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**DATE:** August 16, 2023

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**SUBJECT:** Phase 2 Community Engagement Summary – Draft

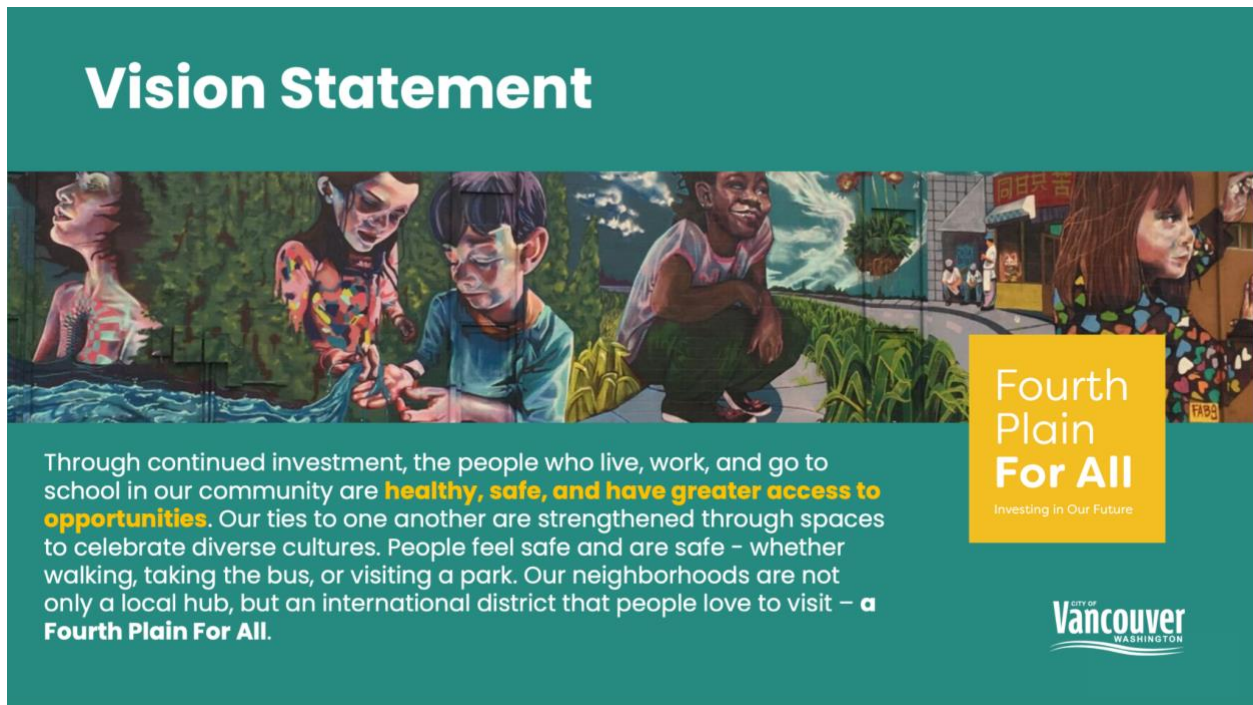
**PROJECT NAME:** Fourth Plain For All

## Overview

The Fourth Plain for All project is a community-driven process to identify, prioritize, and implement an investment strategy that uplifts and strengthens central Vancouver neighborhoods. Investments will be supported through the City of Vancouver funding sources, including federal funding granted through the American Rescue Plan Act (ARPA).

Community engagement for this project was conducted in two phases. Phase 1 focused on increasing awareness of the project, building trust and connections, and providing accessible opportunities for the community to co-create a draft investment strategy. A notable outcome of Phase 1 engagement includes the Fourth Plain for All vision statement (see Figure 1). Developed in partnership with the project's Investment Strategy Committee (ISC), the guiding vision for the Fourth Plain for All project is to improve health, safety, and access to opportunities for people who live, work, and go to school in central Vancouver; bring the community together to celebrate diverse cultures; and attract visitors who want to spend time and money in Vancouver's international district.

**Figure 1:** Fourth Plain for All Vision Statement



As done in Phase 1, this next phase of outreach was conducted leveraging digital communication tactics for broad reach inside and outside of the project area, and in-person tactics focused on reaching historically underrepresented communities and people who live, work, own a business or go to school in the project area.

This summary covers community engagement objectives, tactics, and outcomes during Phase 2 (May-August 2023).

