



PORT  
LAND

DOWN  
TOWN

CLEAN  
& SAFE

# District Expansion Presentation for City of Portland

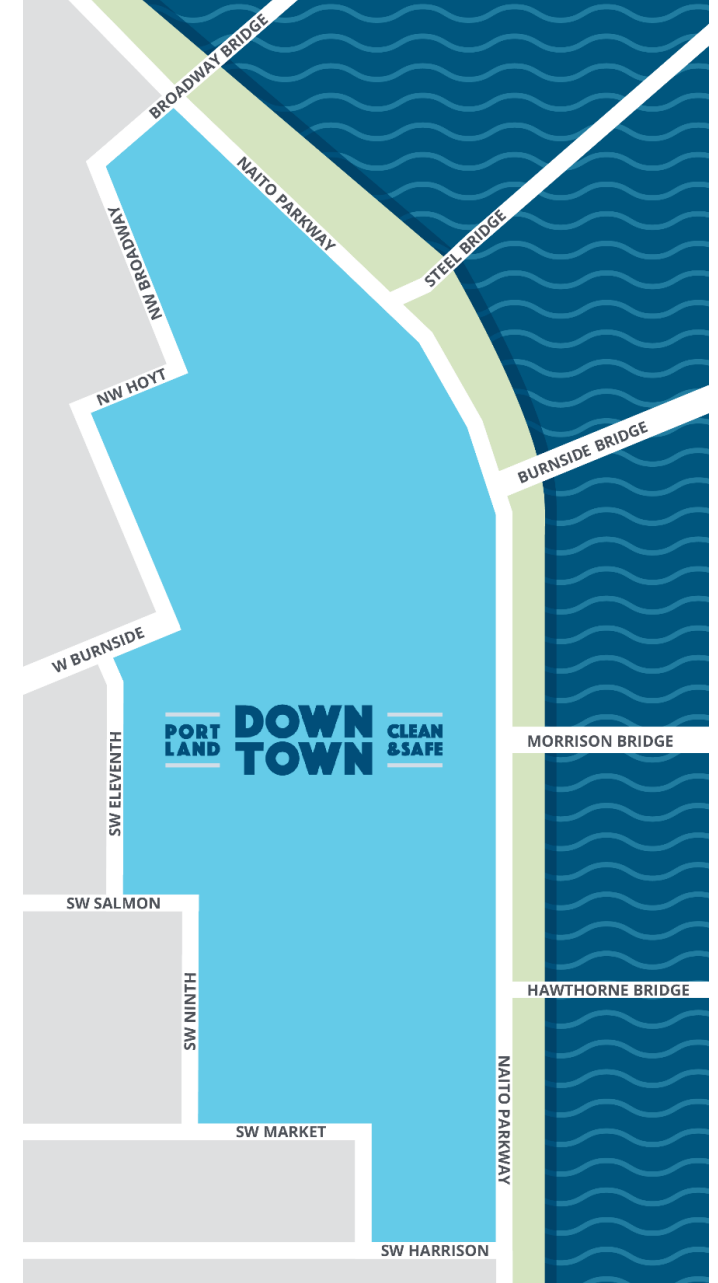
10/31/2024

*Providing enhanced services to the people, places and businesses of Downtown  
Portland.*



# DOWNTOWN PORTLAND CLEAN & SAFE:

- Enhanced service district, est. 1988
- 501(c)3 nonprofit
- Independent board of directors
- Focused on **213-blocks** in Downtown Portland
- Providing enhanced safety, cleaning, retail support, and economic development
- Manage holiday lighting district



# DOWNTOWN PORTLAND CLEAN & SAFE CORE PROGRAMS:

- Public Safety in the public right-of-way
- Janitorial Services in the public right-of-way
- Street Outreach Services
- Business Support and Retention
- Place Management and Activations
- Community Engagement and Support
- Place Making Management at Director's Park



