

East Portland TIF Exploration

E205 Working Group
Meeting 1 - January, 2024



**Portland
Housing
Bureau**

Agenda

1. Introductions
2. Meeting Logistics
3. Working Group Role, Tasks, Timeline
4. Tools for Informing Decisions
5. E205 Kick-off Information

---Break---

DISCUSSION: Values, Vision & Goals

Introduce Yourself!

1. NAME, PRONOUNS
2. CONNECTION/AFFILIATION to East Portland
3. As growth and change come to this area, what is **MAINTAINED** or **EXPANDED**?



Logistics

Meetings

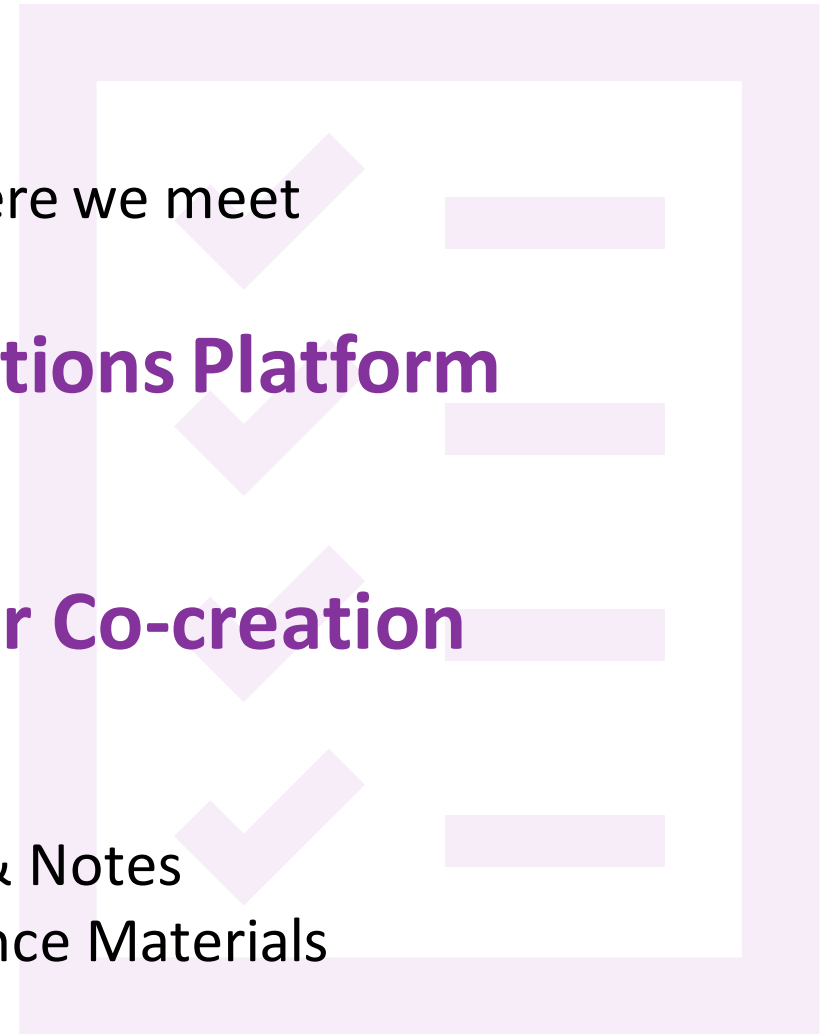
- How we meet, where we meet

Shared Communications Platform

- Basecamp

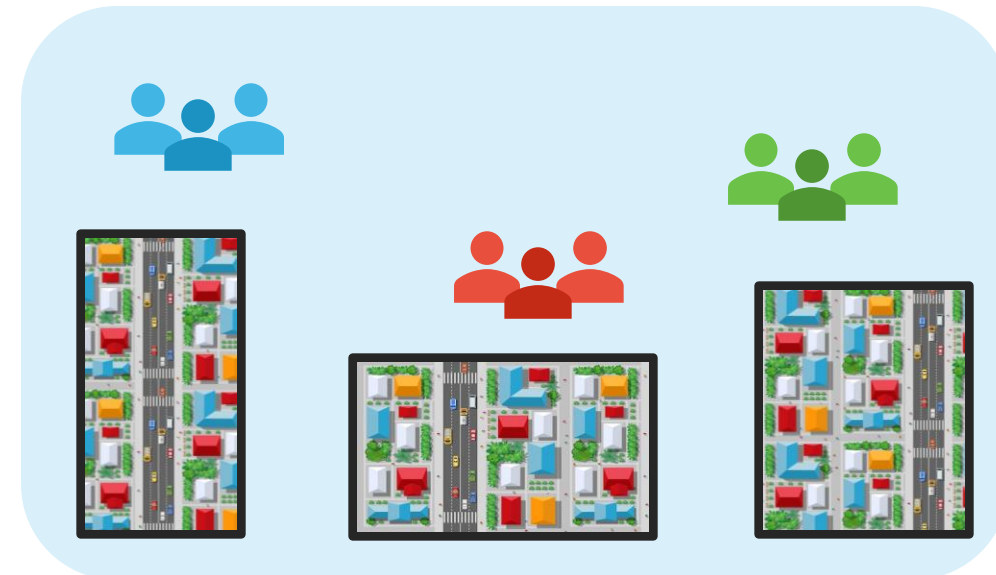
Shared Materials for Co-creation

- Contact lists
- Calendar
- Meeting Materials & Notes
- Background/Reference Materials
- Working Drafts
- Other?

