

East Portland TIF Exploration Steering Committee Meeting #4

October 23, 2023



**Portland
Housing
Bureau**

Agenda

1. Welcome from Commissioner Rubio
2. Working Group Selection Update
3. What specific recommendations is the Working Group responsible for?
4. Data, Plans & Engagement Context
5. Working Group engagement guidance
 - Large group discussion: *What are the key principles of geographic engagement?*
 - Small group discussion & report back: *What needs to happen in East Portland generally? How do we get the word out? How can the Steering Committee support?*

Project Goals & Objectives

Incorporate
lessons of the past



Advance inclusive
economic growth and
wealth creation

Center disadvantaged
and low-income
communities in
engagement



Support small
businesses and job
growth

Further community
stabilization and
equitable development



Advance housing
production for a full range
of income levels



Operating Agreements

Active participation

Share the mic

Question the problem vs. the individual

Permission to make mistakes

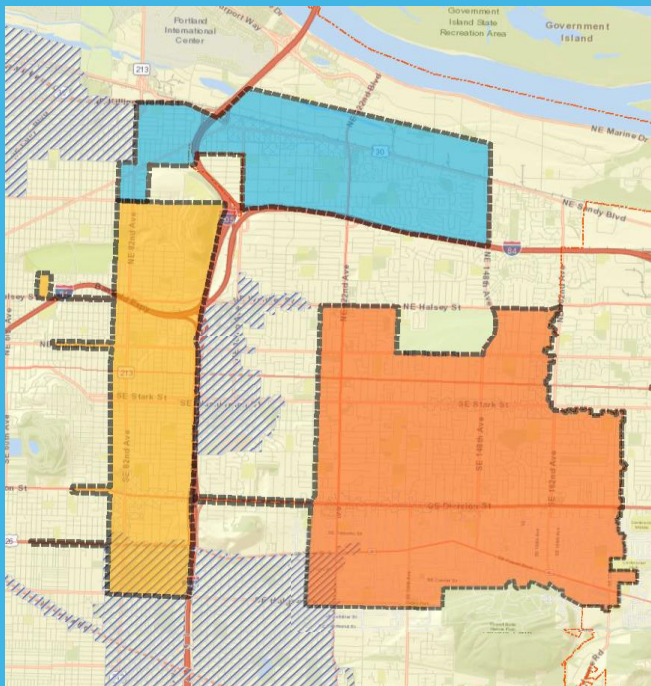
Intent vs. impact

Lead with curiosity

Commit to confidentiality

Prioritize communities most impacted

Working Group Update



- Deadline was extended to October 9 to encourage applications and support an accessible process
- 25 open call applications received, some for multiple geographies;
 - **82nd: 39%**
 - **Parkrose/CC: 29%**
 - **East of 205: 32%**
- Need to fill 5-8 seats per Working Group; selection panels convened the week of October 15

Today's Goals

1. Prep for Working Groups to launch

- Review Working Group roles/responsibilities (inc. developing recommendations)
- Affirm what information they should have to inform their work (data + plans + engagement)

2. Develop engagement principles and guidance, both by exploration geography, and for East Portland more broadly

Steering Committee, Working Group Coordination

Steering Committee



Confirm key inputs & exploration areas

Engagement Guidance

Vision, Values Goals Guidance

Implementation Principles

Governance Structure

Working Groups



Develop **Draft Boundaries**

Community Engagement

Develop **Background & Context**

Vision, Values Goals & District Project List

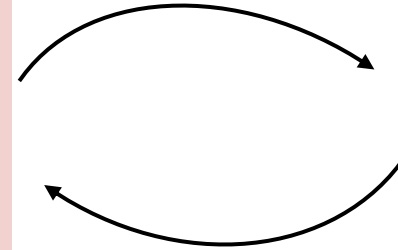
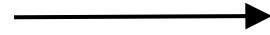
Confirm district boundary

Technical Consultant



Existing Conditions

Legal Description of Boundary



*What is in? What is out?
Why?*

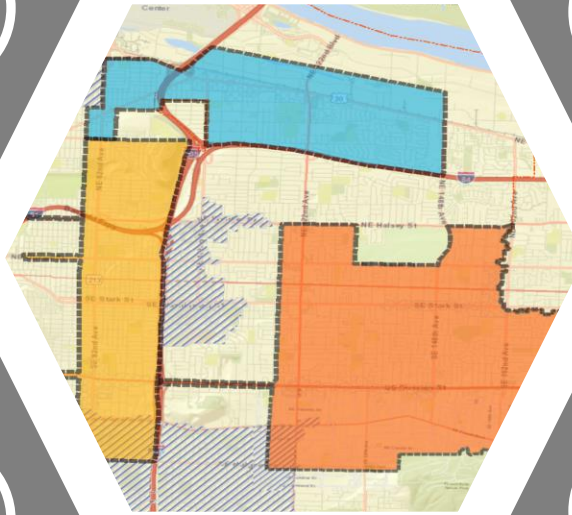
*History & Existing Conditions
Narratives of Lived Experience*

