

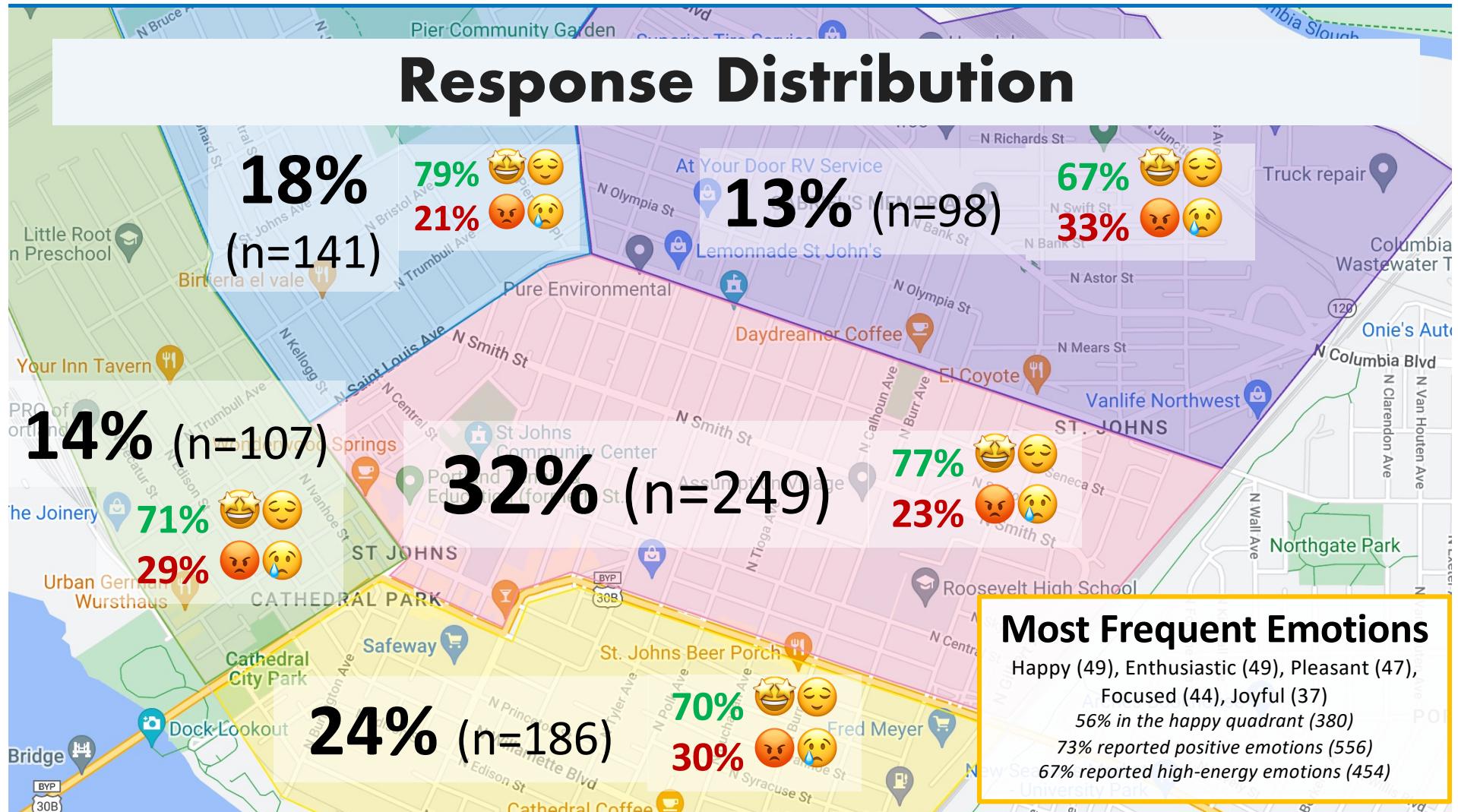
# 2024 Culture Survey

796 surveys submitted  
5,615 open-ended answers analyzed

1. Strengths      Becoming St. Johns
2. Goal              Livability
3. Changes          For Better & Worse
4. Advice to new neighbors

All data is anonymous & publicly available (excluding email addresses)  
Connect with Kim Larson for analysis details.

