

PDC

PORTLAND DEVELOPMENT COMMISSION

DATE: January 13, 2010
TO: Board of Commissioners
FROM: Bruce A. Warner, Executive Director
SUBJECT: Report Number 10-01
Executive Director Report

BOARD ACTION REQUESTED

None – Information only

Administration Update Management Issues

In December we graduated our first class of 25 staff members who completed the 12-week project management class offered by PDC and Portland State University. The Project Management Office at PDC has worked with PSU to tailor a PM class specifically to the needs of our staff. The training covers the skills necessary to successfully manage a project from start to finish including project initiation and planning, environmental due diligence, construction management, working with external stakeholders, navigating conflicts and project closing. The course will start again in February and interested staff members must receive approval from their supervisors to attend. I am pleased that we are able to offer this valuable training to staff and am also pleased to see that there is a high level of interest among the staff to attend.

In early December many of us attended the first open house at the new Portland Housing Bureau. Speakers at the event included Mayor Sam Adams, Commissioner Nick Fish and PHB Director Margaret VanVliet. It was a wonderful opportunity to get a tour of the new office and say hello to our Housing colleagues. We continue to work with PHB, the city's Enterprise Business Solution team and Bureau of Technological Services to integrate PDC's Mitas and Lawson financial systems with the city's financial system. This integration is critical to the loan processing and payment/disbursements function. Cross agency meetings are also scheduled in January to discuss the division of housing assets and loans between PDC and PHB.

Most everyone at PDC is involved in some aspect of the 2010-11 budget development process. In December forecasts were completed and project descriptions were updated. We received input from the various urban renewal advisory committees and the leadership team reviewed draft budgets. We are proceeding on schedule for the first review of materials by the PDC Board and Mayor Adams in mid-January.

Notable projects and meetings I was involved in recently are:

- Attended Emerging Trends in Real Estate 2010 breakfast
- Attended Centennial Mills and The Fields public open house
- Attended monthly bureau directors lunch

- Met with city council delegation from Christchurch, New Zealand with Lew Bowers
- Attended Portland Business Alliance holiday open house & PBA board meeting
- Attended community jobs forum with Congressman Wu at Mercy Corps
- Spoke to the Tualatin Chamber of Commerce
- Attended Commercial Real Estate Developers Assoc. breakfast
- Attended meeting of Mayor's economic cabinet
- Assisted at annual staff holiday breakfast (along with Commissioner Ferran)

Additional June meetings were held with all members of City Council and the PDC Board, Bob Packard (ZGF Architects), Susan Anderson (Bur. of Planning and Sustainability), Joe Hertzberg (consultant to the Bur. of Planning and Sustainability), Jason Tell and Steve Goebel, Roy Jay holiday open house, Bill Bach, Rick Saito and Len Bergstein, Jim Beall (Ball Janik), Harold Williams, Jeanne Nyquist, Bob Russell, Zari Santner (Parks) and Dean Marriott (Bur. Environmental Services).

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

PDC Assists Two Lents Area Businesses □ PDC Business Finance team recently worked on a financing package for Bridgetown Natural Foods, Inc., a food manufacturer specializing in breakfast bars, granola and specialty cookies. Bridgetown started operating in Portland in February 2009 with seven full time employees; when the company met with PDC in June 2009, it had 13 employees and by December 2009, had grown to 40 FTE, operating on three shifts, six days per week. Bridgetown is part of the traded sector, with 100 percent of revenues generated from outside Oregon; major customers include Kellogg's, Nest Naturals, Honest Foods and Skout. Meanwhile, the company supports local vendors for ingredients such as Grain Millers (Eugene), North Pacific (Clackamas), and Glory Bee (Eugene). With financial assistance from PDC, the Oregon Business Development Department and Albina Community Bank, Bridgetown is investing in \$1 million in new and used equipment and expanding from their 4,000 square foot facility in inner SE Portland to a 66,500 square foot facility (10+ year lease) in the Lents Town Center URA.

Also in Lents, A&K Design held a groundbreaking on December 11 at the site of its new facility, 8333 SE Harney St. A&K Designs, Inc. has been in the activewear cluster for more than 20 years, specializing in embroidery of names and labels on sports uniforms - primarily for college teams. The 34 existing jobs span from sewing to sales. Their major customer is Nike Inc. A&K Designs has leased a 20,000 square foot space at 624 SE Division Place since 1997. With assistance from PDC's Development Opportunity Services (DOS) program, and \$280,000 in construction financing from PDC's Business Finance, the company is building a new 32,000 square foot facility on 2.75 acres scheduled for completion in early 2010.

PDC Sponsors Wind Supply Chain Conference—More than 130 attendees representing manufacturing firms, services and government discussed opportunities in supplying wind

components at the Wind Supply Chain Conference on December 18 at the Red Lion Hotel, Jantzen Beach. PDC was a sponsor of the event which featured speakers from Iberdrola and PGE sharing information about the supply and equipment needs of original equipment manufacturers/wind farm operators. Keynote speaker Ed Weston of Great Lakes Wind Network talked about what the Northwest could learn from other areas of the country working on the wind supply chain. PDC staff presented information on how we are helping manufacturers identify opportunities in the wind industry and resources including the Connector, financial and technical assistance, and marketing. We announced that we are looking for companies interested in marketing at the American Wind Energy Association Conference in Dallas, May 2010. We are changing our team presence at the wind conference to a pavilion-style showcase of Pacific Northwest wind and supply chain businesses.

