



CITY OF  
**PORTLAND, OREGON**

OFFICIAL  
 MINUTES

A REGULAR MEETING OF THE COUNCIL OF THE CITY OF PORTLAND, OREGON WAS HELD THIS **9TH DAY OF DECEMBER, 2009** AT 9:30 A.M.

THOSE PRESENT WERE: Mayor Adams, Presiding; Commissioners Fish, Fritz, Leonard and Saltzman, 5.

Commissioner Leonard arrived at 9:34 a.m.  
 Commissioner Fish was excused to leave at 11:37 a.m.

OFFICERS IN ATTENDANCE: Susan Parsons, Acting Clerk of the Council; Ben Walters, Chief Deputy City Attorney; and Steve Peterson, Sergeant at Arms.

Items No. 1685 and 1686 were pulled for discussion and on a Y-5 roll call, the balance of the Consent Agenda was adopted.

	<b>Disposition:</b>
<b>COMMUNICATIONS</b>	
<b>1678</b> Request of Guy Berliner to address Council regarding TriMet and democracy (Communication)	<b>PLACED ON FILE</b>
<b>1679</b> Request of Jason Barbour to address Council regarding TriMet and democracy (Communication)	<b>PLACED ON FILE</b>
<b>1680</b> Request of Xander Dunlap to address Council regarding TriMet, democracy and anti-corruption (Communication)	<b>PLACED ON FILE</b>
<b>1681</b> Request of Julia Smedley to address Council regarding TriMet and democracy (Communication)	<b>PLACED ON FILE</b>
<b>1682</b> Request of Lew Church to address Council regarding TriMet and democracy (Communication)	<b>PLACED ON FILE</b>
<b>TIMES CERTAIN</b>	
<b>1683</b> <b>TIME CERTAIN: 9:30 AM</b> – 82 <sup>nd</sup> Avenue Prostitution Advisory Committee report (Report introduced by Commissioner Saltzman) 45 minutes requested.  <b>Motion to accept the report:</b> Moved by Commissioner Fish and seconded by Commissioner Leonard.  (Y-5)	<b>ACCEPTED</b>

**December 9, 2010**

<p><b>1684</b> <b>TIME CERTAIN: 10:15 AM</b> – Recognize the response of Portland Public Schools, local government and the wider community in response to the Marysville School fire (Presentation introduced by Mayor Adams) 20 minutes requested.</p>	<p align="center"><b>PLACED ON FILE</b></p>	
<p align="center"><b>CONSENT AGENDA – NO DISCUSSION</b></p> <p align="center"><b>Mayor Sam Adams</b></p> <p><b>1685</b> Appoint Private for Hire Transportation Board of Review Members and Alternates (Report)</p>		<p align="center"><b>REFERRED TO COMMISSIONER OF FINANCE AND ADMINISTRATION</b></p>
<p align="center"><b>Bureau of Planning &amp; Sustainability</b></p> <p><b>*1686</b> Approve annexation to the City of Portland of property in case number A-1-09, on the west edge of NW Miller Rd between NW Cornell Rd and NW Barnes Rd including a portion of the NW Miller Rd right-of-way (Ordinance)</p> <p>(Y-5)</p>		<p align="center"><b>183391</b></p>
<p><b>1687</b> Adopt a Waste Reduction Program and authorize an Intergovernmental Agreement with Metro to receive Metro Waste Reduction Challenge Funds in the amount of \$263,834 and \$471,220 for the Recycle at Work Program in FY 2009-10 (Ordinance)</p>	<p align="center"><b>PASSED TO SECOND READING DECEMBER 16, 2009 AT 9:30 AM</b></p>	
<p align="center"><b>Bureau of Transportation</b></p> <p><b>1688</b> Grant revocable permit to Good Sport Promotion to close SE 9th Ave between SE Hawthorne St and SE Main St and to close SE Madison St between SE 9th Ave and SE 10th Ave from 5:00 a.m. until 5:00 p.m. on February 14, 2010 (Ordinance)</p>		<p align="center"><b>PASSED TO SECOND READING DECEMBER 16, 2009 AT 9:30 AM</b></p>
<p><b>1689</b> Authorize Intergovernmental Agreement with the Tri-County Metropolitan Transportation District of Oregon to operate and maintain the North Interstate Light Rail Project in City right-of-way (Ordinance)</p>	<p align="center"><b>PASSED TO SECOND READING DECEMBER 16, 2009 AT 9:30 AM</b></p>	
<p><b>1690</b> Authorize an Intergovernmental Agreement with Tri-County Metropolitan Transportation District of Oregon for maintenance of the North Interstate Light Rail Project within the City (Ordinance)</p>	<p align="center"><b>PASSED TO SECOND READING DECEMBER 16, 2009 AT 9:30 AM</b></p>	
<p align="center"><b>Office of Management and Finance – Human Resources</b></p> <p><b>1691</b> Create a new represented classification of Watershed Specialist III and establish an interim compensation rate for this classification (Second Reading Agenda 1648)</p> <p>(Y-5)</p>		<p align="center"><b>183375</b></p>

**December 9, 2010**

<p><b>1692</b> Create new represented classifications of Laboratory Analyst II, Laboratory Analytical Specialist and Laboratory Coordinator and establish interim compensation rates for these classifications (Second Reading Agenda 1649)  (Y-5)</p>	<p><b>183376</b></p>
<p><b>Office of Management and Finance – Internal Business Services</b></p>	
<p><b>1693</b> Authorize a contract with McCoy Freightliner for the purchase of four 15' Hybrid Step Vans for a total cost of \$594,744 (Purchasing Report - Bid No. 110450)  (Y-5)</p>	<p><b>ACCEPTED PREPARE CONTRACT</b></p>
<p><b>Commissioner Randy Leonard Position No. 4</b></p>	
<p><b>Bureau of Water</b></p>	
<p><b>1694</b> Amend contract with Legacy Laboratory Service to increase compensation for Speciation of Bacteria Found in Water Samples (Second Reading Agenda 1653; amend Contract No. 37858)  (Y-5)</p>	<p><b>183377</b></p>
<p><b>Commissioner Amanda Fritz Position No. 1</b></p>	
<p><b>Office of Cable Communications and Franchise Management</b></p>	
<p><b>1695</b> Extend term of 360networks (USA), inc. franchise to use designated City streets to provide telecommunications services (Second Reading Agenda 1656; amend Ordinance No. 172864)  (Y-5)</p>	<p><b>183378</b></p>
<p><b>1696</b> Extend term of a franchise granted to Electric Lightwave, Inc. to provide telecommunication services in Portland (Second Reading Agenda 1657; amend Ordinance No. 170283)  (Y-5)</p>	<p><b>183379</b></p>
<p><b>1697</b> Extend term of franchise granted to Level 3 Communications, LLC to build and operate telecommunications facilities within City streets (Second Reading Agenda 1658; amend Ordinance No. 173930)  (Y-5)</p>	<p><b>183380</b></p>
<p><b>1698</b> Extend term of a franchise granted to MCI Metro Access Transmission Services, Inc. to build and operate telecommunications facilities within City streets (Second Reading Agenda 1659; amend Ordinance No. 169230)  (Y-5)</p>	<p><b>183381</b></p>
<p><b>1699</b> Extend term of a revocable permit granted to TCG Oregon to build and operate telecommunications facilities within City streets (Second Reading Agenda 1660; amend Ordinance No. 173990)  (Y-5)</p>	<p><b>183382</b></p>

December 9, 2010

<b>Commissioner Nick Fish</b> <b>Position No. 2</b>		
<b>Portland Housing Bureau</b>		
<b>*1700</b>	Authorize copyright of Rent Well Tenant Education Program Curriculum, trademark of the Rent Well name and logo, and ability of Portland Housing Bureau director to execute Rent Well licensing contracts with community agencies to deliver the curriculum (Ordinance)  (Y-5)	<b>183383</b>
<b>1701</b>	Accept a grant in the amount of \$4,000,000 from the Office of Lead Hazard Control of the U.S. Department of Housing and Urban Development for lead abatement program (Second Reading Agenda 1667)  (Y-5)	<b>183384</b>
<b>Portland Parks &amp; Recreation</b>		
<b>1702</b>	Authorize an Intergovernmental Agreement with Portland State University to provide survey and research related services to Portland Parks and Recreation (Second Reading Agenda 1669)  (Y-5)	<b>183385</b>
<b>Commissioner Dan Saltzman</b> <b>Position No. 3</b>		
<b>Bureau of Police</b>		
<b>*1703</b>	Authorize an Intergovernmental Agreement with Tri-County Metropolitan Transportation District of Oregon and the City of Tualatin for provision of transit police services (Ordinance)  (Y-5)	<b>183386</b>
<b>*1704</b>	Amend an Intergovernmental Agreement with the City of Troutdale and Tri-County Metropolitan Transportation District of Oregon for the provision of transit police services (Ordinance; amend Contract No. 53114)  (Y-5)	<b>183387</b>
<b>*1705</b>	Amend an Intergovernmental Agreement with the City of West Linn and Tri-County Metropolitan Transportation District of Oregon for the provision of transit police services (Ordinance; amend Contract No. 53166)  (Y-5)	<b>183388</b>
<b>*1706</b>	Amend an Intergovernmental Agreement with Washington County and Tri-County Metropolitan Transportation District of Oregon for the provision of transit police services (Ordinance; amend Contract No. 53093)  (Y-5)	<b>183389</b>
<b>City Auditor LaVonne Griffin-Valade</b>		

**December 9, 2010**

<p><b>*1707</b> Assess property for system development charge contracts and private plumbing loan contracts (Ordinance; Z0774, K0117, T0127, W0006, K0116, T0129, Z1179, P0092, P0093)  (Y-5)</p>	<p><b>183390</b></p>
<p><b>REGULAR AGENDA</b></p>	
<p><b>Mayor Sam Adams</b></p>	
<p><b>Bureau of Transportation</b></p>	
<p><b>1708</b> Vacate N Leavitt Ave north of N Decatur St subject to certain conditions and reservations (Second Reading Agenda 1671; VAC-10059)  (Y-5)</p>	<p><b>183392</b></p>
<p><b>Office of Management and Finance – Financial Services</b></p>	
<p><b>1709</b> Authorize additional mortgage revenue bonds to continue the Mortgage Credit Certificate Program (Second Reading Agenda 1674)  (Y-5)</p>	<p><b>183393</b></p>
<p><b>1710</b> Authorize water revenue bonds to finance water system additions and improvements (Second Reading Agenda 1675)  (Y-5)</p>	<p><b>183394</b></p>
<p><b>Office of Management and Finance – Internal Business Services</b></p>	
<p><b>*1711</b> Authorize CityFleet to purchase replacement police patrol vehicles at \$1,472,000 (Ordinance) 15 minutes requested.  (Y-5)</p>	<p><b>183395</b></p>
<p><b>Commissioner Dan Saltzman</b> <b>Position No. 3</b></p>	
<p><b>Bureau of Environmental Services</b></p>	
<p><b>*1712</b> Authorize Intergovernmental Agreement with Portland State University and the Portland Development Commission for Montgomery Green Street Project at PSU Urban Studies Plaza (Ordinance) 10 minutes requested.  (Y-4; Fish absent)</p>	<p><b>183396</b></p>
<p><b>1713</b> Modify Public Works Code and accept associated rules for new enforcement authorities and provide clarity for public works permits, required sewer connections and maintenance of green street facility trees (Second Reading Agenda 1677; repeal and replace Chapters 17.32 and 17.33, and Figure 13; amend Chapters 16.70, 17.04, 17.16, 17.24, 17.28, 17.38, 25.08 and 29.20)  (Y-4; Fish absent)</p>	<p><b>183397</b></p>

At 11:41 a.m., Council recessed.