# DOWNTOWN PORTLAND CLEAN & SAFE COMMUNITY PARTNERS:

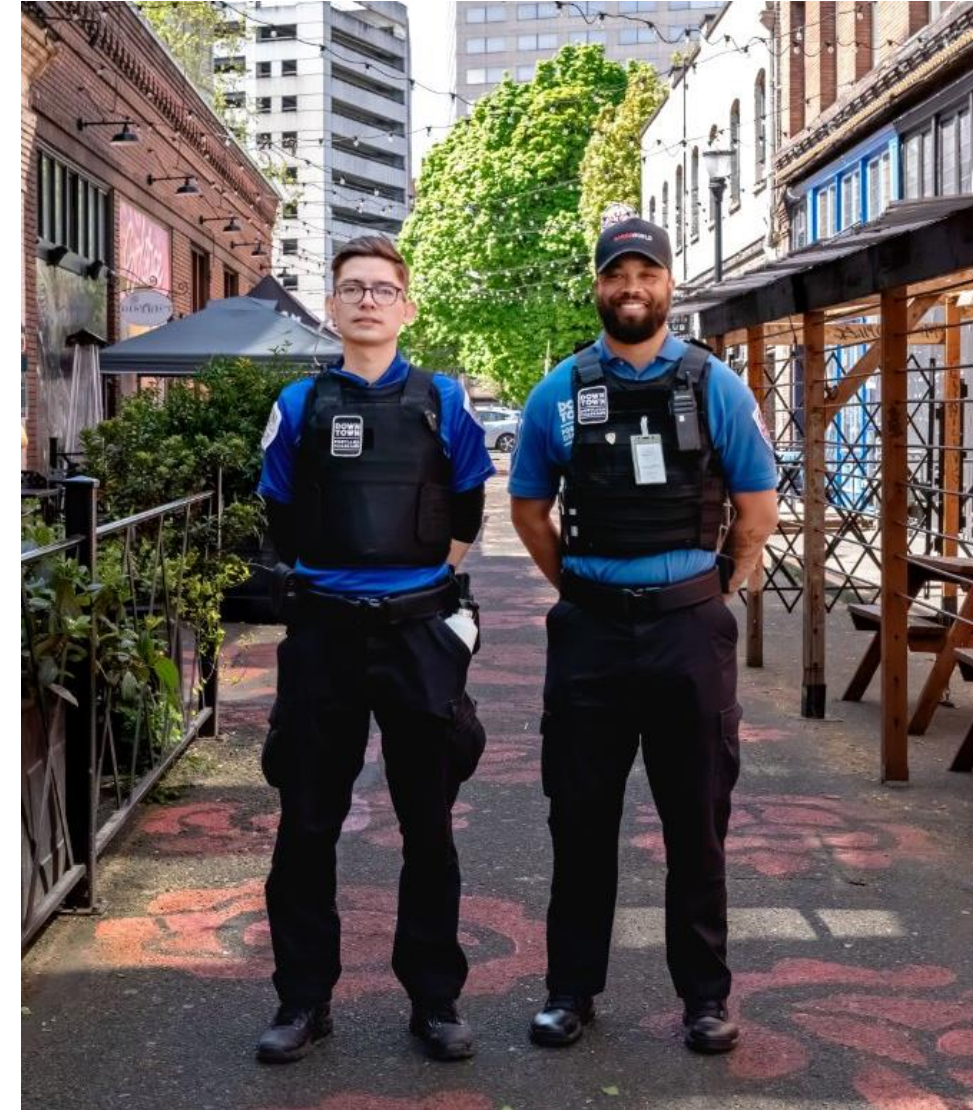
- Portland Police Bureau – Central Precinct / Bike Unit
- City of Portland
- Multnomah County District Attorney
- Multnomah County
- Bureau of Emergency Communications
- Street Services Coordination Center
- 311
- Helping Hands Re-entry Outreach Centers
- Joint Office of Homeless Services





