

PDC

PORTLAND DEVELOPMENT COMMISSION

DATE: December 9, 2009
TO: Board of Commissioners
FROM: Bruce A. Warner, Executive Director
SUBJECT: Report Number 09-130
Executive Director Report

BOARD ACTION REQUESTED

None – Information only

Administration Update/Management Issues

November was a rewarding month and we celebrated a number of project milestones. Director Park opened at the end of October (and was not captured in last month's report) and represents a \$9.5 million investment downtown. PDC contributed to the project with \$4.5 million in funds from the South Park Blocks URA. My thanks to Commissioner Wilhoite who represented PDC as a speaker at this event. Called Portland's "piazza," the new park is a wonderful amenity for shoppers, workers and visitors downtown.

The Resource Access Center broke ground on November 20 with an overflow crowd of approximately 300 on hand. My thanks to Chair Andrews who represented PDC on the program. There is a full write up on this opening in the Housing section of my report. The morning of the ground breaking was cold and wet and reminded everyone in attendance how important the RAC will be for those who are seeking shelter and warmth during our cold winter months. Construction is underway on this site near Union Station.

I want to thank the Board for your attendance at our Strategic Planning Summit on November 16. We were joined by some great speakers including State Economist Tom Potiowsky, Mayor Adams and Dr. Joe Robertson from OHSU. We discussed our strategic planning, budget development and program delivery cycle. We now have clear direction from the Board and a sense of our priorities. We will now be building our business plans and budget to support our Strategic Plan, the Ec. Dev. Strategy and other important activities. These planning summits are very valuable and I thank the entire board for helping us be focused and clear in our direction as we head into the new year and the 2010-11 budget process.

PDC's Housing Department moved to their new location in the Commonwealth Building on November 13. The staff is still getting acclimated and getting to know their new colleagues at the Portland Housing Bureau. The bureau held an open house on December 3 and many of us attended to tour the new space and get a feel for how the new bureau is organized. I continue to meet regularly with Margaret Van Vliet to discuss projects and issues. Margaret can move forward in building a cohesive team at the PHB now that all the staff is together in one location.

In November PDC partnered with the Portland Business Alliance and the Downtown Development Group to help open three “pop up” shops in the SW Yamhill and Morrison streets retail district. Part of our Downtown Retail Strategy, the stores are reinvigorating empty storefronts downtown and will be open just through the holiday season. The shops are showcasing local entrepreneurs and designers and adding jobs downtown. A full write up is in the Central City Team portion of this report. I urge you to stop in and visit these retailers to get a sense of their creativity and craftsmanship and to see how PDC has partnered to do something unique and exciting downtown.

I would like you to know that staff is involved in several projects this time of year to try to help those struggling in our community.

As you know, PDC assisted Commissioner Fish’s office and Transition Projects in opening an adult Winter Warming Center in the PDC-owned Convention Plaza Building in the Central Eastside. Since then, staff in Central Services have organized to help the men and women staying at the shelter. They have collected blankets, hats, scarves, gloves, and clothing for those using the shelter.

The Neighborhood Housing program is continuing their tradition of helping low-income families who are clients of our first mortgage, lead grant and home repair programs. This year they have selected four families to assist ranging from families with children to a senior citizen. Staff are purchasing gift cards, shoes, pet treats, toys and more.

Staff in Communications and Business Equity are assisting the Street Roots vendors who are homeless and write and print a newspaper they sell in various locations around town. Staff are collecting warm clothing, personal care kits and Sisters of the Road meal coupons for the vendors.

Finally, we continue our assistance to the Oregon Food Bank. In November alone staff collected 174 pounds of pasta and other food items that the Food Bank requested.

This will be my final Executive Director’s Report to you in 2009. However you celebrate the season, I hope you enjoy the warmth and comfort of family and friends and I wish you and your families a very happy New Year. I look forward to working with each of you in 2010.

Notable projects and meetings I was involved in recently are:

- Attended public hearing “Addressing the Challenge of Developing Affordable Housing” sponsored by Housing and Community Development Commission and Oregon Opportunity Network
- Attended monthly Bureau Directors lunch and monthly Planning and Development Directors meeting

- Met with PDC Board Audit Subcommittee; met with PDC Policy and Strategy Forum to discuss TIF and schools
- Attended Farm to Table silent auction and dinner benefitting Friends of Zenger Farms in Lents
- Served on jury duty
- Attended PBA board meeting
- Attended luncheon honoring Bing Sheldon
- Attended NAYA Family Center Gala at Governor Hotel, Equal Opportunity Day Awards Dinner at Oregon Convention Center and Volunteers of America fundraising breakfast
- Attended Portland Plan workshop at David Douglas High School

Additional June meetings were held with all members of City Council and the PDC Board, Dr. Joe Robertson (OHSU), Bill Wyatt and Tom Imeson (Port), Margaret VanVliet (Portland Housing Bureau), Jim Winkler and Bob Naito, Police Chief Rosie Sizer, Dwayne Fullerton (U of P), Susan Anderson from Planning and Sustainability, David Bush (aquarium), and Jason Tell (ODOT).

Attachment A to this report is the regular monthly update of combined journey and apprentice workforce diversity hours worked for PDC and City of Portland South Waterfront projects. The information presented is fiscal year-to-date.

Urban Development Dept.

Business and Industry Team

Business Development Mission to Japan—PDC staff accompanied Mayor Sam Adams to Japan in early November and participated in numerous company meetings there designed to support the Portland Economic Development Strategy and the goal to create 10,000 new jobs in five years. Japanese companies expressed strong interest in expansion or establishing new facilities or operations in Portland, with the major win being a formal commitment from Nissan to make Portland the rollout city for the launch of LEAF, Nissan’s first electric vehicle for the consumer market, in December 2010.

A meeting with Sanyo Homes, a modular home manufacturer, to explore a potential expansion to Portland also included Sanyo Solar (currently operating a plant in Salem) to explore synergies between solar and home building technologies in the U.S. market. The visit also focused on energy and design, with the goal of shaping innovative opportunities for the city and building Portland’s design portfolio, another element of the trip consistent with the Economic Development Strategy. A presentation to the Sapporo Chamber of Commerce and Industry addressed, “Doing Business in Portland,” and detailed the strategy and new investment opportunities. The Chamber promised to work with us to expand business opportunities in the future.