Lean Workshop at PDC—On December 2, PDC partnered with the Oregon Manufacturing Extension Partnership and the Pacific Northwest Defense Coalition in conducting a one-day lean manufacturing interactive workshop entitled, “Lean and the Environment.” The workshop demonstrated the methods and results of the very latest lean/clean technology which included simulation activity of Value Stream Mapping with an environmental twist. This was followed by an overview of documented results from projects with Oregon companies. More than 70 individuals representing 30 manufacturing firms attended the program which was held at PDC’s office in Old Town.

Understanding Industry Clusters—The cluster work called out in the city’s Five-Year Economic Development Strategy is well under way. The first steps in developing action plans for how the city will support these clusters is to solidify an in-depth understanding of what companies comprise each cluster, what they see as challenges and opportunities, and how industry leaders can collaborate and lead the cluster initiatives. The Business and Industry (B&I) team has hosted several roundtable discussions and one-on-one interviews with representatives from Activewear, Software, Solar Manufacturing, Energy Efficiency, and Electric Vehicles. Additional events for these clusters as well as Wind Power and Green Development are in the planning phases and will take place in early 2010. In tandem with these events, the B&I team has made significant progress developing draft inventories of each cluster, to enhance understanding, identify gaps in the supply chain, and indicate opportunities for business recruitment and expansion. Inventories are in the process of being vetted by industry leaders. The research is complex, and PDC has made significant steps in furthering our understanding of key cluster players and our role in supporting their success.

Urban Development Dept.

Neighborhood Team

Project Results in Affordable Green Housing and Youth Career Skills □ PDC partnered with ROSE Community Development Corporation, Proud Ground and Portland YouthBuilders (PYB) to build two, LEED Gold Certified, affordable homes featuring high-performance, renewable and environmentally-friendly materials and practices in the Lents neighborhood in southeast Portland. The project received technical support from Earth Advantage, Energy Trust of Oregon, Oregon Institute of Technology and Imagine Energy. A grand opening took place on December 11 at the home sites at S.E. 86th and Liebe - which were donated by Multnomah County through the county’s Affordable Housing Development program. Both houses were built by Portland YouthBuilder (PYB) students and construction trainers using green features such as advanced framing that reduced lumber use, formaldehyde-free cabinets built within 50 miles of

the site, solar hot water heaters and water-efficient landscaping. One of the homes is fully wheelchair-accessible. PDC provided financial support for the construction project, which meets community goals for first-time, affordable homeownership opportunities for low-and moderate- income households. The project also supports the Lents Town Center urban renewal area plan goals related to revitalization, and at the same time provides the community's young people with valuable career-path training and skills. The PYB students working on the project gained green building skills that will give them a competitive advantage in pursuing living-wage careers in sustainable construction.

Little's Pediatric Opens in North Portland—PDC loan client Little's Pediatric, run solely by pediatrician Dr. Christie Hudson, recently opened its doors in the Hub Building on N. Williams Ave. As the owner and operator of Little's Pediatrics, Dr. Hudson's goal is to run a small, successful pediatric practice, partnering with families who are interested in celebrating and nurturing their children as whole beings, fostering creativity in daily life, enhancing their child's wellness, and participating in a unique kind of health care experience. Employing high technology and maintaining low overhead, Little's Pediatrics will offer individualized pediatric primary care of the highest quality to children ages 0 to 18 years in an unhurried, nurturing environment. The practice will utilize a specialized medical practice model called the "ideal micropractice." The small nano-practice is able to offer patients expert one-on-one care, personal appointments with no waiting and no waiting room, generous amounts of time with the doctor, and direct access to her for urgent needs after hours. PDC staff worked closely with Dr. Hudson to provide technical assistance on building plans as well as help with the right location for the new practice, and PDC financing helped with tenant improvements and working capital. Dr. Hudson took the time at the busy grand opening to let us know that her new venture would not have been possible without PDC's help. Now Little's Pediatric is a big win for the Hub building as well as the surrounding neighborhood.

Mississippi Avenue Furniture Designer Wins National Award—Interior Design Magazine recently honored Altura Furniture, a previous PDC client in the Development Opportunity Services (DOS) program, with a Best of the Year Product Design award, for the company's Duette dining table. According to Altura principal Jeff Behnke, "Altura entered the Duette because it is a new design direction for our company. Using locally harvested live edge solid western walnut for a table top is a first for us. There is always excitement mixed with uncertainty when trying something new. Ultimately a design that sells well is additionally gratifying and we are already starting to feel a buzz!"

Award recipients were selected by interior designers and architects via an online vote in October and winners were determined by a jury of leading architects and designers. Altura, located on North Mississippi Avenue in the Interstate Corridor Urban Renewal Area, worked with PDC several years ago to build a new facility and is currently discussing a second DOS grant with PDC staff to assist with additional expansion.

Urban Development Dept.

Central City Team

Centennial Mills Open House □ On December 2 PDC, Portland Parks Bureau, the development firm of LAB Holding LLC, design firms of Meyer, Scherer & Rockcastle, and The Office of Cheryl Barton, held an open house to review the 50 percent schematic design of Centennial Mills and provide an update on The Fields Neighborhood Park conceptual design.