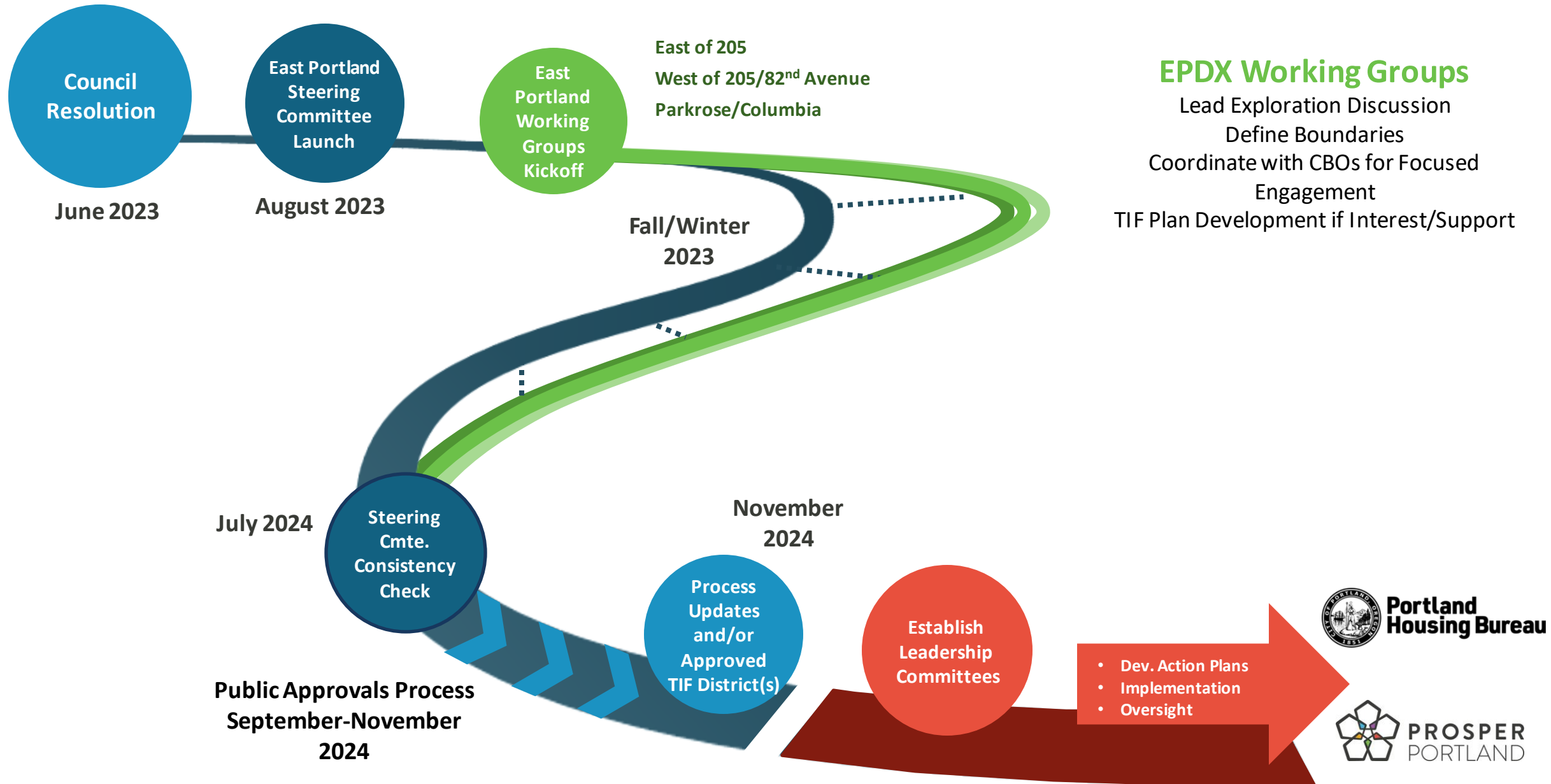


Working Group(s) Role

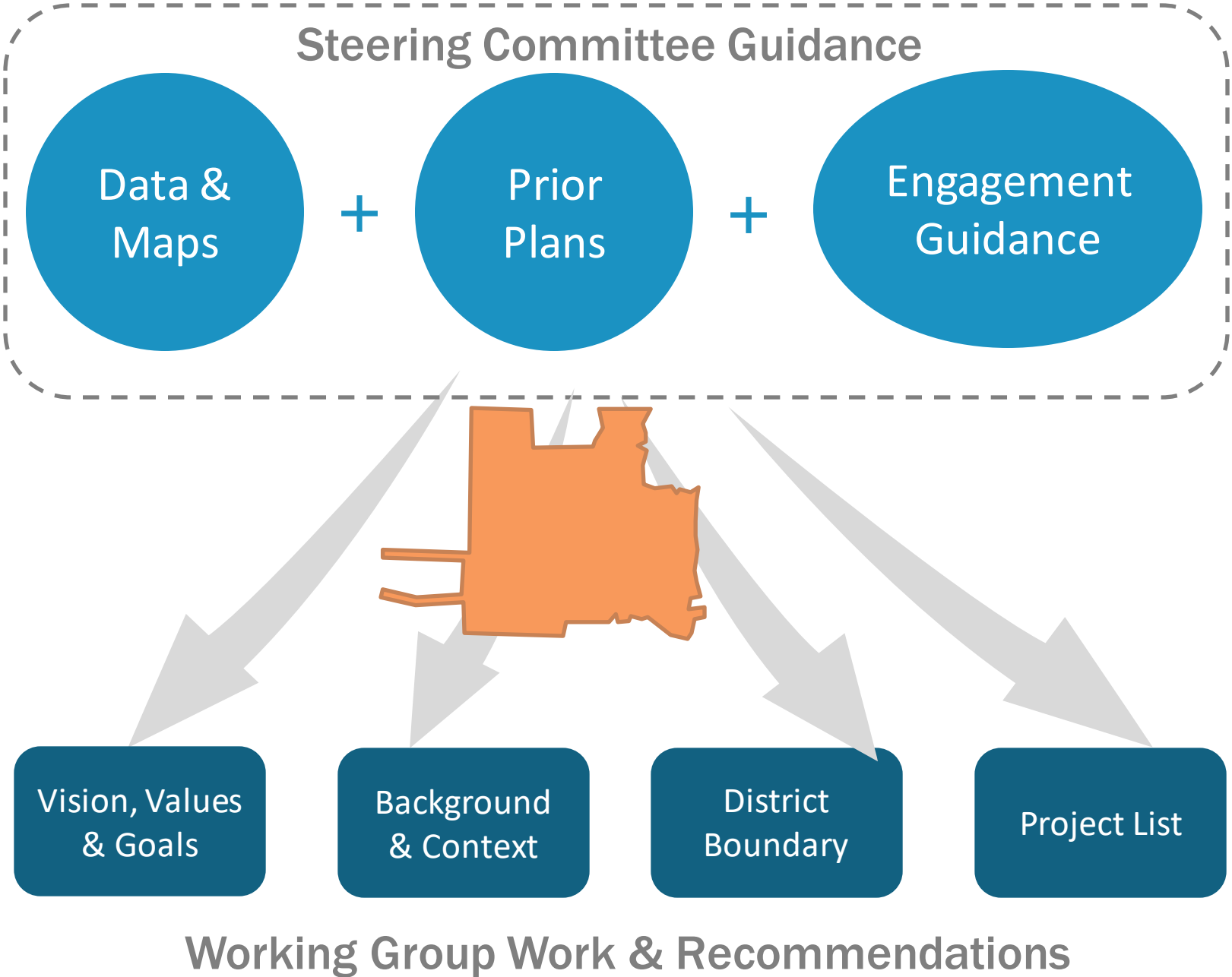
- Lead **deep dive community district exploration** conversations
- **Understand TIF District creation process**
- **Coordinate district-focused community engagement**, advise on contracts with community-based organizations, support public events
- **Determine whether to move forward** and, if supported, **co-create Plan Documents** with Prosper Portland and City staff for consideration by City Council.
- As needed, **elevate challenges or opportunities to Steering Committee** for additional guidance



East Portland TIF Exploration Timeline



Steering Committee Work to Date



2024 Tentative Meeting Topics

Steering Committee

Working Groups

Meeting 1

Meeting 2

Jan

Implementation Principles & Governance Introduction

Background & Context; Vision, Values, Goals

Engagement

Feb

Governance Structure, Part 1

Boundaries

Boundaries

Mar

Implementation Principles

Project List

Project List

Apr*

Joint Meeting: Engagement to date; SC/WG Updates (Governance/Bound.)

Governance (feedback on SC structure)

Governance (refinement)

May

Governance Structure, Incorporation of WG input

Review Draft Documents

Review Draft Documents

June*

Joint Meeting: SC/WG Updates (Governance/Project List), Questions

Review/Refine

Review/Refine

July

Review WG Drafts for Consistency

Engagement w/ Proposed Draft

Incorporate engagement / public consideration

Tools & Resources



Basecamp Resources

Cully TIF Report & Plan

Reports, Data & Maps

Existing Plan Inventory & Summary

Report & Plan Template

Public Engagement

Broad Public Engagement

Focused Public Engagement

Other Resources

East Portland TIF Steering Committee

Project Team, including Community-based Staff

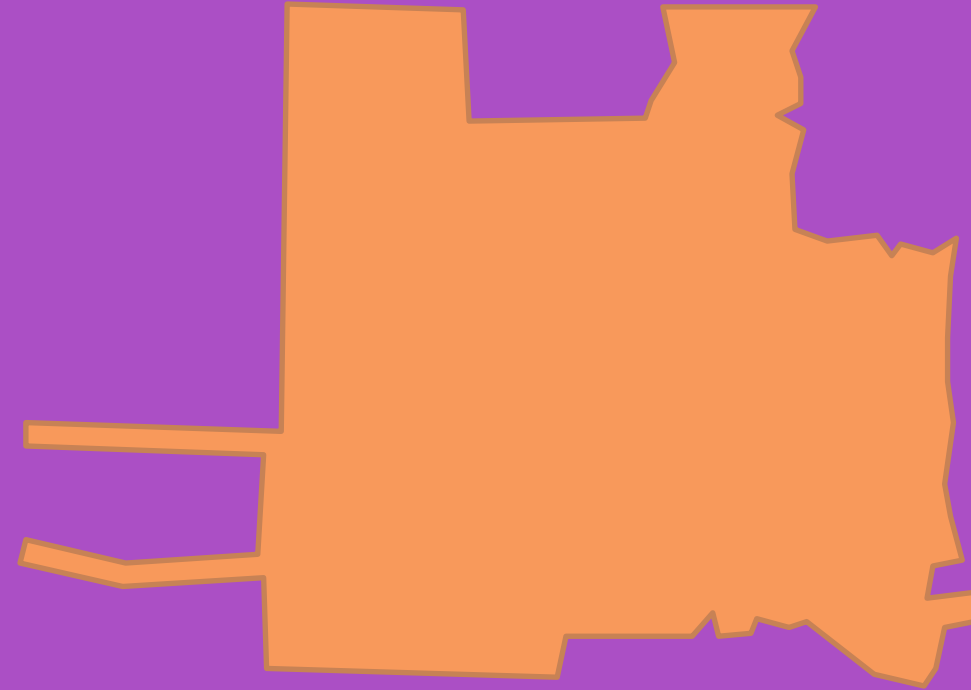
E205 Overview

**Exploration Area
Orientation**
Boundary

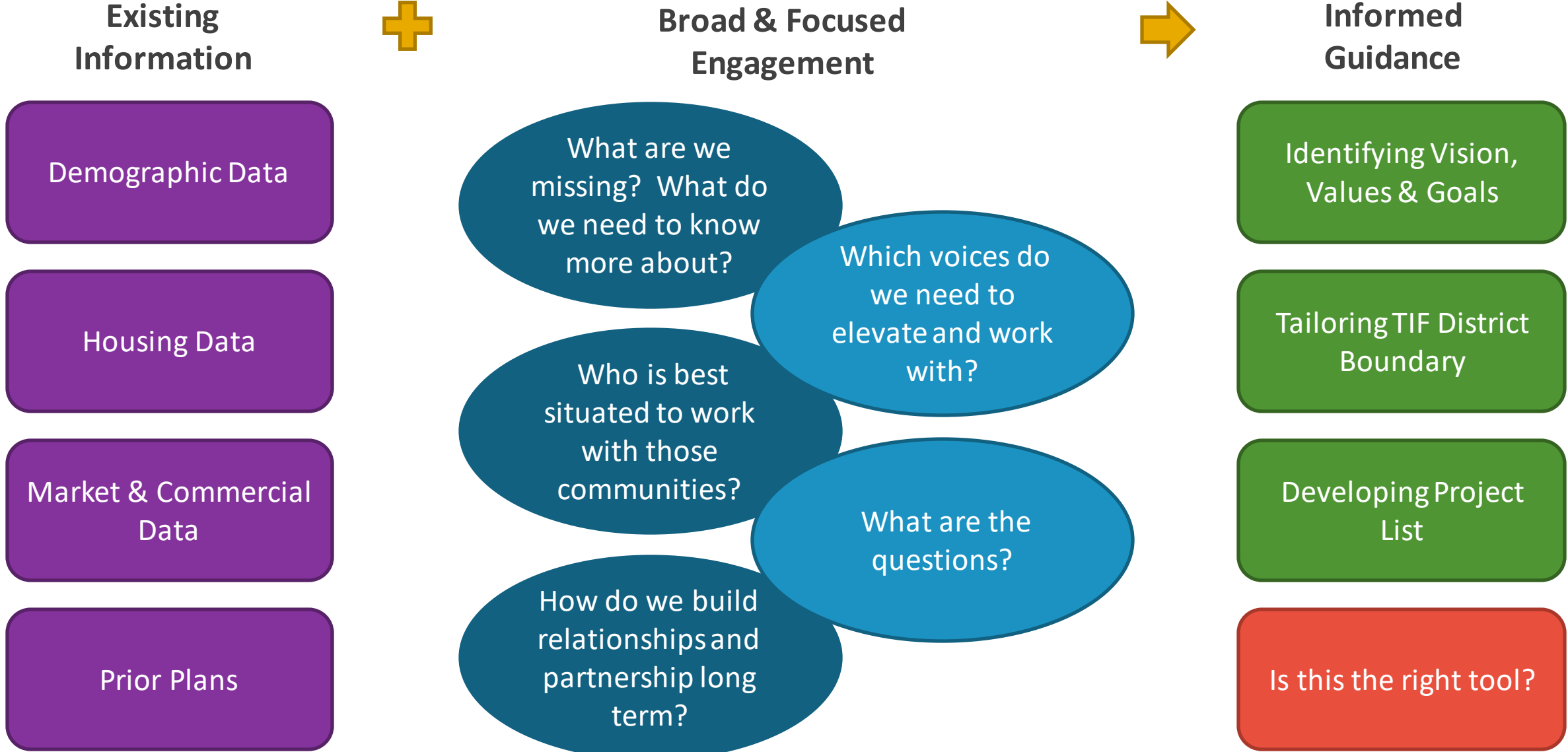
**Where are our
(housed)
neighbors living?**
Housing Data

**Who are our
neighbors?**
Demographics

**What's happening
in the market?**
Market & Commercial Data



What are we doing with all of this information?

