

PDC

PORTLAND DEVELOPMENT COMMISSION

DATE: August 13, 2008
TO: Board of Commissioners
FROM: Bruce A. Warner, Executive Director
SUBJECT: Report Number 08 - 103
Executive Director Report

BOARD ACTION REQUESTED

None – Information only

Administration Update/Management Issues

July is our annual time to assess employee performance and so every employee at PDC participated in our annual performance evaluation process. PDC staff remain a very highly talented and performing group of employees. I am impressed time and time again with all they accomplish and the dedication they show in their work. After we complete the evaluations we will move to the next step which is assessing individual training and development needs for each employee. My thanks to the Human Resources department for all their training and preparation for this year's evaluations.

I am very pleased to announce that PDC has been awarded the Government Finance Officer's Certificate of Achievement for Excellence in Financial Reporting for our Comprehensive Annual Financial Report (CAFR) for the fiscal year ending June 30, 2007. This marks the twentieth year in a row that PDC has received this prestigious national award recognizing conformance with the highest standards in the preparation of state and local government comprehensive annual financial reports. I have congratulated the staff behind this achievement and they include Amy Aragon, Steve Baron, Bethany Bilyeu, Sam Brugato, Paul Esch, Michael Gum, Catherine Kaminski, Jane Kingston, Michael Martinez, Chris Powers and Jim Miller for their efforts in producing the CAFR.

I want to express my appreciation to Commissioner Ferran who represented PDC at the public dedication of the Dawson Park gazebo on July 16. Repair of the gazebo was identified as a neighborhood priority as it holds historic significance in the Albina community. After a complete refurbishment paid for by Interstate Corridor urban renewal funds, the gazebo was replaced at the park and a community celebration was held featuring an evening concert with Patrick Lamb. Approximately 250 people attended the dedication on a warm summer evening and Commissioner Ferran delivered remarks on behalf of PDC. A great evening was had by all.

I enjoyed a gathering with staff on the morning of July 17 where we celebrated the 50th anniversary of the first meeting of the PDC Board. Staff enjoyed a slice of cake and then we celebrated with noise makers and confetti and sang Happy Birthday to PDC. A number of activities are taking place in relation to the 50th anniversary celebration including print ads, a proclamation from Mayor Potter, and a special PDC booth (featuring photos of PDC's legacy) at the SW 5th & 6th Avenues transit mall event organized by Tri-Met on July 19. I hope you are spotting some of this work as you read various newspapers and publications. Copies of the print campaign are attached to this report.

Notable projects and meetings I was involved in recently are:

- Attended meetings regarding the tax abatement audit report completed by the City Auditor's office
- Attended meeting (along with Mark Rosenbaum) with Neilson Abeel, Jeff Tashman and Larry Dully regarding the LUBA appeal of recent URA amendments.
- Attended meeting with AFSCME regarding formation of a Portland Metropolitan Employer Health Trust
- Attended meeting of the Housing Organization of Color Coalition to discuss Whitaker School site project (with Nichole Maher)
- Met with Region 2 Workforce Investment Board
- Attended meeting of Operation HOME Steering Committee
- Attended meeting of LRT Funding Committee (Sue Keil, Eric Johanson, Dan Bates, Ken Rust and PDC staff)
- Attended Blue Ribbon Steering Committee and STAMP representatives with the Harbor Redevelopment Sites work
- Held meeting regarding the Grove Hotel and Access Center
- Attended Meeting of the Minds at the Portland Art Museum

July meetings were held with Ken Rust, Commissioners Adams, Saltzman, Leonard, and Mayor Potter, Mark Edlen, Dennis Wilde, Dennis Stamm, Randy Walruff (Mult. Co. Assessment and Taxation).

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.

Economic Development Update

Solar-semiconductor Connections Demonstrated at July Event—A widespread sense of optimism about the visibility and growth potential of the US solar market - and its close connection to the semiconductor industry - was evident at the Intersolar North America trade show, held July 14-18 in San Francisco. The show was held in conjunction with SEMICON West, which provided an opportunity for the two industries to connect and allowed those companies that work in both spaces to showcase their collective efforts. Economic Development staff joined an Oregon team of economic development representatives to pitch Oregon and Portland as locations for emerging photovoltaic technology companies and suppliers to the solar industry. Team members met with more than two dozen companies representing both U.S. and European markets, and also had opportunities at the show to further develop relationships with Oregon solar companies. The show drew 13,000 attendees and 210 exhibitors.

Cluster Training Continues—Economic development staff continued their training in cluster research and development with a session led by economist Joe Cortright on July 21. The training reviewed progress made thus far and zeroed in on clusters as a framework for policy. Gaps remain in our cluster development efforts, especially relative to state and regional coordination, but the ultimate goal is a permanent, ongoing network of practitioners to promote cluster work and identify opportunities to increase collaboration across regions and industries.

PDC Welcomes First Green Airline—New commuter airline SeaPort Airlines held a kick-off event July 23 to announce its partnership with Columbia Land Trust to mitigate the airline's jet fuel consumption by donating carbon offsets to help preserve forestland in the Pacific Northwest. Economic Development attended to welcome the new regularly scheduled commercial air service between Seattle and Portland, which offers eight flights per day out of SeaPort's own terminal at PDX and out of Boeing Field - 15 minutes from downtown Seattle. SeaPort's partnership with Columbia Land Trust makes it the first U.S. airline to fully mitigate its jet fuel consumption. SeaPort launched service in June and operates Pilatus PC-12 aircrafts, a Swiss-build pressurized turboprop that burns only 51 gallons of jet fuel per Seattle-Portland segment, on average. The Portland-based company was founded by John Beardsley, Tom Carrollo and Kent Craford.

