

PDC

PORTLAND DEVELOPMENT COMMISSION

DATE: January 14, 2009
TO: Board of Commissioners
FROM: Bruce A. Warner, Executive Director
SUBJECT: Report Number 09-01
Executive Director Report

BOARD ACTION REQUESTED

None – Information only

Administration Update/Management Issues

In early December, the City Auditor released its annual Service Efforts and Accomplishments Report for fiscal year 2007-08. This is the third year that PDC has supplied data and had a chapter in that report. I will be presenting an oral report about the SEA findings as part of my Executive Director's report to you.

By now you are all aware of Mayor-elect Adams' and Commissioner Fish's desire to form a new Housing Bureau comprised of PDC's Housing staff and the staff from BHCD. Because of this, Erin Flynn and I have postponed PDC's internal reorg/transition until further clarification is received regarding the new Housing Bureau. During this transition time, PDC's Housing Department will remain intact and I have appointed Shelly Haack and Komi Kalevor as co-directors of the department. On January 7, City Council will act on a resolution authorizing bureau assignments for Council members and the resolution includes formation of a new city housing entity. On January 12 Commissioner Fish will be at PDC at noon to meet with Housing staff and others who are interested. A transition team has been formed (lead by Kate Allen in Fish's office) to oversee formation of the new Housing Bureau. The group has met once and PDC has several representatives serving on the team. I will keep you well apprised of all the work related to the new Housing Bureau as it evolves.

Notable projects and meetings I was involved in recently are:

- Attended Oregon Business Council luncheon
- Attended monthly bureau directors meeting
- Spoke at the opening of Musolf Manor – 95 rehabbed low income housing units located in Old Town
- Attended meeting of Light Rail Funding Committee
- Attended HQ Hotel meeting with Sam Adams and Metro representatives

- Attended meeting of Willamette River Bridge Advisory Committee
- Attended meeting of the South Waterfront North District Partnership
- Attended TIF set-aside work session
- Attended Derek Hanna reception for the Smart Tower
- Attended meeting of the Future of Urban Renewal Steering Committee
- Attended meeting of the Lloyd Green District Sponsors
- Attended celebration for Mayor Tom Potter

Additional November meetings were held with all members of City Council, David Barenberg (City Government Relations), Tiffany Sweitzer, Gil Kelley, Kate Allen, Vera Katz, Stephanie Shakofsky (Center for Creative Land Recycling), Lisa Marechal (Neo Studios), and Vern Rifer.

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

Business and Industry—PDC hosted the December 4 Manufacturing breakfast forum, “Beyond the Bailout,” in partnership with Pacific Northwest Defense Council (PNDC) and Manufacturing 21. This was our first time partnering with the two major regional manufacturing organizations in carrying out a breakfast forum. Featured speakers included PDCs’ Erin Flynn, Brice Barrett of PNDC, Gary Gaussoin with Manufacturing 21, and Congressman Earl Blumenauer - who was introduced by Chandra Brown of Oregon Iron Works. The program included the newly-created “Help in a Down Economy” web link, PDC business assistance programs, PDC’s new Urban Development Department reorganization, and updates on PNDC and Manufacturing 21 activities. Congressman Blumenauer followed and discussed taking smarter, common sense approaches to matters in Washington D.C., particularly with regard to the rebuilding of infrastructure and related job creation, as well as manufacturing, trade, and sustainability.

Our presence at the November 18-20 U.S. Greenbuild in Boston has generated half a dozen solid business recruitment leads. The primary opportunities lie with renewable energy, eco-roof, stormwater management, and reclaimed wood manufacturers. We are already planning to attend the 2009 event in Phoenix, and hope to use the PDX Lounge framework to showcase Portland’s green building assets.

Portland’s successful recruitment of Vestas U.S. headquarters was very much in the headlines in December and details of the deal continue to be refined. Media coverage of the company announcement appeared throughout the country, including the December 10, 2008 edition of the Wall Street Journal. In addition, Portland is on the short list for a major solar industry recruitment project, and has three more active solar recruitments in the works.

Financial Investment—For fiscal year 08-09 to date, PDC business assistance programs have reached a broad range of companies with a total of \$2,392,750 loaned; 670 anticipated jobs; and \$8,680,750 in projected private investment. The list of loan recipients includes architects and planners, beauty salons, a recording studio, and the largest supplier of artist oil paints in the U.S. Two of the companies (Rumblefish and Grady Britton) moved into the same building - the

Olympic Mills Commerce Center in the Central Eastside urban renewal area. A third company (still in the loan pipeline) is also moving into the center. Other businesses taking advantage of PDC programs are: Upright Brewing, Afrique Bistro, Rhythm Traders, Jayah Rose Salon and Spa, Oh Planning and Design, Dull Olson Weekes Architects, Featherlite, Gamblin Artists, Portland Youthbuilders, Relish Design, Media Systems, Mahogany Beauty on the Go, Carl Greve Jeweler, Mississippi Studios, Ecos Consulting, Michael Willis Architects, and Dreamscape Enterprises.

Development Update

Vanport Phase I Receives LEED Gold Certification—Oregon Convention Center URA—In December 2008, we received official notice that Vanport Square Phase I has achieved Leadership in Energy and Environmental Design (LEED) gold certification. The project, which opened in January 2008, was developed by Vanport Partners, LLC and funded by PDC and the Portland Family of Funds. It is located on NE Martin Luther King Jr., Boulevard between NE Sumner and NE Emerson Streets, in the Oregon Convention Center Urban Renewal Area.

