



To: Mayor Wheeler, Commissioners Gonzales, Mapps, Rubio, and Ryan

From: Carolyn Holcomb, Executive Director, Central Eastside Together
Mike Larkin, Board President, Central Eastside Together

Regarding: Central Eastside Together Annual Report
(Contract dates: July 1, 2023 – March 30, 2024)

Date: May 6, 2024

Dear Mayor and Commissioners,

We are pleased to present the inaugural annual report of the Central Eastside Together Enhanced Service District (CET), which covers the period from July 1, 2023, to March 31, 2024.

Established in 2019, Central Eastside Together was founded to address safety, cleaning, and district enhancement initiatives within the Central Eastside Industrial District (CEID). Over the past five years, CET has rapidly adapted to meet the evolving needs of the CEID community, particularly in response to economic challenges exacerbated by the pandemic, social crisis, and limited basic services.

As such, the CET has demonstrated a responsive approach to addressing community concerns, with a particular emphasis on safety and cleanliness during the reporting period. Enhanced Service Districts (ESDs) were never intended to fund or assume the tremendous burden of responding to the strains on our economic viability and livability brought on by the pandemic, our housing crisis, and the fentanyl epidemic to name a few. In spite of this, our team has worked diligently to fulfill CET's mandate, recognizing the significant strain placed on local businesses and ratepayers.

We remain committed to supporting the economic vitality and overall well-being of the District and are eager to continue collaborating with the business community and the City of Portland. Through ongoing engagement and adaptive strategies of public-private partnerships, we aim to cultivate a prosperous and vibrant future for the Central Eastside Industrial District.

Sincerely,

A blue ink signature of Carolyn Holcomb, written in a cursive style.

Carolyn Holcomb
Executive Director
Central Eastside Together

A blue ink signature of Mike Larkin, written in a cursive style.

Mike Larkin
Board President
Central Eastside Together

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Report and Organization Contact:

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Central Eastside Together
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www.centraleastsidetgether.org

1. Financial and Budget Information

Financials representing July 1, 2023, through March 31, 2024

Central Eastside Together (CET) operates as one of Portland's three current Enhanced Service Districts (ESDs), representing the Central Eastside Industrial District which covers approximately 345 blocks, 681 acres, and constitutes around 22% of the Central City footprint. Funding for CET is solely derived from fees collected by the City of Portland, from over 661 ratepayers representing 1,028 parcels. Each property owner within the District contributes through an annual Property Management License fee, determined by various building types and usage criteria. These fees are considered donations to CET, administered by the City of Portland, to support community services encompassing cleaning and safety services, and district enhancements.

In fiscal year 2023 (July 1 to June 30), CET achieved compliance with the City's Sustainable Procurement Policy. This necessitated the engagement of a private security contractor in alignment with the policy, leading to the conclusion of a four-year partnership with Northwest Enforcement. The resulting impact on the FY24 budget was substantial, leading to a disproportionate allocation of expenditures towards private security compared to funding directed towards cleaning and district enhancement initiatives.

Budget as of March 31, 2024 (representing July 1-March 31, 2024)

Total Revenues	\$ 1,244,252
Expenses	
Private Security - Securitas	\$ 430,773
Cleaning - Central City Concern + Ground Score	\$ 241,000
District Enhancement	\$ 50,000
ESD Fees (Overhead, IT, ESD Coordinator)	\$ 102,900
Operations & Admin	\$ 81,785
Staff	\$ 174,471
Total Expenses	\$ 1,180,929

2. Programs and Services

CET was established in 2019 with a defined service portfolio across three areas: safety, cleaning, and district enhancement. These services are funded through a Property Management License fee paid to the City of Portland's Revenue Division and distributed to CET to steward for maximum community impact. Below is a description of services from July 1, 2024 to March 31, 2024:

Clean Team

CET is proud to contract with Central City Concern and Ground Score Association to provide cleaning services for the District, including removing biohazards, garbage, debris, and abandoned materials.

Central City Concern's (CCC) Clean Start program provides cleaners impacted by homelessness an opportunity to work and gain experience and confidence to pursue employment opportunities in a mentored six-month work experience. The Clean team operates in the District Monday through Friday from 8:00 a.m. to 4:30 p.m. CET employs six individuals as part of the CCC Clean Start team and an additional four trainees.