01

02

District Boundary

Background & Context



Vision, Values & Goals

Project List

03

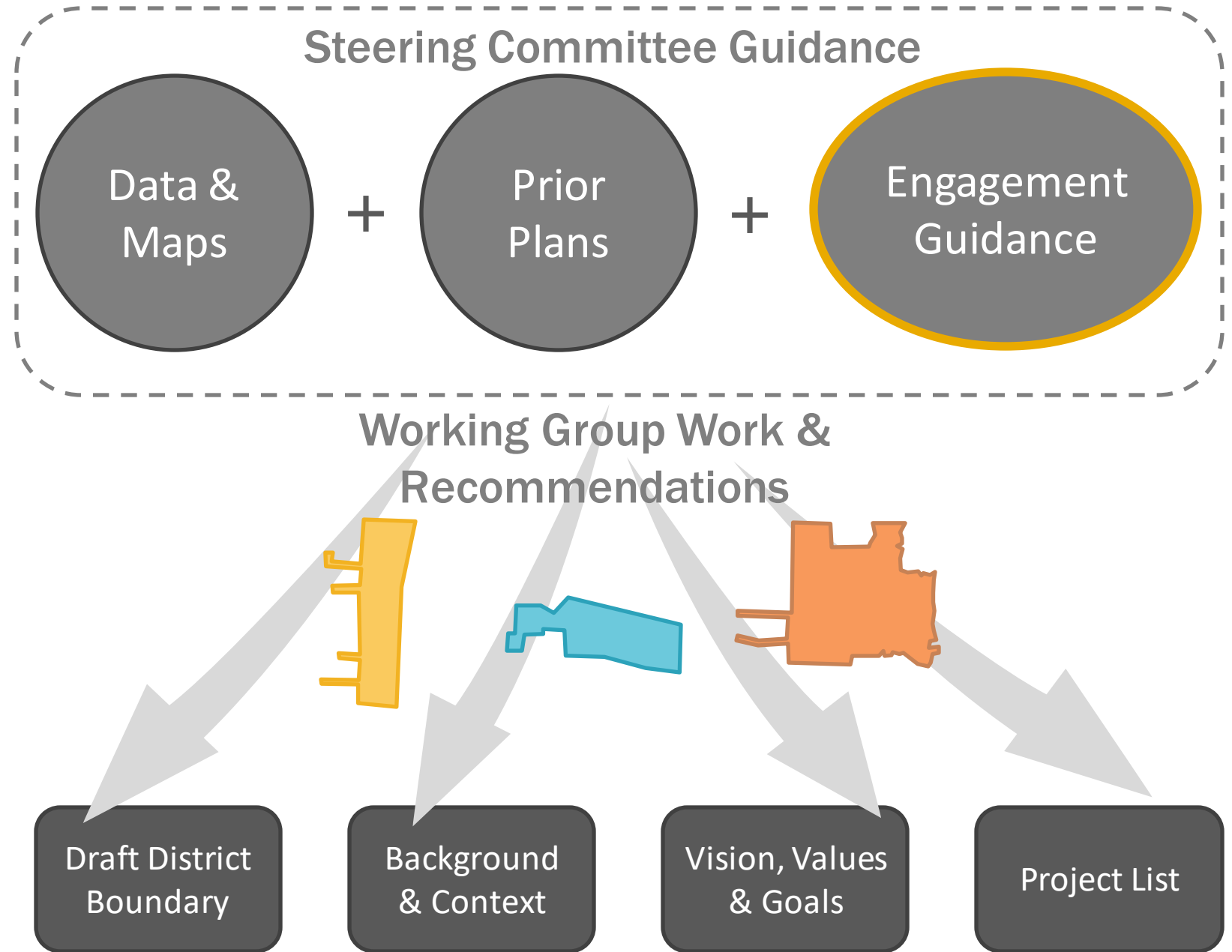
04

*Whose vision, values & goals?
Navigating diversity of perspectives*

*Menu of TIF-eligible project types, in
alignment with set aside policy*

Steering Committee Guidance to Working Groups

by geography & topic



Data & Maps

- Demographics
- Economic Vulnerability
- State of Housing Report, City & Neighborhoods Profiles
- Advance Portland, Corridors Analysis
- Property Values
- Zoning Map
- Future Project Map

Property type (beyond zoning)

Transaction volume
(ownership, transfers)

Key culturally-specific
anchors and concentrations

Regulated affordability
relative to tax exemptions

Tree canopy/parks

East Portland in
Motion/transportation

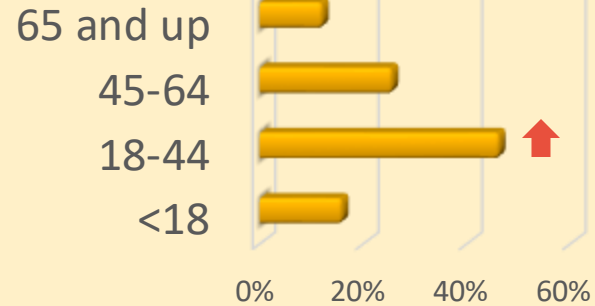
Workforce Heat Map

82nd Avenue Exploration Area

RACE/ETHNICITY

White:	62%	↑
Hispanic:	6%	↓
Black:	5%	
Asian/PI:	21%	↑
Amer. Indian:	1%	
Multi-racial:	7%	

