SOUTHWEST IN MOTION

Demographic Summary
DRAFT Nov 2, 2017

This report summarizes key demographic factors in Southwest Portland. These data provide a base for understanding residential density, employment clustering, and population characteristics. Some attributes included here may support future prioritization efforts.

PBOT
PORTLAND BUREAU OF TRANSPORTATION
Commissioner: DAN SALTZMAN | Director: LEAH TREAT

Demographics Summary

The following data summaries are selected from the US Census Bureau to describe and identify demographic, socio-economic conditions and active transportation travel behavior in Southwest Portland. These data are used to understand the community composition within the study area and inform the public outreach effort throughout the development of the Southwest In Motion project.

On average, the Southwest Portland study area is less diverse and more affluent than the City of Portland. The median household income for the analysis area of $89,578 in 2015 was higher than that for the City of Portland. The study area also contains a less diverse population than the citywide average, with 85% of residents identifying as white alone (Table 1). The area also has fewer renters and fewer households living in poverty than the rest of the city.

Table 1: Study Area Demographics Summary

Attribute	Study Area	City of Portland
Total population	76,075	627,885
Percent white	85.0%	73.1%
Percent non-white	15.0%	26.9%
Median HH income	$89,578	$61,111
Percent renters	32.2%	44.3%
Percent living in poverty	9.6%	17.2%
Percent 17 and Under	18.2%	17.5%
Percent 65 and Older	13.8%	11.4%

Source: ACS 2011-2015 Tract and Block Group estimates

Data Sources
Population data is from the 2010 Decennial Census, and socio-economic and travel behavior are reported from the American Community Survey 2010-2015 Five-year estimates. For most topics, data is presented in census block groups. Block group data generally has a higher margin of error than that of larger census tracts, but provide more geographic specificity. The geographic level of detail is important to consider when recommending and evaluating projects designed for pedestrian-scale access, demand and needs.

Note about Margin of Error
American Community Survey (ACS) data accuracy is sensitive to area populations, and may feature a high margin of error in low population block groups. Data is presented as reported by the ACS, but readers should interpret the data with an awareness of this inherent variability.

Study Area

The Southwest In Motion study area is defined by the Southwest Neighborhoods, Inc (SWNI) neighborhood coalition boundaries, excluding the portion within the Central City Plan District as defined by chapter 33.510 of the Portland Zoning Code. The study area includes 18 formal neighborhood associations in their entirety, small portions of two northwest neighborhoods[1], and two large natural/open space areas nonaffiliate with any specific neighborhood association.

For the purposes of this data summary, we include only those Census block groups or Tracts in which the clear majority or entirety of the block group lies within the Southwest In Motion study area. This selection allows for a simplified analysis, and prevents unique characteristics occurring outside of the study area from interfering with the district-wide analysis[2]. In this data summary, the included census blog groups are referred to as the "study area."
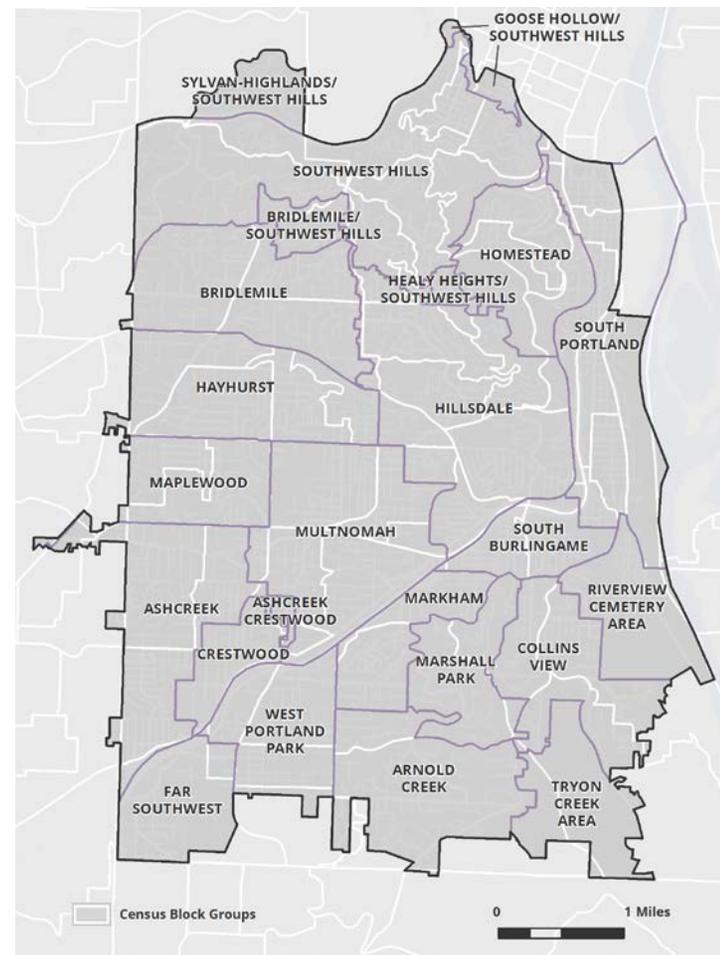

