

# PDC

## PORTLAND DEVELOPMENT COMMISSION

**DATE:** February 10, 2009  
**TO:** Board of Commissioners  
**FROM:** Bruce A. Warner, Executive Director  
**SUBJECT:** Report Number 10-16  
Executive Director Report

### **BOARD ACTION REQUESTED**

None – Information only

### **Administration Update/Management Issues**

In January every employee at PDC was involved in mid-year performance evaluations. This step allows time for each employee to meet with his/her supervisor and make any mid-year course corrections in meeting goals. The mid-year reviews are important in making sure everyone is on the path to success in meeting annual performance goals.

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Development of the Requested Budget continues to dominate much of the work at PDC this month. On January 15 staff and the Board met for an introduction to the budget process, schedule and our General Fund request. On January 19 we met for presentations and discussion on the Central City URAs and Industrial URAs; and on January 20 we did the same for the neighborhood URAs, EOI and E-Zone programs. Finally, on Friday, January 29 we had a presentation on the Central Services and Executive departments' functions and budgets. Mayor Adams attended briefly on the 29<sup>th</sup> and has asked that we make a 10 percent reduction in operating costs so I am working with every employee at PDC to identify areas in which we can find some savings. I have told staff that I am open to any suggestions they have. We submitted the first version of our Requested Budget to the Office of Management and Finance on February 1 and will be submitting a revised version of the Requested Budget on March 1 that incorporates the Mayor's request.

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In January the Board officially adopted PDC's Five-Year Strategic Plan which continues our important progress in identifying, prioritizing, planning, monitoring and adjusting our work. Every well-run organization needs a road map and the Strategic Plan will provide the guidance PDC needs in understanding our goals, outcomes and key actions. The Strategic Plan will keep us focused on our highest priorities – which are making Portland prosperous, sustainable and livable. I mentioned the Strategic Plan at our January all-staff meeting at PDC; and subsequently sent each employee a link to it so they could be better informed about its contents. I want to thank each Board member for your interest and input to the Strategic Plan. As part of the Board's adoption I will be reporting our progress to you annually.

Notable projects and meetings I was involved in recently are:

- Attended meeting at Earl Blumenauer’s office on Rail Volution 2010 (will be held in Portland October 19-21, 2010)
- Attended International Economic Development Council Leadership Summit in Houston and spoke on the topic of transportation hubs
- Met with Maureen McDonald from the Denver Metro Chamber Leadership Foundation. Denver is bringing 150 business and civic leaders to Portland in fall 2010
- Attended kick off of the Main Street Program with staff and Mayor Adams
- Attended monthly Bureau Directors lunch
- Attended a luncheon at Barran Liebman law firm
- Met with Bill Wyatt and Port of Portland executives for quarterly economic development discussion

Additional meetings were held with all members of City Council and the PDC Board, Margaret VanVliet, Christy Owen (Office of Mgmt. and Finance), Jim Winkler (by phone), Michael Jordan and Dan Cooper from Metro (by phone), Wendy Culverwell (Business Journal).

**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**

**Outdoor Industry's First Eco Index Receives PDC Support**—A \$10,000 grant from PDC will allow the Outdoor Industry Association (OIA) to finalize the development of the association's Outdoor Product Environmental Leadership Standard (OPELS) project, a family of environmental leadership standards for outdoor products scheduled to debut in August 2010. The grant responds to the industry’s desire to more clearly define “green” and “sustainable” and leverages the efforts of several Portland companies committed to environmental responsibility. The Phase 1 Eco Index, scheduled to be released at Outdoor Retailer Summer Market 2010, will include guidelines for packaging, product manufacturing and materials used in outdoor products as well as tools for measuring greenhouse gas emissions, water and waste. OIA has also announced plans to develop a companion tool focusing on fair labor practices and recently started collaboration with the European Outdoor Group to ensure global adoption of the index. OIA held a panel discussion January 22 at Outdoor Retailer Winter Market 2010 featuring product designers from major brands discussing the practical use and business case related to the adoption of packaging and material guidelines. In 2008 PDC provided a grant of \$30,000 to initiate the project - funding that enabled OIA to use Portland-based Zero Waste Alliance as the working group's project manager for the development of the index. The Eco-Index is one of several activewear-related initiatives that support this industry cluster, one of the four called out in the city’s economic development strategy as critical to the region’s job and economic growth.

**Oregon Small Business Forum**—PDC staff addressed an audience of more than 150 small business owners at the Oregon Small Business Forum on January 12, hosted by the Oregon Association of Minority Entrepreneurs. The event provided an opportunity to share PDC’s key messages about business assistance in an informal, roundtable setting. OAME designed the

event to build and strengthen relationships with small business, trade, nonprofit and government organizations; elevate concerns and issues; and help small business owners learn about the products and services available from local organizations.

