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Cully TIF District Exploration City Council Report

September 28, 2022

Our Agenda

Council Report

September 28

- **Background & Context**
- **Community-Led TIF Exploration Process**
- **How is this District Different – Applying Lessons Learned**
- **Council Questions & Discussion**

Council Hearing

November 9

- **Tax Increment Finance Plan Proposal**
- **Financial Considerations**
- **Requested Council Action**



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Background & Context



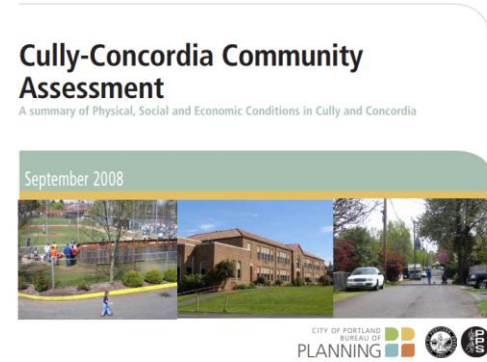
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Building an Equitable Economy

Background: Community Development in Cully

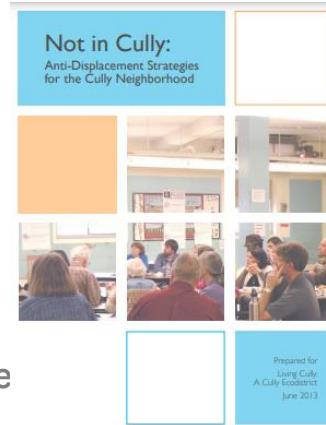


2011

Nighborhood
Economic
Development
Strategy

2012

Nighborhood
Prosperity Initiative
areas created



2018

Cully Park
completed



2016 -
2022

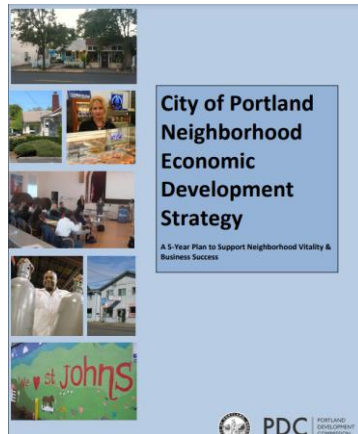
Transportation
investments

2008

Cully-Concordia
Community
Assessment and
Action Plan

2010

Living Cully
established



2013

Not In Cully
Report



2015 - 2022

Affordable housing
investments



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Cully in 2022

Significant risk of residential and commercial displacement

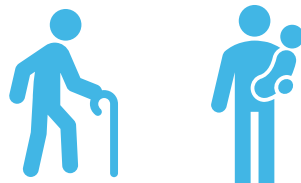
Race/Ethnicity

↓ **50%** Black population living in Cully in last 10 years

Income

↓ **24%** Average household income compared to Portland

Households in Cully tend to be larger, with more children, and multi-generational, meaning lower incomes support more people