Other economic development activity centered on training and community connections, including:

- July 2 - PDC/Portland Community College joint staff meeting on workforce training
- July 9 - participation in Hands On Greater Portland panel on sustainability initiatives
- July 14 - Oregon Economic Development Association training
- July 24 & 25 - CEO for Cities Innovation Workshop

Development Update

U.S. Citizenship and Immigration Services – Site Exploration Partnership Begins—

As reported in newspapers in May 2008, the U.S. Citizenship and Immigration Services (CIS) announced they were moving their Portland office from the historic building at 511 NW Broadway (near PDC's offices) to a new site in West Linn. No sooner had the announcement gone out than the Portland City Council and representatives from Oregon's Congressional delegation immediately questioned the move as the new site was well outside the center of town and had extremely poor access by transit. This made it very inconvenient for its customers who are frequently lower-income and very often, senior citizens. This prompted CIS to cancel the agreement they had for the new site and to start the process all over again to find a new site that is better located and has better transit access.

Mayor Potter praised CIS's decision to do so and pledged the City's full support to help find a site that meets CIS's design requirements and be centrally located. He asked PDC to lead the effort to do so since we have relationships with many qualified developers and knowledge of many potential sites that could work. In response, PDC's Bruce Allen will lead a work group to do the following: 1) Work with General Services Administration (GSA) and CIS to change their building requirements and selection criteria to make it easier to find a site in or closer to the central city with good transit access - particularly light rail; 2) Use PDC's connections with the development community to seek and find developers willing to sell land to GSA and build the new facility; 3) Assist GSA and the developer in navigating the review and approval processes through the City bureaus; and, 4) Identify potential sources of financial assistance if needed to make the preferred site(s) financially feasible.

CIS needs to be in their new home within two years; therefore, time is of the essence. PDC staff have already had two meetings with GSA and CIS, and the first step - revising their building requirements and selection criteria - is nearly finished. Once that is done, Bruce will work with the urban renewal district managers to begin looking for sites that meet those criteria, and perhaps also convene a Developers Roundtable meeting to assist. The PDC board will be kept informed as this process moves along.

Assurety NW Building Achieves LEED Silver - Lents Town Center URA—The Assurety NW project, located at 8931 SE Foster Road, received notification in late June from the U.S. Green Building Council that the 22,000 sq. ft. Phase I, two-story, mixed-use building has been certified as LEED Silver. It earned a total of 34 out of 38 possible points.

The Leadership in Energy and Environmental Design (LEED) Rating System was designed by the U.S. Green Building Council to encourage and facilitate the development of more sustainable buildings. The application process is organized into five environmental categories as defined by LEED including: Sustainable Sites, Water Efficiency, Energy & Atmosphere, Materials and Resources, Indoor Environmental Quality, Innovation and Design Process.

Assurety NW is a full service provider of insurance and surety services to business and industry. It purchased the 1.75 acre site from PDC in December 2006 and completed the Phase I building and site improvements in November 2007. Development of the Phase II, 12,000 sq. ft. two-story building is scheduled to begin in December 2009.

Currently, Assurety occupies the 11,000 sq. ft. second floor and has ground-floor tenants that include: Advance Design Services, Amy's Nails and Hair, Le Sorrelle Café, and Letus Corporation. The project includes approximately 3,000 sq. ft. of remaining space for lease. Inquires can be referred to Janelle Markovich at 503-205-8100.

Memorandum of Understanding for Jasmine Blocks Extended - South Park Blocks URA—PDC has extended its Memorandum of Understanding with Gerding/Edlen Development for redevelopment of PDC-owned properties at SW 4th and Montgomery Street in the South Park Blocks Urban Renewal Area. The properties include the former Jasmine Tree restaurant and the Portland State University carpool lot. The MOU, first signed in November 2006, advances redevelopment of the site with middle-income housing, ground-floor retail, and a permanent streetcar to replace the current temporary track on SW Montgomery and 4th Avenue.

During the term of the MOU, PDC has completed site clean up and preparation, including relocation of the Jasmine Tree restaurant, underground storage tank removal, and building demolition. Concurrently, Gerding/Edlen has initiated construction of the Cyan at 1700 SW 4th Avenue, an adjacent project which tests the market for smaller unit, middle-income urban condominiums. The Cyan was proposed as phase 1 development in Gerding/Edlen's response to PDC's redevelopment Request for Proposals.

The MOU with Gerding/Edlen has been extended to July 31, 2009, to adjust for recent condominium and financial market shifts and due to a lack of city funding to cover their share of the permanent streetcar alignment costs in this fiscal year. Over the next year, Gerding/Edlen together with staff will continue to revisit the development program and design, including considering alternative programs to combine private development with PSU uses in an effort to advance ongoing University District growth.

Developer Interviews Completed for SE 92nd & Harold Redevelopment Project - Lents Town Center URA—PDC staff recently completed a series of one-on-one interviews with more than 25 members of the development community regarding the SE 92nd and Harold Redevelopment Project. The project site is 3.5 acres and is in the Lents Town Center Urban Renewal Area. Given its size, proximity to the future MAX station, and an anticipated change in zoning classification, it is a key redevelopment site in the district. Interviewees (who included non-profit, market rate, residential, and commercial developers) were asked the following questions:

- What are your thoughts on potential redevelopment at this site?
- How does the current real estate market downturn affect your interest in this site?
- What kind of disposition process would make this site most appealing?

Building from this information, staff is currently drafting a Request for Qualifications that will likely be released in late summer 2008. It is anticipated that a development team will be selected from a competitive pool by January 2009.

