

St. Johns Neighborhood

2024 Culture Survey

SJNA

2024 Culture Survey

800+ surveys submitted

5,615 open-ended answers analyzed

All data is anonymous & publicly available
*respondent email addresses excluded from public data

Connect with Kim Larson for analysis details.
Email: KLarson@Luminoso.com

2024 Culture Survey

St. Johns is an amazing community.

Thank you to everyone who participated, promoted, and supported the survey.

Thank you for being vulnerable, thoughtful, and candid.

2024 Culture Survey

Looking In
Why St. Johns · Livability · Memories

Looking Out
Connection · Advice

Looking Forward
Change for Better · Change for Worse
What's Missing

2024 Culture Survey

This information is for all of us.

There are no gatekeepers to
the feedback shared in this survey.

Know it. Use it. Share it.

Looking In

Why St. Johns • Livability • Memories

SJNA

People choose St. Johns for:

Affordability

- Cost of housing relative to “the rest of Portland”

Proximity to:

- Parks and green spaces
Forest Park, Cathedral Park, Pier Park
- Downtown St. Johns
Small business shops, restaurants, affordable grocery stores
- Rest of the greater Portland area
Airport, commutes to work

People stay in St. Johns for:

Affordability

- Cost of housing relative to “rest of Portland”

Proximity to:

- Parks and green spaces
- Downtown St. Johns
- Rest of the greater Portland area

Small Town Vibe

- Friendly, welcoming, vibrant, diverse, charming, strong sense of community, good relationships with neighbors, tight-knit

Why St. Johns:

People define Livability as:

Pedestrian friendliness

- Walkability to thriving small local businesses & services
- Access to parks and green spaces

Social and physical safety

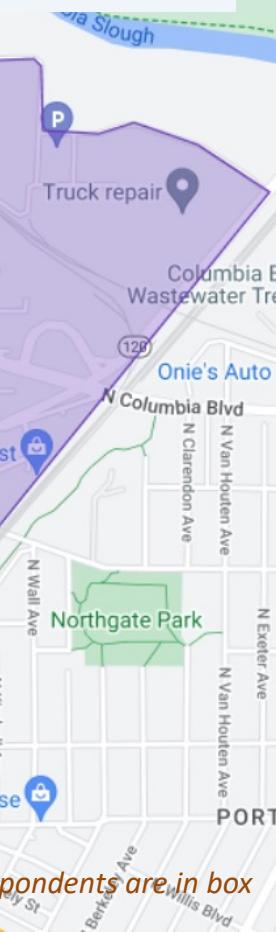
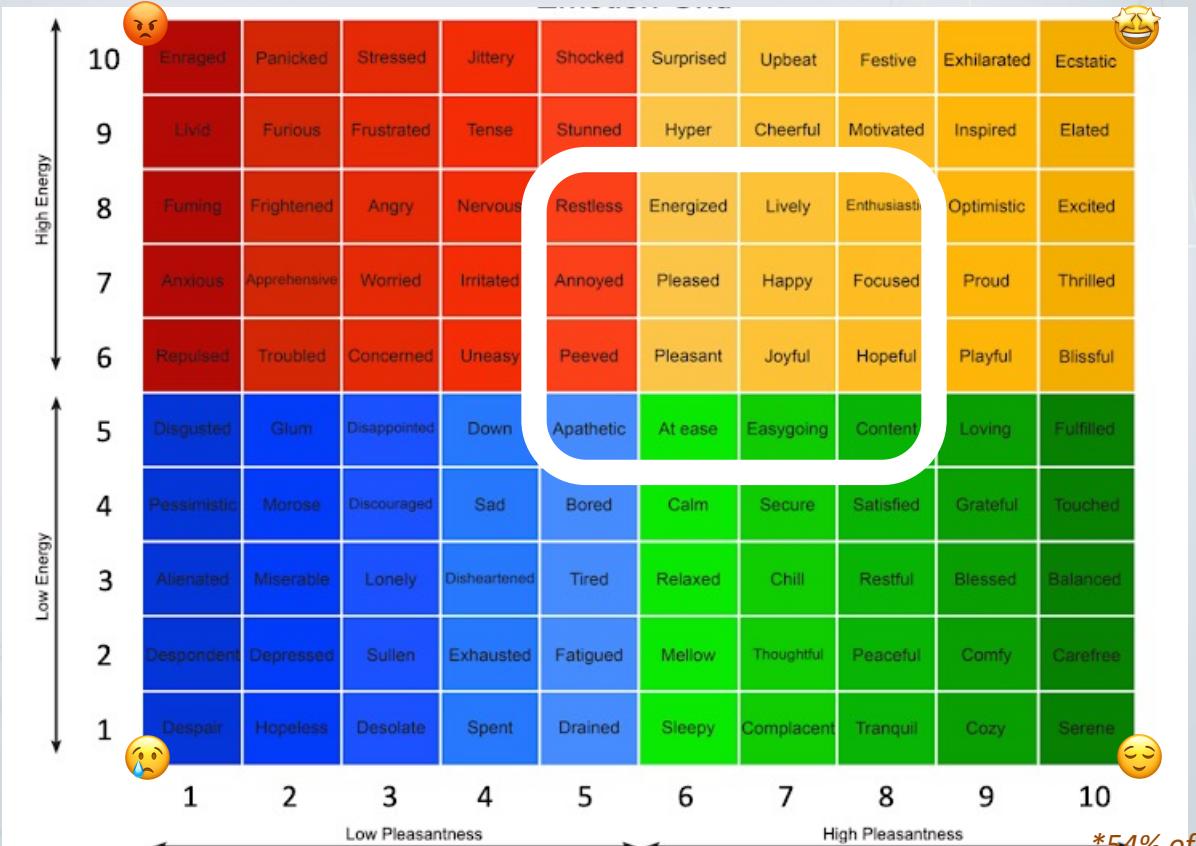
- Having a strong sense of community
- Ability to exist free from harassment and crime

Freedom from pollution

- Clean public spaces without litter, clean air, and clean water



Emotion Distribution



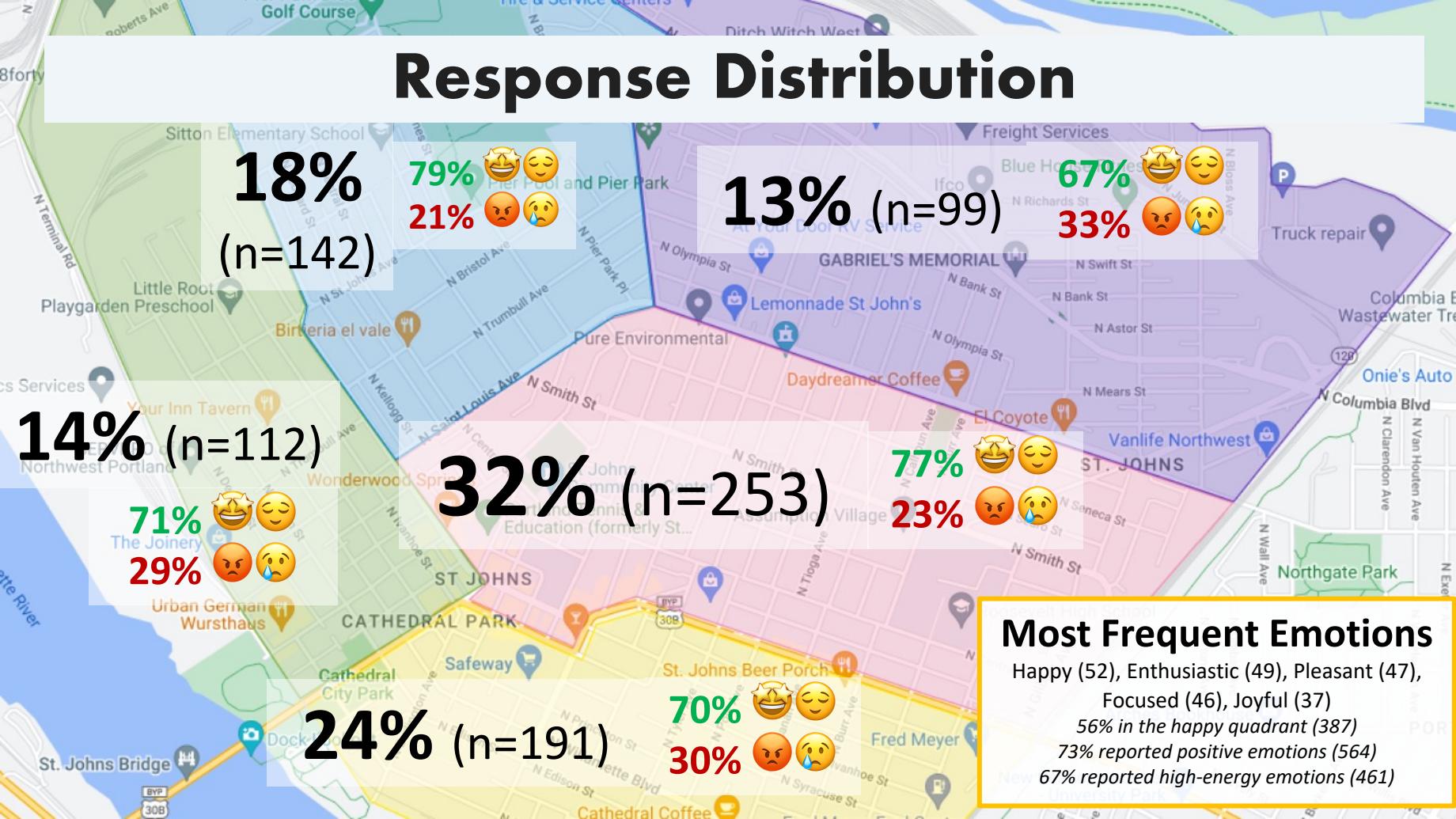
Emotion Distribution

How do you feel about the state of St Johns as a community overall today?