## Phase 2 Engagement Objectives

Phase 2 community engagement objectives include:

- Confirm input collected during Phase 1 was interpreted correctly and potential investment options reflect community priorities.
- Invite the community to help prioritize projects and programs that they would like to see implemented using ARPA funding between now and 2026.

Community feedback collected during Phase 1 and Phase 2 informs the final Fourth Plain for All investment strategy.

# Outreach Tactics

- **Investment Strategy Committee:** The project's Investment Strategy Committee (ISC) is made up of 15 community members who live, work, own a business or attend school in the project area. Eighty-six percent of committee members self-identify as Black, Indigenous, or People of Color (BIPOC). Four members are youth (24 years-old or younger) who are current students at high schools in the project area or the local university. Committee members also represent organizations that provide support programs and resources to the Fourth Plain community, including NAACP, Fourth Plain Forward, Pasitos Gigantes, Sakura 39ers, Odyssey World International Education Services and Vietnamese Community of Clark County.

Committee members advise and provide input regarding the Fourth Plain for All investment strategy. During Phase 2, the committee met twice to provide feedback regarding investment goals, evaluation criteria, budgeting, and priority projects. One ISC meeting included a 3-hour participatory budgeting exercise, where committee members prioritized investment options and assigned dollar amounts to potential Fourth Plain for All investments. Attendance at ISC meetings remained strong with at least 80% (12 of the 15 members) participating in person during the two sessions.

- **Project Ambassadors:** Five multilingual project ambassadors helped expand outreach efforts by translating project materials and engaging in direct outreach efforts with their community on behalf of the project. In an effort to foster trusted connections and communication channels between project staff and historically underrepresented communities, ambassadors represent and have ties to Russian, Ukrainian, Chuukese, and Vietnamese communities in central Vancouver.
- **Open House:** An open house event was held at the Multicultural Resource Fair at Hudson's Bay High School, led by the Latino Community Resource Group and Fourth Plain Forward. This annual event is well attended by central Vancouver residents and organizations that serve diverse communities throughout the Fourth Plain corridor. Open house attendees heard about the project purpose and timeline and were invited to review the list of potential investment options and share their priorities through an interactive jar exercise, comment cards, and/or conversations with project staff.

The interactive exercise included the use of five jars, representing the five

Fourth Plain for All investment categories, and chips labeled #1, #2, and #3. Attendees placed chips labeled #1 in the jar representing the investment category they believe to be most important, #2 in the second most important investment category jar and #3 in the third most important investment category jar.

- **Community Tabling:** Tabling at various community events and locations within the project area was used to meet the community where they are and gather feedback in person. This helped reduce barriers to engagement, particularly among communities less likely to engage via digital methods.

The project team staffed an informational table at Recovery Cafe Clark County and Grocery Outlet on Fourth Plain Boulevard, and the Juneteenth Freedom Celebration at Esther Short Park to share project information and gather feedback. Community members were invited to share feedback via the same methods used during the open house – interactive jar exercise, comment cards, and conversations with project staff. Printed surveys in English and Spanish were also available for people to complete onsite.

- **Business Listening Session:** As a follow-up to Phase 1 canvassing efforts, the project team invited businesses previously engaged along the project area to participate in a two-hour listening session hosted at Clark College. The project team met with nine current and prospective Fourth Plain business owners to better understand current business challenges, opportunities, and how this project can best support central Vancouver businesses.

Types of businesses represented at the listening session include restaurants/food service and food manufacturing, grocery stores, laundry services, technology services, and construction ranging from one to 26 years in operation. One business is currently operating out of their homes and looking for a commercial kitchen space; another is looking to start a nonprofit to better serve incarcerated and formerly incarcerated individuals and their families within central Vancouver. The session was held in both English and Spanish to accommodate the preferred languages spoken by attendees.

