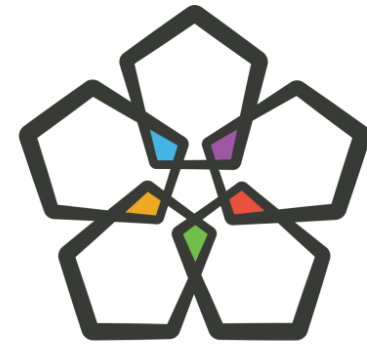


# Economic Recovery Task Force

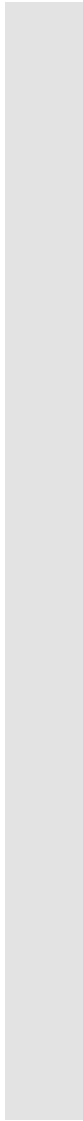

Briefing: April 17, 2020



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# Agenda

1. **Welcome & Context**
2. **Meeting Objectives & Protocols**
3. **Context & Near-Term Priorities**
4. **Racial Equity & Vulnerability Lens**
5. **City of Portland Legislative Agenda & Key Updates**
6. **Portland Small Business Relief Fund**
7. **Work Group Report Outs**
8. **Process for “Reopening”: State, Regional, Local**
9. **Next Steps**



# Economic Relief, Stabilization & Recovery

Kimberly Branam, Prosper Portland



## Economic Shutdown

- Relief & Stabilization



## Economic Reopening

- Adaptation & Stimulus



## Economic Recovery

- Competitiveness & Inclusion

# Economic Relief & Stabilization Framework

1

Increase Communication & Connections to Support

2

Mitigate Economic Hardship on Impacted Individuals


3

Help Local Businesses Stay Solvent & Retain Employees

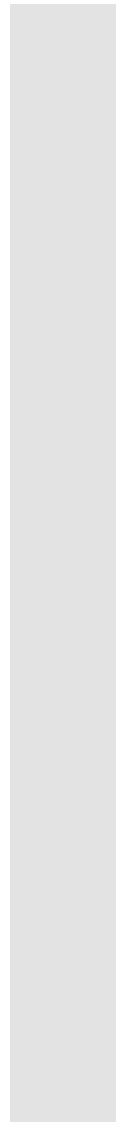
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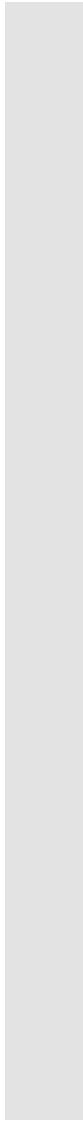

Evaluate City Business Practices & Redirect Available Resources

Prioritize support to the most **vulnerable**, applying a racial equity lens.  
**Act quickly.** Leverage existing networks and assets.  
Made a difference where possible. **Partner** & advocate elsewhere.



## Key Priorities: April 2020

- 
1. Connections to CARES & Communication Campaigns
  2. Refine and implement equity lens and workgroup recommendations
  3. Pursue additional resources for small business relief fund
  4. Establish strategy to deploy federal resources and refine legislative agenda
  5. Develop roadmap and plan for reopening



# Racial Equity & Vulnerability Lens

Mayra Arreola, Prosper Portland

Dr. Markisha Smith, Office of Equity & Human Rights

# Leading with Racial Equity Work Group Members

- Anthony Deloney, Self Enhancement Inc
- Benjamin Duncan, Multnomah County Office of Diversity & Equity
- Carmen Castro, Hispanic Metropolitan Chamber of Commerce
- E.D. Mondaine, National Association for the Advancement of Colored People
- James Parker, Oregon Native American Chamber
- Jan Mason, Philippine American Chamber of Commerce
- Juan Barraza, Portland State Center for Entrepreneurship
- Kenechi Onyeagusi, Professional Business Development Group
- Matthew Serres, Disability Rights Oregon
- Rana Uzzaman, Portland YouthBuilders & Prosper Portland Council for Economic & Racial Equity
- Robin Wang, Vibrant Future / Formerly Ascent Funding
- Victoria Lara, Lara Media Services
- Yuri Sernande, Asian Pacific American Chamber of Commerce