Two employees are Special Project Mobile Cleaners, driving trucks around the District to perform cleaning duties, particularly picking up large items and collecting the trash that has been bagged. CET employs one sidewalk cleaner trainer, responsible for training all of the temporary trainee sidewalk cleaners, two bicycle cleaners who ride throughout the District performing cleaning duties. One Central City Concern employee supervises the contract.

Four Temporary Trainee Sidewalk Cleaners are part of the homeless-to-work training program. These positions are a stepping stone for formerly homeless individuals to get permanent employment. These participants learn soft skills necessary for success in various work environments, including the ability to work on a team and individually, decision-making, and appropriate workplace behavior and boundaries. The duties for these positions include trash/debris cleanup, biohazard cleanup, and needle removal.

Ground Score is an association of informal recyclers, dumpster divers, and other environmental workers who create and fill low-barrier waste management jobs. Ground Score is collectively organized and seeks to be radically inclusive, prioritizing work opportunities for those facing work and housing insecurity. Ground Score's team provides litter collection services twice weekly for a total of 8 hours.

Cleaning Program Impact Data for July 2023 – March 2024 (9 Months)

457,299 Pounds of Trash Removed

38,085	Drug paraphernalia, needles, and sharps collected
15,862	Biohazards removed
29,523	Furniture, shopping carts, and other misc. items removed
3,650	Camps cleaned
3,377	Business contacts
4,935	Houseless contacts

Private Security

In February 2023, CET formed a safety committee tasked with overseeing the Request for Proposal (RFP) process to select a new private security contractor, a transition that was necessitated by the City of Portland's Sustainable Procurement Policy requirement.

Over a seven-month period, the committee evaluated proposals from 10 security providers. However, only two of these contractors could adhere to the Sustainable Procurement Policy. One contractor submitted a quote exceeding CET's budget by nearly \$1 million, while the other was unable to meet the reporting requirements requested by the Central Eastside community.

This unsuccessful search prompted the engagement of a third-party contractor to identify potential security providers who could meet three criteria: compliance with sustainable procurement, budgetary constraints, and reporting obligations. This process resulted in a four-month service gap for the community and we eventually identified Securitas, a multi-national private security company with offices in Vancouver, Washington, that could meet the criteria.

Following a series of interviews with the Safety Committee and CET staff, we issued a Letter of Intent to Securitas, which demonstrated the ability to fulfill all requirements, and commenced services on October 27, 2023. To swiftly re-establish a safety presence in the District, the security firm doubled its staff in the Central Eastside for an initial 60-day period.

Securitas' Security Team prioritized presence patrols, de-escalation, and chaperone services for individuals requiring safety assistance to and from their vehicles or public transit. Securitas has worked diligently to adhere to our tracking and reporting requirements related to service requests regarding vandalism, emergency mental health, police interactions, and chaperoned walks.

Safety Program Impact Data for January 2024 – March 2024 (3 Months)

179 Dispatches

37 wellness checks

34 presence patrols

12 Chaperoned walks

70 escalated calls

89 disturbances resolved

163 business contacts

132 houseless contacts

District Enhancement

Recognizing the importance of preserving and enhancing the District's creative identity, CET's 2023 Board of Directors approved an allocation of \$50,000 towards "Project Preservation." This modest designation provided the foundation for developing a three-part initiative to commission, preserve, and maintain 12 public works of art celebrating the cultural vibrancy of the Central Eastside.

This project received significant funding support, with contributions matched by Prosper Portland's Community Livability Grants and Venture Portland's Major Impact Grants. The murals, each prominently featuring the phrase "Welcome to the Central Eastside," play a key role in shaping the District's unique identity as a hub for innovators, creators, and doers. The design concept for 10 of these murals was influenced by community feedback gathered through surveys. The preferred design inspirations identified through a community survey include industrial ships and cargo, the makers hub, OMSI and STEM, river access and the Human Access Project, and Produce Row.

We also invested a small amount of funds to support graffiti removal in the District. We're using these monies to address high-traffic corridors, special events, and support business owners, while also reserving funds should there be an uptick of graffiti in the coming election cycle.