# PUBLIC SAFETY PROGRAM:

- DPCS Safety Coordinators provide a proactive presence of public safety and respond to qualifying calls for service to assist businesses, all residents, and visitors as needed.
- Operational methodology is centered on Respect:
  - **Safety First - Customer Service - Problem Solving**
- 24/7 Safety and Security Programming.
- Averaging 5,000+ reports per month.
- Hotel and P5 Safety Districts providing focused public safety presence around downtown hotels and hospitality industry venues (restaurants, bars, transportation routes) and our performing arts venues.



# CLEANING & STREET OUTREACH PROGRAMS:

- Contract with Central City Concern with as part of the Clean Start Program
- Providing employment for formerly homeless or incarcerated individuals and supporting staff in their recovery journey
- Community Outreach Program:
  - Contract with Helping Hands Reentry Outreach Center to provide two outreach workers to partner with existing social service providers, aiming to continuously connect our most vulnerable Portlanders with service providers.





# DOWNTOWN ECONOMIC DEVELOPMENT AND PLACEMAKING:

- Visit Downtown Campaign
  - 240+ events at Director Park during 2024
- Holiday Pop-up Shops
  - Activated 9 vacant locations during the 2023 holiday season.
- Sidewalk Ambassadors
- Grant funding for Downtown Storefront Retailers
  - Provided \$75,000 in grants to four businesses signing new leases within the DPCS district in FY 23-24
- Annual Downtown Business Survey
- Downtown Vibrancy Tracker
- Project Illumination
- Continuing Public and Private Partnerships
- Crow Abatement

