



Community Involvement Committee (CIC) Meeting Minutes

Meeting Date: May 9, 2023 | Time: 5:00 -7:00 pm

Location: Vanport Building

1810 SW 5th Ave Suite 710

Portland, Oregon 97201

Attendees:

Jim Gorter, Brian Romer, Calvin Hoff, Janette Clay, Susan Novak, Mia Goros, Tim McCloud, Ren Lum, Harmonee Dashiell (BPS), Sarah Omlor (Enviroissues), Tom Armstrong (BPS), Rachel Hoy (BPS)

Welcome + Check-in (5:00 pm)

Harmonee Dashiell welcomed the committee and reviewed the meeting guidelines and agenda for the evening.

Economic Opportunity Analysis (EOA) Update (5:15 pm)

Tom Armstrong, BPS, and Rachel Hoy, BPS, gave an update on their project and their current outreach plan which includes a collaborative working group, equity focus group, technical advisory committee, website, and community workshops.

The City is required to do an EOA every 5-7 years to analyze the growth capacity of land and how that relates to employment growth for the next 20 years. The EOA studies four sectors of job types; Industrial, Office, Institutional and Retail & Consumer Services. Growth in all four sectors is important for economic growth. Job growth in the last 20 years has been the slowest in the industrial sector, probably because of limited industrial land and therefore no room to grow. Industrial land is difficult to develop like other sectors, but one way to increase land is by investing in brownfield redevelopment.

BPS compared job growth by sectors and how it affects wages by race. Industrial sector jobs increase wage percentages the most for Black, BIPOC and white employees. Statistically in Portland, and nationally, Black households make about half of the income of white households. Middle wage Industrial sector jobs are considered at risk in the 2035 Comprehensive Plan. For this reason one of the main project goals is to promote inclusive prosperity and reduce BIPOC income disparities.

Also, industrial land is historically located adjacent to the rivers. This creates a tradeoff of economic development for middle wage industrial jobs or natural resource preservation.

Tom also noted that this analysis is related to land use, so home occupations or gig economy work without a physical workplace are not factored in, although they are projected to grow.

The project asked the committee and staff the following questions:

1. *How do we communicate the relevance in an engaging way to encourage participation in engagement?*
2. *We really want to reach underserved communities. What out of the box ways can we connect with them?*

The committee had the following questions:

- How are you accounting for the shift to working from home after COVID?
 - Tom said this will be projected in the forecast moving forward. And as long as there is vacant office space they don't expect any new office space to be built based on market forces.
- Are other cities being used as models?
 - Tom said no, this work is localized to current Portland real estate and land use.
- Is any office space located in residential zoning not captured?
 - Tom said these jobs are included in the sector analysis but not shown on the land use maps.
 - Those folks could be engaged more because they may have more flexibility on time if they work adjacent to their homes and/or run their own business.
- Are the outer suburbs factored into this work?
 - Tom said no this is looking at the City of Portland only. Jobs do move throughout the region, for example many jobs moved to Lake Oswego year ago, but after the 2008 recession many moved back to Portland.
- What about seismic hazards?
 - Tom explained that businesses are expected to build according to seismic standards. Fossil fuel corridors are an exception and are more dangerous in seismic zones.
- What about policy encouraging business density similar to recent housing density policies? Many businesses are built with lots of parking space, empty/green space, large set backs, etc.
 - Requiring closer setbacks and less parking is not feasible for heavy manufacturing industries that require truck bays. Building 'up' is market-based. Seattle is starting to see more density due to increased demand and prices, but Portland isn't there yet.
 - This sounds more reactive to market forces. Couldn't we be more proactive since we're forecasting the lack of industrial land?

- The City is more proactive about mixed uses allowed along the industrial edge. An example of this is the old K-Mart building that was developed on NE 122nd & Sandy.
- Are there lessons learned from the Pearl District's loss of industrial land years ago?
 - Tom said the City had been planning for mixed-use development in the Pearl District since the 80s and was successful, but this maybe came at the cost of equitable workforce opportunities. A big lesson learned there was data centers and self-storage facilities. These are not a good use of City land because the don't bring many jobs. Tom said we've prohibited self-storage facilities for this reason.
- Does the County ever get involved in land use around this?
 - Tom said they are not involved in urban areas, except for specific cases like unincorporated areas such as Dunthorpe or west Hayden Island. The county is involved in housing but not jobs.
- What does it mean the industrial areas are "full"? Is there a formula to figure this out?
 - Tom said "full" means there has been significant development in recent years, leaving limited space for further growth. Not enough space for another 20 years of growth which is the projection we are looking at. The availability of land also depends on environmental protection factors like EPA superfund plans along the river, which could limit use on industrial land along the river or brownfield cleanup incentives which would make more land available.
 - What about cases of vacant warehouse space? Aren't there multiple properties sitting vacant?
 - Tom noted there is not much vacant warehouse space available. The land that may appear vacant is actually being used as storage areas for large items. Also, approximately 20% of jobs rely on existing land. One possibility for growth without expanding land is by adding another shift to existing operations.
- Why was the equity focus group (EFG) made separate from the collaborative working group (CWG)?
 - The CWG consists of people already engaged and aware of policies, while the EFG is more focused on community members and how policies would affect people on the ground.
 - Is displacement discussed in these groups?
 - Yes, the issue of people having to commute long distances due to displacement is discussed. One idea that came up in the EFG is the desire for a workforce training program since an anti-displacement strategy is getting people into better paying jobs. However, some individuals have multiple jobs and wouldn't

have time to participate. The question is whether the city can offer paid workforce training to support them in their work.