AGE DISTRIBUTION

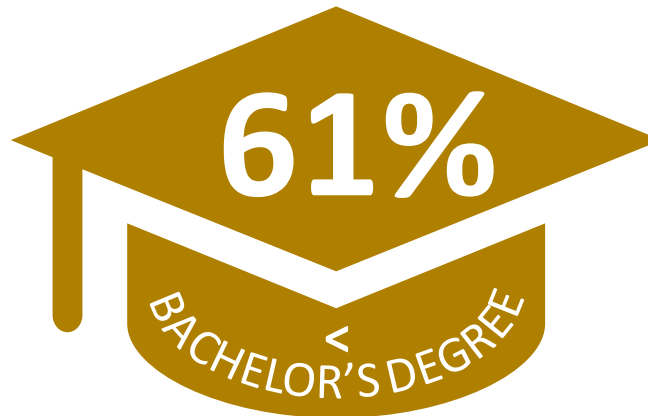


OWNER OCCUPANCY: 55%



LANGUAGES SPOKEN

English only:	76%	
Spanish:	4%	
Indo-European:	3%	
Asian/PI:	16%	↑
Other:	1%	



COST BURDENED HHs: 39%



Parkrose/CC Exploration Area

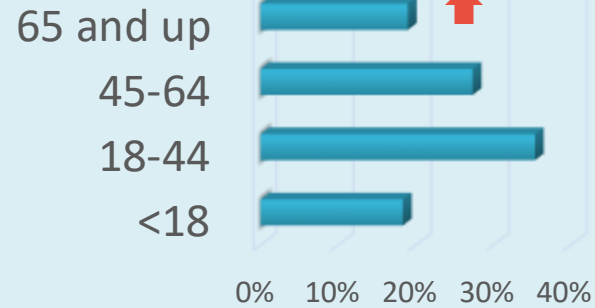
RACE/ETHNICITY

White:	50%	↓
Hispanic:	14%	
Black:	13%	↑
Asian/PI:	15%	
Amer. Indian:	2%	↑
Multi-racial:	9%	

LANGUAGES SPOKEN

English only:	75%
Spanish:	10%
Indo-European:	3%
Asian/PI:	10%
Other:	1%

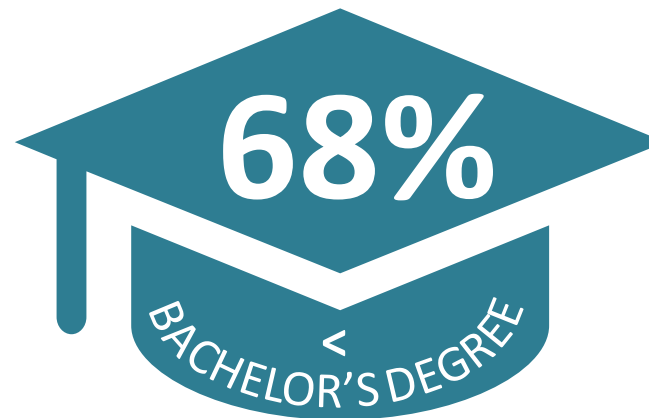
Age: Parkrose/CC



OWNER OCCUPANCY: 63% ↑



COST BURDENED HHs: 39%



East of 205 Exploration Area

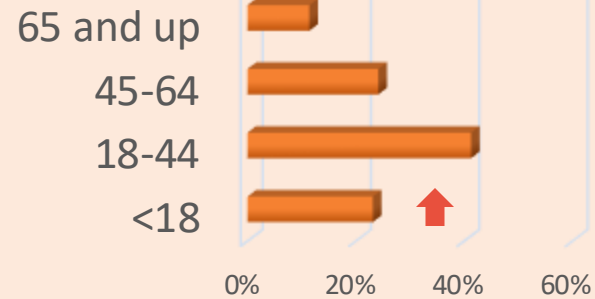
RACE/ETHNICITY

White:	53%	↓
Hispanic:	20%	↑
Black:	7%	
Asian/PI:	13%	
Amer. Indian:	1%	
Multi-racial:	10%	

LANGUAGES SPOKEN

English only:	64%	↓
Spanish:	12%	↑
Indo-European:	8%	↑
Asian/PI:	11%	
Other:	3%	↑

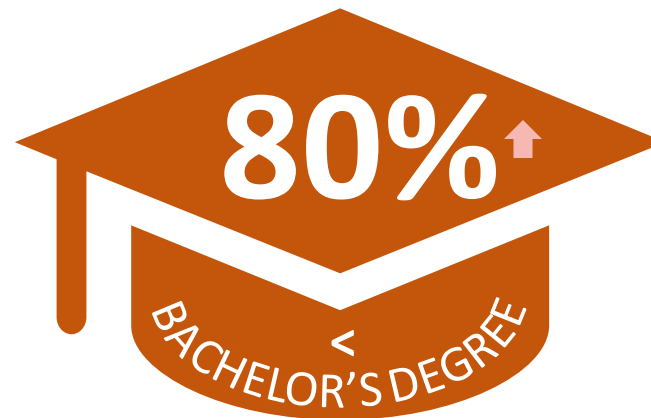
Age: East of 205



OWNER OCCUPANCY: 49%



COST BURDENED HHs: 48% ↑



Prior Plans:

Existing Community & City Plans

- East Portland Action Plan (2011 update)
- Jade District Visioning (2014)
- Jade-Midway District Art Plan (2016)
- PAALF People's Plan (2017)
- DMA Community Visioning Session (2018)
- Greening the Jade (Greening America's Comm, 2018)
- EPAP Displacement Prevention Recommendations (2018)
- Rosewood Neighborhood Vision (2018)
- East Portland Community Prosperity Initiative (2021)
- Community Resilience Report (2022)
- Parkrose Community Plan (2022)
- DMA Community Visioning Report DRAFT (2023)



Added:

- 122nd Avenue Plan
- Foster Floodplain Plan
- Lents Action Plan

Community Engagement

- Cully TIF District Exploration
Engagement, Lessons Learned
- East Portland TIF Exploration
Engagement Overview
- Engagement Guidance for Working
Groups
 - Geography-specific
 - East Portland-wide

Cully Community Engagement Model

BROAD: PLACE-BASED ENGAGEMENT

Prosper Portland & Portland Housing Bureau led



DEEP: COMMUNITY-BASED ENGAGEMENT

ELC Subcommittee-led



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Cully: Types of Questions Asked

GENERAL AUDIENCE

ECONOMICALLY VULNERABLE COMMUNITIES

BROAD

FOCUSED

What are **important priorities** for your community?