We were also able to support the incredible work of an organization called Color Outside the Lines, a Portland non-profit that provides opportunities for foster and underserved youth specifically through art, mentorship, and enriching experiences. One of their primary focuses is working with artists and youth to beautify urban areas.

Through a partnership with the City of Portland's Bureau of Environmental Services, the non-profit launched a project to pair youth with mentoring artists to design and paint 15 large water utility boxes in areas with high pedestrian traffic. Having gained additional funding from the Regional Arts & Culture Council, we were thrilled to join forces and offer funds to cover two of these boxes in the Central Eastside. The project will launch this summer.

3. Stakeholder Outreach and Engagement

Community Public Safety Engagement Sessions

CET has hosted a variety of community engagement events including community safety meetings to convene our ratepayers and learn more about what they would like to see from our programs and services. Within the last year, we have hosted two additional public safety meetings in an open forum format, which helped inform decisions regarding CET's private security services. We conducted a 2023 survey to assess how to evolve our programs. Based on those results, we learned the community's top five priorities:

- Street Camping (71%)
- Safety (59.3%)
- Break-Ins and Vandalism (56%)
- Drug Use and Dealing (41.2%)
- Mental Health Crises (40.1%)

Since that time, additional surveys distributed quarterly indicate a slight shift to focus on:

- Break-ins and Vandalism (54.5%)
- Street Camping (54.5 %)
- Safety (51%)
- Community Building and Events (39%)
- Mental Health Crises (30.3%)

This survey is ongoing and utilized by staff and board to better understand the District's needs and preferences.

Securitas Meet & Greet

In October 2023, CET organized a "meet and greet" event to introduce Securitas to the District. With over 100 attendees, including ratepayers, business owners, District employees, and residents, the event provided a platform for Securitas' leadership to affirm their commitment to the CEID. Alongside learning about Securitas' service prioritization, attendees engaged in

discussions regarding the methodology behind selecting Securitas and received new materials to enhance their understanding of the services provided to the community.

Community Forum with Central Eastside Industrial Council

CET and the Central Eastside Industrial Council joined forces to host a community forum that brought together City leaders to discuss pressing issues at the intersection of policy and livability affecting local businesses. Through dynamic discussions, participants explored practical solutions and forged connections, fostering a deeper understanding of challenges impacting the CEID.

Ratepayer Listening Sessions

CET embarked on a series of ratepayer listening sessions to assess the value ratepayers place upon our services. These have helped inform future services for the upcoming fiscal year. We learned that while public safety is of the utmost importance, our ratepayer community places higher value on reinvesting those dollars into the District through environmental design initiatives, enhancements, and activation aimed at generating more foot traffic throughout the District.

Summary of Our Services to Ratepayers

CET worked with the City of Portland's Office of Management and Finance to ensure that all ratepayers received a one-sheet outlining our services and programs. A copy of this one-sheet is included at the end of the packet.

Neighborhood Advocacy & Support

CET staff play a crucial role in the Clinton Triangle Oversight Committee, offering support and guidance for the Temporary Alternative Shelter Site through the Good Neighbor Agreement. This collaborative effort involves various community stakeholders such as the Brooklyn Action Corps, Hosford-Abernethy Neighborhood District (HAND), Urban Alchemy (UA), City of Portland, Greater Brooklyn Business Association (GBBA), Hawthorne Boulevard Business Association (HBBA), and Friends of Brooklyn Park Summer Program. The Agreement aims to facilitate cooperation among these parties to address the potential impacts of the shelter site while fostering positive relationships and goodwill within the neighborhood. By formalizing these relationships, the Agreement seeks to benefit all neighbors and support the well-being of shelter guests.

Grand Ave Block Talks

CET staff attend monthly meetings with the Grand Avenue business corridor to discuss

enhanced services, provide updates on our work with jurisdictional partners, and understand the issues most affecting their businesses, employees, and visitors.

PEMO Bi-Weekly Meetings

CET staff actively participate in bi-weekly problem-solving meetings hosted by the City of Portland's Public Environmental Management Office (PEMO) appointed by Mayor Ted Wheeler. CET extends invitations to community members, providing them with a platform to voice their concerns about challenges affecting local businesses. Through collaborative discussions, immediate solutions are identified to address these issues effectively. By engaging with stakeholders in this manner, CET aims to facilitate constructive dialogue and implement practical measures to support the business community and enhance the local environment.