Figure 1: Block Group and Neighborhood Association Boundaries

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[1] Portions of Sylvan-Highlands and Goose Hollow neighborhoods are included in both Southwest Neighborhoods Inc. and Neighbors/West/Northwest district coalitions.

[2] Census block groups 410510055.001 and 410510057.001 overlap with the Southwest In Motion study area, but also include a significant portion of the Central City Plan District. These were excluded from the analysis to minimize skewing the Southwest district summaries with central city characteristics.

Population and Density

The Study Area contains 76,075 residents, which is around 12% percent of the City of Portland population.

Most of the study area is built out as single family homes on a curvilinear street network, with a density of less than 10 people per acre. Some single family home areas have a higher density. These areas tend to have smaller lots built on a traditional grid street network. These areas reach a density of around 11-18 people per acre.

Higher density areas are sites or clusters of multifamily housing. These areas tend to be located along major corridors such as Barbur Blvd and Beaverton-Hillsdale Hwy, and within town centers such as West Portland, and Macadam.

The most densely populated blocks in Southwest are within West Portland Park and Ashcreek, with population densities of around 55 persons per acre.
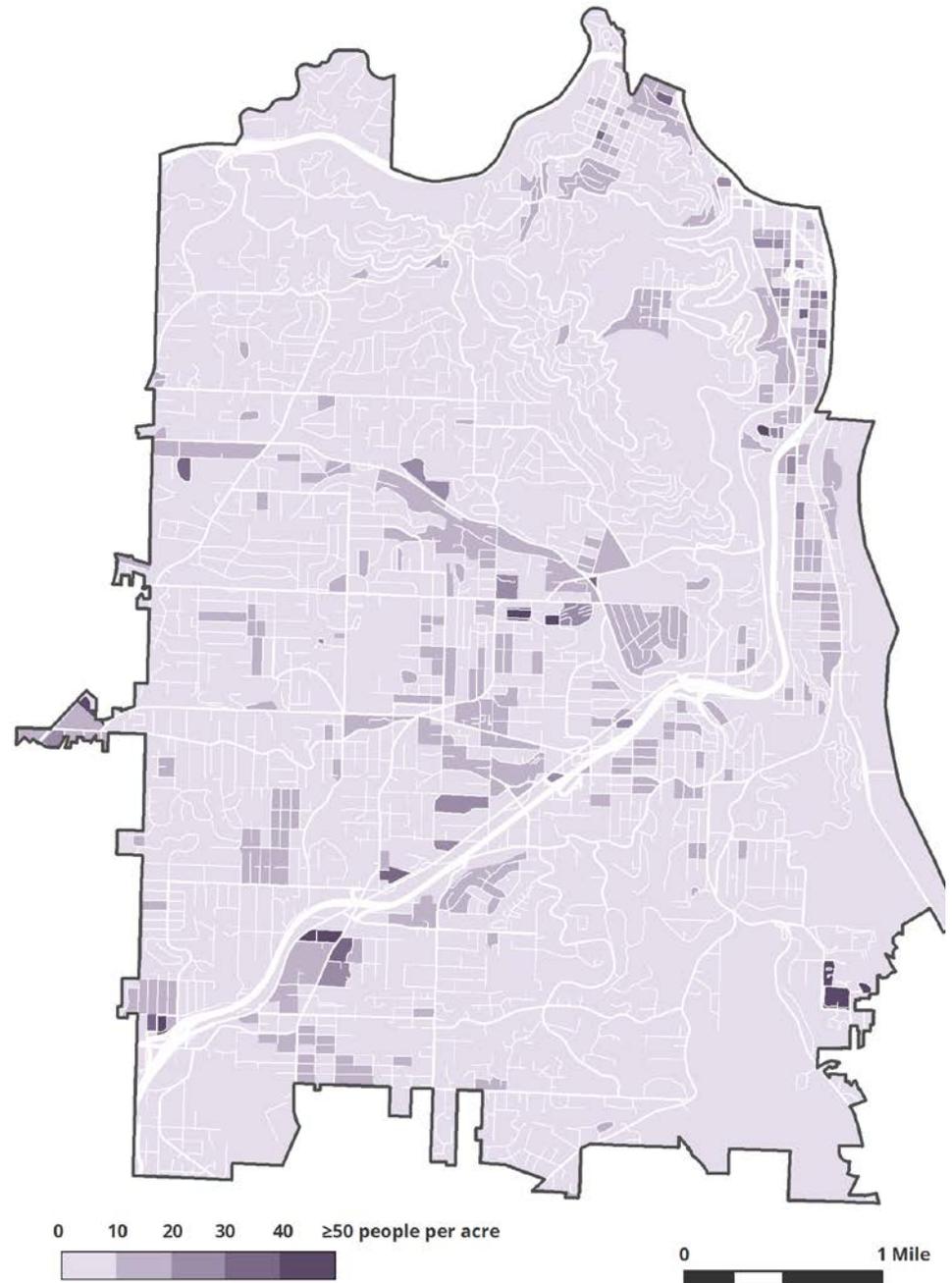