**December 9, 2010**

A REGULAR MEETING OF THE COUNCIL OF THE CITY OF PORTLAND,  
OREGON WAS HELD THIS **9TH DAY OF DECEMBER, 2009** AT 9:30 A.M.

THOSE PRESENT WERE: Mayor Adams, Presiding; Commissioners Fish, Fritz, and Saltzman, 4.

OFFICERS IN ATTENDANCE: Susan Parsons, Acting Clerk of the Council; Linly Rees, Deputy City Attorney; and Steve Peterson, Sergeant at Arms.

---

<p><b>1714 TIME CERTAIN: 2:00 PM</b> – Accept report from the Downtown Vision Task Force on the 2009 Downtown Retail Strategy (Report introduced by Mayor Adams) 30 minutes requested.</p> <p><b>Motion to accept report:</b> Moved by Commissioner Fish and seconded by Commissioner Saltzman.</p> <p>(Y-4)</p>	<p><b>Disposition:</b></p> <p><b>ACCEPTED</b></p>
--	---

---

At 2:55 p.m., Council adjourned.

**LAVONNE GRIFFIN-VALADE**  
Auditor of the City of Portland

By Susan Parsons  
Acting Clerk of the Council

For a discussion of agenda items, please consult the following Closed Caption File.

**December 9, 2010**  
**Closed Caption File of Portland City Council Meeting**

This file was produced through the closed captioning process for the televised City Council broadcast.

Key: \*\*\*\*\* means unidentified speaker.

**DECEMBER 9, 2009**            **9:30 AM**

**Adams:** People have to sign up to speak at the city council, as is true with all local governing bodies and they have three minutes and we'll do that after we gavel the meeting to order. Also, if you've signed up to testify on an item, your testimony has to stick to the item at hand and you have to give us your name, no address. And also the clock on that big hunk of wood in front of you counts down from three minutes. But before we actually get going, we have a couple -- a few special presentations. And i'd like to recognize commissioner Fritz, who is going to talk about the national association of --

**Fritz:** [inaudible]

**Adams:** Who is going to talk about the human rights day. All right. Commissioner Fritz.

**Fritz:** Good morning. I'm going to read a proclamation regarding the united nations human rights day. Whereas, we the residents of the city of Portland recognize the diversity of our population is vital to the cultural and economic character of our city and whereas, city code states that the city of Portland is committed to improving the lives of all its residents and striving to eliminate forms of discrimination because it poses a threat to the health, safety and welfare of our community and we affirm its commitment in march 2008 by establishing a human rights commission whose work is guided by the united nations declaration of human rights and whereas, on december 10th, 1948, the unite nations adopted the declaration of human rights a document that continues to be a source of inspiration for national and international efforts to protect freedoms and an essential element is the widespread knowledge and understanding among people about what their rights are and how they can be defended and whereas, the united nations has declared 2010 as the year of promoting true equality, embracing diversity and ending discrimination. And to the many human rights with defenders around the world who have struggled to make their vision a reality. Now, therefore, sam Adams, mayor of the city of Portland, the city of rose, proclaims december 10, 2009 to be human rights day in the city of Portland. [applause]

**Adams:** All right. [gavel pounded] today is wednesday, it's 9:30, december 9th well, 2009. The Portland city council comes to order. Good morning, Sue.

**Parsons:** Good morning.

**Adams:** Please call the roll.

[roll call]

**Adams:** We have five people signed up for communications. Can you please read the title for communications item no. 1678.

**Item 1678.**

**Parsons:** Is guy here?

**Adams:** Come on forward. This is -- no, the heat's been turned up. It's as under control as sue can get it under control.

\*\*\*\*\*: Turn it up a little bit more here, if you don't mind.

**Adams:** We're having heat problems. So welcome to the city council. Glad you're here.

**Guy Berliner:** Thank you, sam. I'm here to speak on behalf of the transit riders union. My name is guy berliner and I want to address my remarks to the question -- this will be, I know, somewhat alarming, but the question of have public officials in the city of Portland abandoned public transit? That seems to be a strange question, i'm sure, if a green city like Portland. But let me draw

**December 9, 2010**

attention to the original etymology of the word. Abandon comes from the expression in old french -- speaks french -- to leave something out of your jurisdiction. To transfer to another jurisdiction, or authority. And we've heard echos of this sort of abandonment from folks on the city council and others who have said they don't want to address the cutting of services, particularly very popular public amenities such as fareless square. We've seen tri-met use the same kind of argument that it's out of their hands, that the shit storm --

**Adams:** This goes out under cable tv so we have to keep our language --

**Berliner:** I apologize. But the problems we're facing because of the systemic defrauding of the economy by large scale criminals has caused a conveyer belt of suffering and that's affecting public services but we're here to say to you that as transit riders and advocates of transit riders, it's not acceptable for us to hear you tell us that your simply going to be the conveyer belt for this misery. We know the crimes of the systemic debacle, the destruction of the economy, in the mortgage lending industry and so on, we know that's caused the situation and we know there are criminals responsible for this. But if you folks in position of authority are going to tell us, our hands are tied. It's not in our jurisdiction. And be the conveyer belts for this misery, that's not acceptable. If you ask us where is the funding going to come from to save these vital services the answer we have to give you is you folks are the engineers for this conveyer belt. You're getting paid reasonably well to be the engineers. If a terrorist drops a bomb on a conveyer belt from a great height and we can't reach them, we have to stop the belt and put it in knowledge. You guys have the knowledge. Don't come to us and tell us, please, where is the money going to come from. You need to put on your thinking caps and get creative and not abandon public transit. I guess that will be the body of my remarks. Thank you.

**Adams:** Thank you for your testimony. Appreciate it. Please read the title for council communications item 1679.

**Item 1679.**

**Adams:** Good morning, mr. Barbour, welcome back.

**Jason Barbour:** For the record, my name is Jason Barbour. I would like to thank tri-met for making me incredibly late for this morning's meeting. Something I thought of that is written from the perspective of fareless square. They call me stupid, a waste of money. Fareless rail zone, can you spare some change? That's not my name. That's not my name. That's not my name. They think I'm a riot. But I'm actually quiet. Fareless rare zone, can you spare some change? That's not my name. That's not my name. That's not my name. Not to steal anybody's else's thunder. Who killed fareless square. Not me, says Randy Leonard. But I got a swell pick for county sheriff. Who killed fareless square? Not me, says Amanda Fritz. Who killed fareless square. Not me, says Dan Saltzman. It contributes to doping, no matter what the original purpose was. Who killed fareless square. Not me, says Nick Fish. In 2004, I said I never ride and we're going to leave broke Portlanders on the curbside. So who killed fareless square? Not me, says Sam Adams, it doesn't affect light rail and I got a sale because I care about what goes on in the CRC. Who killed fareless square. Not me, says Chris Humphrey. I killed James Chasse. And we'll leave it at that.

**Adams:** Well, thank you for your time. Can you please read the title for council communications item 1680.

**Item 1680.**

**Parsons:** I don't believe that Xander is here.

**Adams:** Can you read the title for council calendar -- council communications item 1681.

**Item 1681.**

**Parsons:** Is Julia here?

**Adams:** Ms. Smedley? All right. Can you read the title for council communication item no. 1682.

**Item 1682.**

**Adams:** Good morning, Lew, how are you?



**December 9, 2010**

**Lew Church:** Good morning, sam.

**Adams:** Welcome.

**Church:** The transit riders union is addressing the rights of the transit riders in Portland. In terms of global warming and air pollution. Who killed fareless square? Why and what's the reason for. Not me said the chairman of tri-met board. Wells fargo president. I'm here to collect plastic cars. And no. 7, a volkswagen bug. I'm here to lower the boom. Who killed fareless square: Not me said bernie bottomly. I wouldn't know a tri-met bus from ology in a wall. I'm just here to make a buck. Who killed fareless square? Not me, said "the Oregonian" editorial board. Who killed fareless square. Not me. It's hard to tell, hard to say. Fareless square, go to hell. Who killed fareless square. We're here to save it, says the transit riders union. We have to give it cpr and try to keep it alive. With the tri-met whores, tri-met riders have to say no war. But class war.

**Adams:** Thank you. All right. That gets us to the consent agenda. I'd like to return 1685 back to my office, unless there are objections. [gavel pounded] so done. Any other items?

**Fritz:** 1686.

**Adams:** 1686 is pulled from the consent agenda. Anything else? All right. Sue, can you please call the roll on the consent agenda?

**Leonard:** Aye. **Fritz:** Aye. **Fish:** Aye. **Saltzman:** Aye. **Adams:** Aye. [gavel pounded] consent agenda is approved. We're going to take up the 9:30 time certain. Running a few minutes late. Sue, please read the title for 1683.

**Item 1683.**

**Adams:** Commissioner Saltzman.

**Saltzman:** Thank you, mayor and members of the council. In the summer of 2008. Prostitution around 82nd avenue was rampant. The city responded by funding treatment programs for prostitutes and increasing prostitution missions by the police bureau and developing and coordinate services and oversight. The neighbors were a critical voice at the table. So last year, the city council voted to create the 82nd avenue prostitution advisory committee. I want to thank the committee, especially our co-chairs and the work over the last year to create this report. They're brian wong, who is a neighborhood resident and put in countless hours on top of his family and job responsibilities and the other is east precinct commander, mike krebs. And I want to thank diane mckeel for being here today and she's leading the county's efforts and will offer testimony after the report. I applaud the thoroughness and want to know in particular the range and creativity of the recommendations. The committee studied best practices, from across the country. And have concluded that a safe house is the key piece to taking girls and women off the street. Commissioner mckeel has begun this work and involved senator ron wyden and we're committed to making a safe house for those women a reality in the very near future. I want to call up commander krebs and brian wong to present the report.

**\*\*\*\*\*:** Actually we're going have the rest of the panel --

**Saltzman:** Oh, ok.

**Mike Crebs, Portland Police Bureau:** Can we get the -- well, good morning. I'm mike krebs, the commander of east precinct. I'd like everyone to introduce themselves.

**Emmy Ritter:** I'm emily, of new options for women program.

**Denise Warren:** I'm denise warren, a survivor.

**Brian Wong:** I'm brian wong, a co-chair and real life, a nurse at providence. And I have two children of my own and my wife, who is actually working today.

