

East Portland TIF Exploration: Parkrose-Columbia Corridor Working Group
Meeting #1 Notes – January 2, 2024

Attendees: Danell Norby, Lin Felton, Corky Collier, Alando Simpson, Bill Kent, Annette Stanhope, Giovanni Bautista; Dana DeKlyen, Kathryn Hartinger, Kiana Ballo, Roger Gonzalez, Shea Flaherty-Betin, David Sheern

1. Working group members were able to introduce themselves and shared what they would like to see expanded or maintained in the Parkrose-Columbia Corridor exploration area:
 - a. Business opportunities to provide economic stability (e.g., to buy a home, take care of their family, etc.).
 - b. Increase the number of middle-wage earning employees that live within five miles of their job.
 - c. More spaces that are welcoming to families and young folks, including housing options.
 - d. Access to middle-income jobs in a way aligned with community values.
 - e. The gorgeous views, expansion of the downtown village, and more third spaces for families.
 - f. Maintaining and expanding business support programs, tailoring investments for families, and expanding tree canopy and access to green spaces.
2. Prosper Portland and City of Portland staff shared [this presentation](#).
3. Staff facilitated three discussions related to values, vision, and goals, providing examples of existing EPDX community plans/feedback and asking:
 - a. What resonates with you? Are there themes emerging?
 - b. What's missing?
 - c. Are there things that you'd want to include that feel specific to our geography?
4. Values, Vision, & Goals Feedback
 - a. Values:
 - i. Diversity, Innovation, Stability, Transformation, Equity are all values that resonate.
 - ii. Climate health and safety. The Parkrose-Columbia Corridor area is the hottest in the city during heat dome events. There are deadly roads like 122nd and Sandy, with 4 deaths in December. It is also between freeways and has higher rates of asthma. Need to align Prosperity and Capital with those values of health and safety.
 - iii. Prosperity and Capital resonate. Values are hard to achieve without the resources. Plans are passed without the resources needed to implement. Sustainable capital needs being met will help us meet these goals and live into these values.
 - iv. Economic growth for existing residents. Improved income for current residents.

- v. Need language that addresses having a vibrant economy in order to have vibrant community without pushing others out. An equitable economic engine.
 - vi. Growth - but equitable and inclusive.
 - vii. Economic annexation has caused harm to the air we breathe.
 - viii. Build something sustainable that continues to help this community.
 - ix. Opportunity to do something different than urban renewal. Utilize an environmental justice framework. Capital Markets are seen as the devil. The future is being regenerative with resources/capital.
- b. Vision:
- i. Increased vibrancy, livability – a place where people want to be and spend time. Including new retail spaces.
 - ii. Pride in where you live and a desire to see investment in that area. People have checked out of Sandy Blvd. Need to connect pride and identity with our commercial districts.
 - iii. A more positive image than people being shot and an industrial zone. A place with clean air, multimodal transportation to safely access amenities, etc. Feels like so much of the area is a pass-through area.
 - iv. A space where I see my children having a life.
 - v. Climate/health are such important concepts. Health is missing from visions to existing plans. Need tree canopy and safety elements.
 - vi. Include our elders.
 - vii. Want us to be a destination.
 - viii. Cover businesses of all sizes, not just small, mid, or large.
- c. Goals:
- i. Safety elements from the vision conversation; Sandy Blvd is very dangerous.
 - ii. Don't see elders named. Make sure we are supporting elders.
 - iii. Having conversations with jurisdictional partners so you can stretch dollars further and partner on service provision, etc.