	1	2	3	4	5	6	7	8	9	10	Grand Total
10	1	1	1	2	2	2	3	1	3	11	24
9	1	2	2	4	1	8	7	13	1		39
8	1	2	3	6	10	10	20	49	14	1	106
7	2	1	2	4	5	20	52	46	8	2	152
6	1	1	5	6	13	47	37	28	4		142
5	1		4	4	32	28	17	14	6	2	108
4		1	2	13	5	9	9	4	3		46
3		1	10	6	5	7	4	2			35
2	1	1	5	6	3	1	3	2	2		24
1		6	1	1	2	2		1		7	13
32	1	1	2	6	8	8	18	23	7	7	113
36	13	16	40	55	78	132	171	177	60	24	802

* 54% of respondents are in orange box

Response Distribution



How will you remember St. Johns?

Events

- St Johns Parade, Bizarre, Jazz Fest

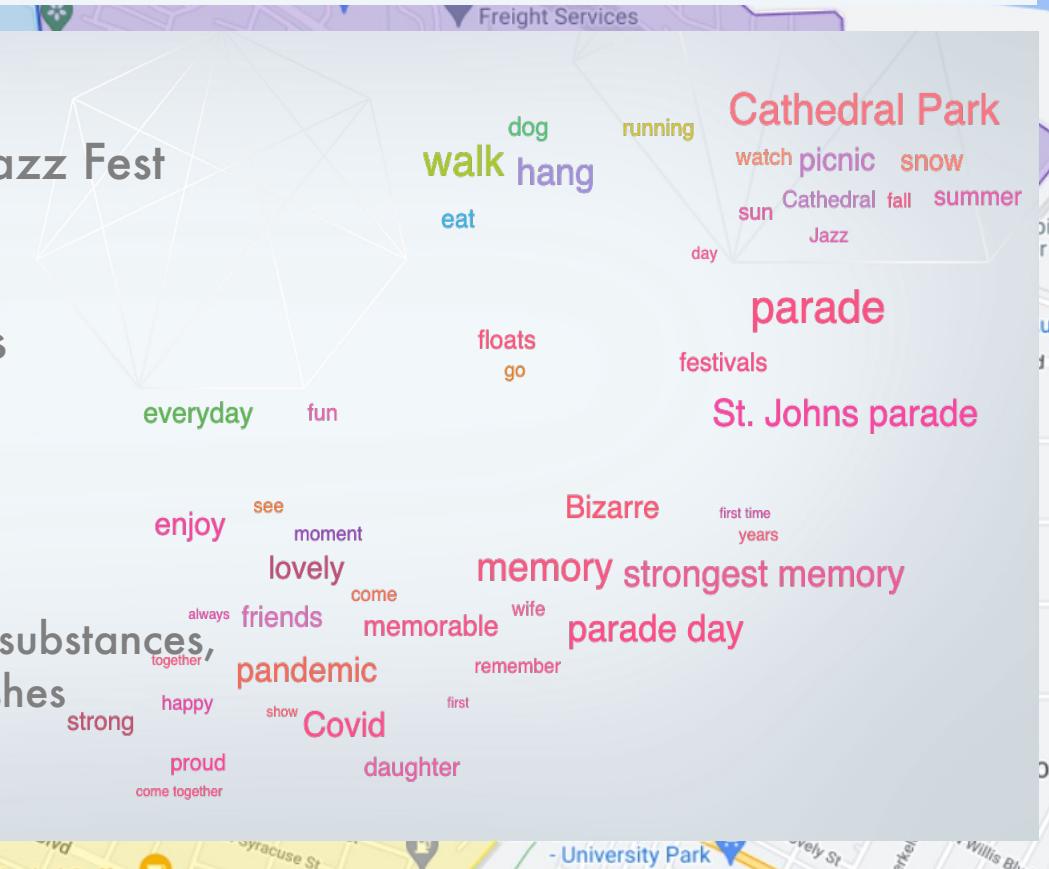
Routines

- Walks, sunny & snowy days
- Milestones, relationships
- Restaurants, bars, coffee

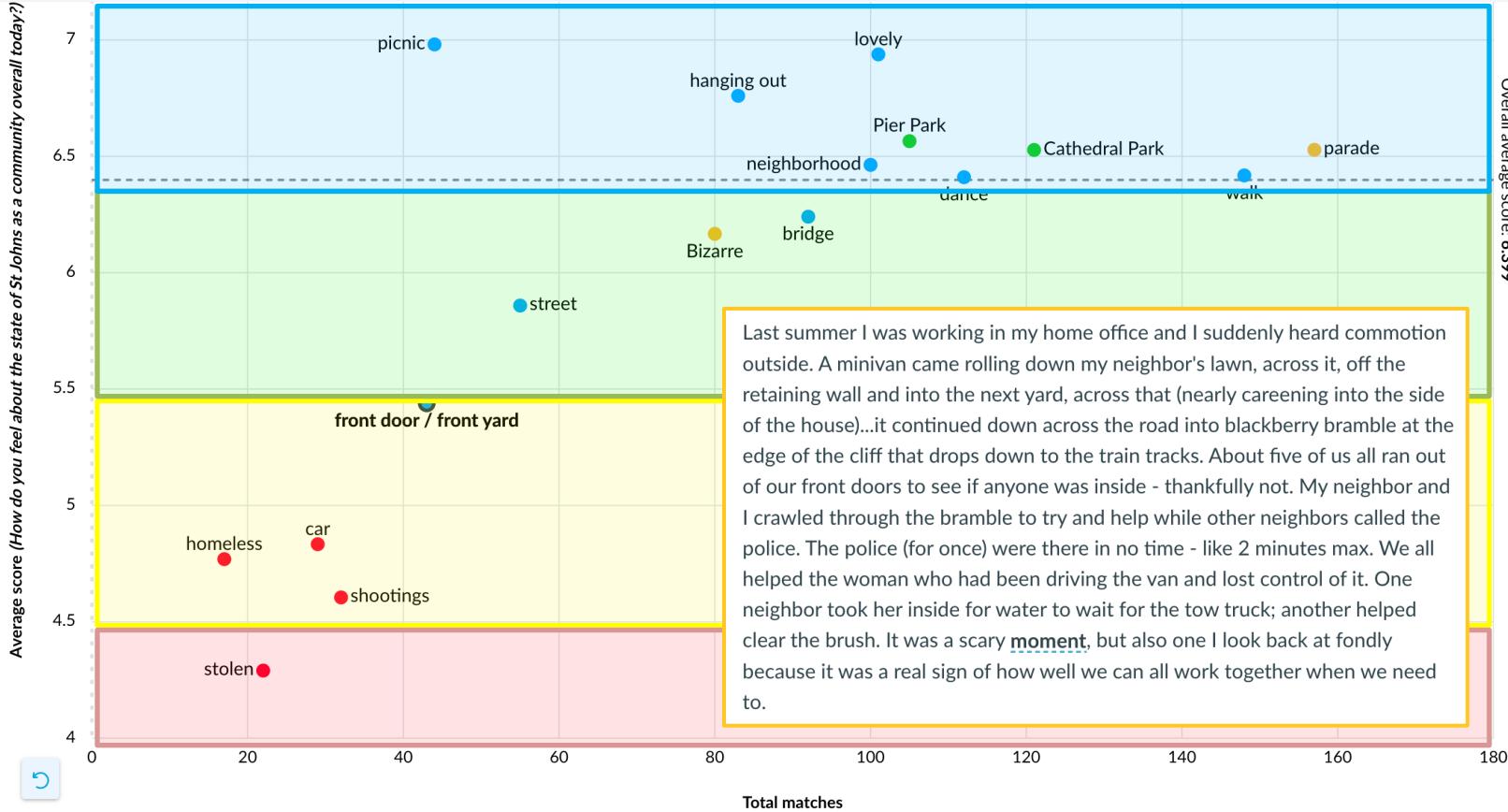
Encounters*

- Persons under the influence of substances, together
- People in crisis, shootings, crashes
- Encampments

*use of the term "thankfully" and "fortunately"