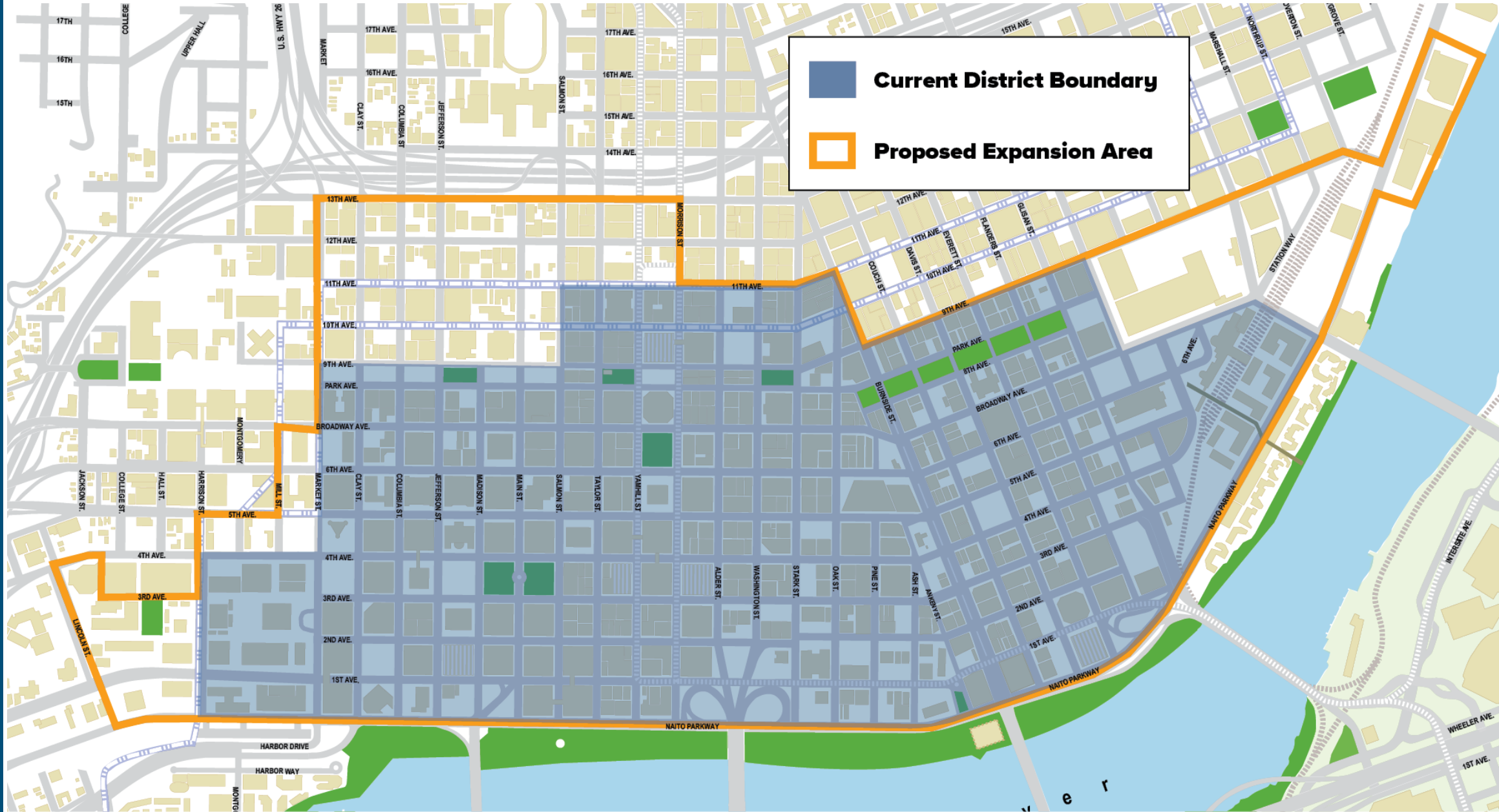


# HISTORY OF THE EXPANSION INITIATIVE:

- Summer 2023:
  - DPCS staff contacted by multiple businesses outside of district regarding possibility of district expansion.
  - Mayor's office proposed TASS site to River District Navigation Center as an alternative to the Morrison Bridge site.
- Fall/Winter 2023:
  - DPCS Board authorizes Expansion Committee, staff begins expansion exploration process.
  - Release of the BDS Planning & Urban Design (Uncommon Bridges) report after ESD Audit.
- Spring 2024:
  - DPCS staff begins modeling potential expansion boundaries and rate structures with the city. Continuously soliciting feedback from potential ratepayers and community members.
- **Summer 2024:**
  - DPCS Staff begins formal community engagement process, soliciting feedback on expansion proposals
- **Fall 2024:**
  - DPCS submits formal ESD Expansion Petition to the City for review and Council consideration



# EXPANSION BOUNDARY MAP:



# CLEAN & SAFE COMMUNITY ENGAGEMENT PROCESS:

- 4/2024 - 7/2024: 22 Individual meetings with representatives from the proposed expansion area.
- DPCS hosted Public Information sessions held on:
  - 6/24 - St. Stephens Episcopal Church
  - 7/8 - Lincoln High School
- Canvassing and public-meeting flyer distribution to retail businesses in expansion areas the weeks of 6/17 and 7/1
- [DPCS Expansion landing page](#)
- [June Street Beat article](#) regarding expansion and upcoming community meetings
- [DPCS community meeting event page](#)
- Social media posts across three platforms to promote upcoming community meeting
  - [LinkedIn Post](#)
  - [Facebook Post](#)
  - [Instagram Post](#)



# SUPPORT AND CHAMPIONS FOR ESD AUDIT RECOMMENDATIONS AND NEW ESD CREATION:

- DPCS supports the modernization and adherence to "best practices" shared by thousands of ESD/BIDs throughout the US and Canada.
- Any Business Association should have the ability to form an ESD and capture the same benefits and high functioning partnerships currently found in the three ESD's.
- The DPCS Board has been and will continue to be a champion for modernizing our ESD program in line with national best practices and providing greater access to all business groups and geographic areas around the City of Portland.

