

# PDC

## PORTLAND DEVELOPMENT COMMISSION

**DATE:** July 26, 2010  
**TO:** Board of Commissioners  
**FROM:** Bruce A. Warner, Executive Director  
**SUBJECT:** Report Number 10-67  
Executive Director Report

### **BOARD ACTION REQUESTED**

None – Information only

### **Administration Update Management Issues**

On June 30, at the end of our fiscal year, we bid farewell to those employees affected by our reduction in force, as well as four retirees. Of the retirees, Fred Wearn had 11 years of service; Neal Van Horn had 21 years; Ross Plambeck had 12 years; and Sherry Lenard had 33 years of service. Various celebrations for the laid-off staff as well as the retirees were held in June and early July. In an all-staff e-mail I issued on June 30, I spoke to the considerable change taking place at PDC. Between the Housing move, retirements, other departures and the reduction in force we lost many friends and colleagues. I acknowledged the range of emotions staff is experiencing. I gave a heartfelt thank you to those leaving for their many years of service to Portland and PDC, and asked them to stay in touch. Finally, I reiterated that PDC will continue its essential role of urban development agency for the city of Portland, and as we move forward, that role has never been more important for our city's future.

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At the board's June 23 meeting we honored retiring Commissioner Bertha Ferran for her five years of service to the PDC board. Elections were then held with Scott Andrews remaining as our Board Chair, John Mohlis keeping his Secretary designation; and Charles Wilhoite stepping up to serve as Acting Secretary. Mayor Adams will be working to name a new Commissioner to fill Bertha's shoes, but in the meantime we will conduct PDC's business with four Commissioners. Staff has been reminded that a resolution passed by a 3 to 1 vote will not take effect for 30 days. I am appreciative of the tremendous job all our volunteer Commissioners do on behalf of PDC and the city.

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With our decision to remain in the Mason Ehrman Building we were able to negotiate a new lease with our building owner Phil Kalberer. Beginning July 1 we are paying a reduced rate for our lease, and have vacated the 2<sup>nd</sup> floor to realize even more savings. PDC staff will now be housed on floors 3 through 7. (We will still maintain security and front desk staff on the 1<sup>st</sup> floor/lobby.) Staff throughout the building are moving furniture and desks to incorporate the employees from the 2<sup>nd</sup> floor. With the possibility of a new tenant taking the 2<sup>nd</sup> floor, we are examining security procedures throughout the building. More details will be shared should Kalberer be successful in securing a new tenant for the 2<sup>nd</sup> floor.

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June is the month when staff throughout the organization complete their annual performance reviews. Staff are also engaged in planning performance goals for the coming year; and Human Resources coordinated our annual open enrollment process for health benefits. These processes have gone smoothly for everyone in the organization. As usual, PDC employees demonstrated that they are a hard working and productive group of individuals who take their jobs and responsibilities seriously.

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You will note below that I attended a reception for the Meier & Frank project which was hosted by Sage Hospitality Resources. Sage took the opportunity to thank all those who touched the M&F project. And the accolades keep coming in. I would like to note that the Nines Hotel (atop Macy's) was named "2009 Luxury Hotel of the Year in North America" by Luxury Collection and Starwood Hotels senior leadership. It was cited for its outstanding guest satisfaction scores, meeting planner satisfaction, and high quality assurance. The Nines was chosen from more than 70 Luxury Collection hotels.

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Notable projects and meetings I was involved in recently are:

- Attended monthly Portland Business Alliance Board meeting
- Attended monthly Bureau Director's lunch
- Attended staff briefing on SW 10<sup>th</sup> & Yamhill options
- Attended meeting of the Mayor's economic cabinet
- Attended reception for Fred Hansen (leaving TriMet) at The Original
- Attended Greenlight Greater Portland 2010 Regional Economic Summit at Portland Art Museum
- Met with staff regarding planning for fall strategic summit
- Met with PDOT and other city and PDC staff on the Streetcar Pro-forma Funding Study
- Met with Erin Flynn for a discussion on workforce housing
- Attended Sage Hospitality celebration of the Meier & Frank project at Departures
- Met with staff regarding health issues at the Commonwealth Building
- Additional meetings were held with all members of City Council and the PDC Board; Margaret VanVliet (Portland Housing Bureau); Tim McCabe (ODOT phone call); Andrew Colas (Colas Construction); and Doug Loescher, Executive Director National Trust Main Street Center.
- **Attachment A** to this report is the regular monthly update of combined journey and apprentice workforce diversity hours worked for PDC and City of Portland South Waterfront projects. The information presented is fiscal year-to-date.