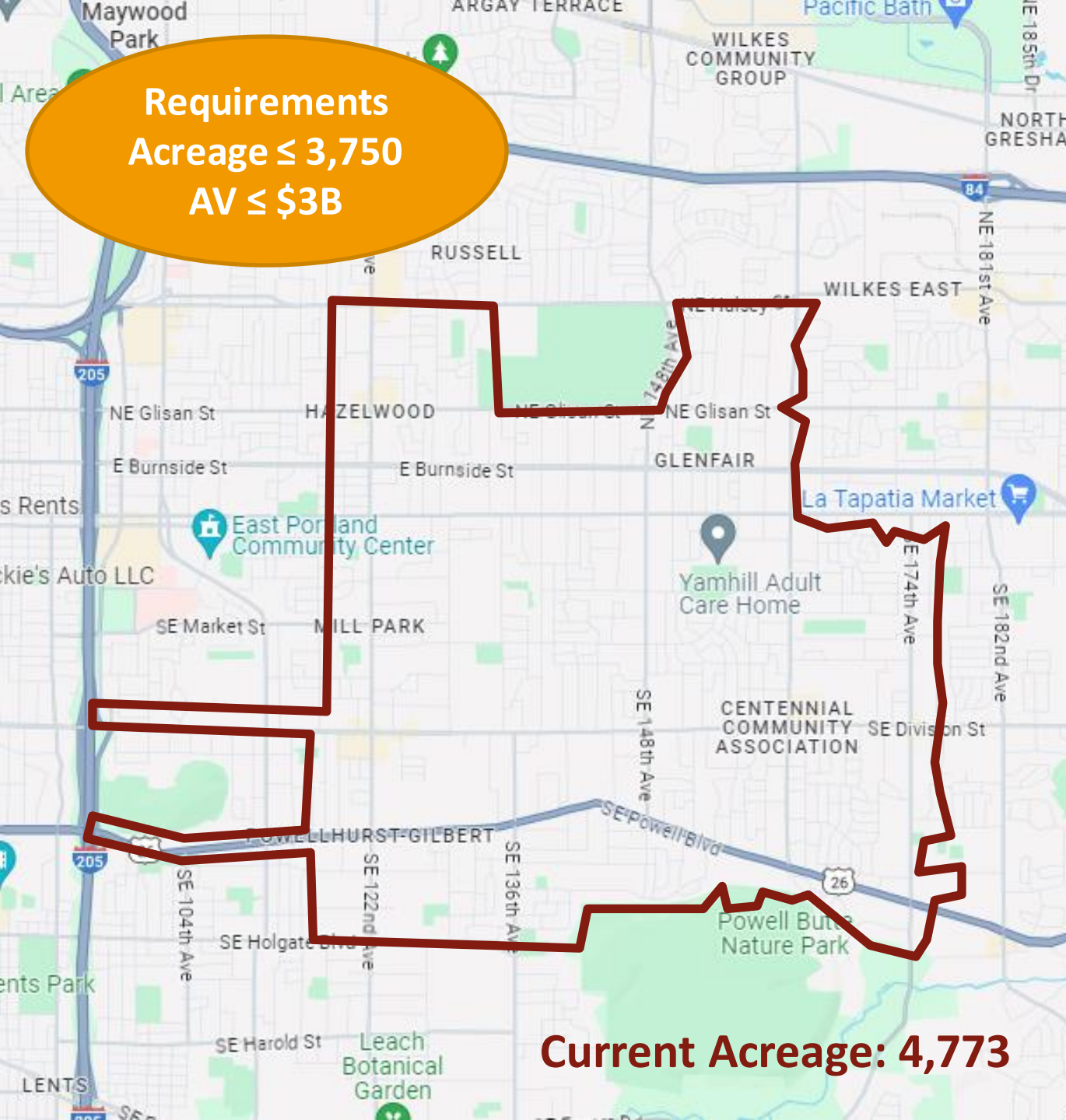


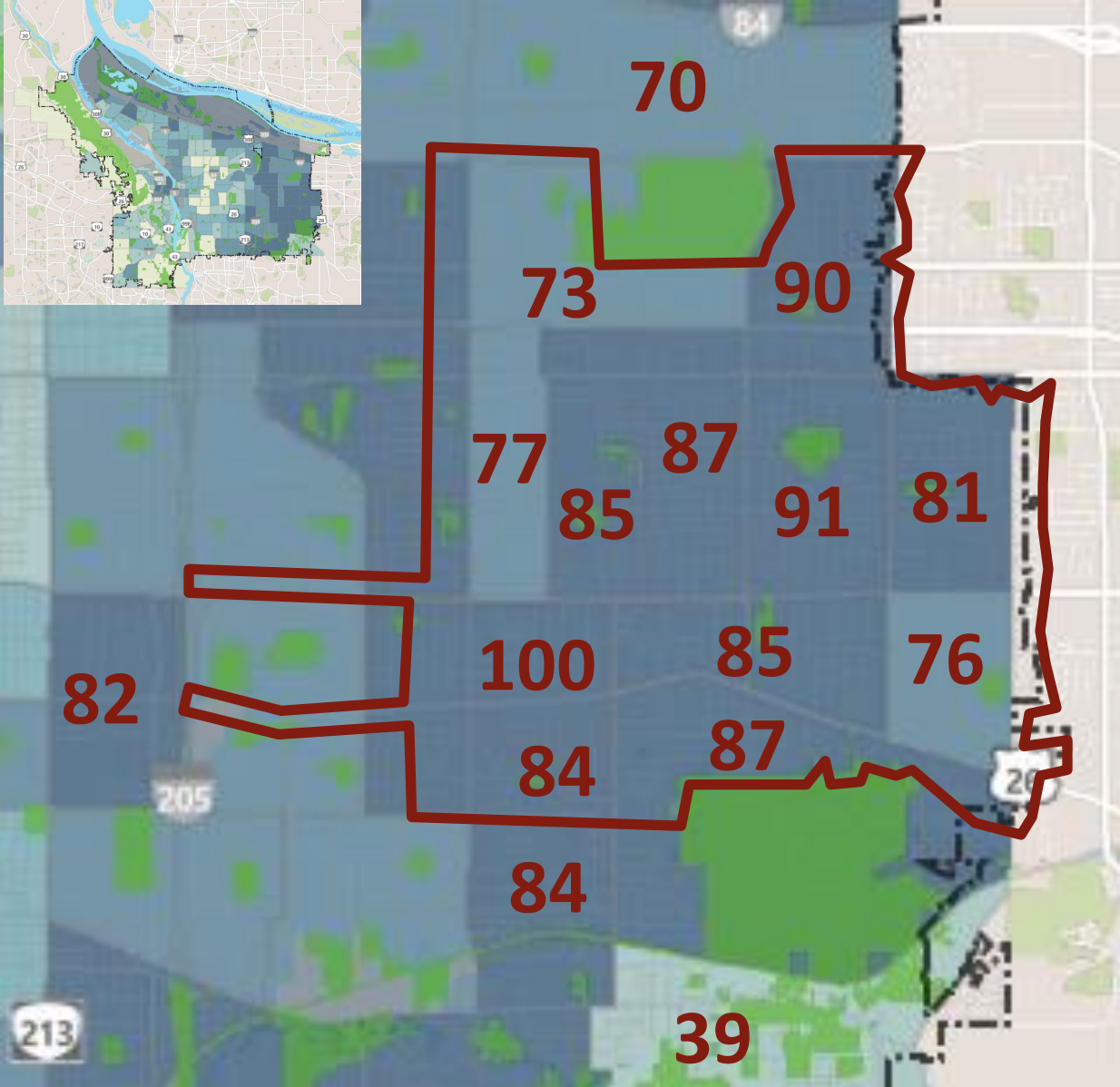
Exploration Area Orientation

Starting point for discussions

Boundaries

- North: Halsey
- South: Holgate
- East: City Boundary
- West: 122nd with a few commercial “fingers”





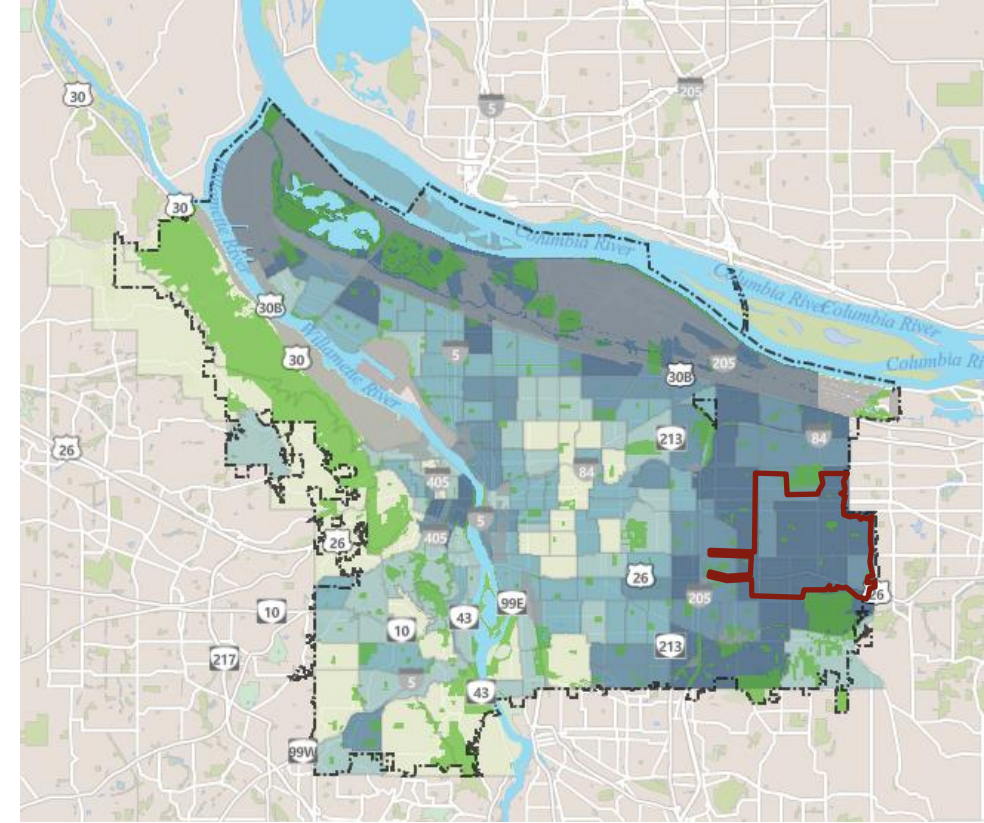
Vulnerability Index Scores

These areas have residents who are more likely to:

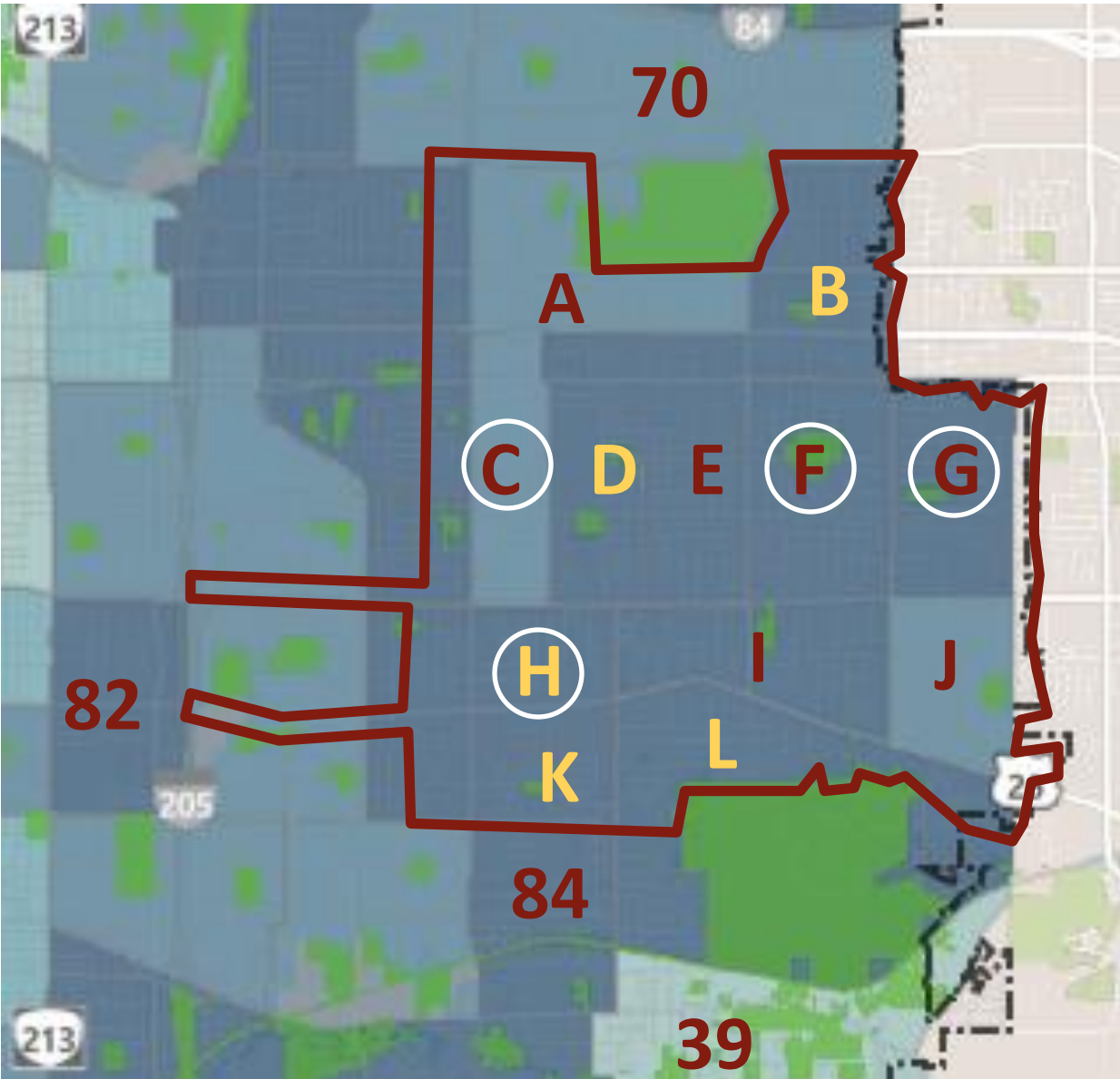
- Be "housing cost-burdened"
- Belong to communities of color, particularly Black and Indigenous communities
- Lack college degrees
- Have lower Incomes

East Portland Context

- Every one of these areas has a **higher percentage of residents of color** than the city average.
- Each of these tracts has a **lower percentage of residents with bachelor's degrees** than the city average; some areas hover in the high 80s/low 90s.
- All but two of these tracts contain **higher percentages of residents who are cost burdened** than the city average.
- All but one of these tracts has a **higher percentage of youth** than the city average.
- All but two of these has a **higher percentage of residents with Limited English Proficiency**, compared to the city average.