Manufacturing Networking Breakfast—Nearly 100 people attended the November 10 Manufacturing Network Breakfast, “Understanding the Defense Supply Chain, a Procurement Manager’s Perspective.” Presented by PDC and the Pacific Northwest Defense Coalition, the panel discussion included Major Brandy Kloock, Contracting Officer, Oregon National Guard; Robin Tate, Purchasing Manager, FLIR Systems; and Don Penfield, Military Buyer, Silver Eagle Manufacturing. Defense contracts play a key role in the health of the region’s manufacturing industry – and are clearly a topic of interest among local businesses.

Energy Shows Generate Business Leads—PDC continued its involvement in energy trade shows that provide solid leads for business development - attending both the Solar Power 2009 and US Greenbuild conferences in the past several weeks. The Solar Power International Conference and Expo took place in Anaheim in late October and drew more than 24,000 attendees, a jump from 17,000 the previous year. To promote Portland’s and Oregon’s advantages to this industry sector, PDC joined Team Oregon, a group of 18 regional partners who staffed the Oregon booth, attended pre-arranged appointments and attended some of the conference sessions to learn about market trends and new technologies. Other public participants included Oregon Nanoscience and Microtechnologies Institute, City of Hillsboro, City of Gresham, PGE, and the Oregon Business Development Department (OBDD).

Close on the heels of Solar Power was U.S. Greenbuild, the nation’s largest conference on high-performance building products and practices. The annual event, held this year in Tempe, AZ, is sponsored by the nonprofit U.S. Green Building Council to showcase and promote the latest sustainable practices and technologies. The event featured an exhibit floor of more than 1,800 booths and hosted more than 27,000 attendees, according to USGBC officials. While attendance was slightly down from the 29,752 from last year, the activity confirms that demand for green products and services across the nation is real despite the economic downturn. PDC staff has attended Greenbuild since 2006, when we launched the PDX Lounge there, a public-private marketing framework that showcases Portland’s green businesses. This year, we sponsored an Oregon booth, attended pre-arranged meetings with companies, and hosted a successful PDX Lounge reception to promote Portland’s green businesses and green building projects. The reception was sponsored by OBDD, OTAK, Oregon BEST, Bamboo Revolution, Portland Energy Conservation and Columbia Green Technologies and drew approximately 60 people. The event enabled us to showcase Portland’s business community and recent efforts in green building. Staff also identified several recruitment leads during the show, including a non-toxic paint manufacturer and an eco-roof supplier interested in establishing a Portland sales and distribution office to serve the Pacific NW market.

Urban Development Dept.

Neighborhood Team

Community Livability Grant Funds go to Humboldt and Portsmouth—A FY 2009-10 Interstate Corridor Urban Renewal Area Community Livability Grant of \$8,800 given to Oregon Tradeswomen, Inc. will result in a double win – community improvements and support for the construction work of young women involved in a new program, Building Girls Work Crew. The Crew, initiated by Oregon Tradeswomen, is composed of young women ages 18 to 24 who are interested in refining skills and becoming serious about careers in the construction trades. Each young woman in the program, recruited from area alternative high schools, has minimal to medium experience in the construction industry, and is paid for her time. These girls face significant barriers: homelessness, limited English speaking skills, gang involvement, school

dropout, pregnancy. The Livability Grant, awarded in July 2009, has already supported the construction of garden sheds at the Humboldt and Portsmouth community gardens, completed this summer; remaining grant funds will be used to put the Building Girls Work Crew to work replacing a fence at the Humboldt community garden.

Urban Development Dept.

Central City Team

Burnside Bridgehead Open House – On November 18 PDC invited the public to a workshop that kicked off the Burnside Bridgehead Framework Plan process and engaged community members about potential uses for the four-acre Burnside Bridgehead site. The event took place in the atrium of the Olympic Mills Commerce Center, 107 SE Washington Street and attracted nearly 150 attendees. A second workshop, slated for winter 2010, will offer attendees a chance to comment and provide input on the draft Framework Plan. The planning process will culminate in the release of a Burnside Bridgehead Framework Plan in March 2010. This high-level guidebook to redevelopment will include the refinement and clarification of public goals and objectives for the property and identify key opportunities and constraints on the site.

Rose Quarter/Coliseum Call for Concepts—On November 2 PDC and the City of Portland issued a call for concepts for the renovation or adaptive reuse of the Memorial Coliseum. The concepts submission period was originally slated to close Tuesday, December 1; the deadline was later extended to Tuesday, January 8, 2010 in response to a number of citizen requests for more time to develop submissions. Any group or individual interested in submitting a concept can do so using the on-line application form available at: www.rosequarterdevelopment.org. After the January 8 deadline, the 32-member Rose Quarter Stakeholder Advisory Committee (SAC), chaired by Mayor Adams, will analyze the concepts using established evaluation criteria. Coliseum concepts must complement existing uses at the Rose Quarter as well as exemplify the future vision and urban design principles that have been developed for the area. All qualified concepts will be presented at the Tuesday, January 26 SAC public meeting to be held at the Memorial Coliseum. Portland City Council will make a final decision on the future of the Coliseum in late spring 2010.

