positionality collectively. However, we acknowledge that our identities and perspectives as individuals and as a group inform how we approach and understand our research, interact with and perceive individuals through our work, view and interpret data, and are viewed by individuals, groups, and communities. As positionality balances notions of power, privilege (or lack thereof), and intersectionality, we understand that positionality affects all aspects of our research.³ As such, some context is necessary.

Collectively, we are all graduate students, fluent English speakers, and relatively young. Among us, we have diverse individual identities that include straight, queer, pansexual, Mexican-American, white, first generation college student, nonbinary, cis, atheist, and others. Some of these positionalities are more apparent than others. All of them, however, affect both how we perceive others and how others perceive us. By asking ourselves how our epistemological perspectives inform our interactions,

¹ Metro & TriMet. (2019). *SW Corridor Equitable Development Strategy: February 7, 2019 Update*. <https://trimet.org/swcorridor/pdf/meetings/cac/SWEDS-February-7.pdf>

² Seattle Office for Civil Rights. (2009). *Inclusive Outreach and Public Engagement Guide*. https://www.seattle.gov/Documents/Departments/ParksAndRecreation/Business/RFPs/Attachment5%20_InclusiveOutreachandPublicEngagement.pdf

³ Cooper, Y. (2017). *Intersectionality*. https://www.ncda.org/aws/NCDA/pt/sd/news_article/139052/_PARENT/CC_layout_details/false

perspectives, and processes throughout this project, we have committed as individual researchers and as a team to utilize reflexivity toward more effective research⁴.

Limitations of Research

Given the scope of this project, some limitations must be noted. While this list is not exhaustive, it includes the most prominent of limitations to our research:

Time constraints: While this project will continue beyond this report, the amount of time we had to complete this research constrained our ability to collect data from a larger pool of interviewees or check repeatedly for missing businesses from our walking survey.

Sample size: We completed six interviews. While this data is certainly useful, it is not large enough to be representative of the views of businesses within our study area, as a whole.

Methods and researcher experience: Given our status as students, we are learning the process of qualitative research. We are not experts in the process or the field. Even with access to literature on both, we're still learning what to look for and how to approach every step most effectively.

Positionality: We understand that each of our individual positionalities as well as our positionality as a group (i.e., as graduate students) affected every step of our research, including (or especially) the data collected via interviews. Through regular reflexivity and communication, we have strived to question our viewpoints and positions both individually and collectively in order to avoid biases in research methods or interpretation.

Existing Conditions

Summary

The Multnomah Village neighborhood is a unique island of walkability within the auto-centric environments of the SW Corridor. The area has a shared history with the rest of the corridor, as well as one that is unique to the neighborhood. Native tribes have lived in the area of present day Multnomah Village for thousands of years. Settlers of European descent started arriving in the region in the early 19th century. By the mid 19th century, most Native Americans had been forced onto reservations. Multnomah Village, as we know it today, developed as a result of the introduction of rail in the corridor in the early 20th century.

Today, Multnomah Village has a predominately white population, but with growing communities of color. The median household income is slightly higher than the overall Portland average, with inequities existing among households of color. There are over 200 businesses total in the district, many of which are locally or regionally owned. The Multnomah Village Business Association has a strong presence in

⁴ Dowling, M. (2008). Reflexivity [PDF File]. In Lisa Given (Ed.), *The SAGE Encyclopedia of Qualitative Research Methods*. <https://edge.sagepub.com/system/files/Reflexivity%5B1%5D.pdf>

the community and has nearly 100 dues paying members. Multnomah Village also contains many community based and social support organizations. While the neighborhood's commercial core is a friendly environment for pedestrians, many of the streets outside the core are disconnected and lack sidewalks. There is substantial transit connectivity through the business district to Southwest Portland and the City Center, but little connection from Multnomah Village to Barbur and east of I-5.

This section will provide the following in regard to Multnomah Village: some history; development patterns; demographics with a focus on equity; industry and community based organizations; and land use and transportation patterns.

History and Geographic Context

Geography – The Multnomah neighborhood is located in the SW Corridor, north of Barbur Boulevard and south of the Hillsdale neighborhood. The neighborhood is primarily residential, with the exception of the Multnomah Village commercial district, which the neighborhood is centered on.⁵ The business district is located primarily on SW Capitol Highway, at the intersections of Multnomah Boulevard and SW 35th Avenue.

History – Indigenous communities have inhabited the Portland region for thousands of years. In the SW Corridor, the best documented tribes include the Tualatin, Clackamas, and Chinook. Prior to the arrival of European settlers, the tribes in the area hunted for elk and deer, fished for salmon and gathered berries, acorns, camas and wapato. Indigenous communities were victim to disease and genocide at the hands of white settlers who arrived in the late 18th and 19th centuries.

In the 19th century, the area was dotted with dairy farms, largely operated by Swiss immigrants. There were more than a dozen dairy farms in the area. In 1908, the Oregon Electric Railway Company built a train station at the present day intersection of SW 35th and Multnomah Boulevard. This was a turning point for Multnomah Village; the rail service provided a convenient connection to downtown Portland. As a result, the area started to grow quickly.⁶

Development Patterns – The development patterns of Multnomah Village were shaped by the area's hilly terrain, the time period, and the transportation technology (rail, streetcar, and/or automobile) associated with the development. Patterns seen include topographically influenced curvilinear diagonals, disconnected suburban curvilinear, and curvilinear modified rectangular with cul-de-sacs.⁷ Some of the area was platted during the streetcar era of the early 1900s, with the 200 foot block structure that was typical at that time. From the 1930s to 1950s, many small residential subdivisions were created when small farms were sold. From 1946 to 1965, significant growth and housing development occurred, in part due to the prevalence of the automobile. Beginning in 1950, Multnomah Village was annexed into the City of Portland. Because of the varying development periods, the block structures and street patterns around Multnomah Village are a mix of rectilinear and curvilinear block

⁵ Institute of Portland Metropolitan Studies & Neighborhood Pulse. (2017). *The Story of Multnomah Village*. <https://neighborhoodpulse.imspx.org/the-story-of-multnomah-village/>

⁶ Hamilton, N. (2007). *Images of America: Portland's Multnomah Village*. Arcadia Publishing.

⁷ City of Portland Bureau of Planning and Sustainability. (2011). *Urban Form: Portland Plan Background Report*. <https://www.portlandonline.com/portlandplan/index.cfm?c=51427>

types. The area also includes a number of unimproved streets without sidewalks, as well as dead end streets.⁸

The most recent zoning changes in the SW Corridor occurred in 2000, as a result of the SW Community Plan. In the plan, significant land use changes were proposed, particularly along major transit corridors. The proposed zoning changes were scaled back significantly due to strong community opposition. The resulting changes were limited to only a few locations within the corridor, including parcels closer to Barbur Boulevard.⁹

Transportation – The transportation history of the SW Corridor can be summed up as history of continued expansion, improved connections, and eventual spillover annexation. Transportation technology has spurred the growth of the corridor. The changes from the streetcar era to the automobile era had profound impacts on the area’s development.¹⁰

For most of the 19th century, rivers were the ideal mode of transportation in the region. Many of the corridor’s current roads—including Multnomah Village’s Capitol Highway—were built by purveyors of ferry services in order to support the transit of agricultural products. Later, the addition of rail service to the region in 1908 included interurban service between Portland and Eugene; this shifted the orientation of area development.

The arrival of cars brought lasting changes to the area’s development and land use patterns. In 1913, Oregon took the first steps towards an integrated highway system.¹¹ Even prior to Multnomah Village’s annexation, the city of Portland planned and built many roads that linked the central city to outlying suburbs. Barbur Boulevard, one of the region’s first major highway projects, was built between 1931 and 1934. Running south from downtown on the route of the abandoned Southern Pacific rail line, it allowed Portland’s downtown to stretch south.¹² Barbur Boulevard was eventually connected to other stretches of former rail lines and roads, including Multnomah Boulevard and Capitol Highway.¹³

Demographics

According to the Population Research Center (PRC)¹⁴, the Multnomah neighborhood had a general population of 7,409 people in the 2010 census, with an 11.2% increase in total population, comparatively, the city of Portland had a 2010 population with 583,776 and increase of 10.3% between

⁸ City of Portland Bureau of Planning and Sustainability. (2011)

⁹ City of Portland Bureau of Planning and Sustainability. (2018). *SW Corridor Equity and Housing Needs Assessment*. <http://www.portlandoregon.gov/bps/equitablehousing>

¹⁰ Metro. (2012). *Historic Overview: SW Corridor Existing Conditions Technical Report*.

<https://www.oregonmetro.gov/public-projects/southwest-corridor-plan/project-library>

¹¹ Watson, R. (1950). *Casual and factual Glimpses at the Beginning and Development of Oregon's Roads and Highways*. Salem, Oregon: State of Oregon State Highway Commission.

¹² Abbot, C. (1983). *Portland: Planning, politics, and Growth in a Twentieth-Century City*. Lincoln, Neb.: University of Nebraska Press.

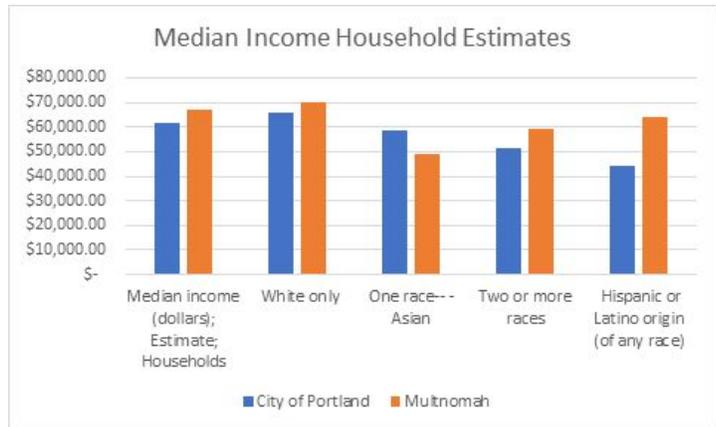
¹³ Metro. (2012)

¹⁴Portlandoregon.gov. (2011). 2000 and 2010 Census Profile MULTNOMAH. [online] Available at: <https://www.portlandoregon.gov/civic/article/375993>

2000 and 2010. Additionally, Multnomah increased its population density from 4,742 people per square mile to 5,135, a 9% increase, leaving MV 8.5% denser than the Portland average.

Age – Here, the population is young, with a median age of 35. Additionally, youth under 19 are approximately 20% of the population, this is comparable to the SW Corridor generally.¹⁵ For more data on age and sex, refer to Charts 2 & 3 in Appendix A.

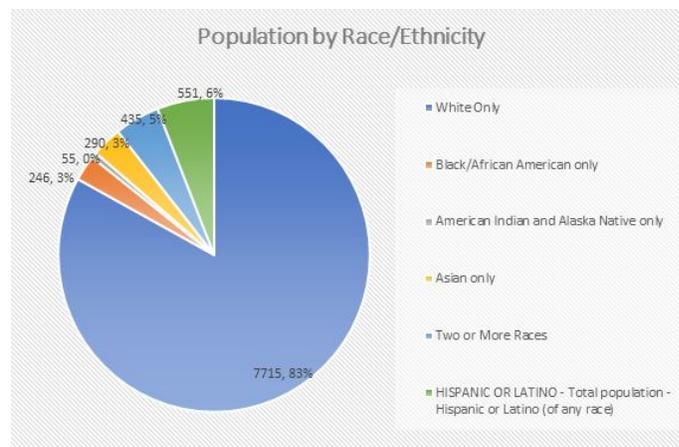
Income and employment – For population over age 16, 8.7% were unemployed. The median household income estimate¹⁶ is higher overall than the Portland median, in categories for which data is available, except for Asian only households. Data is not available for African American/Black households, Native Hawaiian/Pacific Islander and Some Other Race because the number of households was too low for an estimate. The median income for Asian only households in Portland is \$58,586 whereas the median income in the Multnomah population is nearly 17% lower, around \$48,790. In the SW Corridor, Asian households are higher than both Multnomah and Portland at \$77,309. Hispanic/Latino households have a higher median income in Multnomah than in the general SW Corridor with \$ 63,898 and \$39,680 respectively. Charts 4 & 5 in Appendix A further illustrate this.



Created by author, Source: U.S. Census Bureau, 2017

Renters – Total housing units changed from 2000 to 2010 by 12% to 3,813, 3607 of which were occupied. More than 49 % of the neighborhood housing units were renter occupied with a total renter population being 3,297, accounting for approximately 46% of the total population of the area. Comparatively, 46.3 of Portland’s housing units were renter occupied.

Race/ethnicity – Here, the population is 83% white. The next largest population is Hispanic/Latino at 6%, two or more races at 5% and then Black/African American, Asian Only both at 3%. This compares to the Portland region by having a 6% higher white population. Consequently, the populations in the Black or African American, Asian are lower than the Portland median.



Graph by author, Source: U.S. Census Bureau, 2017

¹⁵ Portlandoregon.gov. (2018). APPENDIX 1: SW Corridor EQUITY AND HOUSING NEEDS ASSESSMENT – MARCH 2018. Available at: <https://www.portlandoregon.gov/bps/article/682779>

¹⁶ U.S. Census Bureau (2017). Selected Economic Characteristics, 2007-2011 ACS 5-year estimates. https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_17_5YR_DP03&prodType=table

Language – In this area, an estimated 13% of households use English and another language, or another language with limited English proficiency at home. Of the 13% that use another language at home, another 12% of these households have limited English proficiency. Of these homes, the highest majority are categorized as “Asian and Pacific Island languages” as indicated in the race/ethnicity section, this correlates to a wide variety of ethnic backgrounds within the Asian and Pacific Islands group. This information can be useful in terms of providing resources, and can be investigated more thoroughly through the coordination of community groups in the neighborhood who may be more directly aware of the languages that would best serve more of the population.

Considerations of Inequities

Black/African American and Native American people are the most economically disadvantaged groups in the area. Unemployment rates for Black-only and Native American residents are 19.1% and 25.6% respectively, far higher than for any other group. Additionally, Black residents are four times more likely to be in poverty than White residents. As Portland’s history is replete with incidences of systemic and institutional racism. Racist deed restrictions and real estate sales practices effectively segregated communities of color into certain neighborhoods, which then were targeted by redlining, preventing wealth creation through home ownership. Gentrification and Urban Renewal have continually subverted community stability and wealth creation for communities of color.¹⁷ In considering the potential for displacement within the corridor and its effects on businesses, the well-being of communities of color and minority-owned and culturally specific businesses should be prioritized. Also, while Portland has developed risk factors for displacement vulnerability, though it appears there is a data gap to assess actual displacement¹⁸. In an area with a low %age of communities of color, there may be difficulty tracking displacement if incoming residents reflect existing demographics.

Industry

Overview – While Multnomah Village is not directly along the proposed route for the light rail, its proximity is likely to affect the district. The area is rich in amenities and new transit could accelerate development; this could drive densification and increase real estate and rental costs. However, this is likely to occur regardless of the outcome of the proposed MAX extension. As noted in the draft Environmental Impact Statement, “[t]he light rail alternative scenarios may quicken the pace of redevelopment and affect details of individual developments but growth in population and jobs is anticipated even in the No Build scenario through the year 2035.”¹⁹

Multnomah Village Business Association – Unlike much of the corridor, Multnomah Village has its own eponymous business district claiming close to 100 dues-paying members, the majority of which appear to be locally and regionally owned.²⁰ Business Association members run the gamut, from financial advisors to community arts organizations, from restaurants to realtors. The business district website promotes the area for its pedestrian friendliness, nostalgic charm, and easy access to the city center.

¹⁷ Jena Hughes et al. (2019) *Historical Context of Racist Planning*. Bureau of Planning and Sustainability

¹⁸ *2012 Vulnerability Analysis*. Portland Bureau of Planning and Sustainability. Found at <https://www.portlandoregon.gov/bps/66107>.

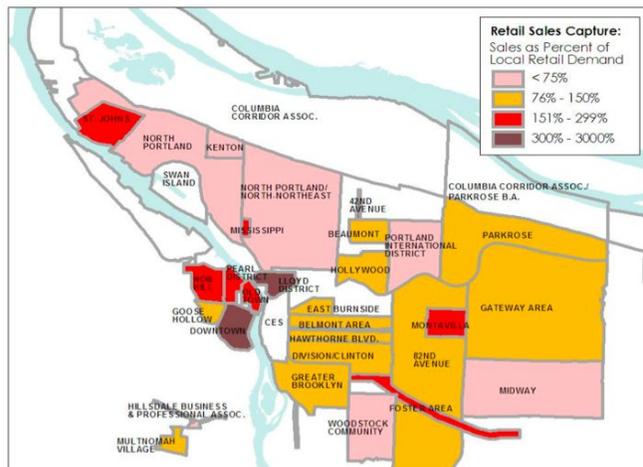
¹⁹ FTA, Metro, and Trimet. (2018) SW Corridor Light Rail Project: Draft Environmental Impact Statement. https://www.oregonmetro.gov/sites/default/files/2018/06/06/SWCorridorDEIS_All-Chapters.pdf

²⁰ <https://www.multnomahvillage.org/copy-of-business-listings-1>

Additionally, the district hosts events and a variety of business promotion opportunities for members.