**Urban Development Dept.**

**Business and Industry Team**

**International Business Awards Banquet**—The City of Portland and the Oregon Consular Corps hosted an International Business Awards and Scholarship Dinner on June 9 at the Portland Art Museum, combining the Oregon Consular Corps' scholarship program and the city's recognition of international business investment and exporting in the Portland region. The event marked the first time the two entities have worked together, and was intended to unite Portland's diverse international community in celebrating the city's ties and trade relationships with other countries. The city's economic development strategy calls out our commitment to recognize international investors for their leadership in community development and job creation, and we were very pleased to team with the Oregon Consular Corps to further that strategy. The Oregon Consular Corps recognized Delta Air Lines, international design firm Ziba, and Wim Wiewel, president of Portland State University, for outstanding service in expanding Oregon's global environment. The City of Portland presented awards honoring foreign direct investment and/or international business through exporting to Ajinomoto Frozen Foods, Daimler Trucks North America, Danner/LaCrosse, and Iberdrola Renewables. The dinner also supported the Oregon Consular Corps scholarship program, which provides opportunities for local students to advance their studies and careers in international affairs.

**Seed Fund RFI Released**—A Request for Information (RFI) was released June 30 seeking statements of interest from teams or individuals to create and manage a self-perpetuating/self-sustaining *Portland Seed Fund* that will stimulate entrepreneurial growth within the City of Portland and the surrounding region. The Portland Seed Fund is a proposed new investment fund with a mission of investing solely in early stage businesses in Portland and the surrounding region. The Fund will make investments of less than \$100,000 in start-ups at the earliest stage of development, and attempt to fill the most critical gap in funding for growing companies, thereby increasing job creation among start-up firms and the pipeline of viable companies for later stage investors. The initial capital for the Fund will come from the Portland Investment Intermediary, a to-be-formed non-profit organization led by a board of directors with extensive start-up management and investment experience. The Intermediary will invest \$500,000 in the Fund on behalf of the City of Portland. In addition to serving as the inaugural investor in the Fund, the Intermediary will select the manager of the Fund and help the manager establish the Fund and its business model.

One of the themes of the city's economic development strategy is the importance of innovation and entrepreneurship in driving job creation and economic growth in the local economy. By improving the conditions for survival in the concept stage, the Fund is expected to grow the pool of viable start-ups that win later stage funding and, ultimately, commercial success.

**It's Official: Portland Center for Design and Innovation (PCDI) launches**—PCDI officially launched and incorporated as a non-profit 501 c 3 on June 1. At the June 1 meeting, the board adopted bylaws and elected officers: President, Sia Vossoughi, Ziba; Secretary, Scott Davidson, shareholder, Lane Powell; Treasurer, Dan O'Leary, shareholder, Geffen Meshner. The PCDI Board also approved a PDC-PCDI grant for \$50,000 that was approved by the PDC loan committee in advance of that meeting. That money will leverage investment from the board members to hire an executive director. The first meeting of the executive director search committee was held on June 22. Roy Notowitz of Notogroup, an activewear industry veteran who has run other executive non-profit searches, and Steve Potestio, a creative talent recruiter who founded 52 Limited, are offering their services and assistance to the search as volunteers.

**Working Capital Loan Builds Start-up Business Capacity**—As we prepare to roll out statistics on PDC’s year-end totals for business assistance, we want to highlight specific business stories, like a recent loan to a spin-off of Cascade Web Development, which has created a new e-commerce platform using live video called Brand Live. The software will allow retailers of complex and high priced products (\$500+) to expand their market reach online. Brand Live connects manufacturers and retailers with individual customers via live video. The feature is typically located on the customer’s website and instead of Brand Live, the customer’s session becomes “your company name/logo here” Live; for example: “Nordica Live.” During the first five months of 2010, Brand Live acquired six new customers and two prospects in their two target markets: sports product companies and high-end retailers. The \$50,000 PDC loan will provide the working capital necessary to spin off and grow Brand Live. They have developed a base version of the product but need resources to hire additional staff for product development, sales, and marketing.

**Urban Development Dept.**

**Neighborhood Team**

**Inaugural Main Street Districts Announced June 18**—Commissioner Andrews and I attended the Mayor’s announcement of the three districts selected to participate in the inaugural year of the Main Street Program. The turnout was impressive with representatives of all five of the districts who applied attending the event, which was held in St. Johns at the Ladybug Café. The three districts selected for this first year are St. Johns, NE Alberta and Hillsdale. Those not selected were 42<sup>nd</sup> Avenue and Multnomah Village. Training of the Main Street volunteers in the three districts begins July 12 when the National Trust staff will work with each of the organizations on board development and on the hiring process for the Main Street Program Manager positions.