## City Staff:

- Andrea Pastor, BPS – Bureau of Planning and Sustainability
- Claire Adamsick, Office of Commissioner Fritz
- **Dr. Markisha Smith**, OEHR – Office of Equity and Human Rights
- Derek Bradley, Office of Commissioner Hardesty
- Hannah Holloway, Office of Commissioner Chloe Eudaly
- Khanh Tran, Mayor's Office
- **Mayra Arreola**, Prosper Portland



# Leading with a Racial Equity Lens

Economic Impact and Intervention Task Force


Equity and Vulnerability Lens

Addressing  
the digital  
divide

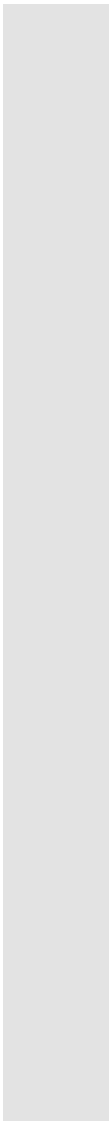
Reducing  
Commercial  
Evictions


Evaluating  
City  
Practices

Support for  
Displaced  
Workers



# Equity and Vulnerability Lens

- 1. Set Equitable Outcomes.** Leadership communicates equitable outcomes to guide the analysis.
  - 2. Collect and Analyze Data.** Research and collect data on racial, disability, national origin, and gender disparities and identify those most impacted.
  - 3. Understand Historical Context.** Research the history of racial, disability, national origin, and gender injustice relevant to this proposal to better understand the root causes of disparities and which communities were most impacted.
  - 4. Engage Those Most Impacted.** Commit to more meaningful strategies for engagement, identify which communities, such as communities of color, the disability community, immigrant communities, women, and others may be impacted by the proposal, engage impacted communities in decision making and develop community ownership of the proposal.
- 



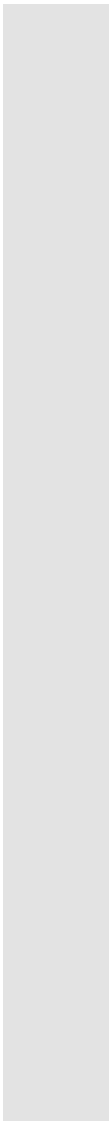
## Equity and Vulnerability Lens

### **5. Develop Racial, Disability, National Origin, and Gender Equity Strategies & Refine Outcomes.**

Identify potential impacts, who benefits and who is burdened, commit to strategies that advance racial, disability, national origin, and gender equity and mitigate harm, and refine the proposal's outcomes.

**6. Implement Changes.** Plan for implementation and identify what resources are needed to eliminate/decrease disparities and make necessary changes to the proposal.

**7. Evaluate / Accountability / Report Back.** Develop a system of evaluation including ongoing community partnerships and opportunities to make further changes.

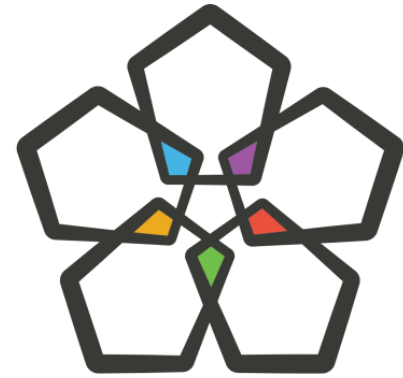


# Equity and Vulnerability Lens: High Level Questions

1. What communities will be most impacted by our recommendations?
2. What are the historical relationships with impacted communities? How do we work to rebuild broken trust?
3. In what ways have we authentically engaged and informed impacted communities?
4. What internal and external factors (policies, practices, procedures, organizational structures) are perpetuating existing inequities or creating new ones?
5. How will impacts be evaluated?
6. Does the recommendation being made ignore or worsen existing disparities or produce other unintended consequences?

# Discussion & Questions

Please use the chat function or “raise your hand”  
for questions & comments.