Provider Calls

CET staff meet at least bi-monthly with each of our three cleaning and safety contract providers for the purpose of sharing information, directing services to high-need areas, and informing us of any ongoing issues that need to be addressed. We are in regular communication as needed for any adjustments, service alterations, staff accountability, and training opportunities. In addition, we host a monthly check-in where all providers meet together for the purpose of sharing information, collaborating, and aligning services to ensure the greatest impact.

4. Contract Firms and Organizations

CET is proud to share and review the work of the many firms and organizations we partner with throughout our contract year. CET's current contracted firms and organizations include:

- Central City Concern – Cleaning Program
- Ground Score Association GLITTER – Cleaning Program
- Securitas – Private Security
- Portland Street Art Alliance – Mural Development
- Graffiti Removal Services – Graffiti Removal

5. Governance

At the beginning of the 2023-2024 fiscal year, CET Board of Directors initiated a transparent recruitment process aimed at broadening and diversifying representation among ratepayers. This process involved several steps: a "public expression of interest" form, a formal meeting to review interest and eligibility criteria outlined in our City of Portland ESD contract, and a formal discussion with the Board to approve recommendations presented by the Executive Director and

the Board Chair. As a result of these efforts, the Board of Directors has expanded from 5 to 10 members, representing a wider range of industries and interests. Each director is dedicated to advocating for the interests of our ratepayers.

6. What's Next?

As we look to the next several months, Central Eastside Together is thrilled to unveil a series of new projects:

Banner Program

This summer, CET will introduce a collection of new District banners, replacing those installed several years ago. These banners will reflect an updated identity, blending elements of the Central Eastside's longstanding legacy spanning over 100 years of vibrant food, beverages, entertainment, and retail industries. This colorful collection is a nod to our District's newer reputation as a top place to dine, drink, and experience, and our longstanding identity as a place for creatives, innovators, and doers.

Summer in the Central Eastside Promotional Brochure

In the upcoming months, we will launch a "Summer in the Central Eastside" initiative designed to showcase the array of major events and activations occurring in the district from June 1 to September 30. CET will produce a brochure to feature events hosted by our own community as well as regional and national events held throughout the District, with the goal of attracting hundreds of local and regional visitors.

Improved Ratepayer Outreach

CET remains dedicated to continually engaging with ratepayers and their tenants to gain insights into what programs and services would support a vibrant community. Since our establishment in 2019, we have continued to evolve to respond to the District's needs. Now, we are enthusiastic about redefining our focus in a post-pandemic landscape and crafting programs with staying power.

In line with this objective, we have made a significant investment in a new Customer Relations Management (CRM) tool named Property Business Improvement District Manager (PBID Manager). PBID is specifically designed for business improvement districts, enabling us to gain a deeper understanding of, track, and assess interactions within our community resulting in more informed and intentional programs and services.

Conclusion

Looking ahead, CET and its Board of Directors are aligning our programs and services with national best practices outlined in the BDS: Urban Planning & Design audit commissioned for the City of Portland. This audit, unanimously accepted by City Council, recommends that Enhanced Service Districts (ESDs) "renew its vision, clarify its mission, and sharpen its operations." It also highlights that Portland's ESDs are allocating "disproportionate resources toward clean and safe activities in comparison to other traditional ESD activities such as marketing, communications, public space activation, economic development, and physical improvements."

In line with these recommendations, we will continue to prioritize cleaning services through our partnership with Central City Concern. CET will aim to support a safe community through a trauma-informed community ambassador program through Rise 2 Care. These navigators will proactively focus on the following key areas:

1. Providing navigation services to the business community, acting as a liaison to support CET in actively promoting the District.
2. Offering navigation services for businesses, employees, and visitors.
3. Providing navigation services to connect outdoor residents with services offered by the City of Portland and Multnomah County.