Multi-family Lease Rates*

↑ **33%**

Industrial Lease Rates

↑ **22%**

Retail Lease Rates

↑ **15%**

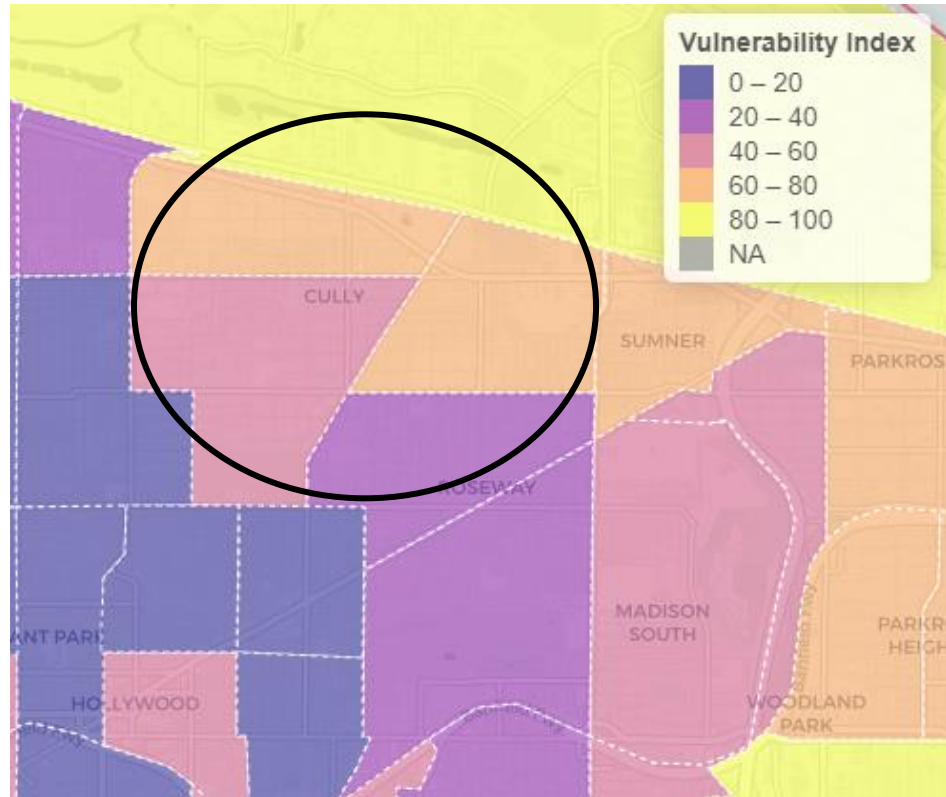
** Forecasted Market Conditions (5-year)*



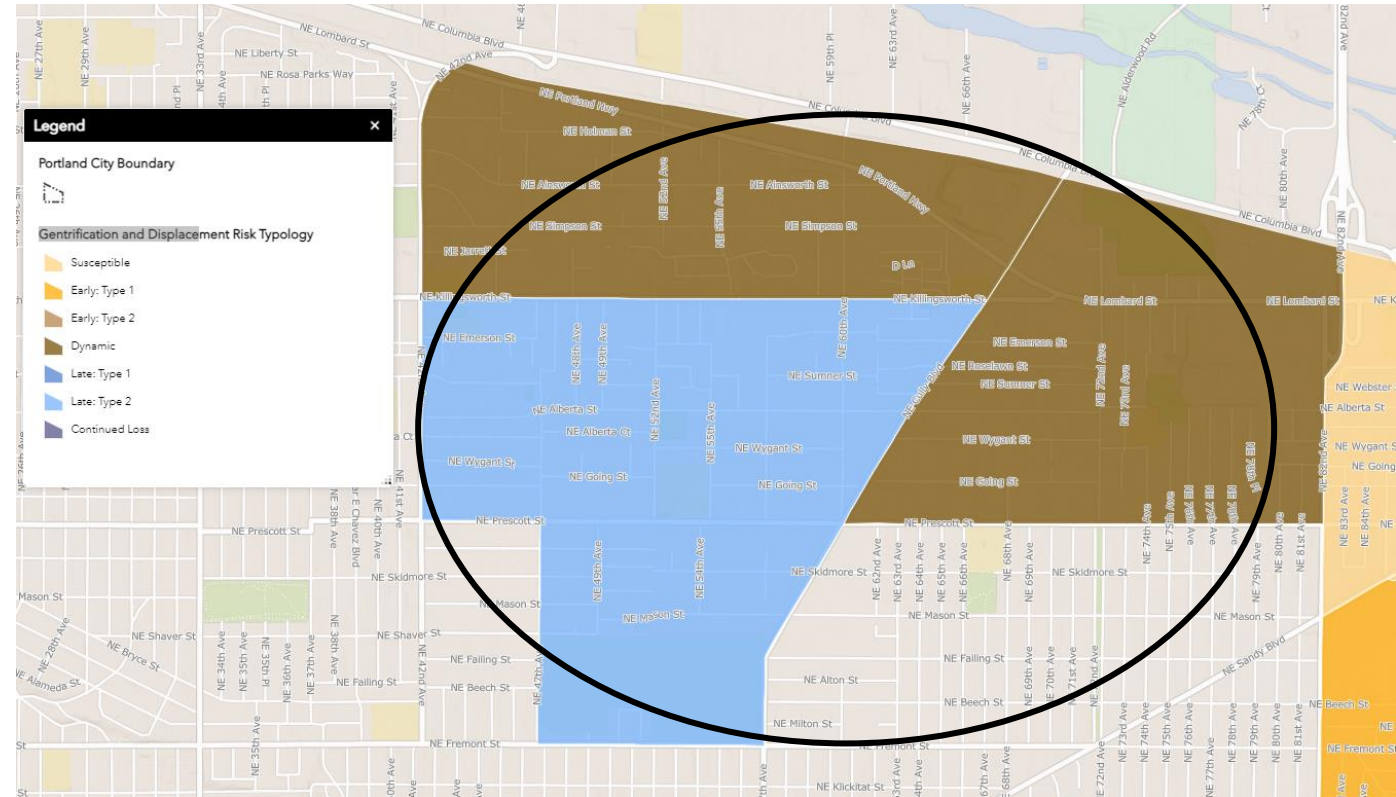
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Vulnerability, Displacement-Risk Mapping