What do you think about this **draft boundary**?

Which **businesses** do you frequent?

What are your **top 3 priorities** from the project list discussed today?

Which of the eligible projects is your **lowest priority**?

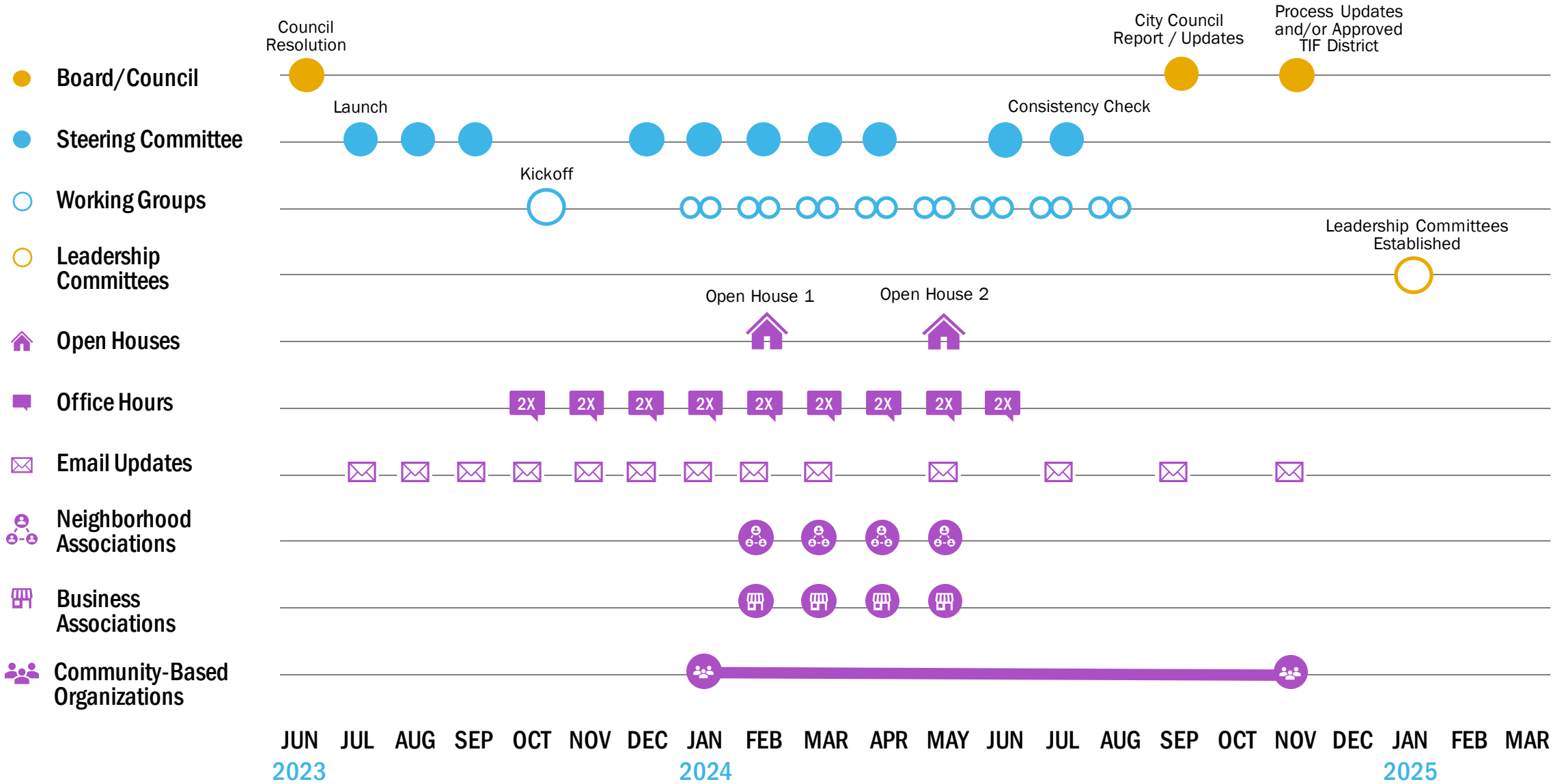
Are there details about eligible projects that you want to **make sure are included in the plan**?