**J.R. Ujifusa, Multnomah County:** I'm a deputy district attorney for Multnomah county.

**Crebs:** To put it in perspective, is that in the early spring of 2008, the prostitution problem along 82nd just exploded and to give you an example. I want to read a quote. There's a thing called usa sex guide where some of the johns go to and blog and talk about their experience here in Portland. And it's -- as a precinct commander, it's disheartening to read these things and it gives me

**December 9, 2010**

motivation to clean the problem up. I'll read it quick. This is what a blog on this guide said. Drove over to 82nd on thursday night, late, about 12 midnight. Found a dozen or so mixed bag of girls. Four black, a couple of hispanic and a couple of whites. All sizes and shapes. Little or no law enforcement present. On the return trip, two dozen, nice weather brings them out. There were six or seven out looking. Lots of mongers -- those are johns. Girls should have made money that night. And this was dated may 17th, 2008. And it just -- these people think they're going to take over our city, and they're not. The next one is from a Portland police bureau report. And from a prostitute the woman. She told the officer. Told me she came to Portland because the seattle p.d. Was making multiple prostitution arrests. She said she heard she could make more money in Portland working the streets and Portland doesn't do anything to stop it. She told me a lot of girls are coming to Portland from seattle for prostitution. Portland is starting to get a name. This was in the "the Oregonian," showing that these acts were taking place in front of young children and families on 82nd avenue and it came to a real boiling point. And so what happened, I think the big piece to this is that the citizens who live on 82nd, you have the montavilla neighborhood association, madison south and they came forward and enough is enough. And i'll let brian wong speak about what they did. They stepped up to the plate and I can't say enough for the neighborhood association and the citizens involved. I'll turn it over to brian to talk about what they did in response to this.

**Wong:** Good morning. You know, it's interesting, I think when we came here last year to create this council, I think the discussion -- the opening discussion was human rights day. I find it interesting here we are again. And if there's a corollary between the two things here. I find this picture interesting because I mean, this was out -- this gentleman here had been charged with soliciting a 14-year-old girl for \$20. And so this to me explains what we saw and the fact that the sheer presence of it was so overwhelming. Because the johns would meet these women on 82nd and go into the neighbor to do what they're going to do and in this -- this created a wide range of emotions. A lot of it feels like anger, but a lot is frustration and apathy setting in. You feel there's so much going on and it's so blatant you can't do anything about it. But working together with these people for a year, i'm highly encouraged and I feel there's good solutions out there. And in march, when -- we had a warm spurt in march last year and I had the windows and woken to noise of car doors opening and closing on my street. So I went to see what was going on and shocked to see, for lack of a better word, like a drive-through service occurring. And when you see that, you don't know what to do. You call the police officers, but you know, their capacity is limited and when you see the same women coming and going, there's a lot of frustration that leads up to that. But with the photo of these kids, they're coming home from school and working right through the scene there. It's so normalized it's part of the background. They don't even see what's going on there. And it seems like the natural instinct would be to walk around that scene instead of through it. And the businesses were just as frustrated. And i'm going to point out mcdonald's, which is on 82nd and stark. That was one of the key points where it was like the open air market in that parking lot and we took the management staff to task but they were as frustrated once we started talking to them. And the neighborhood association meetings where it got heated, the owner-manager of that store threw up his hands and said, "we're doing all we can do." burgerville, they were having people go through the drive-through line and when you ordered a burger, there would be someone there trying to solicit themselves. And the neighbors feel like we're making money off this whole thing and we're not. They felt the victimization just as well. And in response, a lot of things happened. We created the foot patrols. There was a petition campaign that started and facilitated by monitor villa and action -- montavilla in action. And 82nd avenue created a forum that I think randy Leonard was present at and 400 people attended and a later one by montavilla association and we had a speaker, melissa farley, come up from san francisco to speak and we had the save our streets march. And the neighborhood is asking for help and we came -- you guys, the law enforcement and city

**December 9, 2010**

council helped support us and we're extremely appreciative of that. So I'll turn this over to commander krebs to speak about --

**Crebs:** What the police bureau did, we created four officers to work the prostitution on 82nd and also sandy boulevard and they were working seven days a week, 10 hours a day to suppress the activity. And we would do decoy missions both for using johns and using decoy police officers, female police officers to catch the johns and tried to hit it from all angles. The single biggest thing that turned it around, was officer heath kula, who came up with the idea of getting the johns and prostitutes on probation and have the judge give them post restriction, we thought we might have an impact. At that point, there was no pfz and felt it was a good idea and ended up working through a series of meetings and working with the courts and judges and department of community justice, there were a number of people we had to work through to get it up and going and that played an integral part in allowing us to have sanctions and also a bite to put them into some kind of treatment because many people having difficulties like this, they need a nudge to get them into some kind of treatment so we felt this was a good plan and actually working nicely today. The biggest piece is not just the police, it's all the other community partners. The citizens, the lifeworks northwest. And it's -- we meet weekly and come together and discuss each week about the particular problems on 82nd avenue and sandy boulevard. I think it's that holistic approach. Bringing everyone together once a week and it's almost like a triage. I was talking earlier, a group of medical professionals getting together to find out what is the diagnosis, first of all, and then what kind of treatment do we give these individuals? And I think it's been very good to sit down and do that and I can't say enough for the officers in lifeworks northwest and the fbi and the individuals involved with this. Let's see. The department of community justice also involved the kathleen trebb is integral to working with us to make this happen. Now I'll turn it over to j.r. To talk about what the d.a. Does. And he's part of the weekly meeting.

**Ujifusa:** Prior to this coordination team, I was working as a neighborhood d.a. out of east precinct. I saw what was going on and rode with officers on a regular basis and saw that 82nd was off the hook. It was a huge deal. A lot of prostitution going on and it was becoming more blatant and visible to the public. At that time, the tools I had to use were probation and jail time as far as a prosecutor. Building cases and sentencing individuals to probation or jail. There was no treatment option that I could use that was specific for prostitution. And the probationary terms were the standard terms that anyone on bench probation would get. Since prostitution is a misdemeanor. During that time, there was not a designated d.a. to overlook all the cases in the county or the city if a crime or a prostitution arrest had happened in northwest, a d.a. over that area, would review that case and issue it. If it happened in the east, I would review and issue it. Southwest, someone else. The change being that a dedicated d.a. was able to oversee every case that came not system. Now, through the prostitution coordination team. I see every arrest that happens in the city. So that if there's movement between 82 and sandy and tear moving somewhere else because there's less law enforcement, I can speak to lifeworks to see if there's think changes and I can speak to parole and probation to see if people have moved and the community and the officers to see if there's a change there. The coordination team made a closer relationship for me with the other individuals who have interest in solving this problem. Especially the community. Brian wong is one individual. There are many other individuals that are in neighborhood organizations and as well as businesses I spoke with on a regular basis to figure out what we could do to help. Lifeworks is a terrific tool and they've used us to focus on what the problems were and what the solution could be working together. It was anything from calling me to find out when a hearing was, so they could provide support to me asking, how is this individual doing? Because I see they have a detainer or another case popping up. Those weekly meetings were for us to sit around the table and discuss the best way to handle each individual person. Not as a series, but as specific to the individual person. The needs and problems they're having in their lives and trying to address those problems. The change

**December 9, 2010**

also came as commander krebs talked about, with heath kula designating this program where there would be specific bench probation conditions so that we can make judges put on their bench probation specific problems or specific things that these individuals needed to address and one of the most important was treatment and lifeworks. They're required to go to lifeworks and complete treatment and did a certain amount of hours and meetings that lifeworks required. That's something we talk about on a regular basis to see if they're doing their treatment and seeing what needs to be done and progressing. And you'll hear from denise later -- she was one of those individuals we spoke about that was in lifeworks doing her treatment. The change in the probation also restricted these individuals from high vice areas and i'll let lifeworks talk more about this but if an individual is trying to change something, one of the -- I believe one of the key factors is to take them away interest that environment which keeps perpetuating that activity and what we try to do in probation is restrict them from areas where the vice activity was going on so they could focus on treatment and the community would get a change and change the way that 82nd looked and I think that's been working great.

**Ritter:** Good morning. Again, i'm a clinic supervisor of the new options for women with lifeworks northwest. And we facilitate three groups four days a week. Focusing on recovery and safety from prostitution and addiction and trauma. We meet one-on-one for therapy and addiction counseling and case management based on their individual needs and i'm not referring to the power point but that's a nice background in terms of our information here. Our clients range from 15 to 52 and [inaudible] and court mandated. The average age for girls to begin prostituting is 13. They run away from home and at increase risk for a pimp who will groom them and it creates a stockholm syndrome. They're unfortunately been exposed to at such a vulnerable age. Many of the women we've worked with have turned to drugs and alcohol to cope with the trauma and stress of the street and to cope with the actual turning a trick, or making date. Sometimes they prostitute to support their already established drug habits and addictions or to support their homes or family. Most have the common experience of a traumatic childhood. Poverty and sexual abuse and homelessness. That brings a woman to seek to selling sex on 82nd avenue and what drives her to return? As a wise woman said, prostitution is not the symptom. It's the problem. We at new options for women are working on both the symptom and the problem. Who sits before us in our offices and group rooms and their jail cells, doctors' offices, shelters and apartments the women and girls looking to make a change. They may show up high or belligerent or well into recovery and need extra support or early in recovery and need constant structure and activity. She may be dealing with nightmares and flashbacks or just need help in job searching. We'll meet her where she's at without judgments. We've seen amazing success and I say this with hesitation because these are people's lives and we're judging them and in a very short expanse of time. Recovery from trauma, while drastically changing a lifestyle, changing what they're doing every day, takes amazing effort and remarkable courage. We've seen women come in, many frustrated to be with us, they engage a bit and then disappear. They resurface and take a few more steps. They relapse and we're still there. And then they come to not only group, but one was adrianna. And terry may work with her to get appropriate medications, begin the happen of n.a. meetings and collect food boxes and shop for job-appropriate clothing and so on. We advocate for our clients and worked to develop ongoing services when we assist a woman in safe housing. We've had the opportunity to work with one mandated woman who was not so happy to be with us and didn't hesitate to tell us. Though she was respectful in doing so. She shows up sporadically. She abuses drugs and has a hard time making it to appointments on time. Initially, she came because she did for the want to go to jail again. And then she comes because we're not so bad. In fact, we're pretty cool. And then she is excited about an activity. And then works with terry, who would pick this woman up for court, housing opportunities and fun mentor activities such as swimming and movies and getting her nails done and fun stuff like that. Somewhere along the line, this amazing woman has a spark of her own potential and beyond the

**December 9, 2010**

chasing drugs and dates. Somewhere new options has not only become a mandated obligation an avenue for her options. She's begun getting drug free through a medication treatment and this has been a trying journey, not without hardship, successful advocacy and perseverance. She made every appointment and kept her goals in mind, with terry standing next to her. This one example of wrap around service we offer at new options that takes to facilitate lasting change. I believe we have proven to be open to each woman's recovery. I believe they can come to us when they're ready, again and again and again and again. On this note, I would like to introduce denise. Who told us the first time we met her she was not going to stop doing what she was doing.