Figure 2: Population Density in Southwest

Housing Type

The building type of a neighborhood influences population density and demographics. Southwest Portland neighborhoods offer a diverse range of housing options, but the predominant development type is single family homes.

Density of single family home neighborhoods can vary depending on the size of the individual parcels, but are significantly lower density that that achievable with multifamily housing units.

Accessory Dwelling Units (ADUs) provide an opportunity to increase density within single family home areas. An ADU is a second dwelling unit created on a lot with a house, attached house or manufactured home. The second unit is created auxiliary to, and is smaller than, the main dwelling. There have been 137 ADU permits completed in Southwest between 2010 and 2016.

Multifamily units offer the potential for neighborhoods to support higher population densities, which can support increased transit service, and promote the creation of more walkable land uses. Multifamily units include apartment complexes, condos, and infill attached townhomes. Construction of multifamily units is limited to areas zoned for higher density, generally located around transit corridors and town centers.

Map X displays the location and density of multifamily units, and includes the location of ADU permits.
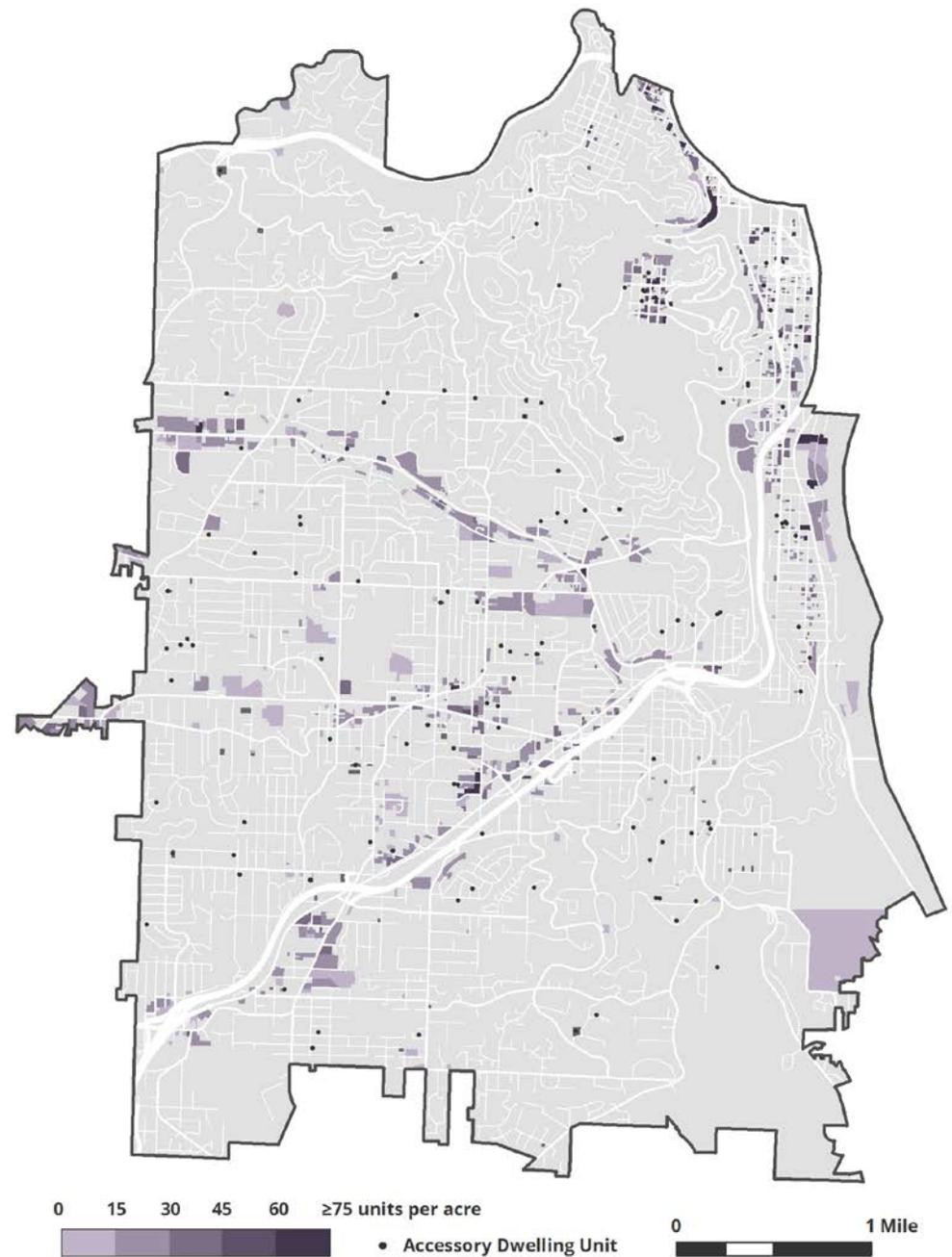

0   15   30   45   60   ≥75 units per acre

• Accessory Dwelling Unit

0   1 Mile

Figure 3: Multifamily Units and ADUs in Southwest

Employment Concentrations

Employment areas in southwest Portland are concentrated in key town centers, institutional and campus areas.