Lessons Learned

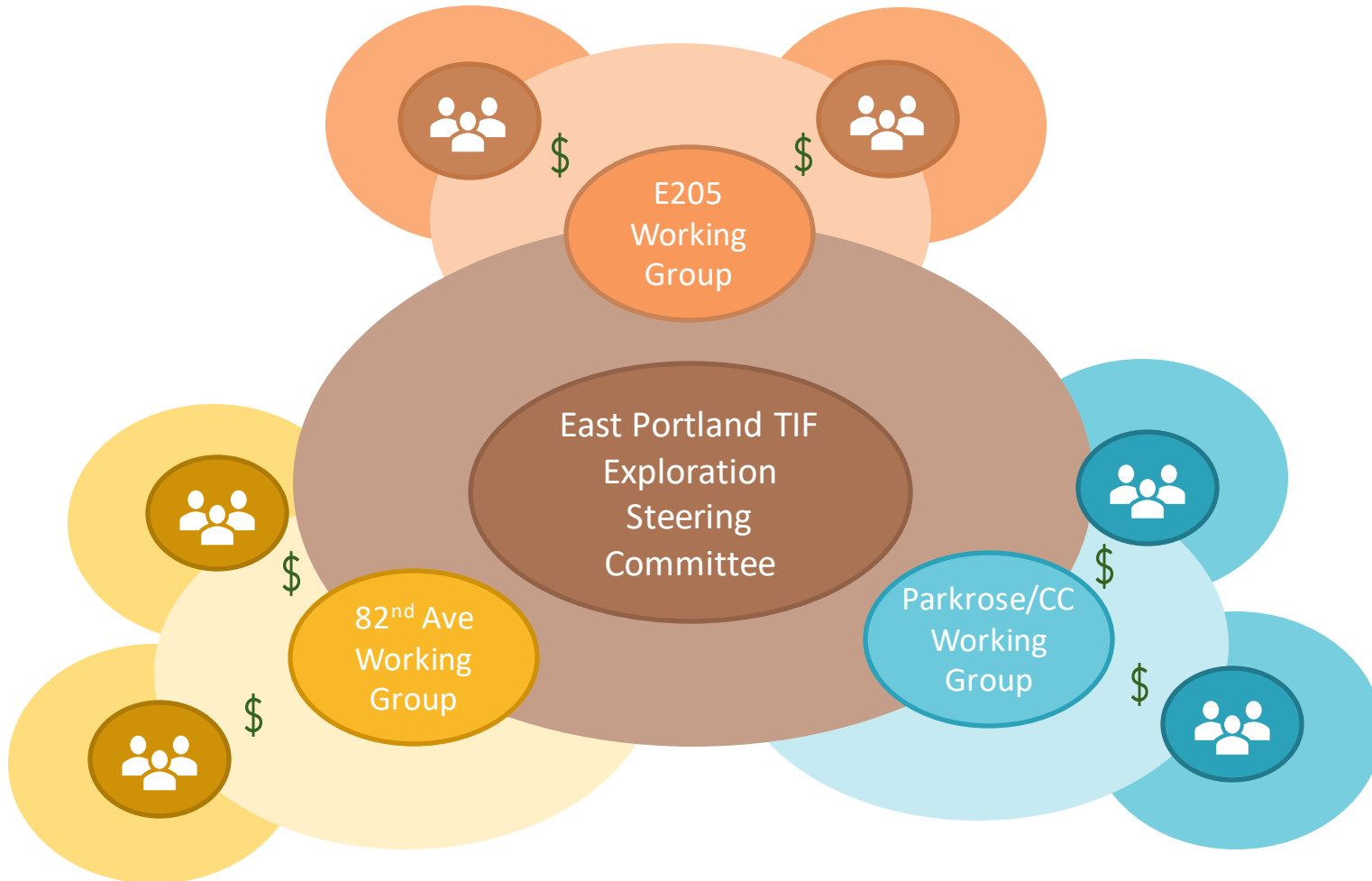
- Engage with businesses and major employers sooner
- Invite agencies (taxing jurisdictions) to participate in exploration process
- Ensure touch points/feedback opportunities across differing perspectives
- Support and resource the community to participate

CULLY TIF DISTRICT

East Portland TIF Exploration Timeline



Working Group Engagement



- **TIF Exploration Steering Committee** identifies exploration areas and **provides engagement guidance** to Working Groups
- **Working Groups** guide and sponsor community engagement specific to geography and topic
- CBOs conduct specific **focused engagement** and partner with Working Groups to center feedback in the exploration process
- City conducts **broad engagement** (office hours, open houses, etc.)

Key Principles for Geographic Engagement

What individual, community, business voices, expertise and lived experience are lifted up?

Are there individuals or types of organization with specific expertise that are critical connections?

When should we take more of a broad vs. focused approach?

When should engagement be geographically-specific vs. cross-geography?

Are there individuals, sectors or organizations that might be strong partners in engagement?

Small Group Discussions: East Portland-wide Community Engagement Guidance



What needs to happen in East Portland in general?

What are some of the critical questions to ask?

Are there opportunities to form new relationships or support networks long term around this topic?

How can the Steering Committee support efforts?

*** Please select a group spokesperson to report out highlights from your discussion**

Any Additional Guidance?



Housekeeping



Check your email

- We may occasionally send materials to review in advance of meetings, or ask for feedback



Reach out with questions

- Confused? Have concerns or questions? Please reach out to project staff.



RSVP to meetings

- Let us know how you'll be attending meetings so we can prepare and order food.

Project Website:

<https://prosperportland.us/portfolio-items/east-portland-tif-exploration/>

Project Email Address:

EastPortlandTIF@prosperportland.us

Meeting Dates and Tentative Topics

1 August 3, 9-11 am
PCC SE; Student Commons, Rm 234

✓ **Welcome**, Project Background, Role of Steering Committee & Working Groups

2 August 24, 9-11 am
PCC SE; Student Commons, Rm 234

✓ **Exploration Geographies**; Key Working Group Considerations & Guidance on Acreage/AV

3 September 25, 10 am-noon
PCC SE; Community Hall Annex

✓ **Working Group Kickoff**; Exploration Map; Working Group Materials; Membership

4 October 23, 3-5 pm
PCC SE; Community Hall Annex

✓ **Community Engagement Guidance** for Working Groups

5 December 5, 10:30 am – noon
PCC SE; Student Commons, Rm 234

East Portland **Vision, Values & Goals**; Implementation Principles

Joint meeting with WGs!