**Gateway Redevelopment and Neighborhood Park Project**—On Tuesday, June 22, PDC and our partner Portland Bureau of Parks and Recreation hosted the first public open house for the Gateway Redevelopment and Neighborhood Park Project. This four-acre property at NE 106<sup>th</sup> & Halsey in the Gateway Regional Center URA is slated to become a three-acre park with one acre of supporting commercial/mixed-use development.

The open house was a huge success, with approximately 200 area residents attending and providing input as to what they would like to see in the park and development site. PDC continues to remediate the southern portion of this property using \$700,000 in funds from the U.S. Environmental Protection Agency and the previous property owner. We expect Oregon Department of Environmental Quality to issue a No Further Action determination in late 2010.

**Foster Area Wins Metro Community Planning and Development Grant**—On June 10, the Metro Council awarded PDC and the Foster Lents Integration Partnership \$250,000 to achieve three objectives in the Lents Town Center URA: 1) Develop station area plans for the MAX Green Line Stations (Powell, Holgate, LTC, and Flavel); 2) conduct a feasibility study for the recently designated streetcar corridors (Foster Road and 122<sup>nd</sup> Ave.); and 3) address the long term consequences of flooding along Johnson Creek through a green infrastructure strategy. All three objectives have been on PDC’s “to do list” in the URA. More importantly, each of these objectives will be guided by one strategic public investment plan that the City will use to fund capital improvements.

**Urban Development Dept.**

**Central City Team**

**Rose Quarter Development Process**—The city/PDC staff team has concluded that there is not enough space in the Coliseum to accommodate the entire proposed program from the three concepts; nor is there enough public funding to make all concepts a reality. City and PDC staff are actively reviewing the individual elements of each of three finalist proposals, focusing on those elements that have the broadest public support and are the most financially viable, with the objective being the preparation of a synthesis proposal for public discussion. As previously planned, the Memorial Coliseum's future will be determined in an iterative fashion based on the development strategy for the entire district, and the Rose Quarter Strategic Advisory Committee will be the front line in providing input on the district development strategy as we move into the next phase of the process. Concurrently, the city and PDC have determined that it is necessary to begin the as-planned discussion about the development potential for the entire Rose Quarter. The Coliseum remains the heart and soul of the Rose Quarter, and finding a way to revitalize it is a necessary part of any future Rose Quarter development. This approach will allow the City and PDC to target the appropriate program for the Coliseum in the context of available public funding as well as determine whether some compelling programmatic elements that have been proposed for the Coliseum could be integrated with future development in the surrounding Rose Quarter.

**Central City Team Reaches Out to Brokers**—Central City staff met recently with the top players at two local brokerages – Melvin Mark Companies and CB Richard Ellis - to brief them on PDC programs, understand their knowledge about the market, and ultimately develop a tighter strategic partnership. A cross-section of top executives and representatives from each of the offices' service departments participated in the briefings, including commercial and industrial brokerage, property management, institutional investment and mortgage services. PDC staff focused on three core areas that will facilitate the implementation of Central City goals: improving broker involvement with the solicitation process when PDC is buying or holding land for redevelopment, to get the best possible project on the site; enhancing understanding of the city's economic development strategy and the relevant resources and goals for targeted industries and firms that may be broker clients; and strengthening the role of property managers in the city's green building agenda.

**Union Station Update**—PDC has executed a contract with KLK Consulting to provide construction advisor services on PDC's behalf during the current phase of improvements. The Office of Management and Finance (OMF) has scheduled the pre-construction conference with P&C Construction and ODOT representatives for July 7, and mobilization and construction will begin shortly thereafter. Negotiations of the agreements between OMF and ODOT, as well as ODOT and the Federal Railroad Administration for the High Speed Rail Grant to fund phase IIB are still underway. PDC is contracting with Group AGB Associates to do the monthly monitoring requested by the Board for the duration of the project.