Southwest Portland's major employment centers include PCC Sylvania, Lewis & Clark, OHSU, and town centers such as Hillsdale Town Center, Multnomah Village, Macadam and West Portland Town center.
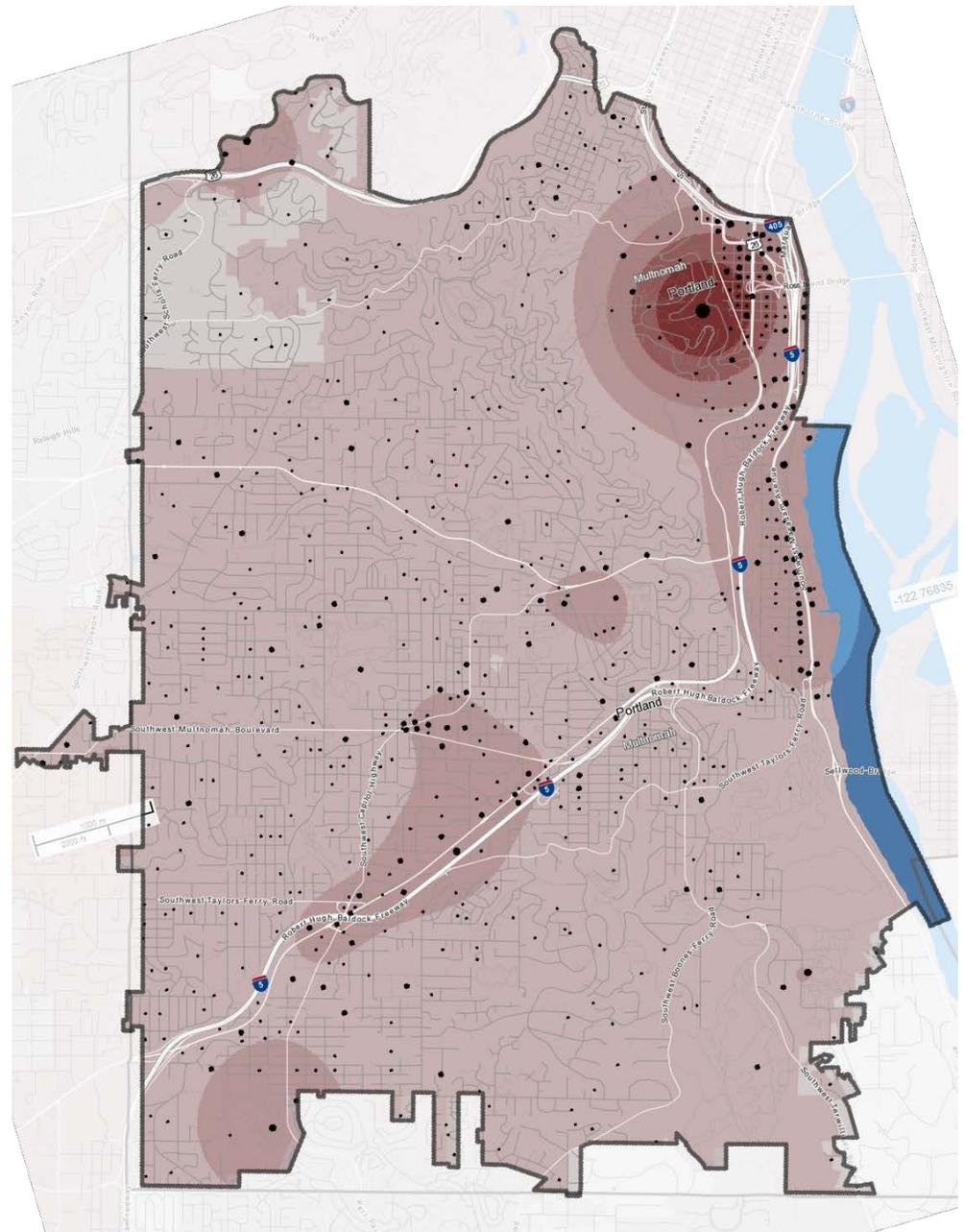
Map Legend

1-30   31-475   476-7,650   7,650 - 18,697 Jobs

5   2,000   8,000   18,000   32,000   50,000 Jobs/Sq. mile
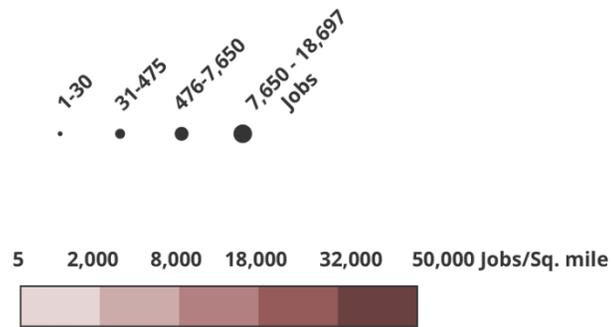