Portland Housing Bureau



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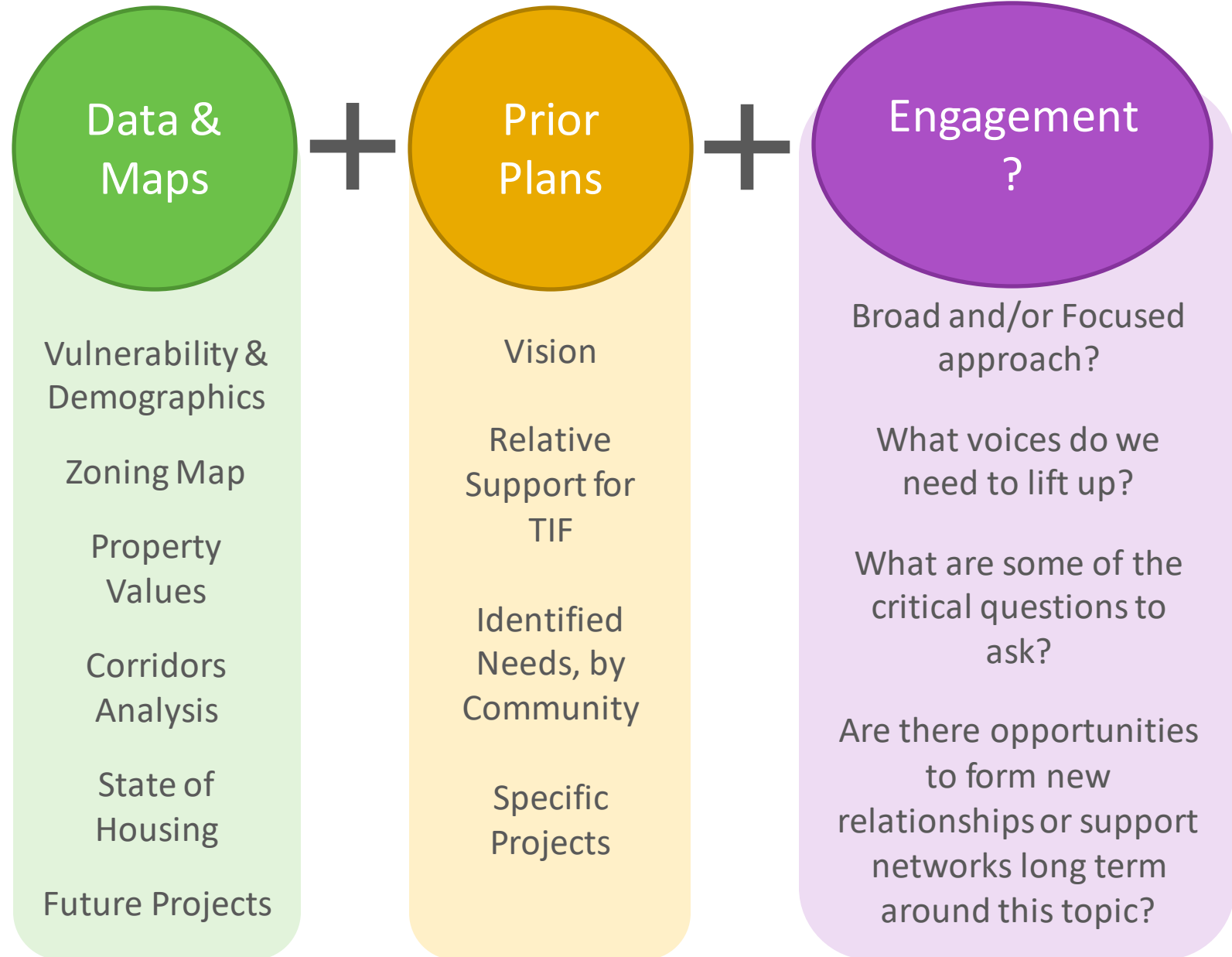
Thank you!