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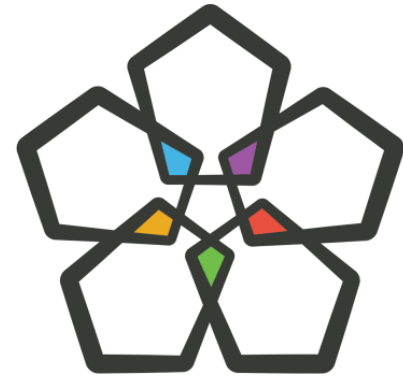


# City of Portland Legislative Agenda

Elizabeth Edwards, Director  
Office of Government Relations

# Discussion & Questions

Please use the chat function or “raise your hand” for questions & comments.



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# Small Business Relief Fund

Tory Campbell, Prosper Portland

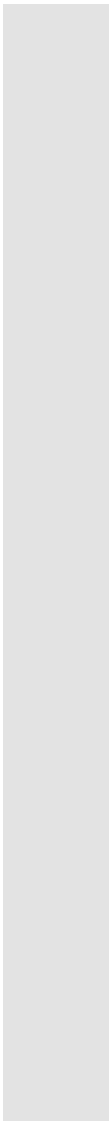






# Portland Small Business Relief Fund

**Purpose:** Provide small grants and no interest loans to COVID-19 impacted small businesses to provide interim relief and enable them to retain their business and employees.



# Application Criteria

## Grant Program

### Requirements

- ≤ \$2 million or less in annual gross revenue

## Loan Program

### Requirements

- ≤ \$5 million or less in annual gross revenue

### Shared Requirements

- Business is public-facing and directly impacted by new public health requirements related to COVID-19 pandemic **OR**
- Business has experienced 25% or more decline in revenue since Feb 1, 2020
- Less than 50 employees
- Business is primary source of income for business owner(s)
- Operating in City of Portland as a business since July 1, 2019

# Loan Program: Equity & Impact Priorities

## Equity & Inclusion

- At least 50% of the business is owned by a person of color
- More than 24% of the business's employees are people of color
- At least 50% of the business is owned by a woman
- Business provides other community access opportunities

## Quality Jobs

- 50% or more of employees are paid a salary of \$45,780 or higher

## Underserved Communities

- Located in or serving East Portland, North/Northeast Portland, Old Town/Chinatown

Small Business  
Relief Fund  
Loan  
Summary

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**3000** Applications received

