LED: A potential tool for tracking local equity indicators for Portland’s Sub Geographies

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THE PORTLAND PLAN
The Portland Plan

Framework for Equity
- Close the gaps
- Deliver equitable public services
- Engage the community
- Build partnerships
- Launch a racial and ethnic justice initiative
- Increased internal accountability

3 Integrated Strategies

12 Measures of Success
1. Equity and inclusion
2. Resident satisfaction
3. Educated youth
4. Prosperous households
5. Growing businesses
6. Creating jobs
7. Transit and active transportation
8. Reduced carbon emissions
9. Complete neighborhoods
10. Healthier people
11. Safer city
12. Healthier watersheds

ACTION AREAS
- PROSPERITY AND BUSINESS SUCCESS
- HUMAN HEALTH, FOOD AND PUBLIC SAFETY
- DESIGN, PLANNING AND PUBLIC SPACES
- EDUCATION AND SKILL DEVELOPMENT
- TRANSPORTATION, TECHNOLOGY AND ACCESS
- NEIGHBORHOODS AND HOUSING
- SUSTAINABILITY AND THE NATURAL ENVIRONMENT
- EQUITY, CIVIC ENGAGEMENT AND QUALITY OF LIFE
- ARTS, CULTURE AND INNOVATION
One size does not fit all.
24 Local Sub-areas
Local Measures

14 Local Measures

1. 3rd grade reading
2. 3rd grade math
3. On-time graduation rate
4. Associate’s degree attainment
5. Poverty
6. Unemployment
7. Employment growth
8. No more than 30% cost-burdened households
9. Walkability and access rating
10. Most workers commute less than 30 minutes
11. Transit and active transportation
12. Tree canopy
13. Crime rate
14. Household energy use estimate

LED: a powerful tool to understand employment dynamics behind these indicators
LED Furthering Equity

- Tracking tool for local equity measures;
- Aid in understanding the work dynamics;
  - resident worker profile
  - commute profile
  - average wages
- Insights for devising appropriate strategies;
  - Transportation options
  - housing
Paper’s Objective: Use of LED for tracking local measures of progress

St. Johns (Sub Area #4) 122nd & Division (Sub Area #15)

➢ without LED performance analysis the following two sub-geographies appear similar in terms of indicators
Unemployment

The unemployment rate represents the number unemployed as a percent of the labor force. Persons are classified as unemployed if they do not have a job, have actively looked for work in the prior 4 weeks, and are currently available for work. Persons who were not working and were waiting to be recalled to a job from which they had been temporarily laid off are also included as unemployed. Receiving benefits from the Unemployment Insurance (UI) program has no bearing on whether a person is classified as unemployed.

Employment Growth

Employment growth (2000–08)

Measures job growth based on monthly employment data reported by firms to OED.

Source: Oregon Employment Department.
Associate’s Degree Attainment

This measure shows the proportion of adults age 25-years or older who have earned a post high school, 2-year college degree.

Source: U.S. Census Bureau.
Most Workers Commute < 30 Mts.

This measure shows the proportion of workers 16 years and over, who did not work at home, who have a commute that is more than 30 minutes.

Source: U.S. Census Bureau.
Poverty

Meets or exceeds standard
Near target
Far from target

Poverty (in last 12 months of 2005–09)

Households below poverty in last 12 months measures the number of families whose income falls below the poverty threshold. Poverty status is determined by comparing annual income to a set of dollar values called thresholds that vary by family size, number of children, and age of householder. If a family’s before tax money income is less than the dollar value of their threshold, then that family and every individual in it are considered to be in poverty. For people not living in families, poverty status is determined by comparing the individual’s income to his or her threshold.

Diversity

Reports the likelihood—the probability—that two randomly selected persons in a specified geography are from different racial or ethnic groups.

Source: Census Bureau.
A view of the St. Johns Analysis Area

- Historically independent city that was annexed by Portland in 1915;
- Pre-street car era development that is more auto accommodating, especially after the construction of the St. Johns Bridge in 1931;
- Area was a thriving manufacturing center;
- Growing diversity through growth of Hispanic population since 1990s.
Historically part of unincorporated Multnomah County annexed by Portland in the time period 1980-1990s;

Highly auto dependent suburban neighborhoods with housing stock largely from 1950s and 1960s;

Dominated by jobs in health services
Employment growth analysis without use of LED
Comprehensive employment picture using LED St. Johns analysis Area

Source: OnTheMap
Distance-Direction LED Report
St. Johns Analysis Area

Jobs by Distance - Home Census Block to Work Census Block

<table>
<thead>
<tr>
<th>Distance Range</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total All Jobs</td>
<td>13,291</td>
<td>100.0%</td>
</tr>
<tr>
<td>Less than 10 miles</td>
<td>9,361</td>
<td>70.4%</td>
</tr>
<tr>
<td>10 to 24 miles</td>
<td>2,819</td>
<td>21.2%</td>
</tr>
<tr>
<td>25 to 50 miles</td>
<td>335</td>
<td>2.5%</td>
</tr>
<tr>
<td>Greater than 50 miles</td>
<td>776</td>
<td>5.8%</td>
</tr>
</tbody>
</table>