Business Inventory – Prosper Portland has identified more than 200 businesses in the Multnomah Village study area, most listed as having fewer than 10 employees; this indicates a very high proportion of small businesses in the district. The majority of businesses are concentrated between SW Multnomah Boulevard and SW Capitol Highway, east of SW 37th Ave. Preliminary research indicates that Prosper Portland’s data is the best currently available, underscoring the importance of this research. Available data point to the presence of a strong food service and retail cluster in Multnomah Village.²¹ Additionally, data from 2008 in Portland’s *Economic Opportunities Analysis* note that Multnomah Village has moderately high retail sales capture, indicating that the district is a shopping destination- a characteristic that could be intensified by MAX access.²²

Figure 23. Non-Industrial Business District Capture Rates & Sales Volumes (2008)



Source: E.D. Hovee & Company²³

The area’s business profile is not limited to food service, however. The neighborhood measures well against Portland’s 20-minute neighborhood plan; most needs are served by businesses in the district, including salons, traditional and alternative medical clinics, clothing and toy shops, banks, veterinarians, insurance agents, lawyers, auto shops and more. Notable, however, is the distance to the nearest grocery store; Safeway, on SW Barbur Blvd, is about a mile away from the center of the business district.²⁴

Expected Disruption – Due to Multnomah Village’s distance from the favored light rail alignment, no businesses are expected to be displaced by rail construction. However, there may be negative impacts resulting from construction. Such disruptions, as indicated in the draft Environmental Impact Statement, include “reducing access and visibility of businesses and increasing congestion

²¹ Census Business Builder. Local Business Profile, 97219. Report retrieved by author from: <https://census.gov/data/data-tools/cbb.html>

²² E. D. Hovee & Company, LLC for City of Portland Bureau of Planning and Sustainability. (2012). *City of Portland Economic Opportunities Analysis: Section 1. Trends, Opportunities & Market Forces*. <https://www.portlandoregon.gov/bps/article/543099>

²³ E. D. Hovee & Company, LLC for City of Portland Bureau of Planning and Sustainability. (2012)

²⁴ Portland Plan, (2012) More at: <http://www.portlandonline.com/portlandplan/index.cfm?a=288098&c=52256>

and travel times by rerouting traffic.”²⁵ Given the lengthy time of construction—expected to be more than four years according to the project timeline—managing disruptions could be a significant challenge to some area businesses. As such, this may be an area of acute inquiry for Prosper Portland and BPS in the identification of approaches to provide business support to the area.²⁶

Community Based Organizations

The following organizations are based in or near Multnomah Village. Some provide services to the greater Portland area, not just the Multnomah Village neighborhood. The neighborhood has great assets to support a variety of residents’ needs. These organizations also encourage and foster strong relationships amongst residents of the neighborhood. Multnomah Village is home to a diverse group of nonprofits. There is an opportunity to establish a network amongst these organizations that can support residents of the entire SW Corridor. This network could offer social and financial services. There is also an opportunity for this potential network to work for the greater Portland Metro region as well.

Southwest Neighborhoods, Inc.(SWNI) – The mission of SWNI as stated is to “empower citizen action to improve and maintain the livability of Southwest neighborhoods.” SWNI was established in 1978 to encourage public participation in civic affairs.²⁷

Store to Door – The mission of Store to Door as stated on their website “supports independent living for Portland area seniors and people with disabilities by providing an affordable, personal, volunteer-based grocery shopping and delivery service.” Store to Door was founded in 1989 when a group of seniors living in low- income housing were unable to shop on their own. In 2018 their delivery serviced 682 clients with the support of 1588 volunteers. Their goal is to reach 1000 clients by 2020.²⁸

Neighborhood House – The mission of Neighborhood House is to bring neighbors together to reduce hunger and homelessness and to educate both young and old. Their team has served over 8000 low income children, families, and seniors across the Portland area. Services areas of focus are 1) Early Childhood; 2) Family Housing Services; 3) Food Security; 4) Youth Services; and 5) Senior Services. They service a diverse group of ethnicities and cultures, including recent immigrants.²⁹

Financial Beginnings – Financial Beginnings was founded in Portland, OR in 2005. The mission of Financial Beginnings is to address the lack of basic financial education available to young people. The program now serves adults in addition to young people. The organization now has offices in Seattle.³⁰

Meals on Wheels People – Meals on Wheels People was founded in 1969. The mission of Meals on Wheels people to serve meals and enrich the lives of the individuals they are serving. They average 4000 volunteer hours a week, and the preparation of 25,000 meals a week. In addition to delivering meals to senior citizens, Meals on Wheels People also operate dining centers that allow seniors to

²⁵ Federal Transit Administration, Metro, and Trimet. (2018) SW Corridor Light Rail Project: Draft Environmental Impact Statement.

https://www.oregonmetro.gov/sites/default/files/2018/06/06/SWCorridorDEIS_All-Chapters.pdf

²⁶ Project Timeline. From: <https://www.oregonmetro.gov/public-projects/southwest-corridor-plan/light-rail-planning>

²⁷ About Us. (2019). Retrieved from Southwest Neighborhoods, Inc.: <https://www.swni.org/about>

²⁸ Store to Door. (2019). Retrieved from Store to Door: <https://storetodooroforegon.org/about-us/>

²⁹ About Us. (2019). Retrieved from Neighborhood House: <https://nhpdx.org/>

³⁰ Financial Beginnings. (2019). Retrieved from Financial Beginnings: <https://www.financialbeginnings.org/>

come and engage with other seniors.³¹

Print Arts Northwest – Prints Arts Northwest was founded in 1980 as an educational nonprofit promoting and educating on contemporary fine art printmaking. All programs, exhibitions, and memberships are open to all members of the public regardless of race, sex, creed, national origin, disability, or age.³²

Multnomah Arts Center Association (MACA) – MACA is an all-volunteer nonprofit organization that “supports the vibrancy and health of Multnomah Arts Center through fundraising and advocacy. MACA’s mission is to advocate for equity and access to arts education”. The Multnomah Arts Center is a program of Portland Parks & Recreation.³³

Oregon Coalition Against Domestic & Sexual Violence – The Oregon Coalition Against Domestic & Sexual Violence “believes in the right of all persons to live their lives without fear, abuse, oppression and violence”. Their mission is to promote equity and social change in order to end violence for all communities.³⁴

Boys & Girls Aid – The mission of Boys & Girls Aid is to match foster children and at risk youth with families looking to adopt.³⁵

Portland Refugee Support Group – The Portland Refugee Support Client is a nonprofit organization founded in 2016. The organization entirely operated by volunteers. The goal of Portland Refugee Support Client is to empower refugees through education, life skills, training, and social support.³⁶

Young Entrepreneurs Business Week – The YEBW is a nonprofit organization that focuses on educating and mentoring high school students to help them become the next great generation of business leaders. Students in the program run their own mock companies and develop original product ideas into business plans—with guidance and coaching from real entrepreneurs, executives and educators.³⁷

Girl Scouts of Oregon and SW Washington – The mission of Girl Scouts of Oregon and SW Washington is as follows “Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.”³⁸

Grrls Meat Camp – Grrls Meat Camp was founded in 2011. Their mission is to inspire, instruct and initiate a sisterhood of farmers, butchers, cooks, and teachers, giving voice to women united by a common interest in food animals and meat. They focus on 5 pillars to achieve their mission. They

³¹ Meals on Wheels People. (2019). Retrieved from Meals on Wheels People: <https://www.mowp.org/>

³² Print Arts Northwest. (2019). Retrieved from Print Arts Northwest: <https://printartsnw.org/>

³³ Multnomah Arts Center. (2019). Retrieved from Multnomah Arts Center: <https://www.multnomahartscenter.org/>

³⁴ Oregon Coalition Against Domestic & Sexual Violence. (2019). Retrieved from Oregon Coalition Against Domestic & Sexual Violence: <https://www.ocadsv.org/>

³⁵ Boys & Girls Aid. (2019). Retrieved from Boys & Girls Aid: <https://www.boysandgirlsaid.org/>

³⁶ Who We Are. (2019). Retrieved from Portland Refugee Support Group: <https://www.pdxrsg.org/>

³⁷ YEBW. (2019). Retrieved from Young Entrepreneurs Business Week: <https://yebw.org/>

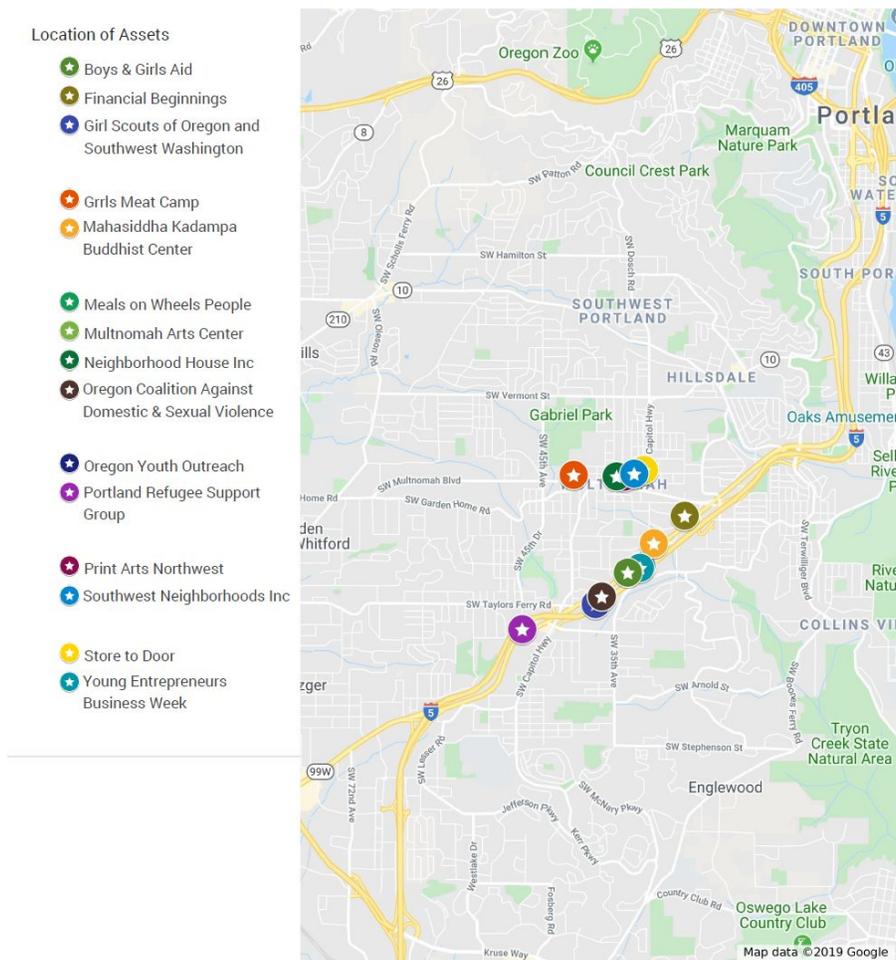
³⁸ Girl Scouts of Oregon and SW Washington (2019). Retrieved from: <http://www.girlscoutsosw.org/>

are; 1) Unite; 2) Support; 3) Empower; 4) Educate; and 5) Create.³⁹

Mahasiddha Kadampa Buddhist Center – The goal of the Mahasiddha Kadampa Buddhist Center is to teach and practice ancient Buddhist meditation techniques. You do not need to be Buddhist to attend meditation classes at the center. They offer weekly classes available to anyone.⁴⁰

Oregon Youth Outreach – Oregon Youth Outreach is dedicated to empowering youth to make positive, lasting changes that help them become happy, healthy, successful adults. They do this by connecting youth to the outdoors and nature in a safe, positive, nurturing, trusting, and supportive manner.⁴¹

Community Asset Map



Source: Google Maps 2019

³⁹ Grrls Meat Camp. (2019). Retrieved from: <https://www.grrlsmeatcamp.com/>

⁴⁰ Home - About Us. (2019). Retrieved from Mahasiddha Kadampa Buddhist Center: <https://meditationinoregon.org/>

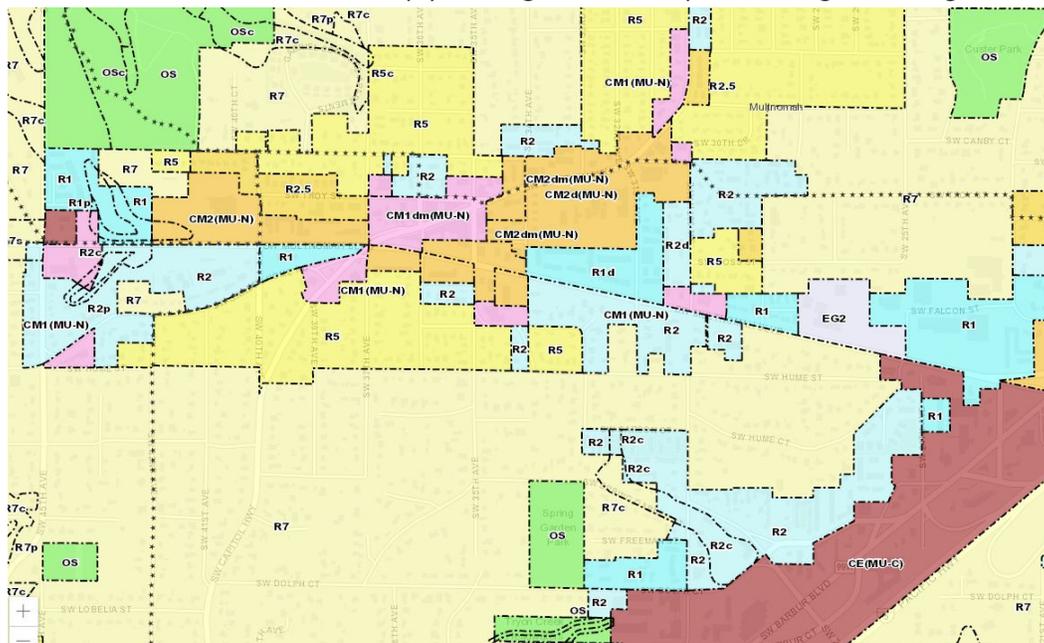
⁴¹ Oregon Youth Outreach. (2019). Retrieved from Oregon Youth Outreach: <https://oregonyouthoutreach.org/>

Land Use and Transportation

Public Transit Nexus – Multnomah Village is well connected to the Barbur Transit Center and the rest of Portland, but less so to the rest of the SW quadrant. There are eleven bus routes that connect the Barbur/Multnomah Village area to the rest of Portland, specifically along the I-5 corridor. One bus route travels along I-5 to connect Portland City Center to several town center park and rides, and eventually to Commerce Circle in North Wilsonville, where it transfers with South Metro Area Regional Transit. SMART connects Tualatin, Wilsonville, Canby, and Salem together with several bus routes and also hosts two of Trimet’s WES stops.

There is a distinct SW/NE angle to the transit connecting Southwest Portland to City Center, and not a single bus route crosses the I-5 corridor along SW Multnomah Blvd. Additionally, there is no intuitive and clear pedestrian crossing for I-5. SW Terwilliger Boulevard has somewhat better services, in that it has marked bike lanes alongside sidewalks. Still, these two passageways are auto-oriented. The area around where Capitol Highway crosses over Multnomah Boulevard is a high-use area of public transit. Three bus routes intersect within the three block area.

Land Use – The core of the Multnomah Village business district is zoned predominantly CM2 and CM1 with mixed-use. Barbur Boulevard along the Multnomah Blvd intersection is zoned CE(MU-C) which is for commercial employment along corridors between centers. Lots within proximity of intersections along Multnomah Boulevard, Capitol Highway, and Barbur Boulevard step down from medium-density residential to density to single dwelling lots. However, along Multnomah Boulevard between these two nodes, the residential density drops off to R7, which allows for one dwelling per 7,000 square feet. The majority of the residential zoning along Capitol Highway north and south of Multnomah is zoned R5, with one dwelling per 5,000 square feet. Nearly all properties east of I-5 and Barbur are R5 or R7 properties, with little commercial; it’s simply an NS grid with complex marriages to bridges crossing I-5.