- **Community Survey:** The project's Phase 2 survey launched on July 19, inviting community members to review and rank potential investments, and share any other investments the city should prioritize. This ranking exercise was designed to mirror the interactive jar exercise used during community tabling and the open house event. The survey was made available in both English and Spanish, with other language translations available upon request. This was

done in direct response to the participation observed during Phase 1. Community members completed the survey online or in person at tabling events and the open house. Demographic information was not required of survey respondents but for those who chose to share voluntarily, the following information was collected:

- Approximately 75% of survey respondents live within the project area.
- The majority of survey respondents identify as white (63%); 17% prefer not to share their race/ethnicity and 12% identify as Hispanic or Latino/a/e.
- Approximately 48% of survey respondents identify as male and 40% identify as female
- 60% of survey respondents are between the ages of 25 and 44 years old; 28% are 55 years old or older.
- Approximately 73% of survey respondents own their home and 23% rent.
- **Digital Communication:** The project's BeHeard website was refreshed with current information, including the Phase 2 survey and in-person engagement opportunities. Local community-based organizations and ISC members helped amplify the project's survey through social media messages and flyers created by the project team.

## Direct Engagement Activities & Reach

ACTIVITY	DATE	EVENT / LOCATION / GROUP	TOTAL REACH
ISC Meetings 3 & 4	May 30 & June 27	ISC Members @ Clark College	15
Open House	June 3	Open House event @ Multicultural Resource Fair (Hudson's Bay High School) <i>*More than 90% of people engaged were Spanish speakers</i>	100+
Community Tabling	July 12	Recovery Cafe Clark County	19
	July 14	Grocery Outlet	19
	June 17	Juneteenth Freedom Celebration @ Esther Short Park	77
	June 24	Sakura 39ers event*	70+

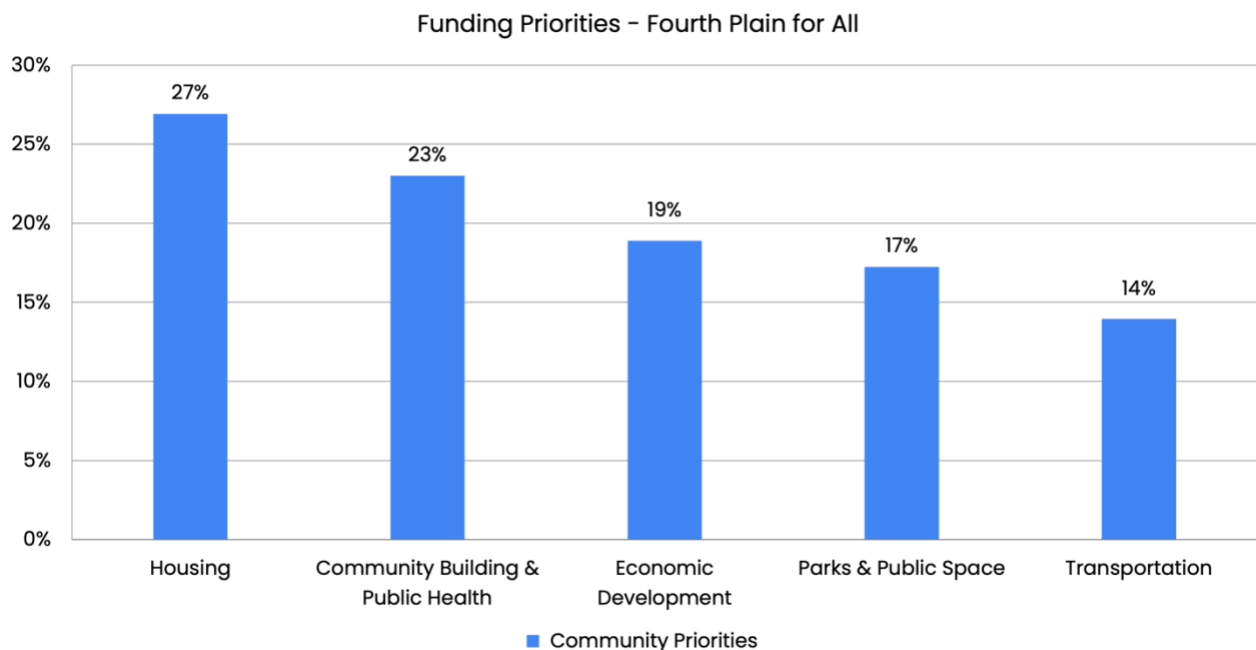
		<i>*Chuukese community engagement</i>	
Business Listening Session	July 24	Clark College	9
Community Survey	July 19 – August 13	Vancouver community <i>*75% of respondents live within the project area</i>	66

## Feedback Summary

As displayed in Figure 2, feedback received during Phase 2 engagement **confirms that the five investment categories identified during Phase 1 are in alignment with Fourth Plain community priorities**. Investment categories include:

- Housing;
- Community Building & Public Health;
- Parks & Public Spaces;
- Economic Development;
- and Transportation.