Memories by Feelings



Looking Out

Connection · Advice

SJNA

Finding Connection

Local Businesses

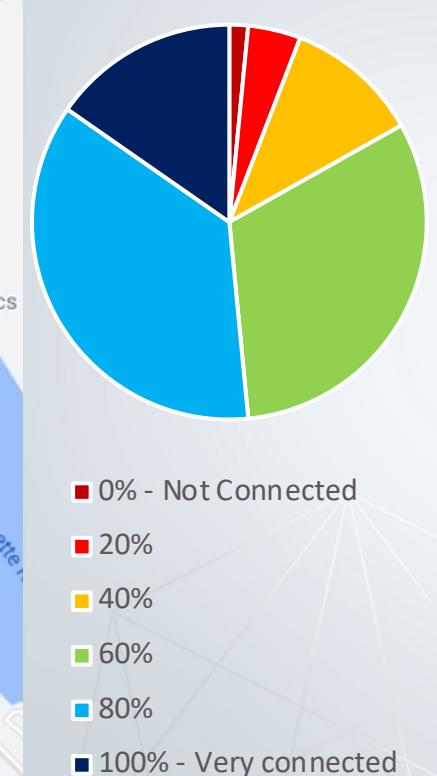
Local Parks

Events

Block Parties

Volunteering

Finding Connection



**Businesses, Events,
Volunteering, Parks
Parade, Neighbors,
Farmers Market**

Block Parties

Overall average score: 3.451

Advice to new neighbors

Go here, do this

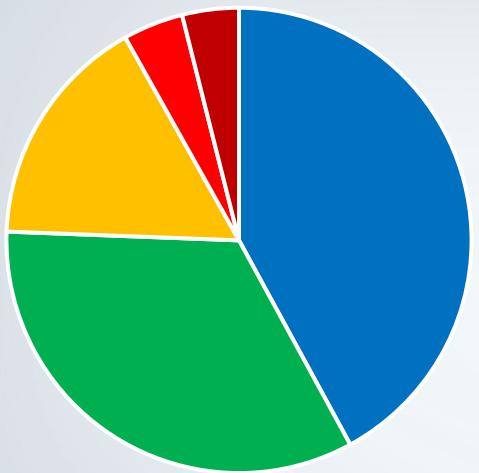
- Get to know your neighbors
- Support local businesses
- Attend events: farmers market, jazz fest, tree lighting
- Enjoy parks and our downtown

Be careful

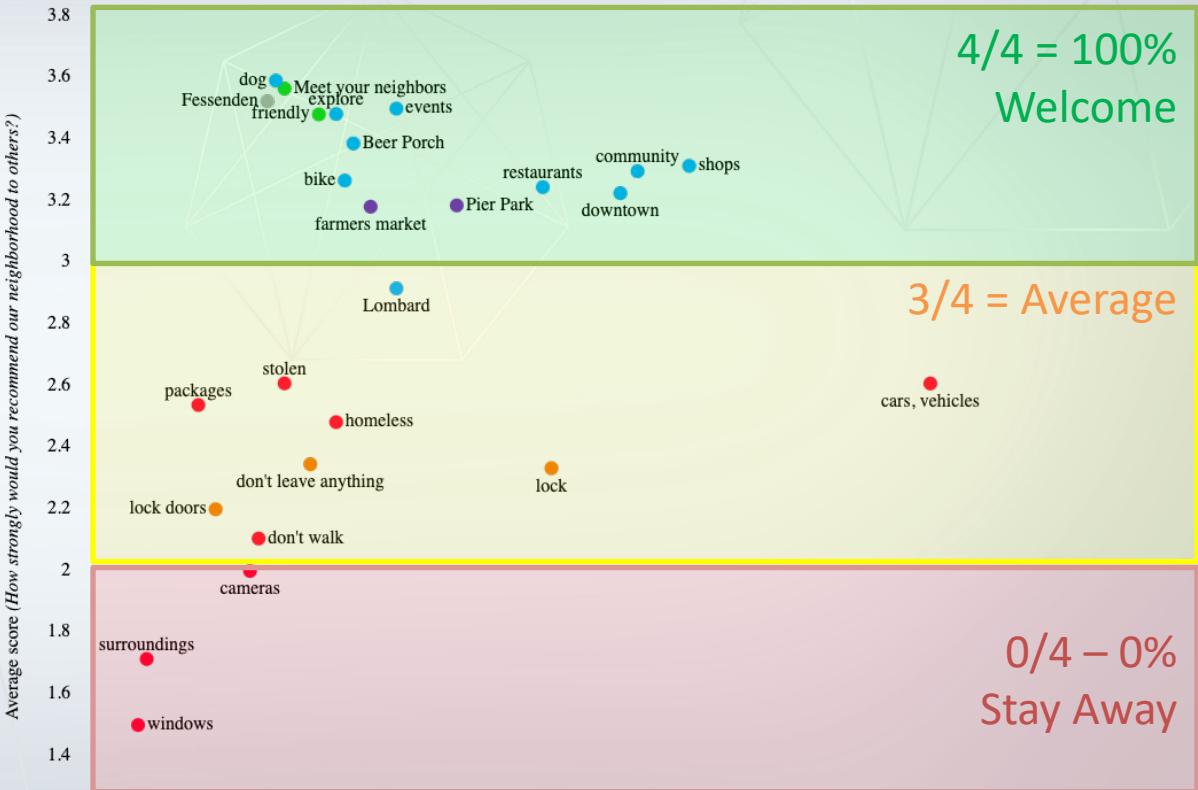
- Don't go out alone at night
- Don't leave stuff unattended (in cars, on porches)
- Lock doors & get cameras



Advice with Recommend

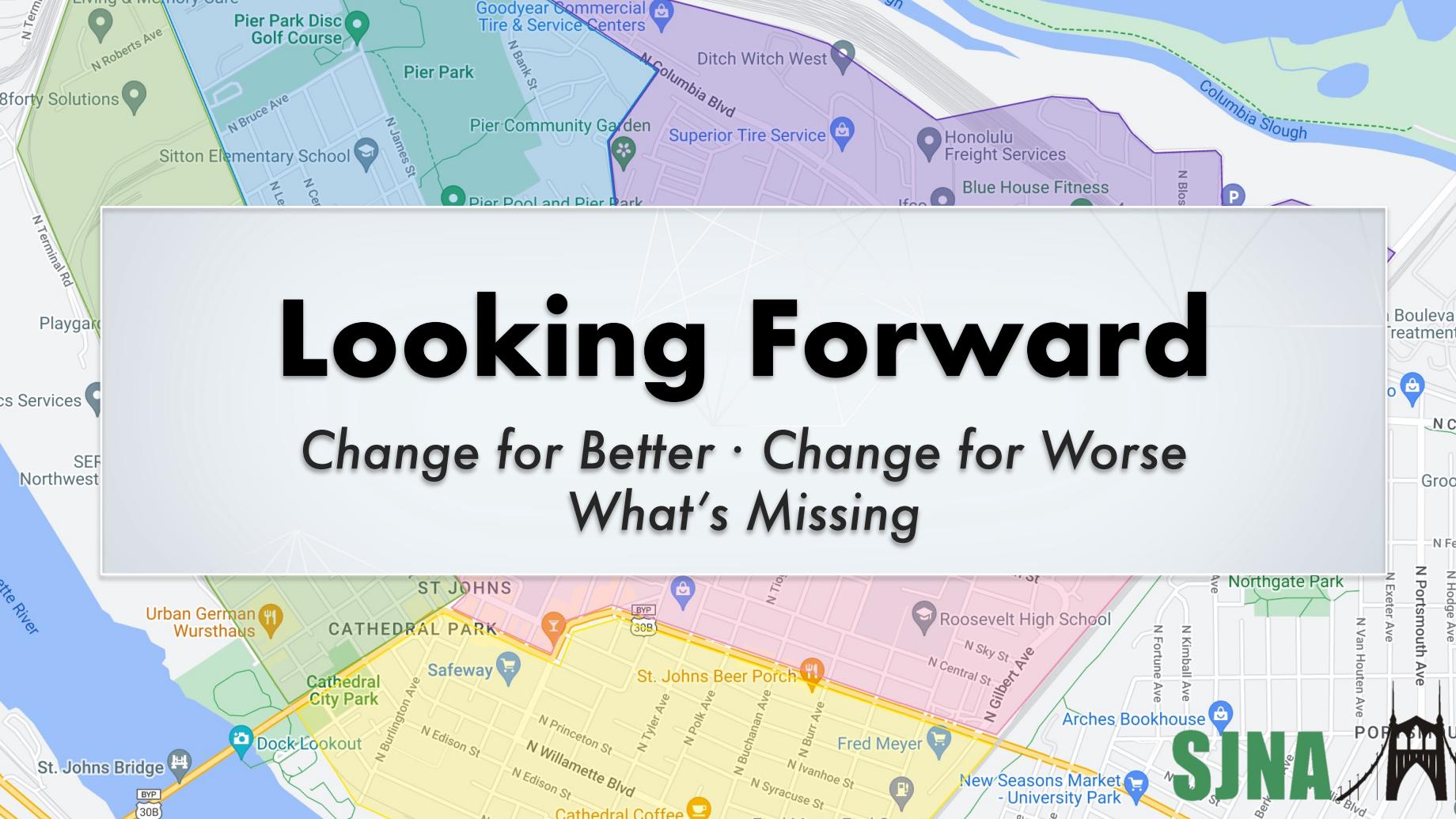


- 100% - Everyone has a place
- 75%
- 50%
- 25%
- 0% - Stay Away



Looking Forward

*Change for Better · Change for Worse
What's Missing*



How do you feel about “Safety & Livability”

COUNTA of Timestamp

Which part of the neighborhood do you consider your primary community?

Which best reflects how you feel about the Safety & Livability of our community?