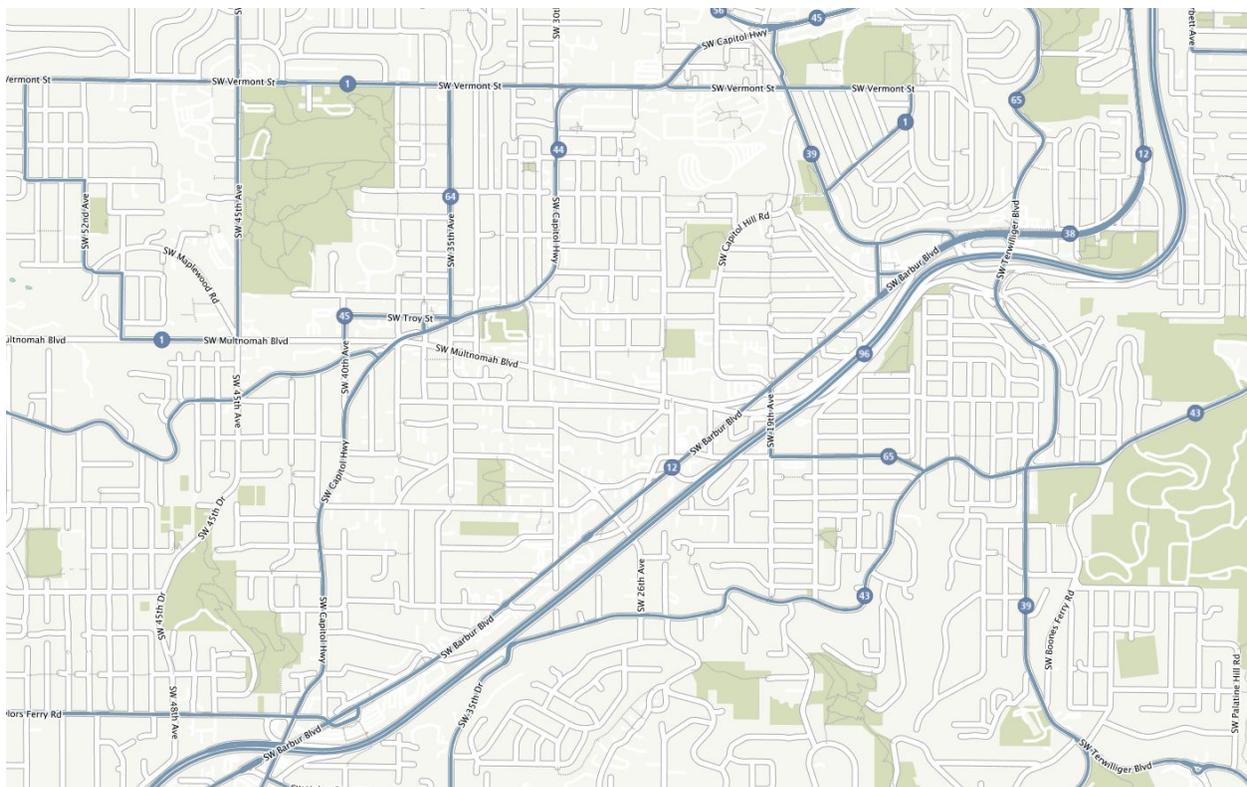


Screenshot from <https://www.portlandmaps.com/bps/zoning/#/map/>, Portland’s zoning map. This shows zoning diversity along Multnomah Blvd and Capitol Highway, along with general commercial

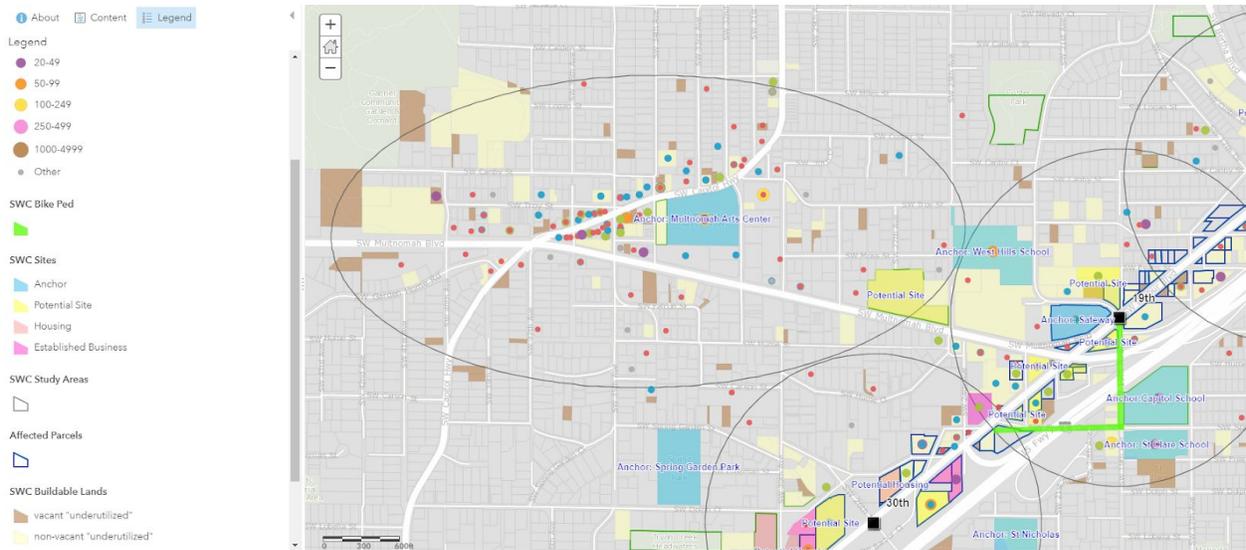
employment along Barbur. It shows how quickly residential density changes only a few blocks away, and how immediate it is especially along Multnomah Blvd between Capitol Highway and Barbur.

Walkability and safety – The section of Capitol Highway in the business district core is a one lane road with bioswales, protected sidewalks, parking spots, and tree coverage. Curb extensions and four-way stop intersections also increase pedestrian safety. However, there are no designated bike lanes on this roadway. Multnomah Boulevard is less pedestrian-friendly. It is a two-way multi-lane boulevard with unprotected and only lightly marked bike lanes in both directions. The sidewalks are inconsistent and end abruptly in some places. The bike lane network is also spotty and incomplete in the neighborhood.

Land Use Efficiency – There are many lots in the vicinity of Multnomah Village that are underutilized or undeveloped. Approximately 15 lots along Capitol Highway fall under the category non-vacant underutilized, and 4 are vacant underutilized, and many more underutilized properties in the vicinity. One large underutilized property is the Post Office off Multnomah Boulevard. There is a large amount of surface parking and open field which could be developed. There is also a housing development just north of Multnomah Boulevard marked as underutilized. This area within the Gabriel Commons Homeowner Association is zoned R7, and is comprised of both single- and multi-family dwellings. The City of Portland also owns a sizeable lot on the corner of SW 25th Ave and Multnomah Boulevard.



Screenshot from ride.trimet.org of bus routes within the Multnomah Village - Barbur - I-5 area. This highlights that while there is substantial transit connectivity through Multnomah Village to SW Portland and City Center, there is little connection within Multnomah Village to Barbur and east of I-5.



Screenshot from Prosper Portland arcGIS map analyzing data from Multnomah Village - Barbur - 15 area. This map gives a sense of land use opportunities where there is underdeveloped land and types of business already along commercial corridors.

Field Observations



Our group visited Multnomah Village twice. The first time was on a Thursday from 12 to 4 pm to do field observations. We noted many of the homegoods and food/drink businesses along Capitol Highway had steady patronage, whereas some specialty storefronts were either not open yet or presently vacant. As we all slowly gathered that Thursday, using Village Coffee as a homebase, we were immediately aware of the impact that intersection and infrastructure construction had on the area. Traffic was congested moving through the Capitol Highway, Troy, and 35th intersection. Honking, powertools, and particulates filled the air as folks exited their parked cars and busses at their respective stops.

Something we noticed was that the village does have a small main street atmosphere, which at first seemed vibrant, but became somewhat somber as we realized the number of shops that were either vacant, recently turned over, or were run by frustrated business owners or managers. Our group of 6 split into 2 groups and took separate sides of Capitol Highway before eventually branching into separate areas. Between SW 36th and SW Custer Street there were only 6 apparent franchise companies along Capitol Highway, 4 of which were regional franchises. 4 of the 6 franchises were housed within a single mixed-use 3-over-1. The 2 businesses in their own spaces were Zoom Care and Starbucks, and the 4 housed in the mixed-use building called Multnomah Village Apartments were Unitus Community Credit Union, Spielman Bagels and Coffee Roasters, Blue Star, and Little Big Burger.

We found that as we got off the main roads and walked along SW 30th through the residential neighborhood to get to the remaining businesses along Multnomah Boulevard that many sidewalks disappeared, some loose gravel roads appeared, and general formal infrastructure vanished. As we came to Multnomah Boulevard the sidewalks emerged, as did an unprotected bike lane and off-and-on street parking. One complex made up of a bar and dispensary shared a parking lot, residential apartments with parking backsets rested along the northern side of Multnomah Boulevard. An old restaurant called Marco's Cafe resides in a building that's existed since 1913 where an old streetcar line used to run before it was paved over. A food cart and homegoods complex shared an asphalt lot with 3 auto-oriented shops; the entire complex hadn't opened for the day yet but a few businesses were preparing for the day to start. By the time everyone was finished with their observations and the groups reconvened via cell phone, the PBOT construction had packed up for the day and the roadways were smoothly pushing cars through at a steady pace, even if traffic had started to pick up. Some cafes closed after the lunch rush, and some specialty goods stores, including Sarah Bellum's Bakery and Workshop, had opened.

Multnomah Village's CBD may be an island of walkability, but it is inaccessible island. Many older buildings that appear to be built and not heavily renovated since the late '60s are constructed on slightly elevated platforms with a single large step in the doorway, evidently to prevent flooding during periods of heavy rainfall. This leaves many of the shops with only one entrance to become inaccessible to



individuals who rely on wheelchairs. Some older storefronts had access to two doorways along the sidewalk and had renovated one to be ADA accessible. Newer buildings of course had standard accessibility and enhanced pedestrian-oriented features like outdoor seating, elevated patios, and several entrances. This stark and wide range of accessibility and age of buildings is very visible in the condition of said buildings, though the two do not directly correlate. Some businesses had fresh paint, had well maintained brick and shingle walls, or highly articulated interiors with less punctuated storefronts, bringing an

awareness to the age of the buildings contrary to the business turnover in the area.

Outside Multnomah Barber Shop is a plaque telling the story of a pair of scissors being imprinted into the concrete sidewalks placed in the early 1900's. The barber shop is a multi-generational family-owned business and offers general barbershop services, along with knife sharpening. One business, Village Beads, was closed with a posted paper thanking the area for 15 great years. Another, Gastro Mania and nextdoor vault, appeared to be doing well and had no sign of changing, however, upon one group's visit to Multnomah Village a few weeks later a new business was in the location and finalizing renovations.

Field Observations and Business Contacts of Multnomah Village [HYPERLINK](#) and URL: https://docs.google.com/spreadsheets/d/1Bue42Kinm4l7zMyLh_s2SE21jaHzCvtRvgGAFmy2XhE/edit?usp=sharing

Field Observation Photo Album [HYPERLINK](#) and URL: <https://drive.google.com/drive/folders/1Gy9O7tpVvfTnpr9fHBFrWSDbPmluOMQC?usp=sharing>

Interviews

Our plan was to interview business owners, focusing on minority business owners, in order to build a qualitative assessment of the business environment for people of color and underserved communities. Given time constraints, however, we were unable to interview more than a small set of businesses. Ascertaining owner identity was a challenge. We were able to interview 3 women owned businesses, 1 of which was an LGBTQIA owned, 2 owned by immigrants and one white male owner. As students asking questions on behalf of clients, we had different perceptions of our positionality based on our interviewees. All business owners were gracious and willing participants, however some unease was felt at the beginning of interviews; perhaps our intentions could have been stated more clearly. As students, some felt, as outsiders to the community, there was an air of authority in some of our interviewees. As well, because we are not small business owners ourselves, knowing how to reframe questions or relate to the answers given was not always instinctual. We asked a number of questions, however, topics discussed at length were questions regarding business relationships, business health, and future plans. A full list of the questions is found in **Appendix C**. Through these questions, key themes were identified:

1. **Perpetual Construction in Multnomah Village**
 - a. Estimated Time of Completion vs reality
 - b. Accessibility – Lack of parking, business visibility
 - c. Impacts of construction – primarily effect on parking
2. **Local Government Views-** general negativity toward city bureaus and councils, regarding willingness to support the village, and general distrust
3. **Small Business Operations-** across the board difficulty in operating because of ongoing construction impacts and general competitiveness of small business environment in Portland
4. **Community Business Environment and Connections-** generally positive, all were part of Multnomah Village Business Association, and indicated a strong, supportive and willful group
5. **Light Rail Support-** mixed, some positive, some ambivalent anticipating no effect, and others expressing discontent with the spending on the city's behalf

INTERVIEWEES:

Business Name	Name	Email/Phone Number	Business type
Peachtree Gifts	Petie Farkas	(503) 643-9730	Retail
Sip D'vine	Jill Crecraft	wine@sipdvine.com	Wine cafe
Root and Branch	Travis	971-288-5939	Chinese medicine clinic
Down to Earth	-	info@downtoearthcafe.com	Cafe
Indigo Traders	-	503-452-0196	Retail
Prosperity Pie	Heather	awesome@sacredmoneystudios.com	Cafe/financial services

Peachtree Summary:

We interviewed Petie Farkas, owner of a gift shop Peachtree on Capital Highway. Petie is a white woman in her thirties and has been operating and owning the business for several years. Jill, from Sip D'vine, who had approached us as we did our business inventory two weeks prior recommended her because she had a long standing woman-owned business in the area.

Petie expressed general concerns about prolonged impacts of construction, and lightly referenced future construction as a concern. She generally was positive and spoke in a positive way about her business health and neighboring business health. However, this contrasts with the several interjections of pointing toward empty storefronts. We stood outside her business on the sidewalk and she was able to point out 10 vacant storefronts, she directly correlated this to the ability of businesses to withstand the impact prolonged and unreliably timed construction had on their operations.

Generally, no concerns about the future impact of the light rail construction and, *"it seems far enough away that I don't think people will walk here so I don't know if it will bring more people"* and *"it's great to have more people living within walking distance but I think you know if you just should have extra sidewalks on like 35th and all those people who live there"* can come. So, regardless of light rail infrastructure, there are concerns about the safety and ease of access to Multnomah Village as is.

Sip D'vine Summary:

Perpetual Construction in Multnomah Village- According to Jill the level of impact on Multnomah Village's businesses varies depending on the type of projects under construction. She doesn't elaborate on specific numbers or if any businesses closed due to the construction, but she seems to gauge the effects of construction based on the amount of parking spots on SW Capitol Highway. Jill states *"there's a problem when open parking spots are available Friday night and on weekends."* The construction creates an environment where patrons *"really have to want to go"* when parking/sidewalk projects limit access.

Estimated Time of Completion for Projects Not Being Met- Jill also has issues with the inability of most construction projects in Multnomah Village to be completed in a timely manner. Jill notes that *"they constantly push dates back"* in a general sense. However, she focuses on several sewer improvement projects and the several months delay. The delayed completion time speaks to the effect on business.

Poor Communication from City to Businesses Owners- According to Jill she "got blown off" on several occasions. Basically, she felt that no one could adequately answer her questions to point her in a direction where they could be answered. This frustration was not limited to in person or phone communications. According to Jill, she sent several emails. *"Two months of no reply to any of my emails...I included everyone I could think of."* In her opinion, the frustration she and other business owners felt would have been averted if more realistic completion goals had been set.

Root & Branch Summary:

Overall, the owner we spoke to would be very excited to see public transit in any form be developed/increased in the SW area. Root and Branch has been an upward bound business as far as health and opportunity. The owner said they've been able to take in more money personally every month over the past year as clientele and revenue has increased. They have had a positive experience so far in Multnomah Village. The area has a strong identity and likes to support local businesses, and with Capital Highway being a very walkable road in the heart of Multnomah Village, they have great visibility.