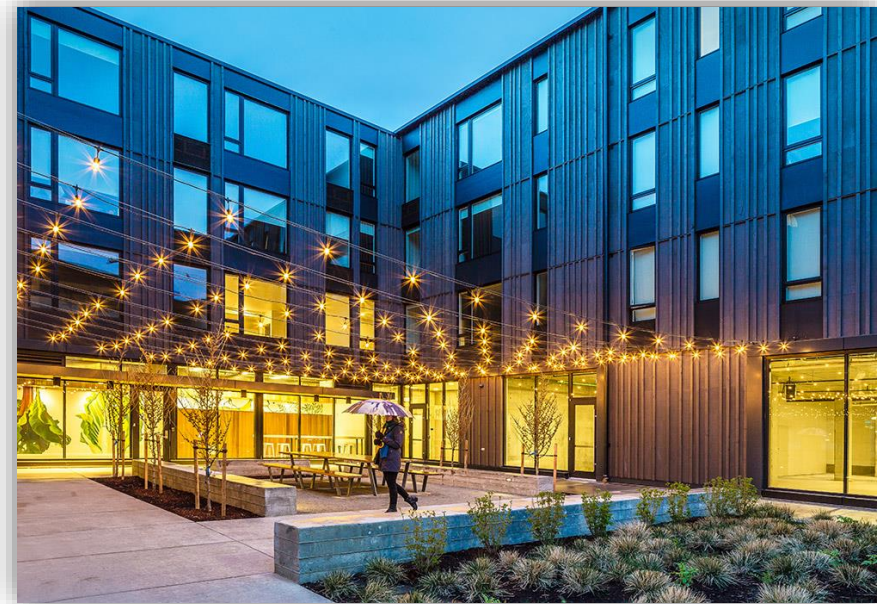
Medium to high vulnerability



Dynamic and Late Type 2 phases of gentrification

Lessons Learned

- Community partnership in cocreation, implementation and oversight is critical
- Be explicit, be accountable, and measure who benefits
- TIF is a tool that can intervene in market forces but not change market forces
- Focus early on residential and small business stabilization; align with or precede infrastructure investments, zoning changes
- Action Plans as tool for incremental 5-year priorities
- Community development efforts require a layering of financial and policy tools



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Cully TIF Exploration Process



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Building an Equitable Economy

Building on Neighborhood Prosperity Network Capacity Partnerships & Successes



CULLY BLVD
ALLIANCE

42nd
Ave



▲ Division
▲ Midway
▲ Alliance



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Who are the Cully Partners?



Why Cully?

- Normandy apartments
17 families displaced unnecessarily
- Cully people really care about their neighbors and their neighborhood
- EQC Homecare – TIF works



Credit: Portland Tribune



Credit: OPB



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**Community
partners
requested TIF
exploration to
help stabilize
community**



Metro, Process, Preliminary Report



LIVING CULLY



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Cully Preliminary Report Findings



Rising investment pressures



Sparse commercial development



Poor walkability



Scarce transit



Brownfields



Lack of open space/recreation opps



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Preliminary Report: The Vision