Figure 4: Job Density in Southwest

Population of Youth and Older Adults

Southwest Portland has a greater proportion of children and youth (aged 17 and younger) and older adults (aged 65 and older) than Portland as a whole. Of the full district population, 18.2% are youth, and 13.8% are older adults, compared to 17.5% youth and 11.4% older adults citywide. Neighborhoods with notably high shares of youth population include parts of **Bridlemile**, **Hayhurst**, **Ashcreek**, **Arnold Creek**, **Southwest Hills** and **Homestead**. Neighborhoods with high shares of older adult populations include parts of **Hayhurst** and **South Portland**.
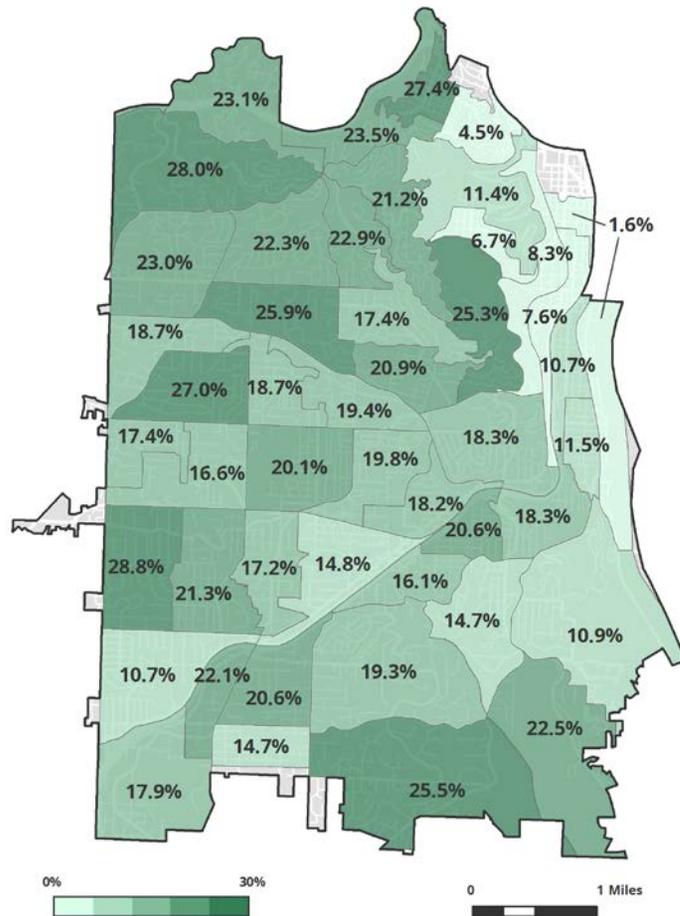
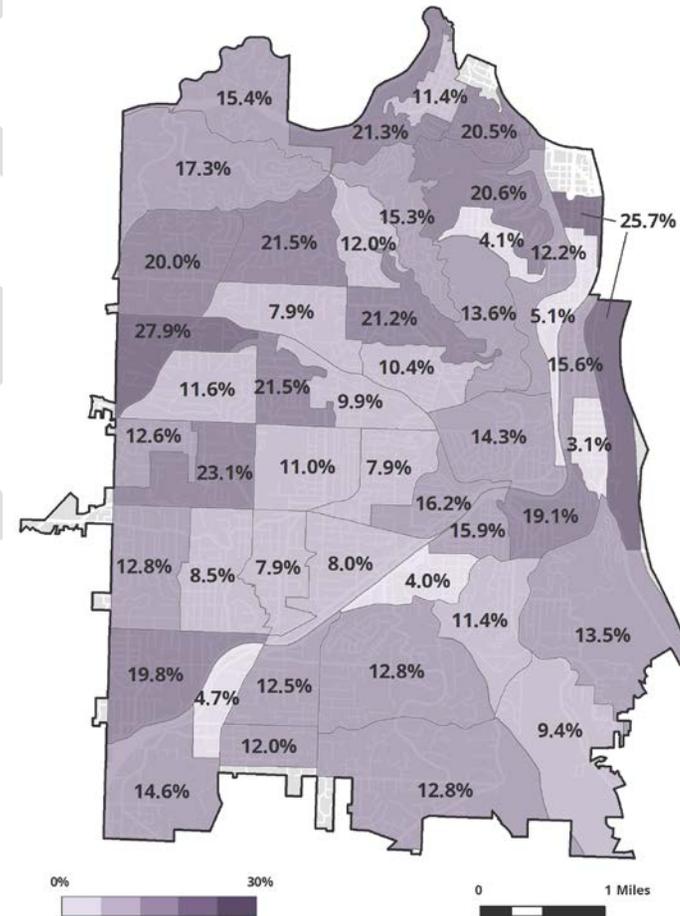*Figure 6: Share of Youth Population*

Figure 5: Share of Older Adult Population

PBOT Equity Matrix

To inform our work, guide our investments and work to achieve the Citywide Racial Equity Goals and Strategies, PBOT has created a simplified version of an **Equity Matrix**, or equity ranking index, that can be used to help rank many of our internal lists that relate to projects, programs and procedures. On a citywide scale of 1-15, the highest equity matrix scores in Southwest Portland are 7 and 8, found in parts of the **West Portland Park**, **Multnomah** and **Hayhurst** Neighborhoods.

