

# East Portland TIF Exploration

**Parkrose/ Columbia Working Group**  
**Meeting 2 – January 2024**



**Portland  
Housing  
Bureau**

# Agenda

1. Introductions/Check-ins
2. Basecamp 101
3. Vision, Values & Goals Reflect Back
4. Community Engagement Discussion

***Goal: Identify both broad and focused engagement needs, questions, potential partners***

# Introduce Yourself!

1. NAME, PRONOUNS

2. FAVORITE RESTAURANT in the Area





# 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

# Values, Vision & Goal Themes

*(from last time)*



# Parkrose/Columbia Corridor Values

**Diversity**

**Prosperous &  
Vibrant  
Community &  
Economy**

**Healthy & Safe  
Public Realm**

**Support Current  
Resident's  
Livelihood**

**Innovation**

**Transformation**

**Environmental  
Justice**

**Equitable &  
Inclusive  
Economic Growth**

**Stabilization**

**Equity**

**Climate Resiliency**

**Sustainable,  
Regenerative  
Future**

# Parkrose/CC Vision

**Empowered to guide and lead;** balancing needs of **current and future residents**

Residents feel a **sense of pride, identity, ownership**

**Public realm is safe,** access to neighborhood services, programs, amenities

People **choose** to play, work, visit, live, raise families here

**Access to affordable, stable housing;** new development investments **create opportunity, not displacement**

**Strong relationships and partnerships**

**Meaningful middle- and high-wage employment and economic opportunity; community benefits**

**All businesses can start, grow, expand and thrive**

Community is **safe and resilient** in face of **climate change, natural disasters**

**Elders and youth** are lifted up



# Parkrose/CC Goals

Elders & youth supported

Current residents benefit

Historically marginalized, vulnerable **play lead roles**

Prevent displacement

Provide safe, accessible and comfortable transportation

Address **climate, health and safety** needs

**Collaborate** with jurisdictional partners

Preserve existing opportunity, create new

Expand **brick & mortar** presence; **thriving commercial corridors**

**Advance equitable development**; increase **living-wage jobs**

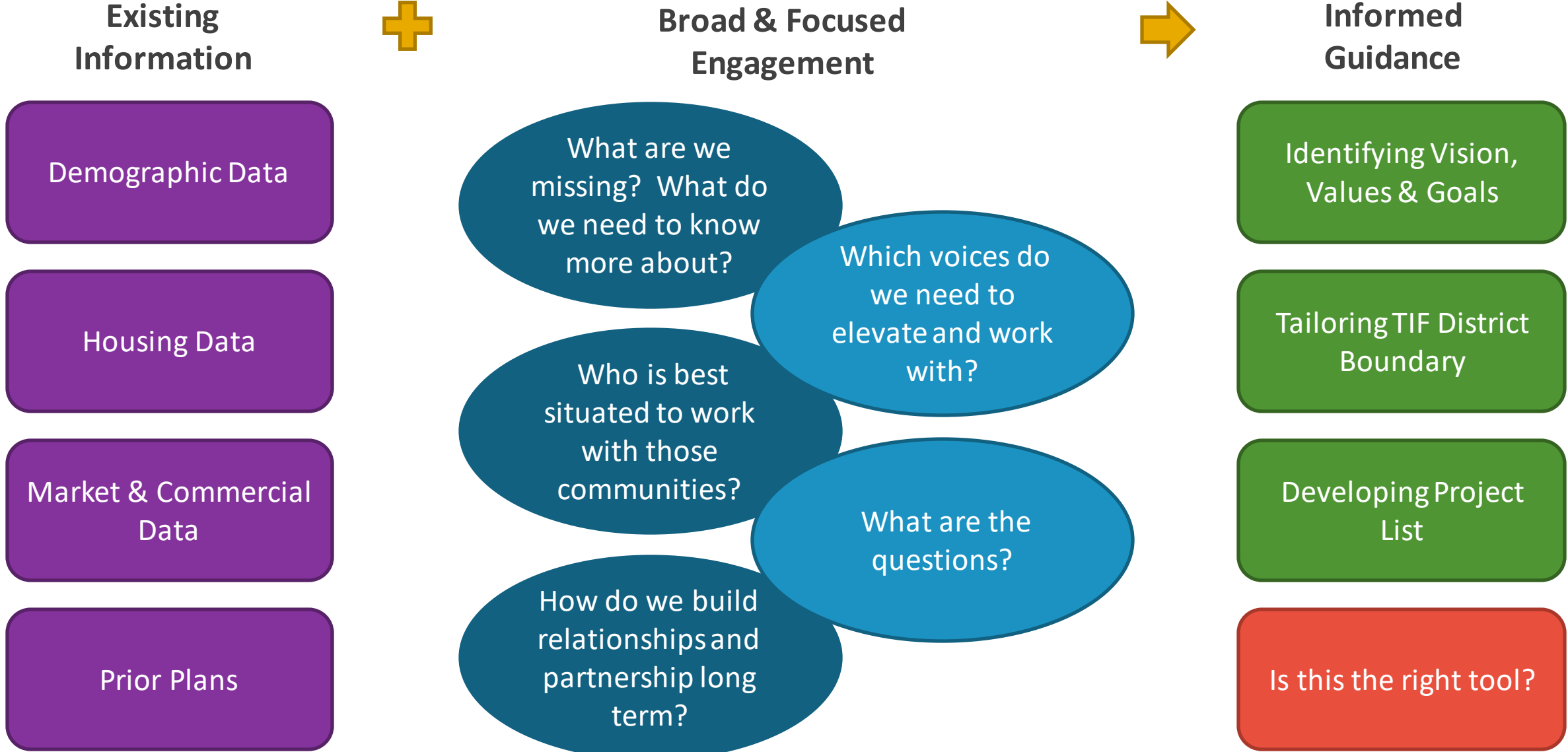
Expand **support to entrepreneurs** and **access to capital**