Business health has been good enough that there are hopes/plans of opening a second location, if time and opportunity present themselves. Root & Branch has a regional clientele that really helps anchor it in a sustainable way since it isn't entirely reliant on a single place or person. Especially with being connected to other businesses and practitioners in the metro region, and having clients as far away as Eugene, there is a lot of room to grow and be objective in their business planning.

As far as transit is concerned, the owner we spoke to was very excited. There is a level of altruistic optimism in public transit, and less a direct concern of how will the Light Rail affect their business in particular, especially given the location in Multnomah Village being a decent distance from a MAX stop.

Down To Earth Cafe Summary:

The café is run by the owner (interviewee) and his wife. They have 4-5 employees, mostly living in SW Portland, but not so much in Multnomah village. He commented that the area was too expensive, indicating that his employees may not be able to afford to live in the immediate neighborhood.

Business Environment and Relationships – The interviewee generally seemed content with the health of his business. He said things were going pretty well, and he was happy with his business relationships. He is a member of the Multnomah Village Business Association and expressed positivity about the business community. He has rented his space for 12 years and has a good relationship with his landlord.

Accessibility and Parking – When asked what challenges he faced as a business owner, he noted a lack of visibility and insufficient parking. That said, he wasn't outwardly distressed by his location issues, he was simply providing an answer to our question. He wasn't certain if or how the SW Corridor Max line would affect his business but that it might bring more potential customers.

When asked what he thought would help his business, he mentioned better parking access. He felt that parking the parking problem was made worse by the ongoing road work and because of more people moving into the neighborhood. He noted that many of his customers drove to the area, and when parking is full for several blocks around, it has a negative effect on business.

Indigo Traders Summary:

The first theme was lack of trust in local government. One of the first statements our interviewee made about the City was that, *"The City doesn't see us,"* referring to small businesses. He added that he pays local taxes but does not see any direct benefits from the taxes. In regards to what the City could do to support businesses, our interviewee replied that, *"They need to understand the businesses in order to support the businesses."* He made clear that as a small business owner, he does not feel seen, heard, or understood by the City. He expressed frustration in regards to what he perceived as the City's support for large corporations. Overall, our interviewee was not impressed by the City and decision-making.

The second theme was the difficulty of running a small business. The business is run by him, his wife, and family, and he communicated frustrations regarding how much and how hard he works. He stated that *"if you're not a lion, you cannot make it."* However, he was positive about business relationships with neighboring business owners and with customers. He is a member of the Multnomah Village Business Association, attends the meetings, and feels the business community is friendly and supportive. In regards to customers, they have many loyal repeat customers and could not survive without them.

He was unaware of the proposed SW Corridor Light Rail project and did not think it was necessary. He expressed disapproval of spending millions of dollars on more light rail when there are so many people sleeping on the streets. He thought more money should go towards building affordable housing. Our interviewee felt that there are plenty of bus routes in the area. The last theme of our interview was the

negative impacts of the ongoing Multnomah Village road construction. This concern appeared to be connected to his overall frustrations with the City. Our interviewee commented that no one stopped by his business during the construction to observe the impacts of the construction and that tax dollars are not put to good use.

Prosperity Pie and Sacred Money Studios Summary:

We were recommended to reach out to Sacred Money Studios and Prosperity Pie Shoppe by two other interviewees: Jill from Sip D’Vine and Petie from Peachtree Gifts. The business is owned by three women: Luna, Amy, and Jen. Luna and Amy are a couple, and they identify as LGBTQ2IA+ and the business is rented from a local property owner. The main takeaways from the interview were Heather’s, the manager, general candidness about business health, the LGBTQ2IA+ identities of two of the business owners, the effects of lengthy road construction and sewer repair along SW Capitol Highway, parking being a major priority and concern, and some suggestions as to what kind of support the city might be able to offer in order to help businesses survive and thrive during and after light rail construction.

Business operations and health- Sacred Money Studios & Prosperity Pie Shoppe has been in business for 3.5 years. It employs 18 people, all part time except for Heather. The business has two parts: financial education services and a rentable classroom for workshops or other events and a pie and coffee shop that serves as a meeting place for entrepreneurs and other community members. All businesses she was aware of had a rough summer and shift into fall. A major sewer repair project paired with repaving had made many businesses lose customers, and some close entirely. She said: *“Businesses who have been here a decade or more are saying this has been the slowest year that they remember, and it’s been really hard. And, you can see there’s an empty place across the street. There’s two empty spots down the road here. And, it’s just been a really rough year for all the businesses in the village.”*

On top of reduction in business, Sacred Money Studios and Prosperity Pie Shoppe is having a difficult time finding a pastry chef. *“The person who makes our fruit pies or pie crust is retiring. And so we need someone to make our pies for us. And, we have had a hard time finding somebody who has that skill set.”* This is in part due to the size of the kitchen. Also, the business is seeking someone who is experienced with social media, though they don’t have the resources to pay that person much.

Business Relationships- Some collaboration occurring between the business and others in the area. The shop will serve as the space, and the book store will provide the books; a local person will be the story reader. On top of this, the shop trades storage space in the building’s basement with a neighboring cupcake shop, Cerebellum’s, in order to use that business’s commercial kitchen. *“They use part of our basement to store their ingredients and allow us to use their kitchen during the times that they are not baking.”* Heather explained that the reasoning for the recent interest in partnerships in the area was a result of the effects of construction on business health: *“It is helpful to work with other businesses because we’re all in the same situation where, you know, it’s rough right now.”*

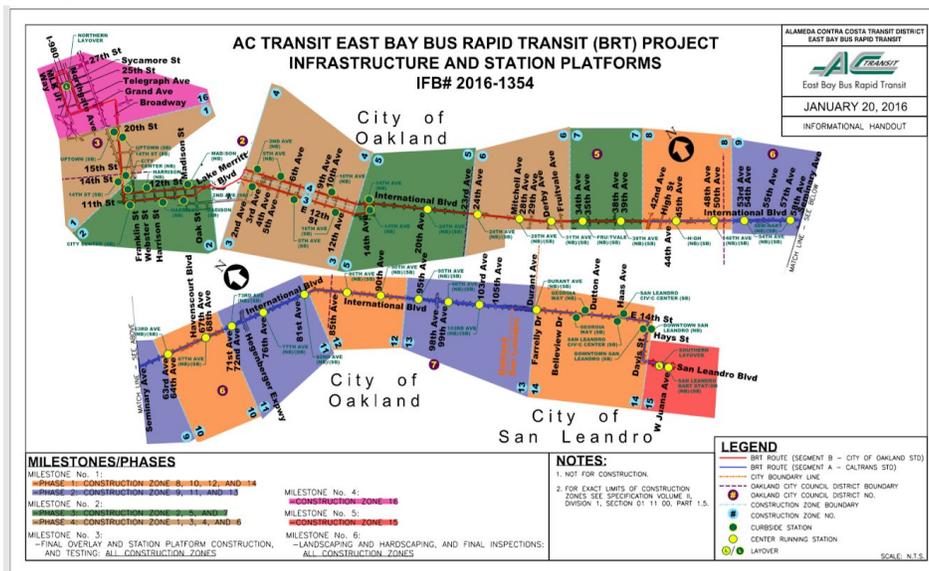
Construction and its effects- The concern about how lengthy road closures along SW Capitol Highway due to aforementioned sewer and road projects has significantly affected sales. Most prominent of these effects is the reduction in nearby customer parking during road closures; this is especially the case because most customers come by car.

Case Studies/Interesting Practices

East Bay Bus Rapid Transportation Business Impact Mitigation Allowance (TIMA) and Business Impact Mitigation Plan (BIM-P)

Overview

In 2011, the City of Oakland adopted the International Boulevard Bus Rapid Transit (BRT) Plan. It outlined a 9.5-mile high-capacity public transit option. As part of the implementation process, PolicyLink was hired to conduct best practices research and provide recommendations for business impact mitigation policy. The study included case studies highlighting best practices implemented for similar BRT projects in Seattle and the Twin Cities. As a result, a business impact mitigation policy was presented to the Metropolitan Transportation Commission, City of Oakland, as well as HUD, Sustainable Communities Initiative. The study funded by a \$20,000 grant from Metropolitan Transportation Commission (MTC).



Bus Rapid Transit Construction – Temporary Impact Mitigation Allowances

One technique utilized by Oakland, AC Transit, and MTC was a Temporary Impact Mitigation Allowance (TIMA) fund/program. TIMA was oriented to small (economically vulnerable) businesses in the corridor, and funded by AC Transit and the City of Oakland to address temporary construction and long-term infrastructure effects.⁴² Construction and programming started in 2016, as well as technical assistance for the betterment of overall business health.

BRT – Oakland Business Sustainability Program

Oakland, AC Transit, and MTC also created a Business Impact Mitigation (BIM) fund. Each business could be eligible for up to \$500,000 used for on-site improvements such as driveway cutouts, signage

⁴² Alameda-Contra Costa Transit District (2016). *Staff Report- Bus Rapid Transit Project - Construction Impact Mitigation Plan*. Alameda-Contra Costa Transit District.:

http://www.actransit.org/wp-content/uploads/board_memos/16-014%20BRT%20Mitigation.pdf

improvements to adapt to post-construction conditions. Additional funds were designated to assist businesses prior to construction in order to develop customized BIM strategies. Some of these strategies included operational assessments as well as providing programs for training and technical assistance to help businesses access other financial programs.

Strengths and Weaknesses

Some strengths are that implementing organizations communicated early with businesses affected by the BRT corridor project. Additionally, the City provided information about who the contractors were and how to contact them directly, for which business owners expressed approval.

Three weaknesses were identified during the development and implementation of the project.

1. There may be insufficient funds set aside for business impact mitigation,⁴³
2. The \$100,000 cap on allocation to individual businesses appears to be arbitrary, and may be too low to prevent displacement, and
3. The organization implementing the impact mitigation fund lacked educational materials in languages other than english, creating a major barrier for non-english-speaking business owners.

Applicability

Although BRT and Light Rail are not the same in terms of outcomes and length of construction periods, they both significantly impact businesses. A construction mitigation program would be applicable to the SW Corridor. The SW Corridor Economic Development partners, such as Prosper Portland and the Bureau of Planning and Sustainability, are well-positioned now, years before the project is slated to take place, to implement projects which would mitigate the costs of construction. TriMet, the Portland Bureau of Transportation and the Oregon Department of Transportation (ODOT) are still in the engineering and planning phase, but like the BRT expansion in Oakland, it will undoubtedly include repaving, driveway relocations, and blockages, as well as intermittent utility interruption.

Recommendations

PolicyLink identified several best practices for Oakland to follow, pre-implementation, to which we have some of our own:

1. Technical assistance should be provided to help businesses access programs. We recommend pre-construction business assessment and outreach regarding support programs so that when implementation begins, target businesses are easily able to participate.
2. Outreach needs to begin well in advance of construction and information should be easily accessible online in all languages relevant to the corridor. Additionally, Prosper Portland should work with local partners including the small business community, community-based organizations, and community development corporations to facilitate the best possible outreach.
3. Maintain ongoing communication with businesses about construction timelines and delays, and what that will mean for them.
4. City should track enrollment in support programs and follow up to ensure resources are being utilized by target businesses.

⁴³ John Jones III, Post News, "City must mitigate bus rapid transit impacts", <https://postnewsgroup.com/2019/04/26/opinion-city-must-mitigate-bus-rapid-transit-impacts/>

Lawyers' Committee for Civil Rights – Free Business Legal Aid

The Lawyers' Committee for Civil Rights of the San Francisco Bay Area (LCCR) issued the report, *Small Businesses in Crisis in the San Francisco Bay Area: Displacement Trends and Solutions*,⁴⁴ in September 2016. The report analyzes displacement trends in the Bay Area as it relates to small minority-owned businesses, with a focus on San Mateo, CA and identify best practices to mitigate business displacement.

Overview

In recent years, San Mateo has experienced an influx of tech startups setting up in predominantly minority neighborhoods. This has resulted in increased white, higher income households locating to these neighborhoods. LCCR concluded that small and minority-owned businesses in San Mateo are facing a crisis of displacement as income inequality continues to increase. Displacement of minority residents from a neighborhood is directly related to the displacement of minority owned businesses. When neighborhood demographics change from predominantly minority to predominantly white, the combined pressure of rising rents and diminished access to clientele places strain on minority owned businesses, especially small “mom-and-pop” businesses owned, staffed, and frequented by displaced residents. The LCCR highlights the importance of small business legal aid, which it has been providing free of charge, particularly to minority- and women-owned businesses. LCCR highlights the importance of legal assistance in negotiating commercial leases and relocation provisions in case of eviction.

Strengths and Challenges

Providing legal services is a relatively simple way to support small businesses, particularly those at risk of displacement due to stress or changes in their neighborhoods. Support negotiating commercial leases could help put businesses on a more secure footing, or avoid risky leasing scenarios. The challenge is to link services with businesses, which could require significant footwork and outreach in order to be effective at supporting anti-displacement efforts.

Recommendations

We recommend exploring ways to more effectively link advocates with businesses at risk of displacement. Noting Prosper Portland's relationship with Lewis & Clark's Small Business Legal Clinic, that may be a good place to start a discussion about developing an anti-displacement legal services program.

Minneapolis-Saint Paul Green Line Business Support Collaboratives

Overview

The Green Line is a Light Rail Transit line that connects the central business districts of Minneapolis and Saint Paul. The Green Line is an 11 mile rail line that travels through through neighborhoods rich with small, local, minority and immigrant owned businesses. A survey of corridor business owners was conducted in 2013 and found that 20% of owners are African American or black immigrants, and 18% are Asian or Pacific Islander. Roughly a third are foreign born and three-quarters have fewer than 10 employees.⁴⁵ Transit in the Twin Cities had been under consideration since the 1970's, but due to

⁴⁴ Lawyers' Committee for Civil Rights, 2016. *Small Businesses in Crisis in the San Francisco Bay Area: Displacement Trends and Solutions*. From:

https://www.lccr.com/wp-content/uploads/LCCR_San-Mateo-Business-DisplacementFINAL2-28Dec2016.pdf

⁴⁵ Policy Link.(2013) Business Impact Mitigations for Transit Projects.

https://www.policylink.org/sites/default/files/FINAL%20PolicyLink%20Business%20Impact%20Mitigation%20Strategies_0.pdf

political challenges the project did not gain steam until the early 2000's. In 2006, the newly elected St. Paul Mayor Chris Coleman, spoke about the proposed Central Corridor light rail project. He announced that "when completed, it will be a corridor of opportunity—a bustling, colorful consortium of new housing, environmentally friendly transportation, small and large businesses, and rich in diversity."⁴⁶ Construction of the Green Line began in late 2010 and opened in June 2014.

Business Support Collaboratives

University Avenue Business Preparation Collaborative (U7) – The U7 was a collaborative of seven local community development organizations that provided outreach and technical assistance to businesses along the project corridor. Outreach to businesses began a year before construction began. The Collaborative hired 3 small business consultants to provide technical assistance and outreach to businesses. The consultants went door to door to every small business in the area and spoke to owners about how they might prepare for the coming changes. They offered technical assistance in the form of financial, accounting, and marketing support. Accounting services help applying for the Ready for Rail Business Support Fund. Marketing services were to help increase their online presence, particularly by creating or redesigning websites.

Central Corridor Funder's Collaborative – 14 local and national foundations teamed up to form the Central Corridor Funder's Collaborative. The group was founded in 2007 with a goal of creating a "corridor of opportunity" along the Green Line, as Saint Paul Mayor Chris Coleman had proclaimed in his 2006 inaugural address. They committed to investing resources for 10 years to coordinate initiatives aimed at ensuring that the benefits brought by the Green Line were shared equitably. One of their main goals was to build a strong economy and maximizing small business vitality. The group encouraged collaboration, planning and investment "beyond the rail."

Results

The support services have been largely successful in stabilizing businesses through the construction period. Of the 1,114 businesses surveyed along the corridor, only 84 had closed during construction of the Green Line.⁴⁷ As Va-Megn Thoj of the Asian Economic Development Association put it, "there were businesses that were barely hanging on during construction that are still around. Without mitigation dollars, they would have gone away. That was a fine line for many businesses. And now, many of those businesses are doing really well. For us, it was a success."⁴⁸

Strengths and Potential Challenges

A strength of the U7 was that it provided custom, one-on-one assistance. The personalized outreach and technical assistance was a way to build trust with affected business owners. The U7 reached out to business owners and went to them, rather than business owners having to find time to travel to City Hall for help. The U7 program was highly utilized and successful.