	😄 Excited	= 😊 At Ease	😡 Angry	😢 Sad
Between Lombard & Fessenden (Pink)	50.00%	50.00%		
North of Fessenden (Purple)	13.98%	4.24%	25.42%	19.07%
Pier Park (Blue)	10.87%	8.70%	21.74%	18.12%
South of Lombard/East of Bridge (Yellow)	10.50%	6.63%	20.99%	25.41%
West of Lombard/North of Bridge (Green)	16.19%	6.67%	22.86%	19.05%
Grand Total	13.16%	6.18%	22.76%	20.53%
				37.37%

How do you feel about "Public Transit & Walkability"

COUNTA of Timestamp

Which best reflects how you feel about the Public Transit & Walkability of our community?

Which part of the neighborhood do you consider your primary community?

	😄 Excited	= 😌 At Ease	= 😡 Angry	= 😢 Sad
Between Lombard & Fessenden (Pink)	50.00%	25.00%	25.00%	
North of Fessenden (Purple)	13.14%	29.24%	33.90%	7.63%
Pier Park (Blue)	10.87%	31.88%	31.88%	3.62%
South of Lombard/East of Bridge (Yellow)	10.50%	27.62%	37.02%	7.18%
West of Lombard/North of Bridge (Green)	15.24%	26.67%	32.38%	9.52%
Grand Total	12.89%	27.37%	34.21%	7.37%
				18.16%

Changes for the Better:

Fill empty storefronts

- Landlords reducing rent for storefronts
- Reduction of crime and vandalism

Solving housing & crime

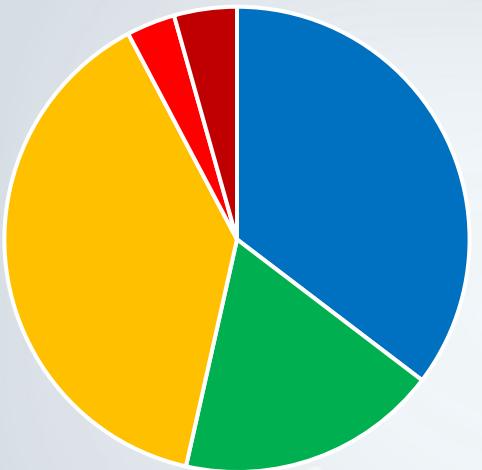
- Housing options to transition folks off of living on the streets
- Requests to revive the local police station and police presence

Slowing Vehicle Traffic

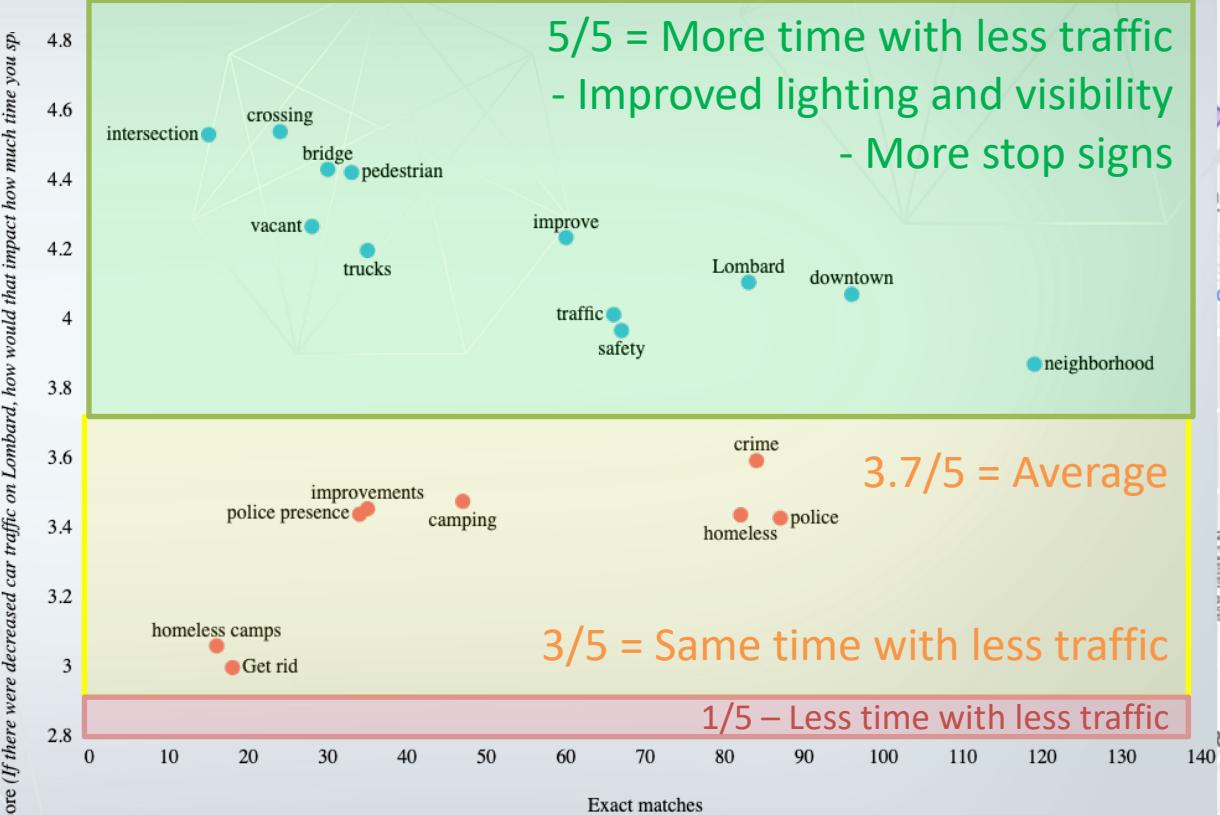
- Traffic cameras to deter street racing
- Additional speed bumps and the introduction of roundabouts



Changes for the Better:



- More time with less traffic
- Slightly more time
- No change
- Slightly less time
- Less time with less traffic



Changes for the Worse: (pre-Feb 28th)

Growing unhoused population

- Poverty without support services disrupts livability

Loss of street parking availability

- Luxury apartments built without designated parking spots

Increased vehicle traffic

- Widening roads, prioritizing private vehicles
- Loss of greenways, deprioritizing pedestrian safety



Changes for the Worse: (post-Feb 29th)

Not all addicts are houseless and not all houseless are drug addicts, these are separate though sometimes overlapping issues. I am aware that there are folks who rely on can redemption for income and organizations (my kids' school) who fundraise via can redemption donations. I work as a community health dentist for the Multnomah County Health Department and am painfully aware of the toll the fentanyl epidemic has on our communities and their families. Addicts are desperate people. Fentanyl pills are cheap.

My fear is a **OBRC** bottle **redemption center** will attract drug addicts looking for fast cash and fast hits. It will attract the drug dealers who prey on them. Maybe I'm wrong and maybe this center wouldn't share the same problems the **OBRC redemption center** in **Delta Park** had. I don't want to wait to find out, where will we be if this plan goes through and brings **increased crime**, litter and drug use? I'd more than likely move my family away. **OBRC** is being sued because it did nothing to protect the businesses in **Delta Park**. Please don't allow the same thing to happen here in our neighborhood!



What is Missing?

Safely getting around locally

- Traffic slowing measures for cars
- Infrastructure for bikes and pedestrians (lights & lanes) & bike shop to support it
- Frog Ferry