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**29** Loans recommended

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**60%** People of color

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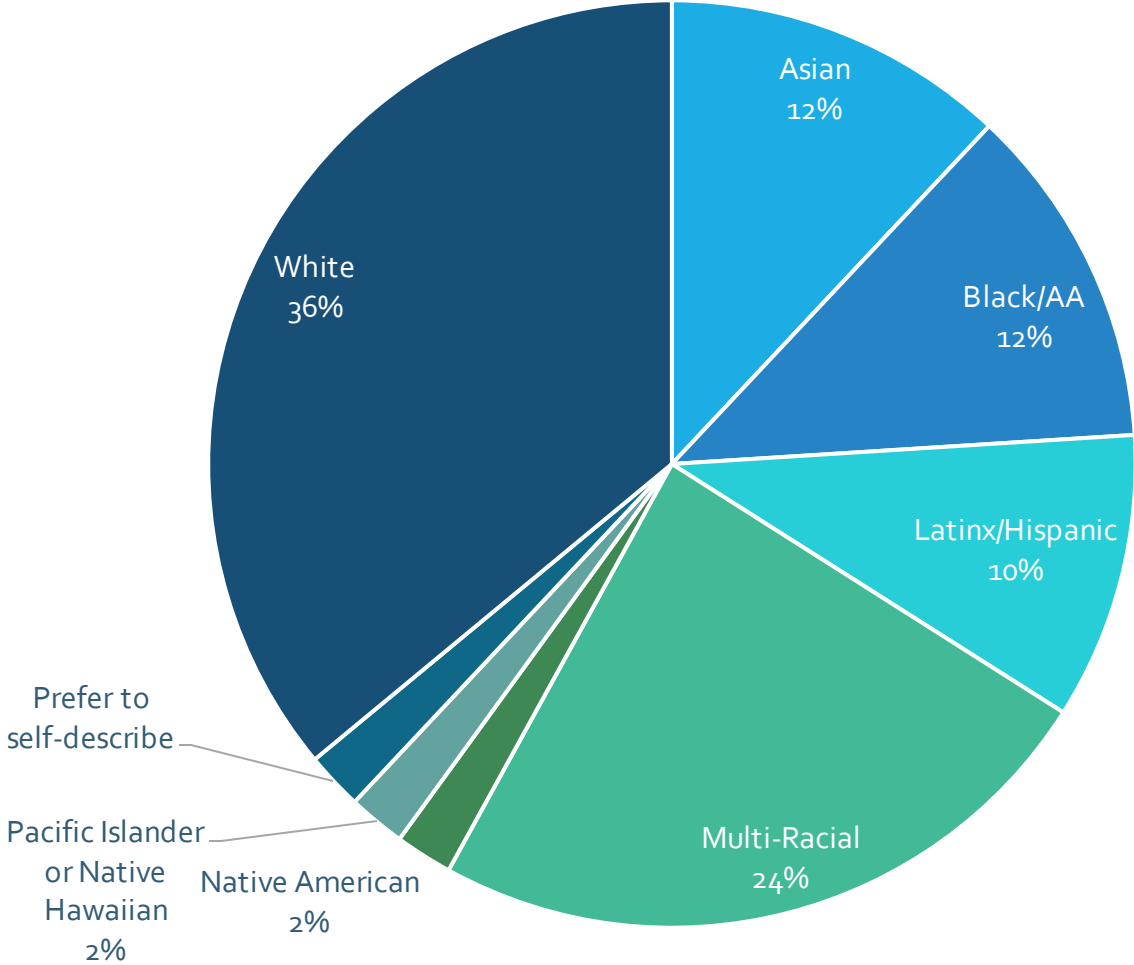
**70%** Women

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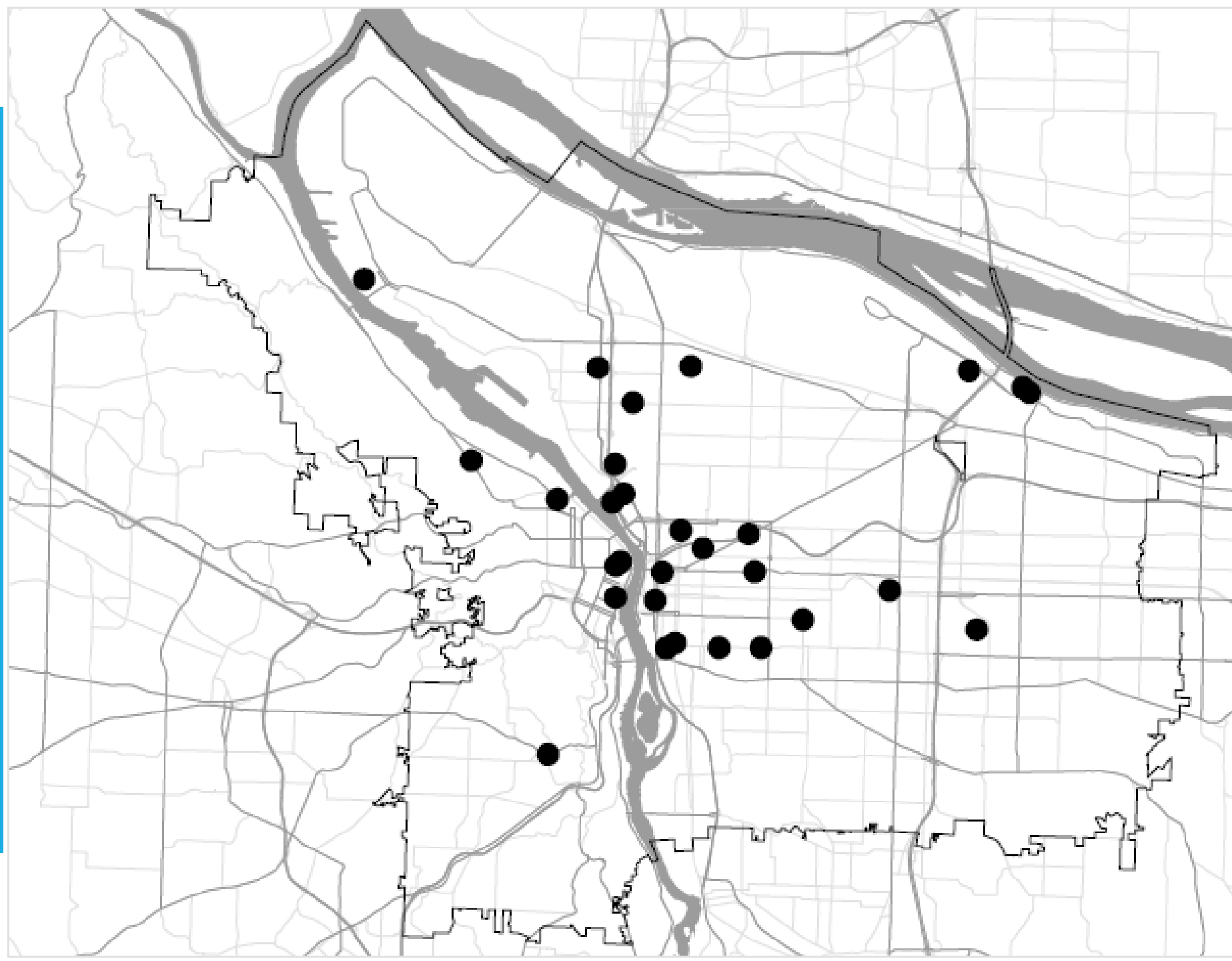
**100%** 6 or more employees