Third Development Forum Held - Interstate Corridor and Oregon Convention

Center URAs—The ICURA and OCCURA teams held the third of five planned development forums for North and Northeast Portland property owners and first-time developers. The forum was held July 14, 2008 with the goal of providing a general overview of real estate development concepts from the perspective of a local property owner.

The third forum focused on project financing and attracted 20 participants. Participants heard informative presentations from Stephen Green, PDC Communications and Business Equity Department, on basic real estate finance; from Greg Brown of Albina Community Bank on working with lenders; and from local developers Kim Knox of Shiels Oblatz Johnsen and Ed McNamara of Turtle Island Development on obtaining financing for projects. Topics ranged from best practices for securing loans to how to build equity for a project.

Participant response has been overwhelmingly positive with interest in more forums. The fourth forum – “design review and permitting” - is scheduled for September 8. Spaces are still available. All forums are held at the Heritage Building, 3934 NE Martin Luther King Jr., Boulevard (at Shaver) in the PCC classroom.

North Interstate Corridor Plan Adopted by City Council –Interstate Corridor URA

The City Council unanimously adopted the North Interstate Corridor Plan on July 23, 2008. PDC, the primary project sponsor, partnered with the Bureau of Planning, which led the effort since 2006 to develop a community-based rezoning proposal. The Council acknowledged the hard work and choices that the community faced, the public outreach efforts of staff, and that a review of zoning was a long standing goal of the community. The North Interstate Corridor Plan delivers on all project objectives:

- Provides a predictable zoning pattern with a range of uses dictated by the market- not by regulation - and encourages private reinvestment in high density, mixed-use redevelopment, neighborhood-friendly architecture and urban design of public spaces and streets
- Resolves 32 non-conforming uses reducing “red tape” for reinvestment while creating only four new ones (gas stations)
- Balances the city’s policy goals of intensifying transit-oriented development around station areas with new urban design standards and guidelines that address the existing single-family and historic commercial building pattern with the needs of new and existing neighbors
- Develops new right-of-way standards for streets that are predictable and flexible as redevelopment is required to reinvest in the public infrastructure; and
- Establishes the city’s first neighborhood-based neon district that encourages the preservation of existing 1950s era neon signs while providing flexibility for new signage (such as the new neon sign for Krakow Koffee House) that reinforces the roadside vernacular associated with Oregon’s “Route 66.”

New development is already in the design review and permitting stage, including the PDC-sponsored Killingsworth Station project and The Prescott, a market-rate, five-story, mixed-use building at the Prescott Street light rail station. Redevelopment is expected to occur incrementally as land is assembled and consolidated under single ownership.

Old Town/ Chinatown Opportunity Study Underway - Downtown Waterfront URA—

The North Old Town/Chinatown Stakeholder Advisory Committee has met twice in the past two months to finalize their report. Now that both the Blanchet House and Resource Access Center sites have been located, the study focuses on redevelopment opportunities for publicly-owned property and the potential gateway improvements. The report is scheduled to be presented to the PDC Board for adoption in the fall.

The development team for the Block 33 housing and Uwajimaya Grocery Store in Old Town presented the results of the PDC-funded development at the Old Town/Chinatown Visions Committee meeting on July 9. The developer, Sockeye Development, and PDC have begun discussions on the financial feasibility of the project.

East Portland Action Plan Completed—The East Portland Action Plan, a community-building effort initiated by Mayor Tom Potter, County Chair Ted Wheeler, and State Senator Jeff Merkley, was recently completed. Led by the Bureau of Planning, this six-month process assembled more than 25 stakeholders to examine livability issues facing East Portland. Mayor Potter has committed \$500,000 in general fund dollars toward priority implementation items focusing on transportation, equity, and economic development. In addition, the Plan assigns action items to city, county, and state agencies. PDCers Byron Estes and Justin Douglas served on the Plan’s Technical Advisory Committee.

Housing Update

Housing Development Finance Section

River District Expansion—PDC’s Housing Planning and Policy Development section is currently working on the Resource Access Center, The Grove Hotel and the Blanchet House of Hospitality. Project work continues on these three initiatives. The moderate renovation of the Grove Hotel, which was funded by PDC and managed by HAP, has just been completed. PDC staff is also working with Blanchet House representatives to structure the proposed development plan and to work toward the acquisition of the current Blanchet property by PDC and conveyance of the Dirty Duck site to PDC.

First Major Project in Gateway URA—PDC has given a \$960,000 Pre-Development Loan to the Gateway-Glisan redevelopment which is a 1.4 acre site owned by Human Solutions, Inc. The project is planned to include 166 housing units (a mix of workforce rental and affordable ownership) with potential for some permanent supportive housing. The building will also include commercial space for Human Solutions headquarters office, workforce training center, and other office or retail uses. This is a major step toward what will be the first PDC housing and mixed-use development in the URA and will meet the TIF Set Aside policy in several categories of housing and community facilities.

Sgt. Jerome Sears USARC Reuse Master Plan—Located at 2730 SW Multnomah Blvd., the Sgt. Jerome Sears USARC Reuse Master Plan was unanimously approved by City Council. It will be redeveloped as a mixed-income rental and for-sale housing development. A PDC-lead project team has been working over the past two years with federal officials, city bureaus, and neighborhood residents to create the Reuse Master Plan. City Council chose the housing development reuse as the highest and best use over other potential uses for the site including a high school and an emergency response facility.

Construction Completed on The Jeffrey Apartments—The Jeffrey Apartments, located at 1201 SW 11th Ave. in the South Park Blocks URA, is new construction, mixed-use, very low-income replacement housing for the residents of the Commission-owned Jefferson West. The project will contain 28 very low-income units, and 50 extremely low-income units. A minimum of 10 up to a maximum of 30 units will be designated as permanent supportive housing (PSH).