Affordable options to buy local

- Food: Grocery store variety
- Clothing and shops

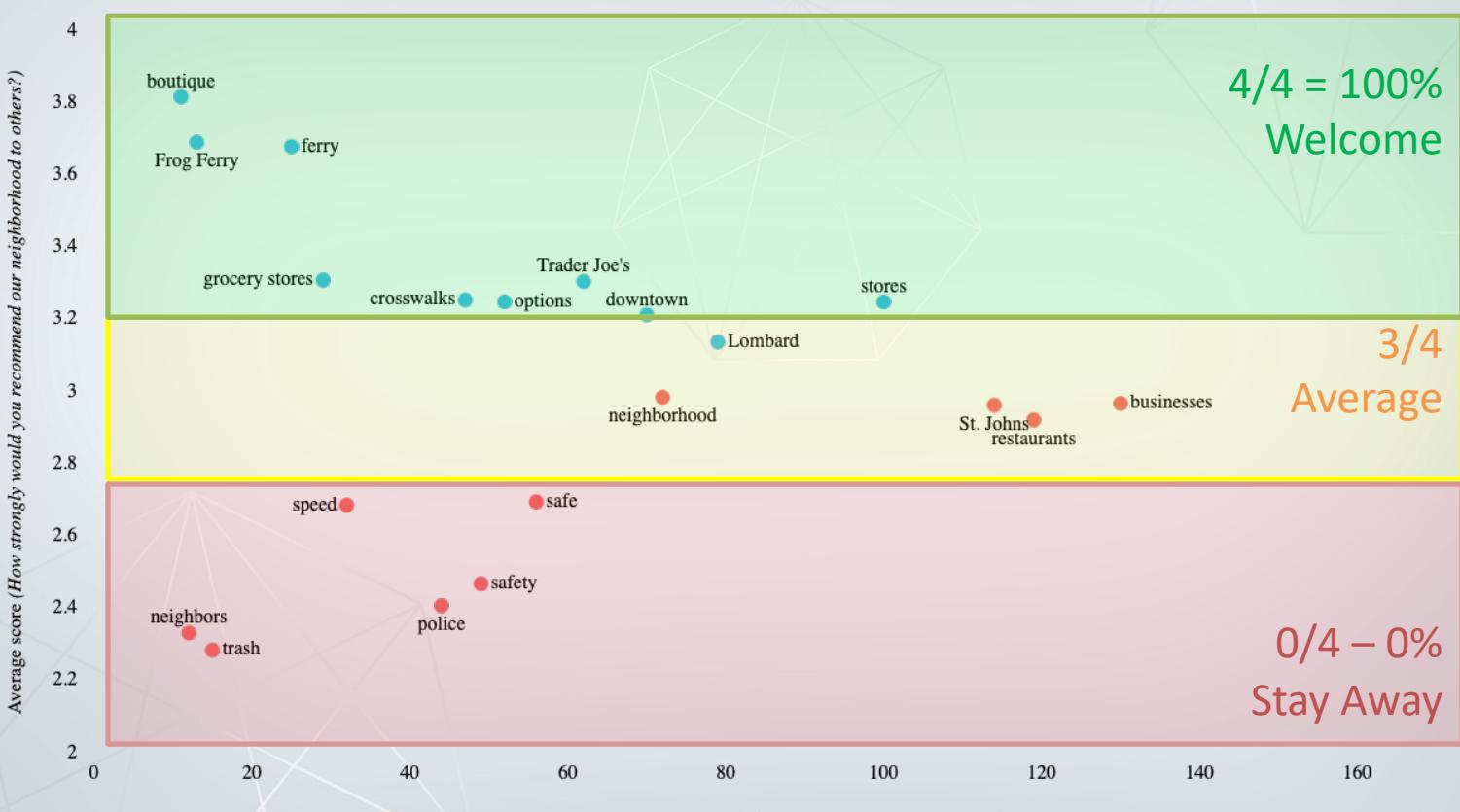
Activities for all ages

- Arcade, Bowling, Ice Cream, 3rd Spaces

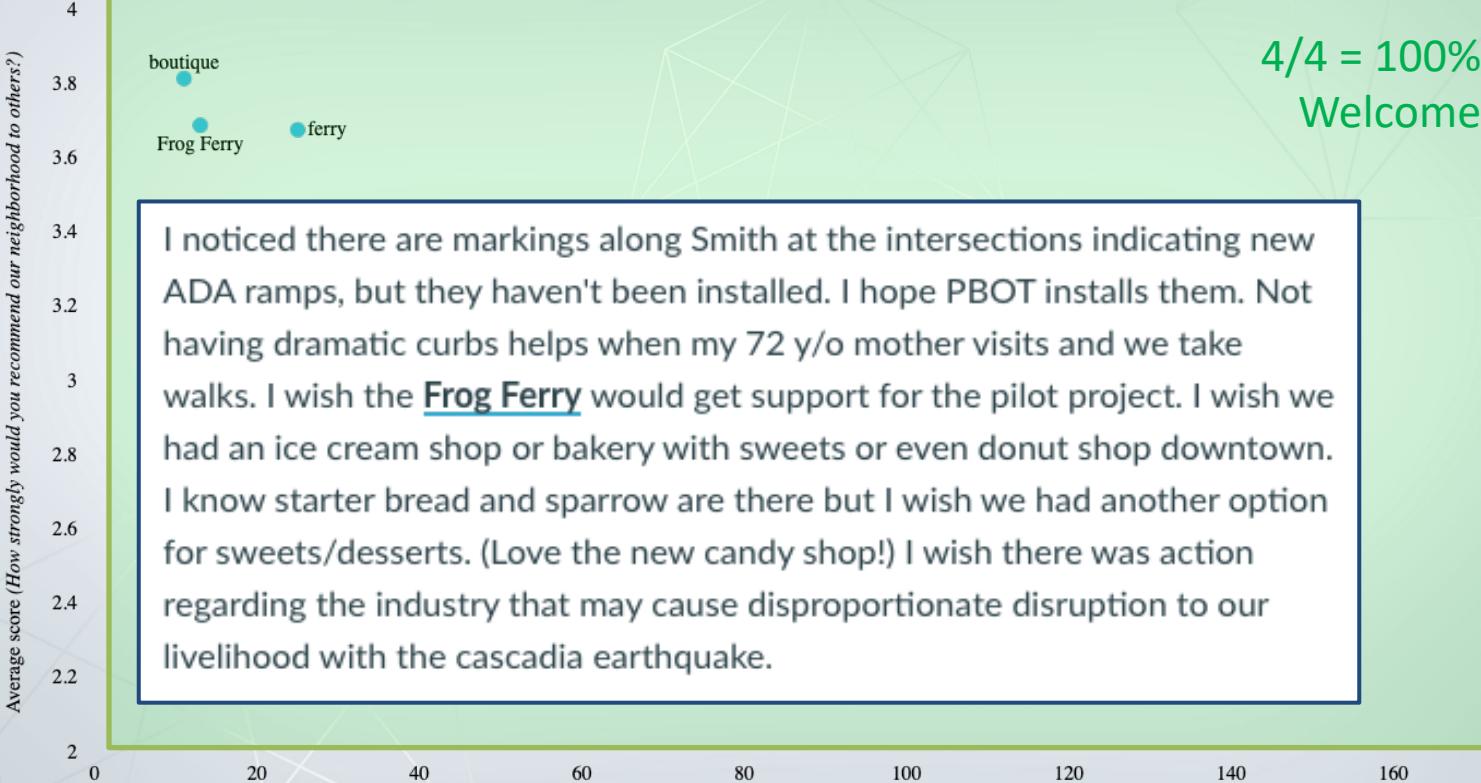
No More: Pizza or Bars



What is St. Johns Missing?



What is St. Johns Missing?



What is St. Johns Missing?



What is St. Johns Missing?

Average score (*How strongly would you recommend our neighborhood to others?*)

Honestly? It's missing feeling safe. I wish we had the police precinct back so we could have officers that were part of our community and understood how to serve our unique neck of the woods. They don't even investigate shootings downtown unless there's a fatality. After being in two shootings, I've got PTSD just walking on the street and it's such a bummer. I love this community and want my feeling of safety back.



0/4 – 0%
Stay Away

Now What?

Respecting the data

SJNA

What you can do:

Connect with us

Explore the survey feedback

Volunteer

What SJNA can do:

Connect you with others around you

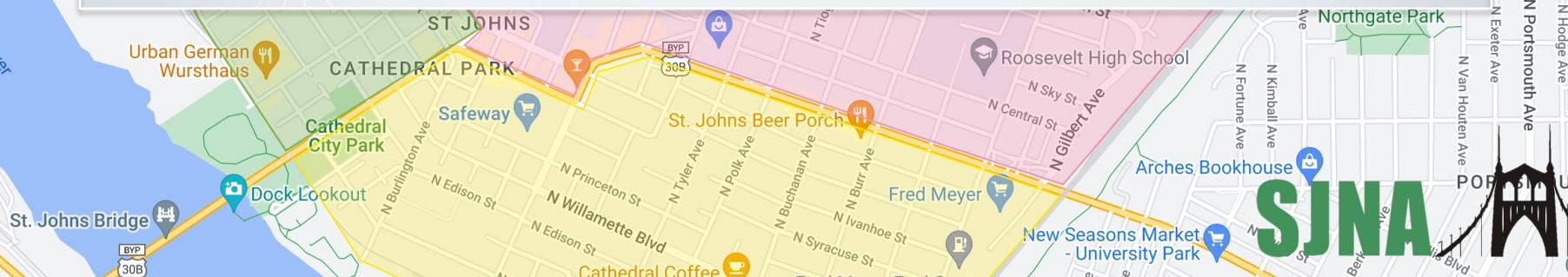
Share the survey feedback

Survey again Summer 2025?



Neighborhoods

Conversations by zone



Pier Park



Blue
North of Saint Louis Ave
East of Lombard
West of Iris Way

(n=142)

Pier Park: Affordability-Minded

The figure is a network graph visualization where nodes represent neighborhood names and descriptive terms, and edges represent their connections. The neighborhoods include downtown, Portland, St. Johns, Forest Park, parks, neighbors, Cathedral Park, Pier Park, and Lombard. The descriptive terms are color-coded and include words like safety, safe, decrease, homeless, increase, apartments, bottle drop, fill, proposed, moved, close, theft, zone, pedestrian, homeless camps, route, traffic, trash, earthquake, bike, street, Avoid, trucks, intersection, crossing, bridge, Columbia, camping, trees, grocery stores, affordability, walkability, options, rent, walkable, attract, location, downtown area, businesses, diversity, stores, shops, restaurants, grocery outlet, encourage, grew, community, Get to know your neighbors, bars, friendly, connected, etc., etc., connected, Leisure, welcoming, enjoy, Slims, activities, arcade, library, Swapnplay, hang, parade, day, events, farmers market, festivals, gathering, bizarre, disc golf, jazz fest, attend, jazz festival, St. Johns parade, Pier Parkparade, and Cathedral Park.