**Warren:** Hi, good morning. My name is denise --

**Saltzman:** Do you want to move closer to the mic?

**Warren:** I wanted to state for the last six years, i've been strictly on 82nd, walking up and down the street. 365 days a year. I made thousands for the first year I had a pimp. It wasn't a pretty sight. I'm here to give testimony. I was present on the street during the prostitution-free zone and worked on the street. In the beginning, when prostitution free zone first came out, you would get a criminal trespass for working on the street. This was before the nice people got together and -- probably about six years ago, they had the drug-free zones downtown. Any time, you crossed the street, you would get arrested at any given time. Then an officer told me there would be a program available to help me to do something about the issues that brought me on the street. With constant pressure from law enforcement, it became impossible for me to work on a daily basis. When I first got to lifeworks, I was broken down and loaded. But I knew I needed to make a change. They scheduled me in classes and they're to address issues that were leading me to be on the street. I sought their program out while I was incarcerated. I think their program just began. There was -- the officer picked me up and told me there would be a program to figure out what my issues were on the street. I was being stopped on daily basis. Once my life was hectic free, now i'm in contact [inaudible], take you home. We're going to figure out what's going on with you. On a daily basis -- there was no -- so the recovery mentor dropped me off at the dope house. After I went to their lifeworks office. The lady where's so nice. They came to see me with smile and wanted to know what I needed to do. And I didn't know what I needed for myself. Because I was doing what I had always done. I continued to practice my self-destructive behavior. The police continued to stop me. I had the opportunity at lifeworks to look at the core issues that led me to my past. With new procedures, my arrests were no longer book and release. I was now looking at probation for my misdemeanor prostitution cases along with the pressure from the court and the police contact on the street I was button a waiting list and I had been there, in residential treatment for eight months and I have not used. Working on the issues and lifeworks came to see me, inside treatment, to continue therapy and hasn't let me go. Ebb played a key part in it. J.r., the neighborhood association, which is my neighborhood which is coincidental. It's not the most glamorous lifestyle and took a long time to make this change. And i'm -- on behalf of my family, i'm lucky to be live and I think the -- alive. The officers who believed in me before I could believe in myself. For the therapy, to look at the real issues that were going on. So thank you. [applause]

**Leonard:** Can I ask you --

**Saltzman:** Can you raise the lights?

\*\*\*\*\*: We have a little bit more.

**Saltzman:** Sorry.

**Wong:** The thing is, as denise -- there was coordination and options available and I think that's a big piece of the pie here. And this is off the same website. And this is like what is now -- they're having a hard time finding the women to victimize like denise and I feel heartened by that. As we coordinate, I think the results will only get better. Some of the requests that we're looking for --

\*\*\*\*\*: [inaudible]

**December 9, 2010**

**Crebs:** One thing I think is important, you know before -- before the prostitution coordination team. Before the prostitution advisory committee 82nd was mostly a police problem. We'd go out there and take people to jail. A vicious cycle. But the current program, I think everybody has empathy and that's the biggest piece. If you asked me 20 years ago, my idea was to arrest them all. But i'll tell you, we need this overall approach. We need the citizens and we need lifeworks northwest and the judges to be involved and police officers. The police officers i've selected to work on this particular project have a lot of empathy. These individuals are committed not only to making the neighborhood nice, but improving people's lives and they have big hearts and work on this place. It's like they've taken it upon themselves to -- ownership. By people like denise and lifeworks northwest and the judges. And october 27th, 2009, on the same blog, a john writes: A year ago, you could count-ton finding 15-20 street walkers on 82nd, now you're lucky to find one if you take two trips. Where have all the flowers gone? Now I don't see them. I used to cruise sandy from kmart to safeway. Nowadays, nada, zero cruise by fred meyer and still drawing blanks. So I think our approach is working. I know that mayor Adams mentioned, a year ago, worrying about displacement. And that has happened somewhat. But what happened is central precinct, we've brought in two officers who are part of the prostitution coordination team and they come to the meetings and also, two, if we start to see an individual moving to west burnside, we can go back to the judge. J.r. can petition the judge to put additional restrictions on and when that person is seen on west burnside, an officer who has the authority to put a court detainer on these individuals can do that. They can't really escape this and I think it's more effective than the prostitution-free zone. The reason why, we can keep modifying this thing and it's post-conviction. And it is seen by a j. So that's just my two cents.

**Wong:** Bring the lights up and -- I don't know if we want to -- if you guys want to ask questions or go through our recommendations or --

**Saltzman:** Why don't you run through your recommendations and then we'll have questions.

**Wong:** I'll go through some of our recommendations and we worked long and hard on this. As a citizen, along 82nd as a taxpayer, I want to make sure our funds are directed right and we're meeting the needs of everyone. The neighborhood, when they see something going on, who do you call? Well, you call the police. You also need to meet the needs of the women walking along the street. If you're not meeting their needs, you're not meeting anyone's needs. We're asking for increased funding from the county and the city to help lifeworks northwest meet the needs of these women. They've been going since january and then also the long-term dedicated funding of the police officers and the d.a.'s office, the officers are pulled off the regular shift assignments and they're a set team but we're afraid as priorities shift they may be directed somewhere else. So until things are really under control and the environment is changed, we need to make sure the officers are funded. And then as far as public housing is concerned and I think I speak for the rest of the people up here, I have a dearth of knowledge, and I don't understand how the process works. We're asking to have housing expertise of either the officers or the correct committees to come and help us determine the best housing needs and best come up with the funds and stuff like that the policies. And the temporary housing solution would be like the ymca and that would be a yearly cost of \$50,000 and there's in-patient rehab that's occurring but we would like to have that structured so those women can be supported. And one of the big keys as j.r. Can allude to, there's a lack of public awareness of what's going on with prostitution. A lot of people think it's a victimless crime. Not only is there a real person being victimized. But there's a naked and businesses. When there's prostitution occurring in an area, and everybody in the city is a victim. What it gets to get a person to exit. We're asking to draft a public awareness campaign and there's legislation by senator ron wyden and we're asking the city and county and I think diane is already working with wyden's office and then Multnomah county is developing a john school and we're asking the city to help support that. And as the peats come together -- as the pieces come together, I think one of the key

**December 9, 2010**

things is to evaluate the services and make sure we have the right services there. When we were going through the research to put together information to figure out what to do, there's a lot of information about a lot of research that takes -- what it takes to create a prostituted individual, but there's almost no information about what it takes to help someone exit prostitution. I think we need to create that data. I think city of Portland out there on the forefront and if we do that and put the data together, we would be one of the first one to do that. I think it's exciting to do that. And we didn't really talk about it a whole lot, it's in the report, but there's a fit to the street environment and how prostitution is supported. If there's a certain speed limits and sidewalks going up to the street, lack of a buffer zone, there's the traffic stops and tri-met stops and all of these piece -- stops and all of these pieces create a reason for someone to be loitering and the traffic speed is not fast enough so they can actually shop, for lack of a better word. So one of the things we're asking for as a long-term, if there could be a subgroup or like almost like an interbureau taskforce to create changes in the street environment to suppress -- because it only will come back to certain areas. Northwest burnside is another perfect fit. You've got the same structures there. And then there's a few others. There's the teach-in and dental care and advocate and opiate recovery formulary as well. I don't know if anyone else wanted to add anything?

**Ritter:** On our group on monday, we talked about this and many of the group members, we created our own little advocacy moment for a hour and a half there and they were very excited about housing and supportive housing and having opportunities for jobs. And new lives, but realizing they needed to be -- it needed to be wrapped around and taken care of in that way.

**Adams:** I wanted to start our recognition with you and your -- first congratulations on all the great work you're doing for yourself and in turn, for others in being here today. It's really inspiring and you did a fantastic job.

**Warren:** Thank you very much.

**Adams:** You bet. Questions?

**Fish:** A question, if I could. I got a briefing the other day on some of the housing issues and what we're going to go coming out of this report is meet one of your requests, in the report. Which is to pull together the city and the county people that have a piece of the housing and service delivery. And kind of figure out what's the existing system and how might it be enhanced. But timing is good because we're going into our budget cycle and we have rfps coming up but we have to figure out who is doing what. In terms of homeless services we're starting to question the jurisdictional lines. And this is like a test case. Who is doing what and do those old jurisdictional lines make sense? The thing I wanted to ask you, if my briefing I was told in terms of where the housing is located, there was some concern with the housing being downtown and can you speak to that?

**Ritter:** Downtown, maybe denise can speak to this. But downtown has a level of easy access to drugs and alcohol and also prostitution activities. So there's a bit of danger downtown. There's access for tri-met and access for services, so it's -- it can play in both and I think denise can speak more on that.

**Warren:** Because it doesn't matter where you are. If you have small seed of willingness then this will work. I've been drug free for eight months and three weeks and prostitution it's more difficult to give up than the drugs are. This is the first time i've had any clean time in six years. I have been arrested since I've been in treatment for being on 82<sup>nd</sup>. I am banned until 2011. To address the problem, I think central city takes care of a lot of issues when it comes it people. We're focusing on a narrow channel of prostitution and involvement with the city, at least somebody cares about us. When nobody cares, nobody saw us. There were a lot of times when things weren't working out and people were hurting people out there. We're looking for people who want to actually go to lifeworks and stay in safe housing.

**December 9, 2010**

**Ritter:** It would have to be wrapped around safe housing -- I think the area of the y is safe. And if it has structure and good support, I think it's possible, but however, there are risks in downtown, yeah.

**Adams:** Thank you. Any other discussion? Thank you all very, very much.

**Saltzman:** I wanted to add my thanks to each one of you for really coming together as a community and making this a successful this is a success story. And it's going to require eternal vigilance to keep it a success story but when neighbors, police, district attorney, social services come together out of compassion, I think we're all benefiting from this and Denise, you're a great success story and we're all going to be rooting for you. And I wanted to recognize commander Krebs. He'll be moving to the commander of the detectives' division and we want to thank you for your long service at east precinct, you've definitely made a difference there.

**Krebs:** Thank you.

**Saltzman:** We have Diane McKeel we want to bring up.

**Leonard:** Denise, first thank you for coming. As well as I appreciated what you had to say. You referenced whether when the prostitution-free zones were in existence, you would be cited for criminal trespass.

**Warren:** I believe sergeant Graham was on the force then. You would be booked and taken into jail and then released and now they have unlawful prostitution activity and it's a whole different case. Criminal trespass was what we got in the beginning.

**Leonard:** Did it deter you from working?

**Warren:** No, my pimp would say the police are doing their job, you just got to do yours.

**Saltzman:** Thank you, Mr. Wong for being an outstanding neighbor. [applause]

**Adams:** Thank you, Mr. Wong.

**Wong:** There's many people we want to thank. On the last slide. But there's a lot of other neighborhoods and also I wanted to make a motion. I wonder if we can keep commander Krebs at east precinct? [laughter]

**Saltzman:** I wanted to invite up now, county commissioner, Diane McKeel. She's been a leader in setting up a safe house for the women who desire getting out of prostitution and she's had great conversations with Senator Wyden and thought we'd invite her to update us on those activities or anything else.