### Urban Development Dept.

#### Neighborhood Team

**Main Street Program Kick-Off**—Nearly 100 people attended the kick-off meeting for the Portland Main Street Program on Thursday, January 14 at Friendship Masonic Center, 5626 NE Alameda St. The new initiative offers opportunities for a limited number of groups to receive both financial and technical assistance intended to help build the organizational capacity necessary to revitalize their neighborhood commercial areas. The Main Street program will have partial financial support from the city's General Fund, and is closely tied to the Portland Economic Development Strategy, which calls out commercial district revitalization as a key objective. The program is a proven model developed by the National Trust for Historic Preservation's Main Street Center, known as the "Four Point Approach," which focuses on organization, promotion, design, and economic restructuring of neighborhood business districts. Portland's program will add an emphasis on sustainability to the National Trust's four points.

Interested communities must apply through a competitive process that begins in February 2010. Each district selected will receive considerable financial and technical assistance and intensive training. The goal is for each new Main Street organization to embrace and promote its district's unique assets, while also capitalizing on the abilities of residents, business owners, and volunteers who work and live in the business district. Mandatory training sessions for groups looking to apply will take place February 2 and 3.

**Kenton Open for Business During Construction**—PDC's support of community economic development applies as well to infrastructure projects like the Kenton business district streetscape work. The district's main thoroughfare, Denver Avenue, is currently undergoing a \$3 million facelift to create a more accessible and lively downtown strip. All of the businesses remain open during construction. The area has welcomed several new business arrivals and/or owners in the last year, including Posie's Café on N. Denver Avenue; and the Home Brew Exchange, Queen Mab clothing store, and The Black Door Gallery, all on N. Kilpatrick. The new Kenton Commons Creative Spaces, one block west of the business district on Kenton Park at Brandon and Willis, is home to Olivine Art Gallery, Portland Chiropractic Care and Natural Health, Skylight Massage, Stella's Barbershop, Jasmine Photography, Intrinsic Marketing, Essential Skin Therapy, and Your Wisdom Worx; while the Kenton Antiques shop on Denver is now under new ownership.

Artist collective and gallery Disjecta has moved to Kenton at Interstate and the gallery opened Tidal, a new exhibition by visual artist Jenene Nagy, on January 22. To promote shopping, dining and strolling through the historic North Portland neighborhood, the Kenton Business Association initiated Third Thursday events, which began last summer and showcase the neighborhood's art, food, and music scene.

**Urban Development Dept.**

**Central City Team**

**Rose Quarter Development**—The call for concepts for the renovation or adaptive reuse of the Memorial Coliseum closed on January 8. A total of 95 concepts were submitted through the on-line application, ranging from full concepts—utilizing the entire building—to partial concepts and ideas that could be incorporated with other submittals. On January 26, the project team, comprised of PDC, Mayor’s office and Bureau of Planning and Sustainability staff, hosted a public event at the Coliseum to share information about the submittals and generate community feedback. More than 650 attendees were on hand to hear the oral presentations and view the gallery of concepts on display around the concourse.

The large number of concept submittals and well-attended Coliseum event is proof of the community’s passion for the building and is a credit to the project team’s efforts to engage Portlanders in the project. The Rose Quarter Stakeholder Advisory Committee will make recommendations to City Council in late February as to which full concepts should continue on in the process, and in addition will provide input on partial concepts to receive the formal Request For Proposal (RFP) from the city. The RFP will be issued in March and responses will be due in April. City Council expects to select the winning proposal in late May.

**Centennial Mills Open House**—More than 200 people crowded an open house on January 19 for two catalytic projects in the central city - Centennial Mills and The Fields Neighborhood Park. A follow-up to a public event held in early December where the teams reviewed and received public input on earlier level designs, the January open house featured the project team presentation of schematic design for both projects. PDC and Portland Parks and Recreation joined the Centennial Mills development team of LAB Holding, LLC and Meyer, Scherer & Rockcastle, as well as The Fields park designers led by The Office of Cheryl Barton, to review the schematic designs and to discuss design options for a pedestrian bridge linking the two projects along the Willamette River. The five key principles identified in the Centennial Mills Framework Plan guided discussion at the event: provide open space, capture history, define a community focal point, strengthen connections, and embrace sustainability. Centennial Mills team member Meyer, Scherer & Rockcastle recently received the American Institute of Architects (AIA) Honor Award for their design and renovation of the Urban Outfitters Corporate Campus in Philadelphia, Pennsylvania; this was one of only fourteen projects to be honored with the AIA’s prestigious award.