## Urban Development Dept.

### Cross Functional Work

**Mayor Announces Business Portland Re-launch**—PDC and the city of Portland have re-launched the fully functional version of Business Portland ([www.portland4biz.com](http://www.portland4biz.com)), a web site that connects people and resources to help Portland businesses grow and prosper. Business Portland is one of the first truly interactive local business development sites in the country, with features that promote online networking and conversation, including PDX Businesses Connect, a moderated marketplace for business to business opportunities; discussion forums for the business community; and a business directory to promote products and services. The site was introduced in February 2010 in a beta version and encouraged feedback from potential users to inform the further development of the site. Area service providers and business organizations, as well as individual visitors to Business Portland, completed an online survey to rank the value of various topics, resources and features to be included in future iterations of the site. Networking, contracting opportunities, an events calendar, and business advising all ranked high among the respondents and have been incorporated into the new version of the site. Social media technologies, including Facebook, Linked In and Twitter, are integrated into the site, offering multiple avenues for engagement with the business community. City and PDC staff will oversee ongoing content programming. A companion to the Business Portland site is the city's Business Hotline, 503-865-4BIZ (4249), which connects to city and PDC staff to help businesses navigate myriad city resources.

### Housing

**Miracles Club**—PDC closed a \$3.5 million Oregon Convention Center Urban Renewal Area TIF loan to facilitate the development of a new home for the Miracles Club located at 4206 NE MLK Jr. Blvd. The Miracles Club is a Portland-based nonprofit that provides assistance to individuals with substance abuse problems. The mixed-use project will contain 40 units of alcohol- and drug-free housing over commercial space to be occupied by Miracles Club for program delivery. The club was forced to relocate from its previous leased location due to a planned site redevelopment by the property owner. The developer for the project is Guardian Real Estate Services, and the project sponsors are the Miracles Club and Northwest Real Estate Capital Corporation. Total project cost is \$12.5 million and other funding partners included US Bank, US Bank Community Development Corporation, the City of Portland, and Oregon Housing and Community Services. Construction is under way and expected to be completed in spring 2011. A ground breaking has been set for July 7 at 10 a.m.

**Bridge Meadows**—The Bridge Meadows project, located at 4221 N. Willis Blvd. in the Interstate Corridor URA, closed in early June with a groundbreaking held on June 15, 2010. PDC's loan to the \$11.3 million project was \$1.7 million. Sited on the former John Ball Elementary School property, the underlying land is leased to the project by the City of Portland. The purpose of the project is to provide an intergenerational setting in which hard-to-place foster children find a permanent home, either through being adopted during their time in the community, or by being fostered in one location until they age out of the system at 18. This is a downscaled model of the successful Generations of Hope project established on a former military base in Rantoul, Illinois. The project consists of a senior income-restricted component (50 percent and 60 percent MFI), 27 units of one and two bedrooms, and nine single family four-bedroom homes which are unregulated as to income levels. There is abundant common space, including a library, computer room, community kitchen and orchard. Common space was structured to provide mentoring opportunities throughout the project. Only prospective adoptive

families may occupy the single family homes, and seniors occupying the income-restricted apartment portion of the project agree to community service such as mentoring activities or helping in the community kitchen. All residents must go through a background check.

## **Communications and Business Equity**

### **Professional Services Section**

#### **Contract Compliance**

Disparity Study—Data collection for the Disparity study continues. The next Disparity Study Advisory Group meeting, chaired by Commissioner Fish and including the firm working on the Disparity Study, BBC Research & Consulting, will be held July 30, 2010 at City Hall. Information anticipated to be discussed will be:

- Project update
- In-depth anecdotal interviews
- Neutral remedies
- Schedule and next steps

Business and Workforce Equity Policy—The Workforce Diversity Oversight Committee met on June 9 and will be working on workforce diversity issues documented in the Workforce Diversity Strategy Agreement signed on June 16, 2008. The Committee is comprised of union and non-union representatives from workforce training organizations. The next meeting of the Committee will be held in September 2010.

#### Functions Attended by Staff:

- Business Diversity Institute Monthly Meeting
- Minority Evaluator Program training
- Native American Chamber of Commerce Luncheon
- OAME First Friday Professionals
- OAME Coffee and Issues
- OAME Contractor's Committee Meeting
- OAME AEPT Meeting
- OAME Business Afterhours
- Philippine American Chamber of Commerce
- National Association of Minority Contractors convention in Portland

#### **Procurement**

Personal Services—Solicitations were issued for:

- RFP 09-44, Workflow and Organization Training for Legal Staff
- RFP 09-47, Land Use Services for Centennial Mills project
- RFP 09-48, Property Management Services for the Grove Motel

Responses were received and are being evaluated for:

- RFP 09-44, Workflow and Organization Training for Legal Staff

Contracts were executed with:

- Otak, SWF Utility Master Plan and Eco-district study
- McGhee Productivity Solutions, Training for the Legal Staff
- Oregon Best, Green Globes / LEED Study

- Oaktree Digital, Design Exchange Website Development
- HVAC Repair & Preventative Maintenance Services

Amendments were executed for:

- DePaul Industries, Security Services
- OMEP, Technical Assistance
- ZWA, Technical Assistance
- ECONorthwest, Cost-Benefit Analysis
- Peer Technologies, IT Monitoring
- 2.ink Studio, MLK Gateway landscape architecture
- Barran Liebman, Legal Services
- Gerding/Edlen, Oregon Sustainability Center Feasibility
- The Skanner Foundation, Technical Assistance

#### Flexible Services:

RFQ Responses were evaluated for:

- RFQ 09-32 Architecture Storefront (closed 5/26/10). Evaluation Committee to make award recommendations in July '10.
- RFQ 09-33 Economic Development/Market Analysis/Research Services (closed 5/6/10). Evaluation Committee recommended award of six Flexible Services contracts.

Contracts were executed with:

- Four Real Estate Appraisal Services Contracts:
  1. Cushman & Wakefield
  2. First Service PGP Valuation
  3. Integra Realty Resources
  4. Romanaggi Valuation Services
- Amendments were executed for: 209123 EcoNorthwest Amendment #1 (Project Management Services)
- 207058 EcoNorthwest Amendment #1 (Real Estate Acquisition/Advisory/Consultation Services)
- 207100 Amendment #4: AMEC Earth & Environmental, Inc. (Environmental Services)

#### Construction Services:

Solicitations are pending for:

- Sizzler Building Demolition
- Bauske Underground Storage Tank Removal
- Bauske Building Demolition
- Block 8 (Former OMC) Building Demolition
- Boys & Girls Club Concessions Building and Field Demolition

Contracts awarded:

- Sizzler Building Abatement (PMG, Inc.)
- Bauske Building Abatement (IRS Environmental)
- Old Fire Station Roof Repair (ABC Roofing, Inc.)
- Block 8 (Former OMC) Building Abatement (PMG, Inc.)



Contracts closed/NTP:

- Sizzler Building Abatement (PMG, Inc.)
- Old Fire Station Roof Repair (ABC Roofing, Inc.)

### **Prevailing Wage**

The Prevailing Wage Team is currently monitoring seven BOLI projects, seven Davis-Bacon projects and five PDC Construction Wage projects. Following is a list of pending projects that have triggered prevailing wage: Block 8 (Former OMC) Abatement; and Block 8 (Former OMC) Demolition.

### **Lawson Financial System**

The Distributed Purchase Order project will soon be moving forward. A target implementation date is scheduled for August 1, 2010. This will allow user entry and use of the Lawson Work Flow process for review by Budgets and Accounting prior to the Purchase Order being signed. The Purchase Orders will be printed from the Lawson financial system, eliminating hand-written POs. Reports will be established for review by the Centralized Purchasing function.

### **Public Participation**

**URAC Support**—Public participation staff scheduled and provided notification of meetings, prepared agendas and materials and facilitated the following URAC meetings: Central Eastside, Gateway Regional Center, Interstate Corridor, River District, North Macadam, and Oregon Convention Center

Prepared commission documents to appoint new members to the: Lents Town Center (3); Central Eastside (1); North Macadam (1); Gateway (1).

### **Additional URAC Support**

- Staff prepared an email notice for the URAC and interested parties regarding the acceleration of funds for the mental health crisis center at Hooper Detox and followed up by working with staff from finance and UDD to prepare a memo clarifying questions about this action that arose at the URAC meeting.
- Staff met with the URAC Nominating Committee to discuss their work in soliciting nominations for the URAC officers' positions.
- Staff prepared for and co-facilitated the second North Macadam Interim Housing Committee meeting and participated in the North Macadam Inter-bureau Workgroup meeting.
- Organized the first CAC meeting for the Gateway Regional Center Park Design and Development project including creating the roster, recruiting members, creating the charter and orientation materials. Organized the first open house event to gather public input on the park design. More than 150 people attended the event. Updated the project web page and created a Facebook page of photos from the event.
- Organized the first CAC meeting for the Gateway Regional Center Business Development Strategy including creating the roster, recruiting members, creating the charter and orientation materials.