Blue

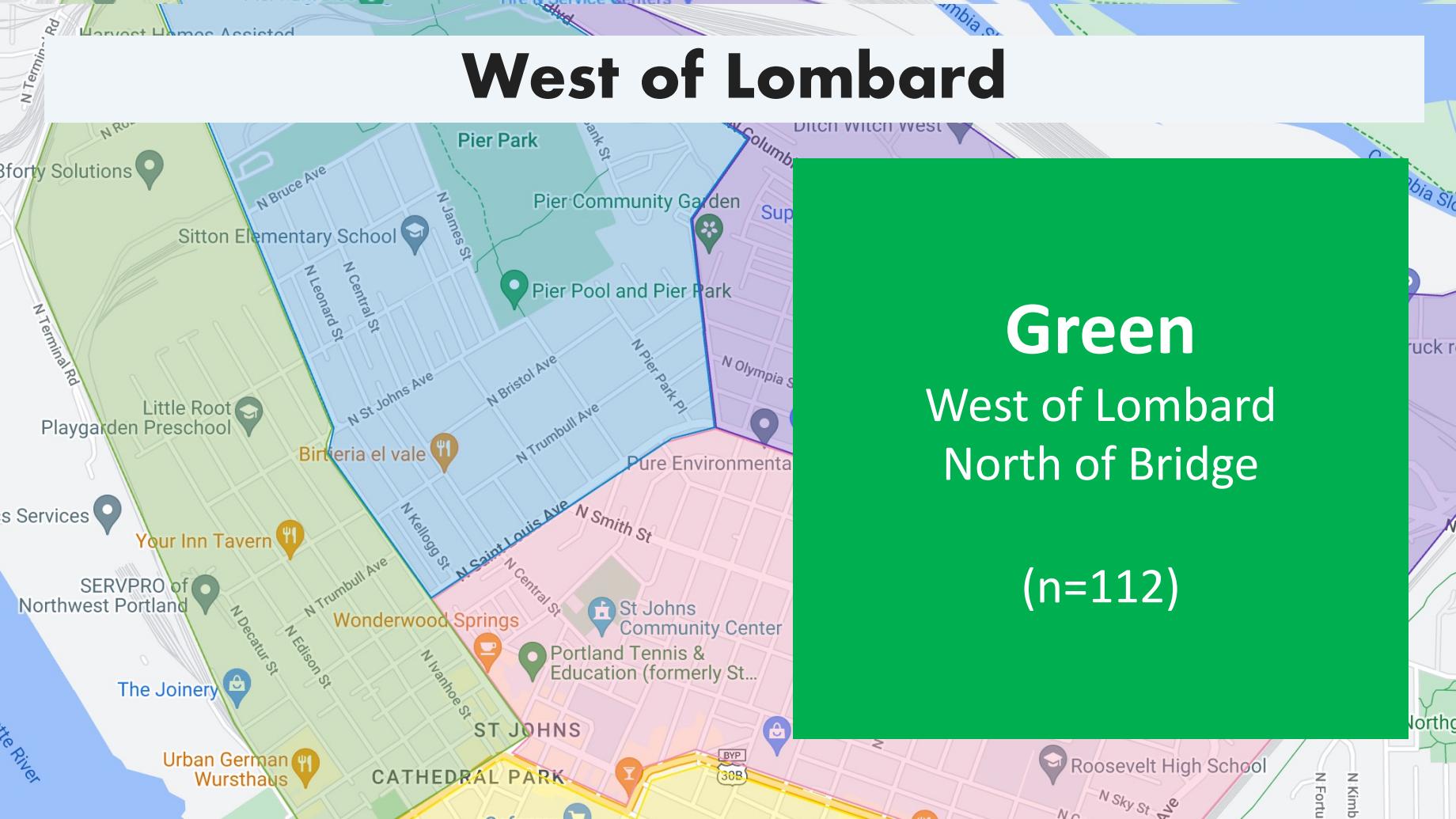
Pier Park

How do you feel about the state of St Johns as a community overall today?

	1	2	3	4	5	6	7	8	9	10	Grand Total
10						1			2		3
9	1			1			2	2	3		9
8				1		1	6	7	3		18
7			1		1	3	9	11		1	26
6				3	1	9	12	5	1		31
5				1	7	4	2	5	2		21
4		1		1		1	1	1			5
3		1	1	2	1	3					8
2			1			1			1		3
1					1						1
	3			3		1	2	35	35	14	17
	3	2	1	3	9	14	23			3	142

Blue

West of Lombard



Green
West of Lombard
North of Bridge

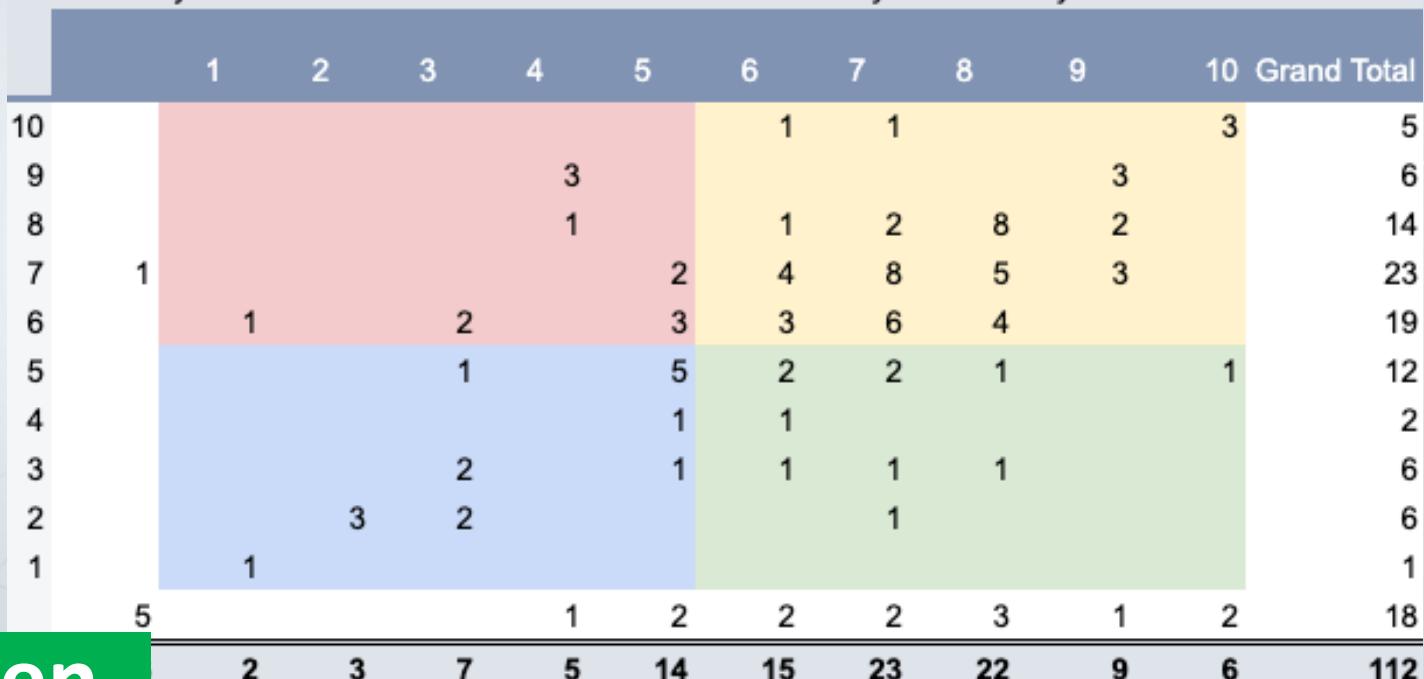
(n=112)

West of Lombard: Traffic-Conscious

Green

West of Lombard:

How do you feel about the state of St Johns as a community overall today?