**Burnside Bridgehead Open House**—A public workshop held Wednesday, January 27 on the seventh floor of the *b-side 6 Building*, 524 East Burnside, presented information on the redevelopment of the four-acre Burnside Bridgehead site and gathered feedback on draft Framework Plan materials which will serve as a guide for the future development of the site. The program included a presentation that addressed how the Burnside Bridgehead site fits into the current real estate market, a project vision and principles, a development approach, and potential outcomes. Public input and questions and answers were encouraged throughout the evening. The project team created draft materials that provide an innovative and flexible approach to creating momentum and PDC staff was excited to share these concepts with the community and stakeholders. Feedback from the workshop will help refine the Framework Plan, which will be released in late March 2010. A final guidebook to redevelopment will be presented to the PDC Board in the spring.

**Union Station Repairs**—Approximately \$7.5 million in American Recovery and Reinvestment (ARRA) funds from the High-Speed Intercity Passenger Rail Program has been awarded for rehabilitation work on historic Union Station. The City of Portland and PDC, which owns Union Station, submitted the funding application through the Oregon Department of Transportation (ODOT). The funding is in addition to a \$2.6 million grant previously awarded to Union Station from ODOT’s Transportation Enhancement Program, and PDC’s commitment of \$570,000 for the required local match. This combined funding will provide for critical repairs to Union Station, including replacement of all roof sections older than 30 years; repair or replacement of associated gutters, downspouts, and eaves; repair of all skylights, windows, and doors; repair of exterior sandstone and cement plaster walls; addition of insulation throughout the attic; and a partial seismic structural upgrade. These repairs will prevent increasing exposure to considerable health life safety and building integrity liabilities. The ARRA funding provides an opportunity to preserve a significant historic asset while creating immediate jobs, and represents a down payment on high speed rail in the Pacific Northwest Rail Corridor.

**Urban Development Dept.**

**Cross Functional Work**

**DC Delegation Pitches Federal Funding for OSC**—An Oregon delegation that included Portland Mayor Sam Adams, Portland State University president Wim Wiewel, Nancy Hamilton of Governor Ted Kulongoski’s office, Janet Gagnon of Solar World and a group of civic entrepreneurs was in Washington, D.C. January 25-26 to lobby for funding for the proposed \$120 million Oregon Sustainability Center (OSC). The OSC is envisioned as a first-of-a-kind office building which synthesizes world class environmental performance and an integrated sustainability agenda, serving as both a technological model and a hub for sustainable practices, policy, education, research and entrepreneurship. As a triple net zero building, across water and energy use and carbon emissions, the OSC is designed to achieve LEED Platinum and the world’s most rigorous certification protocol, the Cascadia Green Building Council’s Living Building Challenge.

The group received help from Oregon’s congressional delegation to schedule meetings with high level staff at the Departments of Energy and Commerce, Housing and Urban Development, the Environmental Protection Agency and the U.S. Green Building Council. A reception on Monday evening, January 25, at the U.S. Green Building Council’s headquarters, sponsored by the Portland Sustainability Institute, U.S. Green Building Council, Oregon BEST, Ball Janik LLP, and Lane Powell, highlighted the building and Oregon’s leadership in sustainability for a small group of key influencers within federal agencies, the White House, area foundations, trade associations, and non-government organizations. This was the second OSC delegation visit to D.C, following an earlier visit October 14-16, 2009

**Green Jobs Grant Goes to PDC Partners**—Worksystems Inc. (WSI) and Oregon Manufacturing Extension Partnership (OMEP) were recently notified that they will receive a \$5 million Department of Labor “Green Jobs” grant – one of only 25 awarded nationwide. The grant will fund a project called Renewable Northwest (ReNW), which will preserve and create more than 1,700 jobs in a nine-county region in the renewable energy industry by building a skilled workforce to support companies that generate power and by assisting local manufacturers with workforce retraining to produce products in support of the industry. Participants will earn certificates and degrees which meet industry and state-defined standards. PDC has been

working with WSI, OMEP and other partners to identify opportunities for local manufacturers to fill supply chain gaps and replace imported components for the clean tech industry.

In addition, WSI received a \$4 million “Pathways Out of Poverty” grant to fund workforce programs that help disadvantaged populations find ways out of poverty and into economic self-sufficiency through careers in energy efficiency and renewable energy industries. The guiding principle for the grant is equity, and providing all people access to training to prepare them for living wage jobs in the green economy. The funds will be used to provide skill training and culturally specific support to disadvantaged individuals to prepare them to enter careers in the energy-efficient building, construction and retrofit, renewable electric power, green manufacturing, and emerging green occupations. Participants will earn certificates and degrees through community colleges, organized labor, and industry-recognized training providers, and will receive employment placement and retention support in their chosen green career pathway.