**Figure 2:** Percentage of total votes from Phase 2 survey respondents, open house attendees, and community members engaged during in-person tabling events when asked to select the top three investment categories most important to them.



Overall, there is a strong desire among the community to **increase awareness of existing programs, services, and resources** available and further invest in what already exists. This is true across all investment categories but especially relevant to Housing, Community Building & Public Health, and Economic Development.

Beyond increasing awareness, community members highlighted the **need to decrease barriers to access programs, services, and resources available** to the Fourth Plain community. Identified barriers include:

- Lack of language translation services.
- Lack of trusted channels of information.
- Cost.
- Access to transportation.
- Knowledge of existing laws, protections, and regulations (e.g., lease agreements and home zoning protections).
- Eligibility criteria including age, credit history, income, immigration status, and history of incarceration.

**Below are feedback themes identified during Phase 2 engagement:**

## Housing is the top priority among the majority of community members engaged.

Housing was often ranked as the most important investment category during Phase 2 engagement. Ensuring existing residents can stay in their current homes, find affordable housing, and buy a home in their neighborhood is a top priority. Affordable housing design and aesthetics should foster a sense of community pride among residents, celebrate diverse cultures, and encourage community gathering.

Houselessness is a major concern among residents and businesses within the project area. However, some community members shared that providing shelter for the unhoused is often not enough. Improved case management and access to addiction recovery and health services is also needed.

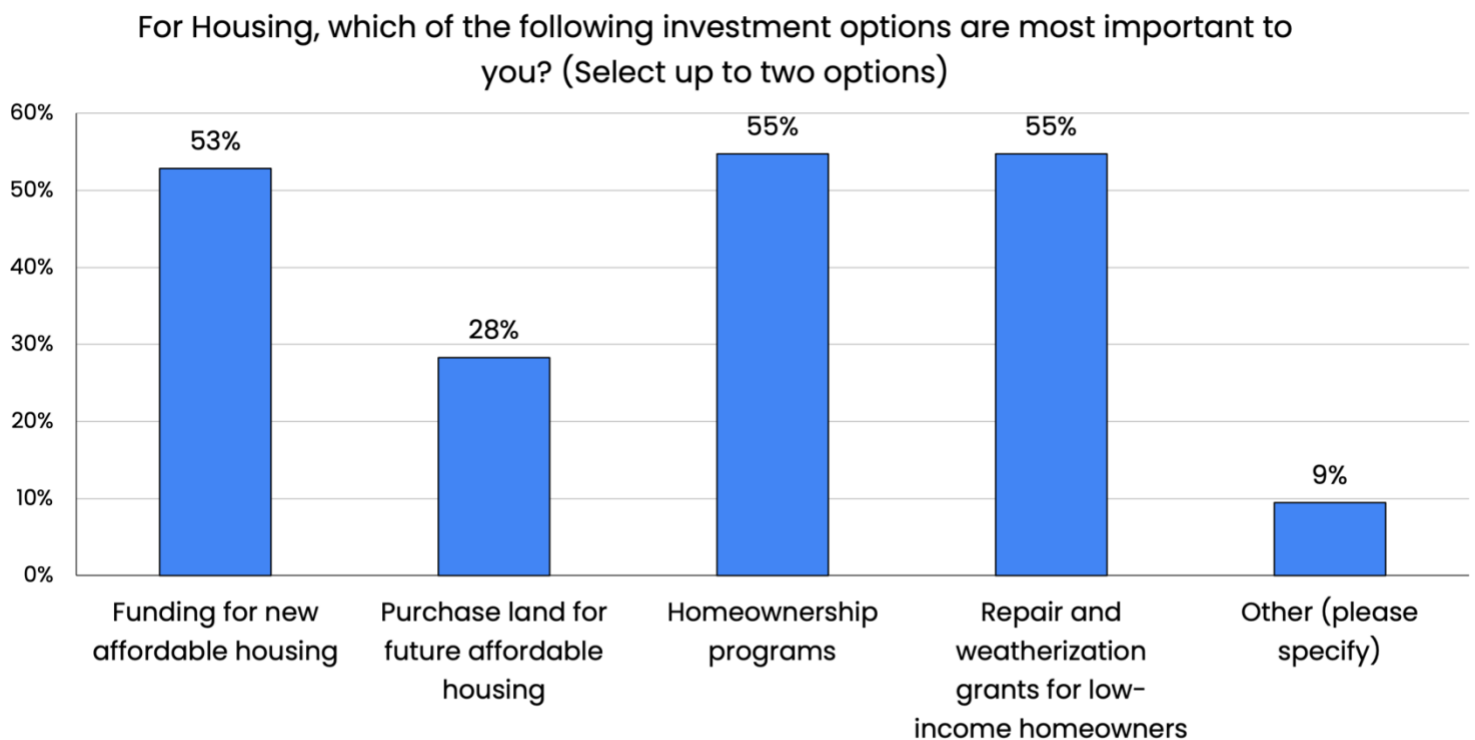
The following quotes represent feedback from the community regarding housing:

