

## Kaiser awarded 1996 Quality Leader

Kaiser Permanente has emerged as the leading commercial health plan on overall membership satisfaction in a nationwide survey of consumers in several metropolitan areas.

The National Research Corporation (NRC) today named Kaiser Permanente's Northern California and Southern California Regions and its Mid-Atlantic, Rocky Mountain and Southwest Divisions the 1996 Quality Leaders in 18 metropolitan areas nationwide where it surveyed commercial health plans. The nationally syndicated study included 170,000 households in more than 100 metropolitan areas in the 48 contiguous states.

In Northern California, Kaiser Permanente was named Quality Leader in six of the eight metropolitan areas surveyed there: Oakland, Sac-

ramento, San Francisco, San Jose, Stockton and Vallejo.

In Southern California, Kaiser Permanente received highest marks in all six areas surveyed: Bakersfield, Los Angeles, Orange County, Riverside-San Bernardino, San Diego and Ventura.

In the Mid-Atlantic, Kaiser Permanente was awarded the number one Quality Leader rating in Baltimore, Maryland and Washington, DC.

In Kaiser Permanente's Rocky Mountain Division, the HMO topped the ratings in Denver, Colorado and the Kansas City metropolitan area. In the Southwest, Kaiser Permanente scored highest in the Fort Worth, Texas area. In its Northwest Division, respondents rated Kaiser Permanente number one in Portland,

Oregon.

NRC asked consumers to rate their primary health plans on measures indicative of quality from a consumer's perspective such as: overall satisfaction (e.g., medical care satisfaction, recommendation to family/friends), administrative services, access, benefits and cost.

The study entailed a self-administered questionnaire which respondents received by mail. In 1996, responses were received from 167,000 households, the primary health care decision-maker of each household being the actual respondent.

More than 400,000 covered lives are represented in the study. At the 95 percent confidence level, the study's resulting error range was plus or minus 0.2 percent.

National Research Corporation is

a Lincoln, Nebraska-based firm specializing in health care performance assessment and is the publisher of the NRC Healthcare Market Guide.

Kaiser Permanente is the country's largest health maintenance organization (HMO). Founded in 1945, it is a non-profit, group-practice prepayment program with headquarters in Oakland, California. Kaiser Permanente serves the health care needs of 7.4 million voluntarily-enrolled members in 17 states and the District of Columbia. Today, it encompasses Kaiser Foundation Health Plan, Inc.; Kaiser Foundation Hospitals; and the Permanente Medical Groups. Nationwide they include more than 75,000 technical, administrative and clerical employees and 9,500 physicians representing all specialties.

## Historic Preservations and Urban Tribulations, Part II

BY PROF. MCKINLEY BURT

I knew it would require quite a leap of faith--something on the order of that frequently quoted "giant step for mankind"--for many of today's blacks or whites to accept my statement that "At the turn of the century (1900), African Americans owned significant amounts of real estate in the city centers of many major American cities."

This startling historical fact holds true for the City of Portland as well. And when I first arrived here in 1943, there still were a few strategic economic parcels owned by blacks in both the southwest and northwest sectors. We find a very thorough documentation of both early and later ownership and tenancy in "The History of Portland's African American Community: 1805 to the Present".

This study was published in February, 1993 by the Portland Bureau of Planning. Kimberly Moreland, City Planner, was the 'History Project Coordinator'. This activity, like the "African American Building History project" I cited last week, was also funded through the National Park Service. Some interesting and revealing commentary is provided.

"By 1900, the majority of Portland's blacks resided on the 'westside' of the Willamette River. They were scattered within an area from S.W. Montgomery to N.W. Kearney, and from the river west to 12th Street (North Burnside District)... this area has always had a racially diverse population in contrast to the more homogenous white residential sections of upper northwest and southwest Portland where the first families lived." (note 48)

The preceding commentary is from p. 16 of the study, and the 'note' cites, MacColl, Kimbark, "The Growth of a City: Power and Politics in Portland, Oregon, 1915 to 1950" (Portland, 1978), P. 17-18. Also see, "Oregon, A Peculiar Paradise", McLagan.

The two studies I've cited as well as the archives of the Oregon Historical Society feature photographs of some of the black-owned westside business properties as well as of residence. As stated earlier, I found only a few remaining in 1943; a large

hotel-recreation complex in the area at the west end of the Steel Bridge. And there was a fair-sized hotel in about the 1200 block of S.W. Washington or Alder, owned by a middle-aged black man by the name of "Fair" (He had a nephew named 'Frank Fair').

I would occasionally stop by and talk with Mr. Fair; he operated a shoe shine stand in a sheltered alcove leading into his hotel. I vaguely remember his stories of major downtown properties owned by other African Americans, except to marvel at the phenomena in such a racist city as Portland where few restaurants, theaters or other public facilities would cater to blacks--even servicemen! But I do remember his mention of earlier downtown black churches. Two of these are cited in the Planning Bureau Document, p. 18.

"In January, 1869 the 'First African Methodist Episcopal Zion Church' was incorporated in Portland, and property was purchased on N.W. Third Street between Burnside and Couch... In 1883 the congregation erected a building on Thirteenth and Main, and remained there until 1916, when the congregation... built a church at 417 N.E. Williams... service now held at 109 N. Skidmore." (P. 18)

At this late date, it would be difficult indeed to retrieve the historical and once dotal data necessary for an accurate reconstruction of the demographic and economic scenarios or pressures which so completely transformed the ownership pattern of Portland's downtown real estate. In these early times there was no great 'public intervention' as in the case of programs like Urban Renewal in the latter half of the twentieth-century.