### **Public Participation**

- Joleen Jensen-Classen serves on the city-wide Public Involvement Advisory Council created to advise City Council on improving Portland's public involvement processes and strategies. She has been part of a sub-committee which has developed public involvement principles accompanied by performance indicators that will be submitted to City Council for approval and implementation through the resolution process.
- Staff provided technical assistance to the Bureau of Planning and Sustainability regarding the process for creating an advisory committee for the Central Portland Plan.
- Staff provided meeting materials for the Green Features Grants workshop. Notified stakeholders and interested parties resulting in coverage in several church and organization newsletters.

### **Diversity Efforts**

- On June 26, Juan Carlos Ocaña-Chíu conducted a presentation on city government and PDC's work for 18 participants in the Latino Network's Diversity and Civic Leadership Academy. This was a good opportunity to inform a group of emerging Latino leaders about our organization's work and how they can get involved in our public participation activities.
- Provided assistance to John Jackley in the preparation of his remarks in Spanish honoring Commissioner Ferrán on June 23 and translated into Spanish Commissioner Ferrán's monthly article for El Hispanic News.

## **Public Affairs Section**

### **Web Stats**

**June 1** □ **July 1, 2010**

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

Currently editing/reviewing content to populate the new web site.

**New site:** [PortlandSeedFund.com](http://PortlandSeedFund.com)

#### **Web updates:**

pdc.us: 84 updates/additions/new pages  
IRA intranet: 59 updates/additions/new pages  
E-mail blasts: 18

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

Unique visitors: 18,329  
Total visits: 24,581  
New visitors: 60%  
Average number of pages viewed: 3  
Most popular pages: Jobs, Main page, RFPs, Doing business with PDC, Contact

#### **Twitter:**

Followers: 1,444 (36 new followers)  
Tweets: 18 updates sent to followers this month

**Facebook:**

- PDC's page:  
Fans: 361 (30 new fans)  
Events: 6 upcoming events listed  
Videos/links: 12 links posted
- N/NE Economic Development Initiative's page:  
Fans: 312 (3 new fans)

**Video**

Four videos were completed for the Mayor's International Business Awards Banquet in June. Ajinomoto Foods, Daimler North America, Danner/LaCrosse and Iberdrola Renewables won awards for leading international trade and investment in Portland. The awards were given to businesses that have an international focus but remain a long-term, living wage, local employer. PDC had direct involvement in the development of each of these companies. The videos are being featured on PDC's YouTube channel and the Mayor's economic development website.

Preplanning was completed for the tenth episode of "PDC Spotlight", a monthly half hour television program that airs on Portland Community Media. This month's show features parks and jobs in the Lents urban renewal area. John Jackley will interview staff member Kevin Cronin about PDC's philosophy on placemaking and job creation in Lents. Jackley will also interview Marc Haas, owner and operator of Bridgetown Bakery, a locally-owned natural food manufacturing business that employs 110 people and occupies 60,000 sq ft in Lents. This series is produced with the help of the North/Northeast Media Training center, a division of the Skanner Group.

An internal video was produced for the city of Portland on the Minority Evaluator Program. The city and PDC co-presented a workshop for people of color who are interested in participating in the selection of contractors and vendors for city jobs. The program offers evaluators extra insight into how city contracts are selected and how to best meet the requirements if they should apply for work with the city. This hour-long training session was filmed and is now being promoted throughout communities of color. The video is available on the city's website.

**Event Coordination:**

- June 18 – Main St Program press conference
- June 22 – Gateway neighborhood park and redevelopment project open house
- June 24 – Coordinated PDC night at Beaver Baseball

**Other Public Affairs Work in April**

- Interview with *Business Expansion Journal*: Why Portland
- Interview and additional resources to *Portland Monthly* for article on Portland as an industrial design city
- Scripts, interviews, production assistance for International Business Award recipient videos
- Pitched, edited/revised guest column on wind energy team for *Sustainable Business Oregon*
- Wrote news release on International Business Awards for mayor's office distribution
- Review/revision of talking points for 6/18 Main Street announcement
- Review of talking points for Google fiber announcement

- Assist with news release on EB-5 REI release
- Talking points and news release for re-launch of Business Portland website
- Reviewed and revised CED Roundtable invitation
- Media advisory and news release on Main Street participant announcement
- News release on Bertha Ferran's final PDC meeting and board resolution
- Response to Polish reporter inquiry regarding Oregon Sustainability Center
- Wrote new content for June Small Business Quarterly Report
- Assumed responsibility on an interim basis for UDD's Business & Industry Hot Sheet report
- Summary of talking points and edits to slide narrative for OSC presentation to City Council
- Talking points on Miracles Club groundbreaking for Commissioner Mohlis
- 4 issues of PDC People – employee newsletter
- Completed first PDC podcast featuring Fred Atiemo
- Coordinated 4 noon hour brown bags for staff
- Coordinated all-agency farewell party for layoffs and retirees at Someday Lounge
- Continuing to meet with communications staff from other bureaus to identify ways to sustain the Better Together campaign.
- Responded to 16 media inquiries
- Contractor and staff continue working on redo of PDC.us.
- Working with PDC staff and Mayor's office on Rose Quarter and Memorial Coliseum redevelopment efforts
- Working with Public Participation and UDD on potential new central city URA