- “You can’t do anything in the community to help people unless they’re housed. Housing must come first.”
- “People are getting priced out. In the past few years, it has gotten harder and harder to buy a home.”
- “Housing is very challenging to find. This must be a priority.”

- “Affordable housing. Funding should go towards adult group homes that provide low cost, rent-controlled housing for people who have disabilities and can't advocate for themselves.”
- “Think about design of housing and communities for the homeless. The pod on Fourth Plain has a fence around it.”
- “Providing housing is not enough, case management should be better. There should be follow-up.”

Survey respondents are most interested in housing investments that provide immediate support to the community as showcased in Figure 3. Purchasing property for future affordable housing ranked as the least important housing investment. ISC members prioritized both immediate and long-term housing investments. ISC members see property acquisition as a strategic and long-term investment.

**Figure 3:** Housing investments most important to survey respondents.



ISC members identified the following housing programs, organizations, and needs for investment consideration:

- Clark County Homebuyer Downpayment Assistance program.
- Vancouver Housing Authority.



- Multi-Family Tax Exemption Program.
- Rent Well.
- African American Alliance for Homeowners.
- Proud Ground Community Land Trust.
- Rental assistance and tenant protections.
- Zoning protections.
- Landlord registry.
- Community land trust.
- Courses and guidance for first-time home buyers.
- Family self-sufficiency program.
- Reduce barriers to buying a home such as credit history, interest rate variance, history of incarceration/background checks, and funds needed for a down payment.
- Increase awareness of programs/resources and more language interpretation support from trusted sources within the community.
- Increased housing inventory in the low and mid-range cost bracket.

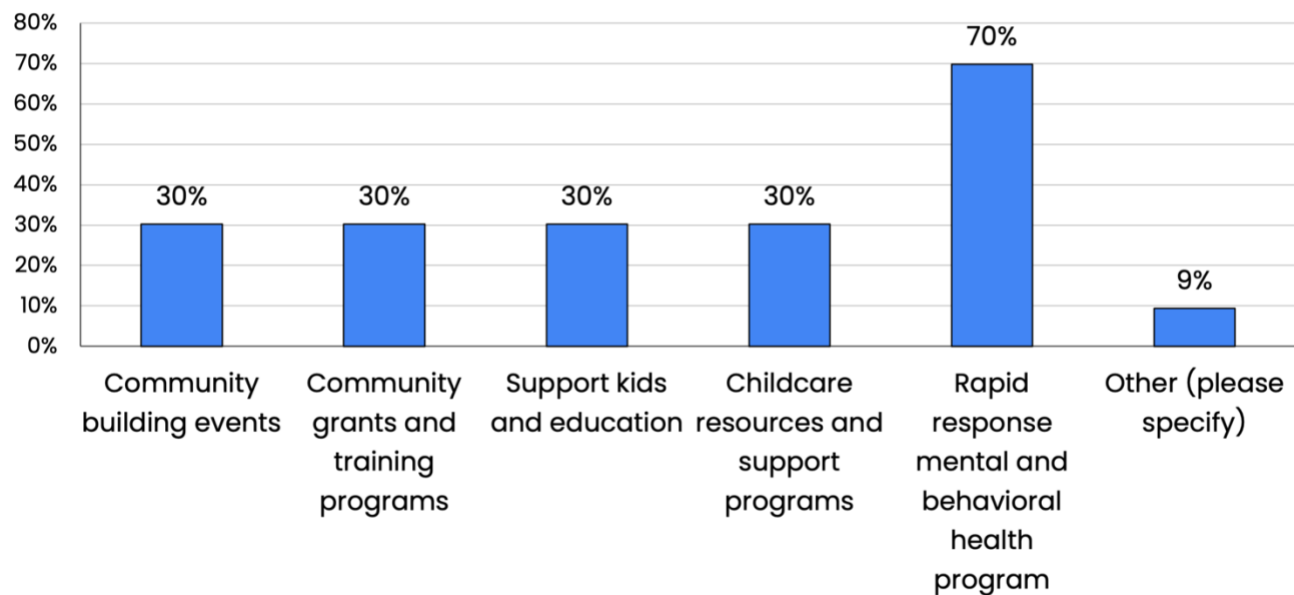
## Address health and safety concerns.

