

Prosper Portland Social Equity Policy

November 1, 2017

Prosper Portland's mission is to create one of the world's most globally competitive, healthy and equitable cities by investing in job creation, innovation and economic opportunity throughout Portland.

1.0 OBJECTIVES OF THE PROSPER PORTLAND SOCIAL EQUITY POLICY

- A. The objective of the Prosper Portland Social Equity Policy (this "Social Equity Policy" or "this policy") is to create an Anti-Racist Multicultural Organization by ensuring that Prosper Portland's strategic goals, outcomes, programs, and initiatives advance racial and economic equity by increasing economic opportunity and income for all Portland residents including historically disadvantaged Portlanders (i.e., Communities of Color and people in Priority Neighborhoods, as defined below);
- B. Making use of all of Prosper Portland's revitalization and economic development activities to create equitable access to living wage jobs and wealth creation opportunities for Portlanders; and
- C. Demonstrating Prosper Portland's commitment to and leadership in social equity through internal business practices, robust community partnerships, and accountability measures.

2.0 ORGANIZATIONAL SCOPE

The Social Equity Policy is a Prosper Portland-wide policy.

3.0 DEFINITIONS

Definitions for the capitalized terms in this policy include:

- A. **Anti-Racist Multicultural Organization:** An organization that 1) has restructured all aspects of institutional life to ensure full participation of People of Color, including their worldview, culture and lifestyles; 2) implements structures, policies and practices with inclusive decision-making and other forms of power-sharing on all levels of the institution's life and work; and 3) commits to struggle to dismantle racism in the wider community, and builds clear lines of accountability to racially oppressed communities.
- B. **Social Equity:** Social Equity is when everyone has access to opportunities necessary to satisfy essential needs, advance their well-being, and achieve their full potential.
- C. **Priority Neighborhoods:** Geographic areas that are either: (1) experiencing lagging commercial investment and increased or persistent poverty; or (2) experiencing gentrification pressures.
- D. **Communities of Color:** People who self-identify as Black Americans, Hispanic Americans, Native Americans, Asian-Pacific Americans, Subcontinent Asian-Pacific Americans, and/or first-generation immigrant populations for the purpose of minority business ownership.

Capitalized terms used in this policy without definition have the meaning ascribed to those terms in the Administrative Procedures for this policy.

4.0 POLICY CONTENT AND GUIDELINES

The objectives of this policy are pursued in three primary ways:

- A. Manage all projects, programs, initiatives and investments in a manner which explicitly considers beneficiaries, addresses disparities, and supports equitable outcomes. In particular, ensure that significant Prosper Portland investments provide opportunities for living wage construction jobs, career advancement, and business opportunities for historically disadvantaged populations.
- B. Ensure that Prosper Portland's internal business practices embody antiracist strategies in order to increase diversity and racial equity within Prosper Portland and support partnership, transparency, and accountability with community stakeholders.
- C. Ensure that Prosper Portland community engagement practices are culturally responsive and equitable while increasing the level of transparency and accountability with communities and populations that historically have not benefited from Prosper Portland efforts.

These objectives are further described in sections 4.1 through 4.3 of this policy and the Administrative Procedures.

4.1 PROJECTS, PROGRAMS, INITIATIVES, AND INVESTMENTS

Prosper Portland activities that impact the community (e.g., real estate projects, community and economic development programs, lending and grant policies, budgetary/investment prioritization, and the processes that govern such decisions and investments) will be evaluated from an equity perspective to (1) answer "who benefits?," (2) ensure that existing disparities are explicitly addressed, (3) identify risks, (4) mitigate negative consequences, and (5) identify outcomes, accomplishments, and progress to date.

- A. **Community Benefits:** Projects receiving significant investments through Prosper Portland will be evaluated at the beginning of a project for community benefits in addition to those related to the project's predevelopment and construction work. Projects with opportunities for additional community benefits shall be encouraged or required, depending on the specific project, to enter into a community benefits agreement to provide benefits such as access for local residents to long-term employment opportunities, supply-chain opportunities for local businesses, and publicly accessible amenities.
 - a. **Business and Workforce Equity Programs:** When making sizable investments, Prosper Portland aims to design and structure those investments such that they (1) ensure fair and equitable opportunities for Portland's diverse populations, (2) promote prosperity in all segments of Portland's diverse communities, (3) foster economic growth, and (4) expand competition in the market through explicit agreements with developers and contractors benefiting from the public investment.
 - i. **Business Equity Program.** Prosper Portland will ensure at the beginning of a project that its work provides professional, supplier, and construction contracting opportunities to small businesses that have been historically underutilized, including minority-owned ("MBE"), women-owned ("WBE"), and emerging small businesses ("ESB") that are certified by the Oregon Office of