In the coming year, CET will embrace a proactive stance in district activation, promotion, and marketing, aligning ourselves with national best practices observed in numerous business improvement districts across the country. This strategic shift not only reflects our commitment to fostering a safer district through an enhanced pedestrian experience but also emphasizes our dedication to bolstering economic viability in collaboration with our affiliate organization Central Eastside Industrial Council, the District's business advocacy partner since 1980. This pivot underscores our mission to promote Central Eastside's distinctive identity through our innovative and highly responsive programs and services.



“We steward a public investment for maximum community benefit.”

Who is central Eastside Together?

Central Eastside Together (CET) represents one of Portland’s three enhanced services districts (ESD). It was created in 2019 to provide extraordinary services for the Central Eastside Industrial District that go above and beyond the City’s basic services

Are you the same as Central Eastside Industrial Council?

Central Eastside Together (CET) and Central Eastside Industrial Council (CEIC) are collaborative organizations working to enhance the vibrancy and prosperity of the Central Eastside Industrial District. The organizations are separate entities with independent boards of directors, but a shared staff manages operations.





 cetpdx.org

Learn more
about our
impact

What services are provided?

We provide safety, cleaning, and enhancement services:

- Safety teams provide presence patrol, de-escalation, and safe walk chaperones.
- Cleaning teams remove debris, litter, biohazards, and needles.
- Enhancement projects range from public art or lighting projects to community events.

Who can use your services?

We steward a public investment for maximum community impact. Our services are available for all who work, live, stay and play in the Central Eastside Industrial District.

Why am I getting this bill?

If you pay a water bill, you contribute to Central Eastside's enhanced service district. Known as a 'Property Management License Fee' to the City of Portland, this fee is based on the size, improved value, and usage of your land or building. This fee is paid to the City of Portland and then given to Central Eastside Together to steward our enhanced services.

Stay in the know!

To learn more about Central Eastside Together and our services, visit us **online at cetpdx.org**. For assistance with your bill, contact the City of Portland as CET does not process property management fees.



Impact REPORT

July 2022 - June 2023



A LETTER FROM CET BOARD PRESIDENT

Dear Neighbor,

Business Districts all over the country have established their own Enhanced Services Districts to meet the needs of their communities. Thanks to the advocacy efforts of the Central Eastside Industrial Council and the District's passionate business and community leaders, our own ESD—Central Eastside Together—was unanimously supported and approved by City Council in 2019.

Since then, the CET has emerged as a leader for the Central Eastside by delivering responsive programs that meet some of our most pressing safety, cleaning, and graffiti abatement challenges. What originated as an opportunity to drive District-wide enhancement and beautification quickly pivoted to emergent solutions to support our friends, neighbors, businesses, and colleagues in moments of crisis spurred on by the pandemic. Throughout the next several pages, the impact of our programs, intended to enhance the City's basic services, is a testament to our community's deep commitment to seeing the District recover and thrive.

Through CET, our collective charge is to steward a public investment for maximum community impact. This work furthers our mission to create a safer district, enhance the pedestrian experience, reinforce economic viability, and promote the Central Eastside—restoring vibrancy for all those who live, work, and play here.

Sincerely,

Mike Larkin
Board President, Central Eastside Together

Our Story

In 2017, the Central Eastside Industrial Council and local business owners advocated that the Central Eastside Industrial District (CEID) develop an Enhanced Services District (ESD) to meet the community's needs. Their efforts were successful, and Central Eastside Together was formed, representing one of Portland's three enhanced services districts. The CET is a 501(c)3 with a separate Board of Directors responsible for stewarding public dollars to enhance the livability the Central Eastside.

Our Mission

We seek to enhance the pedestrian experience, reinforce economic viability and promote Central Eastside's unique identity through our innovative and highly-responsive service programs.

WE STEWARD A
PUBLIC
INVESTMENT
FOR MAXIMUM
COMMUNITY
BENEFIT

*22-23 PROGRAMS & SERVICES

Central Eastside Together services and programs are available to all who live, work, play, and stay in the District, which is geographically defined as I-84 to SE Powell and the Waterfront to SE 12th Ave.



Cleaning

We contract with Central City Concern and Ground Score to provide cleaning services for the district. Our teams remove biohazards and trash and support outdoor residents with litter maintenance and removal.