Three key variables are used in the equity matrix: Race, Income, and Limited English Proficiency. In all three variables, the Southwest Portland average scores lower than the City as a whole. However, In the case of non-white population and median income, there is at least one census tract in Southwest which scores higher than the city average for each measurement.
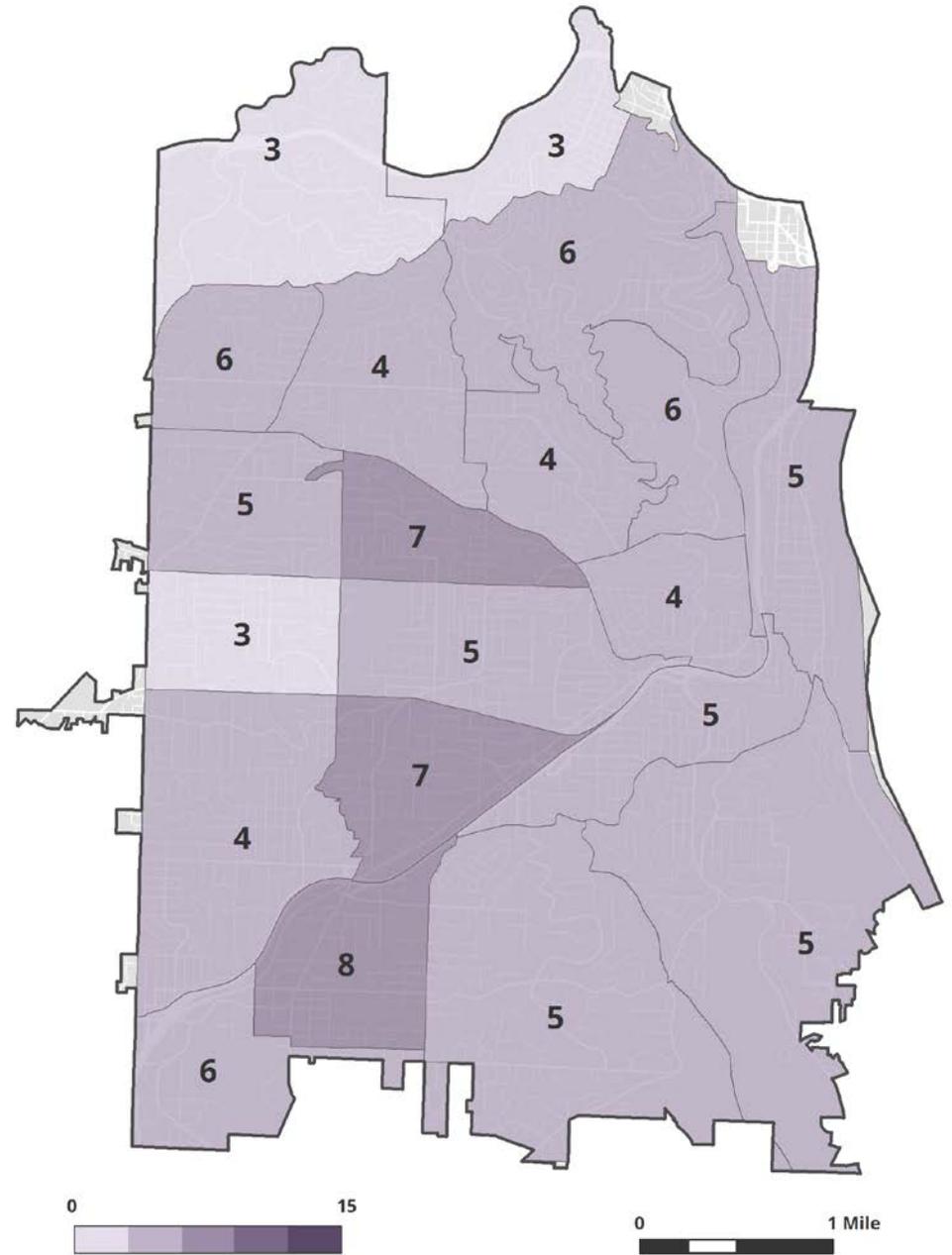

Figure 7: PBOT Equity Matrix Scoring

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Zero Car Households

Households without personal vehicles are reliant upon carpooling, transit and active transportation modes to get around. Households without cars are less common in Southwest Portland than in the City as a whole. Across the Southwest Study Area, 7.3% of households do not own vehicles, compared to 13.2% for the city as a whole. Some areas have zero car ownership rates of 20% or above.