**ATTACHMENTS:**

- A. South Waterfront Workforce Diversity Report

## South Waterfront Workforce Diversity Report

### South Waterfront Project Apprenticeship Agreement

#### Attachment A-Table 1:

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

Apprentice participation was down this month for The Mirabella and up this month for the Matisse project. Female apprentice hours for this month were **19.61%** of the total apprentice hours. Also, **27.21%** of apprentice hours have been worked by people of color.

Overall, participation by people of color continues to well exceed the established goal of 18%. Participation by women however, continues to struggle to meet the 12% goal, and participation is down this month.

This report includes workforce hours for May 2010, and the 2009/2010 fiscal year to date. The summary table below represents the total workforce diversity (apprentice and journey level workers) for the three projects referenced above:

Goal	Women	People of Color	Apprentice	Difference
12%	5.09%			[-6.91%]
18%		20.65%		+2.65%
20%			26.90%	+6.90%

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

#### M/W/ESB

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

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

Attachment A  
Table 1  
1

THE MATISSE (BLOCK 46)	South Waterfront Workforce Diversity Report of Total Hours Worked FY 09-10												WDS Goal									
	FY 08-09			Jan-10			Feb-10			Mar-10				Apr-10			May-10			FY 09-10		
	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL		A	J	TOTAL	A	J	TOTAL	A	J	TOTAL
Asian	707	0	707	337	453	790	365	330	695	366	329	695	241	255	496	160	178	338	2,347	1,969	4,336	
African American	745	1,291	2,036	843	188	1,031	1,038	191	1,229	1,066	364	1,430	780	547	1,327	312	311	623	10,173	3,080	13,253	
Caucasian	31,080	49,105	80,185	4,388	15,167	19,555	3,833	13,744	17,577	3,866	14,303	18,169	4,167	15,059	19,226	3,142	9,500	12,642	40,772	138,462	179,254	
Hispanic	2,571	6,695	9,266	1,035	5,110	6,145	1,051	4,487	5,538	1,098	5,447	6,545	934	4,916	5,850	600	2,243	2,843	7,500	54,695	62,195	
Native American	68	1,524	1,592	143	251	394	148	142	290	271	230	501	149	201	350	0	45	45	1,185	1,787	2,972	
Other	0	56	56	0	0	0	2,300	0	2,300	4,068	1,111	1,839	0	0	0	0	0	0	0	0	0	
Minority	4,091	9,566	13,657	2,357	6,002	8,359	2,601	5,149	7,750	2,789	6,370	9,169	2,103	5,918	8,021	1,072	2,716	3,848	21,204	61,550	82,754	
Female	23,833	16,300	18,011	34,946	28,355	29,944	40,425	27,255	30,600	41,966	30,811	33,544	33,544	28,211	29,444	25,444	22,611	23,333	34,211	30,777	31,588	
Total Hours	14,611	2,789	5,465	17,885	2,566	6,266	18,600	3,199	7,111	14,911	2,688	5,666	12,266	2,822	4,999	12,671	3,488	5,833	16,877	2,444	5,866	
	17,171	58,671	75,842	6,746	21,169	27,915	6,435	18,894	25,329	6,667	20,673	27,340	6,271	20,978	27,249	4,214	12,277	16,491	61,977	200,033	262,010	
	22.64%			24.17%	75.83%	10.65%	25.41%	74.59%	9.67%	24.39%	75.61%	10.43%	23.01%	76.99%	10.40%	25.55%	74.45%	6.29%	23.65%	76.35%	100.00%	
	FY 08-09			Jan-10			Feb-10			Mar-10			Apr-10			May-10			FY 09-10			
THE MIRABELLA (BLOCK 31)	WDS Goal			WDS Goal			WDS Goal			WDS Goal			WDS Goal			WDS Goal			WDS Goal			
Asian	1,606	2,283	3,889	30	881	911	14	573	587	4	469	473	187	277	464	199	317	516	2,103	4,514	6,617	
African American	4,169	1,639	2,169	0.27%	2,376	1,899	0.14%	1,976	1,511	0.04%	1,566	1,177	0.91%	0.92%	1,166	2,544	2,544	1,539	1,888	1,311	1,459	
Caucasian	7,009	5,049	7,750	7.04%	3,343	3,439	7.62%	2,545	3,833	8.78%	1,655	3,499	9.18%	1.81%	3.611	7.211	1.539	2,859	8,057	9,132	17,189	
Hispanic	27,642	110,826	138,468	7,430	28,651	36,081	6,566	21,755	28,321	7,124	22,793	29,917	7,029	23,321	30,350	5,650	19,358	25,008	77,058	265,814	342,872	
Native American	71,611	78,233	76,811	66,468	77,211	74,739	66,611	74,844	72,766	68,166	75,909	73,909	71,839	77,244	75,924	72,111	74,622	74,044	68,833	76,977	74,988	
Other	6,263	18,504	24,767	2,402	5,181	7,583	2,023	4,786	6,809	1,991	5,170	7,161	1,309	4,999	6,308	1,133	4,913	6,046	20,047	52,629	72,676	
Minority	10,958	30,839	41,797	3,746	8,455	12,201	3,290	7,312	10,602	3,327	7,239	10,566	2,756	6,870	9,626	2,184	6,584	8,768	34,888	79,522	114,410	
Female	28,399	21,777	23,199	33,526	22,799	25,276	33,389	25,166	27,244	31,833	24,109	26,109	28,166	22,766	24,088	27,877	25,388	25,966	31,177	23,033	25,029	
Total Hours	38,600	141,664	180,264	23,115	76,855	10,566	25,322	74,688	8,511	25,822	74,188	8,855	24,488	75,522	8,744	23,209	76,809	7,399	111,946	345,337	457,283	
	21.41%			18.81%	54.33%	7.68%	19.39%	41.44%	4.72%	15.51%	41.44%	4.72%	15.51%	41.44%	4.72%	15.51%	41.44%	4.72%	15.51%	41.44%	4.72%	