Downtown Pop-Up Shops Open November 12—PDC joined the Portland Business Alliance, Downtown Marketing Initiative, the Downtown Retail Advocate and local design consultant Tad Savinar in a partnership with property owners, Downtown Development Group and the City of Portland to enhance the signature retail district along S.W. Yamhill and Morrison streets with a series of pop-up shops, opened in time for holiday shopping. Consistent with both the Downtown Retail Strategy and the Portland Economic Development Strategy, this innovative effort is also about creating jobs, supporting nine sales positions through the holiday shopping season as well as the work of 40-plus artists and designers. In addition to supporting local talent and emerging entrepreneurs, the shops allow property owners to showcase their space for future tenants. Property owners donated the retail space; Vizwerks Design Studio provided its design expertise free of charge to set up the stores and source fixtures and other needs. PDC helped finance the physical opening of the stores, provides financial support for the downtown retail advocate, and works closely with its partners to implement the Downtown Retail Strategy. PDC's Business and Industry team also plays a role in encouraging downtown's retail vibrancy: by forging connections with industry groups like Portland Fashion Synergy and individual start-ups like RYZ Shoes and Looptworks, all involved in the pop-up effort, the B&I team furthers the city's development of the design and activewear cluster. Each pop-up has its

own personality, from the forward-fashion vibe of Flurry to the careful craft of Egg Press. Workroom 719 is a live studio, with artists designing their merchandise on-site. And By Oregon introduces a charitable giving component, with 3 percent of sales going to charities of the designers' choice.

Canadian Urban Institute Honors Pearl District - The City of Portland and PDC received a Special Recognition Award for the revitalization of the Pearl District from the Canadian Urban Institute at the 10th annual Canadian Brownfields Conference, held October 26 in Vancouver, British Columbia. Portland's award was the only one given to a non-Canadian project. The CUI Brownie Awards are sponsored by [Canada Mortgage and Housing Corporation \(CMHC\)](#), and are awarded annually at the Canadian Brownfields conference to projects and programs that reflect leadership and innovation in brownfield redevelopment. The CUI award citation noted the comprehensive revitalization of the Pearl District through the systematic redevelopment and realignment of brownfield sites to create a walkable, attractive downtown neighborhood. Lew Bowers, PDC's Central City Manager, accepted the award on behalf of Mayor Sam Adams.

Urban Development Dept.

Cross Functional Work

Strategy Implementation Update – UDD staff delivered a presentation to City Council at the end of October on progress in implementing the Business Competitiveness and Urban Innovation elements of the Portland Economic Development Strategy, followed by an update on November 12 on the Strategy's Neighborhood Business Vitality initiatives. This was the first update on the strategy since its adoption in July, and the information was very well received by Council, with all five commissioners expressing encouragement in the timeliness of the updates as well as the progress made thus far. A copy of the progress report is posted on the strategy website at www.pdxeconomicdevelopment.com.

Housing Update

Mortgage Credit Certificate Program—The Mortgage Credit Certificate (MCC) program experienced an increased demand for the federal tax credit program. As a result, PDC has now fully allocated all of its available issuance authority well ahead of the December 31st, 2010 expiration date. PDC issued a total of 135 commitments to income eligible homebuyers which surpassed the program's production goal of serving 120 households in partnership with 25 participating lenders. Staff has begun preparing a new funding request to reinstate the State of Oregon's Private Activity Bond (PAB) program. The next meeting of the PAB Committee is scheduled for January 15th, 2010. If the application is successful, the program will become operational again on March 1st, 2010.

Own Your Own Home Program—Staff was also busy launching and promoting the Own Your Own (OYO) Program which provides eligible homebuyers financial assistance to purchase foreclosed properties in targeted areas. In order to ensure participation from communities of color, outreach meetings were held with the African American Alliance for Homeownership, Asian and Pacific Islander Community Improvement Assoc., Hacienda Community Development Corp., Native American Youth Association, Portland Housing Center, Portland Community Reinvestment Initiative, and ROSE Community Development Corp. In addition, multiple e-blasts and hundreds of phone calls were made to more than 600 people who had expressed interest in the program. PDC accepted OYO entry packets November 9th through 30th.

Fix It Fair—Neighborhood Housing Program staff represented PDC on Saturday November 21st at the “Fix It Fair” which was held at Roosevelt High School in North Portland. PDC staffed an information table and taught classes on home buying programs, credit repair and home repair options. This is the first of three Fix It Fairs; the others will be held on January 9th and 30th.

Resource Access Center Breaks Ground—The project kickoff and groundbreaking for the Resource Access Center (RAC) took place Friday, November 20. The project is located at the corner of NW Broadway and NW Hoyt Street, next to Union Station and the Greyhound Bus Depot. The Resource Access Center development will be three separate facilities in one building:

- A Day Center for people who are homeless will provide housing, employment, and treatment counseling; hot showers; storage; and voicemail boxes to help with job and housing searches;
- A Men’s Shelter will provide temporary housing for up to 90 homeless men;
- Permanent affordable housing will provide 130 units of housing and supportive services for formerly homeless individuals.

Throughout the design and construction process, the project will employ 125 local workers, and will seek LEED-platinum certification. The RAC project represents a partnership involving the City of Portland, PDC, Housing Authority of Portland, Multnomah County, and Transition Projects, Inc.

PDC Board Chair, Scott Andrews, was a keynote speaker the ground breaking along with Mayor Adams, Commissioner Nick Fish, Deborah Kafoury of Multnomah County, Jeff Bachrach of HAP, and Doreen Binder of Transition Projects. PDC is a major funder of the project by providing \$29.5 million in TIF proceeds, a donation of the land, and a grant for environmental remediation.

Communications and Business Equity

Professional Services Section

Business and Workforce Equity—The Business and Workforce Equity Developer/Contractor program specifications have been updated to require monthly MWESB utilization reports. The updated specification also notifies the developer/contractor that the policy applies to the entire project rather than the PDC funded amount. The PDC Project Managers have been advised of the updated specifications and Professional Services staff will soon begin contacting the developers and contractors. City of Portland Purchasing will begin issuing monthly reports to PDC after the first of the year.

Annual Diversity in Contracting Report—The Annual Diversity in Contracting Report for 2008/2009 has been drafted. PDC reached 35.2 percent MWESB utilization, a slight dip from 2007/2008 (36.8 percent) but still surpassing the 20 percent goal. The apprenticeship hours worked were 23 percent of total hours worked on PDC projects also exceeding the 20 percent goal. The Report is scheduled to be presented to the PDC Board at the January 13 meeting.

Disparity Study—The Disparity Study data is being collected and forwarded to BBC Research and Consulting for evaluation. A meeting was held with BBC to draft a detailed schedule of data transfer and analysis. The City of Portland Bureau of Purchases will provide some support for

data collection through the annual Intergovernmental Agreement. This is a year-long project and updates will be provided as the data is collected.