Safety

The 22-23 safety contractor Northwest Enforcement responded to requests within 10 minutes, providing presence patrol, de-escalation, and safe walk chaperone services to the community.



Graffiti Removal

Community volunteers along with Central City Concern hosted 31 monthly paint-out events to remove graffiti and tagging from business storefronts and other properties.



Grants

CET provided more than \$45K in community and graffiti grants to support businesses and community groups committed to place-making and enhancing the Central Eastside.

22-23 CLEANING

BY THE NUMBERS



2,066

Cleaning
Requests



15,363

Large Furniture
Removed



7,860

Camps Cleaned



3,201

Bio Hazards
Removed



7,881

Community
Interactions



51,136

Needles Removed

3,693,741

TOTAL LBS OF TRASH REMOVED SINCE 2019

OUR CLEANING PARTNERS

CENTRAL CITY CONCERN

Central City Concern's mission is to keep neighborhoods free of litter and debris and provide residents of encampments with resources to maintain a safe and hygienic environment.

Central City Concern's Clean Start program provides cleaners impacted by homelessness an opportunity to work and gain experience and confidence to pursue employment opportunities in a mentored six-month work experience.

GROUND SCORE ASSOCIATION

Ground Score is an association of informal recyclers, dumpster divers, and other environmental workers who create and fill low-barrier waste management jobs. Ground Score is collectively-organized and seeks to be radically inclusive, prioritizing work opportunities for those facing work and housing insecurity.

Ground Score seeks to build a more environmentally and socially aware community while also changing society's perceptions of what and who is considered valuable.



22-23 SAFETY

BY THE NUMBERS



686

Presence Patrols



882

Business
Interactions



30

Safe Walk
Requests



1,077

Wellness
Checks



220

Events Escalated
to Public Services



2,275

Events Reported
to PDX Reporter

8,118

TOTAL DISPATCHES SINCE 2020

THANKS TO NORTHWEST ENFORCEMENT

Over the last five years, the Northwest Enforcement team has supported businesses and residents in providing safety and care across presence patrol, de-escalation, and safe walk services.

During the last fiscal year, 70% of calls to Northwest Enforcement were made by businesses. They recorded 686 presence patrol requests with more than 85% of these dispatches related to supporting neighbors experiencing mental health crises.

Known on the streets and by business owners as the “green shirts,” our Safety Ambassadors and Care Team worked together to be a stabilizing and reassuring presence in the city. Many business owners report that the intervention, presence, and support they’ve offered in the district has made all the difference during the unprecedented challenges our community has faced.