More than 70 people attended the open house and provided feedback on the redevelopment proposal for a vibrant, mixed-use project including significant public open space and preservation and reuse of the site's historic structures. A follow-up public presentation is scheduled for January 19 when the team will present final schematic design for Centennial Mills, updated schematic design for The Fields Park, and concept options for the pedestrian bridge that will link the two projects and provide access from the Pearl District to the Willamette River.

Oregon Electric Group Opening—In early December Oregon Electric Group celebrated the conversion of a building in the Central Eastside into its new office and warehouse facility. With the assistance of a \$300,000 Quality Jobs Program loan and \$50,000 Economic Opportunity Fund grant from PDC the company renovated the 46,200 sq. ft. Taylor Electric Building at 1709 SE 3rd Avenue. Improvements include interior work to both levels and exterior work including a new roof, parking lot, storefront and landscaping improvements. The company is also pursuing LEED silver certification for its renovation efforts which have resulted in a 30 percent reduction in water use.

Named by Oregon Business as one of the Best Oregon Green companies to work for in 2009, the company has been in the electrical construction industry since 1947, and located in the Central Eastside Industrial District (near SE 11th and Belmont) since 1996. Over the past 50 years, Oregon Electric has become one of the largest electrical contracting companies in the Northwest, with revenues reaching more than \$90 million and with 541 employees. The company specializes in health care, high tech, industrial, institutional, design build and energy conservation. Company officials worked hard to make sure they could stay in the Central Eastside district, saying the inner city location was important to them and their business.

Urban Development Dept.

Cross Functional Work

Potential Central City URA Event—The board and members of the Northwest District Association and staff from PDC welcomed the public to an informal discussion of a possible urban renewal district in Northwest Portland. The gathering took place on December 10 at the Lucky Lab Beer Hall located at 1945 NW Quimby. The Central City URA effort, chaired by Mayor Sam Adams, is conducting preliminary financial analysis, weighing considerations related to boundaries and projects to include in a potential new urban renewal area downtown.

Oregon Sustainability Center Breakfast—On December 18 PDC sponsored and organized the Oregon Sustainability Center (OSC) Business Breakfast. This event served to roll out and showcase the innovative OSC project to key businesses and donors and to present partnership opportunities related to research, commercialization, and the implementation of Portland's Five-Year Economic Development Strategy. Approximately seventy people attended, including representatives from Solar World, Intel, and Iberdrola, as well as PDC's Erin Flynn and board member Steve Strauss. Speakers included Mayor Adams, Nancy Hamilton representing Governor Kulongoski's office, PSU President Wim Wiewel, and Wally Van Valkenburg from Stoel Rives who highlighted the importance of this project to Portland's economic growth and the role of the private sector in helping to make the Oregon Sustainability Center a reality. A newly-created website provides additional information about the project, fundraising and tenancy in the building: www.oregonsustainabilitycenter.org.

Housing Update

Ortiz Center □ Housing staff worked hard to provide financial assistance on a quick turnaround timeline to Ortiz Center to ensure continued operations of a vital community facility. The Balthazar Ortiz Center, constructed in 2000, is a community center owned and operated by Hacienda Community Development Corporation. The Center is fully leased on a triple net basis to two tenants; Multnomah County, which operates a family resource center and medical clinic and Tienda Mexicana, a private convenience store business. Hacienda requested PDC/PHB assistance since it was unable to raise the necessary funds to retire a \$52,000 Enterprise Foundation loan that matures during the first quarter of 2010. The PDC funding source was the FY 2009-2010 Housing Investment Fund.

New Avenues for Youth □ On December 22 PDC funded a \$1.2 million commercial redevelopment loan to New Avenues for Youth, which provides services to “at risk” youth: Alternative high school, case management, transitional housing, homeless youth program, juvenile detention diversion program, and job training. PDC’s funding will help New Avenues acquire an 85 year old, 17,500 sq ft commercial building at 820 SW Oak Street in the River District URA and complete building improvements as well as the rehab of the second floor, which will become a new job training center. The grand opening for the job training center will be May 16th, 2010 in honor of the Portland Rotary Club’s 100th anniversary and to celebrate that organization’s \$500,000 contribution.

Own Your Own Home Program □ On December 3 Housing staff conducted a lottery to select households for the Own Your Own (OYO) Program approved by the PDC Board in October 2009. The process was used to select 24 households and eight alternates for the homebuyer assistance program in partnership with the City of Portland and Multnomah County. Seventy five percent of the selected households were low- income earning 80 percent or below the median family income and all of the selected households are first-time homebuyers (meaning they have not owned a home in the past three years). The first eight of the selected households have already been approved to begin shopping for eligible foreclosed properties in the target areas. The remaining households are approved to begin making offers on eligible homes over the next two months.

Annual Report of Residential Tax Exemption Programs □ On December 16 Housing staff completed and reported on the [2008-2009 Annual Report of Residential Tax Exemption Programs](#). The report, prepared by city and PDC staff and reported to the City Council and the County Commissioners, covered the production and forgone revenues for all of the Limited Tax Exemption Programs. These programs include the Non-Profit Low-Income Housing, New Multiple Unit Housing, Transit Oriented Development, Single Family New Construction and the Residential Rehabilitation Programs.

Other Resource Development for the MCC Program □ In the area of resource development, Housing staff is actively pursuing additional bond cap authority for the Mortgage Credit Certificate (MCC) program by submitting a request for additional bond cap from the State of Oregon’s Private Activity Bond Committee. If approved, the \$50 million dollar request in bond cap is estimated to provide a total of 313 moderate income first-time homebuyers in Portland a federal tax credit equal to 20 percent of the mortgage interest they pay annually. The MCC program is expected to resume as soon as February 18, 2010.