Construction Begun on Miraflores and Luke Dorf Apartments—The Miraflores Apartments, located at 8917 N. Newell in the Interstate Corridor URA, is a new construction project with \$440,410 of PDC financing including five permanent supportive housing units. PDC required 20 percent MWESB participation based on the total PDC investment and that threshold will be met with approximately \$88,000 or 30 percent of total development costs being provided by MWESB firms.

The Luke Dorf Apartments (located at 11401 NE Sandy Blvd.) is a rehabilitation project including \$1.3 million of PDC funding. It is a 100 percent PSH project and all units will be reserved for chronically mentally ill adults who are at risk of homelessness. Two units will also be reserved for residents who have HIV and mental illness.

Neighborhood Housing Section

Operation H.O.M.E Steering Committee—On July 16, 2008 the Operation H.O.M.E. Steering Committee held its second to last planning meeting. Commissioner Nick Fish attended the meeting for the first time lending his support to fund an Operation H.O.M.E. Coordinator position. The meeting agenda focused on seven different key strategies and the findings of the Affordability and Wealth Creation Content Committee. It is expected that the final Operation H.O.M.E. Steering Committee meeting will occur later this summer. This final meeting will focus on determining which strategies are a priority for implementation and also the structure of the Governing Board as the initiative moves forward.

Native American Housing to Home Ownership Fair—On Saturday July 26, PDC was a “Chako Hyas (“to grow” in Chinook dialect) sponsor of the Native American Housing to Home Ownership Fair. PDC’s grant of \$10,000 was the highest level of sponsorship helping to provide the Native American Youth and Family Center (NAYA) the financial support it needs to organize and host the fair. In addition to a variety of private and non-profit vendors, the fair also included workshops designed to help renters, first-time homebuyers and homeowners alike. PDC Commissioner Bertha Ferrán spoke at the fair offering attendees encouraging words as they journey down the path toward home ownership.

NHP Assistance Impressive—As of June 30, 2008 the Neighborhood Housing Program wrapped up a remarkable fiscal year having assisted considerably more clients than prior fiscal years. In addition to increasing its production it also significantly increased the diversity of the clients it served. The homebuyer assistance units increased by 178 percent, home repair units increased by 191 percent, and the first mortgage lending units increased by 186 percent. Overall NHP made a total of 160 loans and grants this fiscal year (07/08) up from 100 loans and grants the prior fiscal year (06/07). In addition NHP assisted 598 more units through the Limited Tax Exemption program as well. To more fully describe NHP's past, present and future goals, staff is preparing a comprehensive home ownership report. The report is expected to be completed by the end of the summer.

Scattered Sites Acquired— On July 31, 2008 PDC acquired the first five of the 20 scattered site homes from the Housing Authority of Portland. Staff is currently working with a group of our non-profit partners to finalize a marketing plan to sell the homes and staff is also drafting eligibility requirements to be presented to the PDC Board for their consideration in September. The homes will be fully remodeled using sustainable rehab features and this will help ensure the properties are low-maintenance for the future first-time owners.

Communications and Business Equity

Business Equity Section

Business and Workforce Equity Initiative—The amendments to the Business and Workforce Equity Policy and the PDC Construction Wage Policy are in draft and are in the process of being reviewed by Legal staff. Due to the importance of the issues, the amendments will be going to the PDC Board once the two new Commissioners have been appointed and are up to speed on the issues.

Workforce Diversity Strategy Agreement—The Agreement is now in place and Construction Apprenticeship and Workforce Solutions has now signed. The first meeting of the Workforce Diversity Strategy Oversight Committee will be held after the Business and Workforce Equity Policy and the PDC Construction Wage Policy have been amended by the Board.

Community Relations—Hosted July meeting of the African American Alliance where Stephen Green and John Jackley highlighted the success of the Vanport Project and what current projects PDC is working on in NE Portland that have an impact on the African-American community. Compiled and distributed detailed demographic information on how the nine URAs have changed from 1990-2005 in terms of diversity of the residents. Future research will focus on income, education and homeownership in the URAs.

PDC Sponsored Events:

Communications and Business Equity staff attended the following Community gatherings:

- July 8 African American Chamber Meeting
- July 8 NAMCO Meeting
- July 9 Native American Chamber Board Meeting
- July 11 OAME Contractors Meeting
- July 11 OAME First Friday Professionals
- July 14 Developers Forum
- July 16 Philippine American Chamber Meeting
- July 17 African American Alliance Breakfast
- July 22 Native Professionals Night
- July 30 Native American Chamber Meeting
- July 25 OAME Coffee and Issues
- July 28 OLMV Board Meeting

Professional Services—The RFP for the Lawson Upgrade to version 9 has been issued. Flexible Services solicitations for Property Maintenance Services and Construction Management Services have been advertised. The construction bid documents for Block U Remediation and Convention Center Plaza Demolition have been sent out. The monthly Post-Requisition Implementation Meeting was held to discuss any issues and future steps in the implementation process. Meetings will be scheduled for every other month and the Requisition User Guide will be updated prior to the next meeting.

Resource Development, Future of Urban Renewal—The five amendments to four of the urban renewal districts that were passed by the PDC Board on May 14, 2008, became effective Friday, July 25, 2008: Lents Town Center (increased size and maximum indebtedness, South Park Blocks and Downtown Waterfront (reduced size), and two for River District (increasing size and maximum indebtedness; David Douglas “satellite”). The last two amendments for River District URA have been appealed to the state Land Use Board of Appeals. The City Attorney’s office will be leading the response to the appeal.

Public Participation Section

Public Participation Training—Public Participation staff completed the second phase of the International Association of Public Participation Certificate Program. The program offers a broad-based learning experience covering the foundations of public participation and provides useful and effective tools that practitioners around the world can use to implement customized and effective programs.