The Funder's Collaborative acted as a link between community based groups, local businesses, and regional government. Their collaborative leadership model helped bridge power imbalances and created a new, collaborative power dynamic. Lastly, because many groups involved in the Collaborative had a

⁴⁶ Central Corridor Funders Collaborative. (2016) *About Community, Not a Commute: Investing Beyond the Rail. The Final Report.*

<https://www.spmcf.org/sites/default/files/Resources/CCFC2016-LegacyReport-Final-Web.pdf>

⁴⁷ Policy Link (2013)

⁴⁸ Central Corridor Funders Collaborative. (June 2016.)

longtime presence in the Green Line corridor, they already relationships with and the trust of many business owners. This enabled them to gain access to the community and effectively relay the views of businesses to the government.⁴⁹

It should be noted that strong support for small businesses along the corridor materialized in part because of backlash from the business community. A 2011 federal court decision determined that the project's initial Environmental Impact Review was inadequate because it did not address the negative impacts to businesses due to construction. A lawsuit was also filed by NAACP. Lastly, many local businesses were furious when the Federal Transit Administration and the Metropolitan Council's official predictions stated that construction would have little effect on business activity along the corridor. This created a tense environment among businesses and local government.⁵⁰

A primary challenge of the U7 program is that it was very time intensive. It is estimated that the average business required about 80 hours of one-on-one assistance.⁵¹ Over a three year period, U7 staff provided over 7,600 hours of one-on-one assistance to more than 130 Central Corridor businesses.⁵²

Recommendations

Models like the University Avenue Business Preparation Collaborative (U7) and the Central Corridor Funder's Collaborative could be applicable to Portland's SW Corridor light rail project. Working with community organizations already present in the project area that have trust relationships with business owners can be useful in gaining access. Second, it is important when employing small business community liaisons that those liaisons are empowered to directly address business owners' concerns. Lastly, it is worth noting that the Green Line project partners took a proactive approach to link businesses with support program—U7 staff knocked on doors and effectively reached 95%+ of target businesses to inform them of support services and provide assistance applying.

The Cleveland Model: Leveraging Anchor Institutions to Support Equitable Economic Development

Overview

The Cleveland Model is an equitable economic development model focused on building community wealth by leveraging capital and organizational capacity of local anchor institutions such as hospitals and universities. The Cleveland Model grew out of a partnership between the Cleveland Foundation, the City of Cleveland, and major anchors of University Circle—the Cleveland Clinic, University Hospitals, and Case Western Reserve University. The project launched in 2005 as the Greater University Circle Initiative,⁵³ a long-term effort to reconnect University Circle with the disinvested surrounding neighborhoods. The four strategy areas of the initiative were 1)

⁴⁹ Central Corridor Funders Collaborative. (June 2016)

<https://www.spmcf.org/sites/default/files/Resources/CCFC2016-LegacyReport-Final-Web.pdf>

⁵⁰ Central Corridor Funders Collaborative (June 2016)

⁵¹ Policy Link. (2013)

⁵² Metropolitan Council. (2012) Status Report on the Implementation of Mitigation Measures – CCLRT Construction-Related Business Impacts.

<https://metrocouncil.org/getattachment/f48d9cbd-4642-4991-b64c-5e5139daa794/CC-BMSR-Sep2012-pdf.aspx>

⁵³ Wright, Walter et al. (2016). *Cleveland's Greater University Circle Initiative: An Anchor-Based Strategy for Change*.

<https://community-wealth.org/sites/clone.community-wealth.org/files/downloads/ClevelandGreaterUniversityCircle-web.pdf>

institutional partnership, 2) physical development, 3) economic inclusion, and 4) community engagement.^{54,55}

The Evergreen Cooperative Corporation formed as a product of the initiative in 2008, and it currently has three constituent businesses: a commercial-scale solar energy and LED-light company, a commercial laundry, and a hydroponic urban farm, all of which are employee-owned and are leaders in sustainable business practices.⁵⁶ In 2018, Evergreen launched the Fund for Employee Ownership, which is designed to facilitate the transition of private companies into cooperatives.⁵⁷

Funding came from a variety of sources, including from the Cleveland Foundation, and significant grants from HUD.⁵⁸ While the co-op has only three constituent businesses, all are successful and growing, and Evergreen is gaining international recognition for its work.^{59,60} It is notable, for example, that more than half of Evergreen Co-op's employees have served time in prison.⁶¹ This innovative case study merits consideration as a source of inspiration for the SW Equitable Development Strategy.

Applicability

The University Circle is distinct from the SW Corridor in many ways, but both areas are rich in anchors with large procurement and capital budgets. OHSU, for example, had an operating budget of \$3 billion and \$417 million in capital spending for the 2018 fiscal year.⁶² SW Corridor anchors include PSU, OHSU, PCC Sylvania, and Lewis and Clark College, making the corridor an excellent laboratory for anchor partnerships. SW Corridor anchors may have significant institutional interest in growing a similar model in order to advance existing sustainability and equity goals. Finally, leveraging an “anchor collaborative”⁶³ could unlock enormous opportunity to maximize the regional value of the MAX expansion through coordination around capital projects and ambitious common development and climate objectives.

⁵⁴ Howard, Ted. (2012) “Owning Your Own Job is a Beautiful Thing: Community Wealth Building in Cleveland, Ohio.” From *Open Forum: Voices and Opinions from Leaders in Policy, the Field, and Academia*.

<https://community-wealth.org/sites/clone.community-wealth.org/files/downloads/article-howard12.pdf>

⁵⁵ Justin Glanville et al. (2013) *Cleveland's Greater University Circle Initiative*. Cleveland Foundation.

<http://levin.urban.csuohio.edu/eip/>

⁵⁶ Evergreen Cooperative Corporation. Found on Nov 16th, 2019 at: www.evgoh.com/about-us/

⁵⁷ Evergreen Cooperative Corporation.

⁵⁸ Howard, Ted (2012).

⁵⁹ Trent, Sarah (2018) . “Turning Health Care into Community Wealth in Cleveland.” Next City.

<https://nextcity.org/daily/entry/turning-healthcare-into-community-wealth-in-cleveland>

⁶⁰ Evergreen Cooperative Corporation. (2018)

<http://www.evgoh.com/2018/09/21/new-partnership-with-worlds-largest-food-company-nestle-is-a-milestone-for-green-city-growers>

⁶¹ Heller (2018) . “One of American's Poorest Cities Has a Radical Plan to Remake Itself.” HuffPost,

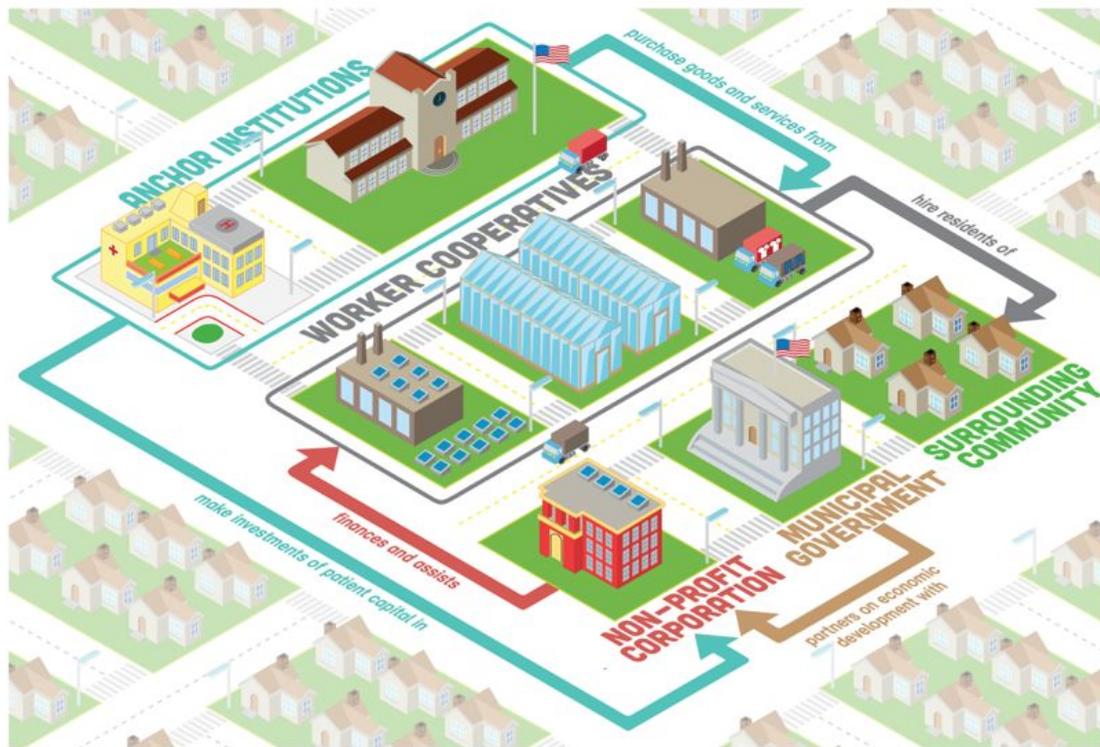
https://www.huffpost.com/entry/cleveland-ohio-poorest-cities-regeneration_n_5bf2e9d5e4b0f32bd58c1374

⁶² Oregon Health & Science University (2019). *OHSU Facts*. <https://www.ohsu.edu/about/ohsu-facts>

⁶³ Porter, Justine et al. (2019) *Anchor Collaboratives: Building Bridges With Place-Based Partnerships and Anchor Institutions*. Democracy Collaborative.

<https://democracycollaborative.org/content/anchor-collaboratives-building-bridges-place-based-partnerships-and-anchor-institutions>

The Cleveland Model



Something important is happening in Cleveland: a new model of large-scale worker- and community-benefiting enterprises is beginning to build serious momentum in one of the cities most dramatically impacted by the nation's decaying economy. Find out more about how low-income neighborhoods, anchor institutions, community foundations, and local governments can work together to build a new economy: community-wealth.org/cleveland

Designed by Benjamin Yi



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Potential Challenges

Part of what made the Cleveland Model work is that it was able to secure broad buy-in from a range of institutions and community members. Getting SW Corridor institutions onboard to begin coordinating on impactful projects may require significant ongoing facilitation by the city, with no guarantee of lasting success.

Additionally, the Cleveland Model is an expansive multi-stakeholder vision that emerged from a very particular context. It is chock full of interesting ideas, but it may not be precisely what is needed in the SW Corridor. For example, the Greater University Circle context is distinct in that area wealth disparity and disinvestment are severe. Median income in the neighborhoods ringing University Circle was \$18,500 in 2012, and it remains to be seen if the initiative will ultimately be successful in supporting development without gentrification and displacement.⁶⁵ While the Evergreen Cooperatives are strong and are likely to survive and thrive as revitalization efforts continue, it is an open question whether the initiative can respond appropriately if growth in the area takes off.

⁶⁴ Yi, Benjamin, (2014). *Infographic: The Cleveland Model*. Democracy Collaborative, from: <https://community-wealth.org/content/infographic-cleveland-model>

⁶⁵ Glanville, Justin et al. (2013)

Finally, coordinating a project like Evergreen will require a significant amount of dedicated organizational capacity. Success will depend upon recruiting and maintaining a core team to stick with the project long-term. Therefore, it may not be successful as an initiative solely driven by the City and SW anchors, but may be better suited as an outgrowth of ongoing capacity-building efforts in minority and low-wealth communities.

Recommendation

It may be beneficial for BPS and Prosper to examine how anchor coordination could maximize return on investment from MAX expansion and support minority-owned employment opportunities and community wealth creation. Anchor collaboration could potentially facilitate other projects, such as community land trusts and community development financial institutions.⁶⁶ Given that community land trusts are of interest to Prosper and BPS as an aspect of the equitable development strategy, anchors may be potential collaborators. Where interests overlap, anchors may be excited to help secure funding and build capacity for CLT and CDFI formation. At the very least, the City could benefit from improved communication and relationships among some of the largest employers along the SW Corridor.

Conclusions & Recommendations

Conclusions

The Multnomah Village Business Alliance has fostered a tight-knit community amongst business owners in Multnomah Village. Many of the business owners we spoke to live in the area and feel a strong sense of pride in the community. Business owners conveyed a feeling of isolation from the rest of the city. The perception is that businesses and residents of Multnomah Village do not benefit from the initiatives and projects that the City has chosen to pursue. Often, they feel that their voice is not heard or simply ignored. Many of the business owners we spoke to feel that they must take it upon themselves to coordinate with each other and ensure that the health of the businesses remain strong. Business owners we spoke to were unaware of Prosper Portland and the potential services they can provide small businesses. In addition, there is a general frustration with the City, especially related to construction in the village. Delayed completion times, decreasing access to storefronts, and increased congestion have left business owners concerned about the health of their businesses. Business owners pointed out that the last year has been especially difficult. In regards to the prospect of light rail alignment being adjacent to Multnomah Village, business owners we spoke to did not have a strong opinion either way. Many of them did not see how the current proposed light rail alignment would affect the health of their business. However, many of the owners did acknowledge that it could potentially be a positive for their businesses, but were concerned about how access to Multnomah Village would be achieved after the implementation of the light rail. A common theme amongst the interviewees was that if light rail alignment was implemented in the adjacent neighborhood, that proper bus connections be provided so individuals could easily access Multnomah Village.

Recommendations

- We recommend that the City designate a liaison to open a line of communication with the Multnomah Village Business Association as a way to keep the neighborhood informed about

⁶⁶ Howard, Ted (2012)

development activities and support programs. As a start, this liaison could take opportunities like the monthly business association meeting to give presentations on forthcoming developments, timelines, and available resources. If projects in the area are operated by other agencies or contractors, this liaison would work with these entities to relay information and support to business owners.

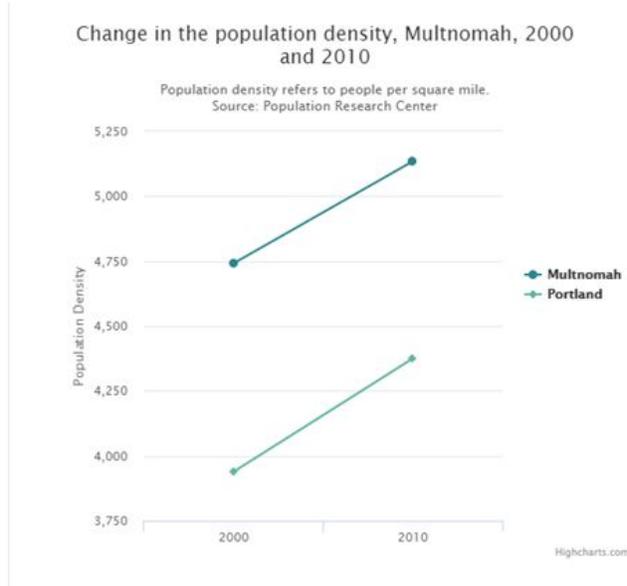
- We recommend that the City start a conversation with the Lewis & Clark Small Business Legal Clinic to brainstorm ways of linking free or low-cost business legal services to businesses all along the corridor, with a particular focus on strategies to support stable commercial leasing as the corridor grows, and rent pressures rise.
- We recommend implementing a construction mitigation assistance program along the corridor, and considering the approach taken by the U7 collaborative in Minneapolis to connect businesses to support services.
- We recommend that the City engage with nonprofits and community organizations in Multnomah Village, such as Neighborhood House and the Portland Refugee Support Group, to better understand displacement pressures in Multnomah Village and the SW neighborhoods, as well as to potentially build community capacity to link residents with resources.
- We recommend building relationships with anchor institutions such as OHSU, PSU, Lewis & Clark, and PCC Sylvania to maximize investment in the SW Corridor using the Cleveland Model as inspiration.

From the interviews we conducted to the case studies we examined, an abiding theme has emerged: what people most need to benefit from the City is a connection to the City. Prosper already provides a long list of services, and has connections with dozens if not hundreds of support organizations in the region. The missing piece, at least in Multnomah Village, was a connection.

