

82nd Avenue Area TIF District

Community Leadership Meeting 6

May 20, 2026



Agenda



1. Welcome!
2. Roll Call, Meeting Recap
3. Public Comment, Administrative Items
4. Priority Identification & SWOT/SOAR Analysis

Break

5. Public Engagement Planning
6. Items of Interest & Updates

Meeting Objectives: Learn about and discuss the priority identification process and SOAR; provide guidance on the plan for public engagement

Roll Call



Meeting Recap

- Group voted to do both **Meeting Minutes and A/V recording of meetings**, excluding the public comment section.
- Angela and Mesha reviewed **economic/commercial and housing data**, and committee members made several additional data requests. Requests are being worked on - we will come back to these during the respective Prosper Portland and PHB priority conversations.
- The group discussed **filling the committee vacancy** – Theo, Erin and Joshua volunteered for the selection panel.
- Group discussed other action plans and requested that Prosper Portland create a **short video orientation to the Cully TIF District Plan**.

Public Comment

Wait until your name is called.

Once called up, please state your name for the record.

You will have 2-3 minutes.

02:00



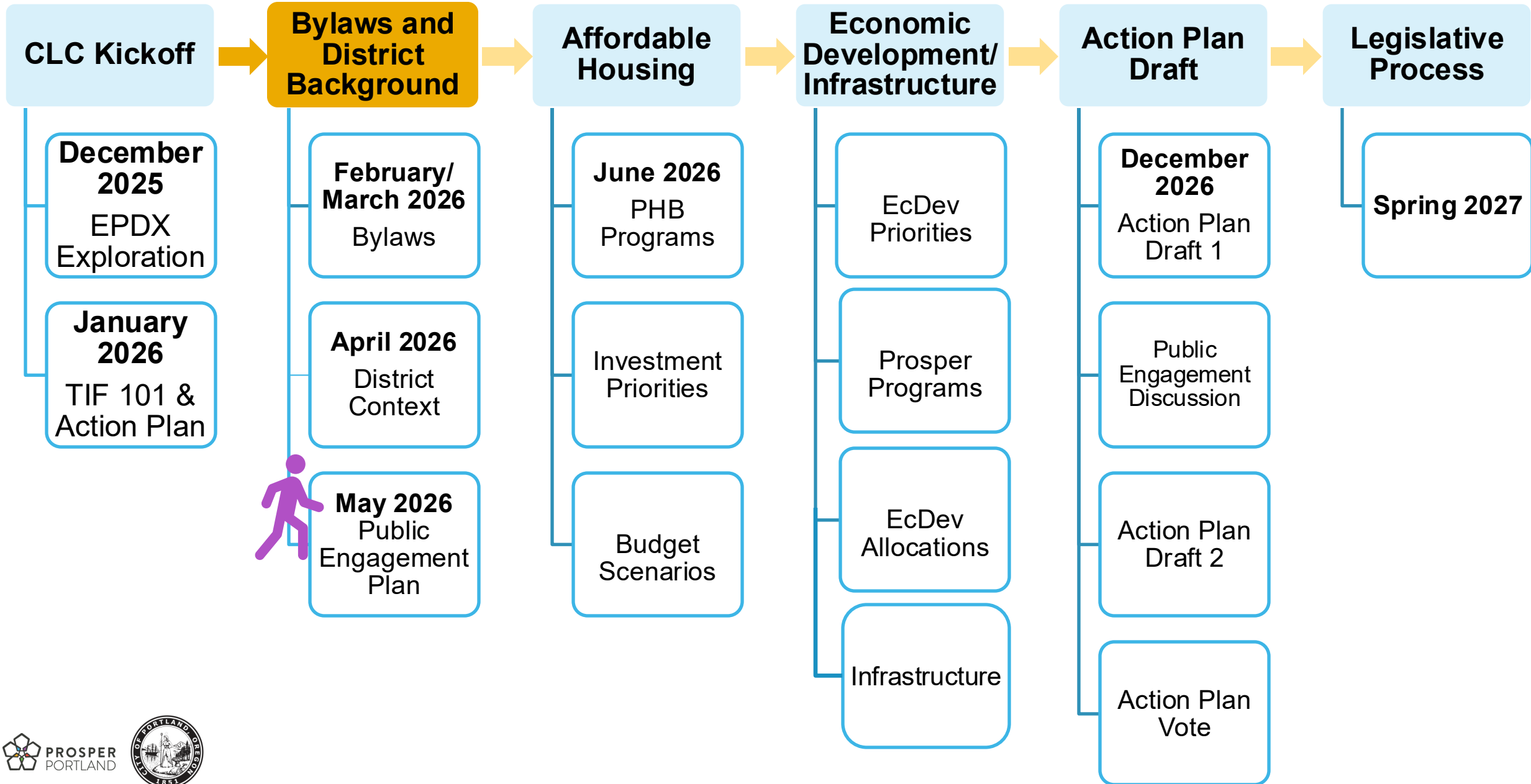


Administrative Items

Confirm April Meeting Minutes



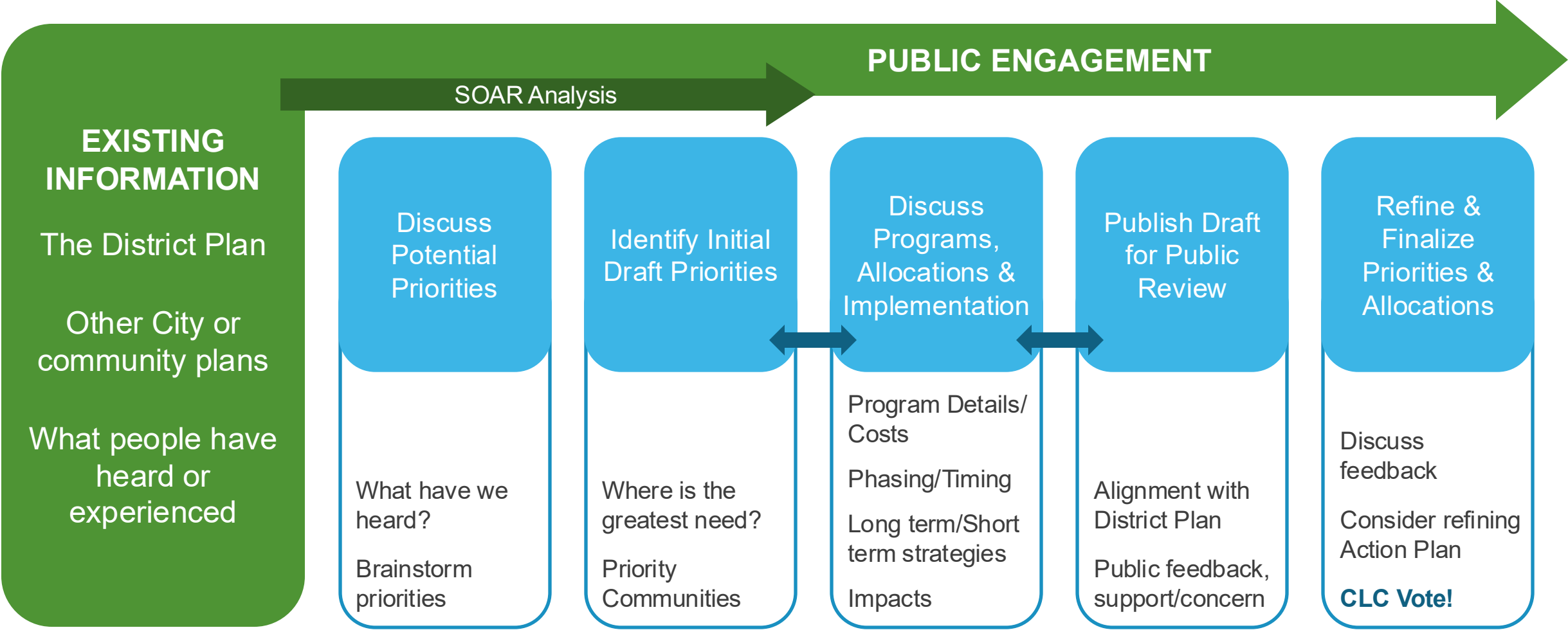
CLC Roadmap





Priority Identification & SOAR

How can we identify and refine priorities and allocations?