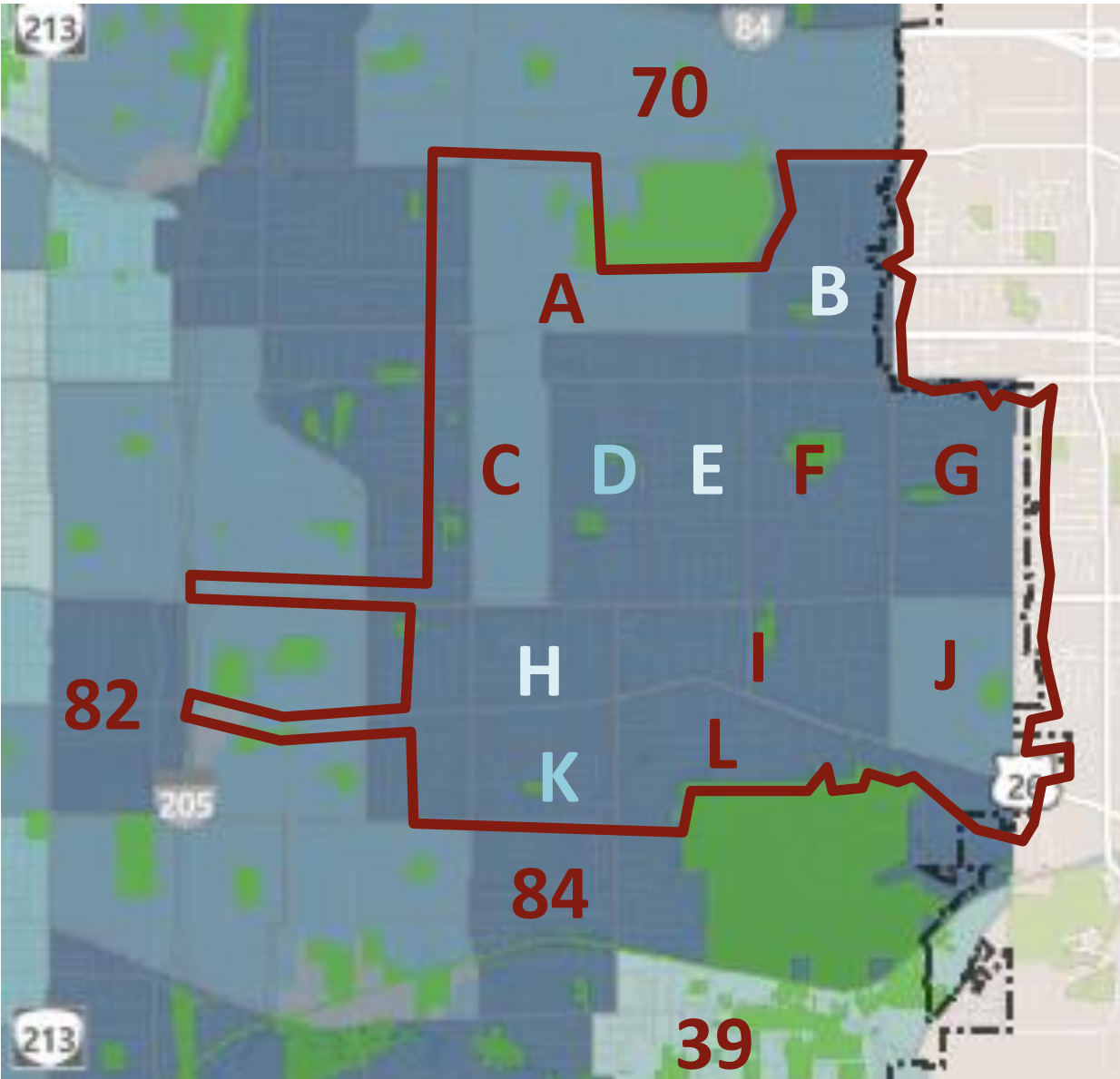


Race; Black & Indigenous Populations



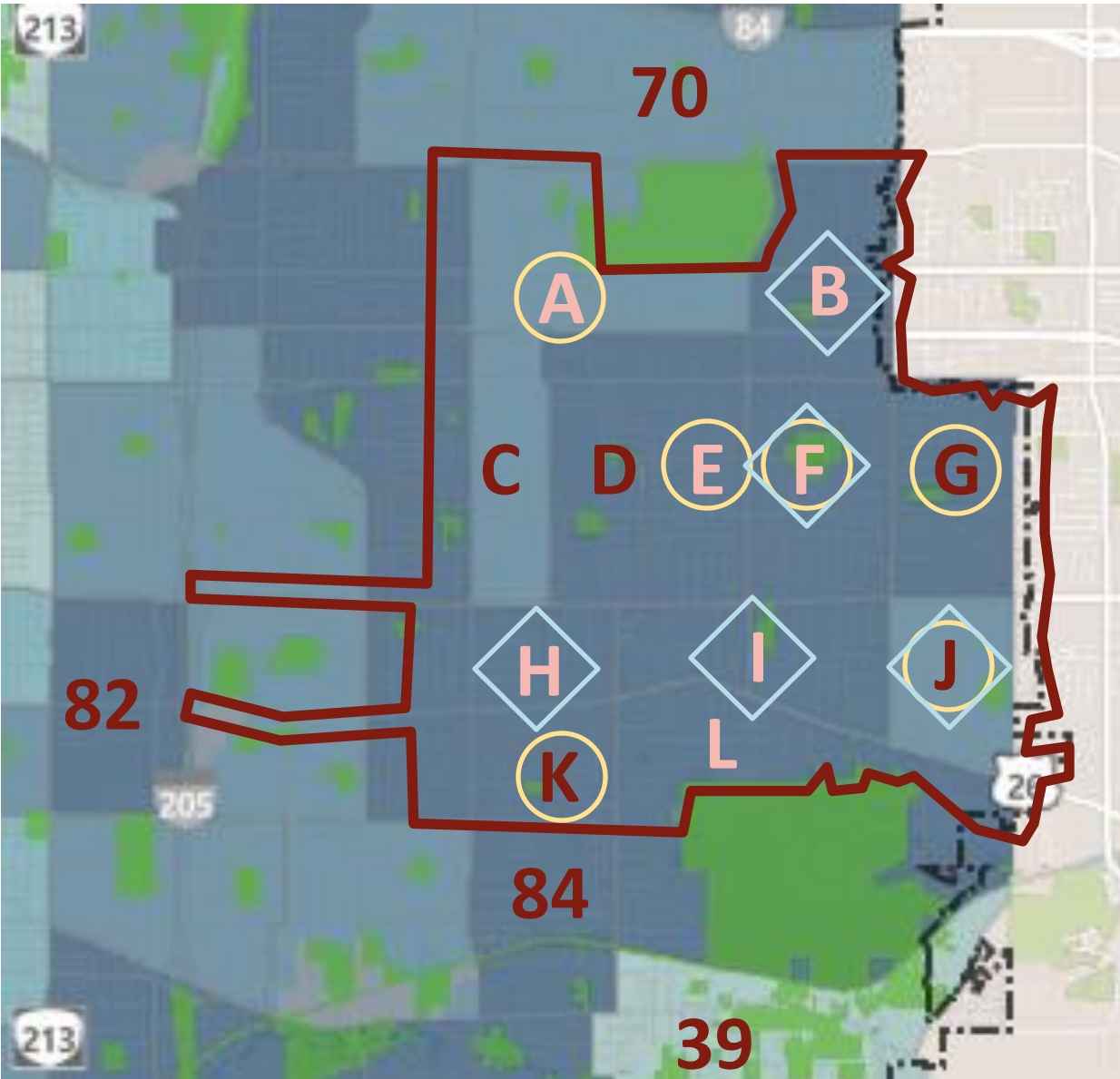
- Tracts with the highest percentages of **people of color** are in yellow.
- Tracts with the highest percentages of **Black and Indigenous residents** are circled in white.
- Area F has the **highest percentage of Black and Indigenous residents**, at 15%.

Cost Burden



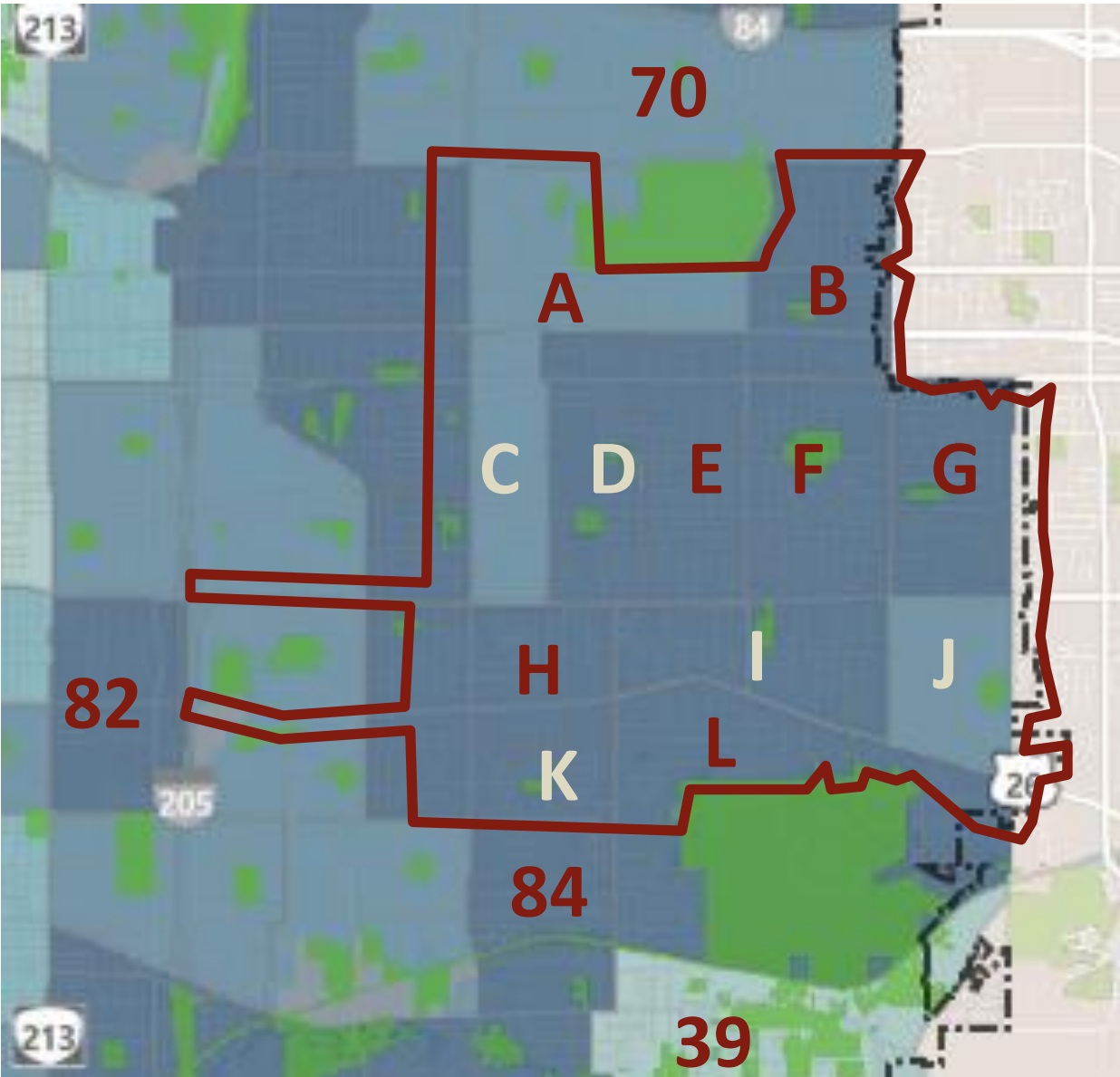
- The most **cost burdened Census tracts** are shown in light(est) blue.
- While the citywide average for cost burden is 36%, several of these areas are in the high 50s. **59% of households in Area H are cost burdened.**

Age & Disability



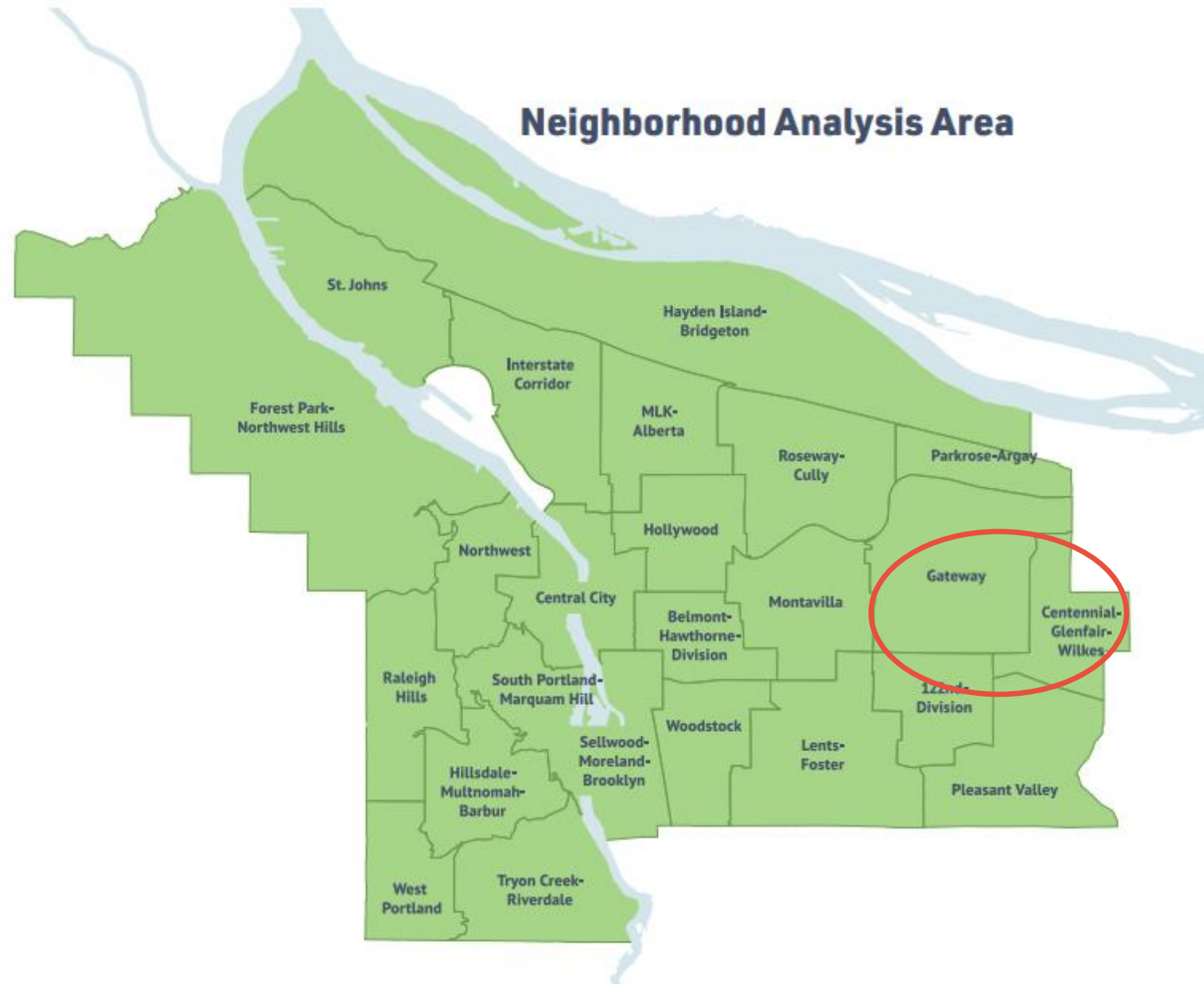
- Tracts with the **highest percentages of youth** are shown in pink.
- Tracts with the **highest percentages of older adults** are circled in yellow.
- Tracts with the **highest percentages of residents with disabilities** are shown with a diamond.