---

# Small Business Relief Fund Loan: Awardee Demographics



Small Business  
Relief Fund  
Loan Awardee  
– Geographic  
Distribution





## Partner Engagement:

Oregon Community Foundation, Inclusive Business Resource Network,, lending partners, Fund investors, Council for Economic and Racial Equity, local small businesses

Activate partnership network to notify businesses about fund opportunity



## Grant Program:

Application Period: March 30<sup>th</sup> – April 1

Round 1 Grant Award Notifications: April 7

Round 1 Grant Disbursements: April 10+

Round 2 Grant Notifications: April 17

**Round 2 Grant Disbursements: April 24+**



## Loan roll-out:

Application Period: April 9<sup>th</sup>-12<sup>th</sup>

Application Review–April 13<sup>th</sup>-14<sup>th</sup>

Notification to Applicants:– April 15<sup>th</sup>

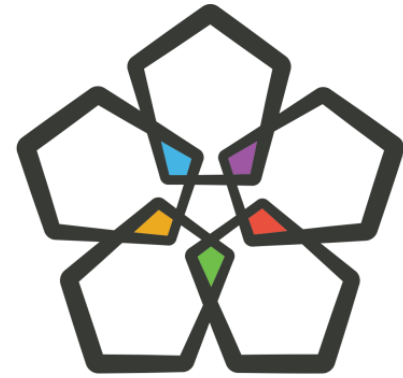
Underwriting Starts – April 16<sup>th</sup>

**Round 1 Disbursements – April 22<sup>nd</sup>**

# Process & Timeline

# Discussion & Questions

Please use the chat function or “raise your hand” for questions & comments.