# **THANK YOU** PORTLAND CITY COUNCIL AND STAFF

Before we embark on this upcoming and historic change in our City government:

Thank you, Mayor and Commissioners, for your service and support!

Thank you to all your staff working tirelessly with the Clean & Safe team and our many, many dedicated vendors on the street!

We are ready to continue and grow this successful partnership for all who live, work, and play in our amazing downtown Portland!!!



# WHAT IS AN ESD?

- Motivations for Forming an ESD
  - ESDs provide district-wide and district-specific enhanced services that are beyond the basic services provided by the City. Often times, these district-specific enhanced services fall into the following categories:
    - Leadership
    - Economic Development
    - Policy & Advocacy
    - Organizational Management
    - Planning, Design, and Infrastructure
    - Public Space Management & Operations
    - Marketing, Communications, & Events





# WHAT IS THE DURATION OF AN ESD?

- City Council approves ESDs for 10-year lifecycles that are governed by five-year contracts.

# WHO IS AN ESD RATEPAYER?

- Chapter 6.06 of the Portland City Code and Charter defines a ratepayer as someone who engages in property management activities within a district
- Ratepayers typically include:
  - Commercial property management companies
  - Residential property management companies
    - Apartment management companies
    - HOA management companies







# ESD PROGRAM RECOMMENDATIONS

- BDS Planning & Urban Design (BDS) was hired in 2023 to respond to 2020 audit of the ESD Program
- BDS is an international expert in the ESD field and is a member of the International Downtown Association
- BDS reviewed documents and interviews from the 2020 audit, conducted new interviews, researched industry best practices, and authored a report containing their assessment and recommendations for the ESD Program
- BDS presented recommendations to City Council in February 2024




# ESD PROGRAM RECOMMENDATIONS

- BDS recommendations that are being implemented currently, guiding Clean & Safe District's ESD proposal process include:
  - Develop consistent guidelines for formation, renewal, and/or expansion of ESDs
    - ESD Petition Packet
  - Develop and maintain an ESD Handbook
- BDS recommendations that would be implemented if both ordinances are passed include:
  - Ordinance (1 of 2)
    - Develop ESD assessments based on publicly available metrics
    - Continue to include residential properties in ESD assessments
    - Implement a residential rate cap
  - Ordinance (2 of 2)
    - Establish guidelines on ESD governance, transparency, and representation requirements
      - Annual ratepayer meetings







# ESD PROGRAM RECOMMENDATIONS

- [Click here](#) for the Full BDS report
- [Click here](#) to find the ESD Petition Packet and ESD Handbook





# PROPOSED CLEAN & SAFE DISTRICT PROPERTY MANAGEMENT LICENSE FEE RATE CHANGES

## REASONS CHANGE IS NEEDED

- DATA RECENCY AND AVAILABILITY FOR USE BY THE CITY'S REVENUE DIVISION
- TRANSPARENCY FOR RATEPAYERS
- SIMPLIFICATION







# CURRENT RATE CALCULATION

- **\$0.87 per \$1,000** of Assessed Value from the 1993 property tax year OR **\$73 (business)/\$68 (residential) per square foot** for new buildings after July 2001, PLUS
- **\$5.52 per 290 square feet** of land and improvements for business use (**\$5.52 per 725 square feet** for residential use), PLUS
- **\$0.46 per pound** of passenger elevator capacity, PLUS
- A **surcharge or discount** of **2.5%** of the sum of items 1 – 3 (does not apply to residential use), PLUS
- A cumulative cost of services adjustment from 1993 – 1999 of **15%**, PLUS
- A lighting and amenities fee of **1.401 cents** per square foot of improvements (does not apply to residential use), PLUS
- A **20.03%** cumulative inflation adjustment from 2001 – 2011, PLUS
- **Annual inflation adjustments** after 2011 based upon the Consumer Price Index