# Response Distribution



## Most Frequent Emotions

Happy (49), Enthusiastic (49), Pleasant (47),  
Focused (44), Joyful (37)  
56% in the happy quadrant (380)  
73% reported positive emotions (556)  
67% reported high-energy emotions (454)

# 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:

buy  
purchase      prices

afford      affordable

small

stay      originally **affordability**

initially **affordable housing**      PDX

**commute**

**walkability**

**proximity**

**Forest Park**

**proximity to nature**

**beauty**

**nature**

**quiet**

**town**

**small town**

**big city**

**vibe**

**small town feel**

**charm**

**sense of community**

**bought a house**

**grew**

**graduated**

**University of Portland**

**strong sense of community**

**partner**

**relative**

**husband**

**tight knit**

**tight**

**born**

**buy our first home**

**cute**

**Sauvie**

# Why St. Johns:



# Why St. Johns:

born <sup>tight</sup>  
tight-knit   partner   relat  
tight knit <sup>grew</sup>  
graduated <sup>div</sup>  
University o  
strong sense of community

buy  
purchase  
afford      prices  
affordable  
small

St. Johns was once its own town, so it still has its own vibrant downtown area as opposed to some neighborhoods that are purely suburban. We visited the St. Johns Bizzare several times and fell in love with the beauty and quirky small town feel. We stay for the same reasons, but also because St. Johns was the last affordable neighborhood in the city when we bought and now there are none. We would have to leave the city if we moved.

small town feel      small town  
proximity to Forest Park  
feels like a small town      **beauty**  
**fell in love**      **nature**

**Forest Park**

proximity to nature

# 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, clean air, and clean water

# People define Livability as:

means **safety**

**livability** **livable**

factors

ability      ease

**Livability means** basic  
clean streets

accessibility      services  
cleanliness      access      necessities  
low crime      resources      quality

walkability      essential

nature      proximity  
bikeable      amenities      availability  
access to nature

not worry  
feel safe walking  
without fear

safe      able  
quiet

clean

easy distance

nearby

able to walk      doctor

everything I need

grocery

grocery stores

walking distance

easy access  
green spaces

variety      entertainment      ability to walk

# People define Livability as:

livability factors

means safety

ability

not worry  
feel safe walking  
out fear  
**feel safe** **safely**  
**safe** able  
quiet  
clean

I can walk to places in safety for my basic needs. Neighbors are friendly and I see more than one type of person or age range. I feel safe walking anywhere in the neighborhood at night. I know some people think the texts and RVs around town make them unsafe, but that is simply not true. That's just an indication of the change in affordability. If I hadn't gotten in earlier on buying a house, St. Johns wouldn't be as livable for me either, but I'm lucky to have secure housing and feel safe here.

walkability essential  
nature  
**proximity**  
bikeable  
amenities  
availability  
access to nature

green spaces grocery stores  
variety entertainment ability to walk

# People define Livability as:

livability livable

factors

means safety

ability

not worry  
feel safe walking  
out fear  
**feel safe** safely  
safe able  
quiet  
clean  
easy distance

We live within walking distance of Pier Park and my kids are growing up having access to an incredible green space because of that. We walk, disk golf, picnic, and ride our bikes through there. We love that we are walkable to downtown St. Johns. When the weather is nice, we are able to walk to the farmers market, faire's at Mike Bennet's installation, to get coffee or a bite (Signal Station is our favorite!). We have built our entire lives here.

walkability walkable  
essential  
nature proximity  
bikeable amenities  
availability  
access to nature

grocery stores  
easy access  
green spaces  
variety entertainment  
ability to walk

# Changes for the Better:

## Fill empty storefronts

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

## Solving housing & pollution

- Affordable housing options to transition folks off 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:



# Changes for the Better:

occupied storefronts  
empty fill vacant  
landlords empty storefronts  
vacant buildings commercial

deal

gun

break-ins criminal PBOT  
theft

bum

ill

addre

more

\$

houseless

theft and vandalism

police

gun violence

enforce

patrol

racing

Finding ways to get businesses into the empty retail spaces. We need to improve safety so we don't lose the businesses we have to repeat breakins. Increased patrols at night. Followup for victims of these crimes. I am always puzzled about why landlords would rather have empty storefronts than a paying business. I have a feeling it's a larger issue than can be solved by a neighborhood association. I'm also deeply concerned that residential property is all being bought up by corporations with no personal investment in the community. Speaking from personal experience, these are the worst neighbors. Now even the most affordable streets are building new properties that are meant for investors. I think advocating for the city to curtail this type of purchaser would be a wonderful use of SJNA time.