**Diane McKeel, Multnomah County Commissioner:** Good morning, Mayor and Commissioners, thank you for inviting me here today to discuss my office's efforts in eradicating domestic human trafficking and this is a true partnership and that's how we look at it. Working with the partners out there. We first talked to Senator Ron Wyden's office back in August about the severity of the problem of domestic human trafficking in our area. Joel Shapiro followed up within months. Not only had their offices interviewed many of our front line law enforcement office officials who deal with these vices every day but -- victims every day. And it will establish a shelter program. The funding up to \$2.35 million, renewable for up to three years. In the meantime, the county is looking for ways to get a head start on establishing shelter with wrap-around services. We'll be releasing a request for proposal to identify a community partner to work with us in creating a program and space that will help these girls. Provided the state budget picture remains the same, there will be a room off from our office for 10-15 beds and in addition to the efforts to establish safe housing here in Oregon, we're looking to reestablishing a job school in Multnomah county. It is important to take on the issue from every angle. Especially demand. Multnomah county has attempted a job school program twice before but for various reasons didn't succeed. Currently, therefore, over 45 successful schools across the nation with the longest running program in San Francisco. We're working with the Portland police and other community partners and hope to have the program up and running early next year. Another key element is generating awareness. When the average entry age into prostitution is 12-14 years old, it is a great myth that prostitution is a victimless crime.



**December 9, 2010**

Representative brant barton will sponsor state legislation in the february special session that provides a mechanism for establishments that sell alcohol to post the national human trafficking hotline. At no cost to the state. It's run by the non-profit polaris project. It's operational 24/7 and in six different languages. Since they opened two years ago, they have received over 13,000 calls and have seen several tips through to prostitution. The project will provide the signage and the data they collect will be directed back to local law enforcement. We have also had conversations with the Oregon department of transportation and will be posting signs with the hotline number in rest areas beginning the first of the year. We're also working with labor commissioner brad avakian to look for additional posting areas and next steps for legislation. Finally, we're exploring a partnership with the caldera project and comcast to create and air public service announcements in the tricounty area. I would like to commend commissioner Saltzman, commander krebs, brian wong and the rest of the prostitution advisory committee for their work. It's inspiring to see people transform their passion for the neighborhood into action and it's a honor to help support their efforts. Thank you for your work, dedication and thoughtfulness. I hope we can continue to work together on this important issue. We hope the city will continue to be a strong partner and to continue to collaborate with the county on these initiatives to fight sexual exploitation of our youth. Thank you.

**Leonard:** Thank you.

**Adams:** Thanks, commissioner.

**\*\*\*\*\*:** Thank you.

**Saltzman:** That completes the invited testimony. I think there might be some people signed up.

**Adams:** How many are signed up.

**Parsons:** We have six people. Come up three at a time.

**Adams:** Good morning and welcome to the city council chambers. Glad you're here. Give us your first and last name and the clock will count down from three minutes. Hi. Go ahead.

**Emi Koyama:** This chair is just -- slides all the way.

**Crystal Tenty:** My name is crystal with the Portland women's crisis line.

**Jenny McGibbon:** I'm jenny with the sex workers outreach coalition.

**Koyama:** Can I start?

**Adams:** Please do.

**Koyama:** I'm part of the sex outreach coalition and their work concerns the safety and diversity of needs of girls working in the sex industry and sex trade. Many of us come from social work or public health backgrounds and bringing together knowledge and expertise and experience that directly serve this population. Some also come with a personal history in prostitution or other sex work. We're united against violence of women and children in the sex industry and beyond. We appreciate the continued concern for the women and the work that lifeworks is doing for them. Today, we present the principles for the city's response to the problem of prostitution and asking the city council to incorporate these principles into the 82nd avenue advisory committee's recommendation. As the city explores its plan to address the problem of prostitution. We're joined by the Portland women's crisis line, native american family youth center. And as you see in the packet, has the support letters and hope this will be the beginning with our involvement with the city, to address the root cause of prostitution on 82nd avenue. Jenny is going to give a brief summary of the suggested principles. You have a full version in your hand. And then crystal will address the area within the proposal. And i'd like to -- since I have one more minute, i'd like to read a short and simple poem. Called "degrade." degradation is for the trading sex for money. But it's an exchange of social security number for food. It's not stripping away a mini dress, but not having a curtain covering me in the public shower. Degradation is not faking orgasm on the phone, but faking compliance with a court order. Degradation is not even being raped on the street, but is a doctor ask me, why does it bother you if you fuck strangers, anyway -- i'm sorry I used the word.

**December 9, 2010**

**Adams:** Thank you for your testimony. Very much.

**McGibbon:** I'm Jenny and I'm going to outline the four principles we've identified for the city. Our first principle is we need to help women escape poverty and homelessness, for the just prostitution, as then Mayor Tom Potter said, we must address root causes of prostitution on 82nd Avenue. Poverty, homelessness, addiction, lack of education and occupational opportunity, domestic violence and etc., cracking down would only cause the women to be further impoverished and vulnerable to abuse. Some women may need shelter or transition that provides an extra level of security. But in general, help to obtain housing in the city, in order to restore normalcy and stability to their lives. We believe that housing is a basic human right and it is wrong to make housing contingent upon participation in other programs. The city should provide alternative means to services in addition to the police. Currently, women cannot receive funding from the -- unless the district attorney office proves them. Consult, they're enrolling -- in order for new options for women and participants to succeed, the program should be entrusted with greater authority to make decisions. Other social services should be given a greater role in referring women to the new options for women program. Finally, qualified outside professionals to evaluate services. We've been told that new options is in talks about this possibility and ask the city to provide adequate funding so that a robust evaluation can take place. We hope that the council members support these principles as we move forward. Thank you.

**Adams:** Thank you very much for your testimony.

**Tenty:** My name is Crystal and I'm a sexual assault advocate with the Portland Women's Crisis Line and I've been providing advocacy to sex workers along 82nd Avenue. I go out on the street and hand out condoms and provide resource referrals and do safety planning and I'm here today to show support for additional city funding for Lifeworks New Options for Women Program and stand in solidarity with my fellow workers and support the principles outlined to you. I specially want to express the need for the new options for women program to expand its eligibility requirements to include women seeking support leaving the sex industry not involved in the criminal justice system or who may be working in our neighborhoods aside from the 82nd Avenue and Sandy area. I encounter women every month who are desperate for service to help them leave the sex industry and unfortunately, there are individual circumstances render them ineligible for the new options for women program. So I urge the new options program and the commissioners and the prostitution advisory committee to consider allotting additional slots for women who are in need who may not meet the current eligibility criteria and I'm willing to be available as a resource to offer my expertise and assistance to the new options for women team and the city commissioners as needed.

**Adams:** Thank you for your testimony.

**Saltzman:** Thank you for your very thoughtful testimony.

**Adams:** Good morning, welcome to the city council. Glad you're here. Our third testifier? Please proceed.

**Valerie Newman:** My name is Valerie Newman and I'm a survivor of prostitution. I know that if I had been offered programs like the council is proposing right now, I would have exited much sooner. Had I exited sooner, the scars on my body and mind and soul would have healed much sooner. Arrested several times for different prostitutional acts and released directly back to the street left me no option to continue to do what I had done. I was lucky that I had family and friends to tell me I was loved and I think what the council is proposing to do with giving people options, and letting them know they're worthy and loved, when they have no one else, most of prostituted people I had contact with had no one to return to except the exploiter and the degradation they experience by them. And by the council coming in and offering them beyond just Lifeworks, which is doing an awesome job, I think to start with housing. How can you see clearly and start a new life when you're starting from a doorway? You don't get a chance to breathe and get a chance to see anything clearly. You may make an appointment, but you're going right back to that doorway. It's

**December 9, 2010**

not a safe place. It's not free of degradation and it's not a place where you can feel any kind of self esteem or love for yourself and I think once these women feel love for themselves, they can turn their eyes around. I've been free from prostitution in two years. I've returned to school. This is my second year at pcc ann and working toward a degree in literature and I am getting honors grades and I came from a doorway.

**Adams:** Thank you very much. [applause] thank you very much. Very well said and congratulations.

\*\*\*\*\*: Thank you.

**Patricia Bovers:** My name is patricia herrera. I've been working against prostitution since 1993 and had the honor of working with a non-profit organization in minnesota. The founder of that agency made good connections between prostitution and battery and said \$25 marriage license doesn't allow a man to beat his wife and \$25 fee doesn't allow a man to rape a woman or child on the street I moved here and worked with the council for prostitution alternatives and created my own, called the lola baldwin for recovery. I take issue with the comment earlier that it wasn't successful. I found it to be a successful john school. However, it didn't down because of health issues with one of the facilitators. We did it for three years and it's my opinion you can stop prostitution by stopping the demand. It will continue no matter what. Anyone vulnerable to be taken into prostitution will be if there's a john. Some of the points earlier, women were making regarding the real issue being poverty and homelessness and that, that's what we need to address. A lot of people actually do experience that and aren't prostituted. The reason being they've the good fortune of being in the environment where pimps and johns are. I have learned that johns have problems much deeper than six hours with me and a co-facilitator could ever address and I would ask the council to consider the john school be designed in the way that sex offender treatment and battery programs are. Right now, it's subject to 5 it weeks required. I think -- 52 weeks required. They don't call it treatment. Education. And that would be my request for the council, they don't go through a six-hour class like mine was. It was a waste of my time, I felt. I'm willing to participate in the creation of a future john school but it would look very different from what we did. Its not going to address the deviancy that many of these johns exhibited.

**Adams:** Thank you for your efforts and work on this. Thank you both. Council discussion, I wonder if this makes sense to the council to ask that commissioners Fish and Saltzman get together with transportation and other staff to take this report, which we will vote on, and to prioritize and come back to city council with an action plan for all of our bureaus. Does that make sense? That's an assumption as we look at this report. Do I hear a motion to approve this report?

**Fish:** So moved.

**Leonard:** Second.

**Adams:** it's been moved and seconded to approve the report. As noted here. Sue, please call the roll.

**Leonard:** One of the most -- I have a handful of the most contentious issues i've been involved with since being on the council and this is one of them. In the summer of 2008, I did, as alluded, go it a community meeting on s.e. 82nd that was not a meeting like this. People were angry. And they were angry at me. And people protested, and I had tell you at that time, the consensus was that the council's decision to do away with the prostitution-free zones and drug-free zones was the single reason that prostitution existed on 82nd and for whatever reason, I was identified by the community being the person that would not agree to reinstitute the prostitution-free zones on 82nd. The reason was -- and i'm not going to say I told you so because that's not nice. And the reason was the result we saw here today. It's no that I was smarter than anyone, but we had used this same approach and found a dramatic drop in those crimes by using this problem-solving approach we now use on 82nd. I'll tell you the approach didn't come easy. Not all the council agreed with the approach that happened on 82nd and not all of the council agreed to do away with the prostitution-free zone. The

**December 9, 2010**

police bureau lobbied mayor potter heavily. And an tell you that hopefully we see this as a teachable moment for our communities in Portland. In this approach was easy, other cities would use it. Portland is the only city in the united states and canada that uses this approach, according to the service coordination team managers and those officers involved in the problem-solving. I know why other cities don't do it. It's hard. It's hard it look at people and say I know you want immediate gratification by having people excluded from your neighborhood. But it's harder to say what you don't see happening in your neighborhood, means it gets pushed to other neighborhoods. And it doesn't fix the core problem, whether it's prostitution or something else. I want to thank mayor potter to sticking to his guns to not take this approach that we see today has been used so successfully. It's important to me and always has been since i've arrived on the council to treat everybody as I would like to be treated. I don't mean just those doing well in life and not just people who have service-level jobs but I neon there but for the grace of god go i. I would hope I would never end up homeless or drug addicted or so helpless that I was cast aside by society. But we do that with people involved with prostitution and drug dealing and drug use without asking what can we do to help them get out of that and for me, these kind of moments are empowering moments to remember the principle of helping people in the face of what seems to be a lot of reasons not to. You know, the police bureau felt strongly that they should be able to issue people citations to keep them out of neighborhoods and call it good. But as we heard from denise, that did not deter her from doing prostitution. The prostitution-free zones did not work. So I hope that in this moment of kumbaya, where everybody seems to be agreeing, we can remember the context. And as this comes up again in other neighborhoods -- and by the way, it will -- that we remember the success of this approach and remember the success in other neighborhood where's this approach has been used as well. We were visited by the city council from victoria british columbia to look at problem-solving approach. And we wanted to know how we did it. The way you do it, you dedicate resources and make up your mind it's something that has to happen and get it done. And I want to commend those, once we got on board, that helped make this happen, because it's a really difficult and one person can't do it by themselves. It takes the d.a.'s office and the Multnomah county sheriff and the county commissioners and everyone working together, pulling our resources and to treat everyone the same way we want to be treated no matter where you are at in life. Thank you very much. Aye.