Source: OnTheMap
Destination LED Report
St. Johns Analysis Area

Jobs Counts by Census Tracts Where Workers are Employed - All Jobs

<table>
<thead>
<tr>
<th>Census Tract</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Census Tracts</td>
<td>13,291</td>
<td>100.0%</td>
</tr>
<tr>
<td>106 (Multnomah, OR)</td>
<td>905</td>
<td>6.8%</td>
</tr>
<tr>
<td>72.02 (Multnomah, OR)</td>
<td>495</td>
<td>3.7%</td>
</tr>
<tr>
<td>73 (Multnomah, OR)</td>
<td>495</td>
<td>3.7%</td>
</tr>
<tr>
<td>9800 (Multnomah, OR)</td>
<td>387</td>
<td>2.9%</td>
</tr>
<tr>
<td>23.03 (Multnomah, OR)</td>
<td>366</td>
<td>2.8%</td>
</tr>
<tr>
<td>43 (Multnomah, OR)</td>
<td>309</td>
<td>2.3%</td>
</tr>
<tr>
<td>41.01 (Multnomah, OR)</td>
<td>249</td>
<td>1.9%</td>
</tr>
<tr>
<td>40.02 (Multnomah, OR)</td>
<td>230</td>
<td>1.7%</td>
</tr>
<tr>
<td>58 (Multnomah, OR)</td>
<td>217</td>
<td>1.6%</td>
</tr>
<tr>
<td>22.03 (Multnomah, OR)</td>
<td>194</td>
<td>1.5%</td>
</tr>
<tr>
<td>All Other Locations</td>
<td>9,444</td>
<td>71.1%</td>
</tr>
</tbody>
</table>

Source: OnTheMap
Comprehensive employment picture using LED 122nd & Division analysis area

Source: OnTheMap
Distance-Direction LED Report
122nd & Division Analysis Area

Source: OnTheMap
### Destination LED Report

122nd & Division Analysis Area

#### Jobs Counts by Census Tracts Where Workers are Employed - All Jobs

<table>
<thead>
<tr>
<th>Tract Code</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Census Tracts</td>
<td>14,507</td>
<td>100.0%</td>
</tr>
<tr>
<td>73 (Multnomah, OR)</td>
<td>825</td>
<td>5.7%</td>
</tr>
<tr>
<td>106 (Multnomah, OR)</td>
<td>739</td>
<td>5.1%</td>
</tr>
<tr>
<td>102 (Multnomah, OR)</td>
<td>396</td>
<td>2.7%</td>
</tr>
<tr>
<td>221.08 (Clackamas, OR)</td>
<td>261</td>
<td>1.8%</td>
</tr>
<tr>
<td>23.03 (Multnomah, OR)</td>
<td>235</td>
<td>1.6%</td>
</tr>
<tr>
<td>72.02 (Multnomah, OR)</td>
<td>232</td>
<td>1.6%</td>
</tr>
<tr>
<td>9800 (Multnomah, OR)</td>
<td>219</td>
<td>1.5%</td>
</tr>
<tr>
<td>221.07 (Clackamas, OR)</td>
<td>214</td>
<td>1.5%</td>
</tr>
<tr>
<td>43 (Multnomah, OR)</td>
<td>201</td>
<td>1.4%</td>
</tr>
<tr>
<td>215 (Clackamas, OR)</td>
<td>197</td>
<td>1.4%</td>
</tr>
<tr>
<td>All Other Locations</td>
<td>10,988</td>
<td>75.7%</td>
</tr>
</tbody>
</table>

#### Source: OnTheMap
Employment situation of resident workers

<table>
<thead>
<tr>
<th>Total All Jobs</th>
<th>2009</th>
<th>2008</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Count</td>
<td>Share</td>
<td>Count</td>
</tr>
<tr>
<td>Total All Jobs</td>
<td>13,291</td>
<td>100.0%</td>
<td>14,785</td>
</tr>
</tbody>
</table>

**St. Johns (Sub Area #4)**

<table>
<thead>
<tr>
<th>Total All Jobs</th>
<th>2009</th>
<th>2008</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Count</td>
<td>Share</td>
<td>Count</td>
</tr>
<tr>
<td>Total All Jobs</td>
<td>14,507</td>
<td>100.0%</td>
<td>16,111</td>
</tr>
</tbody>
</table>

**122nd & Division (Sub Area #15)**

Area residents equally worse off unlike area workers
Educational attainment picture without use of LED
Comprehensive educational picture using LED
St. Johns & 122<sup>nd</sup> Division analysis Area

<table>
<thead>
<tr>
<th>Jobs by Worker Educational Attainment</th>
<th>2009</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than high school</td>
<td>1,020</td>
<td>7.7%</td>
<td></td>
</tr>
<tr>
<td>High school or equivalent, no college</td>
<td>2,392</td>
<td>18.0%</td>
<td></td>
</tr>
<tr>
<td>Some college or Associate degree</td>
<td>3,215</td>
<td>24.2%</td>
<td></td>
</tr>
<tr>
<td>Bachelor's degree or advanced degree</td>
<td>3,533</td>
<td>26.6%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Jobs by Worker Educational Attainment</th>
<th>2009</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than high school</td>
<td>1,238</td>
<td>8.5%</td>
<td></td>
</tr>
<tr>
<td>High school or equivalent, no college</td>
<td>2,695</td>
<td>18.6%</td>
<td></td>
</tr>
<tr>
<td>Some college or Associate degree</td>
<td>3,479</td>
<td>24.0%</td>
<td></td>
</tr>
<tr>
<td>Bachelor's degree or advanced degree</td>
<td>3,472</td>
<td>23.9%</td>
<td></td>
</tr>
</tbody>
</table>

St. Johns (Sub Area #4) 122<sup>nd</sup> & Division (Sub Area #15)

Source: OnTheMap
Concluding Thoughts on LED’s Potential

✓ Ability to perform analysis on custom geographies;

✓ Relieves the cost burden imposed by market tools like ESRI Business Analyst;

✓ Provides insights on understanding equity for local jurisdictions like Portland;
Concluding Thoughts on LED’s Potential

✓ Tools like destination analysis can help shape appropriate traffic intervention;

✓ Inflow-outflow analysis helps to understand the need for housing units;

✓ Demographic details sheds light on disparities by Age/Wage/Race- can help decide target population