# Changes for the Better:

occupied storefronts  
empty fill vacant  
landlords empty storefronts  
vacant buildings commercial

deal

I think that providing assistance to our houseless neighbors would significantly improve the area. Aside from the obvious improvement for folks experiencing houselessness, if we're able to help provide access to shelter, food, and clean, safe facilities, it will have a positive impact on the rest of us. Our streets will be cleaner, thefts and break-ins will decrease (which, in turn, will attract new businesses and help existing businesses feel safe), and we won't have to deal with people complaining on social media every 3 minutes.

gun

break-ins criminal PB  
theft

houseless

theft and vandalism

police

gun violence

more police

vandalism

police presence

improvements

reduction

garbage

enforcement

divert

cleanup

reduce

enforce

significantly

racing

patrol

# Changes for the Better:

occupied storefronts  
empty fill vacant  
landlords empty storefronts  
vacant buildings commercial

deal

gun

break-ins criminal PBOT  
theft add

houseless

theft and vandalism

police

gun violence

Outside of infrastructure issues like N Lombard's beg lights, safety. The closure of the North Precinct for PPB and the continued disinvestment of the city puts the vibrancy of our community at risk. I'm sick of seeing small business owners report yet more vandalism or theft. The immediate improvement would be for the City of Portland to pay for overnight security patrol to discourage overnight theft. Considering we already pay taxes for police services we don't receive, it's the least they could do.

more police  
garbage enforcement divert cleanup reduce  
enforce significantly racing  
patrol

# Changes for the Worse: (pre-Feb 28<sup>th</sup>)

## 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:

(pre-Feb 28<sup>th</sup>)

A word cloud diagram illustrating the types of changes experienced before February 28th. The words are categorized by color: pink for social issues, orange for economic and environmental impacts, and blue for housing.

**Pink Words (Social Issues):**

- homeless camps
- traffic
- increase
- impact
- cause
- problem
- continue
- density
- allow
- no parking
- camping
- development
- removed
- Not sure change

**Orange Words (Economic and Environmental Impacts):**

- question answer
- anything
- bad
- corporate developers
- rise
- more torn
- high rise building

**Blue Word (Housing):**

- chain apartments condo

# Changes for the Worse: (pre-Feb 28<sup>th</sup>)

problem  
continue  
impact  
cause  
increase  
homeless camps  
traffic

question  
answer

anything

I'm not sure about new change but there has been an increase in RV and car parking for extended periods of time on neighborhood streets. I am concerned that there doesn't seem to be a designated place in the city for RVs and cars to go and park for extended periods of time. There aren't services like bathrooms, water, trash removal on our neighborhood streets to support this type of camping within our neighborhoods and it just doesn't seem sustainable. I've also had several scary encounters with people who appear to be on drugs or mentally unstable while walking and it is concerning that there appear to be no services or support.

de

development

building

removed

# Changes for the Worse:

problem  
continue  
impact  
cause  
increase  
homeless camps  
traffic

question  
answer

anything

Not sure  
change

Half-assed road design changes. PDOT seems unwilling or unable to make road changes in line with accepted best practices. The proliferation of speedbumps in the neighborhood is an example. It is the cheapest solution, yes, but it is wholly ineffective when there are required cutouts for emergency vehicles and, even when effective, it is unpleasant for motorists while causing unnecessary wear and tear. There are other traffic calming measures such as protected bike lanes, road narrowing, pedestrian islands, raised crosswalks, and horizontal flow shifts that better protect pedestrians and cyclists without being an obnoxious headache for the times you have to drive.

de

development

building

removed

# Changes for the Worse: (pre-Feb 28<sup>th</sup>)

problem	ure change	We need to ensure downtown storefronts all occupied by small businesses and are <u>financially</u> accessible to small businesses. Allowing <u>corporate</u> landlords to artificially inflate the value of commercial real estate and storefronts off Lombard goes against what makes this community great. We need to make it easier for businesses to thrive longterm in St. Johns by supporting their needs.
continue		Continued brazen vandalism to small businesses in St. Johns is a chronic, openly acknowledged major issue facing our community. Again, an increase in patrolling may bring justice and end to the recklessness and lawlessness that should not be acceptable.
impact		St. Johns need to continue to accommodate pedestrian and cyclist right-of-ways. Doing nothing to improve upon existing infrastructure would be a huge miss. There's many opportunities for protected cycle and ped shoulders. It's known that people drag race through St. Johns which poses a higher risk to ped and cyclist saftey.
cause		
increase	homeless camps	
traffic	density	
	al	
	r	
	development	
	removed	

# **Changes for the Worse:**

**565 surveys were turned in before February 28<sup>th</sup>**

**On February 29<sup>th</sup>,  
a new topic was brought  
to the awareness of the St. Johns community,  
shifting the focus of this question**