Limited English Proficiency



- Census tracts with the highest percentage of residents with limited English proficiency are shown in tan.
- Area K has the highest percentage of these residents, at 17%.

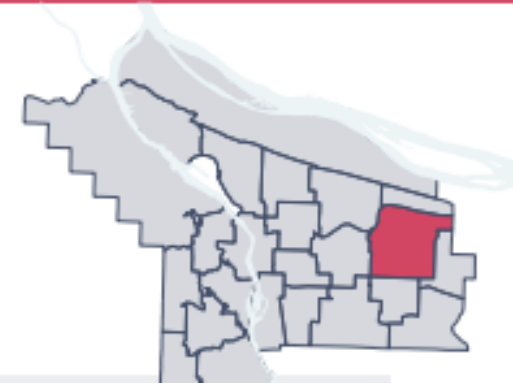
State of Housing in Portland Report, 2022



<https://www.portland.gov/phb/documents/2022-state-housing-introduction-and-executive-summary/download>

NEIGHBORHOOD PROFILE

Gateway



Housing Units by Type (2021)

Single-Family:	11,873
Multi-Family:	8,324

Regulated Housing Units (2021)

Total:	2,085
City-Funded:	1,351

Median Home Sale Price (2020\$)

<u>Year</u>	<u>Price</u>
2012	\$196K
2016	\$319K
2021	\$412K

Homeownership by Race/Ethnicity

<u>Race</u>	<u>2000</u>	<u>2020</u>
TOTAL	63%	55%
White	66%	58%
Black	28%	25%
Asian	69%	55%
Hispanic-Latino	27%	47%
Hawaiian/PI	no data	39%
Native American	no data	89%

Long-Term Rental Market by Unit Type

Poverty Rate
2000: 12%
2020: 18%

Studio
\$1,048

1BR
\$1,125

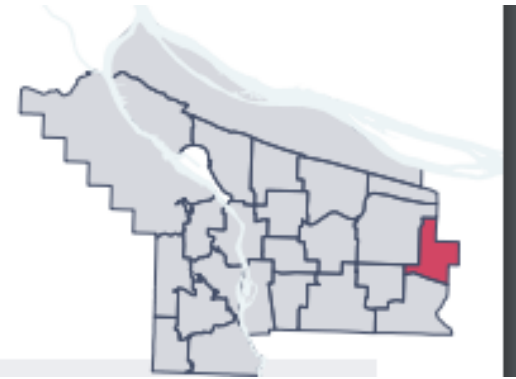
2BR
\$1,247

3-BR
\$1,482



NEIGHBORHOOD PROFILE

Centennial-Glenfair-Wilkes



Housing Units by Type (2021)

Single-Family:	4,950
Multi-Family:	3,712

Regulated Housing Units (2021)

Total:	719
City-Funded:	342

Median Home Sale Price (2020\$)

Year	Price
2012	\$167K
2016	\$291K
2021	\$388K

Homeownership by Race/Ethnicity

Race	2000	2020
TOTAL	58%	56%
White	63%	63%
Black	no data	23%
Asian	no data	64%
Hispanic-Latino	20%	28%
Hawaiian/PI	no data	4%
Native American	no data	2%

Long-Term Rental Market by Unit Type

Poverty Rate
2000: 14%
2020: 19%

Studio
\$1,003

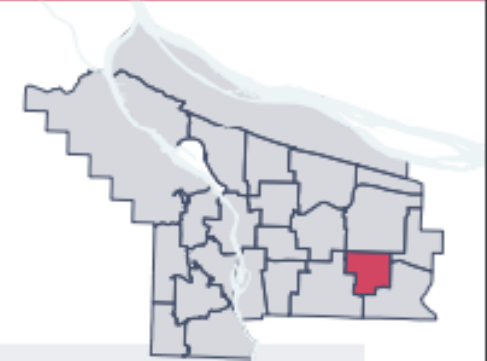
1BR
\$1,028

2BR
\$1,146

3-BR
\$1,458

NEIGHBORHOOD PROFILE

122-Division



Housing Units by Type (2021)

Single-Family:	4,697
Multi-Family:	3,536

Regulated Housing Units (2021)

Total:	1,328
City-Funded:	681

Median Home Sale Price (2020\$)

<u>Year</u>	<u>Price</u>
2012	\$175K
2016	\$291K
2021	\$380K

Homeownership by Race/Ethnicity

<u>Race</u>	<u>2000</u>	<u>2020</u>
TOTAL	59%	51%
White	61%	50%
Black	no data	33%
Asian	74%	75%
Hispanic-Latino	32%	37%
Hawaiian/PI	no data	79%
Native American	no data	88%

Long-Term Rental Market by Unit Type

Poverty Rate
2000: 16%
2020: 18%

Studio
\$823

1BR
\$948

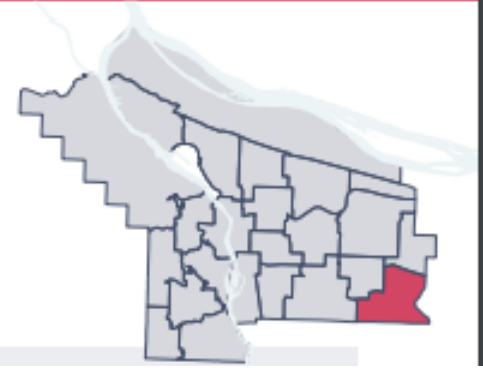
2BR
\$1,121

3-BR
\$1,391



NEIGHBORHOOD PROFILE

Pleasant Valley



Housing Units by Type (2021)

Single-Family:	4,019
Multi-Family:	971

Regulated Housing Units (2021)

Total:	70
City-Funded:	36

Median Home Sale Price (2020\$)

Year	Price
2012	\$227K
2016	\$367K
2021	\$444K

Homeownership by Race/Ethnicity

Race	2000	2020
TOTAL	76%	73%
White	76%	77%
Black	no data	0%
Asian	62%	84%
Hispanic-Latino	34%	76%
Hawaiian/PI	no data	0%
Native American	no data	100%

Long-Term Rental Market by Unit Type

Poverty Rate
2000: 8%
2020: 18%

Studio
No data

1BR
\$1,143

2BR
\$1,560

3-BR
\$1,489





ECONOMIC & MARKET CONDITIONS NEIGHBORHOOD CORRIDORS



Exhibit 66. Expansions Permitted, 2010–2021
Data source: PortlandMaps, City of Portland permit records.



Exhibit 67. Improvements Permitted, 2010–2021
Data source: PortlandMaps, City of Portland permit records.

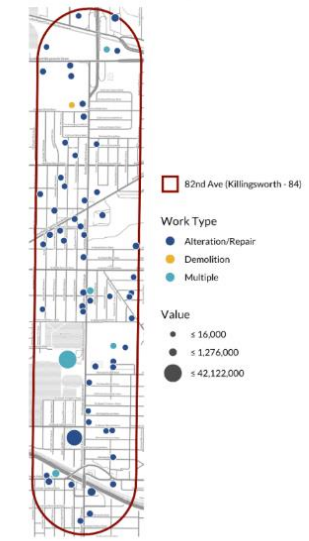


Exhibit 48. Expansions Permitted, 2010–2021
Data source: PortlandMaps, City of Portland permit records.

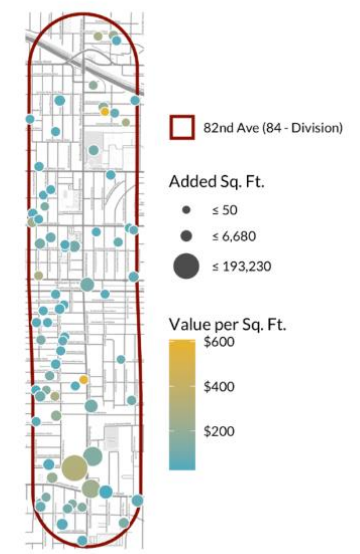
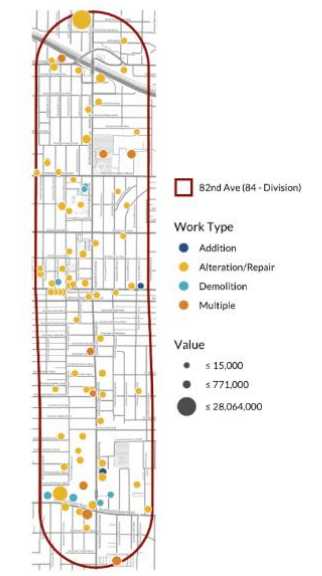
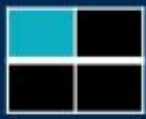


Exhibit 49. Improvements Permitted, 2010–2021
Data source: PortlandMaps, City of Portland permit records.