Minority, Women, and Emerging Small Business, as well as Disadvantaged Business Enterprises (“DBE”) certified by the U.S. Department of Transportation (collectively, “Certified Firms”), and encourage the participation of businesses owned by veterans on Direct Contracting, Land Transactions, and work utilizing Prosper Portland resources, including Interagency and Intergovernmental Agreements.

- ii. **Workforce Equity Program.** Prosper Portland will seek to maximize apprenticeship opportunities in the construction trades, promote employment opportunities for Communities of Color and Women, and encourage the employment of people with disabilities and veterans on Direct Contracting, Land Transactions, and work utilizing Prosper Portland resources.

B. **Core Work:** A “Racial Equity Lens” shall be used at the beginning of all Prosper Portland projects, programs, initiatives and investments to determine how Prosper Portland can address disparities, advance strategic equity objectives, and decrease unintended consequences

- a. **Direct spending:** In addition to providing opportunity through its contracting-based social equity programs and personal services contracts, Prosper Portland will direct its purchasing activities to other providers (e.g., janitors, printers, caterers, landscapers, maintenance workers) to meet social equity goals.
- b. **Loans and Grants:** Prosper Portland’s investments (including loans, grants, intergovernmental agreements, disposition and development agreements, personal services agreements, flex services agreements, and all direct purchasing) will meet social equity goals as defined in the Administrative Procedures.

4.2 INTERNAL EQUITY

Prosper Portland’s internal business practices will strengthen the diversity and cultural competence of its staff and provide economic opportunity to businesses of color through the creation of antiracist and inclusive decision-making structures.

- A. **Human Resources Equity Plan:** The Human Resources department, in collaboration with the Equity Council, will develop, adopt, and implement a specific and strategic plan to retain, promote, and incentivize a staff authentically reflective of the local community.
- B. **Equity Council:** Prosper Portland’s Equity Council (Council) is hereby chartered by the Board to hold Prosper Portland accountable for achieving the goals and objectives outlined in Sections 4.1 and 4.2 above. To achieve these goals, the Council will (1) model antiracist decision-making structures and behavior, (2) make recommendations to dismantle institutional racism and improve Prosper Portland’s cultural competency, (3) and initiate courageous conversations that increase employee awareness of race, privilege, and inequity. The full scope, structure, and activities of the Council are detailed in the attached Charter. The Council will submit its Action Plan to the Board annually, and will report at least annually to the Board on the agency’s progress in achieving the objectives of this policy.

4.3 COMMUNITY ENGAGEMENT AND ACCOUNTABILITY

Prosper Portland shall engage the community in ways that allow for meaningful public involvement of those impacted by projects, programs, and processes. This can be accomplished by expanding antiracist organizing and capacity building tools.

- A. **Council for Economic and Racial Equity (CERE) and other advisory bodies:** CERE is entrusted to oversee the implementation and assess the progress of the Social Equity Policy, ensuring that economic and racial equity are the primary lenses used in Prosper Portland’s policies, programs, projects, and strategies to advance equitable outcomes. Staff will also engage other advisory bodies to provide guidance to Prosper Portland on meeting social equity objectives through the agency’s projects, programs, budget, and initiatives.
- B. **Public Outreach Guidelines:** Prosper Portland’s community engagement activities will achieve meaningful public involvement for historically disadvantaged populations, and provide economic opportunity to businesses of color through the creation of antiracist and inclusive decision-making structures.
- C. **Compliance and Reporting:** Prosper Portland will analyze and monitor Prosper Portland programs, projects, and initiatives as well as financial and non-financial investments to assess who is accessing resources and where Prosper Portland dollars are going, measure progress against stated social and geographic equity goals, and take corrective action if necessary. This information shall be reported and made accessible to the community on a regular basis.

5.0 IMPLEMENTATION

The Executive Director is hereby authorized to create and periodically update administrative policies or procedures to guide implementation of this policy (the “Administrative Procedures”).