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# Work Group Reports

# Work Group Updates

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**Addressing the Digital Divide**

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**Reducing Commercial Evictions**

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**Evaluating City Practices – Permitting & Construction**

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**Evaluating City Practices – Supporting Local Businesses**

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**Evaluating City Practices - Supporting Non-profits & the Arts**

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**Supporting Portlanders Ineligible for Unemployment Insurance**

# Addressing the Digital Divide Work Group Members

- **Alan Hipólito**, Verde/suma
- Adelle Pomoroy, Free Geek
- Brian McGuirk, Multnomah County Library
- Don Wolff, Portland Public Schools
- Alyshia Macaysa, SCPDX Equity Consulting Advisor
- Andres Lopez, Coalition of Communities of Color
- Andrew McGough, Worksystems, Inc.
- Cara Snow, Technology Association of Oregon
- Gabriela Rodriguez Beron, Technology Justice Advocate
- Jackie Murphy, NE STEAM Coalition
- J. Aronson, Worksystems, Inc.
- John Wasitynski, Multnomah County
- Justen Harn, Open Signal
- Matthew Timberlake, Multnomah County Library
- Nandini Ranganathan, CETI
- Rick Turoczy, PIE
- Andrea Valderrama, Coalition of Communities of Color
- Yvette Perez-Chavez, SCPDX Equity Consulting Advisor
- Matt Serres, Disability Rights Oregon
- Jessica Liu, MetroEast Community Media
- Kaeti Namba, Native American Youth & Family Center (NAYA)
- Vena Rainwater, Amazon
- Marcelino Alvarez, Fresh Consulting

## City Staff:

- **Elisabeth Perez**, OCT
- **Kevin Martin**, BPS
- Christine Kendrick, BPS/Smart City PDX
- Rebecca Gibbons, OCT Digital Inclusion Program Manager - DIN Coleader
- Kenya Williams, Community & Civic Life
- Jared Wiener, Prosper Portland / Tech Industry Lead
- Mayra Arreola, Prosper Portland
- Judith Mowry, Office of Equity and Human Rights
- Christine Llobregat, BPS
- Danny Grady, BPS
- Krista Gust, BPS

# Addressing the Digital Divide



## **Problem Statement**

Digital Divide is exacerbated by COVID-19 emergency



## **Framework**

Work is guided by Equity, Privacy, and Open Data



## **Activities/sub-teams**

Communicate available resources

Engage Frontline Communities

Deliver Technology resources

Identify & create training opportunities

# Addressing the Digital Divide

## Key Actions

- Developed an inventory of regional device and internet access resources (DIN identified ~60)
- Developed a new process for device donations to the ECC
- Drafted process for providing "technology kits" to frontline-serving CBOs for distribution to community members they serve
- Project website is up, including a form for CBOs to request technology kits (<https://www.smartcitypdx.com/addressing-digital-divide>)

## Next Steps

- Finalize selection process and evaluation criteria for initial 100 technology kits to be distributed to community organizations
- Further develop strategy, materials and outreach to solicit additional donations of devices/funding
- Explore opportunities/partnerships to address connectivity and training needs
- Scale, quickly

# Reducing Commercial Evictions Work Group Members

- **Edy Martinez**, NAYA
- **Eric Cress**, Urban Development Partners
- John Wasiutynski , Multnomah County
- Susan Steward, BOMA
- Jacob Falkinburg , Venture Portland
- Kate Fagerholm, Metro
- Kate Merrill, Central Eastside Industrial Council
- Kelly Ross, NAIOP Oregon
- Lyndsey Westgaard, Commercial Association of Brokers
- Matthew Tschabold, Portland Housing Bureau
- Michele Reeves, Civilis Consultants
- Randy Miller, Produce Row
- Rebecca Stavenjord, Multnomah County, Dist 4
- Sce Pike, IOTAS
- Teresa Carr, Port of Portland
- Jeana Wolley. JM Wolley and Associates

## **City Staff:**

- Asena Lawrence, Mayor's Office
- **Joana Filgueiras**, Prosper Portland
- Lisa Abuaf, Prosper Portland
- Pauline Goble, City Office of Management & Finance Facilities

# Reducing Commercial Evictions

## Key Actions/Takeaways

- Newsletter focused on lease negotiations and moratorium sent to over 20,000 recipients
- Transition to planning for the reopening and recovery period to support tenants and landlords
- Need data to support discussions with lenders
- Ensure information and assistance is equitable and accessible to communities of color