Appendices

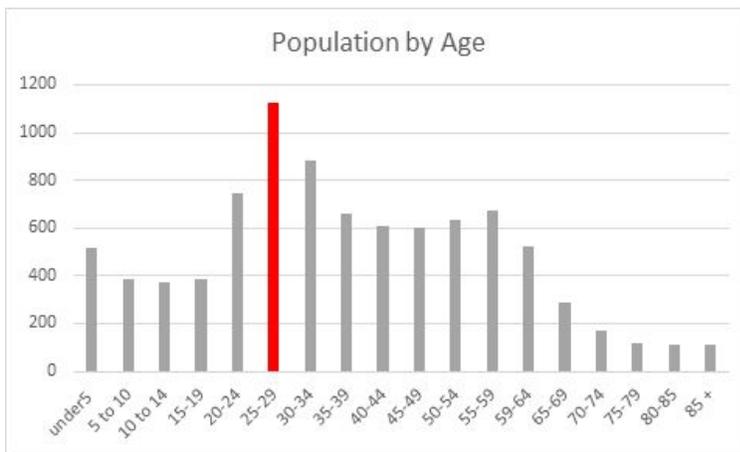
Appendix A. Supplemental Data

Chart 1



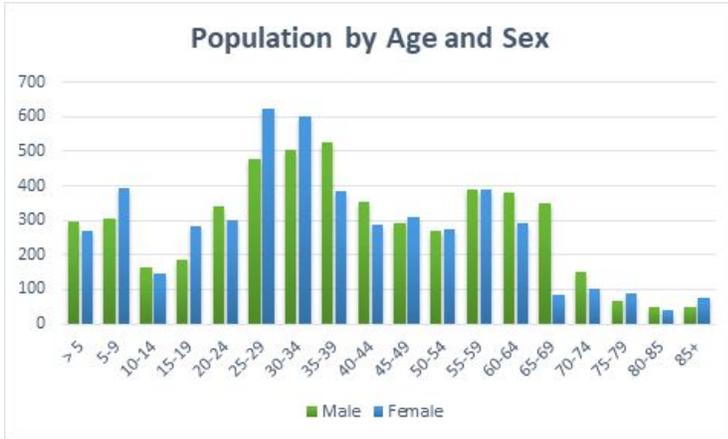
Author and Source, Population Resource Center, 2011

Chart 2

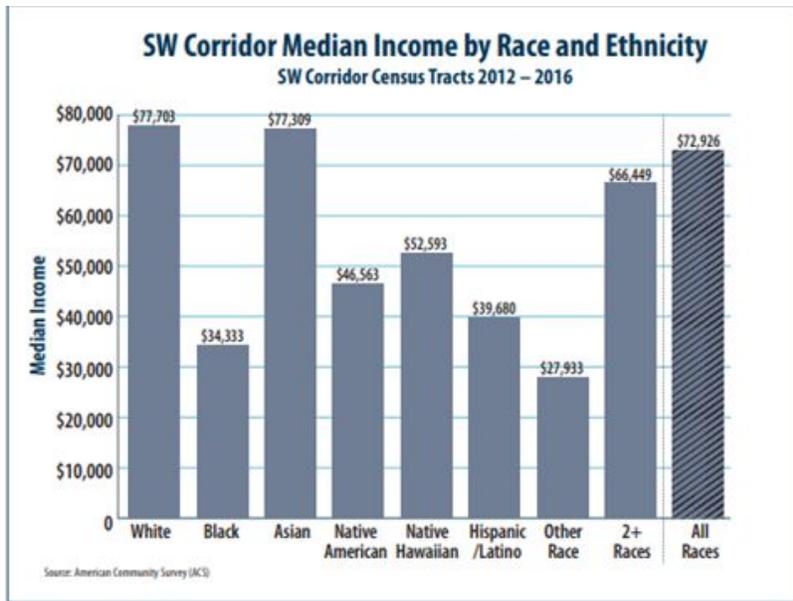


Created by author, Source: U.S. Census Bureau, 2017

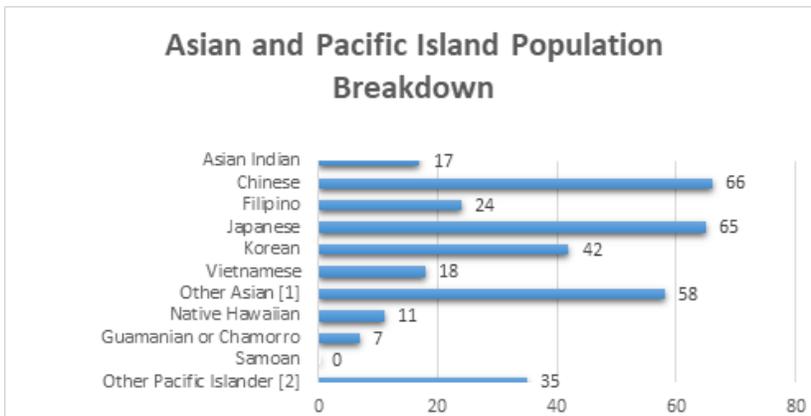
Chart 3



Created by author, Source: U.S. Census Bureau, 2017
Chart 4



Created by the City of Portland, 2018 (Portlandoregon.gov, 2018).
Chart 5



Created by author, source U.S. Census Bureau, 2017

Appendix B. Supplemental Photographs

Construction Site - SW 32nd & SW Capitol



Peggy Sundays, 7880 SW Capitol Hwy



Lack of Sidewalk - SW Capitol & Vermont



No Crosswalk - SW Capitol & Vermont



Appendix C. Interviews

Interview Questions

1. Your name
2. Name of business (you likely already know this- just confirm)
3. What does the business sell/offer/do? (you likely already know this- just confirm)
4. Would you call this a locally-owned business? Or a franchise?
5. How long has your business been in this location?
6. How many employees are there?
 - a. Full-time and part-time
 - b. Types of jobs
 - c. Wages (Ballpark- don't pry; be sensitive) Do your employees earn about minimum wage, a little less, or a little more?
 - d. Where do employees live?
 - e. Cultural identities, languages
7. Tell us about your customers/clients
 - a. Where they come from (neighborhood; outside of Portland?)
 - b. Who- e.g. cultural identities, languages
 - c. How they get here
8. Assess your overall business health (+/-), explain.
9. What are your business's transportation considerations?
 - a. Freight and delivery
 - b. Customer- car, parking, walking, transit, bicycle, other
10. Do you own the property?
 - a. Yes- how long? Reflect on your loan costs and vulnerability implications.
 - b. No- Tell us about property owner, lease
 - i. Who is property owner? (big company v individual, local or not,etc)
 - ii. Length of lease
 - iii. Cost of mortgage/lease (generally, perhaps do they think it is cheap? expensive?)
 - iv. Relationship with landlord
 - v. Vulnerability/status

Relationships

1. What relationships with other businesses in the area do you have?
2. Are there any existing business associations, whether formal or informal? Are you a member of the Multnomah Village Business Association?
3. Are you aware of any culturally specific businesses in area?
4. Are you interested in having positive relationships with other businesses in the area?
 - a. Do you have an interest in a geographically specific, or culturally specific business association along this corridor? Explain.
5. What would help you have positive relationships with other businesses? Do you think Prosper Portland or similar agencies would play a helpful role in that?

Future Plans

1. Do you see yourself doing business here in 5 years, 10 years?
2. What challenges do you experience?

- a. Any difficulty finding qualified employees?
 - b. What skills are needed that are hard to find?
3. What would help you stay and grow here? (generally)
4. How do you see the potential of light rail in the future affecting your business?
 - a. Is displacement a concern?
5. What resources might help you improve your business/expand/stay on the corridor/survive and thrive in a new light rail era?

About the Business Owner

1. Age range (e.g. 30-39 years)
2. Live in the neighborhood?
3. Racial/ethnic and other aspects of cultural identity?
4. Languages, preferred language
5. Email address and phone number for follow-up

Finally- Do you prefer for this interview to be confidential?

Peachtree Interview Transcript

Interviewers: Ariel Kane, Shawn Canny, Andrew Reyna

AR: so just some real general questions, your name?

PF: Petie Farkas

AR: How long has your business been in this location?

PF: 7 years

AR: Number of employees?

PF: It ranges but I would say around 7-8

AR: Mix of FT and PT?

PF: 2 are almost full time, most are part time

AR: Can you give a little background about your clients, do you know are they from the neighborhood? Outside the neighborhood?

PF: I would say, generally they are in the neighborhood repeat customers who live close who see the value of shopping locally. And they bring other people, their friends or family who come from out of town, so we do get a greater reach in that sense. But, primarily, our main customers live in the south area.

AR: so would you say as far as cultural identity, would you say they are mostly white or do you see any cultural diversity?

PF: not a ton, about as much as you would see in SW Portland, the age range is we need have customers that are five-years-old we have customers that are we really have a huge span of age group i would say

AR: And how would you assess the business health of your business

PF: I would say good, I mean considering we've dealt with construction pretty much all summer and if you look around i mean 1-2-3- 4 5 6 I mean almost 10 vacancies i still feel like its a vibrant community. All the parking spots are filled, we're looking forward to a busy holiday season so we haven't seen our sales affected, hoping that stays (laughter)

AR: so as far as some of your transportation considerations, do you get freight delivered here?

PF: at this point, freight and delivery as in terms of our products? Not really, we receive 3-5 boxes on a fairly regular basis and in the holidays up to 20 but our UPS and Fedex guys, find a place to deliver and we have an upstairs office and that can help, but yeah, for the most part it's pretty, we do what we can in these little side streets

AR: im going to just move onto relationships now, do you have any like close relationships with other businesses in multnomah village?

PF: yeah so um i would say i would have a relationship with the toy store. They've been here a long time & they've just been very welcoming in the community when we opened and they are very much like they understand that when we do well we all do well and all trying to work together and bring people to the neighborhood so I really appreciate them being a real like anchor store and I know I know a lot of the other owners, im a part of the business Association and we have monthly meetings so I try to stay connected that way but I think we all kind of think we try to help each other if we can and try not to step on any toes

AR: are you aware of any culturally specific businesses in the area? POC owned business, women owned businesses, newer businesses that may be sensitive to construction challenges?

PF: I think all businesses are sensitive to construction because i think all businesses develop different ways to drive you know they, if they've gone this way and then there's a detour, and they send them like, were creatures, so well start to do that detour and before long we;ll just do that and so I think any store that's less than a year old probably has a much higher risk and I kind of I mean we're always trying to gain new customers but we do have some loyal customers who I think will come, regardless. The store on the corner is brand new so we're excited to have them but you know also that something to think about that they're coming in at a time when there's construction everywhere and in all honesty though when we opened it was six months later where they were tearing up this entire Street for i think it was like three or four months or so we've been through I don't think I've ever been here in a time where there wasn't construction so the sacred money studios, I know they are all women owned, village kids is all women owned, were all women owned, so there's quite a few, I would say, peggy sundays

AR: do you see yourself doing business here in 5-10 years?

PF: like still owning a store?

AR: yea, still owning one here, specifically this one

PF: that's the idea, i hope so

AR: what would help you stay and grow here?

PF: Parking. Yeah I think that I'm with you know it's it's great to have more people living within walking distance but I think you know if you just should have extra sidewalks on like 35th and all those people who live there but I mean again you can see if there's 10 open vacancies and you know that means I don't even know if they want to run in and grab a card and a circle 3 times they're going to go to Fred Meyer I think if we long-term create parking it will help, if you build light rail, i mean, how will people get here

AR: That sort of leads me to my next question, how do you think the light rail will impact multnomah village?

PF: I don't know it seems far enough away that I don't think people will walk here so I don't know if it will bring more people to Southwest I don't know how much again one of the things that is tricky about Southwest is that we are in the spot where very little press is do you know when you see are any types of shops or restaurants are always on the East side, they're bigger, longer and so they get more press. it s I said you want this there is any other ones we do have some like yeah Bridgeport Village they get off the light rail you don't have a car how would they get here and that's part of it yeah yeah I could see it in that sense exists at this point there are so many people who are driving, walking to the light rail from neighborhood. I'm driving like I said I think the problem is that's nice but I think unless you can walk here I think it's you don't have the sidewalk with it maybe it's to start process already

AR: So some questions, you don't have to answer if you don't want to. Do you live in the area?

PF: yeah, I live in a 7-minute drive so I would say that I do, my kids go to the schools here

AR: What is an email we can contact you for follow up?

PF: (email)

AR: I think that's all that we have, unless you guys have

AK: yeah, actually if you don't mind, not to ask a leading question, but with the new Itr they hope to create new business districts and idk if this is something you've thought about at all, do you think there would be any competition with Multnomah Village, for the customer base here

PF: I don't know if that's you know that's an interesting thing to think about I don't think I don't think I would be worried about that I don't think it would likely not have the

same charm and feel and but yeah I mean I would think they would probably be related but it's hard for me to picture like a little gift shop off of a light rail but you know I don't know I think I would be nice to mean it would be nice to have more restaurants yeah I don't ever have enough of I'm never going to have enough but there's not enough places to eat around here so I think everyone would welcome that

AK: I guess the last question, it's the same I asked Jill earlier, are there any other business you think we should talk to, like we said earlier, any that might be adversely affected or minority owned business, I know there aren't a lot in this area and we got a list of women owned businesses

PF: so why is that minority owned business would be most affected?

AK: There are concerns that they receive less support generally to the resources from the org that we are contracted with generally and so have less need access to resources than other folks historically do.

PF: I don't I mean I would say it might be interesting to talk to you JP General just because they are brand new and there is something to say about having to start your business at a time when like you're trying to gain your customer base and it would be right at the time you know like construction thing that happened I took it as a blessing that it happened a year we opened because I didn't have any it is like we were growing small anyway so but it would be really hard if that exact thing happened right now so I don't know if that is the thing with them like you do you like well we're new anyways so you don't know it's hurt you don't you don't know if you're down in sales because you just opened so or if it's one of those things where it's hard because you're trying to start in anytime you start businesses and it's hard to gain customers and come back I think it's I mean the timing is everything we do 40 to 45% of our business between now and Christmas so if you were to take that same project and do it right now versus in January it would be all the difference, and so I'd be thinking more about when it's happening, I guess gosh, sounds interesting guy sounds like quite a project.

PF: I think that the thing is hard for MV is that it's not that easy to find and you could easily get mixed up with one way streets and you miss it, and ironically all the people that live near here love that about it you know that it's not too busy but we still need people, it's kind of a double edged sword. and you can never have too many people yeah so yeah

PF: I don't know, I recommend going over there and then you know Switch has been around for a really long time, they're around the corner. Nectar isn't around a lot but he's awesome, wouldn't worry about that

PF: But all that's empty, and the corner is empty and thankfully these things are going to be filled but it's just crazy, it's been empty for a year. We just need some life.

PF: yeah

AK: Does the business association do anything to recruit business to the area?

PF: you know, not really, everything is individually owned so it's up to the prerogative of the business owner, but it's like, oftentimes they don't think about what brings in the most

business, they do the longest lease for the most money, not all the time, but it's not like you know what the new development goes in at Progress Ridge they think to themselves, ok, we need a restaurant, we need a nail salon, we need a gift shop, its more planned but here when something goes out here, just hope it brings customer,s you know service based businesses are hard bc will they bring biz or not? I mean sometimes, anything is better than empty storefronts, people come down here and are like 'well, it's kinda sad' and so yeah, i don't know luckily, it you know what I think the most frustrating thing was that the Business Association collectively got together and spent hours researching and talking about the construction in the neighborhood we went to city council and talked to the council and explain how much it hurt our businesses and they came back and said, ``Oh my gosh that was the best presentation from any business district, amazing, you are gold stars and we asked for \$3,000 to help with an event to help bring people back into the village when construction was over and we asked for signage and we got zilch, like nothing, it was, just to me that felt like at least you could do is provide signage, but no, except tiny little signs that, I mean if you're driving, I hope you're not looking at it you're not paying attention and so that to me was like the moment where the city could help you know and it doesn't give you much um it stops the conversation between business and the city and why would we have desire to communicate when you were totally shot down and told that it was amazing and then we kind of felt like well we're on our own (laughter) we'll see, we'll see what happens. we're hoping for a weather like this for the Christmas season cuz it's like, if it snows, just wait till january! Alright, well, hope that was helpful!

Sacred Money Studios and Prosperity Pie Shop Interview Transcript

Interviewers: Andrew Reyna, Ariel Kane, Shawn Canny

AK: A couple of questions that we have for you are just basic profile questions. Oh, we all have different roles, sorry. Shawn will be taking notes, I'll be asking questions, and Andrew will be recording. Okay. So the first couple of questions are just about you. What is your name?

Heather: My name is Heather. Do you need my last name too?

AK: If you want to share it.

Heather: [Laughter]

AK: And then what is the name of the business?

Heather: We are Sacred Money Studios and Prosperity Pie Shop.

AK: And then I have an idea already, but what does your business do?

Heather: So the sacred money studios piece, we do financial education and we also have a classroom that is available for rent, for workshops, events, you know, parties, whatever. The pie shop side is... We sell pies and quiches and coffee and tea. And so people come in, have yummy pie, hang out and meet clients here. Yeah.

AK: Can the room be rented out for any purpose or just financial?

Heather: Any purpose. We offer financial education classes, but the room is available for anything.