### Housing Update

**MCC Program**—On January 12 the State of Oregon’s Private Activity Bond (PAB) Committee granted the City of Portland a bond cap allocation of \$25 million dollars to allow PDC/Portland Housing Bureau to resume offering the Mortgage Credit Certificate Program beginning March 1, 2010. The new bond cap allocation is expected to help approximately 150 first-time homebuyers in Portland. It is hoped that more than 50 of the households will represent communities of color to help close the minority home ownership gap.

**Portland Regional Lead Hazard Control Program**—During the month of January, PDC’s Board took action to resume the Portland Regional Lead Hazard Control Program by allowing PDC/Portland Housing Bureau to immediately begin implementing the program on behalf of the city of Portland.

The program offers income eligible households with children under six the opportunity to receive a grant to make homes (built pre-1978) safer from hazards posed by lead-based paint. The program has also been expanded to offer landlords renting to income eligible households assistance as well. To qualify properties must be located in Multnomah, Clackamas and Washington Counties.

**Grant Warehouse (Ivy City Homes) MOU**—The Grant Warehouse Memorandum of Understanding (MOU) was signed on January 25. The Grant Warehouse project, now called Ivy City Homes, is located at 3368 NE Martin Luther King Jr. Blvd. in the Oregon Convention Center URA. The project consists of 30 total housing units of which 18 units will be permanently affordable at 80 percent median family income or less, 12 units will be sold at market rate and 10 units will be live/work space (included in the 18 permanently affordable unit total). Estimated total project cost is \$7.5 million with PDC contributing \$5.4 million in permanent and construction subsidy. A development agreement is expected to be finalized in June of 2010 and construction is slated to start in early July 2010.

## Communications and Business Equity

### Professional Services Section

#### Contract Compliance

**Annual Diversity in Contracting Report**—The overall MWESB utilization for fiscal year 2008/2009 was 35.2 percent - exceeding the goal of 20 percent. The apprenticeship hours worked were 23 percent - exceeding the goal of 20 percent.

On the South Waterfront project, M/W/ESB utilization was 12 percent - 8 percent under the 20 percent goal. However, the minority workforce hours were outstanding at 23 percent of the total hours worked. (The goal for 08/09 was 17 percent.) Although there was some improvement in the number of hours worked by women - reaching just over 6 percent, this was below the 08/09 goal of 11 percent.

**Disparity Study**— PDC staff met with BBC Research on the morning of January 29. Staff also attended a meeting the Disparity Study Advisory Group Meeting with BBC Research, City of Portland Purchasing, and representatives from Commissioner Fish's office in the afternoon of January 29 to review accomplishments to date and the project schedule. Data collection continues and the project is moving forward as scheduled.

#### Procurement

**Personal Services**—Solicitations are underway for Towing Services, and Research and Analysis: State of Entrepreneurism in Portland, Oregon. Responses were received for IT Financial Systems Consolidation Assessment. The following contracts were executed:

- ▶ OakTree Digital, RFP 09-24, Website Design and Development
- ▶ Agility Recovery Solutions, RFP 09-17, Disaster Recovery Services

Solicitations were evaluated for Online Training for Harassment Prevention, and Home Retention and Repair. Negotiations on the Applicant Tracking System contract with NEOGOV were successful and the contract is anticipated to be signed early next month.

**Flexible Services**—RFQ for Real Estate Landscape Maintenance Services was issued. Fifteen contracts were awarded for Engineering Services. These contracts have been drafted and are being routed for signature. Responses were received for the following solicitations:

- ▶ Fence Rental Services
- ▶ Land Use Planning Services

The Notice of Intent was issued to award four contracts with eleven categories from RFQ #09-20, HR Consulting Services and nine contracts were drafted for Project Management Services from RFQ #09-18.

**Construction Services**—The Notice of Intent to Award was issued for the Bingo Site Environmental Clean Up project and for Wet Lab Tenant Improvements. A Notice to Proceed was issued for the Monitoring Well Decommission Project.

**Prevailing Wage**—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 continues to assist the professional services RFP #09-14, Homeowner Retention Services and drafting/processing flexible services contracts while the Personal Services Team tackles an unusually heavy workload.

**Lawson Financial System**—Work on the Lawson Distributed Purchase Order Entry project continues. The implementation date has been moved from January 1, 2010 to March 1, 2010. The replacement of the Lawson Item Master file with National Institute of Governmental Purchasing commodity codes has been moved to April 2010 due to other priorities.