PDC Sponsored Events:

Communications and Business Equity staff attended the following Community gatherings:

- November 13 OAME Contractors Meeting
- November 16 First Friday Professionals Meeting
- November 10 African American Chamber Meeting
- November 18 Philippine Chamber
- November 25 Native American Chamber Meeting
- November 27 OAME Coffee and Issues

Purchasing and Contract Compliance:

- Presented “Writing a Model Scope of Work” training to PDC Staff;
- Completed design work for decentralized purchase order entry project;
- Coordinated a meeting with requisitioners to evaluate the requisitioning process and discuss the decentralized PO entry project;
- Issued solicitations for an Applicant Tracking System, Financial Systems Consolidation Assessment, Project Management Flexible Services, Human Resources Consulting Flexible Services, Labor/Management Facilitation and Training Services, PSU Wet Lab Construction, Monitor and Decommission of Wells, and Bingo Site Environmental Clean-Up/Gateway Park.

Public Participation Section

Central City URA Evaluation Committee—The eighth meeting of this committee was held on November 18, and staff prepared materials for the meeting and sent email updates to the committee, staff and interested parties. Planning also began for community meetings in the Goose Hollow and Northwest District Neighborhoods including creating a poster to advertise the meetings in the community. The budget was revised based on schedule and logistic changes.

URAC Support—Public participation staff scheduled and provided notification of meetings, prepared agendas and materials and facilitated the following URAC meetings:

- Central Eastside
- Interstate Corridor
- Oregon Convention Center
- Lents Town Center
- Gateway Regional Center

In addition to working directly with URACs, staff:

- Arranged for the PDC Board to appoint a new member to the Oregon Convention Center URAC, prepared the Commission documents and provided orientation training and materials for the new member.
- Provided all URAC members with information on the 2010-2011 budget process. Worked with them to develop budget priorities for their respective URACs.

- Notified the N/NE Community Involvement Committee , OCC URAC, Interstate Corridor URAC, Old Town Chinatown Neighborhood Assoc. and Visions Committees (and all other interested parties) about the new Trail Blazer web site promoting their development concept of “Jump Town” and included link to the web page.
- Arranged for the Central City project managers and N/NE Study manager to meet with the Portland Business Alliance regarding the 2010-2011 budgets for those areas.
- Assisted UDD staff with preparations for the upcoming Centennial Mills Open house by preparing comment cards, sign-in sheets and placed public notices about both open houses scheduled for December 2 and January 19.
- Created the charter for the Lents Town Center (LTC) URA Transportation Task Force.
- Assisted LTC URA staff in the recruitment of members for the Art/Gateway/ Ramona Street Redesign and the Transportation Task Force.
- Started working with LTC URA staff in the establishment of the Citizen Advisory Committee for the LTC Business Development project.

Additional Efforts

- Planned and implemented the Meet and Greet for Central Services Architecture vendors
- Continued to work with UDD staff in the creation of an internal staff process for conducting outreach to local businesses. This process will include a protocol and tools for PDC staff to use when making contact with business owners, figuring out how to best assist a business, and handing over the contact to the appropriate PDC Business Finance staff.
- Prepared October 2009 press packet (55 articles) for the PDC Board notebooks
- Photographed the following events:
 - Architecture vendors “meet and greet”
 - Pongo Pet Food Bank staff tour
 - C& BE retreat
 - Resource Access Center ground breaking

Public Affairs Section

October 30 – November 29, 2009:

PDC.us redesign:

We are finalizing the design comps and will be moving into the development phase shortly.

Web updates:

pdc.us: 101 updates/additions/new pages

IRA intranet: 52 updates/additions/new pages

E-mail blasts: 48

Evites: 4

New Web site: <http://www.burnsidebridgehead.com> launched to help coordinate community involvement in the Burnside Bridgehead Framework Plan.

PDC.us

Unique visitors: 15,012

Total visits: 20,645

New visitors: 58 percent

Average number of pages viewed: 3

Most popular pages: Main page, PDC jobs, RFPs, Housing services for Homebuyers, Doing Business with PDC

Twitter

Followers: 987 (141 new followers)

Tweets: 15 updates sent to followers this month

Facebook

- PDC's page:
Fans: 201 (21 new fans)
Events: 2 upcoming events listed
Videos/links: 11 links and videos posted
- N/NE Economic Development Initiative's page:
Fans: 254 (57 new fans)
Events: 7 upcoming meetings listed
Videos/photos/links: 1 link posted

Video

-The South Waterfront Workforce Diversity video focuses on the success we've had promoting workforce diversity programs in that area of the city. The video focuses on Rawanda Rogers who joined the Women in Trades program about two years ago. She is on track to finish the program in the next few months and become a journeyman in the construction trade. The video was shown at a PDC Board meeting and can be seen on PDC's You Tube channel.

-The Burnside Bridgehead video asks Portlanders what they know about the Burnside Bridgehead project. Most Portlanders know little about the project but have definite ideas about what they'd like to see at that location. The video was shown at a public meeting held on November 20th at Olympic Mills. You can watch the video on both the Burnside Bridgehead website and on PDC's YouTube page.

-In an bad economic environment that is particularly hard for the restaurant business, Chez Joly is thriving. Chez Joly is a relatively new French bistro at the edge of the Pearl District which was assisted by a PDC Storefront Improvement loan in 2008. This is another video in our on-going series of economic development stories.

-The active wear industry in Portland is catching national attention and that translates into jobs for Portland's creative class. We produced a video that highlights some of Portland's major contributors to our active wear and outdoor gear economy. The video features Keen Footwear, Danner Boot Co., Icebreaker and Lucy Clothing Company , to name a few.