The Vanport Square project features sixteen flexible retail and commercial spaces for sale targeting local and small businesses. As of December, fourteen of the sixteen units were sold with two units still available. The project includes a new public square and an environment designed to support existing business and foster community.

Vanport Square achieved gold certification through the following efforts:

- An integrated storm water management plan that achieves an 80 percent storm water mitigation rate;
- Landscaping and irrigation systems that reduce water usage by 79.6 percent;
- Dual flush toilets and low-flow fixtures save an estimated 36,415 gallons per year;
- Renewable energy purchases that equal 100 percent;
- Reusing 76.8 percent of the existing building shell and structure;
- A 97-percent landfill diversion rate for construction, demolition, and land clearing debris; and
- One hundred percent of the mixed-use spaces and 96 percent of the retail and restaurant spaces have views connecting the building occupants to the outdoors.

Cascade Station Update—Airport Way URA—As the Commissioners may recall, the Cascade Station Project actually kicked off in 1998 with great fanfare and plans for a large retail shopping center and major new office development. With tax increment funds from PDC, and other funds from the Developer and TriMet, the Max Red Line to the Airport Terminal was completed and opened in 1999 (which has been a huge success ever since). However, due to zoning regulations that prohibited large format retailers to anchor the retail shopping, along with the economic slowdown after 9/11, development failed to happen, and the entire 120-acre site sat vacant for many years.

In 2005, PDC and its partners in the project, the City, the Port of Portland, Tri-Met and the developer – The Bechtel Corporation and Trammell Crow – began to address the problems that prohibited development from occurring. Foremost was getting consensus and support to change the zoning to allow two to three large-format anchor retailers to be built there. With this change, IKEA came to Portland and built their store in 2006, and immediately thereafter, the rest of the shopping center was committed, along with three new hotels and three office buildings—all completed or currently under construction. IKEA continues to report excellent sales and the

Center has become a destination shopping experience for Portlanders as well as residents from SW Washington.

Since 2006, the city has seen private investment at Cascade Station of approximately \$170 million (not counting projects still under construction) and incremental property taxes for the taxing jurisdictions of approximately \$1.4 million in 2008 alone. These numbers will probably double in the next couple of years as new projects now, or soon to be, under construction go “on-line” - such as a fourth hotel, a new Target store and the Regional FBI Headquarters. PDC, along with our partners, is proud to be part of a national success-story on how to use urban renewal to create new investment, jobs and taxes on formerly vacant tracts of land in the City.

NE Martin Luther King Jr. Blvd. Commercial Broker Tour—Oregon Convention Center

URA—On December 10, 2008, PDC hosted its second NE Martin Luther King, Jr. Blvd. Commercial Broker Tour. The tour is identified as an action item in the *MLK Action Plan* and has the goals of:

- Creating greater awareness of the benefits and opportunities available to businesses interested in locating in the Martin Luther King, Jr. Blvd. corridor;
- Educating brokers about available space for lease on the boulevard - highlighting projects that PDC has been involved with - as well as private projects with space available; and,
- Promoting PDC programs such as Storefront, DOS, and small business loans to brokers, so that they can market these programs to businesses looking for assistance.

The event kicked off at Old Town Pizza in Vanport Square and 20 brokers attended. PDC Commissioner Scott Andrews gave opening remarks and PDC staff led a presentation and walking tour to three nearby sites with available lease space. Participants were impressed with the energy on the boulevard and appreciated an opportunity to see firsthand how PDC assists with redevelopment.

Sustainability Center RFP to be Issued Soon - Oregon Convention Center URA and South

Park Blocks URA—PDC is working with the Portland + Oregon Sustainability Institute (or “POSI”), Oregon University System (OUS), and Living Building Initiative to site a permanent City of Portland and State of Oregon Sustainability Center of Excellence in the central city. The Leftbank Building (near the Rose Quarter and Arena) in the Oregon Convention Center URA has been selected to house POSI and the PDX Lounge on an interim basis. The permanent center is envisioned as a broader collaborative effort. The center will grow Portland and Oregon’s sustainable economy by bringing together academic, business, and government expertise in a hub of sustainable research, public policy, economic development, networking, outreach and training. The center will also be the first building in Oregon aiming to meet the Cascadia Green Building Council’s Living Building Challenge within a high density, downtown setting. This is a priority initiative for Mayor-elect Adams, who co-initiated POSI with Commissioner Saltzman, and Governor Kulongoski (who has included the project in his recommended 2009-2011 budget for higher education.)

In early January 2009, PDC will issue a Request for Proposals (RFP), in partnership with OUS, seeking a qualified and experienced team to assess the feasibility of locating the permanent sustainability center on the PDC-owned “Jasmine” property at SW Montgomery and SW 5th Avenue in the South Park Blocks URA. This site leverages other adjacent PDC activities and investments, including the Portland Mall light rail expansion; development of an innovative green street design for SW Montgomery in partnership with the city’s Bureau of Environmental Services; and in close coordination with Portland State University on their physical and economic development plan efforts.

The permanent center timeline anticipates RFP selection by mid-February; completion of the feasibility assessment by May 2009; and, if the project is determined feasible, design and construction occurring from 2009 through 2012. PDC will fund the feasibility analysis as part of its economic development target industry efforts in the South Park Blocks URA.