Communications and Business Equity

Professional Services Section

Business and Workforce Equity □ The Business and Workforce Equity Policy is being presented to the PDC Board in February. The amendment adds text to apply the Workforce Equity Program to Intergovernmental Agreements adds a “prompt pay” requirement similar to the City of Portland requirements and removes the requirement for the Project Apprenticeship and Equity Agreement.

On December 16 Portland City Council unanimously approved a resolution directing all solicitations evaluated through a committee process to include a community member referred by the Alliance of Minority Chambers. PDC staff is in the process of drafting a board resolution to mirror the resolution adopted by City Council.

Annual Diversity in Contracting Report □ The Report is scheduled to be presented to the PDC Board on January 13, 2010.

Disparity Study □ PDC staff met with BBC Research on December 10. Staff also attended a meeting with BBC Research, City of Portland Purchasing, and representatives from Commissioner Fish’s office on December 10 to review accomplishments to date and the project schedule. The project is proceeding on schedule and massive amounts of data have been provided to BBC Research. The Intergovernmental Agreement (IGA) between PDC and City Purchasing for 2009/2010 includes the city processing data collection on PDC personal services contracts for development agreements and loan agreements. This data will give PDC information that was previously unavailable and the IGA with the City will assist in minimizing PDC staff workload impact.

PDC Sponsored Events □ Communications and Business Equity staff attended the following Community gatherings:

- December 4 First Friday Professionals Meeting
- December 8 African American Chamber Meeting
- December 10 OAME After Hours
- December 11 OAME Contractors Meeting
- December 16 Philippine Chamber
- December 23 Irvington Covenant Holiday Event
- December 30 Native American Chamber Meeting

Purchasing and Contract Compliance

Personal Services—Staff advertised the solicitation for Towing Services, executed contracts with JLA for Media Training and with Agility for Disaster Recovery Services. Staff also received proposals for:

- ▶ RFP 09-14, ICRA Home Repair and Homeowner Retention
- ▶ RFP 09-19, Applicant Tracking System
- ▶ RFP 09-22, Online Training: Harassment Prevention
- ▶ RFP 09-23, IT Assessment: Financial Systems Consolidation
- ▶ RFP 09-24, Website Design and Development: Small Business Assistance Portal

Staff is developing an agreement with the National Association of Minority Contractors of Oregon (NAMCO) to provide technical assistance for minority contractor analysis and assistance.

Construction Services Prevailing Wage—Staff confirmed the Notice to Proceed will be issued in January to GeoDyne, Inc. for decommissioning and monitoring of 14 wells on two sites. Two projects are currently out to bid; PSU Wet Lab, and the Bingo Site Environmental Clean-up at Gateway Park.

The Prevailing Wage team is currently monitoring fourteen BOLI projects, four Davis-Bacon projects and four PDC Construction Wage projects. Also, the Construction Services/Prevailing Wage team is assisting with the professional services RFP for Homeowner Retention Services. Also the staff is drafting more than twenty flexible services contracts to assist the Personal Services/Flexible Services group with an unusually high workload.

Flexible Services—Two solicitations are in process; one for Fence Rental Services and one for Land Use Planning Services. Five contracts were executed for Survey Services and responses were received for the following solicitations:

- ▶ RFQ # 09-02 Engineering Services
- ▶ RFQ # 09-18 Project Management Services
- ▶ RFQ # 09-20 HR Consulting Services
- ▶ RFQ # 09-21 Labor/Management Committee (LMC) Facilitation and Training Services

Lawson Financial System—Staff continues to work on the decentralized purchase order entry process, rebuilding the buyer table and replacing Lawson Item Master File with National Institute of Governmental Purchasing (NIGP) commodity codes.

Public Participation Section

NNE Economic Development Initiative □ The fourth meeting of the N/NE Economic Development Initiative Community Advisory Committee took place on December 2 at Billy Webb Elks Lodge located at 6 N. Tillamook. Public participation staff prepared materials for the committee including the agenda and presentation materials which were also sent to the interested parties list of 300 individuals. In addition staff:

- Continued to provide information for 11 PSU students who will be attending the meetings and sent information to them via email.
- Revised the committee meeting schedule and strategized for geographic workshops.
- Met with Northeast Coalition of Neighborhoods representatives to discuss their plans for a series of community meetings on urban renewal in general and the N/NE Study specifically.
- Connected property owner in ICURA who wants to develop his property with the appropriate PDC staff.

Central City URA Evaluation Committee □ The 9th and 10th meetings of this committee were held during the month of December and staff prepared materials for meetings and sent email updates to the committee, staff and interested parties. Staff collaborated with the Northwest District Association to organize and implement an informal gathering of community members to learn more about urban renewal. The event was held at the Lucky Lab Brew Pub in NW Portland and drew between 75 and 100 attendees who asked lots of questions. Staff summarized written comments from comment cards and the web page.

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, North Macadam and River District.