River District URAC—Recruitment of members for the newly formed River District URAC continues. Orientation materials have been prepared and plans for the first two meetings are underway.

Citywide Public Involvement Network—Public Participation staff demonstrated PDC’s video production process for the members of the Citywide Public Involvement Network sponsored by the Office of Neighborhood Involvement. The group is interested in learning more about how PDC has used its own video equipment to create a presence on YouTube and how PDC is using video for educational purposes.

Sharing Best Practices—Public Participation and Development staff prepared and delivered a presentation on “best practices” from the Lents Town Center URA Plan Amendment Study public participation component to the staff involved in the North/Northeast Study for the Future of Urban Renewal.

Lents Town Center URA—Staff is currently working with LTC URA team members to develop and communicate messages about the URA amendment and availability of funds to potential stakeholders. We are also helping revise the membership of the Lents URAC to include members from Multnomah County, Portland Public Schools, Foster Powell Neighborhood Association and Mt. Scott-Arleta Neighborhood Association as a result of the expansion effort.

Efforts are underway to develop a master plan for the Foster School Site in the Lents Town Center URA. Public Participation staff is involved in this project.

PDC in the News—During the month of July, Public Participation staff reviewed and classified 90 articles about PDC from various sources, including newspapers and blogs, for the Directors’ notebooks.

Public Affairs Section

- Public Affairs worked with citizens and the Parks Bureau to organize a community event around the rededication of the Dawson Park gazebo. Approximately 200 citizens attended the event on a warm summer evening that featured speeches, a formal rededication and a concert by Patrick Lamb.
- Public Affairs organized an employee outing to PGE Park to take in a Beaver baseball game (staff of course paid for their own tickets). This is an annual event that staff look forward to each year. (We are planning an evening at Timbers Soccer in September.)
- Video updates below:

The Patton park video profile has been completed and is presently on YouTube. The video features the Flash Choir performing a song dedicated to the surrounding community.

The Lents URA video (already on YouTube) has been translated into Russian by former PDC employee Jane Bratslavsky, and will soon be live on YouTube.

The Diversity Council's presentation on Lesbian and Gay Pride Month has been converted into a video and is also live on YouTube.

We are currently in the process of editing several videos for Operation H.O.M.E. Each video will profile different housing organizations throughout the Portland area such as: Latino Homeowner Initiative, Portland Housing Center, HOST, African American Alliance for Homeownership, Hacienda and Asian Pacific-Islander Community Improvement Association. Once completed, each of these videos will be featured in Operation H.O.M.E.'s online magazine, *My First Home*.

Public Affairs has entered into an agreement with The Skanner Foundation to produce twenty videos over the next two years. Planning for the first two videos is underway. The plan for the first video is an "umbrella" profile of PDC, observing PDC's history and outlining the agency's current role in Portland today. The second video will consist of PDC employees discussing their non-work related volunteer activities in Portland.

- Graphics update for July—six unique ads for *My PDC Story*, and 10 placements: One ad for MED week (Minority Business Opportunity Committee) Sponsorship, One ad for ACCA (American Contractors Compliance Assn.), update of Interstate Corridor Project Map, compilation and edit of quarterly traveling display of first 50 years, coordination of PDC's first 50 years publication, design of Dawson Park plaque, and acknowledgement poster (preliminary layout) for billboard along N. Interstate Ave.
- Coordinated 50th Anniversary presentation to Commission. Presentation included updates on planning and events and a PowerPoint by historian Chet Orloff. Scheduled Chet to make the same presentation to City Council on August 6.
- Launched print element of 50th Anniversary marketing campaign. Print ads featuring businesses and individuals who took advantage of PDC services were profiled. The consistent theme for 50th Anniversary ads is: "My PDC Story". Ads appeared in 12 different local publications. Radio and television elements of campaign will begin in August and September respectively.
- A radio campaign featuring PDC's Lead Hazard remediation program started July 21 on KNRK (94.7fm). The ad includes a "call to action" to visit our website to check qualifications. From July 1 - August 1 we received 467 visits to the PDC Lead Hazard page - compared with 170 visits for the same period last year.
- Completed production on a television commercial on our Lead Hazard program. Commercial will air on KOIN (Channel 6) starting August 4.
- Responded to 24 media inquiries.
- Managing consultant activities for 50th Anniversary.
- Continued active role in the reorganization Transition Team, which will present their recommendations to Executive Director Warner in early August.

ATTACHMENTS:

A. South Waterfront Workforce Diversity Report

CC: B. Warner, Executive Director
J. Rawls, Internal Affairs
D. Elott, Acting General Counsel
J. Cody, CFO, Director, Central Services
J. Jackley, Director, Communications and Business Equity
E. Flynn, Director, Economic Development

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 3720 Condominiums project, the Alexan project, the Moody Street Reconstruction project and the Mirabella project. These are the first projects subject to the workforce diversity goals of the South Waterfront Central District Project Development Agreement.

Apprentice participation and participation by people of color continues to exceed the established goals. The participation of women continues to trail the established goal. This month's report includes workforce hours for June, and the 2007 / 2008 fiscal year to date.

Workforce diversity among apprentice workers continues to lead the diversity efforts. The total female apprentice hours represent **14.93%** of the total apprentice hours 4.93 percentage points ahead of the combined journey/apprentice goal of 10% for the fiscal year. Of the apprentice hours that have been worked, **29.36%** have been worked by people of color. These results continue to demonstrate a positive trend toward a more diverse workforce through apprentice training.