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

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

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South Waterfront Contract Utilization Report - Project Status										
Project Name	Prime Contractor	Contract Amount	Group Designation			Total Project	% of Total	Amended Subcontract Values	% of Amended Total	Payments to Date
			Ethnicity	Certification	Gender					
The Mirabella (block 31)	Hoffman Construction	\$128,407,959	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	
<b>Minority Business Enterprise</b>	\$0	0.00%	\$205,982	0.28%	\$205,982	0.16%	\$530,345	0.40%	\$308,129	
<b>Woman Business Enterprise</b>	\$0	0.00%	\$792,866	0.84%	\$792,866	0.48%	\$820,263	0.61%	\$399,225	
<b>Emerging Small Business</b>	\$0	0.00%	\$5,389,167	7.26%	\$5,389,167	4.15%	\$5,389,167	4.02%	\$0	
<b>Non-certified firms</b>	\$73,903,401	100.00%	\$48,116,543	91.62%	\$122,019,944	95.21%	\$127,221,071	94.97%	\$96,866,528	
<b>Total</b>	\$73,903,401	100.00%	\$54,504,558	100.00%	\$128,407,959	100.00%	\$133,960,846	100.00%	\$97,573,882.00	

South Waterfront Contract Utilization Report - Project Status										
Project Name	Prime Contractor	Contract Amount	Group Designation			Total Project	% of Total	Amended Subcontract Values	% of Amended Total	Payments to Date
			Ethnicity	Certification	Gender					
South Waterfront Park	Nutter Corporation	\$2,166,610	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	
<b>Minority Business Enterprise</b>	\$0	0.00%	\$0	0.00%	\$0	0.00%	\$13,869	0.85%	\$13,869	
<b>Woman Business Enterprise</b>	\$0	0.00%	\$232,320	17.41%	\$232,320	10.72%	\$238,035	14.66%	\$31,667	
<b>Emerging Small Business</b>	\$0	0.00%	\$45,226	3.39%	\$45,226	2.09%	\$49,454	3.05%	\$49,170	
<b>Non-certified firms</b>	\$832,190	100.00%	\$1,056,874	79.20%	\$1,889,064	87.19%	\$1,321,827	81.43%	\$1,122,184	
<b>Total</b>	\$832,190	100.00%	\$1,334,420	100.00%	\$2,166,610	100.00%	\$1,623,185	100.00%	\$1,216,891	

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