### **Public Participation Section**

#### **N/NE Community Involvement Committee**

- Prepared meeting summaries of January 6 and 20 meetings.
- Prepared information packets for Community Involvement Committee and for community members attending the two meetings in January.
- Sent meeting notification and materials to N/NE Community Involvement Committee and all interested parties.
- Attended the meeting and Tweeted significant information.
- Continued to respond to requests via Twitter and email.
- Once videos were posted to Facebook, notified N/NE Community Involvement Committee and all interested parties and sent link to the site.
- Updated the Eblast list based on new requests.
- Provided CDs of the January meeting to the Portland Housing Bureau.
- Prepared a summary of outreach efforts that included counts of web hits, Facebook fans and Tweets.
- Met with a PSU urban planning student on background for the N/NE Study and opportunities for volunteer work on the project.
- Developed a concept paper outlining the strategy for outreach to Latino businesses in N/NE Portland.

#### **Central City URA Evaluation Committee**

- Prepared materials for January committee meetings. Sent email updates to the committee, staff and interested parties.
- Developed an outreach strategy for public meetings once the “straw” proposal has been developed. Identified stakeholder groups, locations and meeting outline.

**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
- Lents Town Center
- North Macadam
- Oregon Convention Center
- Lents Town Center
- River District

In addition to working directly with URACs, staff:



- Assisted with notification and logistics for the Burnside Bridgehead Project.
- Assisted with notification and logistics for the Centennial Mills open houses.
- Provided staff support for the Rose Quarter Development open house to review proposals for the Memorial Coliseum.
- Continued to provide budget information to URAC members and interested parties.
- Planned meetings related to the Lents Town Center URA Transportation Task Force and its open house.
- Participated in the development of the Lents Town Center Business Development Strategy
- Planned the next Foster-Woodstock Streetscape Citizen Advisory Committee meeting. This project's second phase includes improvements to the triangle entryways on the east and west ends of the Foster-Woodstock couplet and the redesign of Ramona Street between 92<sup>nd</sup> Avenue and the MAX station platform.
- Joined the Community Economic Development (CED) Framework committee to provide advice on public outreach efforts.
- Translated Commissioner Ferrán's article for El Hispanic News.
- Met with Cassie Cohen, Program Director at Groundwork Portland, to discuss PDC's work and public participation opportunities in the N/NE and E/SE URAs.
- Contacted the Latino Network and the Asian Pacific Network of Oregon to gather information about the economic situation of those communities to assist with the CED Framework process, and to discuss greater involvement with PDC's Public Participation work.
- Prepared transportation hub speech and PowerPoint for Bruce Warner at Internat'l Economic Development Council Leadership Summit

#### **Administration**

- Prepared the public participation budget for 2010-11 with identified tasks per staff person and the percentage of time spent on those tasks.
- Prepared a summary of 2009-10 public participation efforts and challenges for the budget report.

#### **Public Affairs Section**

#### **Web Stats: December 27, 2009 – January 26, 2010**

##### **PDC.us redesign:**

Templates have been created and we are moving on to web site development.

##### **Web updates:**

pdcc.us: 110 updates/additions/new pages

IRA intranet: 40 updates/additions/new pages

E-mail blasts: 36.

##### **PDC.us**

Unique visitors: 17,174

Total visits: 23,031

New visitors: 62%

Average number of pages viewed: 3

Most popular pages: Main page, PDC jobs, RFPs, Main Street program, Contact Us

### **Twitter**

Followers: 1,122 (72 new followers)

Tweets: 23 updates sent to followers this month

### **Facebook**

- PDC's page:  
Fans: 252 (25 new fans)  
Events: 12 upcoming events listed  
Videos/links: 12 links posted
- N/NE Economic Development Initiative's page:  
Fans: 275 (7 new fans)  
Events: 5 upcoming meetings listed  
Videos/photos/links: 3 links posted

### **Video**

- The diversity campaign video celebrates PDC's accomplishments in minority contracting for 2008-2009. Chair Andrews, Don Geddes from Walsh Construction, Connie Ashbrook from Oregon Tradeswomen, Inc. and many others spoke about the success of PDC's workforce development policies. This video was part of a national campaign that went out to more than 54,000 news outlets across the country.
- The Martin Luther King, Jr., Killingsworth and Alberta streets video specifically focuses on the MLK potential expansion area and will be presented at the January 20, 2010 N/NE Advisory Committee meeting at the Billy Webb Elks Lodge. The North/Northeast Economic Development Initiative Community Advisory Committee uses these videos as a tool in making recommendations about the expansion and inclusion of certain parcels of land in the Interstate and Oregon Convention Center URA's.
- The Lombard/St. Johns video is a virtual tour of parcels of land that are being considered for inclusion in the Interstate URA. It was also developed for use by the North/Northeast Economic Development Initiative Community Advisory Committee. Their charge is to make recommendations to the PDC Board on project priorities and amendments to the two urban renewal areas.