- How are participants recruited for the EFG and what other feedback have they given?
 - Rachel explained that Camille Trummer is the group’s facilitator. Camille is very well connected in the community and found folks who are interested. The team will get a report soon from Camille on the group’s feedback.
 - Is Camille the facilitator for both groups?
 - Rachel said no, only the EFG.
- Do you have a futurist working on the impact of remote work since the pandemic? Will there be a future need for office space at all?
 - Tom said the extent of land use change due to remote work is not fully known yet. Apart from the people who stayed home from their office jobs, there are also many independent contractors who have never gone to an office.
 - Suggestion to engage people around this question and what they personally want for the future. This would be a way to personalize this project’s work to show why the public should care.
- How is the general public going to weigh in?
 - Tom said the plan is at the community workshops but the team is open to suggestions.
- How will the Inflation Reduction Act (IRA) impact manufacturing locally?
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- Is the focus on industrial jobs just because it’s the smallest amount of land?
 - Tom said yes and because 60% of those jobs are jobs that don’t require degrees.
- Is the technical advisory group separate from the other two?
 - Tom said yes, the technical group include people from the state agencies who make the job forecast and guide our projections.

CIC shared the following feedback:

- Concern for engaging the public on the idea of either protecting natural resources or economic opportunities for historically marginalized populations. This is a difficult question to go to the public with. Instead of a tough theoretical question, suggest approaching outreach around how these decisions will affect people day to day.
 - Tom acknowledged finding a balance between economic opportunities and protecting natural resources is a challenge for the city. However, the team may be interested in being upfront with this balance and asking that question upfront.

- It is crucial to involve youth and consider their perspectives since they are largely forging alternative career paths.
- Concern for the separation of the CWG & EFG. It sounds like the opinions of the CWG are given more weight.
- Recommend keeping some connections between the three advisory groups so that they aren't working independently without considering the context.
- Suggestion to engage with more employment focused groups rather than Neighborhood Associations and certain CBO's for this work.
- Suggestion to reach people currently working in the industrial sector. Methods could include:
 - Technical education teachers
 - Chamber of Commerce/Business leaders
 - Unions
 - Trade groups/apprentice groups
 - Neighborhood Business Association
- Suggestion for the team to boil down the talking points/questions to how the decisions affect people's lives rather than explaining the specifics of the EOA since it's dense information.
- Suggestion to use some sort of creative visual way to show the balance of tradeoffs and visualize what they want the future to look like from their perspective.

Group Brainstorming (6:15 pm)

Harmonee led a group brainstorming exercise to identify the underserved communities that many projects struggle with reaching and specific actions to reach them. The goal of this list is to have a starting place for projects since the CIC often ends up giving the same advice to many projects. The CIC created the following list for now:

Underserved communities:

- People who speak English as a second language or not at all
- People who don't work 9-5
- Youth
- Elderly
- All ethnic communities
- Stay-at-home caregivers
- Renters
- People with low income
- People with disabilities

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Письмовий або усний переклад | 翻訳または通訳 | Turjumida ama Fasiraadda | ການແປພາສາ ຫຼື ການອະທິບາຍ | الترجمة التحريرية أو الشفهية

- Immigrants and refugees
- Queer and trans youth of color
- People who don't have time to be involved
- People who don't want to be involved
- People who feel disenfranchised from the City or government/have had prior bad experience
- People who don't live or work in Portland, but are otherwise connected to Portland
- People who are transient
- People who are houseless (including sheltered houseless, etc.)

Outreach methods:

- Physical
 - Postcards/mailers
 - Public notices (Physical & digital)
 - Bus shelter ads, bus wraps & interior bus ads
 - Yard signs
 - Billboards
 - Streetlamp signs
 - Flyers at public spaces
- Digital
 - Social media
 - Social media influencers (preferably from the project's community in question)
 - Video materials
 - Infographics
 - Website
- Media
 - Local news
 - PSAs
 - Community access programming
- Word of mouth
 - Religious groups
 - Daycare centers
 - Targeted door knocking
 - Schools
 - "Roadshow" meetings (similar to legislators)
- Compensation/incentives for participation

Adjourn (7:00 pm)

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The group adjourned approximately at 7:00 pm.