And apparently, there were no other types of major traumatic events of a social or political nature that would have effected a major exodus of African Americans over a short span of time--race riots, serious civil disturbances. But then again, we do have media, photographic and civil records of Ku Klux Klan activity which in other metropolitan areas, and in conjunction with greedy realtors, has accomplished the same dislocations as 'urban renewal'. Someone may make this a 'graduate study'.

Next week, a look at other early cites. Will they provide a clue?

## Women's Faire

Speeches by Congresswoman Elizabeth Furse and state Rep. Jackie Taylor, performances by North Coast musicians, a vintage lingerie presentation and a variety of workshops will be featured at the first-annual North Coast Women's Faire on Saturday, October 26, at the new Clatsop County Fairgrounds in Astoria. (The fairgrounds are located on Walluski Loop Road, just off Route 202, on the outskirts of Astoria.)

The Women's Faire is presented by the Clatsop County Women's Resource Center and the Domestic and Sexual Assault Response Team (D/SART).

The fair opens at 9 p.m. State Rep. Taylor will give opening remarks at 9:30 a.m. Rep. Furse will speak about women and politics at 12:30 p.m. Kim Shay of Mid-Valley Women's Crisis Service in Salem will discuss "The Cycle of Domestic Violence" at 11:10 a.m. Panel discussions will be held on racial harmony and multicultural issues at 10 a.m. and on sexuality at 2:05 p.m. A self-defense demonstration will be presented at 3:10 p.m.

Singer-songwriter Cindy Pearson will perform solo at 1 p.m.

and will return with her band to perform an evening concert and a dance at 7 p.m. Also performing at the fair are Cannon Beach musician Andrea Rowe at 12:10 p.m. and Astoria musician Theda Link at 6:15 p.m. Vintage clothing collector Laroe Johnson will narrate the "Foundation of Fashion" presentation at 5:15 p.m. Workshops run throughout the day from 10 a.m. to 5:15 p.m.

Adult admission is \$5 for the fair only and \$7 for the fair, concert and dance. Admission to only the Cindy Pearson evening concert and dance is \$5. Admission for the children and students is \$2. Child care will be available for a nominal donation. Free shuttle-bus transportation will be provided from points in Astoria to the fairgrounds. For bus schedule and other information, call the Women's Resource Center at 325-3426.

The Women's Faire is sponsored in part by Clatsop Behavioral Healthcare, Columbia Memorial Hospital, the Clatsop County Victim Assistance, the Law Office Kathryn Bourn, Seaside Providence Hospital, Happy Bear Massage, City Lumber, Tongue Point Job Corps, and the Astoria Rotary Club.

## Department of Energy responds to vandalism

by Perry Gruber, BPA

Hunters, be warned--there's a beast lurking out there with unbelievable power that could kill you if you shoot it. And if you do not take it out, the penalty for killing this beast could cost you and the region literally thousands of dollars.

This fall hunting season, please warn your readers about the dangers and costs of shooting at power lines and transmitters. The Bonneville Power Administration is asking for everyone's assistance to help stop these senseless crimes by reporting any act of power line vandalism to BPA's Crime Witness hotline, 1-800-437-2744. Information could be worth up to \$1,000.

Individuals who use power lines for target practice are a danger to us all. Downed lines can cause fires and lethal ground voltages that can kill or seriously injure the vandals themselves, as well as other people.

Recent widespread outages have underscored the critical importance

of these vital transmission "lifelines" to our region's welfare and economic survival. Theft vandalism and illegal dumping cost BPA about \$1 million each year. Gunshot vandalism alone costs \$400,000 to \$500,000. These costs inevitably trickle down to rate payers. In an effort to curb these infractions, BPA created the Crime Witness Program: anyone who sees or suspects a crime to BPA property is encouraged to report it by calling the toll-free number. Cash rewards are paid for information leading to the arrest and conviction of persons committing crimes against BPA. Names of witnesses and reward amounts are kept confidential.

Hunters are encouraged to take aim at stopping these dangerous acts of vandalism. Let your readers know about BPA's Crime Witness Program. If you need more information or would like to interview a BPA expert about the program, please contact me, (503) 230-5359. Thank you for your consideration.

### Home-cooked style chicken & dumpling dinner

Sunday, October 27, 1996

1:00 p.m.-6:00 p.m. at Immaculate Heart Church, 2926 N. Williams Ave., Portland 503-287-3724

Includes vegetable, salad, dessert, coffee, tea, juice

Adults: \$6.00

Under 12: \$3.00

The Portland Observer welcomes

# THE KOREAN AMERICAN GROCERY ASSOCIATION OF OREGON

**Alberta Street Market, 915 N.E. Alberta**  
281-6388

**Boston Market, 726 N.E. Killingsworth**  
282-6776

**Ainsworth Market, 5949 N.E. 30th**  
281-0479

**Prescott Corner Market, 1460 N.E. Prescott**  
284-7418

**King Food Mart, 3510 N.E. MLK Blvd.**  
281-0357

**Dekum Food Market, 800 N.E. Dekum**  
Owner: Sonny Kim  
283-1240

285-8006  
**KC2 Food Market, 1301 N.E. Dekum**  
289-7430  
Owner: Tom Choi

**Sunny's Market, 5020 N. Interstate**  
Owners: Gil S. Kim & Jung Ja Kim  
283-1240

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THANK YOU