AK: Okay, cool. And then would you call this a locally owned business?

Heather: Absolutely.

AK: How long has your business been here?

Heather: Three and a half years.

AK: And then these are just some general questions about your business. How many employees do you have?

Heather: Let's see. We have, I believe we have 18 employees, so that's the baristas, financial coach myself. I'm the general manager. The assistant manager. And then we have a couple of people who do--like one person who just does retail and doesn't do the barista stuff.

AK: Um and then how, how many would you say are about full time? Part time?

Heather: Um I think I'm the only full time person. Everyone else is part time.

AK: Um and then regarding your customers, do you have an idea of where they generally come from? The neighborhood or other parts of Portland?

Heather: We have a lot of regulars who do live in the neighborhood. But we also have quite a few who live in other places--in Beaverton. I was a regular here before I got to know the owners and was hired to be the general manager, and I live in Clackamas. So that's quite a ways away. And we have regulars from Northwest and from downtown. Not so many from East side. Like, you know, I came, but we do have some and most of those people, just like me, were invited to meet someone here and then started coming regularly.

AK: That's awesome. So the rest of these two questions are again about customers or clients. Would you say that there's any specific cultural identity or language or other type of person who comes in?

Heather: Well, so there are things that we do offer that do cater to a certain clientele. Not everything does, but for example, we have someone who does tarot card readings weekly and also occasionally does taro workshops. That's not everybody's thing. And so we have certain people that come for that. And then we have we have live music on Fridays and Saturdays. And so we have people who come just because their person is playing or they follow that band or they just come to the live music. And, but in general, you know, our, our mission is to be inclusive, to encourage people to facilitate growth

and education. And so that allows us to be able to touch a pretty wide community. And yeah. Does that answer your question or is that...

AK: **Yeah!**

Heather: OK.

AK: **We're just trying to get a sense of who comes here and like who you serve in general. And I guess the last question regarding now would be how, how do they get here? Do they use transit? Do they bike? Do they walk? Do they drive?**

Heather: I would say probably most people drive. We do have a fair amount of people who live in the village who walk and are here, you know, a couple times to many times a week, you know. I think cars, car is probably the most, which is a problem for us and has been, especially this summer because they've been repairing the sewer all along here, and we just found out they're gonna have to do that all over again because something was not done right or something. So they're going to be starting again in February. So parking has been a real challenge for our customers and has caused business to decrease for the whole village this summer dramatically.

AK: **That sort of leads nicely into the next question. If you're comfortable, would you assess sort of the overall business house? Is it positive or negative right now?**

Heather: Here or the whole village?

AK: **You can talk to both if you want.**

Heather: So I know this has been, like I said, it's been a really challenging summer especially. Typically the summer is on the slow side and then beginning September, once kids go back to school, then business life dramatically increases. In this case this year because we still had construction going on, and it's just, it's continued to be quite depressed. And so a lot of the local businesses have been having to let people go because they just simply don't have the business to be able to sustain that. And businesses who have been here a decade or more are saying this has been the slowest year that they remember, and it's been really hard. And you can see there's an empty place across the street. There's two empty spots down the, down the road here. And it's, it's just been a really rough year for all of the businesses in the village.

AK: **Yeah, we've been hearing a lot. We've interviewed a few other businesses and they had similar responses about the construction having an impact.**

Heather: It is a huge impact.

AK: **Um I guess regarding that, as well, in terms of like freight and delivery, customer parking, et cetera, like, has there been any sort of transportation considerations or problems you all have had?**

Heather: Well. Parking has is really, really hard. And because, you know, for awhile this whole street was shut down so all of the parking here was not available, which means that for blocks, the, the residential streets are full of cars, you know, all day, which causes challenges for the residents of course. And that, you know, and, and for some people it's just really not feasible for public transportation. Or to ride a bike. Like for me, I live in Clackamas and if in order for me to get here with transfers and everything, it would take me three hours to get here. And that's, and that's with walking three quarters of a mile from my house to get to the first bus stop. So that's, I mean, yeah, I could do it if it, if I really had to, but that means my day, I work here like 10, 11 hours a day. So that means my day is, you know, 15, 16 hours long or more. And that's, that's terrible.

AK: So the last sort of profile question I have for you is: who is the property owner, and is it the same as the business owner?

Heather: No, it's not the same. We do rent this space. And I don't remember his name. I want to say Mark, but that can be wrong. I met him once.

AK: Um and then who is the business owner? Are you the business owner?

Heather: No, there are three owners. Luna Jaffe Amy Jaffe and Jen... Are the three owners. Okay. And I'm the general manager.

AK: And so are they local to Multnomah Village?

Heather: Yeah, they all live within two miles. One, one is with, is less than a mile away. And Luna, one of the owners, her office is directly across the street. And so she, she has her own business as a financial planner, and then she also owns this.

AK: Okay, awesome. And then what kind--the next section is sort of about relationships. What relationships do you have with businesses in the area? And then are you also a part of the Multnomah Village Business Association?

Heather: Um yes to both. So we are part of the business association, attend their meetings, regularly, participate with the golden ticket thing that they're doing. And the, you know, the first, first Friday events that happen. We also are working with Annie Bloom's Books and I can't remember the name. I think it's called Village Kids, the kids resale store down the road. We are working together with them to offer a story time for kids. And so like preschool age kids. And so Annie Bloom's provides books if we need them. The resale shop, it was their idea cause they don't have space to do it, and then we have the room to do it. So, and then we had someone local who is going to be the storyteller story reader. And so then we advertise for each other, and we'll have coupons for the other places and, and we have a couple other collaborations that we're working on, but right now that's the one that we've just recently done. And so it is helpful to work with other businesses because you know, we're all in the same situation where, you know, it's rough right now. So, and we know each other and help each other all the time.

AK: That's great. Yeah, we haven't really heard about any other collaboration, so that's awesome.

Heather: Oh, really? Good!

AK: It might just be who we've been able to get access to. Um and then I guess, do you have an awareness, this is kind of an awkward... This is a prompt from Prosper Portland, but it's kind of awkwardly phrased. Are you aware of any culturally specific businesses in the area? And that means lots of different things, so lots of different people. So if there's anything that jumps out.

Heather: So, culturally specific meaning like the type of business is or the clientele is or...?

AK: Yeah, I mean that's a question. We've been sort of navigating that today. I think that what they're pointing towards is, yes. Do they serve diverse clientele or are they themselves culturally specific, like a minority owned business and LGBTQI business specifically a woman owned business that gears towards women or something. Yeah, there's lots of different ways to think about it, I think. Yeah.

Heather: Okay. So we do, I mean, we consider ourselves to be inclusive of everybody and we the Luna and Amy are married and so it is an LGBTQIA+, the whole thing, you know, and we, you know, we in some of our staff represents that as well. And we do try to be consciously aware of having diversity in our staff. Um you know, sometimes that's not possible if you don't have people who apply, who have the experience that you need, you know, but we do, we are very aware of that. We don't necessarily attract that specific demographic. And we do have, I would say probably more than most businesses, we have women entrepreneurs or solopreneurs who use our space for meeting with clients or working here, um as well as using the classroom for networking and workshops or just hanging out. You know, I think we have more women entrepreneurs here than, as customers, than many places that I have been to know, which is really neat. You know, all three of the owners are women too.

AK: So I feel like that just what we've observed today, there are a lot of women owned businesses in Multnomah Village, which is impressive. Um okay. So I'm going to move on to future plans. Do you think that this business sees itself doing business here in the next five or ten years?

Heather: Absolutely.

AK: And then what kind of challenges do you experience? Are you having any difficulty with finding qualified employees, or are there skills that you're having a hard time finding to employ?

Heather: Yeah, so one that we're really looking for right now is a pastry chef, a pastry baker, because the person who makes our fruit pies or pie crust is retiring. And so we need somebody to make our pies for us. And we have had a hard time finding somebody who has that skill set. And, and on a commercial basis, you know and then the, I think one of

the things, so you see that room back there? It's like a closet. That's our kitchen. So we need, we right now don't have the revenue to be able to add some of the things that we need to be able to do more. So one of the collaborations that we've done is Cerebellum's, which is right down the road, it's cupcake store. And they work with people who have had brain injuries to do, you know, to job training, help them get jobs that they can do with the injuries that they have. And so they have a full kitchen, Like the kind, you know, my baker goes into and is like, toy store, you know, and so we've worked out a collaboration because we have a full basement. And so they use part of our basement to store their, their ingredients and allow us to use their kitchen during the times that they are not baking. And so that has been a huge help and a way for us to support each other. So, yeah. As far as I feel like I'm missing one piece of the question. There was the skills and then...

AK: **Yeah, if there were yeah, that was sort of a sub-question to: generally, are there other challenges that you experience as a business that you haven't mentioned already?**

Heather: Yeah. I mean, I would say parking and, and dealing with all the construction this year especially has been a challenge. Yeah, I mean there are other challenges, but I don't, you know, like we, we have been looking for somebody to do some social media for us. But with how challenging financial aid this year has been, that's been difficult for us to find somebody who is willing to do that for what we can pay, you know. Um even knowing that as we grow we can put more money towards them, but you know um. And so there's some small pieces like that that I feel would really benefit us and we would love to help somebody who's trying to get into that or somebody who knows what they're doing but just needs, you know, and so far that's something that has been a challenge for us to find, so...

AK: **Are there, are you familiar with Prosper Portland?**

Heather: I'm not.

AK: **Yeah. So Prosper Portland is the economic development branch of the once Portland Development Commission, or something like that.**

Heather: So really appealing name.

AK: **Yeah, and so they changed it for rebranding purposes, I think, but, um, part of this is that we're asking about anything that they could potentially support you in. And so sometimes while we're listening to these interviews, it's hard to tell, like, exactly what we might be able to like pull as... What I'm trying to say, is social media assistance or like teaching businesses how to do social media feels in my opinion, like the realm of economic development organizations, that purview. Is there anything sort of along those lines that you're thinking?**

Heather: Well, for sure, social media. I would say if there was even training for like, for, for me like management training or training in specific pieces of running a business like you know, setting up processes and or team motivation or you know, things like that to help some of the foundational aspects of the business becomes stronger so that as we do

become busier and as you know, the construction has finished and things are a little easier for people to get here. Um we have everything ready to be able to handle that the way that we would like to.

AK: **Yeah. That's great. I feel like that's, I'm excited to get that answer. Yeah. so in regards to, so we are doing this because there's a proposal for light rail on Barbur, and so there's a general inquiry about how to support businesses during that time. And I guess, do you see any sort of potential impact of the light rail, either positive or negative during construction, post construction? Having light rail?**

Heather: Do a map of where that's going to be?

AR: **We do, actually. It isn't finalized, but...**

Heather: But just in general..?

AK: **And regardless of whether or not this happens, Prosper Portland is still interested in what resources they can provide to support businesses grow this area.**

Heather: So this is kind of where we are, right?

AK: **Yeah. So you're a bit off of the... And Hillsdale is over here. Is that accurate?**

AR: **I feel like we're close to 19th, I think that's the stop.**

Heather: So obviously with construction of this type, that's huge. That's going to be a huge impact construction-wise. However, I feel like the, the idea of having the light rail out here is amazing. I think it's wonderful. And I think that, so I imagine there's going to be a transfer center out here, you know, like along with these max stations that there would be additional buses coming through those stations to provide service from the, you know, cause right now they have whatever routes they have and they'll probably be rerouting them to, to hit those. So we have a bus that comes by here and if it was able to pick people up from the max station and bring them right here, I think that could be a big benefit for us. Um and construction also means limited parking and you know, detours and all of the things that come with that. So that potentially could be impacting our business as well. However, we're not right on this road or this route. So maybe not as much as others who are right close to it. I think ultimately it's going to be a benefit even though it could be challenging in the process.

AK: **Again, are there any resources--this sort of touches on, are there any resources that you think might help you improve your business, expand your business, stay where you are, thrive once light rail does come?**

Heather: So this question is more about like, this happens and what can help us use this as a springboard? ...Gosh, I, you know, I'm, I'm not really sure. I haven't thought about it because this wasn't something that was in my mind. I honestly don't know. I really am not sure right now.

AK: Yeah, that's absolutely OK. And then we are actually very close to answering all my questions. The next couple of questions are about the business owners, but did you want to ask them about, so this is about the business owner, but maybe you can answer for yourself and also the business owner? Also, again, they're demographic questions, so if you want to answer it's fine. So the first one is what is your age range? And you're welcome to...

Heather: So, of the owners?

AK: Of the owners, but also maybe of you?

Heather: So I am 49 and then I think the oldest of the owners is 60ish?

AK: So yeah, there's no value attached to that; it's just demographic information. And then you already mentioned that they live in the neighborhood or nearby and then you live in Clackamas County.

Heather: Yes.

AK: Um and then are there any, again, this is an awkward way to phrase this question We haven't figured out a better way, but are there any racial, ethnic or other aspects of culture or identity that you feel are important to note?

Heather: Um no, I mean except for the fact that the LGBTQIA+ piece. I guess the fact that, that each of the owners has their own business in addition to this. So they each have another business that was in place before they, the three of them came together to create this business. So they're, the three of them are working on this and they each have other things that they do, which is a lot...

AK: It's a lot, but it's awesome. Cause it's already like sort of sets in place this collaboration that you're extending also.

Heather: Exactly.

AK: Um and then are there any other preferred languages besides English for communication?

Heather: Not specifically. I mean, I know a couple of them know sign language, but other than that, no.

AK: Okay. And then do you have an email address or phone number to follow up with you?

Heather: My email address is awesome@sacredmoneystudios.com.

AK: And then just ask you again, would you prefer that this interview is confidential or anonymous?

Heather: Like who is it being shared with? Is it like on billboards? Is it like within a study group?

AK: Yeah. So we'll use it, we'll use relevant information for our final presentation, and then we'll give the information that we've collected through all of our interviews to Prosper Portland and BPS. And, we don't know what they'll do with it, to be honest.

Heather: Um I mean I don't think there's anything in there that somebody would share with, you know yeah, I mean, I don't see why not.

AK: Yeah, we just have to ask because I think some people might want to say more political things and then, yeah. And then do you have any questions for us? Or do you two have any questions?

AR: Just if you wanted more information on this you could contact this person, kind of like community liaison.

Heather: Fantastic. I would love to do that because obviously this will impact our business in some way cause it's close. But I'm kinda grateful, but it's not like right by us. Like I don't know. Can we manage, can we handle that? That would, that would be a lot...

AK: Can we also leave with you, if you're interested, the Prosper Portland information?

Heather: I am. Do you need to take this with you?

AR: No. You can keep everything, yeah.

AK: There's one more, also... It was an incentive program brochure, but it would also be on their website. If you go to their website, it'll list all the different programs that they have for businesses, as well...

Heather: Oh, excellent. Yeah, I will because that sounds really fascinating. I did not know that that was a thing. So that's really cool. So how did you three get involved with this project? They, did they approach PSU? Did you guys come up with an idea and they.

AK: Great question, you guys want it?

AR: My understanding is that they approach PSU and basically said, Hey, can we have your students do this? They didn't have any like data on businesses and how they kind of basically felt about this whole process and how it might impact them and so they wanted to collect data. And I think, I don't think it's geared specifically towards the light rail, but that's like a big component of it.

SC: I think the reason that they're interested in business health specifically is they're trying to learn from the creation of the Yellow Line in North Portland and how much effect it had on the community up there. And they're trying to--because this isn't even set in stone yet--trying to make sure that they have as much outreach information as possible to try to make whatever happens in SW Portland not like that...not to speak

for the agency; I obviously don't work for them. But, as a student I'll say that. And then we're all planning students as well. So there are quite a few positive relationships with the university and just the planning agencies within the city and the county. And so they tend to work together pretty often to give us opportunities to kind of learn on the ground working for actual agencies that some of us might desire to work for eventually.

Heather: But to give you more of a like boots on the ground kind of on, which is kind of nice because sometimes you go through training and you get into your job and you're like, this is not what I thought it was going to be. One thing I just realized that I hadn't mentioned is that we are in process of being certified as a B Corp so... That you know that has its own set of requirements and and also kind of a mission driven type thing, you know, working with, you know, fair trade we do a lot of organic stuff. Not everything, but you know and, and just, there's a lot of pieces that go to, that's a long process, but that is a part of, you know, kind of the heart of the owners is making sure that, that we are being, we recycle or compost everything, you know, like it's all of those sorts of things being green, being healthy, being careful of who we partner with. And we really try to work with local and women-owned businesses or minority businesses. There are some times when that's not possible cause there's not somebody out there who does this thing. Yet. But so anyway, so that's kind of another piece of our business that has a little bit of constraints and also affects some of the financial piece because sometimes the things that we do cost more money than you know, like another business might just buy plastic garbage bags that you can buy in bulk for pretty cheap. And we always use compostable bags for all of our stuff, you know, things like that. That definitely costs more money so anyway, that just popped into my head.