# Changes for the Worse: (no date filter)

neighborhoods

safety

cans

crime

trash

camping

recycling

concerned

bottle

Delta Park

increase

affected

proposed

homeless camps

unsafe

street pedestrian traffic

parks

bottle drop

disaster

surrounding

location

oppose

bottle drop

location

residential

Portland

zone

old Dollar Tree

N Lombard

downtown

proposed

bottle drop

Lombard

apartments

Dollar Tree

Willamette

St. Johns

# Changes for the Worse:

neighbors  
ability folks  
residents allow  
attract  
**neighborhood**  
parks  
location oppose  
**St. Johns**  
downtown proposed bottle  
apartments

safety  
concerned  
increase  
affected  
proposed  
**bottle drop**  
**Portland**  
**Delta Park**  
**OBRC**  
bottle drop  
z  
Dollar Tree  
Willamette

ss  
ca

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!

# Changes for the Worse:

neighbors

homeless  
safety cans  
crime trash

ability folks

residents allow

attract

neighborhood

co

in

park

location oppo

St. Johns

Portland

zone old Dollar Tree

N Lombard

downtown proposed bottle drop

Lombard

apartments

Dollar Tree

Willamette

The proposed bottle drop location at the old dollar tree store. This would create traffic, noise and pollution in a residential neighborhood and create more difficulties for residents in terms of traffic safety, personal safety and general nuisances, such as trash as well as petty theft. This has been a documented problem with bottle drops around the state. This is the last thing St. John's needs. I fear businesses will close as they have around the current Delta Park location.

# Changes for the Worse:

neighbors      homeless  
safety      cans  
cri  
car  
ability      folks  
residents      allow  
attract  
neighborhood  
increase  
affected  
proposed  
parks      bottle drop  
location      oppose  
Portland      bottle drop loca  
zone  
St. Johns  
downtown      proposed bottle dro  
apartments      Dollar Tree

The proposed Bottle Drop. The addition of a full service Bottle Drop at the Dollar Store location on Lombard would be terrible in that it is already a very hard to navigate high traffic/pedestrian area. The addition of lines of people with their carts full of cans all over the sidewalks and street seems like it will be very dangerous for us drivers! The fact that this is more of a waste transfer point just doesn't make sense to put so near houses. The building literally sits right in front of the houses on Kellogg St. Another factor that has to be discussed is the fact that Bottle Drop does fund a lot of addicts habits. Along with this high percentage of Bottle Drop users comes violence, trash, open drug use, defacation/public urination (where? in neighbors yards) theft, etc. This has been well noted at the Delta Park location, which this location is set to replace. I have no idea who / why people would think this is a good idea? Even the Mayor is upset that the OBRC went ahead and purchased this building, knowing it wasn't zoned for their purpose and without public input! NO BOTTLE DROP in this location, St. Johns already has several places to cash in your cans!

# Advice to new neighbors

## Go here, do this

- Get to know your neighbors
- Explore parks
- Support local businesses “as much as possible”
- Get involved
- Attend events like farmers market, jazz fest,

## Be careful

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

# Advice to new neighbors:

food trucks  
Grocery Outlet pizza Twin Cinemas  
Mikasa Beer Porch theater Sparrow  
Slims shops restaurants movie theater  
Forest Park downtown stores bars food carts  
Cathedral Park John's eat coffee shops downtown St. Johns  
Lombard House apartments pet locally recommend take advantage local shops  
Lombard bike parks Inn Daydreamer Coffee Pier Park library jazz festival  
Portland visit businesses enjoy community events  
Crawford Fessenden cats frequent folks explore friendly welcoming  
RVs street porch surroundings check walk attend St. Johns Meet your neighbors  
garage intersection Columbia sketchy yard volunteer neighborhood engage local businesses  
packages car Avoid homeless bottle drop  
drive cameras lock stolen connected  
trash theft careful valuable neighbors support local businesses  
drivers lock your doors aware introduce get involved  
don't leave anything camping cans houseless  
crime

Get to know your neighbors  
encourage belonging

# Advice to new neighbors:

Try to get to know your neighbors because there are great people who live here and it will help you feel safe, included/belonging, give you ideas for how to spend your time and people to do those things with, and it'll help you in a pinch.

Shop local rather than using Amazon for everything to support local businesses, keeping the economy strong, and building relationships (Ace is so helpful and friendly for house projects, 45th parallel is a great place to get your wine, Grocery Outlet has great food deals, there are several specialty shops for small gifts when you need one).