South Waterfront Neighborhood Park Project is Out to Bid—North Macadam URA—On December 10, the South Waterfront Neighborhood Park, a 2.1-acre open space in the heart of the Central District designed by Hargreaves Associates, went out for bid for construction. Bids are due January 8, 2009. Final park improvements, which were developed with significant public input, incorporate a variety of elements, including a major lawn area, urban gardens, a naturalized area as well as a water feature. The budget is \$4 million of tax increment funds, including construction and soft costs.

The design and construction of this park is an obligation of the South Waterfront Central District Development Agreement. Portland Parks and Recreation (PP&R), which is managing the project through an Intergovernmental Agreement with PDC, expects construction to commence as early as February with an anticipated completion by summer 2009. The property is currently owned by PDC and consideration of the transfer of the property to PP&R will come before the PDC Board in the coming months to facilitate construction and eventual operation of the park.

Meier & Frank Building Renovation Project: The Nines Hotel Exceeds Goals –River District URA—As has been reported, The Nines Hotel above Macy's has opened with good media attention. Two milestones are worth noting. First, the results of a workforce and hiring agreement are in. The requirement was first triggered back when the Nines was seeking a federal HUD 108 loan; but even when that loan request was dropped, the developer, Sage, continued to honor the agreement voluntarily. Staff at the Bureau of Housing and Community Development (BHCD) report that Sage's data shows they have "met the letter and the spirit of the agreement." Sage met 99 percent of the goals of the agreement between themselves and the City of Portland for low income hires, and 73 percent of the hires were Portland residents. The percentage of minorities hired was 33 percent. BHCD writes that positions at the Nines are well compensated and reports are that employees are "very happy." The results of this collaboration produced 263 non-management hires. The reported total number of full time employees is 272.

The second milestone relates to the hotel's status on achieving LEED Silver certification as part of PDC's financing goals. The design team is getting ready to submit the application and will show the project has earned nearly 39 points, giving them a cushion above the 33 points needed to earn the Silver designation. Achieving this level in an historic building is challenging – especially in a building where half of the exterior is windows and water usage is high in hotels. The Silver designation speaks to the ability of the design team and developer in finding creative ways to adapt the building. As an April 20, 2006 Oregonian editorial said, the "Meier & Frank project showcases PDC's values" by continuing to demonstrate the power of public/private partnerships in creating jobs in a green historic renovation.

Pedestrian Bridge Project Reaches Contract Milestone—River District URA—On December 9, 2008, PDC executed a contract with Rosales and Partners to design a pedestrian bridge in the River District URA in connection with the One Waterfront Place project. Rosales and Partners is a bridge design specialty firm based in Boston, MA. Other design team members include Schlaich Bergermann and Partners based in NY, and local firms David Evans & Associates, Mayer/Reed, Elcon Associates and Geotechnical Resources Inc. The design

team will develop schematic bridge designs for public discussion and cost review beginning in January. They will then proceed to develop a bridge scheme for city design review, anticipated by spring 2009. PDC staff is assembling an advisory group to assist in the design process.

The One Waterfront Place project is a 256,000 sq. ft. office building and 544 parking space garage, located on a former brownfield site at 1201 NW Naito Parkway. PDC committed to spend up to \$4.5 million to build the pedestrian bridge and related site improvements as detailed in an Amended and Restated Disposition and Development Agreement. The development is estimated to bring 1,000 new jobs to the River District URA, generate new tax revenues, and link the Pearl District to Naito Parkway via the pedestrian bridge which will span the adjacent railroad tracks. The Portland Design Commission approved design of the One Waterfront Place project in July 2008. The U.S. Green Building Council has pre-certified the design as LEED Platinum. One Waterfront developers are actively seeking office tenants necessary to make the project feasible in 2009.

Four Acres of Property Acquired–Gateway Regional Center URA—The PDC Board approved acquisition of three parcels at 10506-10512, and 10520 NE Halsey Street on Wednesday, December 10. PDC staff worked collaboratively with staff from Portland Parks and Recreation (PP&R) to negotiate a shared acquisition with a common understanding that the site will ultimately become a signature park with supporting redevelopment. On December 11, PDC and PP&R signed an Intergovernmental Agreement (IGA) to share in all due diligence and acquisition costs on a 50-50 basis and will share joint title of all three parcels. The acquisition successfully closed on December 29, 2008.

This property will help to support the Gateway Regional Center revitalization efforts initially set forth in the 2001 URA Plan. Acquisition of the 4.2 acre site will provide much-needed park land, while also providing PDC control over a key redevelopment site on a major commercial corridor. NE Halsey Street, which serves as Gateway’s “Main Street”, is home to assorted retail and professional service businesses. Through a future master planning process, PDC, PP&R, and neighborhood stakeholders will discuss the optimal size and layout of a mix of park land and redevelopment. It is unknown at this time what the size and use of any redevelopment will be, but it will be designed to complement the future park.

Acquisition of Architectural Ironworks at 9231 SE Foster Road–Lents Town Center URA—Also at the December 10 Board meeting, the PDC Board approved the acquisition of a key parcel in Lents Town Center - located adjacent to the new Light Rail Station at Foster and I-205. The property successfully closed on December 18. The previous property owner has signed a short-term lease agreement for the retail and industrial space through July 2009. The owners of Architectural Ironworks are considering their relocation options and are actively looking for another space within the URA.

The site is a gateway to the Lents Town Center (LTC), and when redevelopment occurs, has the potential to be a catalyst to future revitalization efforts in the area. The ongoing LTC Redevelopment Feasibility Analysis will consider possible scenarios that will help guide PDC’s future investment for this parcel and the surrounding businesses.