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

Goal	Women	People of Color	Apprentice	Difference
10.0%	5.23%			[4.77%]
16.0%		24.45%		+8.45%
20.0%			25.33%	+5.33%

Attachment A - Table 2: Table 2 projects did not have specific workforce diversity goals and 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 3720 Condominiums, the Alexan and the Mirabella 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. These three projects have a combined M/W/ESB utilization commitment of \$23,903,503 which equates to 13.98% of the direct cost of work for these three projects.

Attachment A - Table 4: Table 4 displays the MBE ethnicity utilization for the 3720 Condominiums, the Alexan and the Mirabella projects.

South Waterfront Workforce Diversity Report of Total Hours Worked in Fiscal Year 2007-08												
3720 CONDOMINIUMS (BLOCK 38)	FY 05-06	FY 06-07			WDS Goal	Jun-08			FY 07-08			WDS Goal
		A	J	TOTAL		A	J	TOTAL	A	J	TOTAL	
Asian		0	1,380	1,380		461	720	1,181	5,384	9,104	14,488	
		0.00%	2.18%	1.71%		2.73%	1.71%	2.00%	4.51%	2.73%	3.20%	
African American		2,535	2,248	4,783		953	662	1,615	9,200	12,195	21,395	
		14.65%	3.56%	5.94%		5.65%	1.57%	2.74%	7.71%	3.65%	4.72%	
Caucasian		10,154	53,738	63,892		12,147	32,345	44,492	81,014	259,041	340,055	
		58.70%	85.02%	79.36%		71.99%	76.81%	75.43%	67.93%	77.61%	75.06%	
Hispanic	Pre-Construction	3,123	4,653	7,776		2,983	7,717	10,700	21,054	46,829	67,883	
		18.05%	7.36%	9.66%		17.68%	18.33%	18.14%	17.65%	14.03%	14.98%	
Native American		1,487	1,189	2,676		330	665	995	2,602	6,611	9,213	
		8.60%	1.88%	3.32%		1.96%	1.58%	1.69%	2.18%	1.98%	2.03%	
Minority		7,145	9,470	16,615		4,727	9,763	14,490	38,240	74,738	112,977	
		41.30%	14.98%	20.64%	15.00%	28.01%	23.19%	24.57%	32.07%	22.39%	24.94%	16.00%
Female		1,334	2,538	3,872		2,333	688	3,021	16,527	6,860	23,387	
		7.71%	4.02%	4.81%	8.00%	13.83%	1.63%	5.12%	13.86%	2.06%	5.16%	10.00%
Total Hours		17,299	63,208	80,507		16,874	42,108	58,982	119,254	333,778	453,032	
			21.49%				28.61%			26.32%		
THE ALEXAN (BLOCK 39)	FY 05-06	FY 06-07			WDS Goal	Jun-08			FY 07-08			WDS Goal
		A	J	TOTAL		A	J	TOTAL	A	J	TOTAL	
Asian		4	257	261		0	255	255	940	5,390	6,330	
		0.54%	3.00%	2.81%		0.00%	1.50%	1.17%	1.99%	3.51%	3.15%	
African American		0	319	319		247	136	383	625	4,279	4,904	
		0.00%	3.73%	3.43%		5.05%	0.80%	1.75%	1.32%	2.78%	2.44%	
Caucasian		520	7,258	7,778		4,193	12,807	17,000	37,040	116,377	153,416	
		70.46%	84.86%	83.72%		85.80%	75.38%	77.71%	78.22%	75.71%	76.30%	
Hispanic	Pre-Construction	214	513	727		341	3,241	3,581	6,080	21,441	27,521	
		29.00%	5.99%	7.82%		6.98%	19.08%	16.37%	12.84%	13.95%	13.69%	
Native American		0	207	207		107	396	503	2,669	4,374	7,042	
		0.00%	2.41%	2.22%		2.19%	2.33%	2.30%	5.64%	2.85%	3.50%	
Other		0.00	0.00	0.00		0	155	155	0	1,861	1,861	
		0.00%	0.00%	0.00%		0.00%	0.91%	0.71%	0.00%	1.21%	0.93%	
Minority		218	1,295	1,513		694	4,182	4,876	10,314	37,343	47,657	
		29.54%	15.14%	16.28%	15.00%	14.20%	24.62%	22.29%	21.78%	24.29%	23.70%	16.00%
Female		284	0	284		1,228	393	1,621	8,578	2,278	10,855	
		38.48%	0.00%	3.06%	8.00%	25.13%	2.31%	7.41%	18.12%	1.48%	5.40%	10.00%
Total Hours	738	8,553	9,291		4,887	16,989	21,876	47,353	153,721	201,074		
		7.94%				22.34%			23.55%			