Graphics

UrbanGreenewal.com preliminary logo design and legal counsel re: trademark and copyrights
Goose Hollow Central City URA photo for NW Examiner ad – four ads
Economic Development – Portland Art Dealers Association ads
Sustainability Report
Cover – Diversity Report
Vicinity map (partial) back
2 N/NE Study Ads
Feature (PDC weekly) - Published

Street Roots ads
Place marker signage –Meier & Frank
Design for New Employee Orientation folder
NAYA ad

Event Coordination:

- PSU fall term Urban Renewal class continues (wraps up in 2 weeks)
- Burnside Bridgehead Public Workshop – 11/18/09
- Resource Access Center groundbreaking – 11/20/09

Other Public Affairs Work in November

- Brown bag speaker series – 5 speakers in November
- Continuing to meet with communications staff from other bureaus to identify ways to sustain the Give Help/Get Help/Choose Local campaign.
- Responded to 16 media inquiries
- Contractor continues working on redo of PDC.us.
- Working with PDC staff and Mayor's office on Rose Quarter and Memorial Coliseum redevelopment efforts (concepts due by January 8).
- Working with Public Participation and UDD on potential new central city URA
- Working with Public Participation and Resource Development on N/NE study efforts
- Working with PA and UDD staff on next Burnside Bridgehead Framework meeting set for January
- Working with PA and UDD staff on public meetings and media coordination around Centennial Mills project (public meetings Dec. 2 and Jan. 19).
- Working with Housing staff on rollout of the TIF Affordable Housing Set Aside annual report
- Have selected a contractor to complete staff media training work. Expect trainings to begin in January
- Working with UDD staff in support of the Oregon Sustainability Center
- 4 issues of PDC People (employee newsletter) issued in November
- Organized staff tour of Pongo fund pet food resource center for staff
- Arranged for Yuko Atsusaka from Tokyo Metropolitan Government Bureau of Industrial and Labor Affairs to meet with Linda Andrews. Ms. Atsusaka was interested in how PDC work with contractors and solicits bids for work.

ATTACHMENTS:

- A. South Waterfront Workforce Diversity Report

South Waterfront Workforce Diversity Report

South Waterfront Project Apprenticeship Agreement

Attachment A-Table 1: Table 1 provides an update of the status of apprentice participation and workforce diversity on the Mirabella, the Matisse and the South Waterfront Park Improvement projects. These projects are subject to the workforce diversity goals of the South Waterfront Central District Project Development Agreement.

Apprentice participation was up this month on all three projects currently under construction in the South Waterfront Central District. Participation by people of color continues to well exceed the established goals. Participation by women still continues to be a struggle. This month's report includes workforce hours for October, and the 2009/10 fiscal year to date. The goals for the 2009/2010 fiscal year are 18% participation by people of color and 12% participation by women.

Workforce diversity among apprentice workers continues to lead diversity efforts. The total female apprentice hours represent **19.40%** of the total apprentice hours, or over 7 percentage points ahead of the combined journey/apprentice goal of 12%, for the fiscal year. Of the apprentice hours that have been worked in this month, **32.22%** have been worked by people of color. These numbers have remained fairly consistent over the last couple of months, which is encouraging, given the slowdown in work being performed at South Waterfront. Continuing efforts are being made to link contractors with Community Based Organizations to improve these numbers.

The summary table below represents the total workforce diversity (apprentice and journey level workers) for the three projects referenced above:

Goal	Women	People of Color	Apprentice	Difference
12%	6.71%			[5.29%]
18%		28.20%		+10.2%
20%			23.52%	+3.52%

Attachment A – Table 2: Most of the Table 2 projects did not have specific workforce diversity goals, but are included in this report to provide a comprehensive picture of the workforce diversity and workforce training results for recently completed South Waterfront projects.

M/W/ESB

Attachment A – Table 3: The Mirabella, and the South Waterfront Park projects are included in this report to demonstrate the enhanced M/W/ESB reporting we will provide for all PDC sponsored projects in the near future.

Attachment A – Table 4: Table 4 displays the MBE ethnicity utilization for The Mirabella, and the South Waterfront Park projects.