New Information Gathered for Lents Feasibility Study – Lents Town Center URA—Members of the Lents URAC and Neighborhood Association posed an important question that has caused the team working on the Lents Town Center Redevelopment Feasibility Study to pause. PDC, the consultant team and the Lents Technical Advisory Committee are analyzing whether it is possible to create a viable Town Center with the current couplet alignment of

Woodstock and Foster Road. Secondary issues to be considered are the possible opportunities with the Metropolitan Transportation Improvement Project to calm traffic and the anticipated economic impacts of decoupling these streets. Working closely with the Portland Office of Transportation, the team will work to wrap up this portion of the study with a report in January - to be presented at the January 13th Lents URAC meeting.

Following this work, PDC's consultant team, THA Architecture, E.D. Hovee & Company LLC, Marketek, Inc., and Kittleson & Associates, will analyze variables related to context scenarios, market economics, property ownerships, and parking and traffic issues. From these findings, the consultants will develop three alternative models that will illustrate how development might occur during the next 15-30 years with options that are flexible to market opportunities and encourage future public/private partnerships. Designated by Metro's 2040 Plan, the Lents Town Center is envisioned as a bridge that links inner and outer SE Portland. Pedestrian scale developments, a walkable business district, quality job creation and community-focused open space are anticipated to be high priorities for this neighborhood.

Housing Update

Neighborhood Housing Program

Lead Program Update—Sarah Gourde who served as the Lead Grant Coordinator for the past two years has left PDC to take a position with the State Department in Washington D.C. Sarah was tremendous in the coordinator role, managing the \$3 million dollar lead reduction grant. Since the start of the grant in 2007, the lead program has cleared 180 units of housing (single and multi-family units). The program has 100 remaining units to clear by September 2009.

Replacing Sarah is Richard Sassara. Richard recently worked in Hood River's Housing for People Community Development Program. Richard has also worked on lead reduction efforts in Anchorage, Alaska. He will focus his time on closing out the remaining grant allocation. During the remaining nine months, Richard will be working on implementing an expansion of the lead program to include the implementation of recoverable grants to landlords and real estate property managers to abate lead. This new component of the program should be complete by February 2009. Lastly, Richard will be working with BHCD on the completion of the HUD Super Notice of Funding Availability (NOFA) application for the next funding cycle of the Lead Hazard Reduction Demonstration Grant Program. As part of the NOFA process, Richard will be looking at the feasibility of expanding the lead program by applying for the Healthy Homes component of the NOFA to address issues of toxic mold and other contaminants within single family residences.

NHP Program Update—In addition to the lead program activity, the Neighborhood Housing Program (NHP) in general is having a busy year. Overall, including the lead grants, NHP has closed 107 loans and grants compared to a total of 164 during the 07-08 fiscal year. In particular, NHP has already closed 27 first mortgage loans and is well on its way to surpassing last year's total of 41 loans. Activity within the Lents Town Center and Interstate Corridor Urban Renewal Areas has also been brisk. In the Lents Town Center, PDC has closed 16 homebuyer assistance loans for a total of \$738,187 and five home repair loans for a total of \$113,528. In the Interstate Corridor, NHP has closed nine homebuyer assistance loans for a total of \$487,675 and 11 home repair loans for a total of \$191,064.

SDC and Tax Exemption Programs—In addition to these direct assistance programs PDC has also been busy administering the System Development Charge Waiver and Limited Tax Exemption Programs. Since July 1, 2008, Limited Tax Exemption Program staff have received 120 New Application for Determination of Eligibility (initial builder set up) and have received 79 New Application for Certificate of Qualification (qualified homebuyers). Since July 1, 2008, System Development Charge Waiver staff have issued 92 waivers to builders and verified 148 new homebuyers for the program.

Holiday Families—NHP staff come in contact with needy families in the work we do at PDC. During the holiday season (for the past several years) NHP staff have identified families needing food, gifts and clothing during the holiday season. NHP has led a drive that asks staff for donations of cash, food, and gifts for our holiday families. This year PDCers dug deep into their pockets and contributed a total of \$2,087 in cash. Staff also donated additional toys, blankets, a robe and other items for a total contribution estimated at \$2,300. In all, we helped five families this year; three families that included seven children who ranged in age from just under two to 17; a senior citizen and her daughter who is expecting a baby; and a single senior citizen. Gifts of clothes, lots of toys and fun items (including things for mom or dad) were wrapped and delivered to the three families with children. In addition, new baby clothes, toys and additional items went to a senior citizen and her daughter who is expecting a baby boy in March. An NHP staff member made gift baskets for this family and our senior citizen. We also provided Fred Meyer gift cards to all five families - these varied from \$120 to \$360 depending on the size of the family and what other items had been purchased. All of the families were amazed and grateful for the outpouring of generosity. Even though we had told them we would be bringing gifts, they were still shocked by the number of packages and the gift cards.

I would like to thank the staff in NHP who coordinated this effort and all those who shopped for gifts and then wrapped them. Two staff members also braved the roads before Christmas to deliver the gifts. A special thank you as well to all the PDC staff who opened up their hearts and wallets to help these needy clients.

Communications and Business Equity

Business Equity Section

Business and Workforce Equity –The amendment to the Business and Workforce Equity Policy, the amendment to the Construction Wage policy and the 07/08 Diversity in Contracting Report documents have all been drafted and are being reviewed for presentation at the January 28th Board meeting. The Workforce Diversity Oversight Committee will begin quarterly meeting beginning in February 2009.