In addition to working directly with URACs, staff:

- Assisted with notification and logistics for the Burnside Bridgehead and Centennial Mills open houses.
- Took on duties normally done by UDD administrative assistants due to injury and scheduling issues which included arranging for meeting locations and ordering refreshments for the meetings.
- Participated in the planning meetings related to the Lents Town Center URA Transportation Task Force and in the first task force meeting on December 9.
- Attended the grand opening of the homes built by Portland Youth Builders, and the ground breaking for A&K Designs, both on December 11.
- Attended the meeting between staff from the Bureau of Environmental Services, Zenger Farm, and MURP students (Masters of Urban and Regional Planning) to discuss the process for BES disposing of the Furey property in Powellhurst-Gilbert. BES is interested in giving Zenger Farm control of the property to expand the farm's activities.
- Represented PDC at a meeting between Commissioner Nick Fish, Portland Parks & Recreation, the Friends of Lents Park, the Lents Neighborhood Association, and general public where Commissioner Fish announced that PDC will fund the master planning effort for Lents Park.
- Met with Tim Brunner from AXIS Design Group to conduct an outreach interview to assess his business needs. Public Participation staff will consult with Business Finance staff and get back to Mr. Brunner with a plan for how he can access business finance services, either through PDC or other partner organizations.

Additional Efforts

- Attended two Public Involvement Advisory Committee meetings; completed sub-committee project that resulted in the development of public involvement standards to be used city-wide.
- Participated in the North/Northeast Economic Development Initiative team meetings.
- Attended the meeting to start planning for an outreach event for Latino businesses. Will create a concept paper for this event by early January 2010.
- Translated Commissioner Ferrán's monthly article for El Hispanic News.
- Prepared December 9 press packet consisting of 65 articles.
- Public Participation staff attended two-day training on Managing Outrage, Emotion and Public Participation sponsored by IAP2. Staff also attended training on TIF 101 sponsored by PDC and Portland Office of Management and Finance.
- Joleen Jensen-Classen completed the 10-week PDC/PSU Project Management Class.

Public Affairs Section

Web Stats: November 29 □ **December 29, 2009:**

PDC.us redesign:

We have finalized the design comps and have moved into template development.

Web updates:

pdc.us: 103 updates/additions/new pages
IRA intranet: 46 updates/additions/new pages
E-mail blasts: 28

New Web site: www.oregonsustainabilitycenter.org launched to provide information about the Oregon Sustainability Center project.

PDC.us

Unique visitors: 13,630
Total visits: 18,704
New visitors: 58 percent
Average number of pages viewed: 3
Most popular pages: Main page, PDC jobs, RFPs, Doing Business with PDC, Photos

Twitter

Followers: 1,050 (63 new followers)
Tweets: 26 updates sent to followers this month

Facebook

- PDC's page:
Fans: 227 (26 new fans)
Events: 2 upcoming events listed
Videos/links: 15 links posted
- N/NE Economic Development Initiative's page:
Fans: 268 (14 new fans)
Events: 6 upcoming meetings listed
Videos/photos/links: 4 links posted

Video

- An urban renewal study area video has been produced to show the general public and various community advisory committees specific parcels of land that are not currently included in adjacent URA's. The first video is of the Interstate URA and covers Martin Luther King Jr., Blvd., Killingsworth and Alberta Streets. The second covers West Lombard and the St. John's business district. The third is slightly different because we are showing parcels of land that may benefit from urban renewal and are being considered for inclusion in a possible new Central City URA.
- We are continuing to produce "PDC Spotlight," a monthly half hour television program that airs on Portland Community Media. We are producing this series with the help of the North/Northeast Media Training center, a division of the Skanner Group. This month's show features small businesses along Martin Luther King Jr., Blvd. Our own John Jackley interviews staff member Sara King about the work her team is doing along the boulevard. John also interviews Rhythm Traders owner Brad Boynton about working with PDC and why he pleased with the store's NE Portland location.
- After nearly two and a half years of posting videos to our YouTube channel, we've received nearly 45,000 views on 58 PDC videos. YouTube's analytic tools report that 37 percent of our videos have been embedded in other government, industry and community websites

across the country. Naturally PDC has strong viewership in the Pacific Northwest, but YouTube also reports high ratings and viewership in Europe, particularly in the UK. According to Government Video magazine (yes there is such a thing); we are ahead of the curve for cities our size in our use of video as a public affairs tool.

Graphics

Portland Art Dealers Assoc. Ads
Observer Ad for N/NE Study (3)
NW Examiner Ad (new)
FOUR (Future of Urban Renewal) Ad Beloved Journal
Eliot Neighborhood (FOUR) ad
Diversity Report
Sustainability Journal
PDC Feature (newsletter)
Video logo for YouTube
Certificate for Dorian Jung (service on Diversity Committee)
Pop-Up stores flyer and map
Boards for Central City meeting
Meier & Frank Placemaker board

Event Coordination:

- December 1 – final class for the fall term PDC-PSU Urban Renewal and Redevelopment course
- December 2 – Centennial Mills Public Open House
- December 11 – Portland YouthBuilders/86th & Liebe grand opening event
- Employee events included annual Trillium artisans sale (supporting these artists in Lents), PDC bake sale benefitting the Oregon Food Bank, Civil War luncheon, all-staff holiday breakfast.

Other Public Affairs Work in December

- Brown bag speaker series – 3 speakers in December
- Continuing to meet with communications staff from other bureaus to identify ways to sustain the Give Help/Get Help/Choose Local campaign.
- Responded to 15 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 27
- 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 Jan./Feb.
- Working with PA and UDD staff in support of the Oregon Sustainability Center

- Working with PA and UDD staff in support of the Main Street Program. Public meeting set for January 14
- 3 issues of PDC People (employee newsletter) issued in December

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 down 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 but is up this month. 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 19.31% 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, 32.77% 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%	7.28%			[4.72%]
18%		26.70%		+8.7%
20%			25.71%	+5.71%

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.