South Waterfront Workforce Diversity Report of Total Hours Worked FY 06-07																					
THE MATISSE (BLOCK 46)	FY 07-08			WDS Goal	FY 08-09			WDS Goal	Aug-09			Sep-09			Oct-09			FY 09-10			WDS Goal
	A	J	TOTAL		A	J	TOTAL		A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	
Asian					707	0	707		0	0	0	152	0	152	198	0	198	419	0	419	
					3.14%	0.00%	0.93%		0.00%	0.00%	0.00%	3.01%	0.00%	0.00%	3.05%	0.00%	0.72%	2.08%	0.00%	0.48%	
African American					745	1,291	2,036		823	163	986	1,102	336	1,438	1,361	172	1,533	4,462	1,028	5,490	
					4.31%	2.20%	2.68%		18.00%	1.21%	5.46%	2.75%	1.98%	6.52%	20.97%	0.81%	5.54%	22.18%	1.54%	6.33%	
Caucasian					31,080	49,105	80,185		3,617	8,720	12,337	3,522	11,101	14,623	4,024	14,130	18,154	13,683	42,163	55,846	
					181.00%	83.70%	105.73%		79.11%	64.71%	68.36%	8.79%	65.34%	66.34%	62.01%	66.77%	65.65%	68.01%	63.28%	64.38%	
Hispanic					2,571	6,895	9,266		132	4,575	4,707	252	5,506	5,758	722	6,644	7,366	1,348	23,154	24,502	
					79.67%	9.18%	12.22%		2.89%	33.95%	26.08%	0.63%	32.41%	26.12%	11.13%	31.39%	26.64%	6.70%	34.75%	28.25%	
Native American					68	1,524	1,592		0	17	17	24	47	71	184	217	401	208	281	489	
					0.40%	2.60%	2.10%		0.00%	0.13%	0.09%	0.06%	0.28%	0.32%	2.84%	1.03%	1.45%	1.03%	0.42%	0.56%	
Other					0	56	56		0	0	0	0	0	0	0	0	0	0	0	0	
					0.00%	0.10%	0.07%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Minority					4,091	9,566	13,657		955	4,755	5,710	1,530	5,889	7,419	2,465	7,033	9,498	6,437	24,463	30,900	
					23.83%	16.30%	18.01%	17.00%	20.89%	35.29%	31.64%	3.82%	34.66%	33.66%	37.99%	33.23%	34.35%	31.99%	36.72%	35.62%	18.00%
Female					2,509	1,632	4,141		892	191	1,066	1,016	373	1,389	1,061	528	1,589	3,578	1,196	4,774	
					14.61%	2.78%	5.46%	11.00%	19.51%	1.42%	8.90%	2.53%	2.20%	6.30%	16.35%	2.49%	5.75%	17.78%	1.80%	5.50%	12.00%
Total Hours					17,171	58,671	75,842		4,572	13,475	18,047	5,052	16,990	22,042	6,489	21,163	27,652	20,120	66,626	86,746	
					22.64%				25.33%	74.67%	20.80%	22.92%	77.08%	25.41%	23.47%	76.53%	31.88%	23.19%	76.81%	100.00%	
THE MIRABELLA (BLOCK 31)	FY 07-08			WDS Goal	FY 08-09			WDS Goal	Aug-09			Sep-09			Oct-09			FY 09-10			WDS Goal
A	J	TOTAL	A		J	TOTAL	A		J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL		
Asian	0	0	0		1,606	2,283	3,889		319	416	735	80	314	394	190	402	592	866	1,435	2,301	
	0.00%	0.00%	0.00%		4.16%	1.63%	2.16%		3.30%	1.50%	1.96%	0.84%	1.03%	0.99%	1.43%	1.04%	1.14%	2.09%	1.13%	1.37%	
African American	150	0	150		2,701	5,049	7,750		502	816	1,318	610	870	1,480	971	1,257	2,228	2,752	4,071	6,823	
	12.56%	0.00%	2.54%		7.00%	3.75%	4.30%		5.19%	2.94%	3.52%	6.43%	2.85%	3.70%	7.33%	3.26%	4.30%	6.63%	3.21%	4.05%	
Caucasian	578	4,177	4,755		27,642	110,826	138,468		7,003	23,277	30,280	6,944	23,968	30,912	9,446	30,036	39,482	29,643	100,032	129,675	
	48.41%	88.83%	80.65%		71.61%	78.23%	76.81%		72.40%	2281.00%	80.88%	73.24%	78.62%	77.34%	71.32%	77.85%	76.18%	71.43%	78.91%	77.07%	
Hispanic	293	447	740		6,263	18,504	24,767		1,552	2,281	3,833	1,501	4,336	5,837	2,063	5,278	7,341	6,889	16,333	23,222	
	24.54%	9.51%	12.55%		16.23%	13.06%	13.74%		16.05%	978.00%	10.24%	15.83%	14.22%	14.60%	15.58%	13.68%	14.16%	16.60%	12.88%	13.80%	
Native American	174	78	251		389	4,507	4,896		296	978	1,274	346	999	1,345	574	1,608	2,182	1,350	4,893	6,243	
	14.57%	1.66%	4.26%		1.01%	3.18%	2.72%		3.06%	3.52%	3.40%	3.65%	3.28%	3.37%	4.33%	4.17%	4.21%	3.25%	3.86%	3.71%	
Other	0	0	0		0	496	496		0	0	0	0	0	0	0	0	0	0	0	0	
	0.00%	0.00%	0.00%		0.00%	0.35%	0.28%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Minority	616	525	1,141		10,958	30,839	41,797		2,669	4,491	7,160	2,536	6,518	9,054	3,796	8,545	12,341	11,856	26,732	38,588	
	51.59%	11.17%	19.35%	16.00%	28.39%	21.77%	23.19%	17.00%	27.60%	16.17%	19.12%	26.75%	21.38%	22.65%	28.66%	22.15%	23.81%	28.57%	21.09%	22.93%	18.00%
Female	0	461	461		5,200	3,487	8,687		1,881	1,162	3,043	2,015	1,086	3,101	2,861	1,439	4,300	8,280	4,683	12,963	
	0.00%	9.80%	7.82%	10.00%	13.47%	2.46%	4.82%	11.00%	19.45%	4.18%	8.13%	21.25%	3.56%	7.76%	21.60%	3.73%	8.30%	19.95%	3.69%	7.70%	12.00%
Total Hours	1,194	4,702	5,896		38,600	141,664	180,264		9,672	27,768	37,440	9,481	30,487	39,968	13,244	38,581	51,825	41,500	126,764	168,264	
	20.25%				21.41%				25.83%	74.17%	22.25%	23.72%	76.28%	23.75%	25.56%	74.44%	30.80%	24.66%	75.34%	100.00%	