**Fritz:** Thank you to the 82nd avenue advisory committee for your excellent report. It's well written. I stayed up late last night reading every word and it lays out what has happened and what needs to be done. Thank you for coming to talk to us today, and your participation in this. Thank you, new opportunities for women and the good work you're doing and all of the collaboration with the police. It was great to hear the talk of empathy and to be reminded there are many officers who know that people on the streets on the first-name basis and trying to get them into places that can help. Thank you for your work on that. And especially, commissioner Saltzman, for your leadership to reduce crime in neighborhood and support women and improve neighborhoods and going quietly about getting this work done is inspirational. It's a great example of local governments, both the city and county. Thank you, commissioner mckeel. And law enforcement and the community to come together to solve a problem. Which is going to have long-term, as well as short-term improvements. And i'm struck by the data. Many jurors don't believe that prostitution is a crime and don't believe there's a victim to the crime and often there's not a conviction at the end of a prosecution. So we need to continue to publicize this is an issue, this is a problem. That there are victims, that there should be no place, no neighborhood, to room for prostitution in the city of Portland. No matter what neighborhood you're in. Thank you for that. I will right now commit my bureaus, the office of neighborhood involvement, the office of human relations, cable and communications and 9-1-1 system to continue working on these difficult issues. One -- another of the challenges in the report noted that the average age of starting into prostitution is 123 years old

**December 9, 2010**

and that children -- 13 years old. And children who leave their home, probably dangerous integration situation, one-third are involved in prostitution within hours. We are greatly challenged by the recession and we have too many women on the street and it's simply not safe and we need to find solutions and I commend commissioner Fish for working on that. The budget request will go into our next budget. But just as this council this year committed significant resource to helping people who are homeless, i'm confident we'll continue to do that and hope we can find room in this upcoming budget to continue the supportive services. I do concur with the suggestion and recommendation to allow greater professional discretion to the providers at lifeworks to accept women into the program on a voluntary basis as well as as a result of law enforcement. If there's a flaw in the service coordination team, the project 57 and this project, it's that it's necessary or that people who are in the law enforcement system get the bed it's priority and i'm glad that the county is planning to expand the treatment beds but we need to be a city where you're ready to get treatment to change your life that those options should be available at the moment you make your decision and not have to get on a six-month waiting list. It's encouraging. Like commissioner Leonard, I was at the meeting last year, seems like a long time ago, and yet there's a lot of work done, and thank you to the neighborhood for persevering and it does take that because it's one person at a time that's going to make a difference. Aye.

**Fish:** Those are tough acts to follow, but there's a few contexts i'd like to add to the excellent comments of my colleagues. The first is that if anyone here or who watches this broadcast is experiencing distress and we're anticipating some freezing rain and possibly snow over the next week, urge them to call 2-1-1 and they'll be directed to one of the many shelters we've opened for inclement weather and I want to thank the council and mayor for working collaboratively to come up with emergency action plan which did not exist until last fall. And thanks to the collaboration and the work of poem, has been tightened so it works more effectively. If you need shelter during inclement weather, we have an option for you. Make sure that people know that 2-1-1 is the gatekeeper and we have a system that's been tested and can accommodate people in need. Secondly, I wanted to acknowledge on thanksgiving, my daughter and I went served thanksgiving lunch at a women's shelter run by the salvation army. And what was humbling about the experience, we learned from the caseworkers there, they turn away about 130 to 150 people on a regular basis who are on a list, who want to get in, but can't get in. And that's very sobering because we, as a council, doing a lot. In fact, this council prioritized providing service to people in need in the last budget and my budget got a 30% increase. It's not that we're not aggressively trying to meet the need. The challenge is that the need keeps growing and the face of people showing up are changing too. It's not just people in poverty. It's people losing their home. People experiencing other distress. But what the salvation army told me, 100% of the people that come and knock on their door have had some history of sexual violence, and assault and that's either before they became homeless or within 48 hours of becoming homeless. And this is a tremendous challenge if I could, mayor, I would like to put in a plug that the community rallied last budget time to maintain the social safety net we fund. But we -- I want people to understand that if we had no one-time on money, funding in this budget, we would have about a \$5 million gap in housing and that \$5 million fund what's we call the social safety net collaboratively with the county and our community. If that \$5 million is not funded, all of the programs, the local dollars we use to fund goes away. As you know, the federal government does not give us enough to maintain them so we have to pay for them locally. We'll be asking people to help us make the case why we need to continue to fill the hole in the housing budget which provides these services. To Diane, our colleague at the county, thank you for your excellent testimony and service. And to Dan, for your leadership on these issues and to the council and to the sex workers, outreach coalition for their report, I -- outreach coalition, for their report. These solutions are not easy and I noted in the report there's a healthy debate as to whether housing first is the right model. One of the reports we had before us from the advisory group says

**December 9, 2010**

it's not. The outreach group that testified says housing first is the model. So we've got to get the right people in the room to talk about what we should be doing, what we can afford and how we can cut through the red tape to make it happen. You've given us a beautiful platform to do that and I thank you. I want to just close by saying a couple of weeks ago, the "tribune" ran an editorial on homelessness and many of you may have seen it. I thought it was one of the clear statements on homelessness that i've read. It concluded saying 26 years ago, the city and county divided responsibilities in something called resolution a and it was time to revisit that decision and it was in the context of homeless services where everybody know that is the county provides services for homeless families and children and the city for homeless adults but we have one system that provides services to homelessness and the question that's been called by the "tribune" and others, does this current separation of authority and responsibility continue to make sense? I have serious questions whether it continues to make sense and I think there's duplication and other distortions in the system that we need to address. That's one of our big issues. But this particular report and challenge around sex workers who need services now allows us to take a very specific piece of this and look at it from the county and city point of view and ask is there a better way to provide the services people need. I'm appreciative of that. I think it will inform the bigger look we're going to do. Thank you for an excellent report and the testimony and this -- this -- this -- we have -- we have moved a long way. I was at the same hearing that my colleagues were. I'm not sure I was elected yet. It was on the contentious side. Randy is right. And it had a roadmap for moving forward. Aye.

**Saltzman:** Well, I can think of no other experience in my some 10 years on the city council where an issue borne out of contention of neighbors verse sex workers along 82nd avenue has produced so thoughtful a report and substantive report, 73 pages, with solutions and recommendations. So I once again, want to thank the 82nd avenue prostitution advisory committee. And contention has been replaced with cohesion and that's so remarkable. Everybody is fulling on the same page and pulling in the same direction. So again, thank you for your work. I also want to thank the sex worker outreach coalition. I think you've provided thoughtful testimony and i'll be sure we review each of your recommendations and work with new options and other to make the changes necessary. So while as I said earlier, this will require external vigilance, you have my commitment to do that and I think the council today has shown its commitment as well. And we'll keep plugging away and thank you again. Aye.

**Adams:** Well, I wanted to provide just a little more context on how this city council went from sloganeering on the issue of drug and prostitution-free zones and drug and prostitution prevention, went from mostly that to actual substance and commissioner Leonard mentioned a little bit of it. But I want to flesh it out more. In 2007 and '08, an outside consultant did a report that shows that the drug and prostitution-free zones in the city of Portland were disproportionately excluding people of color. And that campbell and long associates, a reputable firm, could find no reason for the disparity between the ethnicity of those involved, but the small slice that tended to be caught up in the exclusions. About that same time, commissioner Leonard very eloquently made a compelling case that the pre-arrest nature of the exclusions -- the pre-arrest nature of the exclusions were not in keeping with our values as a community, the values around due process and at the same time, made a very passionate and compelling case that while in place for a number of years, and palliative and had a lot of support from a lot of corners of our city, that the drug and prostitution-free zones were really just sort of skipping along the surface, dealing with symptoms, if that at all, and really not making any actual change in the community. He under-sells the role that he played in this. He had to turn decades worth of tradition and the way we've done business here on these issues for decades, he had to turn that around, as commissioner Saltzman mentioned, in the eye of the storm. Because things had gotten much worse on 82nd avenue. In the dictionary, under the word "gumption" I think you'll see a picture of randy Leonard and in this case and many, many cases, i'm glad he did

**December 9, 2010**

and grateful for that. Because the service coordination team approach has made the bureaucracy work harder with the tax dollars we do have to get to the root could you says for these very difficult issues and I want to thank you again for your leadership. I was there and saw it. It was very difficult. Commissioner Saltzman has taken this up and as the police commissioner, he's taken the time, he's got a great team. He's had the time to really dig into the good work, the great work that commissioner Leonard started and taken it even further, including the support for this effort. The report we're receiving today and I want to thank you for that. The true heroes here are the folks that have been out in the neighborhood and commissioner Diane, thank you for being such a great partner, we wouldn't have gotten to the depth of initial success that we have without your leadership as well from the county's side so thank you. But the truest heroes I think are the neighborhood folks, the sex worker outreach coalition, the police, the d.a., businesses along the street that really despite their initial doubts have really come together to tackle this issue in a very lasting way, a very compassionate way and most importantly in a very effective way. So I am absolutely thrilled to be a small part of this progress and I look forward to hearing back in the next couple of months from commissioner Saltzman and commissioner fish on prioritizing this list and moving forward. So thank you. Aye. Alright, that gets us to the 10:15 time certain.

**Item 1684.**

**Adams:** Superintendent Smith, do you want to go ahead and come forward? And fire chief? Who else? Julia. This city council is recognizing more outstanding good deeds, and today we're going to recognize the response of the Portland public schools, the fire department, and other community partners for the Marysville school. Sue, please read the title. On November 10th, 2009, as is well-known in our city, a three-alarm fire ripped through the historic Marysville kindergarten through 8th grade school, and we're here today to recognize the quick action of staff, students, emergency personnel whose fast and effective service, along with a lot of follow-on help from nonprofits and for-profit businesses, helped to make the best of the very difficult, difficult situation.