AK: Yeah! That's great. So speaking to, you said that you are trying to, your with minority businesses in this particular area, are there minority businesses, minority owned or run businesses that you're aware?

Heather: The first one that comes to mind is, can you remember, I can't remember the name of it, but if you, if you go down it's not on this block, but you've crossed the little street and it's the next block and it's like a middle Eastern home store. And for a while, I don't know if he still has it set up, but for a while he had like a whole big loom set up where he would leave these amazing super soft super absorbent towels that remind me of like a kashmiri shawl, but they're actually a tape that absorb water and then they dry super fast. Like they're really cool towels. They're expensive, but they're really cool. But anyway, he was like leaving them by the door on this giant loom. But he also has imported stuff that is really beautiful, unusual and whatever.

AK: Do you happen to know his name?

Heather: I want to say Samir, but I don't, I don't know that that's positive.

AK: I think that name was mentioned before. We were trying to figure out where that shop was.

Heather: Yeah. So if you keep going down and then there's just a little, like almost like an alley road that you just cross that and then you'll see it. Otherwise the other one I can think of is, is the Thai restaurant. I'm not thinking of any, any other. I don't know all of the owners in town, but I, I think there's one, the two that I yeah.

AK: **That's fair. We just been asking that question because they have an equity lens that they're sort of like what happened with the yellow line. So, yeah.**

Heather: And you know, and there are a lot of women-owned businesses in Multnomah Village too. So, yeah. Any other questions for me?

AK: **You were pretty thorough.**

Heather: Good. Good. Yeah. And thank you for this information about prosper Portland. I didn't even know that was a thing. That is really cool. I will check that out. So, yeah. Well, good luck.

AK, AR, SC: **Thank you.**

Heather: I hope you guys all in love what you've chosen to do. I mean, you know, obviously every job has like days where you're like, Oh my gosh. But overall, I hope you love it. I love, I finally am in a job that I love. I was in kind of a soul sucking job before, and then I landed here and I'm having such a ball. I love it. It's awesome. Yeah. Good. Well, feel free to email me if you need anything else and yeah. Good to meet you.

Root and Branch Interview Transcript:

Interviewers: Zachary Mettler, Lisa Wasson-Seilo, Stephen Greenslade

Travis: alright what we got

SG: **Um so just to starting with some softballs here. You can kind of see from what we're looking at but how would you describe the services that you offer here at this business**

Travis: So we're a Chinese medicine clinic. We are a full-service Chinese medicine shop. Acupuncture, herbal medicine, cupping, beat therapy, all the things. And, uniquely, in this spot, we actually run a pharmacy that's open and available to all Chinese medicine practitioners in portland. So we do a lot of remote business, we have a web-based herb bar ordering system and practitioners write scripts remotely, patients pay for them remotely, and pick them up here, we ship them. We're a bit of a nascent CVS for the Chinese medicine world.

SG: **And how long have you been in this location?**

Travis: We have been here since May of last year. So I guess a year and a half now

SG: **Around how many employees or - or different practitioners do you have working here.**

Travis: It's just the two of us, co-owners and we have a third gentleman who rents space from us and sees patients as well.

SG: And in terms of customers, clients, is it predominantly people in the neighborhood, people from around the city, is there any particular - so just full disclosure for us - we're very particularly interested in looking in how the city can support minority and underserved communities through the MAX transition so I'm wondering if you just have minority clients that you work with or what your kind of regular clientele is.

Travis: Yeah, I would say the vast majority of the people that come into this clinic live in the neighborhood, which demographically would make them mostly white and upper-middle-class and above. In the clinic, just sort of acupuncture as a field, our primary demographic is middle-aged white women, that's sort of a national stat just sort of how it plays out. People tend to have more disposable income and women tend to be more concerned about their health. So that's sort of how that plays out. We do have actually, because of some personal connections we have we actually have a lot of patients that drive up from Salem and even some folks that come from as far as Eugene every week, which is kind of wild to me. But by and large its neighborhood folks.

SG: So clientele is the neighborhood but you're also doing pharmacy services for other people around the city

Travis: Yeah and that's been an interesting item because Portland is a unique city in that we have quite a lot of Chinese medicine presence I mean a lot of the big west coast cities do right so San Francisco, us, Seattle, LA, there's a lot of presence but Portland has over 700 registered acupuncturists. There's 1300 in the state. And we have 700 here, yup. Now active practices, there's probably about 200 or so active practices in the city. And we try to provide our pharmacy services to the whole swatch of the city. So we've got people ordering from us out in deep southeast, even in Gresham, and we're mailing herbs out that way. Mostly because the traffic is just terrible they don't want to send their patients all the way over here, ya know what I mean. I live in southeast myself, so that portion of the city is um there isn't as much infrastructure around what we do out that way. There's a pharmacy like us in downtown, there's one in North Portland, there's one in inner southeast. And then there's east, but as soon as you get past like the '40s there just isn't as much infrastructure. Now there is a bunch of like Chinese herb shops and stuff out there which tend to service the Asian ethnic community in that area. But the non-Asian folks tend not to use them that much just because there's language limitations frankly I think it's a little adventurous for a lot of average portland white folks. Unless you study this medicine the herb shops can feel a little weird.

SG: Do you own or rent this property?

Travis: We rent it

SG: Um and overall how do you feel about how business has been going since you opened, like are you feeling positive about it

Travis: Yeah, we've felt positive about it basically from day one. Starting a medical practice is difficult for a lot of reasons. Mostly because you just have to keep seeing people until you can see enough people that word of mouth kind of keeps the ball rolling in a consistent way. But we get a lot of really positive feedback from the neighborhood. People walk past us and be like oh my gosh it's so great

you guys are here my acupuncturists is way across town but I live over here so we have a lot of that sort of interaction where - and I don't know if you guys live in the area or are familiar with Multnomah Village very much but I wasn't until we opened this place. But the village is like its own mini cult, like, we literally had a patient say we should carry more western pharmaceuticals cuz it would be nice if there was a local pharmacy. And I was like, there's a local pharmacy in Hillsdale - like it's literally right there. And she was like, oh, but it's in Hillsdale. And I was like, ok! So it's as if there's an imaginary barrier right there where the street curves at Vermont - like nope, this is the Village, we'll do everything we possibly can in the Village. So that's been a nice component though starting a small business here is very visible, people walk past us a lot, and it's been really supportive in that way.

SG: Leads me to my next question, in terms of relationships in the area, do you feel there is a strong connection to other business owners in the area as well?

Travis: Yeah yeah, we have a village business association, the MVBA, that I'm a member of, and meets once a month and it's got some pretty active folks in it. The village has had some businesses that have been here twenty-five-plus years, you know, so, I think those really anchor the community and the owners of those businesses tend to be pretty involved in the community. And then Multnomah Village does a bunch of events - we do Multnomah Days which is the big street fair. We just had Halloween where there were literally a thousand children and parents that came through the Village, it's insane. And then there's a Christmas tree lighting and holiday fair with carriage rides up and down the street. So there's a lot of involvement that keeps it intact, though I will say the people that keep that ball rolling are getting older. They're looking more toward retirement and there isn't, in my opinion, a lot of younger people like myself with new businesses kind of filling in those gaps. So it's a little bit concerning when I think like ten years down the road, fifteen years down the road, like, who's going to be making those events happen, cuz there'll be like three of us left.

SG: Kind of leads me into my next question, do you see yourself continuing to do business in this location in the next five years, ten years, fifteen years?

Travis: We have some grand plans of growth and expansion, so I don't really know how that translates into maintaining this particular location, but the way I sort of see it now, is that this becomes kind of the progenitor of Root and Branch, either national and then we move into a second location on the East Side. Um, I drive past this gorgeous old derelict building on Foster and 62nd called the Phoenix Pharmacy Building, and it's like from the early 1900s, it's a corner building. It's a rough - it looks really rough right now - but every time I drive past it I'm like that's Root and Branch Two, right there! So yeah we have some vision to grow, it's hard just from a business point of view, being able to build something new while dissolving this thing at the same time, cuz obviously this generates the cash for the next thing, so, you know maybe at some point we won't be here because the space itself is a little limiting. Um, just in the way it's laid out, you know we can't quite get everything that I wanted to get in it, um but for the time being, yeah, probably the next five years.

SG: And do you have a good relationship with the landlord?

Travis: Yeah, we definitely have a good relationship with the landlord - can we pause for one moment?

SG: So we just have a few more questions here. If you were - to - to stay in this - I guess what would help you to stay in this location if you wanted to do that - like what sort of -

Travis: My landlord cutting us a wicked deal would have to be the situation. Apparently, historically, my landlord's parents bought this building in the '40s, so they've had this building for a long time. And, until relatively recently, so in like the last ten years, this unit, the jewelry store next to us, which is sort of inside, and the corner unit, which is Gurton's was just all one open unit. There was like a rug store, and a pets store - in fact, healthy pets, which is down the way, on Troy, used to be here. But in those ten years, it's now all been subdivided and having talked to the other tenants, I'm certain my landlord is making a whole lot more money having this subdivided into three than having it just one big open space. And so if we had this whole floor and kind of came in and did a big rebuild and just sort of relayed out the space, this would absolutely be enough to get what we needed. But I have a very hard time imagining, knowing my landlord as I do, that he would be willing to - let's say - make three thousand less a month than he makes right now. So that would probably be the only way for this to maintain as a primary location, because a lot of the work that we do, both clinically, and herbally is just gonna require more space. We're trying to do some particular work to our inventory where we're sourcing more of our herbs domestically instead of having them imported from China. And in order to do that we have to have processing space in order to literally take in kilos and kilos of herbs at a time. So we just physically need more space. So yeah, barring that reality, it's hard to imagine that this would be a functional space for us.

SG: Do you - how do you feel about the potential MAX line extension along Barbur Boulevard, and do you feel that would have a positive or negative effect on business here?

Travis: So lived in Europe for five years, and any time anyone talks about putting in more public transportation I'm just like hell yeah, put it everywhere. In fact, I live in South East and there is zero efficient way by MAX or barely by bus to get from there to here cuz I hate driving.

Sip D'Vine Interview Notes

Interviewers: Ariel Kane, Andrew Reyna, Shawn Canny

Interviewee Profile: Jill is a white female and owner of Sip D'Vine. She has operated the business in Multnomah Village for the past 18 years. Her business has no employees. She is a member of the Multnomah Business Association.

What does the business sell/offer/do? Wine bar

Would you call this a locally owned business? Or a franchise? – locally owned

How long has your business been in this location? 18 years in January 2020

How many employees are there? None

Tell us about your customers/clients: Hard to give last few years demographics. Changed so much from then to now. Mostly white.

How they get here: Most drive, pointed out the lack of sidewalks that the "rest of the city has". Coming from surrounding neighbors and within the neighborhood

Assess your overall business health (+/-), explain. Last 5 months of construction “has hit every single one of us in Multnomah Village”. There has been some kind of construction going on the entire 18 years she has been in Multnomah Village.

What are your business’s transportation considerations? Parking is critical to the business. Sewer projects have put a damper on business in the past. Sidewalks have been torn up a few times. A corridor was finally put in place.

Freight and delivery: Everyday

Customer: Mostly car, parking, some walking. Not so much public transit. Bicycling is not safe due to lack of sidewalks.

Do you own the property? - No

What relationships with other businesses in the area do you have? Generally positive with most of the businesses in the area.

Are there any existing business associations, whether formal or informal? Are you a member of the Multnomah Village Business Association? Yes, on the board for many years.

Do you see yourself doing business here in 5 years, 10 years? Would like to try.

What would help you stay and grow here? Better access to the area, not have constant construction in the neighborhood

How do you see the potential of light rail in the future affecting your business? Great access, in theory, when capital improvement project is complete, that access would exist.

Live in the neighborhood? Yes

Racial/ethnic and other aspects of cultural identity? White

Down to Earth Cafe Interview Notes

Interviewers: Lisa Wasson-Seilo, Zachary Mettler, Stephen Greenslade

Business type: Breakfast and lunch restaurant

Locally owned: Yes

How long in current location: 12 years

How many employees: 4-5. Café mostly run by the owner and his wife

Where employees live: Mostly in southwest, not so much in Multnomah Village – too expensive.

Who are customers and where they live: Some locals, some people from around the area and tourists. No particular ethnic group.

How they get there: Mostly driving and some walking

Overall business health: Generally good

Business transportation considerations: Parking is an issue. Sometimes street parking is full for several blocks around, impeding access.

Property owner or tenant: Tenant, good relationship with landlord. Been in same location 12 years.

Relationships with other area businesses: Yes, member of Multnomah Village Business

Association. Good business relationships in the area.

Vision for business in 5 years, 10 years: Not sure because approaching retirement, but going to stay on in the neighborhood for a while longer. “A couple years more, at least.”

Challenges for the business: Not great visibility for the restaurant – tucked down on side street. Parking is a problem, and with the area growing, parking issue may get worse.

Effect of light rail on business: Not sure, maybe more people (customers) coming to the area. 16.

Age range of business owner: ~60s

Racial/ethnic/cultural identity: Not certain and didn’t ask. Tan complexion and pretty strong accent. Restaurant serves Persian cuisine in the evenings according to website, so perhaps Iranian.

Business phone number: 503-452-0196

Indigo Traders Interview Notes

Interviewers: Lisa Wasson-Seilo, Stephen Greenslade, Zachary Mettler

Indigo Traders is a locally owned retail business in Multnomah Village that sells Mediterranean linens and home decor. We visited the shop on a Wednesday around 11am. Upon entering the store, the storekeeper rose from his seat, eyed us suspiciously, and asked what we were up to. There were no customers in the shop. The business owner was likely in his early to mid 40’s, had an accent and a darker complexion. Upon looking through his store website later on, we surmised he is probably originally from Turkey. We gave introductions and requested a brief interview. The storekeeper seemed hesitant at first, but when we mentioned we were performing research for BPS, he began describing his frustration with the City.

He mentioned that, “the City doesn’t see us,” and expressed that he doesn’t feel he receives any benefits from the city though he pays taxes. He felt that operating a small business was a great deal of work, and a challenge to survive. He stated, “If you’re not a lion, you cannot make it.”

Indigo Traders is mainly a family business, no hired employees. The business owner said that does everything from cleaning the shop, to ordering, to waiting on customers. He said that he works very hard.

Though he has been there for 17 years, he was unsure if he would still be operating in that location in five more. He did not mention the exact challenges he faced, but expressed general feelings about the difficulties of operating a small business, and mentioned leasing issues and costs two or three times, though nothing specific about his landlord/lease. He said he works very hard to keep the business running, and expressed sympathy for people without the skills he has.

He feels generally positive about the business community and business association in the neighborhood. He is a member of the Multnomah Village Business Association and attends monthly meetings. He thinks people look out for one another, and the environment is friendly. He relies on his return customers, including both locals and people from around the Metro area. He stated that he could not survive without the loyalty of repeat customers. The majority of his customers, he said, were affluent women.

When asked how most of his customers travel to his store, he stated that it is a little of everything - walking, biking, driving, and busing. He was unaware of the proposed MAX expansion, and mentioned skepticism about the benefits of the MAX. He did not think it would particularly affect his business, and expressed disapproval for spending so much money on MAX when there are so many homeless people. He felt that building affordable housing was more important than the MAX. He noted that there are plenty of bus transit options in the Village. "I don't think we need the max," he said.

When asked what he would like the City to do to be more supportive of businesses, he replied, "They need to understand the businesses in order to support the businesses. Small businesses are invisible." He then expressed frustration about the City making accommodations for large corporations like Ikea while not offering more support to small local businesses. He said that "the City is always talking but not doing. The City employees get paid good salaries but they do not do anything."

He voiced a strong social ethic, stating, "If you don't work for the citizens, the poor first, then what point is a government?"

Toward the end of the interview, he repeated a concern that many local businesses owners brought up—the ongoing issues with road construction right in the middle of Multnomah Village. He expressed that he thought the city was poorly managed, and that he didn't feel tax dollars were being put to good use. He said that during the construction, no one from the City or PBOT came by his business to say hello and see how his business was doing during the construction.

Over the course of the interview, his demeanor changed from initial suspicion to passionate expression, and by the end, he was warm with us, thanked us for coming in to talk with him, and noted that it is important to talk, and to make connections with one another.