### **Graphics**

Observer Ad N/NE Study (2)

NW Examiner Ad (2)

PSU Ad (1 new site photos taken)

Oregon Enterprise Network ad (1)

Diversity Report (changes)

Sustainability Journal ad (1)

PDC Feature (monthly publication)

Housing Logo for Rose CDC

Housing Tri-Met Bus Sides

Housing Bus Benches

Storefront Map and Insert - Central East Side URA (new site photos taken)

Draft Design Small Business Quarterly report

Portland Resource Directory updates 2010 (last edition 2007)

Report /Manual covers for IT work (2)

Coordinate Placemaking sign installations for Pioneer Square and the Nines

**Event Coordination:**

Centennial Mills Open House – Jan. 19

Memorial Coliseum Concepts Public Presentation – Jan. 26

Burnside Bridgehead Public Workshop – Jan. 27

**Other Public Affairs Work 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 12 media inquiries
- Contractor continues working on redo of www.PDC.us.
- Working with PDC staff and Mayor's office on Rose Quarter and Memorial Coliseum redevelopment efforts
- 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
- 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 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 meetings are set for February.
- Working with CBE staff to finalize and distribute outreach and media materials around PDC's Annual Diversity in Contracting Report.
- Distributed 4 issues of PDC People – employee newsletter
- Organized three brown bag lectures for staff
- Coordinated agenda and speakers for January all-staff meeting
- Prepared IEDC speech and presentation for the Executive Director
- Prepared speaking points for Exec. Director interview with the Business Journal

**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 decreased this month on The Matisse and the South Waterfront Park projects, while participation increased at The Mirabella. Participation by people of color continues to well exceed the established goals, with 26.86% of hours being worked by people of color. Participation by women still continues to lag behind the goal, and continues to fluctuate between 6-8%. This month's report includes workforce hours for December 2009, 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 **18.36%** of the total apprentice hours, or over 6.36 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, **32.99%** 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%	6.93%			[5.07%]
18%		26.86%		+8.86%
20%			25.13%	+5.13%