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Community Engagement

BROAD: PLACE-BASED ENGAGEMENT

Prosper Portland & Portland Housing Bureau led

Rose City Park
Neighborhood
Association

Beaumont-
Wilshire
Neighborhood
Association

Cully
Neighbor-
hood
Association

Open
Houses

Employers

Concordia
Neighbor-
hood
Association

Roseway
Neighborhood
Association

Sumner
Neighbor-
hood
Association

DEEP: COMMUNITY-BASED ENGAGEMENT

ELC Subcommittee-led

Latine
community

African
American
Community

Low-income
homeowners

Mobile
home park
residents

Houseless
people

Indigenous
and tribal
communities

Small
business
owners &
workers

Somali
community

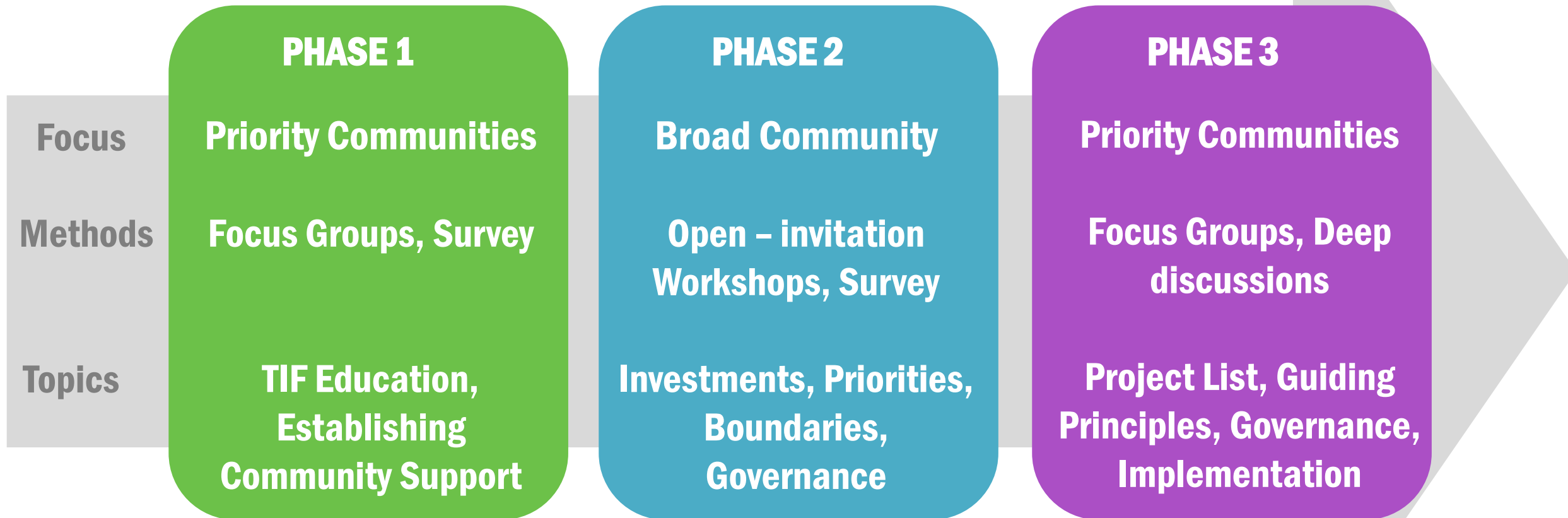


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ELC-led Engagement: 3 Phases



Engagement by-the-numbers



Years of
Engagement



Focus Groups
Held



Total Participants



Qualifying Survey
Responses



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Community Priorities We Heard

Community spaces
for recreation,
education and
connection

Buy and bank
land

Remove opportunity
access barriers

TIF funds should be targeted on
stabilization rather than broadly
spent on infrastructure

Invest in stabilizing,
affordable housing

**Stabilize Communities
Vulnerable to Displacement!**

Secure **additional
benefits** from projects
and investments

Provide **inclusive
oversight**
opportunities

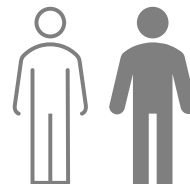
Support local
BIPOC business

Support **historical**
and **cultural** public art

Drive **equitable
economic**
opportunity

Safety-related
transportation
investments

Need more
natural
areas



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How is this TIF District Different?



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Building an Equitable Economy

Exploring a New TIF Model: Partnership with the Cully Community

What's similar?