Green

NORTH PORTLAND

North of Fessenden

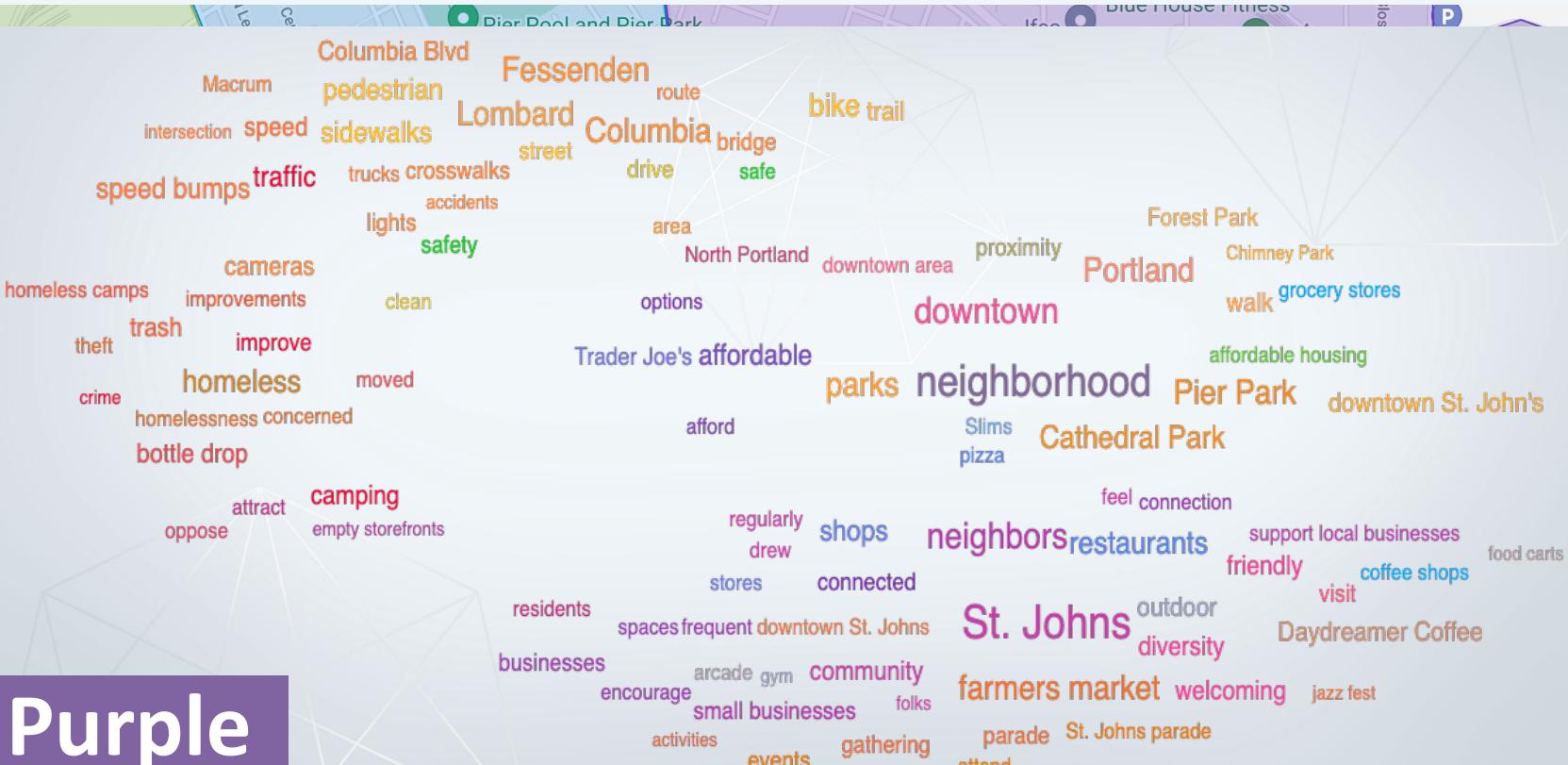
Purple

North of Fessenden
East of Iris Way

(n=99)

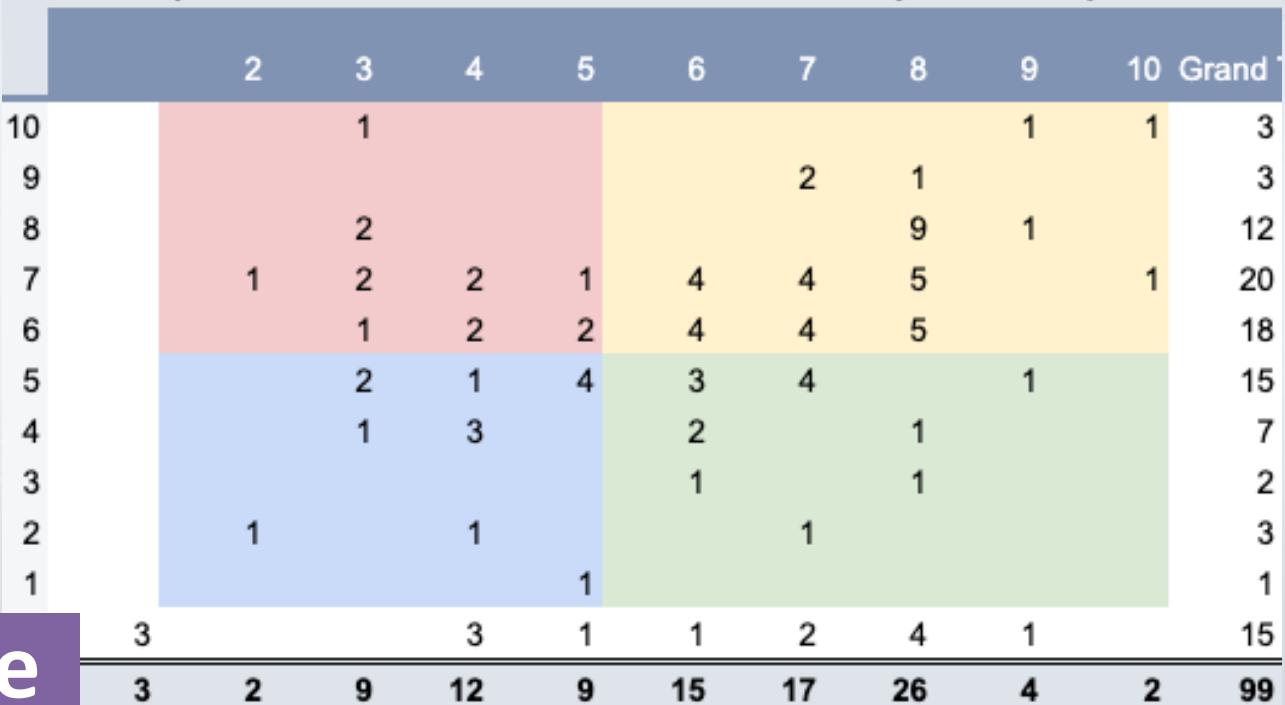


North of Fessenden: Heart for Small local Businesses



North of Fessenden

How do you feel about the state of St Johns as a community overall today?



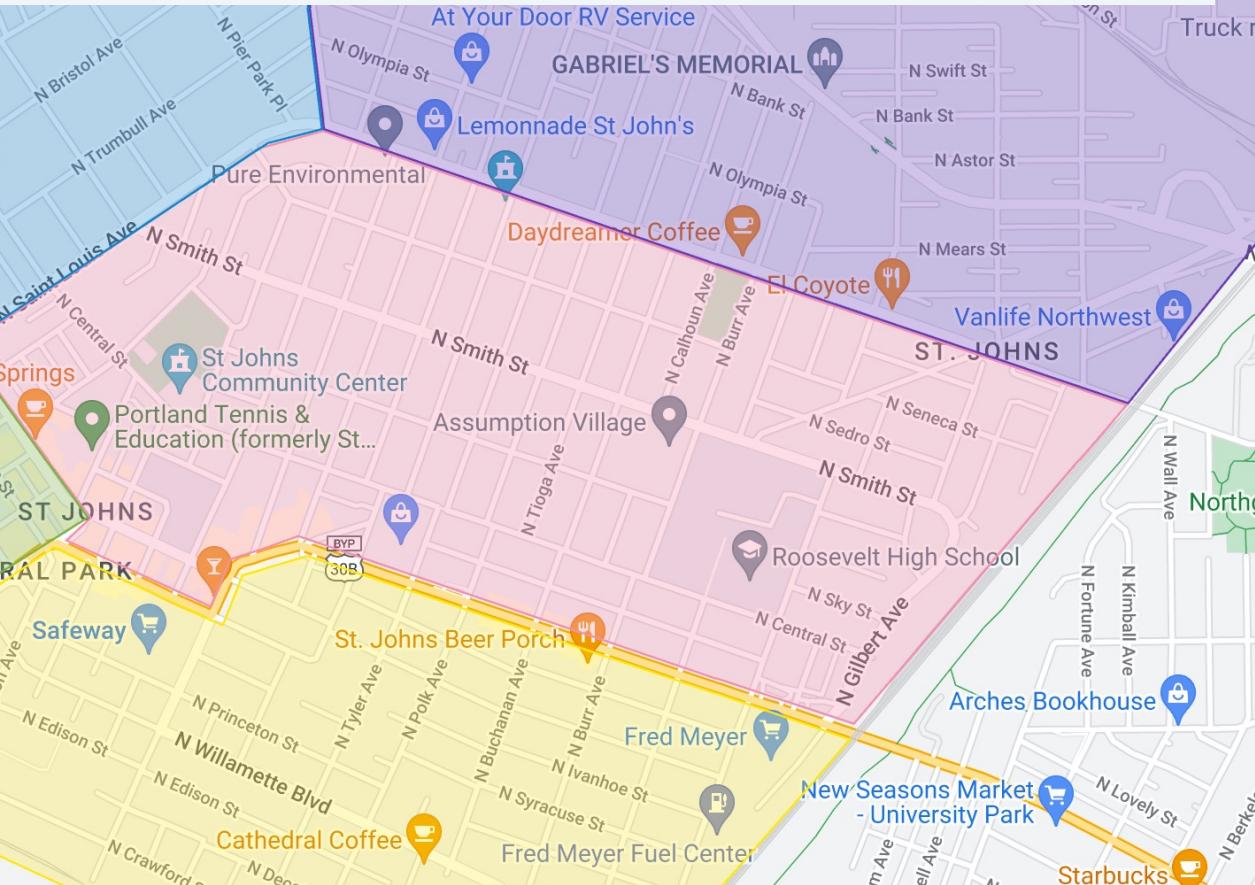
Purple

St. Johns Center

Pink

South of Fessenden
North of Lombard

(n=253)