**Leonard:** I'm particularly pleased, because of the actions of the fire bureau and the school district, the kids were all gone out of the school within moments of the alarm going off. What sometimes is lost in these kinds of retrospectives, I want to point out here not a single life was lost. No one was injured, and the fire bureau even rescued the school's Gerbil, to the unanimous applause of all the neighbors who had gathered outside. I think Carol and I were standing there when the firefighter came out with the school's gerbil. It was poignant. Obviously the building has a lot of emotional connection to the community and the neighborhood, but nobody was hurt, and that was never lost on me. As tragic as it was, we have to keep all that in context. The bureaus and departments did their jobs above and beyond. Thank you.

**Adams:** Thank you for spending a few minutes with us. Carole Smith, superintendent of Portland public schools, thank you for all the great work of your team, your staff, your teachers.

**Carole Smith, Portland Public Schools:** I will also express our deep gratitude. This was an incredible crisis. To come through with such an outpouring of community support, what we were able to do between November 10th and 16th was completely relocate and welcome students into a new building and have the building set up and ready to welcome parents and students who had never ridden buses before who are now riding buses to their new school. Thank you for the opportunity to acknowledge the swift and generous response we received from all parts of this community. And in particular I'd like to recognize Wanda Penley, the principal of Marysville, who is with us today. [applause] Their school team led every one of those students to safety and again gave us a clear example and reason why the fire drills that we do regularly at the first of the school year and then all year long are necessary and like where you want the response to be second nature, and it was for that team of folks. I also just want to call out the cross-jurisdictional support. Mayor Adams and Chair Wheeler and I were on the phone instantly. We had fire department, police department, parks and rec, Multnomah county library offering the safe place for students to

**December 9, 2010**

congregate and be reunited with their parents. We had local businesses calling and on the phone immediately to offer. Nike, in particular, organized coats and backpacks instantly, knowing that students and staff alike had left those behind as they were evacuating for the fire. We had office depot, how do we get you resituated in terms of supplies. Food for all the emergency crews who were working around the clock to get reestablished in a quick fashion. Local news media also did their own drives for supplies. There was a place for students to be schoolhouse supplies gathered supplies and organized the distribution to kids. Within two hours, we had overflowed how many volunteers we could actually utilize on-site and actually many of you who showed up for those volunteer opportunities. I would just say, across the Board, this was an incredible outpouring of support where everybody was functioning at peak capacity in order to have kids able to resume their lives as students and get down to the business of learning by monday. Thank you -- thank you for giving us this opportunity to express our gratitude to Portland.

**Adams:** Fire call-outs, chief mark schmidt, who's the emergency operations device chief with the Portland bureau of fire and rescue, thank you. Would you like to say a few words?

**Mark Schmidt, Portland Fire Bureau:** Thank you. I'll be quite brief. Just wanted, on behalf of the men and women of Portland fire, to say "thank you" to city council for taking the time to recognize the efforts not only of the fire bureau but of the school district, the school faculty, and the community at large in responding to this event. I personally and publicly want to thank the faculty and students of marysville school for a job well done. This was a rapidly escalating event. It could have had a tragic outcome. However, because the students and the faculty reacted appropriately, took the correct actions, followed the correct procedures, we escaped from this with literally no serious injuries. And I did want to take a minute and relay just a personal experience. I walked through the school the day after the fire with the fire Investigators. When you walked in the front door of the school, it was just total devastation. You could look up and see the sky through the open roof. The walls were chopped open. The ceilings were chopped open by our crews trying to get to the fire. However, when you walked through the doors into the cafeteria, it was almost a surreal setting, because the children were at lunch at this time. All of the lunches were still in place at the tables. You walked up, the lunchboxes were open. The sandwiches were out, some of them half eaten, little containers of fruit with plastic spoons, the containers of milk with straws, and it was all in its place. It's like somebody had come in there and waved a magic wand and the students just disappeared. What this told me was these people reacted exactly the way they should have. When that fire alarm went off, they got up and left. I was so impressed by what I saw that I had the fire investigators come through there and shoot as many photos as they could just of the tables to serve as an example for other students, this is how you react in an emergency. This was the proper way to deal with this situation. So in the end, I absolutely have to thank the faculty again for preparing these students for that disastrous day. Their efforts truly made a difference in the outcome of this. Thank you.

**Adams:** And part of the community's ability to respond in such a coordinated way has been the participation and partnership with hands on greater Portland, and we're lucky to have -- lucky to have to have director andy wilson.

**Andy Nelson:** You'll, in particular, remember that rainy welcome back in 1996 when the willamette river became swollen and threatened to overflow and then mayor katz called on Portlanders to show up. We had so many show up at the willamette with sand bags. What happened at marysville was also a clear need, and so many stepped up to help, among them literally hundreds of volunteers, more people actually than we needed to transform rose city park into the new school for marysville. I want to tell you just quickly how that happened. I got a call from dee smith from Portland public schools on november 11th at 2:00, and by 5:00 we had more than 100 volunteers signed up helping that school. On the following saturday, we had more than 130 parents, people with no connections even to marysville, commissioner Fish among others who were there to



**December 9, 2010**

do the hard work. That meant painting the school, cleaning it. Hands on, we spent the better part of three days walking through that school, organizing projects. I wanted to emphasize how amazing Portlanders are and how they will respond when there's a need.

**Adams:** Also would not recognize michael powell from powell's books. The superintendent recognized him. I want to as well. And also umpqua bank among a whole group of businesses that stepped forward, including nike. When I first got the call from carol, you had already contacted, nike, the superintendent offering immediate assistance. We really appreciate that and wanted to give you an opportunity to say a few words.

**Julia Brim-Edwards:** Marysville is one of the schools we're supporting this year through the nike school innovation fund. The fire wasn't even out before we got a call asking if we could mobilize. We had about 50 people at the company, not just in Oregon but also in our memphis facility where our distribution center is, getting the coats and backpacks. Just outpouring of fort from the broader community. Not often enough do we recognize and thank all the public employees. Commissioner Fish, the fire bureau, the school district, the principal and staff, as a citizen of the city, it made me very proud to live here because of the response. One of the things that nike was asked to do in the aftermath was to create a t-shirt for the staff for the first day back to welcome the students, so this morning we wanted to give each one of you one of those shirts, give them the support and the work that the city did in making this happen in such a short period of time. For each of you, we have a marysville, we will rise again shirt. Thank you again. [applause]

**Saltzman:** I'd like to acknowledge and thank all of the Portland police officers who responded to the marysville elementary fire who helped with the evacuation of the children and staff, who made sure children were safely reunited with their concerned parents, who calmed the children while they were waiting to be reunited with their families and even ensured that party was delivered to the waiting children. I think some of the officers are here. Maybe, when I call your name, if you could just step forward. Officer dave tollman, acting sergeant delton stroh, officer hank hayes, officer steve morinville, officer michelle hughes, officer grant serohama, officer john clinton, and sergeant tom perkins. So we have, I believe, officer tolman and officer serohama. And thanks to commander krebs, as always.

**Adams:** We also have some folks from the library. I'd like you to stand up and accept our thanks and gratitude for being so fast footed. Commissioner Fish?

**Fish:** Mayor, there are six people from parks i'd also like to acknowledge, starting with peggy glasscock, the parks maintenance supervisor for the north-northeast zone. Kim randolph and john long from city nature. Those are horticulturalists who manage our mount tabor yard greenhouse and procured some of the plant materials. Earl straley, a lead worker in our equipment section, he worked with our forested section to get the wood chips to the site. And to ken carr and ralph mcdonald from peggy's crew who assisted with coordination and logistics. I'd like to thank all six of those dedicated professionals. [applause]

**Fritz:** I would not commend the managers and the star there day in and day out. We decided not to recognize particular people but rather to recognize the entire staff who do such a good job of taking care of emergencies in our community.

**Adams:** Did we forget anybody?

**Saltzman:** Michael powell.

**Adams:** Michael powell. Come up and accept our gratitude. Come on. I also want to recognize the Portland area teachers association who was on-site. It was a great management labor response to the incident. They were fantastic. Other comments before we send these people off?

**Fritz:** I just wanted to note that this is a very visible example of how our different agencies and community members and private partners work together. We need volunteers every day to help kids learn, to help give support, to supplies, and there are ongoing needs in our community. I wanted to particularly commend Hands on Portland. If citizens just want to give a couple hours

**December 9, 2010**

and be in a very well organized, very well structured -- I was interested to hear how your staff went through the building beforehand and counted paintbrushes. I've participated in and organized a number of volunteer activities myself, and i'm always struck with hands on Portland that your time is well spend when you volunteer. Hands on Portland.org or bag food at the food bank. There's a wide variety of things for all kinds of different activity levels. The better together campaign, the mayor brought everybody together, and we continue to need to get people to step up. We are second in the nation in volunteering, and we want to be number 1. Thank you very much.

**Adams:** Minneapolis. Thank you all. I'm going to lose nick, so I want to do second readings first.

**Leonard:** 1686 is an emergency ordinance.

**Adams:** Please read emergency ordinance number 1686 pulled from consent?

**Item 1686.**

**Fritz:** I'm glad to see bob clay here, because I know you'll be able to answer my very brief questions. I had one question about this property. It's not immediately adjacent to the city of Portland. It would be connected by the road. How is that within our policy?

**\*\*\*\*\*:** We looked at this issue and concluded that it would be Appropriate to go ahead and expand the city limits to the right-of-way to this property, because they were requesting sanitary sewer. And our policy is that, if they're within the city's urban service boundary, which they are, we require them to annex to receive urban services. This is one of the particular issues that we've studied in the past and wanted to make sure that, when people receive city sewer, they annex to the city.

**Fritz:** Is this particular area connected with any of the areas that the mayor and I are going to be working on at metro?

**\*\*\*\*\*:** No, they are not.

**Adams:** Unless anyone wants to testify on 1686, please call the vote, sue.

**Leonard:** Aye.

**Fritz:** Bob clay consistently gives me good advice and good information, so I really appreciate that. Aye.

**Fish:** Aye. **Saltzman:** Aye.

**Adams:** Aye. 1686 is approved. Please read 1708.

**Item 1708.**

**Leonard:** Aye.

**Fritz:** Thank you for all the information on this. Aye.

**Fish:** Aye. **Saltzman:** Aye.

**Adams:** Aye. 1708 is approved. Please read the title for second reading 1709.

**Item 1709.**

**Leonard:** Aye. **Fritz:** Aye. **Fish:** Aye. **Saltzman:** Aye.

**Adams:** Aye. 1709 is approved. Second reading 1710.

**Item 1710.**

**Leonard:** Aye.

**Fritz:** Thank you to david schaff in the water bureau and eric johannson in the office of management and finance for helping me understand this. I understand there will be opportunities for the budget advisory committee and the Portland review board and council to weigh in on the specific capital improvement projects being purchased with these bonds. Aye.