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	FY 05-06	FY 06-07			WDS Goal	Jun-08			FY 07-08			WDS Goal			
		A	J	TOTAL		A	J	TOTAL	A	J	TOTAL				
MOODY STREET RECONSTRUCTION	Pre-Construction	Pre-Construction			NO HOURS REPORTED	NO HOURS REPORTED			NO HOURS REPORTED						
Asian						56	129	185	9.89%	3.15%	3.97%				
African American						210	0	210	37.01%	0.00%	4.50%				
Caucasian						301	3,086	3,387	53.18%	75.40%	72.70%				
Hispanic						0	531	531	0.00%	12.97%	11.40%				
Native American						0	347	347	0.00%	8.48%	7.45%				
Minority						265	1,007	1,272	46.82%	24.60%	27.30%				
Female						40	0	40	7.07%	0.00%	0.86%				
Total Hours						566	4,093	4,659	12.15%						
						0.00%									
THE MIRABELLA	Pre-Construction	Pre-Construction			NO HOURS REPORTED	NO HOURS REPORTED			NO HOURS REPORTED						
Asian						0	0	0	0.00%	0.00%	0.00%				
African American						104	0	104	12.41%	0.00%	3.34%				
Caucasian						451	1,967	2,418	53.82%	86.54%	77.72%				
Hispanic						110	229	339	13.13%	10.07%	10.90%				
Native American						174	78	251	20.76%	3.43%	8.07%				
Minority						387	307	694	46.18%	13.51%	22.31%				
Female						0	138	138	0.00%	6.07%	4.44%				
Total Hours						838	2,273	3,111	26.94%						
						26.94%			20.25%						
TOTALS	Pre-Construction	Pre-Construction			NO HOURS REPORTED	NO HOURS REPORTED			NO HOURS REPORTED						
Asian		4	1,637	1,641		0.02%	2.28%	1.83%	461	975	1,436		6,380	14,623	21,003
African American		2,535	2,567	5,102		14.05%	3.58%	5.68%	1,304	798	2,102		10,185	16,474	26,659
Caucasian		10,674	60,996	71,670		59.18%	85.00%	79.81%	16,791	47,119	63,910		118,933	382,681	501,614
Hispanic		3,337	5,166	8,503		18.50%	7.20%	9.47%	3,434	11,187	14,621		27,427	69,248	96,675
Native American		1,487	1,395	2,882		8.24%	1.94%	3.21%	611	1,139	1,750		5,445	11,410	16,855
Other		0	0	0		0.00%	0.00%	0.00%	0	155	155		0	1,861	1,861
Minority		7,363	10,765	18,128		40.82%	15.00%	20.19%	5,808	14,252	20,060		49,437	113,088	162,525
Female		1,618	2,538	4,156		8.97%	3.54%	4.63%	4,399	3,354	7,753		25,145	9,599	34,744
Total Hours		18,037	71,761	89,798		20.09%			22,601	61,373	83,974		168,370	496,297	664,667
				20.09%			26.91%			25.33%					

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Closed Projects Subject to the City of Portland's Workforce Training and Hiring Program							
	Total Project				Total Project		
INFRASTRUCTURE (COFFMAN)	A	J	TOTAL	CITY OF PORTLAND INFRASTRUCTURE (STACY & WITBECK)*	A	J	TOTAL
Asian	0	0	0	Asian	8	22	30
	0.00%	0.00%	0.00%		0.11%	0.11%	0.11%
African American	421	0	421	African American	1,113	20	1,133
	13.74%	0.00%	2.18%		16.28%	0.10%	4.28%
Caucasian	2,640	12,503	15,143	Caucasian	4,587	16,070	20,657
	86.26%	76.90%	78.38%		67.09%	81.84%	78.03%
Hispanic	0	3,757	3,757	Hispanic	329	1,165	1,494
	0.00%	23.10%	19.44%		4.81%	5.93%	5.64%
Native American	0	0	0	Native American	801	2,359	3,160
	0.00%	0.00%	0.00%		11.71%	12.01%	11.93%
Minority	421	3,757	4,177	Minority	2,250	3,566	5,816
	13.74%	23.10%	21.62%		32.91%	18.16%	21.97%
Female	348	513	861	Female	1,586	271	1,857
	11.35%	3.16%	4.45%		23.20%	1.38%	7.01%
Total Hours	3,061	16,260	19,320	Total Hours	6,837	19,636	26,473
	15.84%				25.83%		
	Total Project				Total Project		
SW MOODY DEMOLITION	A	J	TOTAL	MACADAM AVE. STREET IMPROVEMENTS*	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	123	38	161	African American	15	0	15
	38.05%	1.96%	7.11%		10.64%	0.00%	0.53%
Caucasian	168	1,877	2,045	Caucasian	126	2,349	2,475
	52.06%	96.69%	90.32%		89.36%	86.87%	86.99%
Hispanic	32	26	58	Hispanic	0	54	54
	9.90%	1.35%	2.57%		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	155	64	219	Minority	15	355	370
	47.94%	3.31%	9.68%		10.64%	13.13%	13.01%
Female	34	0	34	Female	109	33	142
	10.52%	0.00%	1.50%		77.30%	1.20%	4.97%
Total Hours	323	1,941	2,265	Total Hours	141	2,704	2,845
	14.28%				4.96%		

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	Total Project				Total Project		
OHSU RIVER CAMPUS BLDG.	A	J	TOTAL	STREETCAR EXTENSION	A	J	TOTAL
Asian	5,106 3.12%	4,952 0.93%	10,058 1.45%	Asian	72 0.43%	1,794 2.09%	1,865 1.82%
African American	12,882 7.87%	9,132 1.72%	22,013 3.17%	African American	3,651 21.84%	371 0.43%	4,022 3.92%
Caucasian	127,238 77.73%	465,543 87.78%	592,781 85.41%	Caucasian	11,199 67.00%	59,815 69.57%	71,014 69.15%
Hispanic	13,205 8.07%	39,964 7.54%	53,169 7.66%	Hispanic	278 1.66%	18,578 21.61%	18,856 18.36%
Native American	5,266 3.22%	10,756 2.03%	16,022 2.31%	Native American	1,515 9.06%	5,425 6.31%	6,940 6.76%
Minority	36,457 22.27%	65,344 12.32%	101,801 14.67%	Minority	5,515 33.00%	26,167 30.43%	31,682 30.85%
Female	17,196 10.50%	12,529 2.36%	29,724 4.28%	Female	3,082 18.44%	4,517 5.25%	7,598 7.40%
Total Hours	163,695 23.59%	530,347	694,042	Total Hours	16,713 16.27%	85,982	102,696
	Total Project			All Closed Projects Totals	Total Project		
AERIAL TRAM	A	J	TOTAL		A	J	TOTAL
Asian	929 3.05%	1,778 1.25%	2,707 1.56%	Asian	6,114 2.76%	8,791 1.10%	14,905 1.46%
African American	1,135 3.72%	1,961 1.37%	3,096 1.79%	African American	19,339 8.74%	11,522 1.44%	30,861 3.02%
Caucasian	26,939 88.40%	128,568 90.09%	155,507 89.79%	Caucasian	172,897 78.15%	686,725 85.89%	859,622 84.21%
Hispanic	785 2.57%	8,739 6.12%	9,524 5.50%	Hispanic	14,628 6.61%	72,282 9.04%	86,910 8.51%
Native American	686 2.25%	1,672 1.17%	2,358 1.36%	Native American	8,267 3.74%	20,267 2.53%	28,534 2.80%
Minority	3,534 11.60%	14,150 9.91%	17,684 10.21%	Minority	48,347 21.85%	113,402 14.18%	161,748 15.84%
Female	4,621 15.16%	9,586 6.72%	14,207 8.20%	Female	26,975 12.19%	27,447 3.43%	54,422 5.33%
Total Hours	30,473 17.59%	142,718	173,191	Total Hours	221,243 21.67%	799,587	1,020,830