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South Waterfront Park	FY 07-08				FY 08-09				Aug-09			Sep-09			Oct-09			FY 09-10			WDS Goal
	A	J	TOTAL	WDS Goal	A	J	TOTAL	WDS Goal	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	
Asian	0	0	0		0	0	0		0	40	40	0	0	0	121	0	121	121	40	161	
African American	0	16	16		0	155	155		0	105	105	4	57	61	55	459	514	55	459	514	
Caucasian	66	1,268	1,334		73	1166	1239		76	1362	1438	229	1201	1430	433	4751	5184	433	4751	5184	
Hispanic	230	71	301		20	1141	1161		37	97	134	128	218	346	233	4517	4750	233	4517	4750	
Native American	0	0	0		0	0	0		0	0	0	0	0	0	0	0	0	0	0	0	
Other	0	0	0		0	0	0		0	0	0	0	0	0	0	0	0	0	0	0	
Minority	230	87	317		20	1336	1356		37	202	239	252	275	527	408	5016	5424	408	5016	5424	
Female	58	52	110	17.00%	0	36	36	17.00%	12	0	12	0	0	0	59	36	95	7.01%	36	95	12.00%
Total Hours	295	1,356	1,651	11.00%	93	2,502	2,595	11.00%	113	1,564	1,677	482	1,476	1,958	842	9,767	10,609	7.94%	9,767	10,609	100.00%
					17.87%				3.58%	96.42%	24.46%	6.74%	93.26%	15.81%	24.62%	75.38%	18.46%	7.94%	92.06%	100.00%	
TOTALS	A	J	TOTAL	WDS Goal	A	J	TOTAL	WDS Goal	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	WDS Goal
Asian	0	0	0		2,313	2,283	4,596		319	456	775	232	314	546	509	402	911	1,406	1,475	2,881	
African American	150	0	150		3,446	6,356	9,802		1,325	1,134	2,459	1,712	1,311	3,023	2,336	1,486	3,822	7,269	5,558	12,827	
Caucasian	578	4,177	4,755		58,788	161,199	219,987		10,693	33,163	43,856	10,542	36,431	46,973	13,699	45,367	59,066	43,759	146,946	190,705	
Hispanic	293	447	740		9,064	25,270	34,334		1,704	7,997	9,701	1,790	9,939	11,729	2,913	12,140	15,053	8,470	44,004	52,474	
Native American	174	78	251		457	6,031	6,488		296	995	1,291	370	1,046	1,416	758	1,825	2,583	1,558	5,174	6,732	
Other	0	0	0		0	552	552		0	0	0	0	0	0	0	0	0	0	0	0	
Minority	616	525	1,141	16.00%	15,279	40,492	55,771	17.00%	3,644	10,582	14,226	4,103	12,609	16,712	6,513	15,853	22,366	18,701	56,211	74,912	18.00%
Female	0	461	461	10.00%	7,767	5,171	12,938	11.00%	2,773	1,389	4,162	3,043	1,459	4,502	3,922	1,967	5,889	11,917	5,915	17,832	12.00%
Total Hours	1,194	4,702	5,896		74,068	201,691	257,757		14,337	43,745	58,082	14,646	49,041	63,687	20,215	61,220	81,435	62,462	203,157	265,619	
	20.25%				28.74%				24.68%	75.32%	21.87%	23.00%	77.00%	23.98%	24.82%	75.18%	30.66%	23.52%	76.48%	100.00%	

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Closed Projects Subject to the City of Portland's Workforce Training & Hiring Program or The Project Apprenticeship Agreement							
INFRASTRUCTURE (COFFMAN)	Total Project			MACADAM AVE. STREET IMPROVEMENTS*	Total Project		
	A	J	TOTAL		A	J	TOTAL
Asian	0	0	0	Asian	0	246	246
	0.00%	0.00%	0.00%		0.00%	9.10%	8.65%
African American	421	0	421	African American	15	0	15
	13.74%	0.00%	2.18%		10.64%	0.00%	0.53%
Caucasian	2,640	12,503	15,143	Caucasian	126	2,349	2,475
	86.26%	76.90%	78.38%		89.36%	86.87%	86.99%
Hispanic	0	3,757	3,757	Hispanic	0	54	54
	0.00%	23.10%	19.44%		0.00%	1.98%	1.88%
Native American	0	0	0	Native American	0	56	56
	0.00%	0.00%	0.00%		0.00%	2.05%	1.95%
Minority	421	3,757	4,177	Minority	15	355	370
	13.74%	23.10%	21.62%		10.64%	13.13%	13.01%
Female	348	513	861	Female	109	33	142
	11.35%	3.16%	4.45%		77.30%	1.20%	4.97%
Total Hours	3,061	16,260	19,320	Total Hours	141	2,704	2,845
	Total Project				Total Project		
SW MOODY DEMOLITION	A	J	TOTAL	OHSU RIVER CAMPUS BLDG.	A	J	TOTAL
Asian	0	0	0	Asian	5,106	4,952	10,058
	0.00%	0.00%	0.00%		3.12%	0.93%	1.45%
African American	123	38	161	African American	12,882	9,132	22,013
	38.05%	1.96%	7.11%		7.87%	1.72%	3.17%
Caucasian	168	1,877	2,045	Caucasian	127,238	465,543	592,781
	52.06%	96.69%	90.32%		77.73%	87.78%	85.41%
Hispanic	32	26	58	Hispanic	13,205	39,964	53,169
	9.90%	1.35%	2.57%		8.07%	7.54%	7.66%
Native American	0	0	0	Native American	5,266	10,756	16,022
	0.00%	0.00%	0.00%		3.22%	2.03%	2.31%
Minority	155	64	219	Minority	36,457	65,344	101,801
	47.94%	3.31%	9.68%		22.27%	12.32%	14.67%
Female	34	0	34	Female	17,196	12,529	29,724
	10.52%	0.00%	1.50%		10.50%	2.36%	4.28%
Total Hours	323	1,941	2,265	Total Hours	163,695	530,347	694,042
	Total Project				Total Project		
COP INFRASTRUCTURE (STACY & WITBECK)*	A	J	TOTAL	AERIAL TRAM	A	J	TOTAL
Asian	8	22	30	Asian	929	1,778	2,707
	0.11%	0.11%	0.11%		3.05%	1.25%	1.56%
African American	1,113	20	1,133	African American	1,135	1,961	3,096
	16.28%	0.10%	4.28%		3.72%	1.37%	1.79%
Caucasian	4,587	16,070	20,657	Caucasian	26,939	128,568	155,507
	67.09%	81.84%	78.03%		88.40%	90.09%	89.79%
Hispanic	329	1,165	1,494	Hispanic	785	8,739	9,524
	4.81%	5.93%	5.64%		2.57%	6.12%	5.50%
Native American	801	2,359	3,160	Native American	686	1,672	2,358
	11.71%	12.01%	11.93%		2.25%	1.17%	1.36%
Minority	2,250	3,566	5,816	Minority	3,534	14,150	17,684
	32.91%	18.16%	21.97%		11.60%	9.91%	10.21%
Female	1,586	271	1,857	Female	4,621	9,586	14,207
	23.20%	1.38%	7.01%		15.16%	6.72%	8.20%
Total Hours	6,837	19,636	26,473	Total Hours	30,473	142,718	173,191