Attachment A
Table 1
1

THE MATISSE (BLOCK 46)		South Waterfront Workforce Diversity Report of Total Hours Worked FY 08-09												FY 07-08			FY 08-09			FY 09-10					
		Aug-09			Sep-09			Oct-09			Nov-09			FY 07-08			FY 08-09			FY 09-10					
		A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	WDS Goal	WDS Goal	
Asian		0	0	0	0	0	0	152	0	152	198	0	198	173	114	287	592	114	706	0.00%	0.00%	0.00%	2.73%	0.13%	0.64%
African		823	163	986	1,102	336	1,438	2,765	1,995	4,760	3,617	8,220	12,337	9,478	18,815	27,293	9,478	18,815	27,293	9,478	18,815	27,293	18.00%	18.00%	
American		3,617	8,220	12,337	5,469	11,101	16,570	18,815	27,293	35,111	64,711	68,369	66,344	71,544	70,559	71,544	71,544	70,559	71,544	70,559	71,544	70,559	65.73%	65.73%	
Caucasian		132	4,575	4,707	282	5,506	5,788	722	6,644	7,366	113	31,399	31,399	26,089	12,055	25,600	22,068	7,995	32,811	26,089	12,055	25,600	12.00%	12.00%	
Hispanic		2,895	33,955	36,850	0.63%	32.41%	26.12%	0.63%	32.41%	26.12%	184	217	401	143	202	345	351	483	834	351	483	834	0.75%	0.75%	
Native		0	17	17	0.00%	0.13%	0.09%	0.00%	0.13%	0.09%	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	0.00%	
American		0	56	56	0.00%	0.10%	0.07%	0.00%	0.10%	0.07%	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	0.00%	
Other		4,091	9,566	13,657	955	4,755	5,710	1,530	5,689	7,419	2,465	7,033	9,498	2,044	5,099	7,143	8,460	29,562	38,043	2,044	5,099	7,143	18.00%	18.00%	
Minority		23,835	16,309	18,014	20,889	35,239	31,644	3,822	34,668	33,666	37,995	33,233	34,359	32,243	28,455	29,444	32,075	34,965	34,273	32,075	34,965	34,273	18.00%	18.00%	
Female		2,509	1,632	4,141	892	191	1,083	1,016	373	1,389	1,061	528	1,589	1,059	464	1,523	4,637	1,660	6,297	4,637	1,660	6,297	12.00%	12.00%	
Total Hours		14,611	2,781	5,467	4,572	13,475	18,047	25,333	74,671	16,266	22,922	77,089	19,866	23,477	76,533	24,911	26,133	73,877	21,866	26,133	73,877	21,866	100.00%	100.00%	
FY 07-08																									
FY 08-09																									
FY 09-10																									
THE MIRABELLA (BLOCK 31)																									
Asian		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
African		150	0	150	2,701	5,049	7,750	5,191	2,947	8,138	7,003	23,277	30,280	6,944	23,968	30,912	9,446	30,036	39,482	7,324	24,627	31,951	36,608	125,019	161,627
American		578	4,177	4,755	71,611	88,839	80,655	72,409	228,100	80,889	73,241	78,622	77,344	71,322	77,859	74,844	66,899	77,859	74,844	66,899	77,859	74,844	70,289	78,669	76,629
Caucasian		293	447	740	1,552	2,281	3,833	1,501	4,336	5,837	2,063	5,278	7,341	1,873	4,863	6,736	2,063	5,278	7,341	1,873	4,863	6,736	8,762	20,936	29,758
Hispanic		24,544	9,511	12,555	16,233	13,066	13,744	16,059	978,000	10,244	15,833	14,222	14,600	15,589	13,688	14,161	15,589	13,688	14,161	15,589	13,688	14,161	16,822	13,222	14,111
Native		174	78	251	389	4,507	4,896	296	978	1,274	346	999	1,345	574	1,608	2,182	595	1,251	1,846	595	1,251	1,846	1,944	6,143	8,087
American		14,571	1,661	4,268	1,011	3,181	2,721	3,061	3,521	3,401	3,651	3,281	3,371	4,331	4,171	4,211	4,331	3,941	4,321	4,331	3,941	4,321	0.00%	0.00%	0.00%
Other		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Minority		616	525	1,141	10,968	30,939	41,797	2,669	4,491	7,160	2,536	6,518	9,054	3,796	8,545	12,341	3,624	7,117	10,741	3,624	7,117	10,741	15,480	33,848	49,328
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	2,350	1,052	3,402	2,350	1,052	3,402	10,630	5,735	16,365
Total Hours		1,134	4,702	5,836	38,600	141,664	180,264	9,672	27,768	37,440	9,481	30,487	39,968	13,244	38,581	51,825	25,569	74,444	24,577	25,569	74,444	24,577	52,089	158,868	210,957
		20.25%			21.41%			25.83%	74.17%	17.75%	23.72%	76.28%	18.95%	23.72%	74.44%	24.57%	25.65%	74.35%	20.24%	24.69%	75.31%	100.00%	100.00%	100.00%	100.00%