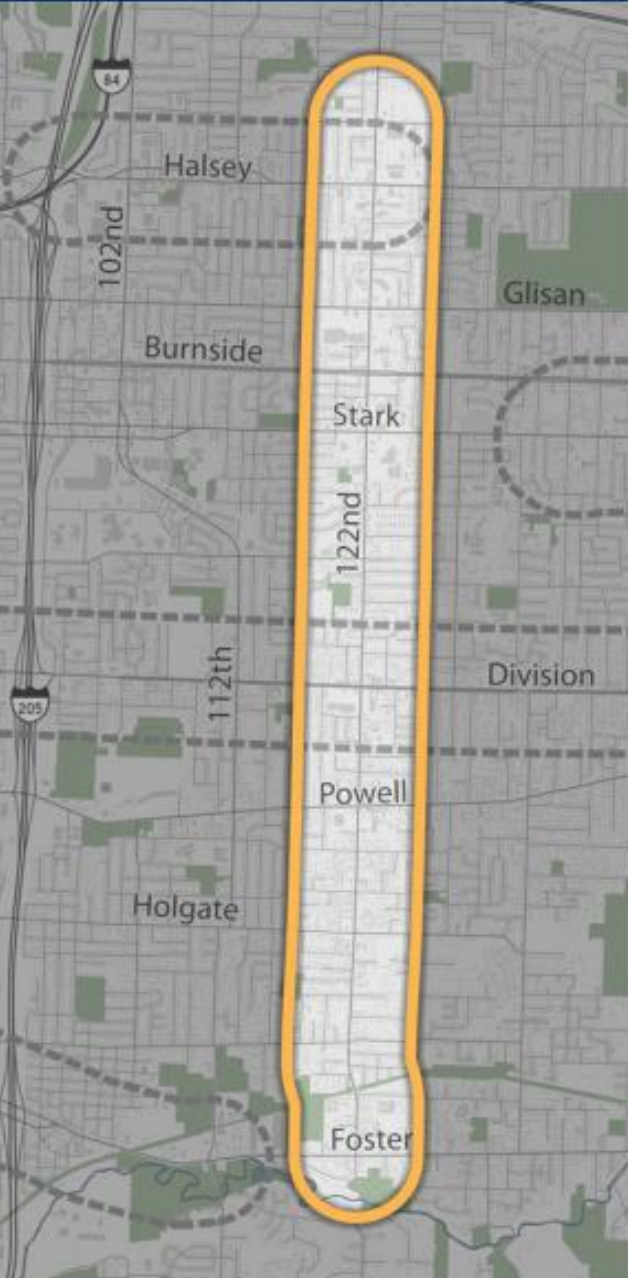


https://www.dropbox.com/s/at2t59dhse5i1h2/Supplemental%20Appendix%20-%20Economic%20%26%20Market%20Conditions_%20Corridor%20Profiles.pdf?dl=0

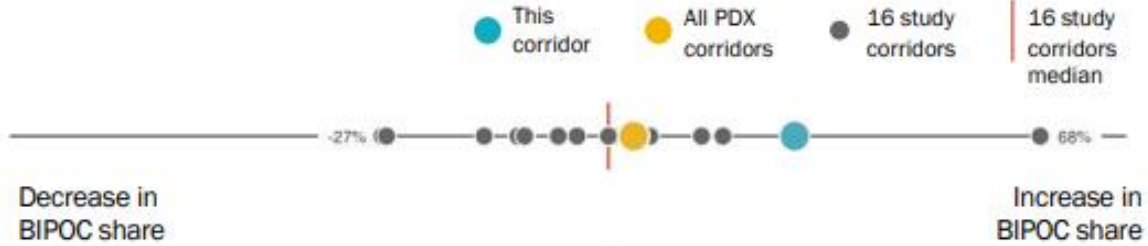


Corridor Overview: 122nd Avenue

How to support this corridor:



Change in BIPOC share



Market Recovery

(change in small business employment)



Market Strength

(median commercial property RLV per SF)



Grow business district capacity

Activate commercial buildings and attract new commercial dev't

Stabilize existing businesses

Grow home businesses and create commercial space opportunities

Address housing production and affordability

Improve transportation safety and connectivity

Demographics (2010-2020)

- 69% increase of BIPOC residents
- 50% of HHs rent
- 28% population increase (17,184 residents in 2020)
- 77% of households < 100% AMI in 2019

Market Recovery (2008-2022)

- **Employment** in retail and office-based losing to education and medical

Market Strength (2008-2022)

- **Retail and office rents** lower than the corridor average and decreasing
- **Housing investments** in affordable housing in 2017-19, but limited commercial and market rate development



Corridor Overview: Rosewood

How to support this corridor:

Demographics (2010-2020)

- Almost 50% of population is BIPOC
- 24% of residents are Hispanic
- 14% population increase (10,999 residents in 2020)
- 76% of HHs < 100% AMI in 2019

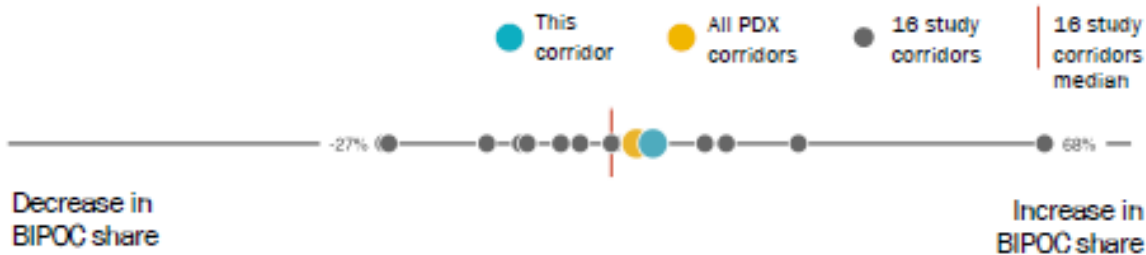
Market Recovery (2008-2022)

- Small businesses grew during the recovery period, many home based businesses were started since 2019

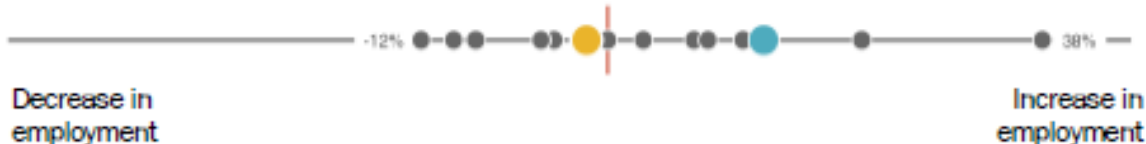
Market Strength (2008-2022)

- Increase in multifamily development and investment has occurred in limited locations
- Lack of commercial spaces impacts entrepreneurship opportunities and business growth
- Residential sales prices more than doubled since 2014

Change in BIPOC share



Market Recovery (change in small business employment)



Market Strength (median commercial property RLV per SF)



Grow business district capacity

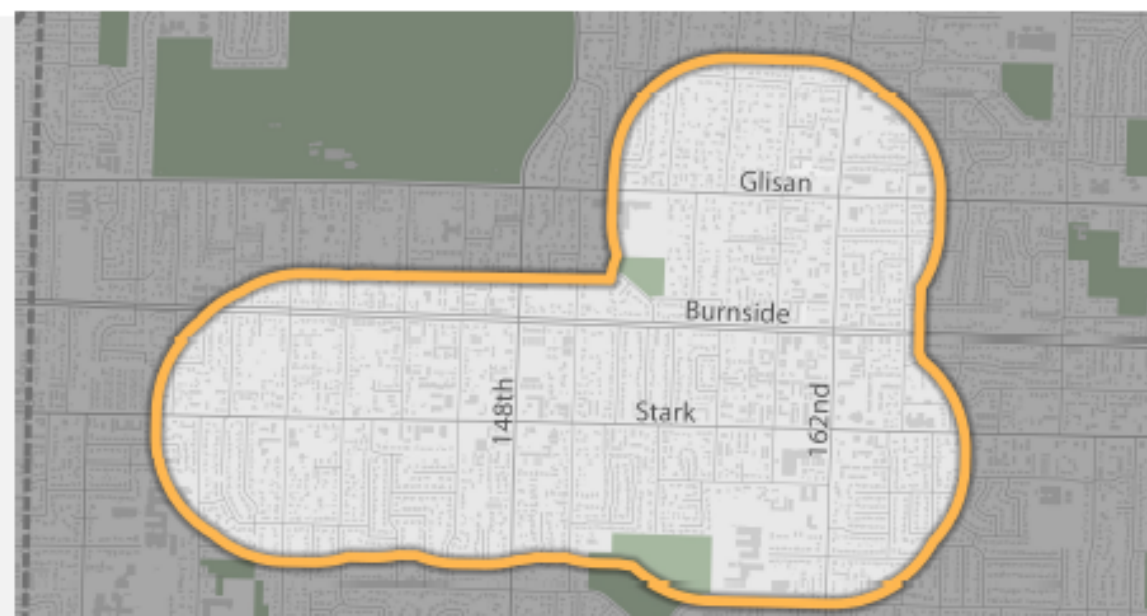
Activate commercial buildings and attract new commercial dev't

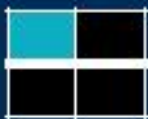
Stabilize existing businesses

Grow home businesses and create commercial space opportunities

Address housing production and affordability

Improve transportation safety and connectivity





Corridor Overview: Division

How to support this corridor:

Demographics (2010-2020)

- 9% increase in BIPOC share
- 23% population increase (17,821 residents in 2020)
- 76% of households < 100% AMI in 2019

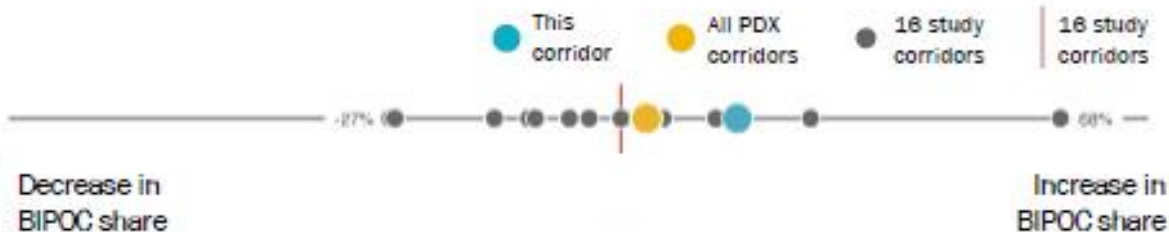
Market Recovery (2008-2022)

- Employment increased by 6.4% with losses in office based and industrial businesses
- Small business employment since the pandemic has recovered more than all corridors across Portland
- Total businesses increased by 46% 198 businesses since 2008

Market Strength (2008-2022)

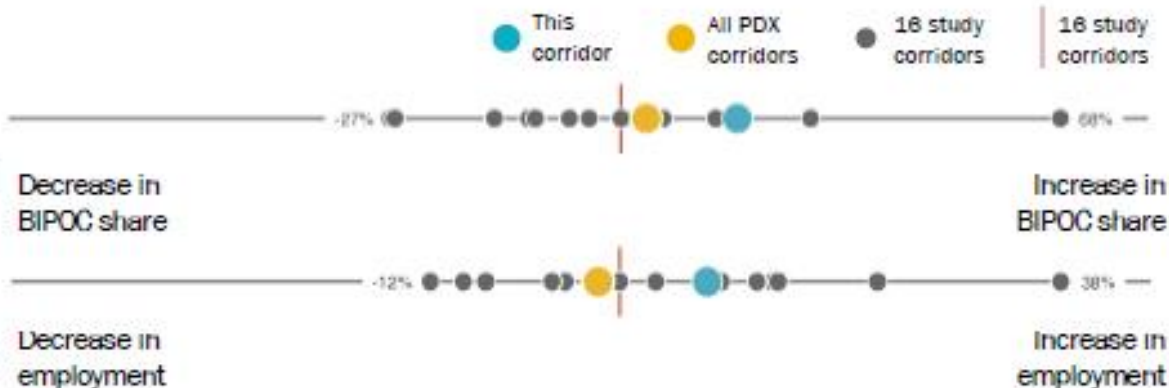
- Residential sales prices more than doubled since 2012, with median sales price over \$400k.

