



CITY OF
PORTLAND, OREGON

PORTLAND HOUSING BUREAU

Mayor Ted Wheeler, Housing Commissioner
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February 24, 2017

To: Mayor Ted Wheeler

Via: Kurt Creager

From: Michelle DePass and Leslie Goodlow

Re: TIF Lift Outreach Activities and Funding Recommendations for Gateway, Lents and
Interstate Urban Renewal Areas

Summary of Outreach and Engagement Activities

Background

Outreach and engagement activities began in earnest in February 2016 in the Gateway, Lents and Interstate URAs with the goal of educating the public about Tax Increment Financing, and learn about the community's spending priorities for the increase in funds available through the TIF Lift.

Interstate

Discussions regarding the TIF Lift funding began with the N/NE Neighborhood Housing Strategy oversight committee soon after council adopted the increase in funding. Over the course of several meetings, committee members expressed desire to utilize these funds to develop new or different tools that would increase home ownership opportunities in N/NE Portland. A sub-committee devised the plan for the community outreach to facilitate additional input specifically from North Portland residents.

Flyers were sent to all residents within the Interstate URA inviting them to the forum held at the St. John's community Center, additionally the information was shared in the N/NE Housing Strategy monthly newsletter and on social media.

Over 100 residents attended the meeting on September 10th, a mix of home owners and renters, 42% people of color. Major concerns of those in attendance:

- Affordable Senior Housing
- Rising rents

- Priced out of purchasing homes in NE
- Who is managing market rate development?
- Parking
- Condominiums
- Accessory Dwelling Units
- Unfair housing practices
- What can be done in the meantime while units are being built?

Attendees were able to vote on their priorities of how to spend the non-committed \$19 million of the \$32 million available.

Date	Priority	Multifamily	Single Family Rental	Single Family Home Ownership	Single Family Retention	Total
Saturday, September 10, 2016	1st Priority	17	6	5	17	45
	2nd Priority	13	7	17	8	45
Total		30	13	22	25	90
% of Total	1st Priority	38%	13%	11%	38%	100%
	2nd Priority	29%	16%	38%	18%	100%
Overall %		33%	14%	24%	28%	100%

Recommendations for allocation of the Interstate URA Affordable housing funds are as follows:

\$19.2 million for Multi-family development (\$12.8 already committed)

\$7 million for Home Ownership

\$5 million for Home owner retention

\$.8 million for land banking (already committed)

These recommendations have been reviewed by both PHB management and the N/NE Oversight committee.

Gateway

Gateway engagement activities began with an invitation to neighbors and community based partners formerly connected to PDC's URAC to meet informally to share information about the increase in Tax Increment Financing, and hear their priorities for spending the increased funds. Gateway URA's TIF increase amounted to a 35% increase in TIF funds, (not 45%), equal to approximately \$2 million dollars.

PHB also engaged with community based organizations serving culturally specific communities, including APANO, Africa House, Asian Health Services Center, IRCO, and the Slavic Family Center. We regularly engaged with the East Portland Action Plan Housing Sub-Committee, and made special effort to contact representatives from Hazelwood, Wilkes, Parkrose Heights, Woodland Park and Mill Park neighborhood associations. We also reached out to Ventura Park's SUN School Coordinator, which serves a population of low-income area residents.

In addition, two special meetings were held in the community during this process; the first, a PDC hosted open house in which the Gateway Action Plan was presented, and a second meeting hosted by State Representative Jessica Vega Pederson. These larger community meetings drew approximately 70 – 100 people representing surrounding neighborhoods.

Recommendations for allocation of the Gateway URA Affordable housing funds are as follows:

There are a variety of opportunities for affordable rental development in Gateway for example, Gateway Park, PHB's site at 10225 N Burnside, and other privately held properties. Therefore, the recommendation is to invest \$2 million in multi-family affordable rental housing development.

Lents

Increased public investments are expected to bring positive outcomes to Lents residents, with increased walkability, storefront commercial projects stimulating economic activity, and affordable rental units in the Lents Town Center, but the investments also set the stage for involuntary displacement, a concern we heard loudly from our focus groups and community meetings.