The responses to the Disparity Study RFP have been reviewed; three interviews have been held and a notice of award will be going out the week of January 5th.

PDC Sponsored Events:

Communications & Business Equity staff attended the following Community gatherings:

- December 9 African American Chamber Meeting
- December 12 Contractors Meeting @OAME
- December 12 Architects, Engineers Professional & Technical meeting @OAME
- December 17 Philippine Chamber Meeting

- December 26 OAME Coffee & Issues
- December 31 Native American Chamber Meeting

Purchasing and Contracting

Several very large Information Technology solicitations have been coordinated and contracts successfully established in the past few months for various high-profile financial system improvements. Flexible Services contracts have been established for Cultural Liaison Services and Construction Management Services.

Public Participation Section

Public Participation staff performed the following in December:

- Represented PDC at the North/Northeast Business Association Scholarship and Awards Dinner and the Women's Leadership Luncheon.
- Worked with project staff to prepare members of the urban renewal advisory committees for the upcoming 2009-10 budget process. Meeting with all seven urban renewal advisory committees will be held during the first three weeks of January 2009 to finalize individual URA draft budgets.
- Press packets that are included in the Commissioner's notebooks were redesigned to include a separate "blog" section and to reflect the reorganization of the operating departments.
- URAC on-line application process and updated has been revised to be more user-friendly. Public participation staff is now notified immediately by email when a new application enters the system and monitoring the status of all applications has been greatly improved.
- Public participation plan and citizen advisory committee charter has been completed for the One Waterfront pedestrian bridge project.
- Staff has reviewed the membership revision proposed by the Lents Town Center URAC and developed implementation plan for 2009.
- Staff participated in an international conference call with IAP2 members regarding the creation of Virtual Communities of Practice to serve as opportunities for professional development, networking and building the practice of public participation.
- Staff attended a panel discussion on December 9 with reporters from The Oregonian, Portland Tribune, Willamette Week, Daily Journal of Commerce and Portland Mercury to learn how reporters and government employees can work better together.
- Staff participated in the first discussion on the upcoming changes to PDC's printed outreach and communications materials with the Public Affairs Team.

Public Affairs Section

Web statistics for December

Nov. 28– Dec. 28, 2008:

Unique visitors: 14,066 (617/day)

Total visits: 19,147

Average number of pages viewed: 3

Most popular pages:

- Main page
- PDC jobs
- RFPs
- Help in a down economy
- Contacts

PDC Campaigns:

- [Help in a Down Economy](#): helpful links from Mayor Tom Potter
 - 1,022 pageviews
 - #4 in pageviews on pdc.us

Video Production in December

The Jeffrey: This video shows the dilapidated Jefferson West Apartments closed and the new LEED Gold certified Jeffrey Apartment's grand opening.

As part of our Operation HOME work, we will be highlighting all nine organizations that partner with PDC in Operation HOME. (The program's goal is to close the minority homeownership gap in Portland by June 2015.) The videos below highlight three more of our Operation HOME partners and are now posted to YouTube:

- **Portland Housing Center**
- **Native American Youth & Family Center**
- **Host Development**

Still to come are videos on the Portland Community Land Trust, Latino Homeowner Initiative and the Asian Pacific American Community and Support Association.

North/Northeast Economic Development Study: This video announces the NE Portland economic development study that will help grow small business and bring new jobs to North and Northeast Portland.

Other Public Affairs Work in December

- Brown bag speaker series featured two speakers in December
- Ninety-day internal blog trial continues
- Wrapped up consultant efforts surrounding the 50th Anniversary campaign. Final report will be received in early January.
- Working with communications staff from other city bureaus on messaging and logistics of upcoming City Council economic stimulus package. Media event is scheduled for second week of January.
- Working with communications staff from other city bureaus on messaging and logistics of Mayor Adams' Give Help, Get Help, Choose Local campaign.
- Responded to 18 media inquiries
- Working with Public Involvement and Contracting on finalizing RFP for media training consultant

- Public Affairs organized annual staff holiday breakfast, Trillium gift sale and bake sale as morale boosters. Bake sale raised \$341 all of which was donated to Food Bank.

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 and the Mirabella project. These projects are 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 December, and the 2008 / 2009 fiscal year to date. The goals for the 2008 / 2009 fiscal year are 11.0 % participation by women and 17.0% participation by people of color.

Workforce diversity among apprentice workers continues to lead the diversity efforts. The total female apprentice hours represent **18.11%** of the total apprentice hours 7.11 percentage points ahead of the combined journey/apprentice goal of 11% for the fiscal year. Of the apprentice hours that have been worked in this fiscal year, **26.70%** 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 three projects referenced above.

Goal	Women	People of Color	Apprentice	Difference
11.0%	6.60%			[4.40%]
17.0%		24.13%		+7.13%
20.0%			25.57%	+5.57%

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.