EastPortlandTIF@prosperportland.us

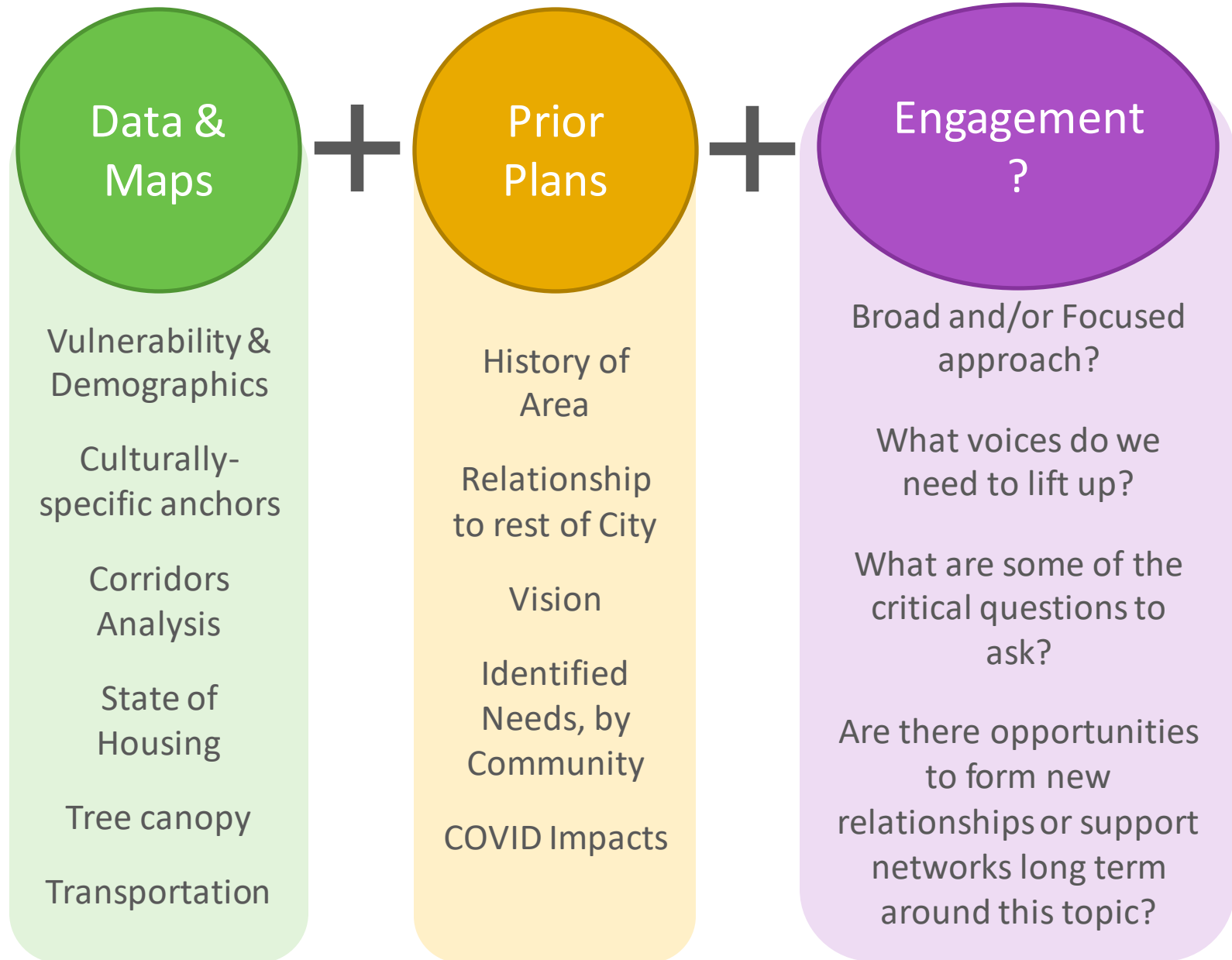
District Boundary

What's in/What's out

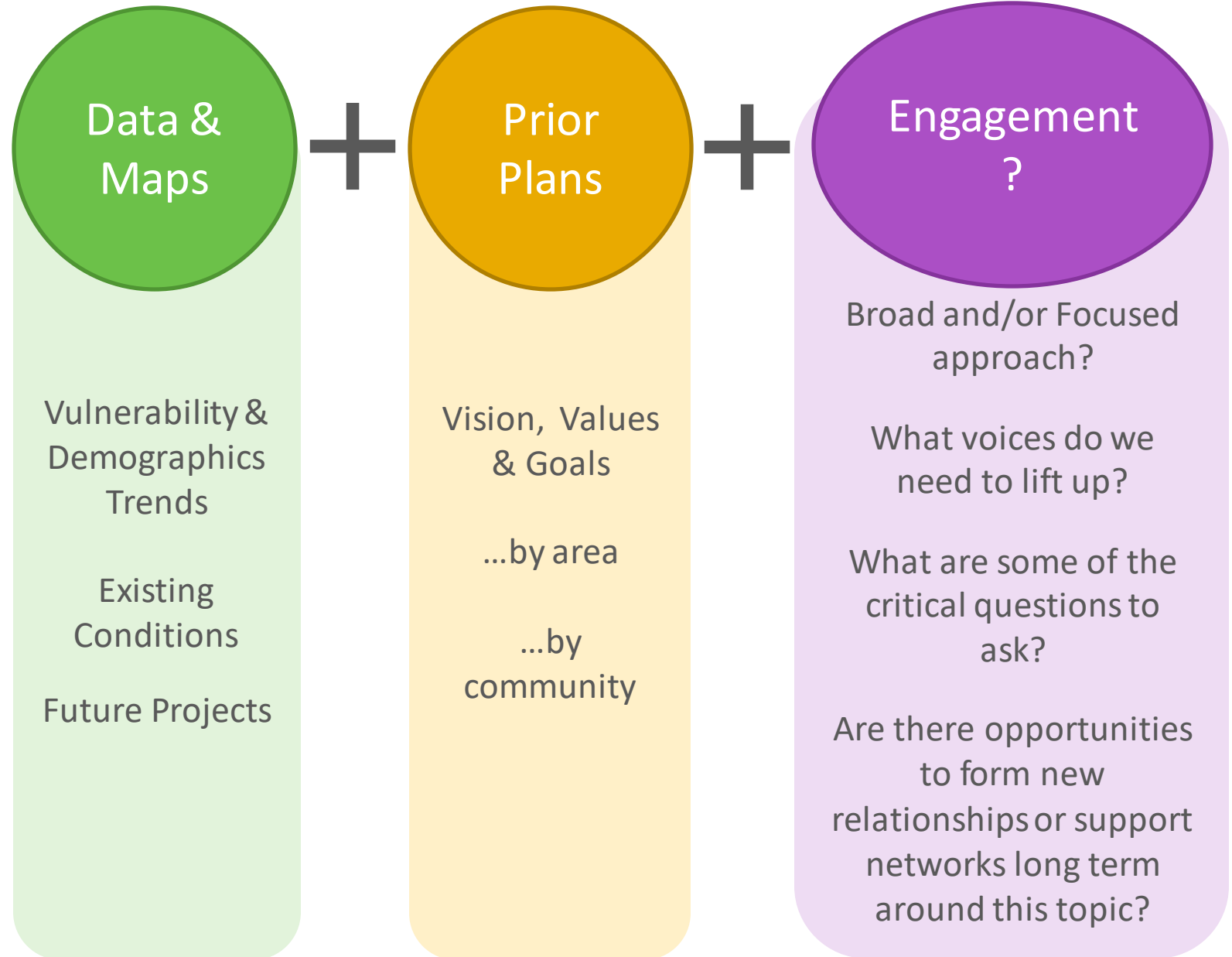
Stay under acreage/AV caps



Background & Context



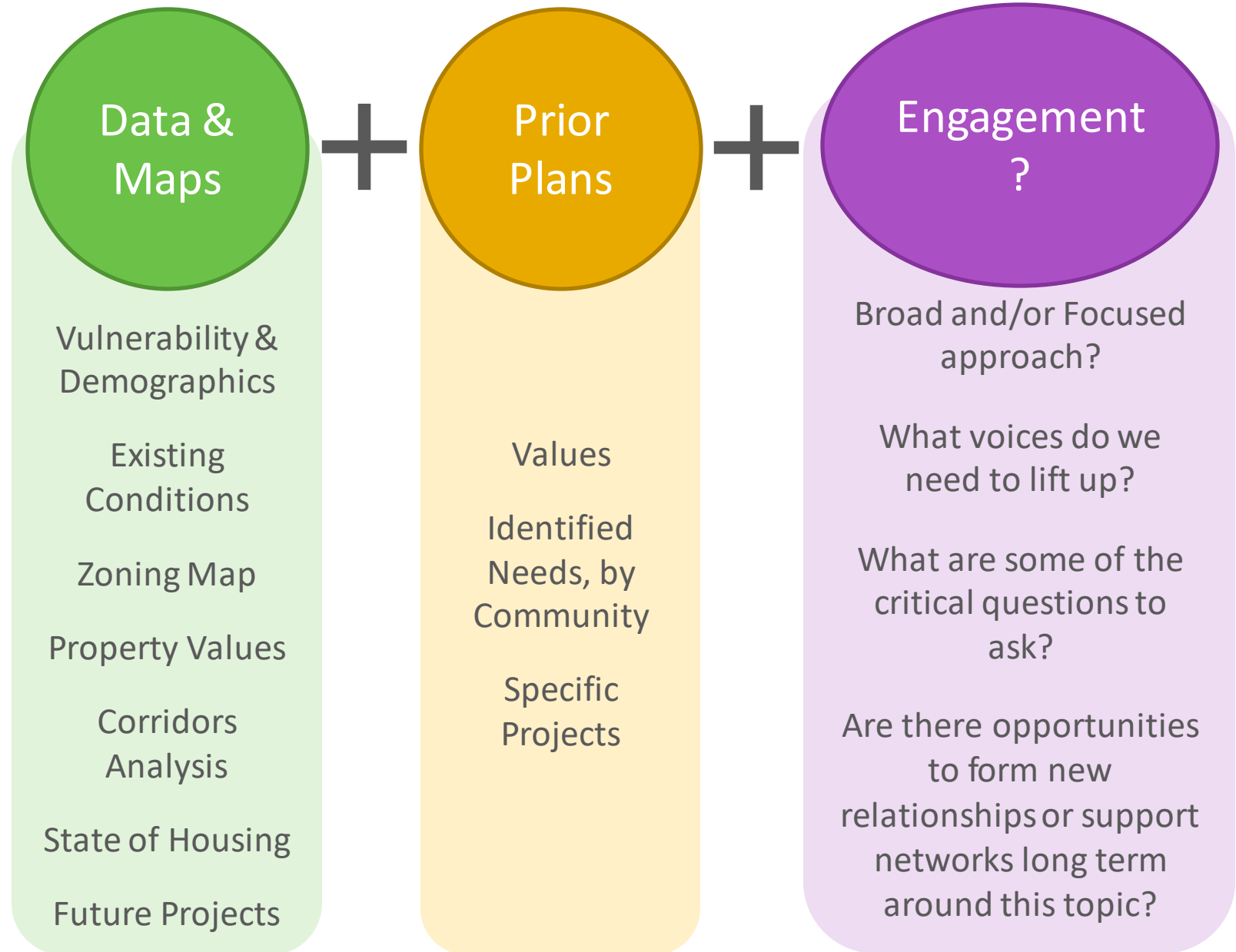
Vision, Values & Goals



Project List

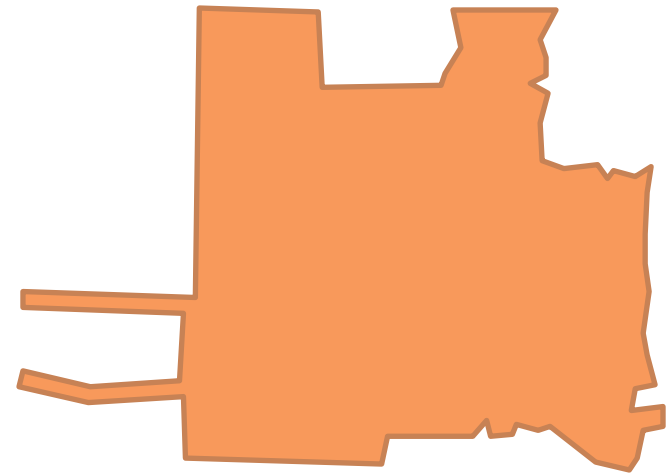
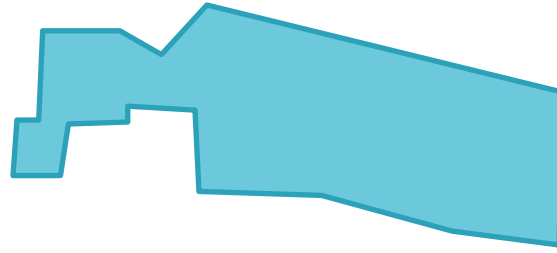
*Menu of project types
eligible for TIF
funding*

*Affordable
housing/economic
development funding
split*





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PORTLAND



District Geographies & Community

01

Broad and/or Focused approach?

Which voices do we need to lift up?

What are some of the critical questions to ask?

Are there opportunities to form new relationships or support networks long term around this topic?

03

Vision, Values & Goals

Conditions, History, Lived Experience

02

04

Project List