It is within this context that PHB engaged with Lents residents to learn how an increase in TIF funds totaling roughly \$7 million would be prioritized by Lents residents. In order to hear from those most likely to be affected by residential displacement, PHB contracted with second year PSU MURP students to conduct culturally and linguistically specific focus groups. These groups were limited to up to 12 participants, and were held during non-working hours. PHB funded translation and onsite interpretation, childcare and dinner. We also provided a participant incentive of \$20.00 gift card to Fred Meyer. PHB helped to recruit participants with outreach to these linguistic/cultural groups, (Slavic, Somali, Spanish, Vietnamese, Chinese, African American, Youth and Renters).

In addition, two community-wide meetings were held in June to hear from those who did not fall into one of the culturally specific groups. We reached out through the East Portland Action Plan mailing list, neighborhood associations, local churches, and our partnering organizations, including Rose CDC, Community Energy Project, APANO, IRCO's Africa House, the African Youth and Community Organization, Asian Health and Service Center, and others.

Altogether, PHB made 127 touches in the Lents community around housing and the TIF Lift, learning from the community how it prioritizes spending the additional TIF Lift housing funds.

Findings

The Lents community weighed in qualitatively and are interested in developing mixed income housing over all other types, and have identified properties that would allow for affordable housing to

be developed. Community members were interested in land banking as a strategy to meet housing needs in the future and home repair programs targeting senior citizens.

In Lents, meeting participants voted on housing programs currently offered including rental and home ownership and retention programs with 58% of voters (74) opting to prioritize home ownership programs, and 42% (53) opting to prioritize rental development.

Total Meeting Participants N=127	
Home Ownership/ Retention	Rental Housing Development
N=74	N=53
58%	42%

Recommendations for allocation of the Lents URA affordable housing dollars are:

\$3,900,000 for Multi-Family Rental Development (\$2,062,131 already committed)

\$3,600,000 for Homeownership/Retention (\$200,000 already committed)

Urban Renewal Area	Home Ownership	Home Repair	Multi-Family Rental Development	Land Banking
Interstate	\$ 7 million	\$5 million	\$19.2 million	\$.8 million
Gateway			\$2 million	
Lents	\$2 million	\$1.6 million	\$3.9 million	

The recommendations on the allocation of funds between homeownership and rental housing are in alignment with the TIF Set Aside Policy. The income guidelines on spending will be in compliance with existing city policy.

Agenda No.
REPORT
Title

Accept report on community engagement process for the Tax Increment Financing LIFT in the Interstate, Gateway, and Lents Urban Renewal Areas (Report)

INTRODUCED BY Commissioner/Auditor: Mayor Wheeler	CLERK USE: DATE FILED MAR 07 2017
COMMISSIONER APPROVAL Mayor—Finance & Administration - Wheeler HD Position 1/Utilities - Fritz Position 2/Works - Fish Position 3/Affairs - Saltzman Position 4/Safety - Eudaly	Mary Hull Caballero Auditor of the City of Portland By:  Deputy ACTION TAKEN: MAR 16 2017 ACCEPTED
BUREAU APPROVAL Bureau: PHB Bureau Head: Kurt Greager  Prepared by: Leslie Goodlow Date Prepared: 2/27/17 Impact Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/> City Auditor Office Approval: required for Code Ordinances City Attorney Approval: required for contract, code, easement, franchise, charter, Comp Plan Council Meeting Date March 16, 2017	

AGENDA		FOUR-FIFTHS AGENDA			COMMISSIONERS VOTED AS FOLLOWS:		
TIME CERTAIN <input checked="" type="checkbox"/> Start time: 2:00 Total amount of time needed: 45 minutes (for presentation, testimony and discussion)						YEAS	NAYS
CONSENT <input type="checkbox"/> REGULAR <input type="checkbox"/> Total amount of time needed: _____ (for presentation, testimony and discussion)		1. Fritz			1. Fritz	<input checked="" type="checkbox"/>	
		2. Fish			2. Fish	<input checked="" type="checkbox"/>	
		3. Saltzman			3. Saltzman	<input checked="" type="checkbox"/>	
		4. Eudaly			4. Eudaly	<input checked="" type="checkbox"/>	
		Wheeler			Wheeler	<input checked="" type="checkbox"/>	