Change in BIPOC share



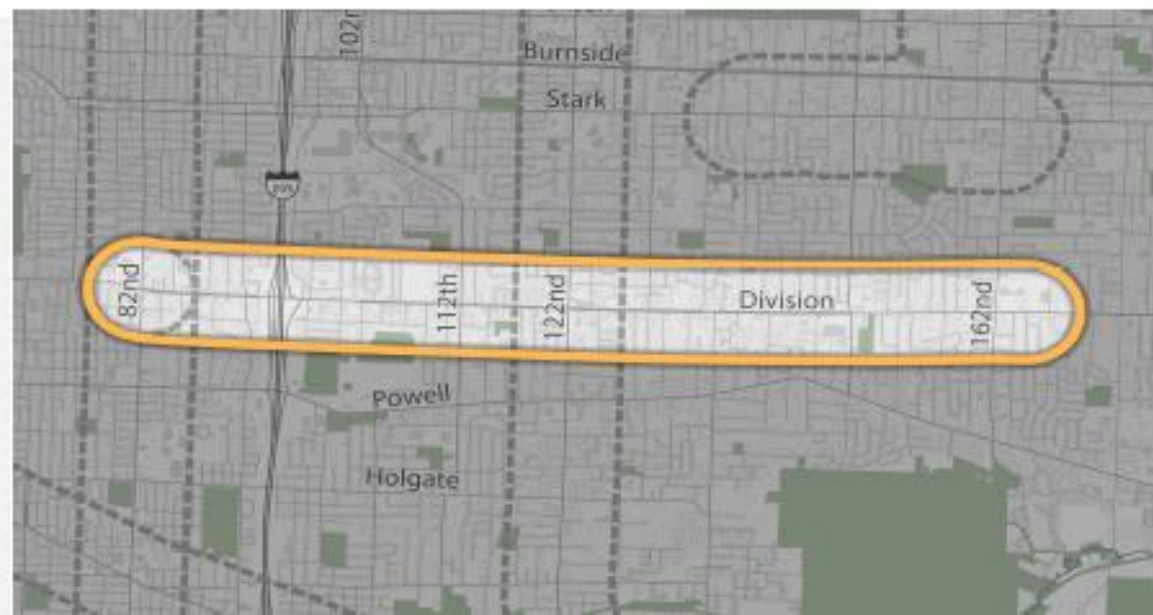
Market Recovery

(change in small business employment)



Market Strength

(median commercial property RLV per SF)



Grow business district capacity

Activate commercial buildings and attract new commercial dev't

Stabilize existing businesses

Grow home businesses and create commercial space opportunities

Address housing production and affordability

Improve transportation safety and connectivity

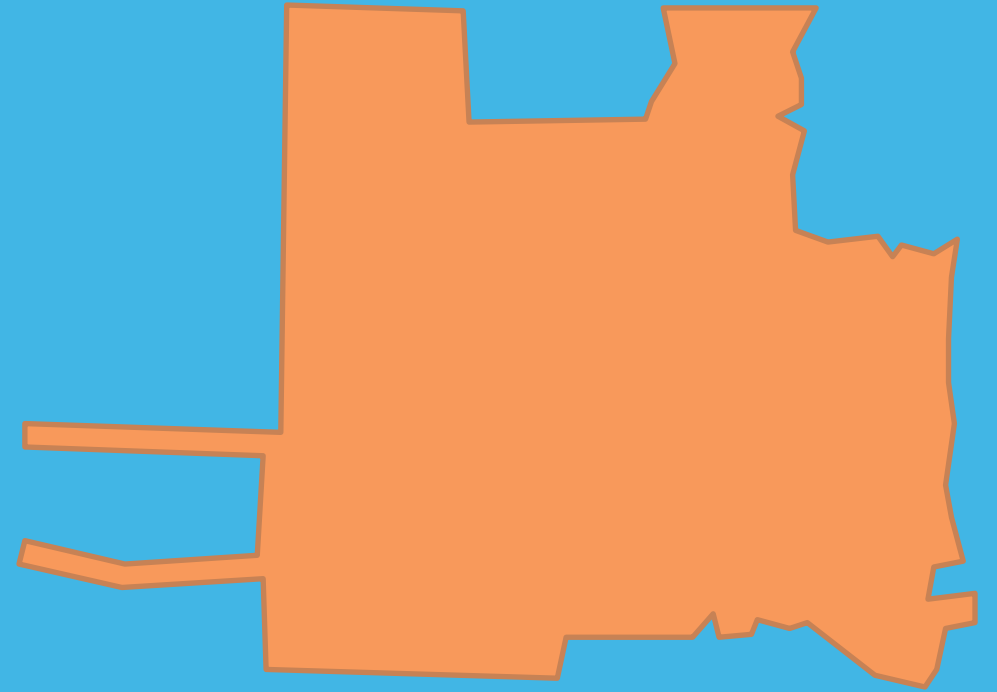
Discussion 1: Values

The compass that keeps us headed in a desired direction.

Values are beliefs about what's important, what is a priority.

Fundamental beliefs that motivate our guide action.

BREAK!



*When we come back – Values, Vision
& Goals Discussions*

Values

*From Existing East
Portland Plans
& Cully*



*Which of these
stands out to you?*

What's missing?



**Portland
Housing Bureau**



**PROSPER
PORTLAND**

Discussion 2: Visions

The ideal state of what the future could be like.

The ability to imagine and think of the future with insight.

The purpose that a person visualizes without knowing how to achieve it.

Using TIF as a tool for inclusive growth and equitable prosperity, what is your VISION for East Portland?

Increase walkability and connection across the TIF district

Pilot with pop ups and human centered design

Increased livability, more economic and housing opportunities, and shared prosperity

I wanted to see TIF work started and sustain our community development and safety.

knowing that we engaged with the right stakeholders

Increase both affordable housing-- and working housing

Bridge the "been here forever" mentality with the new comers to the neighborhood

Creation of clear multicultural hubs/districts

For the TIF dollars to be matched with other funds that will support economic growth for families. Funds that will support financial literacy, access to capital, credit repair, community building, job training, etc.

A fundamental success would be improvement in family wage jobs, not low wage jobs. This connects directly to improvement in affordable housing and quality of life.

Everyone is counted and no one is left behind.

Add walkability and green spaces

VISION: What kind of long-term impact would you like to see on/ around E205?

Seniors have freedom to age in place or be able to afford assisted living in their neighborhoods, depending on what they want/need

brick and mortar launch support for BIPOC entrepreneurs

design community with multigenerational hubs

Equitable development that contributes to enhanced livability, economic opportunity for all, shared prosperity, and economic diversity

generational wealth for first time BIPOC homeowners

workforce development for our local community centers & services

More projects like the Community Investment

increased walkability and more bus access on north routes

celebration of the multicultural identity of the area

Trust/Microfinancing/ Creative & blended finance opportunities for businesses

elimination of barriers to owning and running a business

upskilling/coworking center to draw out **solopreneur/home-based businesses**

Our community **safety and well-being** is achieved. Set goals that is measurable and lead

Selected Visions from Existing Plans

Economic & Community Development

- Community safety for all – residents and businesses – is achieved
- Achieve climate resilience for all
- Create a hub for the Black community in East Portland; preserve Black culture, art
- Opportunities exist for previously displaced Portlanders to seek healing, repair and justice
- Community-sources capital, lending circles, co-signing community programs support diverse communities.

Physical Development

- All ethnics groups have access to community spaces/centers to support activities, including educational and cultural events.
- Accessible parks
- Easy and accessible transit access, bike lanes and pedestrian routes; safe routes to schools
- East Portlanders are prepared for a variety of natural disasters

Housing Continuum

- Local displacement no longer occurs
- Safe, healthy and affordable housing, across a variety of housing types and sizes, is accessible for all.
- Previously displaced residents return

Discussion 3: Goals

The specific aim or desired result; milestones to achieve your vision.

Goals are the specific ways we execute our values, in order to achieve our vision

GOALS: City

Incorporate
lessons of the past



Center disadvantaged
and low-income
communities in
engagement, goals
and governance



Further **Community
Stabilization** and
Equitable Development



Advance inclusive
economic growth and
wealth creation



Support
entrepreneurship
and **job growth**

Advance **Housing
production** for a full range
of income levels



GOALS: When thinking about the process and outcomes of this project, what does success look like?

largest projects and investments benefit and are driven by the needs, wants, hopes + dreams of those with least access to private wealth

Economic growth for marginalized populations

the project meaningfully contributes to reducing unsheltered homeless and increased rates of Black + Brown ownership of housing and businesses

Beautiful green spaces, community spaces, and meeting daily needs within community

Welcoming places

redefine ownership use; public investments increase community ownership on behalf of those who have least access

BIPOC residents experience a sense of ownership and control over their neighborhood

Identifying new people, leaders, residents to continue momentum and ensure the work continues

the most economically vulnerable residents of EPDX experience the feelings of economic + housing security and the ability to enjoy the benefits of a thriving neighborhood

Select Goals from Existing Plans

Economic & Community Development

- Develop programming for children
- More community events
- Culturally-specific supermarkets and grocery stores
- More small businesses; home-based businesses support community needs
- Increased business diversity
- Support existing community and cultural anchors.

Physical Development

- Improved street lighting
- CPTED plantings, development
- Community gardens, trees, shrubs, flowers
- Community Center
- Public restrooms
- More crosswalks

Housing Continuum

- Need affordable housing, large units, multi-generational options
- Explore different ownership models for housing, wealth-building opportunities
- Purchase, rehab existing MF developments

Next Steps

- 1. Project Team will synthesize what we heard today and bring it back to the group for discussion/revision at our next meeting.**
- 2. We will aim to post language for review the Friday before our next meeting.**
- 3. If there are folks who want to be more deeply involved in the actual drafting (aka, the “sausage making”), we are open to that – just let us know.**

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

Staff Office Hours:

1st and 3rd Thursdays, 9-10 am, drop-in

Request honoraria & stipends from Camille!!