- Property tax-based funding tool
 - Action Plans guide investments
 - Economic and real estate market influence
 - Outreach & engagement to gather input on projects
 - City Council, Prosper Board have defined decision making authority, legal liability
-

What's different?

- Co-created vision, priorities, and goals between community and public
- Community-led and publicly led engagement opportunities
- Early & prioritized focus on groups vulnerable to displacement
- Deeper engagement on accountability and oversight; identifying resources for community-supported implementation and community-based support staff
- Project list intentionally limits spending on general public infrastructure



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Priority Communities

“Priority Communities” refers to the intended beneficiaries of the Cully TIF District: African American and Black persons; Indigenous and Native American persons; persons of color; immigrants and refugees of any legal status; renters; mobile home residents; persons with disabilities; low-income people; houseless people; and other population groups that are systemically vulnerable to exclusion from Cully due to gentrification and displacement.

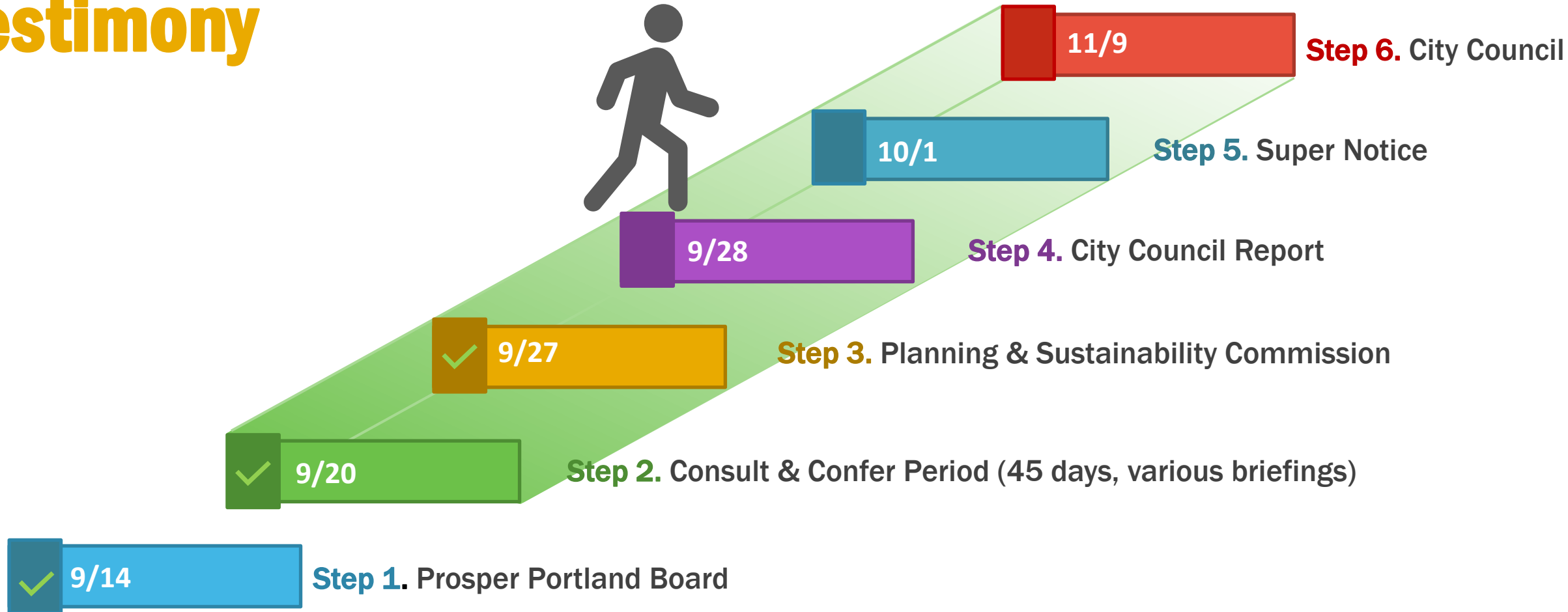


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Legislative Process, Opportunities for Public Testimony



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Tracee Wells-Bryant

**Education & Training Specialist,
Portland Community College**

ELC Member



Building an Equitable Economy

Questions?



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