SWOT to SOAR Analysis



STRENGTHS

What are 82nd's unique strengths and assets? What do we want to build upon or maintain?

WEAKNESSES

What could be improved about 82nd? What is the area lacking? What complaints do we hear?

OPPORTUNITIES

What are the opportunities for 82nd? What potential do we see or recognize?

THREATS

What could harm or hinder achieving community goals for 82nd? What makes the area vulnerable to risks?

STRENGTHS

OPPORTUNITIES

ASPIRATIONS

What do we care deeply about? What are our 82nd stakeholders asking for?

RESULTS

How do we know we're succeeding on 82nd? What are the rewards from achieving results?

SWOT to SOAR Analysis Examples



STRENGTHS
82nd MAX Station
Wide range of commercial, residential & institutional use

WEAKNESSES
24-hour vibrancy; safety
Public perception

OPPORTUNITIES
Transportation investments
Large, underdeveloped lots
Partnerships

THREATS
Speculation
Budget shortfalls
Coordination challenges

STRENGTHS

OPPORTUNITIES

ASPIRATIONS
Housing Ownership
More neighborhood-serving goods/services

RESULTS
new homeowners
small businesses supported, etc.

BREAK





Public Engagement Plan – Community Liaison

Designing Public Engagement

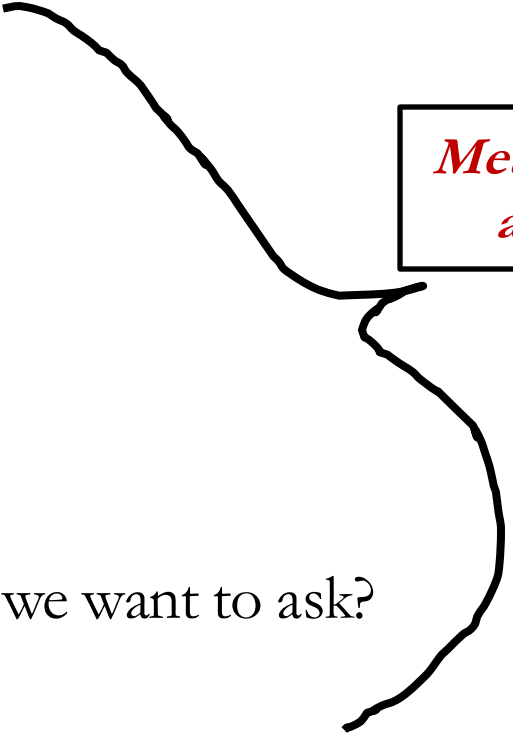
Keep in mind...

- We do **NOT** want to do engagement for the sake of doing engagement.

- Instead, we want to *accomplish something* through engagement.