**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			Nov-09			Dec-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	A	J	TOTAL		
	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%	0.00%	0.00%	0.00%		
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Other																												
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	FY 07-08			WDS Goal	FY 08-09			WDS Goal	Aug-09			Sep-09			Oct-09			Nov-09			Dec-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	A	J	TOTAL			
<b>South Waterfront Park</b>																													
Asian	0	0	0		0	0	0		0	40	40	0	0	0	121	0	121	21	0	21	0	0	0	141	40	181			
	0.00%	0.00%	0.00%		0.00%	1.60%	1.54%		0.00%	0.00%	0.00%	25.10%	0.00%	0.00%	25.10%	0.00%	6.18%	21.65%	0.00%	3.15%	0.00%	0.00%	0.00%	14.03%	0.33%	1.37%			
African American	0	16	16		0	155	155		0	105	105	4	57	61	0	0	0	0	0	0	0	0	0	55	469	524			
	0.00%	1.18%	0.97%		0.00%	1166.00%	5.97%		0.00%	6.71%	6.26%	0.83%	3.86%	3.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.47%	3.84%	3.96%			
Caucasian	66	1,268	1,334		73	1166	1239		76	1362	1438	229	1201	1430	68	426	494	23	121	144	568	6011	6579	568	6011	6579			
	22.37%	93.51%	80.80%		78.49%	1141.00%	47.75%		67.26%	87.08%	85.75%	47.51%	81.37%	73.03%	70.10%	74.74%	74.06%	100.00%	38.91%	43.11%	100.00%	38.91%	43.11%	56.52%	49.22%	49.78%			
Hispanic	230	71	301		20	1141	1161		37	97	134	128	218	346	8	144	152	0	190	190	241	5692	5933	241	5692	5933			
	77.97%	5.24%	18.23%		21.51%	0.00%	44.74%		32.74%	6.20%	7.99%	26.56%	14.77%	17.67%	8.25%	25.26%	22.79%	0.00%	61.09%	56.89%	23.98%	46.61%	44.89%	23.98%	46.61%	44.89%			
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	0	0		
	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%	0.00%	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	0		
	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%	0.00%	0.00%	0.00%	0.00%		
Minority	230	87	317		20	1336	1356		37	202	239	252	275	527	29	144	173	0	190	190	437	6201	6638	437	6201	6638			
	16.00%	77.97%	6.42%	19.20%	21.51%	53.40%	52.25%		32.74%	12.92%	14.25%	52.28%	18.63%	26.92%	29.90%	25.26%	25.94%	0.00%	61.09%	56.89%	43.48%	50.78%	50.22%	18.00%	43.48%	50.78%	50.22%	18.00%	
Female	58	52	110	17.00%	0	36	36	17.00%	12	0	12	0	0	0	0	0	0	0	0	0	0	0	59	196	255	59	196	255	12.00%
	19.66%	3.83%	6.66%		0.00%	1.44%	1.39%		10.62%	0.00%	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.87%	1.60%	1.93%	5.87%	1.60%	1.93%	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	97	570	667	23	311	334	1005	12,212	13,217	1005	12,212	13,217			
	17.87%				3.58%	96.42%	19.63%		6.74%	93.26%	12.69%	24.62%	75.38%	14.81%	14.54%	85.46%	5.05%	6.89%	93.11%	2.53%	7.60%	92.40%	100.00%	7.60%	92.40%	100.00%			
<b>TOTALS</b>																													
Asian	0	0	0		2,313	2,283	4,596		319	456	775	232	314	546	509	402	911	394	537	931	434	929	1,363	2,232	2,941	5,173			
	0.00%	0.00%	0.00%		3.12%	1.13%	1.78%		2.23%	1.04%	1.33%	1.58%	0.64%	0.86%	2.52%	0.66%	1.12%	2.27%	1.07%	1.38%	2.47%	1.78%	1.95%	2.30%	0.95%	1.27%			
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	1,921	977	2,898	1,673	959	2,632	10,861	7,503	18,364			
	12.56%	0.00%	2.54%		4.65%	3.15%	3.80%		9.24%	2.59%	4.23%	11.69%	2.67%	4.75%	11.56%	2.43%	4.69%	11.05%	1.94%	4.29%	9.53%	1.83%	3.77%	11.21%	2.43%	4.52%			
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	11,687	37,875	49,562	11,757	39,316	51,073	66,251	226,539	292,790			
	48.41%	88.83%	80.65%		79.37%	79.92%	85.35%		74.58%	75.81%	75.51%	71.98%	74.29%	73.76%	67.77%	74.10%	72.53%	67.22%	75.39%	73.29%	67.00%	75.19%	73.13%	68.38%	73.24%	72.08%			
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	2,645	9,395	12,040	2,918	9,688	12,606	14,478	64,295	78,773			
	24.54%	9.51%	12.55%		12.24%	12.53%	13.32%		11.89%	18.28%	16.70%	12.22%	20.27%	18.42%	14.41%	19.83%	18.48%	15.21%	18.70%	17.80%	16.63%	18.53%	18.05%	14.94%	20.79%	19.39%			
Native American	174	78	251		457	6,031	6,488		296	995	1,291	370	1,046	1,416	758	1,825	2,583	738	1,453	2,191	766	1,396	2,162	3,061	8,022	11,083			
	14.57%	1.66%	4.26%		0.62%	2.99%	2.52%		2.06%	2.27%	2.22%	2.53%	2.13%	2.22%	3.75%	2.98%	3.17%	4.25%	2.89%	3.24%	4.37%	2.67%	3.10%	3.16%	2.59%	2.73%			
Other	0	0	0		0	552	552		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	0.00%	0.00%	0.00%		0.00%	0.27%	0.21%		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%		
Minority	616	525	1,141	16.00%	15,279	40,492	55,771	16.00%	3,644	10,582	14,226	4,103	12,609	16,712	6,513	15,853	22,366	5,697	12,360	18,057	5,789	12,970	18,759	30,632	82,758	113,390			
	51.59%	11.17%	19.35%		20.63%	20.08%	21.64%		25.42%	24.19%	24.49%	28.01%	25.71%	26.24%	32.22%	25.90%	27.46%	32.77%	24.60%	26.70%	32.99%	24.80%	26.86%	31.62%	26.76%	27.92%	18.00%		
Female	0	461	461	10.00%	7,767	5,171	12,938	10.00%	2,773	1,389	4,685	3,043	1,459	4,502	3,922	1,967	5,889	3,409	1,516	4,925	3,221	1,621	4,842	18,658	9,196	27,854			
	0.00%	9.80%	7.82%		10.49%	2.56%	5.02%		19.34%	3.18%	8.07%	20.78%	2.98%	7.07%	19.40%	3.21%	7.23%	19.61%	3.02%	7.28%	18.36%	3.10%	6.93%	19.26%	2.97%	6.86%	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	17,385	50,237	67,622	17,548	52,288	69,836	96,883	309,300	406,183			
	20.25%				28.74%				24.68%	75.32%	14.30%	23.00%	77.00%	15.68%	24.82%	75.18%	20.05%	25.71%	74.29%	16.65%	25.13%	74.87%	17.19%	23.85%	76.15%	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		
<b>STREETCAR EXTENSION</b>	A	J	TOTAL	<b>THE ALEXAN</b>	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 Project		
<b>MOODY STREET RECONSTRUCTION</b>	A	J	TOTAL	<b>BLOCK 38</b>	A	J	TOTAL
Asian	56 9.11%	195 3.53%	251 4.08%	Asian	6,894 3.54%	13,962 2.45%	20,856 2.73%
African American	259 42.11%	0 0.00%	259 4.21%	African American	15,270 7.84%	16,621 0.00%	31,891 4.17%
Caucasian	301 48.94%	4,146 74.96%	4,447 72.36%	Caucasian	131,661 67.58%	443,739 77.84%	575,400 75.23%
Hispanic	0 0.00%	531 9.60%	531 8.64%	Hispanic	34,444 17.68%	83,381 14.63%	117,825 15.40%
Native American	0 0.00%	459 8.30%	459 7.47%	Native American	6,565 3.37%	12,330 2.16%	18,895 2.47%
Minority	315 51.22%	1,185 21.42%	1,500 24.41%	Minority	63,172 32.42%	126,294 22.16%	189,466 24.77%
Female	40 6.50%	0 0.00%	40 0.65%	Female	28,888 14.83%	12,963 2.27%	41,851 5.47%
Total Hours	615	5,531	6,146	Total Hours	194,834	570,033	764,867
	Total ALL Projects						
<b>TOTALS</b>	A	J	TOTAL				
Asian	13,400 2.93%	24,681 1.66%	38,081 1.96%				
African American	36,271 7.94%	28,531 1.92%	64,802 3.33%				
Caucasian	336,603 73.69%	1,225,315 82.31%	1,561,918 80.29%				
Hispanic	54,611 11.95%	174,789 11.74%	229,400 11.79%				
Native American	15,024 3.29%	34,810 2.34%	49,834 2.56%				
Other	899 0.20%	314 0.02%	1,213 0.06%				
Minority	120,201 26.31%	263,664 17.71%	383,864 19.73%				
Female	65,395 14.32%	43,975 2.95%	109,370 5.62%				
Total Hours	456,805	1,488,640	1,945,445				

