expose yourself to art
KEEP PORTLAND WEIRD
“A Realtor should never be instrumental in introducing into a neighborhood a character of property or occupancy, **members of any race or nationality**, or any individuals whose presence will clearly be detrimental to property values in that neighborhood.”

*Portland Realty Board Code of Ethics, 1919; not repealed until 1953*
CHANGING FACES
Racial Statistics for the Census Tracts Along N. Williams

<table>
<thead>
<tr>
<th>Year</th>
<th>WHITE</th>
<th>LATINO</th>
<th>ASIAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>21%</td>
<td>7%</td>
<td>16%</td>
</tr>
<tr>
<td>2000</td>
<td>30%</td>
<td>15%</td>
<td>2.5%</td>
</tr>
<tr>
<td>2010</td>
<td>54%</td>
<td>10%</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

BLACK 70% 46% 27%
It's finally over. Seriously, I mean it this time.

After 17 months of meetings and open houses, the stakeholder advisory committee (SAC) for the N Williams Traffic Operations Safety Project finished their work yesterday with the adoption of plans that will transform Williams Ave. from Weedle to Killingsworth.

The majority of the design has already been agreed on; but unfinished business remained on one section – from Fargo to Fremont – that turned unexpectedly contentious at an open house last month.
Regional Equity Strategy

**Purpose** is to operationalize Equity as one of Six Desired Outcomes for the Portland metropolitan region

**Outcome** is to create an organized Equity strategy that is actionable, measurable and accountable for greater impact
Six Desired Outcomes:

To advance equity means...

- To **actively promote** the universal value of the common good through justice, impartiality and fairness to achieve greater impact beyond meeting the basic needs.

- To **understand** the underlying root causes of outcome disparities and **create opportunities** to address them.
Approach

1. Develop an understanding of the context of what is going on in the region related to the six desired outcomes and document it. *Equity Baseline*

2. Understand and define our role as an agency within a complex system. *Relational Map*

3. Define the strategy

4. Create internal and external capacity for implementation (summer 2015)

Regional Travel Options 2011-2013 Program Eval.

- $4.4 million biannual program
  - ($2.1 million in grants)

- Needed a range of performance measures that were both flexible and deep

- Worked with Steer Davies Gleave to create a new framework for measuring program outcomes and outputs
  - Multiple Account Evaluation
# Multiple Account Evaluation

<table>
<thead>
<tr>
<th>Account</th>
<th>Description of account applied to each RTO project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment</td>
<td>The project aids in enhancing and protecting the natural assets and environment of the region by reducing pollutants and consumption of energy and non-renewable resources.</td>
</tr>
<tr>
<td>Equity and Health</td>
<td>The project promotes equity and health benefits by creating opportunities for greater accessibility and use of healthier travel options.</td>
</tr>
<tr>
<td>Economy</td>
<td>The project contributes to the region’s economic vitality by promoting low cost travel options and the efficient use of land.</td>
</tr>
<tr>
<td>Efficiency</td>
<td>The project enables the transportation system to be used more efficiently through increased use of alternative modes and to run in an effective and efficient manner.</td>
</tr>
<tr>
<td>Engagement</td>
<td>The project raises awareness of travel options resources and engages citizens, employers, and other community members to use travel options and travel options resources and services more frequently.</td>
</tr>
</tbody>
</table>

## Equity and health account

<table>
<thead>
<tr>
<th>Indicator and units</th>
<th>Indicator description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduction in average household combined cost of housing and transportation</td>
<td>Convert non-SOV trips into household transportation cost savings; in cases where the cost savings benefits are localized and housing costs are known, household cost savings could be converted into combined cost of housing and transportation.</td>
</tr>
<tr>
<td>Improved reliability for environmental justice populations</td>
<td>Evaluate reliability improvements for trips to work or recreational destinations for environmental justice populations – including low income and minority populations. Measured by assessing the consistency in travel times in these populations, or through qualitative surveying.</td>
</tr>
<tr>
<td>Health improvement opportunities</td>
<td>Active transportation as a proxy for improved health. On a regional level, mode split may be used. For program level evaluation qualitative is more appropriate.</td>
</tr>
</tbody>
</table>
For more information:

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bikeportland.org/tag/n-williams-avenue
oregonmetro.gov/equity
oregonmetro.gov/travel-options-research
oregonmetro.gov/es/tools-living/getting-around
communitycyclingcenter.org/index.php/community/new-columbia/
vimeo.com/51456405