Notably, higher rates of zero car households can be found along the major transit corridors in the district, along Barbur Boulevard, Capitol Highway, and Beaverton-Hillsdale Highway. Neighborhoods with higher shares of zero vehicle households include parts of **Maplewood**, **Hayhurst**, **Hillsdale**, **South Portland**, **Southwest Hills**, **Mutnomah**, and **West Portland Park**.
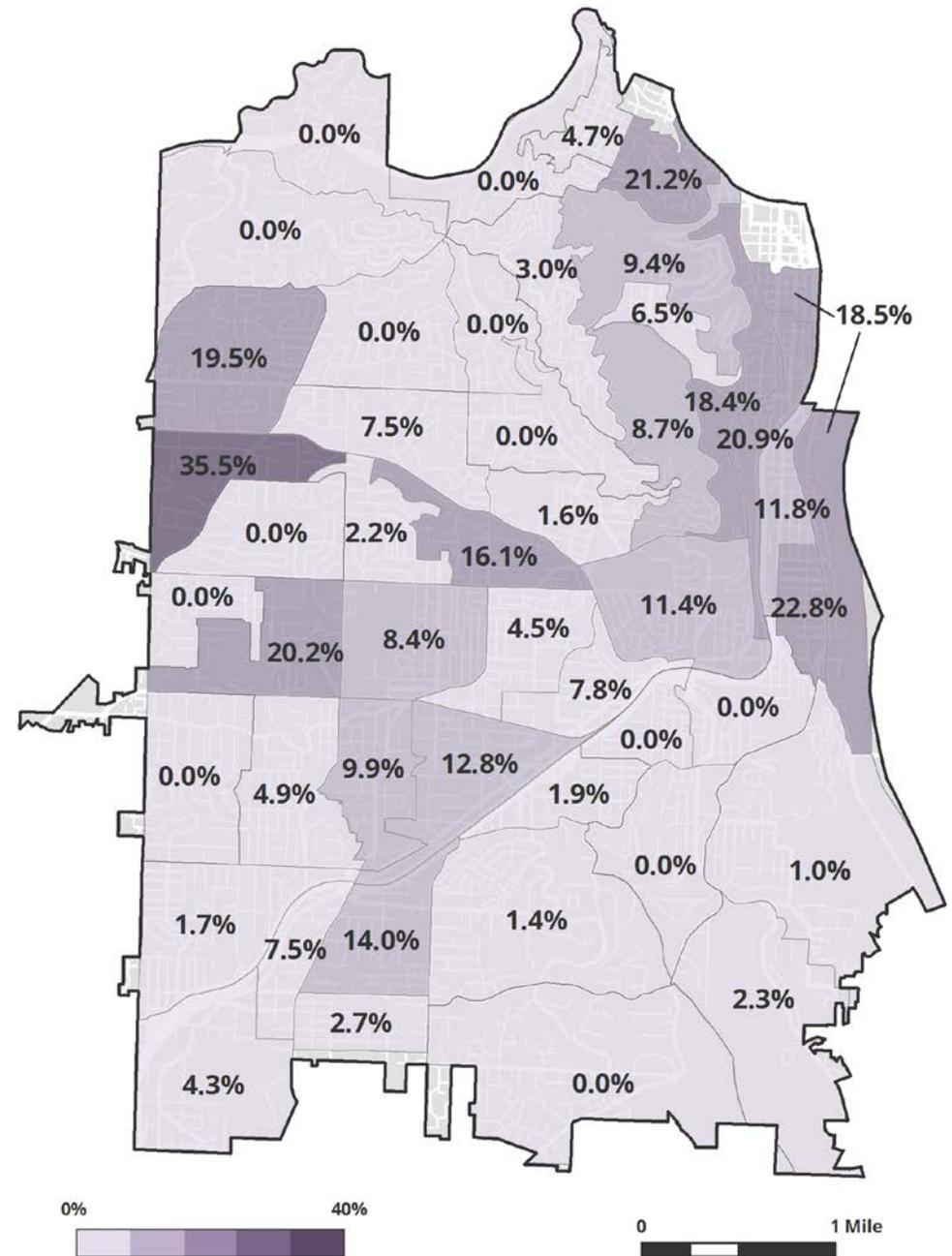

Figure 8: Zero Car Ownership Rates in Southwest

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