## Next Steps

- Survey landlords and tenants to collect data on what is happening on the market to support lender discussion
- Translate resources and use multiple communication channels to reach vulnerable communities
- Identify areas for intervention with insurance companies/coverage

# Evaluating City Practices – Permitting & Construction Work Group Members

- **Willy Myers**, Columbia Pacific Building Trades Council
- **Rana Uzzaman**, Portland YouthBuilders & Council for Economic & Racial Equity
- Amy Ruiz, Smart Growth Oregon
- Dietrich Weiland, Mackenzie
- Ellen Miller, Homebuilders Association
- Emerald Bogue, Port of Portland
- Jan Mason, Mackenzie & Philippine American Chamber of Commerce
- Jill Sherman, Gerding Edlen
- Jon Issacs, Portland Business Alliance
- Mike Salsgiver, Associated General Contractors Oregon-Columbia Chapter
- Nate McCoy, NAMCO
- Paul Slyman, Metro
- Susan Steward, BOMA

#### **City Staff:**

- Amanda Watson, Mayor's Office
- Andy Peterson, Bureau of Development Services
- Dan Spero, Prosper Portland
- John Cardenas, Prosper Portland
- Josh Harwood, City of Portland Budget Office
- **Karl Dinkelspiel**, Prosper Portland
- **Karl Lisle**, City of Portland, Office of Management and Finance
- Kathleen Brenes, City Procurement
- Matt Tschabold, Portland Housing Bureau



# Evaluating City Practices – Permitting & Construction

## Key Recommendations

- Implement uniform COVID safety guidelines on all projects
- Create and support opportunities for industry wide collaboration and sharing
- Create combined BDS/City communications plan
- Accelerate permitting digitization and increase customer support

## Next Steps: actions for the longer term

- Establish plan to operationalize recommendations
- Meet week of 4/20 to:
  - Integrate PBA/Smart Growth Oregon recommendations
  - Create recommendations on longer term strategies

# Evaluating City Practices – Supporting Local Businesses Work Group Members

- Amanda Lowthian, Travel Portland
- Ashley Henry, BBPDX
- Christine Chin-Ryan, Business Owner
- Dan Klinkert, OTCT Community Association
- **Duncan Hwang**, APANO
- Ed Ariniello, US Outdoor Store
- Evelyn Liu, APACC
- Jeff Miller, Travel Portland
- Johnell Bell, Business Owner
- Lizzy Caston, BBPDX
- Mark Darienzo, Climate Jobs PDX, Jobs with Justice
- Mitch Daugherty, Built Oregon
- Sarah Shaoul, Business Owner
- **Skip Newberry**, Technology Association of Oregon
- Stephen Green, BICEP
- Rebecca Stavenjord, Multnomah County
- Ricardo Lujan-Valerio, Latino Network
- Rick Turoczy, PIE
- Teri Karren-Keith, Beneficial Bank

## City Staff:

- Asena Lawrence, Mayor's Office
- Dan Spero, Prosper Portland
- Karl Dinkelspiel, Prosper Portland
- Karl Lisle, Office of Management and Finance
- Les Spitler, City Procurement
- Matt Gierach, Debt Management
- Shea Flaherty-Betin, Prosper Portland

# Evaluating City Practices – Supporting Local Businesses

## Key Recommendations

- Increase city messaging about small/local business from highest levels
- Ensure messaging is simultaneous in multiple languages
- Increase local purchasing (e.g. P-Card purchases) and measure spending/outcomes
- Ensure business navigators have technical expertise that's needed now and that expertise is culturally specific

## Next Steps

- Establish plan to operationalize recommendations
- Meet week of 4/20 to discuss longer-term actions

# Evaluating City Practices – Supporting Non-Profits & the Arts Work Group Members

- Andrea Valderrama, Coalition of Communities of Color
- Brian Berry, OMSI
- Pastor Ed Williams, Mt. Olivet Church
- Helen Deltoso, RACC
- Jeff Curtis, Portland Rose Festival
- Jenny Stadler, PHAME PDC
- **Madison Cario**, RACC
- **Miranda Mishan**, NAYA
- Rosaline Hui, Portland Chinese Times
- Scott Kerman, Blanchet House
- Scott Showalter, Oregon Symphony