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Attachment A
Table 1
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South Waterfront Park	FY 07-08			FY 08-09			Aug-09			Sep-09			Oct-09			Nov-09			FY 09-10			WDS Goal
	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	
Asian	0	0	0	0	40	40	0	0	0	0	0	0	0	0	0	21	0	21	121	40	161	15.2%
African American	0	16	16	0	155	155	0	105	105	0	0	0	4	57	61	0	0	0	55	459	514	18.0%
Caucasian	66	1,268	1,334	73	1,166	1,239	76	1,362	1,438	229	1,201	1,430	229	1,201	1,430	68	426	494	433	4,751	5,184	18.0%
Hispanic	230	71	301	20	1,141	1,161	37	97	134	128	218	346	128	218	346	8	144	152	233	4,517	4,750	18.0%
Native American	0	0	0	0	0	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	0	0	0	0.0%
Minority	230	87	317	20	1,336	1,356	37	202	239	252	275	527	252	275	527	29	144	173	408	5,016	5,424	18.0%
Female	58	52	110	0	36	36	12	0	12	0	0	0	0	0	0	0	0	0	59	36	95	12.0%
Total Hours	295	1,356	1,651	93	2,502	2,595	113	1,564	1,677	482	1,476	1,958	24,622	75,389	18,469	14,544	85,468	6,292	7,944	92,066	100,000%	
TOTALS	2,313	2,283	4,596	319	456	775	232	314	546	509	402	911	509	402	911	364	537	901	1,779	2,012	3,791	18.0%
Asian	0.00%	0.00%	0.00%	2.23%	1.04%	1.33%	1.58%	0.64%	0.86%	2.52%	0.66%	1.12%	2.52%	0.66%	1.12%	2.27%	1.07%	1.38%	2.24%	0.79%	1.14%	1.4%
African American	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0%
Caucasian	58.78%	56.83%	56.55%	79.37%	75.81%	75.51%	71.98%	74.29%	73.76%	67.77%	74.10%	72.53%	67.77%	74.10%	72.53%	67.22%	75.39%	73.29%	69.30%	72.97%	72.10%	18.0%
Hispanic	9.05%	25.27%	34.33%	1,704	7,997	9,701	1,790	9,939	11,729	2,913	12,140	15,053	2,645	9,395	12,040	2,645	9,395	12,040	11,107	53,254	64,361	18.0%
Native American	17.4%	7.8%	25.1%	296	995	1,291	370	1,046	1,416	758	1,825	2,583	758	1,825	2,583	738	1,453	2,191	2,295	6,626	8,921	18.0%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0%
Minority	15.27%	40.49%	55.77%	3,644	10,582	14,226	4,103	12,609	16,712	6,513	18,953	22,366	5,697	12,360	18,067	5,697	12,360	18,067	24,368	68,426	92,794	18.0%
Female	0	461	461	2,773	1,389	4,162	3,043	1,459	4,502	3,922	1,967	5,889	3,409	1,516	4,925	3,409	1,516	4,925	15,326	7,431	22,757	12.0%
Total Hours	1,194	4,702	5,896	14,337	43,745	58,082	14,646	49,041	63,687	20,215	61,220	81,435	20,215	61,220	81,435	17,385	50,237	67,622	79,374	253,198	332,572	100.0%
	20.25%			24.68%	75.32%	17.46%	23.00%	77.00%	19.15%	24.82%	75.18%	24.49%	24.82%	75.18%	24.49%	25.71%	74.29%	20.33%	23.87%	76.13%	100.00%	100.0%

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Closed Projects Subject to the City of Portland's Workforce Training & Hiring Program or The Project Apprenticeship Agreement										
Total Project				Total Project						
INFRASTRUCTURE (COFFMAN)	A	J	TOTAL	MACADAM AVE. STREET IMPROVEMENTS*	A	J	TOTAL			
Asian	0	0	0	Asian	0	246	246	0.00%	9.10%	8.65%
African American	421	0	421	African American	15	0	15	13.74%	0.00%	2.18%
Caucasian	2,640	12,503	15,143	Caucasian	126	2,349	2,475	86.26%	86.87%	86.99%
Hispanic	0	3,757	3,757	Hispanic	0	54	54	0.00%	1.98%	1.88%
Native American	0	0	0	Native American	0	56	56	0.00%	2.05%	1.95%
Minority	421	3,757	4,177	Minority	15	355	370	13.74%	23.10%	21.62%
Female	348	513	861	Female	109	33	142	11.35%	3.16%	4.45%
Total Hours	3,061	16,260	19,320	Total Hours	141	2,704	2,845	77.30%	1.20%	4.97%
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%
African American	123	38	161	African American	12,882	9,132	22,013	38.05%	1.96%	7.11%
Caucasian	168	1,877	2,045	Caucasian	127,238	465,543	592,781	52.06%	96.69%	90.32%
Hispanic	32	26	58	Hispanic	13,205	39,964	53,169	9.90%	1.35%	2.57%
Native American	0	0	0	Native American	5,266	10,756	16,022	0.00%	0.00%	0.00%
Minority	155	64	219	Minority	36,457	65,344	101,801	47.94%	3.31%	9.68%
Female	34	0	34	Female	17,196	12,529	29,724	10.52%	0.00%	1.50%
Total Hours	323	1,941	2,265	Total Hours	163,695	530,347	694,042	10.52%	0.00%	1.50%
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%
African American	1,113	20	1,133	African American	1,135	1,961	3,096	16.28%	0.10%	4.28%
Caucasian	4,587	16,070	20,657	Caucasian	26,939	128,568	155,507	67.09%	81.84%	78.03%
Hispanic	329	1,165	1,494	Hispanic	785	8,739	9,524	4.81%	5.93%	5.64%
Native American	801	2,359	3,160	Native American	686	1,672	2,358	11.71%	12.01%	11.93%
Minority	2,250	3,566	5,816	Minority	3,534	14,150	17,684	32.91%	18.16%	21.97%
Female	1,586	271	1,857	Female	4,621	9,586	14,207	23.20%	1.38%	7.01%
Total Hours	6,837	19,636	26,473	Total Hours	30,473	142,718	173,191	23.20%	1.38%	7.01%