Businesses, community service providers, and residents noted concerns regarding drug use, violence, vandalism, trash, graffiti, and bio-waste throughout the project area. At least five businesses operating in the Fourth Plain corridor shared plans to look for a new location due to ongoing vandalism and the cost of clean-up.

Community members sometimes link crime and safety concerns to homelessness and encampments found along the Fourth Plain corridor. There is recognition that poor mental health and drug addiction are connected to homelessness in the community. When asked what Community Building and Public Health investments are most important, 70% of survey respondents selected “rapid response mental and behavioral health program” as displayed in Figure 4.

**Figure 4:** Community Building & Public Health investments most important to survey respondents.

For Community Building & Public Health, which of the following investment options are most important to you? (Select up to two options)



Additional health and safety concerns within the project area include:

- Lack of public bathrooms.
- Lack of connected sidewalks and dedicated bicycle routes.
- Poor lighting.
- Lack of green spaces and shade from trees.
- Speeding vehicles.

When asked what transportation and safety investments are most important, 65% of survey respondents chose “traffic calming, accessibility and safety improvements on neighborhood streets.” The following quotes represent feedback from community members regarding transportation-related health and safety concerns:

- “Fourth Plain needs to be narrowed to slow down traffic.”
- “Fourth Plain is really asphalt heavy – need green space.”
- “We need a walkable/bikeable Fourth Plain with more tree coverage for shade.”
- “Better lighting at the skate park and where bus stops are located.”

- “I do not feel safe walking anywhere due to sexual harassment and being followed, but especially because there are no sidewalks in neighboring streets. Please address this somehow for women. Panic buttons? Cameras? Lightning as it is dark on Norris. Sidewalks! This also prevents pedestrian deaths of children and all ages. Also, kids can't really play outside without sidewalks.”
- “Pedestrian safety improvements at intersections along Fourth Plain (flashing lights and voice-activated pedestrian crossings) - especially needed near the schools for the blind and deaf.”

## Strengthen community belonging and attract visitors.

Beyond meeting basic needs, Fourth Plain community members want to see their families, neighbors and businesses thrive. A thriving community is connected and active with welcoming, safe public spaces. People gather and celebrate the diverse cultures that make the Fourth Plain corridor special. Several ISC members—including representatives from Chuukese, Vietnamese and Hispanic communities—linked positive physical and mental health with the ability to gather with their community and participate in learning, recreation, socialization, and celebrations together.

Community gathering spaces is a broad term that can mean different things to different people. Some ISC members consider parks and outdoor recreation spaces to be community gathering spaces, while others envision physical buildings with space for performances, celebrations, culturally-specific museums and gardens, and youth programming. Culturally-specific events and gathering spaces can also make the Fourth Plain corridor more attractive for businesses and a destination for visitors to the Vancouver metro.

Specific community gathering and belonging investments mentioned by ISC members, business listening session attendees, Juneteenth event attendees, and open house attendees include:

- Add basketball courts, exercise stations, splash pads, accessible play structures, shelters/picnic areas, art, and drinking fountains to existing or new parks.
- Improve access to existing athletic fields during non-school hours.
- Improvements to Ogden and Bagley parks.
- Culturally-specific festivals and attractions (e.g., Vietnamese cultural center and garden similar to the Chinese and Japanese gardens in Portland).
- Welcoming parties for refugees and asylum seekers.

- Community center with language support programs, meetings and events space, gyms, childcare services, and toy libraries.
- Signage in different languages.
- Food markets.
- More public art that promotes belonging and diverse cultures.