Play disc golf in pier park, attend the festivals (xmas ships, bizarre, jazz fest), take advantage of living close to Sauvie Island (berries, concerts, farm animals)

camping cans houseless  
crime

food trucks  
Grocery Outlet pizza Twin Cinemas  
Mikasa Beer Porch theater Sparrow  
Slims Shops restaurants movie theater  
res bars food carts downtown St. Johns  
John's eat coffee shops  
et locally recommend take advantage local shops  
et library Park jazz festival  
visit innesses farmers market  
in folks enjoy community  
in events explore friendly welcoming  
tend St. Johns Meet your neighbors  
oorhood engage local businesses  
hbors support local businesses  
introduce get involved  
w your neighbors  
ge belonging

# Advice to new neighbors:

Let yourself try ALL the restaurants as you can. We thought we found the pizza we liked best, but we found so much more we love just as much. The same was true with cocktail bars, with burgers, and even coffee.

As much as we love it here, be smart and stay safe. Sometimes St. Johns feels a hundred miles from the city, but we are still very much an urban community so wear reflectors when you're out at night (including your pet!), be mindful of the areas that have better lighting and pay attention to traffic.

On traffic - many intersections don't have stop signs, so be careful and treat them like four way stops PLEASE!

camping      cans      houseless  
crime

food trucks

Grocery Outlet pizza

Mikasa Beer Porch

Slims shops restaurants

Twin Cinemas

theater

Sparrow

movie theater

bars food carts

John's eat coffee shops downtown St. Johns

get locally recommend take advantage local shops

Forest Park library jazz festival

visit farmers market

businesses enjoy community

join folks explore friendly welcoming

tend St. Johns Meet your neighbors

porhood engage local businesses

ighbors support local businesses

introduce get involved

w your neighbors

encourage belonging

# Advice to new neighbors:

Our favorite places include the library, Pier Park, the Garrison, New Seasons, Your Inn (their wings are really good), hiking on the Wildwood trail or Leif, running on Willamette, Daydreamer coffee, the cinnamon roll at 2 Stroke, Slims, Lombard House (honestly almost every dive bar in the neighborhood), Sila Thai.... Typically day to day we're driving to these places but on nice days it's fun to bike. Typically I'm taking Fessenden or Smith because of the wide bike lane and then cutting up Charleston to Lombard. It's easy to bike to Lombard House and then you can walk to the food cart pod for dinner.

food trucks  
Grocery Outlet pizza Twin Cinemas  
Mikasa Beer Porch theater  
Slims shops restaurants Sparrow  
movie theater

shops downtown St. Johns  
end take advantage local shops  
library jazz festival  
market community  
friendly welcoming  
ns Meet your neighbors engage  
local businesses  
port local businesses  
duce get involved  
ighbors

don't leave anything lock your doors

aware camping cans houseless  
crime

Get to know your neighbors

encourage belonging

# Advice to new neighbors:

Be especially careful at night, have Amazon deliveries sent to an Amazon locker, don't leave anything on porch or outside that you would terribly regret being stolen, lock the gate to your backyard, don't allow cats out at night (coyotes), meet the neighbors and exchange phone numbers, eat steak bites at Slims, eat pizza and salads at Signal Pizza, eat grilled cheese sandwiches at The Perch, go to the movies at St John cinemas, visit Pier Park, if you visit Forest Park make sure nothing is inside car (avoid smash & grab), attend as many local events as you can, watch Braided River documentary so you are aware of environmental issues in area.

drivers      theft      valuable  
careful      aware  
don't leave anything      lock your doors  
camping      cans      houseless  
                    crime

food trucks  
Grocery Outlet pizza      Twin Cinemas  
Mikasa      Beer Porch      theater  
Slims shops restaurants      Sparrow  
Forest Park downtown      movie theater  
stores bars food carts  
John's      eat coffee shops      downtown St. Johns  
pet locally recommend take advantage      local shops  
er Park      visit      library  
businesses      enjoy      jazz festival  
visit      events      community  
join folks      explore      friendly      welcoming  
attend St. Johns Meet your neighbors  
ighborhood      engage  
ghbors      local businesses  
support local businesses  
introduce      get involved  
encourage      belonging  
Get to know your neighbors

# 2024 Culture Survey

In the April:

1. How do you feel about St. Johns?
2. How will you remember St. Johns?
3. How strongly do you recommend St. Johns?
4. Shopping behaviors and preferences
5. What is St. Johns missing?
6. Where do you find connection in St. Johns?

All submitted answers to individual questions are publicly available  
(excluding email addresses)

Connect with Kim Larson for analysis details.

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