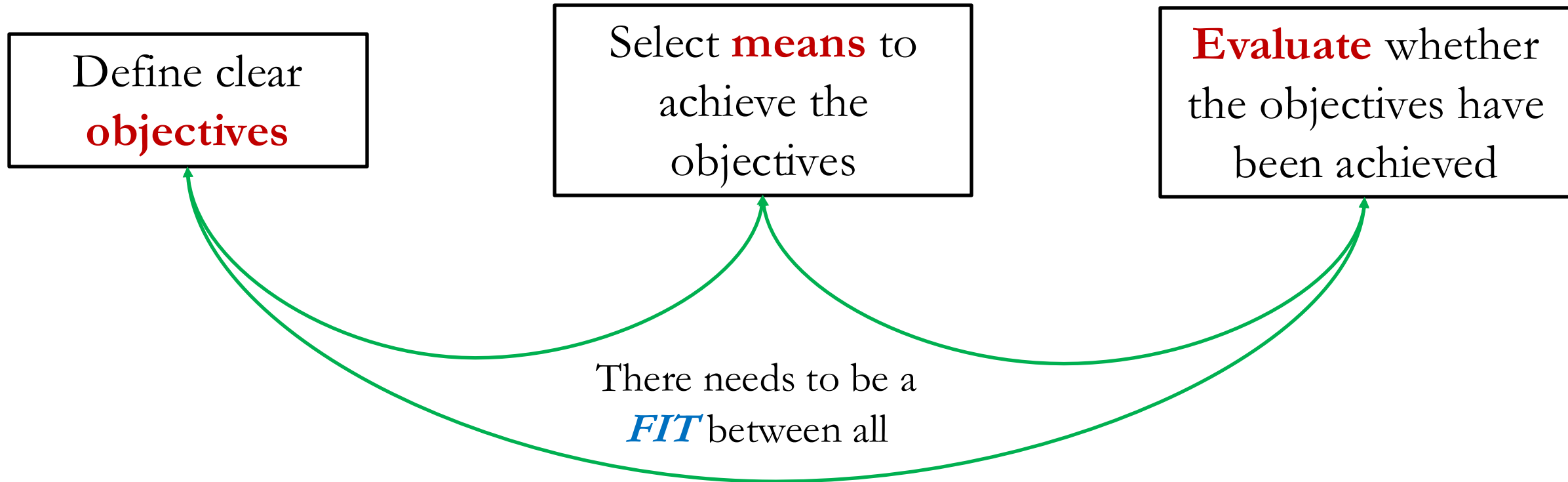
These issues must guide us:

- **WHY** do we want to do engagement?
→ i.e., objectives, purposes, goals
- **WHOM** do we want to engage with?
→ i.e., which populations
- **HOW** do we want to engage with them?
→ i.e., methods
- **HOW** do we access specific populations?
→ i.e., sampling
- If we plan to do “thick” engagements, **WHAT QUESTIONS** do we want to ask?
→ i.e., types of data we want to collect



*Methodologic
al issues*

Basic schematics (ideal/aspirational)



Breakout #1 (~2 mins)

What specific objectives do you have in mind?

That is:

- Why are we doing public engagement?
- What do we want to accomplish with it?

Main objectives

(that Kyoung can think of)

1. To inform [the target population] of a new TIF district project along the 82nd Ave corridor
2. To inform [the target population] of "the good, the bad, and the ugly" of TIF
3. To increase [the target population's] interest/excitement in the TIF district
4. To receive input/feedback from [the target population] (e.g., for priorities/programs in the Action Plan)
5. To activate/drive [the target population's] direct, active participation in the decision-making process