## Support youth development.

When ISC members were asked to share what investments this project should fund in order to be considered a success, 7 out of 11 responses mention youth support. They want to see increased youth access to:

- Tutoring and after-school academic support;
- Paid internships;
- Job-shadowing opportunities;
- College and career readiness programs;
- Networking and mentoring opportunities;
- and Pre-apprenticeship programs.

One ISC member shared, “We need to invest in the youth so they return to the community.”

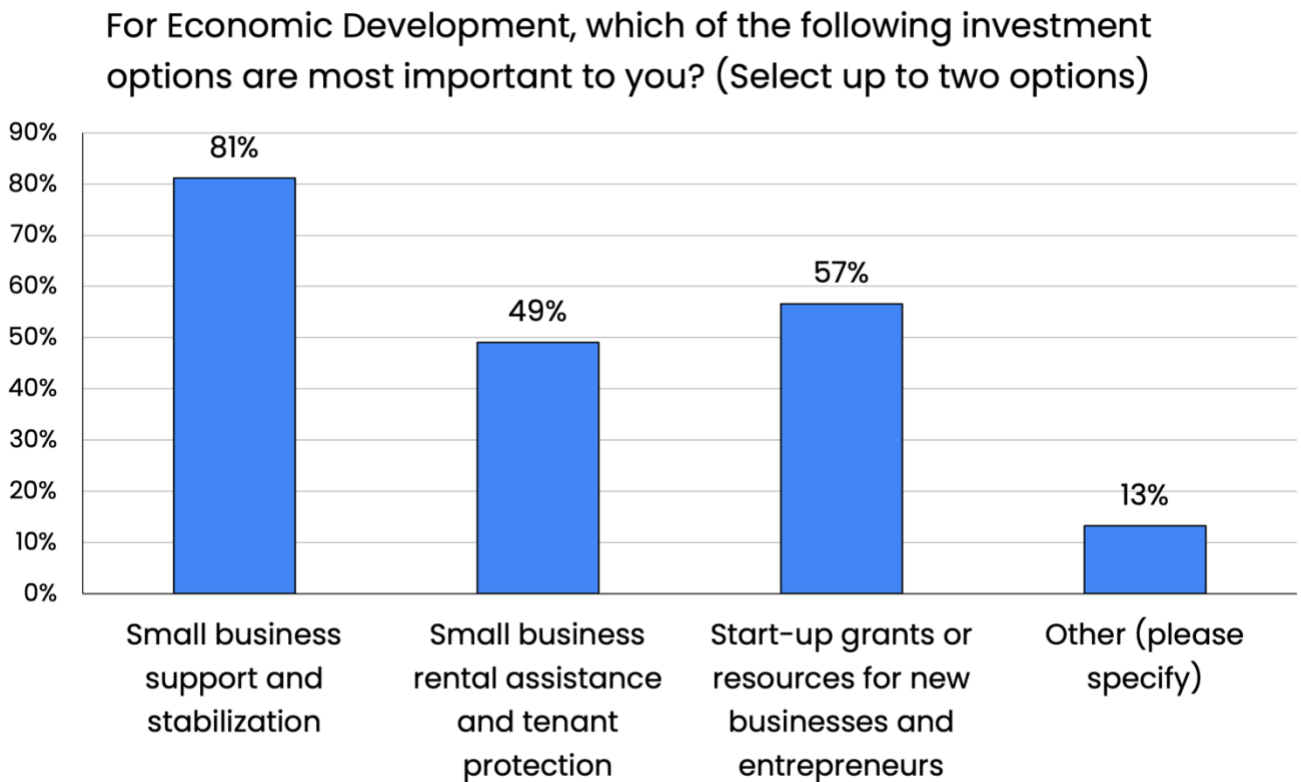
Existing barriers for youth include grade/age requirements, lack of reliable transportation, and insufficient opportunities for youth experiencing disabilities. Some also pointed out eligibility barriers for students based on their or their parent’s immigration status. Students expressed that existing pre-apprenticeship programs often have two-year waitlists, or they are not available in Vancouver.

Upward Bound and the TriO Educational Opportunity Center were identified as two local organizations that can support youth investments within the Fourth Plain community.