St. Johns Center

Appreciative of Walkable Options

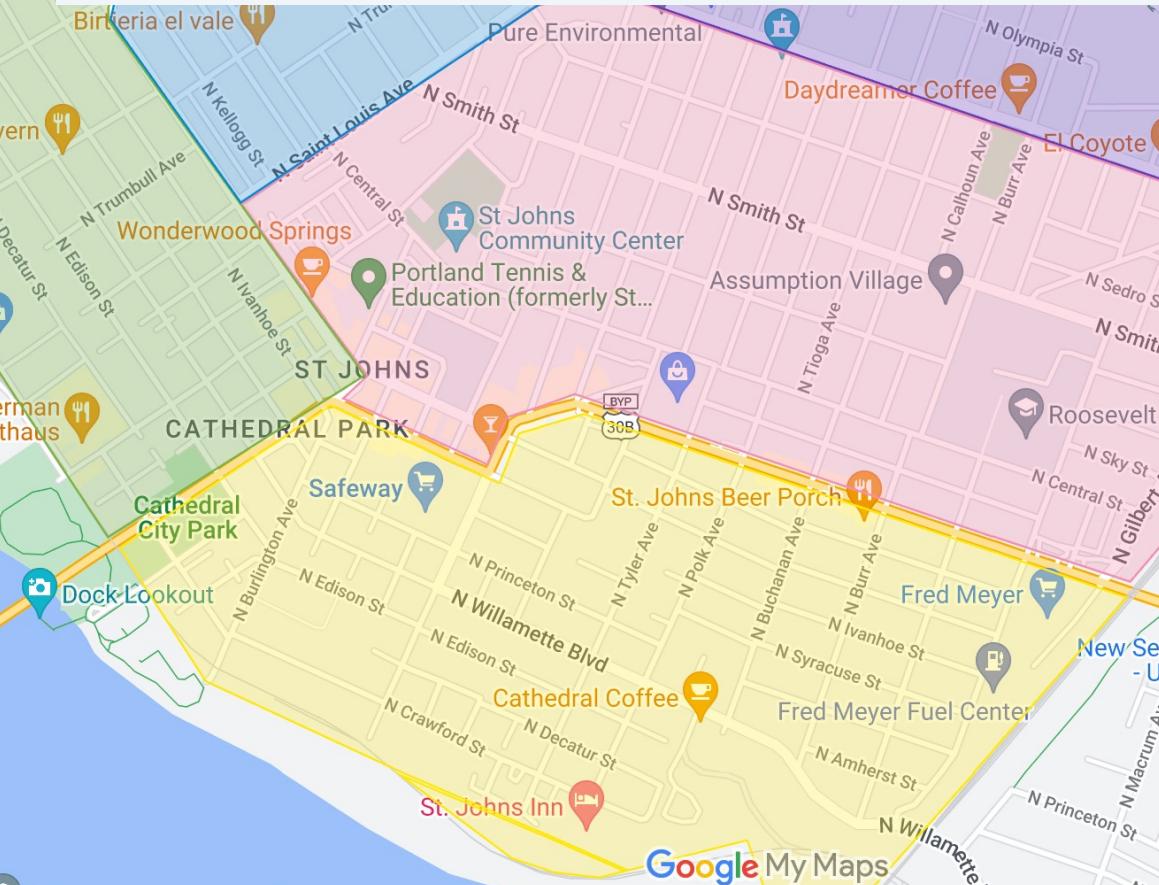
West of Lombard:

How do you feel about the state of St Johns as a community overall today?

	1	2	3	4	5	6	7	8	9	10	Grand Total
10				1	1				3	5	
9		1	2			2	2	7		14	
8		1		2		5	6	11	8	1	34
7	1	1		1	5	7	19	16	3		53
6		1	1	1	4	16	10	6	1		40
5	1				8	10	6	6			31
4				6	3	3	6	2	1		21
3			3	2	2		1				8
2	1	1	1	1		1	1	1			7
1	4	1		1			1				7
	7	6	4	8	15	23	43	59	57	23	33
	10	6	4	8	15	23	43	59	57	23	253

Pink

South of Lombard

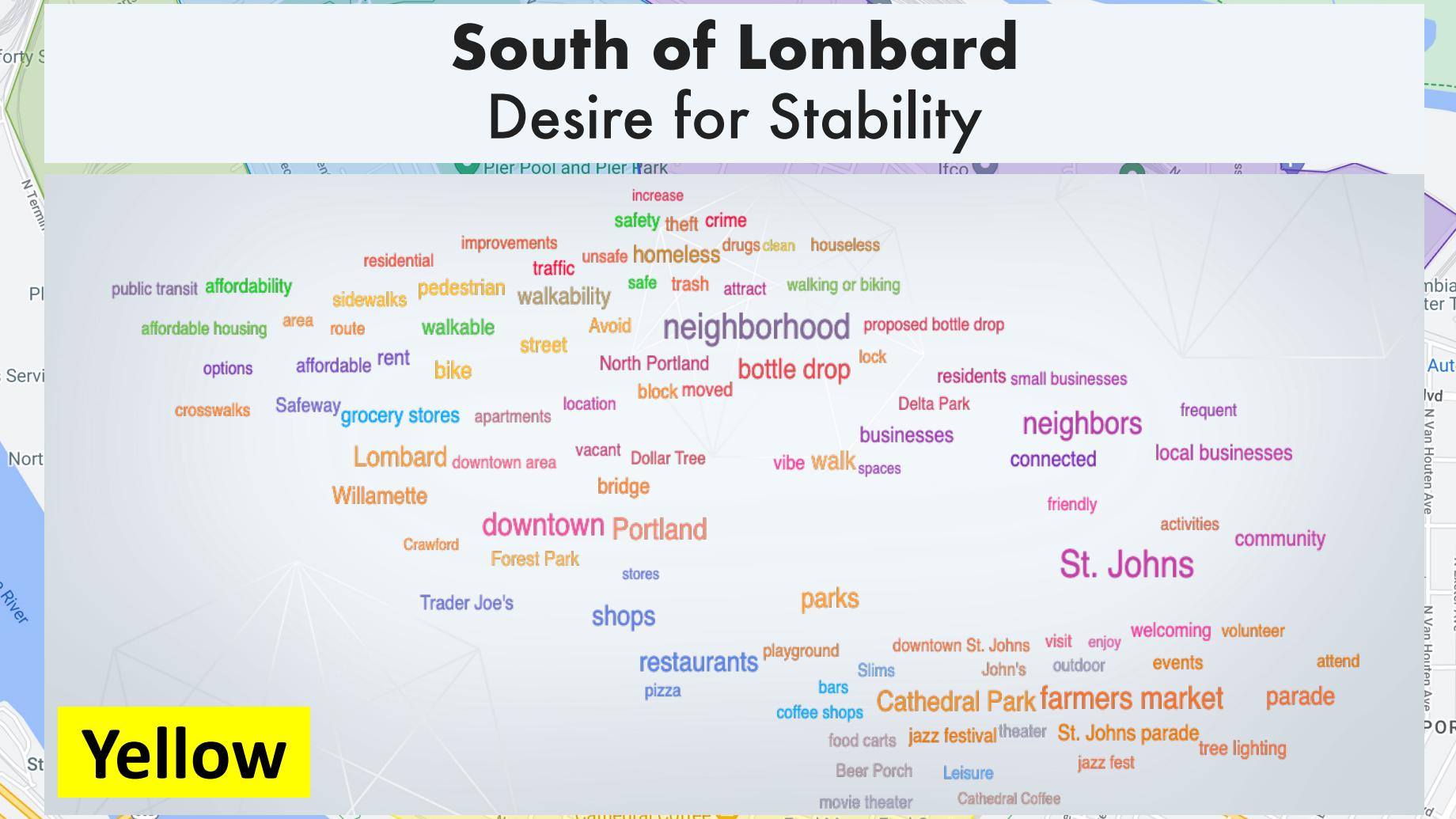


Yellow
South of Lombard
East of Bridge

(n=191)

South of Lombard

Desire for Stability



South of Lombard:

How do you feel about the state of St Johns as a community overall today?

	1	2	3	4	5	6	7	8	9	10	Grand Total
10		1			1		1	1		4	8
9			1		1		2	1		1	6
8	1	1	1	2		2	5	14			26
7		1	1	2	1	2	12	9	2		30
6			1		3	15	5	8	2		34
5				1	2	8	9	3	2	3	29
4				1	3	1	2	2		2	11
3			4	2	1	2	2				11
2		1	2	1				1			5
1	1		1	1							3
	12	1	1	1	1	2	3	4	1	2	28
	12	3	6	13	14	18	35	36	36	10	191

Yellow

Count of Give a quick shout-out to those who encouraged you to take this survey! (Individual neighbors, organizations, businesses?)

Org - The Montessori House
0.6%
Org - St. Johns Farmers Market
3.5%
Org - SJNA - Newsletter
0.6%
Org - SJNA - Instagram
3.5%
Org - SJNA - Flyer QR code
11.5%

Org - SJNA - Facebook
1.2%
Org - SJNA - Door Hangers
0.6%

Org - SJNA
11.1%

Org - First Door PDX
3.9%
Org - Boosters
0.6%
Instagram - Boosters
0.6%
Instagram
3.3%
Individual - Rachel Day
1.0%
Individual - Paul Rippey
0.8%
Individual - Neighbors
2.5%
Individual - My Wife
0.6%

Thank You

Connect:
KLarson@Luminoso.com