Why?: purpose/objective	How?: general approach	By Doing What?: specific methods	Outcome: evaluation
To inform [the target population] of a new TIF district project along the 82nd Ave corridor	dissemination of info	<ul style="list-style-type: none"> -- official websites -- flyers; pamphlets; brochures; postcards -- social media -- videos -- e-blast; newsletters -- tabling -- providing updates at organized meetings (e.g., neighborhood associations; business associations; chambers; coalitions; SE Uplift; community events) -- word-of-mouth at community events (e.g., food pantries; new year's events; park cleanups; community cooking; tree planting; street markets) 	<ul style="list-style-type: none"> -- level of awareness of TIF -- ability to verbalize the 82nd Ave TIF district
To inform [the target population] of "the good, the bad, and the ugly" of TIF	dissemination of info	<ul style="list-style-type: none"> -- public talks at libraries, community centers, schools, organized meetings -- workshops at APANO and other community-based organizations 	<ul style="list-style-type: none"> -- level of awareness of potential impact -- ability to articulate the history of TIF in the U.S.
To increase [the target population's] interest/excitement in the TIF district	dissemination + promotion	<ul style="list-style-type: none"> -- promotional videos -- one-on-one phone calls -- presentations at organized events (e.g., at business association meetings) -- community walks 	<ul style="list-style-type: none"> -- meeting attendance -- requests for information -- requests for talks/presentations
To receive input/feedback from [the target population] (e.g, for priorities/programs in the Action Plan)	ask	<ul style="list-style-type: none"> -- open houses -- large-N surveys -- focus groups -- receiving public feedback/comments via various channels -- "comment dropbox" on websites -- community walks 	<ul style="list-style-type: none"> -- communication of "hopes and dreams" -- submission of written testimonies, presentations, videos -- submission of general feedback/comments
To activate/drive [the target population's] direct, active participation in the decision-making process	organize	<ul style="list-style-type: none"> -- door-to-door -- one-on-one sessions; interviews -- community member-to-member persuasion -- participatory budgeting -- community visioning/mapping -- deliberative democracy 	<ul style="list-style-type: none"> -- testimonies/presentations in front of CLC -- proposals -- interaction with the CLC/bureaus/community liaison (formal or informal)

"Thin"

"Thick"

Breakout #2 (~2 mins)

Which populations, groups, or communities do you want to engage with?

That is:

Which groups of people are important in this TIF project?

Populations, kinds of engagement, and timeline

Target Population	Timeline	
	Dec 2025 - summer 2026	summer 2026 - end of 2026
general public	Thin?	
communities beyond the primary target populations below		
"priority communities"*	Thin?	Thick?
other marginalized/neglected communities of interest(?)**		

* "priority communities" as defined by the District Plan:

African American and Black persons; Indigenous and Native American persons; persons of color; immigrants and refugees of any legal status; renters; manufactured dwelling residents; persons with disabilities; elders and youth; LGBTQIA+; low-income people; houseless people

** examples:

survivors of human trafficking; N 82nd (north of I-84); S 82nd (south of Woodstock); home-based businesses; labor/workers

If we do “thick” engagements, sampling is tricky

	Holy grail: randomized sampling	2nd best: stratified sampling	3rd best: purposive + snowballing
Basic process	Random/blind selection; thus, every individual has an equal chance of being selected	Divide the whole into subgroups (e.g., income level) then randomized sampling within each subgroup	Select individuals (often arbitrary), then ask them to recruit others
Pros	<ul style="list-style-type: none"> -- selection bias lowest -- results more robust 	<ul style="list-style-type: none"> -- selection bias low -- representativeness can be more accurate 	<ul style="list-style-type: none"> -- feasibility higher -- “quality” of data can be higher (e.g., if it's predicated on trust)
Cons	<ul style="list-style-type: none"> -- feasibility low (e.g., cost, time, staff) -- representativeness can have gaps 	<ul style="list-style-type: none"> feasibility low (e.g., cost, time, staff) 	<ul style="list-style-type: none"> -- selection bias high -- results more unreliable

If we want to go with "purposive + snowballing," we need be *careful*...

▪ Likely mechanisms:

Start with & build on previous relationships, such as:

- institutions, community organizations, faith-based organizations
- community leaders, previously known individuals & businesses
- existing partners

▪ Reminders – potential serious pitfalls:

Technical flaws, such as:

- selection bias, representativeness, generalizability

Policy flaws, such as:

- we may end up serving the people who have been served all along
- those not captured may be the ones who truly need to be served

Breakout #3 (~2 mins)

Assuming we do “purposive + snowballing,”
which access points can you think of?

That is:

Do we have relationships with institutions, organizations, or
individuals who can be our entry point?