## Invest in existing and future Fourth Plain businesses.

When asked what Economic Development investments are most important, 85% of survey respondents chose, “small business support and stabilization” as displayed in Figure 5.

**Figure 5:** Economic Development investments most important to survey respondents.



The project team met with nine current and prospective Fourth Plain business owners during Phase 2 engagement. Several existing businesses shared they are ready to expand but lack access to capital or available property for a new location. While business owners who are aware of and connected to organizations that provide business support find the help valuable and attribute part of their success to those programs, there is an overwhelming lack of awareness of local organizations, programs, and services community members can access to help start or expand their business.

Identified business needs include:

- Improved security and vandalism clean-up support.
- Support recruiting and retaining employees in this competitive market with rising costs.
- Access to loans or grants, and affordable space for a physical location.

- Business incubators programs to help entrepreneurs launch and grow a new business.
- Co-working spaces that can be reserved for business meetings or brainstorming/classes/workshops.
- Legal support to help with contract negotiations.
- Training and certification support for in-home childcare businesses.
- Help to get certified as a minority-owned business.
- Language interpretation services from trusted community members.
- Marketing resources and training available in native languages.
- How to launch and grow e-commerce offerings.
- Opportunities to network and connect with other Fourth Plain business owners.

## Conclusion

To realize the Fourth Plain for All vision, investments must address all determinants of community health. According to the [U.S. Department of Health and Human Services](#), “Our health is also determined in part by access to social and economic opportunities; the resources and supports available in our homes, neighborhoods, and communities; the quality of our schooling; the safety of our workplaces; the cleanliness of our water, food, and air; and the nature of our social interactions and relationships.” Community engagement throughout the Fourth Plain for All project concurs with this statement. Investments in people—including their ability to access resources and build healthy relationships—will help uplift, strengthen, and empower Fourth Plain communities.

## Next Steps

The project team will use community feedback collected from Phase 1 and Phase 2 to help create a recommended Fourth Plain for All Investment Strategy. The recommended investment strategy will be presented to Vancouver’s City Council for review and approval.

## Project Logo

## Open House Graphic

Fourth Plain  
For All  
Investing in Our Future

JOIN US FOR AN OPEN HOUSE AT:  
.....

**ICORU**  
Latin Community Resource Group

**FOURTH PLAIN  
FORWARD**

**Multicultural  
Resource Fair**  
CELEBRATING COMMUNITY TOGETHERNESS  
free admission • free food • activities

**Saturday, June 3 | 11am - 3pm**  
**Hudson's Bay High School**

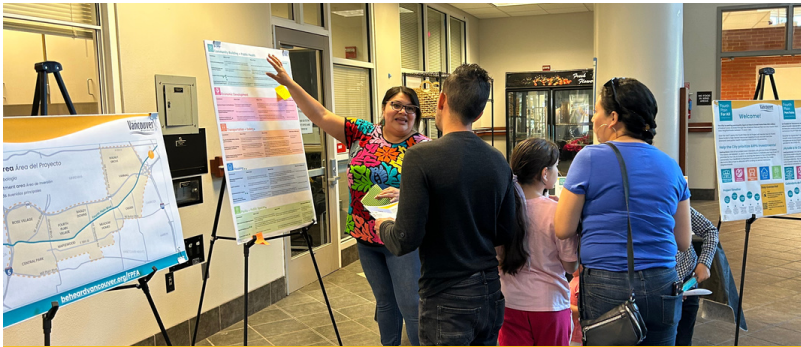
**Vancouver**  
SCHOOL DISTRICT

## Project Display Boards

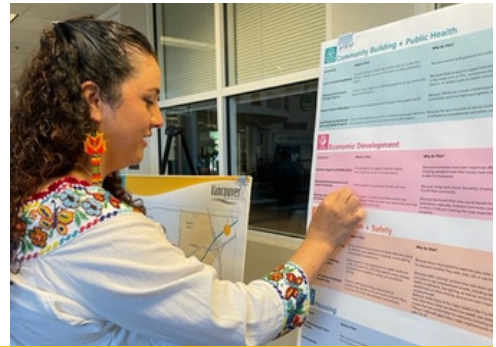




# Appendix | In-Person Engagement Activities



Open House at Multicultural Resource Fair



ISC Meeting 3: Community Budgeting Session



Juneteenth Celebration



Sakura39ers Anniversary Celebration



Tabling Session at Recovery Cafe