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South Waterfront Contract Utilization Report - Project Status										
Project Name	Prime Contractor	Contract Amount	Group Designation			Amended Subcontract Values	% Of Amended Total	Payments-To-Date		
			Ethnicity	Certification	Gender					
3720 Condominiums (Block 38)	Hoffman Construction Company of Oregon	\$110,728,000	Caucasian	OBE	Male					
Certification Status	Prime Contractor	% Of Total	Subcontractors	% Of Total Subs	Total Project	% Of Total				
Minority Business Enterprise	\$0	0.00%	\$3,381,860	3.95%	\$3,381,860	3.05%	\$6,149,599	5.85%	\$3,014,227	
Woman Business Enterprise	\$0	0.00%	\$2,245,508	2.63%	\$2,245,508	2.03%	\$4,210,816	4.01%	\$2,084,672	
Emerging Small Business	\$0	0.00%	\$6,366,720	7.44%	\$6,366,720	5.75%	\$6,195,381	5.90%	\$1,254,933	
Non-Certified Firms	\$25,195,289	100.00%	\$73,538,623	85.98%	\$98,733,912	89.17%	\$88,528,549	84.25%	\$66,663,719	
Total	\$25,195,289	100.00%	\$85,532,711	100.00%	\$110,728,000	100.00%	\$105,084,345	100.00%	\$73,017,551	

South Waterfront Contract Utilization Report - Project Status										
Project Name	Prime Contractor	Contract Amount	Group Designation			Amended Subcontract Values	% Of Amended Total	Payments-To-Date		
			Ethnicity	Certification	Gender					
The Alexan (Block 39)	Walsh Construction Company	\$62,732,926	Caucasian	OBE	Male					
Certification Status	Prime Contractor	% Of Total	Subcontractors	% Of Total Subs	Total Project	% Of Total				
Minority Business Enterprise	\$0	0.00%	\$82,590	0.17%	\$82,590	0.13%	\$86,815	0.17%	\$11,146	
Woman Business Enterprise	\$0	0.00%	\$367,231	0.77%	\$367,231	0.59%	\$340,719	0.66%	\$4,157	
Emerging Small Business	\$0	0.00%	\$6,884,650	14.52%	\$6,884,650	10.97%	\$6,686,531	12.90%	\$5,465,420	
Non-Certified Firms	\$15,309,517	100.00%	\$40,088,938	84.53%	\$55,398,455	88.31%	\$44,703,129	86.27%	\$17,936,891	
Total	\$15,309,517	100.00%	\$47,423,409	100.00%	\$62,732,926	100.00%	\$51,817,194	100.00%	\$23,417,614	

South Waterfront Contract Utilization Report - Project Status										
Project Name	Prime Contractor	Contract Amount	Group Designation			Amended Subcontract Values	% Of Amended Total	Payments-To-Date		
			Ethnicity	Certification	Gender					
The Mirabella (Block 31)	Hoffman Construction Company of Oregon	*\$90,000,000	Caucasian	OBE	Male					
Certification Status	Prime Contractor	% Of Total	Subcontractors	% Of Total Subs	Total Project	% Of Total				
Minority Business Enterprise	\$0	0.00%	\$185,982	1.25%	\$185,982	0.21%	\$185,982	1.23%	\$0	
Woman Business Enterprise	\$0	0.00%	\$0	0.00%	\$0	0.00%	\$0	0.00%	\$0	
Emerging Small Business	\$0	0.00%	\$47,660	0.32%	\$47,660	0.05%	\$47,660	0.31%	\$0	
Non-Certified Firms	\$75,179,715	100.00%	\$14,586,643	98.42%	\$89,766,358	99.74%	\$14,926,322	98.46%	\$3,286,569	
Total	\$75,179,715	100.00%	\$14,820,285	100.00%	\$90,000,000	100.00%	\$15,159,964	100.00%	\$3,286,569	

*This figure represents an approximate amount, to be revised for next month's report

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

Summary of MBE Ethnicity Amended Contract Totals												
Project	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	% of Total M/W/ESB	Unknown	% of Total M/W/ESB
3720 Condominiums (Block 38)	\$16,555,796	\$6,149,599	\$2,957,945.00	17.87%	\$2,551,057.00	15.41%	\$12,078.00	0.07%	\$576,405.00	3.48%	\$52,115.00	0.31%
The Alexan (Block 39)	\$7,114,065	\$86,815	\$80,965.00	1.14%	\$6,840.00	0.10%	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
The Mirabella (Block 31)	\$233,642	\$185,982	\$43,000.00	18.40%	\$142,982.00	61.20%	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%