If going with "purposive + snowballing," potential access points

**AFRICAN AMERICAN &
BLACK**

RENTERS

ELDERS & YOUTH

**SURVIVORS OF HUMAN
TRAFFICKING**

**INDIGENOUS & NATIVE
AMERICAN**

LGBTQIA+

**MANUFACTURED HOME PARK
RESIDENTS**

NORTH 82nd

PERSONS WITH DISABILITIES

HOUSELESS PEOPLE

SOUTH 82nd

IMMIGRANTS

PERSONS OF COLOR

(redundant & overlapping with
many groups)

LOW-INCOME PEOPLE

HOME BASED BUSINESSES

LABOR/WORKERS

If going with "purposive + snowballing," potential access points

AFRICAN AMERICAN & BLACK

Ethiopian & Eritrean Cultural & Resource Center
AYCO
1803 Fund
African American Alliance for Homeownership
Highland Church

INDIGENOUS & NATIVE AMERICAN

NAYA
NW Native Chamber
Affiliated Tribes of NW Indians
Economic Development Corporation
Indigenous Marketplace

IMMIGRANTS

APANO
IRCO
Culturally specific orgs (e.g., Latino Network; Hacienda CDC; Community Pulse Association; Slavic & Eastern European Center)
Faith-based orgs (e.g., Slavic Church Emmanuel; Abu-Bakar Islamic Center; Al-Hude Mosque)

RENTERS

APANO
Affordable housing orgs (e.g., PCRI; NW Housing Alternatives; Housing Development Center; Milepost 5)

LGBTQIA+

APANO
Rahab's Sisters
Sexual & Gender Minority Youth Resource Center
Outside In

PERSONS WITH DISABILITIES

PDX Saints Love
Independent Living Resources
Community Vision
ARC Portland Metro

PERSONS OF COLOR

(redundant & overlapping with many groups)

ELDERS & YOUTH

APANO
Kirkland Manor
Center for Positive Aging
Cherrywood Village
Eastside Village
Dream Big City
Local schools (e.g., McDaniel; PCC)
Libraries (e.g., Holgate)
Outside In
Pathfinder Network

MANUFACTURED HOME PARK RESIDENTS

Portland Pines MH & RV Park

HOUSELESS PEOPLE

Shelters (e.g., Oak Street; Harrison)
Impact NW
PDX Saints Love
Faith-based orgs

LOW-INCOME PEOPLE

APANO
Affordable housing orgs
Food security orgs (e.g., Sunshine Division)
St. Vincent de Paul

SURVIVORS OF HUMAN TRAFFICKING

Faith-based orgs
McDaniel HS
Safety Compass
Madison South NA (via Theo)

NORTH 82nd

Madison South NA (via Theo)
McDaniel HS
Portland Closeout (Long)
Mekong Bistro (Saron)
Dharma Rain Zen Center

SOUTH 82nd

Brentwood Darlington NA (via Pam)
Society of St. Vincent de Paul
Portland Pines MH & RV Park
Bun Bo Hue (Duc & Van)
MgWalex's (Walter)
Vital Auto (Chris)
Whitman Elementary
Three Sisters Nixtamal
Sisters of the Road

HOME BASED BUSINESSES

LABOR/WORKERS

Breakout #4 (Last!)

If we do “thick” engagements, what questions do you want to ask the community members?

That is:

What sorts of data do we want to collect from those targeted populations?

Some basic inquiries

(assuming “anti-displacement” and “stabilization” are our foci)

- Do you see yourself still residing or doing business here in five years?
 - if yes, why?
 - if no, why not?
- Do you want to keep residing or doing business here in the next five years?
 - if yes, why?
 - if no, why not?
- What would keep you from residing or doing business here in the future?
- What would make it easier for you to stay here?

Looking ahead -- *continue* to send Kyoung inquiries to add

- Let's keep generating potential questions that we want to ask community members!
- We want to build a battery of questions by the end of summer when we begin the “thick” engagements in earnest.
- We need these in order to capture consistent and robust data!

Items of Interest & Updates

CLC Members



Community Liaison



Portland Housing Bureau & Prosper Portland



Next Steps

1

**FHCO Bus Tour May
19**

2

Check your emails

3

**Review/add to the
SWOT/SOAR
Analysis**