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	FY 07-08			WDS Goal	Nov-08			FY 08-09			WDS Goal
	A	J	TOTAL	A		J	TOTAL	A		J	TOTAL	A	J	TOTAL		
Asian	0	1,380	1,380		5,384	9,104	14,488		48	412	460	1,651	2,578	4,229		
	0.00%	2.18%	1.71%		4.51%	2.73%	3.20%		1.21%	2.62%	2.34%	3.32%	1.82%	2.21%		
African American	2,535	2,248	4,783		9,200	12,195	21,395		376	229	605	2,457	2,459	4,916		
	14.65%	3.56%	5.94%		7.71%	3.65%	4.72%		9.47%	1.46%	3.07%	4.94%	1.74%	2.57%		
Caucasian	10,154	53,738	63,892		81,014	259,041	340,055		2,435	10,660	13,095	34,460	106,307	140,767		
	58.70%	85.02%	79.36%		67.93%	77.61%	75.06%		61.35%	67.78%	66.49%	69.31%	75.07%	73.58%		
Hispanic	3,123	4,653	7,776		21,054	46,829	67,883		872	4,045	4,917	9,332	27,253	36,585		
	18.05%	7.36%	9.66%		17.65%	14.03%	14.98%		21.97%	25.72%	24.96%	18.77%	19.25%	19.12%		
Native American	1,487	1,189	2,676		2,602	6,611	9,213		239	382	621	1,818	3,007	4,825		
	8.60%	1.88%	3.32%		2.18%	1.98%	2.03%		6.02%	2.43%	3.15%	3.66%	2.12%	2.52%		
Minority	7,145	9,470	16,615	15.00%	38,240	74,738	112,977	16.00%	1,535	5,068	6,603	15,257	35,298	50,555	17.00%	
	41.30%	14.98%	20.64%		32.07%	22.39%	24.94%		38.67%	32.22%	33.52%	30.69%	24.93%	26.42%		
Female	1,334	2,538	3,872	8.00%	16,527	6,860	23,387	10.00%	699	653	1,352	7,975	3,838	11,813	11.00%	
	7.71%	4.02%	4.81%		13.86%	2.06%	5.16%		17.61%	4.15%	6.86%	16.04%	2.71%	6.17%		
Total Hours	17,299	63,208	80,507		119,254	333,778	453,032		3,969	15,727	19,696	49,717	141,604	191,322		
	21.49%				26.32%				20.15%			25.99%				
THE ALEXAN (BLOCK 39)	FY 05-06	FY 06-07			WDS Goal	FY 07-08			WDS Goal	Nov-08			FY 08-09			WDS Goal
A	J	TOTAL	A	J		TOTAL	A	J		TOTAL	A	J	TOTAL			
Asian	4	257	261		940	5,390	6,330		187	202	389	216	1,186	1,402		
	0.54%	3.00%	2.81%		1.99%	3.51%	3.15%		3.48%	1.55%	2.11%	0.76%	1.54%	1.33%		
African American	0	319	319		625	4,279	4,904		406	12	418	1,170	355	1,525		
	0.00%	3.73%	3.43%		1.32%	2.78%	2.44%		7.55%	0.09%	2.27%	4.09%	0.46%	1.44%		
Caucasian	520	7,258	7,778		37,040	116,377	153,416		3,834	9,942	13,776	22,568	60,288	82,856		
	70.46%	84.86%	83.72%		78.22%	75.71%	76.30%		71.30%	76.08%	74.69%	78.96%	78.30%	78.48%		
Hispanic	214	513	727		6,080	21,441	27,521		823	2,633	3,456	3,956	13,951	17,907		
	29.00%	5.99%	7.82%		12.84%	13.95%	13.69%		15.31%	20.15%	18.74%	13.84%	18.12%	16.96%		
Native American	0	207	207		2,669	4,374	7,042		0	279	279	192	1,096	1,288		
	0.00%	2.41%	2.22%		5.64%	2.85%	3.50%		0.00%	2.14%	1.51%	0.67%	1.42%	1.22%		
Other	0.00	0.00	0.00		0	1,861	1,861		124	0	124	480	117	597		
	0.00%	0.00%	0.00%		0.00%	1.21%	0.93%		2.31%	0.00%	0.67%	1.68%	0.15%	0.57%		
Minority	218	1,295	1,513	15.00%	10,314	37,343	47,657	16.00%	1,542	3,125	4,667	6,012	16,705	22,717	17.00%	
	29.54%	15.14%	16.28%		21.78%	24.29%	23.70%		28.68%	23.92%	25.30%	21.03%	21.70%	21.52%		
Female	284	0	284	8.00%	8,578	2,278	10,855	10.00%	1,344	402	1,746	7,155	2,392	9,547	11.00%	
	38.48%	0.00%	3.06%		18.12%	1.48%	5.40%		25.00%	3.08%	9.47%	25.03%	3.11%	9.04%		
Total Hours	738	8,553	9,291		47,353	153,721	201,074		5,377	13,067	18,444	28,582	76,993	105,575		
	7.94%				23.55%				29.15%			27.07%				
THE MATISSE	FY 05-06	FY 06-07			WDS Goal	FY 07-08			WDS Goal	Nov-08			FY 08-09			WDS Goal
A	J	TOTAL	A	J		TOTAL	A	J		TOTAL	A	J	TOTAL			
Asian									0	0	0	0	0	0		
									0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
African American									0	134	134	0	134	134		
									0.00%	2.88%	2.28%	0.00%	1.09%	0.78%		
Caucasian									1,070	4,019	5,089	4,269	10,619	14,888		
									86.71%	86.47%	86.52%	87.32%	86.66%	86.85%		
Hispanic									164	344	508	620	1,232	1,852		
									13.29%	7.40%	8.64%	12.68%	10.05%	10.80%		
Native American									0	151	151	0	268	268		
									0.00%	3.25%	2.57%	0.00%	2.19%	1.56%		
Minority									164	629	793	620	1,634	2,254	17.00%	
									13.29%	13.53%	13.48%	12.68%	13.34%	13.15%		
Female									306	195	501	607	677	1,284	11.00%	
									24.80%	4.20%	8.52%	12.42%	5.53%	7.49%		
Total Hours									1,234	4,648	5,882	4,889	12,253	17,142		
									20.98%			28.52%				