Expand **opportunities for community connections**

# Community Engagement



# What are we doing with all of this information?



# Community Engagement

## BROAD: PLACE-BASED ENGAGEMENT

*Prosper Portland & Portland Housing Bureau led*



## DEEP: COMMUNITY-BASED ENGAGEMENT

*ELC Subcommittee-led*



**Portland  
Housing Bureau**



**PROSPER  
PORTLAND**

# To the Mural Board!

The screenshot displays a Mural Board interface with a title bar at the top: "C. Engagement Brainstorm & Discussion - Parkrose/Columbia Corridor". On the left side, there is a vertical toolbar with icons for grid, chat, sticky notes, eraser, and other drawing tools. The main workspace contains a "Decision Types" column on the left with four items: "Identify Vision, Values & Goals" (green), "Tailoring TIF District Boundary" (green), "Developing Project List" (green), and "Is TIF the right tool?" (red). To the right of this column are six blue oval-shaped question boxes: "What are we missing? What do we need to know more about?", "Which voices do we want to elevate?", "Who is best situated to work with those communities?", "What are some of the questions?", "How do we build relationships, long-term partnerships?", and "Other notes, thoughts, considerations". A small keyboard icon is visible in the bottom right corner of the workspace.

*Drop Link into the Chat*

# Next Steps

- 1. Welcome to Basecamp; please accept your invite via email and monitor your inbox for a Basecamp tutorial.**
- 2. Project Team will compare discussion outcomes, look for overlap – contact some of the named organizations to see if they're interested – and potentially initiate contracts.**
- 3. DRAFT Vision, Values and Goals language is up on Basecamp. We'll post a new version every two weeks.**
- 4. February Meetings – District Boundary**

# Housekeeping



## Check Basecamp

- 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 proactively prepare.

## Project Website:

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

## Project Email Address:

[EastPortlandTIF@prosperportland.us](mailto:EastPortlandTIF@prosperportland.us)

## Staff Office Hours:

*1<sup>st</sup> and 3<sup>rd</sup> Thursdays, 9-10 am, drop-in*

Request Honoraria after  
each meeting!