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	Total Project				Total Project		
STREETCAR EXTENSION	A	J	TOTAL	THE ALEXAN	A	J	TOTAL
Asian	72 0.43%	1,794 2.09%	1,865 1.82%	Asian	336 0.84%	1,733 1.53%	2,069 1.35%
African American	3,651 21.84%	371 0.43%	4,022 3.92%	African American	1,403 3.50%	388 0.34%	1,791 1.17%
Caucasian	11,199 67.00%	59,815 69.57%	71,014 69.15%	Caucasian	31,744 79.14%	90,705 79.92%	122,449 79.72%
Hispanic	278 1.66%	18,578 21.61%	18,856 18.36%	Hispanic	5,539 13.81%	18,595 16.38%	24,134 15.71%
Native American	1,515 9.06%	5,425 6.31%	6,940 6.76%	Native American	192 0.48%	1,754 1.55%	1,946 1.27%
Minority	5,515 33.00%	26,167 30.43%	31,682 30.85%	Other	899 2.24%	314 0.28%	1,213 0.79%
Female	3,082 18.44%	4,517 5.25%	7,598 7.40%	Minority	8,367 20.86%	22,783 20.08%	31,150 20.28%
Total Hours	16,713	85,982	102,696	Female	9,492 23.66%	3,565 3.14%	13,057 8.50%
				Total Hours	40,113	113,489	153,602
	Total Project				Total ALL Projects		
MOODY STREET RECONSTRUCTION	A	J	TOTAL	TOTALS	A	J	TOTAL
Asian	56 9.11%	195 3.53%	251 4.08%	Asian	13,400 2.93%	24,681 1.66%	38,081 1.96%
African American	259 42.11%	0 0.00%	259 4.21%	African American	36,271 7.94%	28,531 1.92%	64,802 3.33%
Caucasian	301 48.94%	4,146 74.96%	4,447 72.36%	Caucasian	336,603 73.69%	1,225,315 82.31%	1,561,918 80.29%
Hispanic	0 0.00%	531 9.60%	531 8.64%	Hispanic	54,611 11.95%	174,789 11.74%	229,400 11.79%
Native American	0 0.00%	459 8.30%	459 7.47%	Native American	15,024 3.29%	34,810 2.34%	49,834 2.56%
Minority	315 51.22%	1,185 21.42%	1,500 24.41%	Other	899 0.20%	314 0.02%	1,213 0.06%
Female	40 6.50%	0 0.00%	40 0.65%	Minority	120,201 26.31%	263,664 17.71%	383,864 19.73%
Total Hours	615	5,531	6,146	Female	65,395 14.32%	43,975 2.95%	109,370 5.62%
	Total Project			Total Hours	456,805	1,488,640	1,945,445
BLOCK 38	A	J	TOTAL				
Asian	6,894 3.54%	13,962 2.45%	20,856 2.73%				
African American	15,270 7.84%	16,621 0.00%	31,891 4.17%				
Caucasian	131,661 67.58%	443,739 77.84%	575,400 75.23%				
Hispanic	34,444 17.68%	83,381 14.63%	117,825 15.40%				
Native American	6,565 3.37%	12,330 2.16%	18,895 2.47%				
Minority	63,172 32.42%	126,294 22.16%	189,466 24.77%				
Female	28,888 14.83%	12,963 2.27%	41,851 5.47%				
Total Hours	194,834	570,033	764,867				

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South Waterfront Contract Utilization Report - Project Status									
Project Name	Prime Contractor	Contract Amount	Group Designation						
The Mirabella (block 31)	Hoffman Construction	\$128,407,959	Ethnicity Caucasian	Certification OBE	Gender Male				
Certification Status	Prime Contractor	% of Total	Subcontractors	% of Total Subs	Total Project	% of Total	Amended Subcontract Values	% of Amended Total	Payments to Date
Minority Business Enterprise	\$0	0.00%	\$205,982	0.28%	\$205,982	0.16%	\$375,982	0.30%	\$140,877
Woman Business Enterprise	\$0	0.00%	\$612,866	0.84%	\$612,866	0.48%	\$626,704	0.49%	\$52,096
Emerging Small Business	\$0	0.00%	\$5,325,703	7.29%	\$5,325,703	4.15%	\$5,325,703	4.19%	\$0
Non-certified firms	\$55,375,947	100.00%	\$66,887,461	91.59%	\$122,263,408	95.21%	\$120,714,061	95.02%	\$58,733,874
Total	\$55,375,947	100.00%	\$73,032,012	100.00%	\$128,407,959	100.00%	\$127,042,450	100.00%	\$58,926,846.87

South Waterfront Contract Utilization Report - Project Status									
Project Name	Prime Contractor	Contract Amount	Group Designation						
South Waterfront Park	Nutter Corporation	\$2,166,610	Ethnicity Caucasian	Certification OBE	Gender Male				
Certification Status	Prime Contractor	% of Total	Subcontractors	% of Total Subs	Total Project	% of Total	Amended Subcontract Values	% of Amended Total	Payments to Date
Minority Business Enterprise	\$0	0.00%	\$0	0.00%	\$0	0.00%	\$11,114	0.71%	\$13,868
Woman Business Enterprise	\$0	0.00%	\$232,320	17.41%	\$232,320	10.72%	\$238,035	15.27%	\$31,667
Emerging Small Business	\$0	0.00%	\$45,226	3.39%	\$45,226	2.09%	\$45,778	2.94%	\$36,964
Non-certified firms	\$832,190	100.00%	\$1,056,874	79.20%	\$1,889,064	87.19%	\$1,264,230	81.08%	\$508,524
Total	\$832,190	100.00%	\$1,334,420	100.00%	\$2,166,610	100.00%	\$1,559,157	100.00%	\$591,023

Note: The "OBE" certification designation denotes non-certified firms

Summary of MBE Ethnicity Amended Contract Totals												
Project	Total		African	% of Total	Native	% of Total	Hispanic	% of Total	Asian	% of Total	Unknown	% of Total
	M/W/ESB	Total MBE	American	M/W/ESB	American	M/W/ESB	American	M/W/ESB	American	M/W/ESB		M/W/ESB
The Mirabella (Block 31)	\$6,144,551	\$205,982	\$140,877	2.29%	\$142,982	2.33%	\$1,271,221	20.69%	\$1,834	0.03%	\$0	0.00%
South Waterfront Park	\$294,927	\$11,114	\$0	0%	\$0	0%	\$11,114	4%	\$0	0%	\$0	0%