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THE MIRABELLA	FY 05-06	FY 06-07			FY 07-08			Nov-08			FY 08-09		
		A	J	TOTAL	WDS Goal	A	J	TOTAL	WDS Goal	A	J	TOTAL	WDS Goal
Asian		0	0	0		177	223	400		345	480	825	
		0.00%	0.00%	0.00%		4.81%	1.48%	2.13%		4.29%	1.38%	1.93%	
African American		150	0	150		112	738	850		595	1,168	1,763	
		12.56%	0.00%	2.54%		3.05%	4.89%	4.53%		7.40%	3.37%	4.13%	
Caucasian		578	4,177	4,755		2,375	10,995	13,370		5,569	26,575	32,144	
		48.41%	88.83%	80.65%		64.59%	72.80%	71.19%		69.30%	76.64%	75.26%	
Hispanic		293	447	740		1,014	2,518	3,532		1,473	4,934	2,874	
		24.54%	9.51%	12.55%		27.58%	16.67%	18.81%		18.33%	14.23%	6.73%	
Native American	Pre-Construction	174	78	251		0	457	457		56	1,253	851	
		14.57%	1.66%	4.26%		0.00%	3.03%	2.43%		0.70%	3.61%	1.99%	
Other		0	0	0		0	174	174		0	266	266	
		0.00%	0.00%	0.00%		0.00%	1.15%	0.93%		0.00%	0.77%	0.62%	
Minority		616	525	1,141	15.00%	1,303	4,110	5,413	16.00%	2,467	8,100	5,155	17.00%
		51.59%	11.17%	19.35%		35.44%	27.21%	28.82%		30.70%	23.36%	12.07%	
Female		0	461	461	8.00%	206	71	277	10.00%	781	106	887	11.00%
		0.00%	9.80%	7.82%		5.60%	0.47%	1.47%		9.72%	0.31%	2.08%	
Total Hours		1,194	4,702	5,896		3,677	15,104	18,781		8,036	34,674	42,710	
		20.25%				19.58%				18.82%			
TOTALS	FY 05-06	FY 06-07			FY 07-08			Nov-08			FY 08-09		
		A	J	TOTAL	WDS Goal	A	J	TOTAL	WDS Goal	A	J	TOTAL	WDS Goal
Asian		4	1,637	1,641		6,324	14,494	20,818		412	837	1,249	
		0.02%	2.28%	1.83%		3.77%	2.94%	3.15%		2.89%	1.72%	1.99%	
African American		2,535	2,567	5,102		9,975	16,474	26,449		894	1,113	2,007	
		14.05%	3.58%	5.68%		5.94%	3.35%	4.01%		6.27%	2.29%	3.20%	
Caucasian		10,674	60,996	71,670		118,632	379,595	498,227		9,714	35,616	45,330	
		59.18%	85.00%	79.81%		70.70%	77.12%	75.49%		68.14%	73.36%	72.18%	
Hispanic		3,337	5,166	8,503		27,427	68,717	96,144		2,873	9,540	12,413	
		18.50%	7.20%	9.47%		16.34%	13.96%	14.57%		20.15%	19.65%	19.76%	
Native American	Pre-Construction	1,487	1,395	2,882		5,445	11,063	16,508		239	1,269	1,508	
		8.24%	1.94%	3.21%		3.24%	2.25%	2.50%		1.68%	2.61%	2.40%	
Other		0	0	0		0	1,861	1,861		124	174	298	
		0.00%	0.00%	0.00%		1.11%	0.38%	0.28%		0.87%	0.36%	0.47%	
Minority		7,363	10,765	18,128	15.00%	49,170	112,606	161,776	16.00%	4,544	12,932	17,476	17.00%
		40.82%	15.00%	20.19%		29.30%	22.88%	24.51%		31.87%	26.64%	27.83%	
Female		1,618	2,538	4,156	8.00%	25,105	9,599	34,704	10.00%	2,555	1,321	3,876	11.00%
		8.97%	3.54%	4.63%		14.96%	1.95%	5.26%		17.92%	2.72%	6.17%	
Total Hours		18,037	71,761	89,798		167,803	492,204	660,007		14,256	48,549	62,805	
		20.09%				25.42%				22.70%			

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Closed Projects Subject to the City of Portland's Workforce Training and Hiring Program or The Project Apprenticeship Agreement							
	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%		
	Total Project				Total Project		
OHSU RIVER CAMPUS BLDG.	A	J	TOTAL	STREETCAR EXTENSION	A	J	TOTAL
Asian	5,106	4,952	10,058	Asian	72	1,794	1,865
	3.12%	0.93%	1.45%		0.43%	2.09%	1.82%
African American	12,882	9,132	22,013	African American	3,651	371	4,022
	7.87%	1.72%	3.17%		21.84%	0.43%	3.92%
Caucasian	127,238	465,543	592,781	Caucasian	11,199	59,815	71,014
	77.73%	87.78%	85.41%		67.00%	69.57%	69.15%
Hispanic	13,205	39,964	53,169	Hispanic	278	18,578	18,856
	8.07%	7.54%	7.66%		1.66%	21.61%	18.36%
Native American	5,266	10,756	16,022	Native American	1,515	5,425	6,940
	3.22%	2.03%	2.31%		9.06%	6.31%	6.76%
Minority	36,457	65,344	101,801	Minority	5,515	26,167	31,682
	22.27%	12.32%	14.67%		33.00%	30.43%	30.85%
Female	17,196	12,529	29,724	Female	3,082	4,517	7,598
	10.50%	2.36%	4.28%		18.44%	5.25%	7.40%
Total Hours	163,695	530,347	694,042	Total Hours	16,713	85,982	102,696
	23.59%				16.27%		