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	Total Project				Total Project		
STREETCAR EXTENSION	A	J	TOTAL	THE ALEXAN	A	J	TOTAL
Asian	72	1,794	1,865	Asian	336	1,733	2,069
	0.43%	2.09%	1.82%		0.84%	1.53%	1.35%
African American	3,651	371	4,022	African American	1,403	388	1,791
	21.84%	0.43%	3.92%		3.50%	0.34%	1.17%
Caucasian	11,199	59,815	71,014	Caucasian	31,744	90,705	122,449
	67.00%	69.57%	69.15%		79.14%	79.92%	79.72%
Hispanic	278	18,578	18,856	Hispanic	5,539	18,595	24,134
	1.66%	21.61%	18.36%		13.81%	16.38%	15.71%
Native American	1,515	5,425	6,940	Native American	192	1,754	1,946
	9.06%	6.31%	6.76%		0.48%	1.55%	1.27%
Minority	5,515	26,167	31,682	Other	899	314	1,213
	33.00%	30.43%	30.85%		2.24%	0.28%	0.79%
Female	3,082	4,517	7,598	Minority	8,367	22,783	31,150
	18.44%	5.25%	7.40%		20.86%	20.08%	20.28%
Total Hours	16,713	85,982	102,696	Female	9,492	3,565	13,057
					23.66%	3.14%	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	195	251	Asian	13,400	24,681	38,081
	9.11%	3.53%	4.08%		2.93%	1.66%	1.96%
African American	259	0	259	African American	36,271	28,531	64,802
	42.11%	0.00%	4.21%		7.94%	1.92%	3.33%
Caucasian	301	4,146	4,447	Caucasian	336,603	1,225,315	1,561,918
	48.94%	74.96%	72.36%		73.69%	82.31%	80.29%
Hispanic	0	531	531	Hispanic	54,611	174,789	229,400
	0.00%	9.60%	8.64%		11.95%	11.74%	11.79%
Native American	0	459	459	Native American	15,024	34,810	49,834
	0.00%	8.30%	7.47%		3.29%	2.34%	2.56%
Minority	315	1,185	1,500	Other	899	314	1,213
	51.22%	21.42%	24.41%		0.20%	0.02%	0.06%
Female	40	0	40	Minority	120,201	263,664	383,864
	6.50%	0.00%	0.65%		26.31%	17.71%	19.73%
Total Hours	615	5,531	6,146	Female	65,395	43,975	109,370
					14.32%	2.95%	5.62%
	Total Project			Total Hours	456,805	1,488,640	1,945,445
BLOCK 38	A	J	TOTAL				
Asian	6,894	13,962	20,856				
	3.54%	2.45%	2.73%				
African American	15,270	16,621	31,891				
	7.84%	0.00%	4.17%				
Caucasian	131,661	443,739	575,400				
	67.58%	77.84%	75.23%				
Hispanic	34,444	83,381	117,825				
	17.68%	14.63%	15.40%				
Native American	6,565	12,330	18,895				
	3.37%	2.16%	2.47%				
Minority	63,172	126,294	189,466				
	32.42%	22.16%	24.77%				
Female	28,888	12,963	41,851				
	14.83%	2.27%	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)	Hornman 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%	\$430,982	0.34%	\$181,617	
Woman Business Enterprise	\$0	0.00%	\$612,866	0.84%	\$612,866	0.48%	\$595,572	0.46%	\$126,919	
Emerging Small Business	\$0	0.00%	\$5,325,703	7.27%	\$5,325,703	4.15%	\$5,325,703	4.15%	\$0	
Non-certified firms	\$55,181,847	100.00%	\$67,081,561	91.61%	\$122,263,408	95.21%	\$121,844,740	95.04%	\$71,496,085	
Total	\$55,181,847	100.00%	\$73,226,112	100.00%	\$128,407,959	100.00%	\$128,196,996	100.00%	\$71,804,620.40	

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

Attachment 1
 Table 4
 1 of 1

Project	Summary of MBE Ethnicity Amended Contract Totals											
	Total M/W/ESB	Total MBE	African American	% of Total M/W/ESB	Native American	% of Total M/W/ESB	Hispanic American	% of Total M/W/ESB	Asian American	Unknown	% of Total M/W/ESB	% of Total M/W/ESB
The Mirabella (Block 31)	\$6,352,257	\$430,982	\$288,000	4.53%	\$142,982.00	2.25%	\$3,126,062.00	49.21%	\$1,834.25	\$0	0.03%	0.00%
South Waterfront Park	\$294,927	\$11,114	\$0	0%	\$0	0%	\$11,114	4%	\$0	\$0	0%	0%