GRAFFITI BY THE NUMBERS

\$30,000
GRAFFITI GRANTS
DISTRIBUTED

7

Murals
Preserved

42

Projects
Completed

32

Businesses
Helped

1,077

Sq. Ft. Graffiti
Removed

31

Paint Out
Events

\$30K

Grants
Distributed

COMMUNITY GRANTS

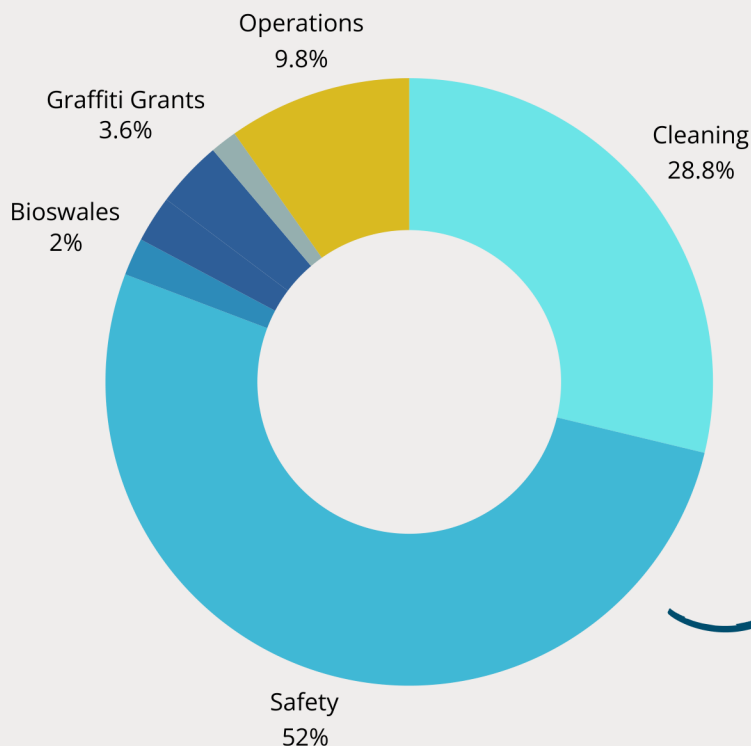
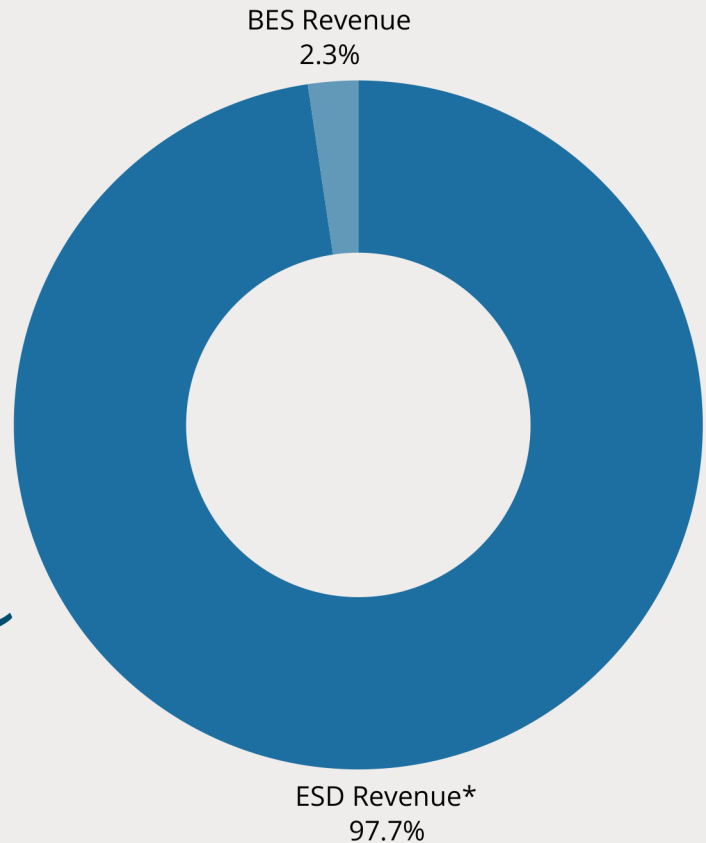
ALL RECIPIENTS

- Architectural Heritage Center
- Bricks Need Mortar X BBPDX
- City Team
- Color Outside the Lines
- Gather:Make:Shelter
- Human Access Project
- Hygiene 4 All PDX
- Milagro
- Native Arts and Cultures
- Foundation
- PDXWIT
- Portland Opera
- Portland Street Medicine
- PSAA
- Rewild Portland
- Street books
- Trash for Peace

Since 2020, Central Eastside Together has contributed \$138,557 to organizations that support our mission by contributing to community building, environment & citizen engagement, placemaking, houseless services, and workforce development.

FINACIAL REPORTING

In fiscal year 2023, CET received approximately \$1.44 million through a property management licensing fee.



90% of CET's funding goes directly into the community to support our highly responsive programs & services.

22-23 BOARD OF DIRECTORS

Amy Nagy
Prosper Portland

Art Fortuna
VT Group

Debbie Kitchin
Interworks

Donna Neerhout
AutoDesk

Jose E Gonzalez, Vice President
Milagro Theatre

Michael Larkin, President
NAI Elliott

Brooke Cabatic., Secretary
SPP Properties

STAFF

Brianna Woods,
Program Director

Carolyn Holcomb,
Interim Executive Director

Lesslie Lopez,
Program Associate

*Central Eastside Together thanks
past board, staff, and volunteers
who have dedicated their time and
resources to enhancing the Central
Eastside.*

WE THANK YOU FOR YOUR CONTINUED SUPPORT OF THE CENTRAL EASTSIDE

CENTRALEASTSIDETOGETHER.ORG | 503-236-6830