## City Staff:

- Amanda Watson, Mayor Wheeler's Office
- Andres Oswill, Office of Commissioner Eudaly
- Damian Crowder, Prosper Portland
- Dana DeKleyn, Prosper Portland
- Ginger Damron, Grants Office
- Giyan Kim, Office of Management and Finance
- **Karl Dinkelspiel**, Prosper Portland
- **Karl Lisle**, Office of Management and Finance
- Sue Lewis, Prosper Portland

# Evaluating City Practices – Supporting Non-profits & the Arts

## Updates: City Grant Payments to Non-Profits

- Directive from Council 4/2/20 allows:
  - General increase in flexibility
  - Expand use of grant funds
  - Expedite payments

## Next Steps: Work Group

- Entire working group meets 4/23 to prioritize ideas & concepts

# Support for Displaced Workers Ineligible for Unemployment Insurance Work Group Members

- Adriana Miranda, Causa
- Alan Hipólito, Verde/Suma
- Andrea Valderrama, Coalition of Communities of Color
- Carmen Castro, Hispanic Metropolitan Chamber
- Jenny Lee, APANO
- Kelsey Provo, Innovation Law Lab
- Laura Hanson, Regional Disaster Preparedness Organization (RDPO)
- María Garcia, New Portlanders Policy Commission
- Osmani R. Alcaraz-Ochoa, Voz Workers' Rights Education Project
- Ricardo Lujan-Valerio, Latino Network

## **City Staff:**

- Amy Fleck Rosete, Prosper Portland
- Andrés Oswill, Commissioner Eudaly's Office
- Asena Lawrence, Mayor's Office
- Derek Bradley, Commissioner Hardesty's Office
- Joseph Puente, Mayor's Office
- **Kelly Haines**, Worksystems, Inc.
- **Liza Morehead**, Worksystems, Inc.

# Support for Displaced Workers Ineligible for Unemployment Insurance

## Takeaways

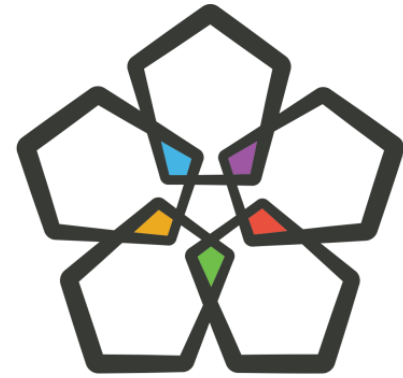
- Key question: How to use local resources to fill gaps where populations are prohibited from accessing?
- Undocumented Oregonians are most vulnerable: Can't access UI or other public benefits (e.g. housing, healthcare)
- Oregon Worker Relief Fund (OWRF): need based on 74k undocumented workers in OR: support at \$1,650 per month
- Also need to support undocumented business owners who aren't covered by CARES

## Next Steps

- Workgroup to develop draft platform that builds upon OWRF model and includes business support
- Next meeting: Tuesday 4/21: 2-4pm

# Discussion & Questions

Please use the chat function or “raise your hand” for questions & comments.



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# Process of “Reopening”

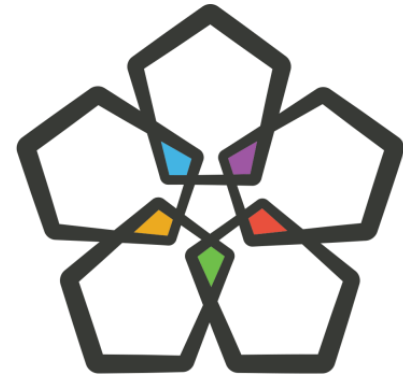
Raihana Ansary, State of Oregon

Jeff Raker, Metro & Matt Miller, Greater Portland Inc.

Mike Myers, Portland Bureau of Emergency Management

# Discussion & Questions

Please use the chat function or “raise your hand” for questions & comments.



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