

East Portland TIF Exploration: Parkrose-Columbia Corridor
Meeting #2 Notes – January 16th, 2024

Attendees: Bill Kent, Corky Collier, Dave Ganslein, Annette Stanhope, Lin Felton, JR Lilly

Staff: David Sheern, Camille Trummer, Paula Byrd, David Koch, Roger Gonzalez, Kathryn Hartinger, Kiana Ballo

1. Prosper staff welcomed the committee and reviewed the meeting agenda. Committee members did a round of introductions.
2. Prosper Portland and City of Portland staff shared [this presentation](#).
3. Camille introduced members to Basecamp, the project hub for the steering committee and working groups working on East Portland TIF Exploration. A video tutorial on how to use Basecamp will be uploaded later this week. Members should have received an invitation to join last week. Please feel free to poke around and get familiar with this platform, you cannot break it. There are several documents, files, plans, meeting materials, and notes that have been uploaded to the Docs & Files folder as a resource for the committee. Information from the Cully TIF process is uploaded to be a reference. The honoraria request form is linked in the Docs & Files folder as well. You can also find the schedule for upcoming meetings and events in the schedule module. The campfire module is a great way to share and chat with the group.
4. Kathryn highlighted the working draft plan for members to get a sense of what the TIF plan will look like. Based on the conversation last week, this is the first draft that the Prosper team put together. Please feel free to edit, add, and update as you see fit. It is crucial that this document accurately captures the community's vision, values, and goals. This will be a critical document to review and check in with throughout this process. New versions of this document will be posted every two weeks.
5. The committee reviewed the vision, values, goals, and data that were discussed in the previous meeting and how those will be used to inform both broad and focused community engagement and ultimately the TIF plan, district boundary, and project list.
6. Staff discussed the community engagement process. There will be broad, place-based engagement led by Prosper Portland & Portland Housing Bureau and there will be deep community-based engagement led by the WGs with support from the project team. Finer, more frequent touch points with the deep community engagement groups will help refine the direction of TIF exploration and ensure that the community's need are reflected in the plan and process.
7. The committee worked on the Engagement Brainstorm & Discussion [Mural Board](#). They were asked:
 - a. What is missing?
 - b. What do we need to know more about?

- c. What voices do we want to elevate?
 - d. Who is best situated to work with those communities? What are some of the questions?
 - e. How do we build relationships, long-term partnerships?
8. Members discussion included the following:
- a. How to help educate folks to make educated decisions and participate in conversations?
 - i. TIF 101 sessions, stipends for community members participation, but it is tricky to have enough time and space to share this project that feels meaningful. There should be a spectrum of engagement, working group members are also ambassadors to the greater community about this project.
 - b. If you think of TIF as revenue coming from within the boundary, can we find out more about the revenue source from within the district and outside of the district? What creates the increase in value? Can we get the values of how the district have increased over the past 10 years?
 - i. Natural appreciation in value and new construction are both examples of how assessed value (AV) can increase. There is a heatmap of which areas have higher AV which can potentially generate more funds for the district, but if we want to help vulnerable folks, we also need to include areas which may have lower AV.
 - c. Should the boundary be expanded to increase value of the district? In this case the boundary covers a heavily industrial and residential area. What is the point of having a district that covers these areas?
 - i. We will dive into boundaries in next month's meetings. As a reminder, there is a cap of both acreage and assessed value for the potential district, and we are already above the acreage cap by ~200 acres. Properties with higher AV need to be included, but we have to balance that with the areas that may have lower AV and are in need support.
 - d. Is there any risk of depreciation and how would that impact TIF?
 - i. It would have an impact on a year-to-year basis, but a typical TIF district lifetime is 30 years so it would be hard to imagine 30 years of decline. Typically, within the county assessed values lag, so it takes quite a bit of depreciation for the real market value to drop below the assessed value. Depreciation is not a huge concern. Assessed values are capped at 3% year over year. New construction also creates revenue generation.
 - e. We are missing an economic development framework or strategy. How are these actions going to improve the families in the area? What is the philosophy behind these investments? Are there clear goals on how these actions will impact families? There is a lot of opportunity for how TIF can be used.

- i. There are elements in Advance Portland that can be applied but there are also specific things that can be done with East Portland. If we look at Advance Portland and then look at what is missing for this geography specifically, we can get more granular to cater projects to meet community needs. We started this conversation talking about economic development future in East Portland. There is a specific charge around whether TIF is the right tool right now. In this process, we will define the needs, investments, and plans for East Portland. How can we leverage this process in conjunction with Advance Portland? How do we continue to build on Advance Portland so people see the through line from the City at large and East Portland because it is the same philosophy.
- f. How do we learn about other tools available to the district?
 - i. Transportation, community benefits agreement, affordable long term lease rates, childcare vouchers, ensuring contracts going to service employees, employee training. There are examples of how to go beyond TIF. What are the kinds of partnerships we do?
- g. What are the other tools are other than TIF to create these outcomes.
 - i. List of City tools in Appendix of Anti-Displacement Action Plan (available on Basecamp), includes regulations, source funding, lead agency, and broad framework. The challenge is that many of these programs are not funded well. This is a starting point to look at what tools can be used for equitable development. Also, need to identify tools that Prosper Portland uses whether backed by TIF or not.
- h. Specifically, what voices do we want to elevate? This is setting priorities for engagement and being specific about who to reach will help tailor the type of engagement that is done.
 - i. Lifting community, provide incentives for any businesses that receives support to hire residents. It is one thing for businesses to grow but can we get residents in the area hired at those businesses? Job training programs as well. Support small businesses, first time business owners, and also ensure we create jobs and hire folks through investments, so we are able to create generational opportunities.
 - ii. Speak to younger people in the neighborhood. What changes in the neighborhood would make them stay? People who are facing opportunity and choice of whether to stay or go – what are the factors in that decision, how can we help address those needs?
 - iii. Include rental communities in the conversation – Sandy Blvd, others
- i. What are the organizations or business leaders that are best suited to partner with in this work?
 - i. Street trust working on greenway project.
 - ii. Rosewood initiative.

- iii. Columbia Willamette Valley clean industries.
 - iv. Y. O. U. T. H. Youth organize you to help.
 - v. Parkrose School district.
 - vi. Maybe Our Just Future.
 - vii. East Portland Chamber of Commerce.
 - viii. Nate McCoy at NAMC-Oregon.
 - ix. MESO.
 - x. Portland Metro Chamber?
 - xi. Elevate Oregon.
 - xii. Pathfinders.
 - xiii. Student body president/vp at Parkrose HS.
- j. For future conversations, think about what implementation looks like. How do we continue to engage people if a TIF district is established?
- i. What is the City of Portland's narrative about this area? Have there been any studies to inform this narrative? How do people from outside of the neighborhood view this neighborhood?
 - ii. What is the role of East Portland more broadly?
 - iii. Ask a realtor when talking about bringing in new companies or residents.
 - iv. East Portland Action Plan.
9. Additional comments/topics included:
- a. Need good employment – middle wage or higher. Better connections between work and home.
 - b. Renters are most likely to use public transportation, and most impacted my street scape. Need to connect with renters and commuters.
 - c. E-bikes, charging infrastructure lacking to serve residents especially renters in neighborhood.
 - d. Parkrose transit center may be a place for EV charging infrastructure which is needed broadly.
 - e. PCEF is a great tool when thinking about green economy. Portland Clean Industry Hub, involve universities to do research and development.