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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	
<b>Minority Business</b>										
Enterprise	\$0	0.00%	\$205,982	0.28%	\$205,982	0.16%	\$430,982	0.34%	\$181,617	
<b>Woman Business</b>										
Enterprise	\$0	0.00%	\$612,866	0.84%	\$612,866	0.48%	\$595,572	0.46%	\$126,919	
<b>Emerging Small Business</b>										
Small Business	\$0	0.00%	\$5,325,703	7.27%	\$5,325,703	4.15%	\$5,325,703	4.15%	\$0	
<b>Non-certified firms</b>										
firms	\$55,181,847	100.00%	\$67,081,561	91.61%	\$122,263,408	95.21%	\$121,844,740	95.04%	\$71,496,085	
<b>Total</b>	\$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	
<b>Minority Business</b>										
Enterprise	\$0	0.00%	\$0	0.00%	\$0	0.00%	\$11,114	0.70%	\$13,868	
<b>Woman Business</b>										
Enterprise	\$0	0.00%	\$232,320	17.41%	\$232,320	10.72%	\$266,709	16.80%	\$31,667	
<b>Emerging Small Business</b>										
Small Business	\$0	0.00%	\$45,226	3.39%	\$45,226	2.09%	\$45,778	2.88%	\$36,964	
<b>Non-certified firms</b>										
firms	\$832,190	100.00%	\$1,056,874	79.20%	\$1,889,064	87.19%	\$1,264,230	79.62%	\$508,524	
<b>Total</b>	\$832,190	100.00%	\$1,334,420	100.00%	\$2,166,610	100.00%	\$1,587,831	100.00%	\$591,023	

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

<b>Summary of MBE Ethnicity Amended Contract Totals</b>												
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)	\$6,352,257	\$430,982	\$288,000	4.53%	\$142,982.00	2.25%	\$3,126,062.00	49.21%	\$1,834.25	0.03%	\$0	0.00%
South Waterfront Park	\$323,602	\$11,114	\$0	0%	\$0	0%	\$11,114	3%	\$0	0%	\$0	0%