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	Total Project				Total Project		
	A	J	TOTAL		A	J	TOTAL
AERIAL TRAM							
Asian	929	1,778	2,707				
	3.05%	1.25%	1.56%				
African American	1,135	1,961	3,096				
	3.72%	1.37%	1.79%				
Caucasian	26,939	128,568	155,507				
	88.40%	90.09%	89.79%				
Hispanic	785	8,739	9,524				
	2.57%	6.12%	5.50%				
Native American	686	1,672	2,358				
	2.25%	1.17%	1.36%				
Minority	3,534	14,150	17,684				
	11.60%	9.91%	10.21%				
Female	4,621	9,586	14,207				
	15.16%	6.72%	8.20%				
Total Hours	30,473	142,718	173,191				
	17.59%						
				Totals For All Closed Projects			
MOODY STREET RECONSTRUCTION							
Asian	56	195	251	Asian	6,114	8,791	14,905
	9.11%	3.53%	4.08%		2.76%	1.10%	1.46%
African American	259	0	259	African American	19,339	11,522	30,861
	42.11%	0.00%	4.21%		8.74%	1.44%	3.02%
Caucasian	301	4,146	4,447	Caucasian	172,897	686,725	859,622
	48.94%	74.96%	72.36%		78.15%	85.89%	84.21%
Hispanic	0	531	531	Hispanic	14,628	72,282	86,910
	0.00%	9.60%	8.64%		6.61%	9.04%	8.51%
Native American	0	459	459	Native American	8,267	20,267	28,534
	0.00%	8.30%	7.47%		3.74%	2.53%	2.80%
Minority	315	1,185	1,500	Minority	48,347	113,402	161,748
	51.22%	21.42%	24.41%		21.85%	14.18%	15.84%
Female	40	0	40	Female	26,975	27,447	54,422
	6.50%	0.00%	0.65%		12.19%	3.43%	5.33%
Total Hours	615	5,531	6,146	Total Hours	221,243	799,587	1,020,830
	10.01%				21.67%		

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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	Amended Subcontract Values	% Of Amended Total	Payments-To-Date
Minority Business Enterprise	\$0	0.00%	\$3,381,860	3.95%	\$3,381,860	3.05%	\$6,760,944	6.04%	\$4,573,798
Woman Business Enterprise	\$0	0.00%	\$2,559,818	2.99%	\$2,559,818	2.31%	\$4,749,863	4.25%	\$3,128,824
Emerging Small Business	\$0	0.00%	\$6,366,720	7.44%	\$6,366,720	5.75%	\$6,305,230	5.64%	\$2,625,486
Non-Certified Firms	\$25,103,931	100.00%	\$73,315,671	85.63%	\$98,419,602	88.88%	\$94,071,857	84.08%	\$80,796,521
Total	\$25,103,931	100.00%	\$85,624,069	100.00%	\$110,728,000	100.00%	\$111,887,894	100.00%	\$91,124,629

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	Amended Subcontract Values	% Of Amended Total	Payments-To-Date
Minority Business Enterprise	\$0	0.00%	\$82,590	0.17%	\$82,590	0.13%	\$92,365	0.17%	\$42,963
Woman Business Enterprise	\$0	0.00%	\$502,231	1.05%	\$502,231	0.80%	\$427,788	0.81%	\$3,137
Emerging Small Business	\$0	0.00%	\$6,700,316	14.03%	\$6,700,316	10.68%	\$6,986,654	13.21%	\$6,119,249
Non-Certified Firms	\$14,962,296	100.00%	\$40,485,493	84.75%	\$55,447,789	88.39%	\$45,373,814	85.80%	\$30,791,168
Total	\$14,962,296	100.00%	\$47,770,630	100.00%	\$62,732,926	100.00%	\$52,880,621	100.00%	\$36,956,517

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	Amended Subcontract Values	% Of Amended Total	Payments-To-Date
Minority Business Enterprise	\$0	0.00%	\$205,982	0.35%	\$205,982	0.23%	\$225,982	0.21%	\$3,467
Woman Business Enterprise	\$0	0.00%	\$385,904	0.66%	\$385,904	0.43%	\$387,584	0.36%	\$0
Emerging Small Business	\$0	0.00%	\$47,660	0.08%	\$47,660	0.05%	\$47,660	0.04%	\$0
Non-Certified Firms	\$31,697,221	100.00%	\$57,663,233	98.90%	\$89,360,454	99.29%	\$108,247,518	99.39%	\$8,983,095
Total	\$31,697,221	100.00%	\$58,302,779	100.00%	\$90,000,000	100.00%	\$108,908,744	100.00%	\$8,986,562

*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)	\$17,816,037	\$6,760,944	\$3,350,078.00	18.80%	\$2,557,017.00	14.35%	\$14,096.00	0.08%	\$581,395.00	3.26%	\$258,359.00	1.45%
The Alexan (Block 39)	\$7,506,807	\$92,365	\$85,525.00	1.14%	\$6,840.00	0.09%	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
The Mirabella (Block 31)	\$661,226	\$225,982	\$83,000.00	12.55%	\$142,982.00	21.62%	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%