# PROPOSED RATE CALCULATION

- **\$0.97 per \$1,000** of Assessed Value from the 2023 property tax year (reviewed every ten years), PLUS
- **\$5.52 per 290 square feet** of improvements of business and residential use, PLUS
- **1.9 cents** per square foot of land (equivalent to \$5.52 per 290 sq ft), PLUS
- A general surcharge of **18%**, PLUS
- A lighting and amenities fee of **1.401 cents** per square foot of improvements and surface parking lots, multiplied by cumulative inflation of 63.66% from tax year 2001 to tax year 2023, exclusively for district lighting and amenities (does not apply to residential use) PLUS
- **Annual inflation adjustments** after 2023 based upon the Consumer Price Index
- A cap of **\$200 per residential condo or market rate apartment unit**
- For affordable housing managed by a for-profit entity, **\$58 per unit**
- For affordable house managed by a non-profit entity, **\$26.50 per unit**





# SUMMARY OF CHANGES

- **Updates** the base year for the Assessed Value of Improvements from 1993 to 2023 (**updated** every ten years thereafter) and **eliminates** the alternate flat rate for buildings built or renovated after 2001,
- **Increases** the Assessed Value rate by 10 cents/\$1,000,
- **Increases** the residential rate per square foot equal to the business rate,
- **Increases** lighting and amenities rate for inflation from tax year 2001, by 63.66%,
- **Changes** the land calculation to a rate per square foot, consistent with the Lloyd and Central Eastside districts,
- **Eliminates** elevator capacity from calculation,
- **Eliminates** the 2.5% surcharge/discount,
- Retains the 1993 – 1999 cost of services adjustment and adds 3% to offset revenue losses from the elimination of other factors,
- **Updates** the base year for annual inflation adjustments from 2001 to 2023,
- **Adds** a cap per residential condo or apartment unit





# RATEPAYER OUTREACH AND ENGAGEMENT

- City efforts included:
  - Post card mailing to 596 ratepayers on August 23, 2024
  - Notification via City's ESD webpage
    - [www.Portland.gov/clean-safe-expansion](http://www.Portland.gov/clean-safe-expansion)
  - Public meeting on September 9, 2024
  - Public meeting on September 19, 2024
  - Ratepayer support gauged August 23, 2024 - September 30, 2024
  - Council hearing notification mailing to 596 ratepayers on October 8, 2024
  - Email to over 100 recipients who signed up to stay up to date on ESD Program
  - City Council hearing with public testimony on October 31, 2024





# RATEPAYER OUTREACH AND ENGAGEMENT

- [Click here](https://www.portland.gov/clean-safe-expansion) to find Clean & Safe's ESD Petition Packet
  - [www.portland.gov/clean-safe-expansion](https://www.portland.gov/clean-safe-expansion)
- The City collected official ratepayer opposition to Clean & Safe District's proposal for over a month via the City's ESD webpage.
  - To file official opposition, you had to be an official ratepayer as defined in [City Code 6.06](#)
  - At the close of the official ratepayer opposition collection on September 30, 2024, only 3 ratepayers voiced opposition
  - Support or opposition voiced during City Council hearing was encouraged





# CLEAN & SAFE DISTRICT IS ASKING THE CITY TO:

- Ordinance (1 of 2)
  - Expand ESD boundaries by approximately 60 blocks (from 213 to approximately 270)
  - Revise assessment formula, simplifying it and basing it on publicly available metrics
  - Implement a residential rate cap for all residential properties
  - Renew the property management license fee for 10 years
- Ordinance (2 of 2)
  - Authorize new 5-year contract for district management services
- Changes effective on October 1, 2025







# ADDITIONAL ITEMS FOR CITY CONSIDERATION:

- Ordinance (1 of 2)
  - Repeal and replace entire PCC 6.06 to align with City Charter Reform and voter-approved Measure 26-228
- Changes effective on January 1, 2025