**Fish:** Aye. **Saltzman:** Aye.

**Adams:** Aye. 1710 is approved. Please read the title for emergency ordinance item number 1711.

**Item 1711.**

**Jeff Baer, Office of Management and Finance:** Mayor Adams, members of the city council, for the record i'm jeff bayer with the office of management and finance. With me is john hunt of the

**December 9, 2010**

city fleet. Before you is a good to authorize us to go forward with issuing a competitive solicitation for purchasing the 64 replacement police sedans. We've been developing -- what we're going to be doing is issuing a request for proposal that requires input on environmental impact for delivering the vehicles, also criteria weighted for the business license tax, supplier diversity, and some of the social equity components such as equal benefits and cost. I think we've got a pretty good, rounded-outcry tiera -- criteria for the selection process. We will come back to you later with a purchasing agent report To tell about and recommend who we're going to recommend the award to.

**Adams:** I really appreciate being responsive to our desire to do even better, and I think every member of the council at one point or another has expressed concerns about one point or another. I know commissioner Leonard has been resolute in buy local, and I know that others have been resolute on different facets of this. Discussion from council?

**Leonard:** If I could expand on that point, jeff and john. I want to make note of the point jeff emphasized and why that's a step forward for us and local businesses. We have routinely approved rfps such as this for jurisdictions outside of the city and, in discussions with jeff, I think he's come to recognize that we have an even playing field, ironically, for Portland businesses who pay a business license fee while others don't, and so they consistently are unable to compete. This addresses that. And the environmental impact of having to transport a vehicle from a place outside of the city to the police bureau versus a place that might be closer to us, it's a tool that we've developed in the last few years that really helps Portland area businesses. We've also used it on an rfp statewide basis for canola, very effective as well. I appreciate the diligence in doing this, and it certainly addresses the concerns I think I've heard from council in the past. We have to comply with the law, but I think we're being a little more thoughtful in our approach.

**Adams:** This is an emergency ordinance. Anyone wish to testify on 1711? Please call the roll.

**Leonard:** Aye. **Fritz:** Aye. **Fish:** Aye.

**Saltzman:** I just want to thank john and jeff. Good job. As commissioner Leonard stated. Aye.

**Adams:** Thank you both. Aye. 1711 is approved. Please read emergency ordinance item number 1712.

**Item 1712.**

**Saltzman:** This is a fun one. As the item's title makes clear, this is one small piece of the great partnership that the city of Portland, Portland state university, and the Portland development commission share. Montgomery street is a designated gateway between the west hills and the riverfront which provides an opportunity to create a new green street through the heart of Portland state. Here to tell us more about it we have emily hoff from bes, mark gregory from Portland state university, earnest tipton from Portland state, and lisa boof from pdc.

**Emily Hauth, Bureau of Environmental Services:** Good morning. We had like to take this opportunity to share with you and brief the montgomery green street concept plan which will give you the context for the urban studies plaza storm water management project and the iga Before you today. The dash line you see this represents the boundary for the eight-block green street concept plan. The green street will help present a sense of place for the area, connecting the emerging psu district with surrounding businesses and housing, provide a more inviting and energizing environment for pedestrians and bicyclists. The montgomery blocks are within walking distance of more than 75,000 central city business district jobs. The west end of the montgomery street, if I can get my pointer up there. Students, psu campus residents, psu campus, the south park blocks, the central business district, south waterfront, and the river. It will build on the partnership interests advanced by the city and private business over the past four decades. The green street serves as a central unifying element through the psu campus, creating a sense of place and showcasing a new concept for street design that adds more green space and connecting multiple blocks while managing storm-water runoff. The circled block is the already completed green street between southwest park avenue and southwest Broadway and between psu's smith and kramer halls. The

**December 9, 2010**

block on the left that psu is currently working on a geothermal plant underneath that. And this is an overhead and ground level view of the recently completed storm water planters between park and Broadway, completed in september of this year as part of a psu redevelopment project. The surfaces were graded so run-off flows into the continuous storm water planters that you see on the right. These surfaces then are -- they have a great slotted metal grate over them, so that does allow pedestrian passage and making these planters continuous so the storm water can flow underneath these metal grates. The planters not only manage storm water but enhance the pedestrian experience. You can also envision how the green streets can catalyze active retail and street uses throughout the blocks as recommend inside the psu framework plans. The green street concept does not extend into the park. The montgomery green street plan, though, does suggest environmental improvements. The circle block here is the urban center or urban studies plaza, the focus for this iga before you. The adjacent block to the right is the site of the future Oregon sustainability institute. This shows the adjacent Oregon sustainability center on the right. It's both a visual connection as well as a connection to environmentally responsible designs that aligns with the city and psu's sustainability goals. The storm water planters will serve as a central unifying element between the two blocks. We anticipate the green street in front of the Oregon sustainability institute will be The third block from the montgomery green street concept plan to be constructed. And finally a view of pfau the storm water planners will be integrated into the urban center plaza, the newly renovated student recreation center and student archives in the background there. There is an inset photo which is a perspective of one of the planters on the east side of the plaza. So the storm water planters will expand the plaza's role as one of the most actively used multimodal transportation units in the city. This project also represents the successful partnership between bes, pdc, and psu.

**Leonard:** This is where the new Portland archives will be in that top floor that you see in this image.

**Adams:** Does it have a neon sign or something?

**Leonard:** Seconded. [laughter]

**Adams:** A neon rose would look good up there.

**Fish:** Mayor, I just want to raise just a small cautionary flag. You said that to the east it stops at the halperin fountain, the area between pettigrove and lovejoy. Just so that we're all coordinated on that piece, the city will be supporting an application that is to be filed to create a national historic landmark district that runs from keller to the source and includes the fountains, which commissioner Leonard has control over, the plazas, which the parks bureau maintains, and the Connectors, which are actually the pathways -- not the streets but the pathways which are in the control of pbot. And so we want to just take a look at the design components to make sure nothing we're doing there is inconsistent with the landmark application. Otherwise it looks great. Thank you.

**Saltzman:** Portland state or pdc?

**Mark Gregory, Portland State University:** I'm mark gregory, associate vice president of Portland state. I just wanted to say that this has been a fantastic project and that we're looking forward 25 years. This project meets so many of our objectives. It's an east-west connector, a sustainability effort, a storm water effort, a beautification effort. It's really a fantastic project. I want to thank my colleagues for their creativity in this.

**Adams:** Thank you all very much. Really great work.

**Saltzman:** This is an emergency because Portland state wants to start work before the holiday break.

**Adams:** All right. Anyone that wishes to testify for item number 1712?

**Leonard:** Aye.

**Fritz:** I actually started at Portland state before the street bridge was even removed in front of smith, kramer, and lincoln hall. One of my favorite things to do is the walk right now. During my

**December 9, 2010**

tenure there is when campus was created, so I got to see this develop and to see they have solution to this point which, in that context, is almost mind boggling. It's really a beautiful urban campus. I've actually seen none more beautiful around the country than Portland state, so I really am pleased to be in a position to support this. Aye.

**Fish:** It's very nice to see more landscaping. The part that's already been done is beautiful, and I'm glad to see the design for that. Good work. Aye.

**Saltzman:** Again, this is an outstanding example of a partnership between the city and Portland state and pdc. To further the wave of the future, more green streets to integrate the built environment into our natural environment in ways that will keep storm water or rain water out of our sewer system and out of our rivers and deal with them in natural way solutions. I commend Portland state for its outstanding leadership on sustainability and environmental design. It's really a great job. Good work to everybody. Pleased to vote aye.

**Adams:** Thank you all very much. Wonderful work. Aye. 1712 is approved. Please read 1713.

**Item 1713.**

**\*\*\*\*\*:** I just had a hand-out for you last week about how to do voluntarily green streets. We do have a hand-out for all of you.

**Adams:** To begin work this weekend.

**Saltzman:** Get your permit.

**Fritz:** If only I had a planner strip.

**Adams:** Sue, please rescue me and call the vote.

**Leonard:** Aye.

**Fritz:** Thank you to don and Leonard. Very good work on this. I was struck last week that all five of us were really engaged on this issue of storm water management in streets. When I ran for city council three years ago, it lots of advice from my three teenagers at the time. My son, luke, said, mom, don't talk about storm water management. Nobody cares. It was really good advice at the time but particularly thrilling to find out that in fact a lot more people care and we're all understanding better how to do these things within the right-of-way. When I first started getting involved, we did one of the first storm water swales in the city at southwest pallen tyne -- pal 10 tyne street, and this shows how far we've come over the years, and I'm very thrilled with it. Aye.

**Saltzman:** I want to thank don for providing us with the information about how to initiate a green street in your neighborhood, and I hope that had been on the bureau of environmental services' website as well. I suppose I should say facebook page, if we have it. But this is a good guide to citizens, and this is great work to further, as I said before, integrate the building environment with our natural environment. Aye.

**Adams:** Thank you for your good work. Aye. 1713 is approved. That concluding our morning session. We're in recess. 1714 will be very quick this afternoon at 2:00.

At 11:41 a.m., Council recessed.

**December 9, 2010**  
**Closed Caption File of Portland City Council Meeting**

This file was produced through the closed captioning process for the televised City Council broadcast.

Key: \*\*\*\*\* means unidentified speaker.

**DECEMBER 9, 2009            2:00 PM**

**Adams:** We have one item, item number 1714. Sue, please call the roll?  
[roll call]

**Adams:** Would you please read the title for time certain item number 1714.

**Item 1714.**

**Adams:** Thank you. I'm please this afternoon to help introduce this report from the downtown vision task force. The city council adopted the city's five-year economic development strategy on july 8th of this year and the downtown retail strategy was called for as part of its implementation. As we all appreciate, building a vibrant central city that serves as the central city for the entire region and the neighborhoods that are contained with it and around it, along with healthy commercial corridors is a crucial part of making sure we have a strong economy. And with the national economy hitting our local and national retailers harder than ever in a couple of generations, utility see that the task force has not only created a great strategy, and I think i've been involved personally with four retail strategies, we've acted quickly to help our retailers, and encourage Portland to shop locally in this holiday season. You'll hear more about some of these great initiatives like the Pdx pop-up stores during this presentation. In addition to having some great local talent, we've also done our research. Having been to the magnificent mile in chicago, fifth avenue in new york, newberry street in boston, i've not been to, that but others on the planning team have, colorado avenue in pasadena, i'm confident that with this plan and as importantly the partnerships that built it and will sustain it that we will continue the great downtown that we have and it will grow into the best downtown retail district in the entire nation. With a great local mix -- with a great mix of local and national retailers. I was honored to cochair the downtown vision task force with scott andrews, and it is a -- it has aspirational goals. For the first time it actually is built on quantifiable baseline and quantifiable goals moving forward and we'll share those with you in just a minute. I'd like to thank others, including katherine and steve from pdc, corey jacobs, our great downtown retail advocate, doug 0 blitz, pdsi and mall management incorporated, john riese from pbot, carly ritter and lisa frish from the Portland business association, Chris fings, tri-met travel Portland, and the down town marketing initiative, and to kick us off I also want to thank our great tad savanar for his work in helping to make this happen in such a stylistic and well-designed way. I'm sorry, corey.

**Cori Jacobs:** I'm corey jacobs, the Downtown retail advocate that. Program was actually created out of the retail strategy from 2007 where everyone came together, and my main focus was on retail recruitment and retention for downtown. I was pleased when I joined the group in march of this year, the task force was well under the way, the mayor had convened developers, architects, retailers from downtown and then most important thing was there was a lot of business own there's showed up to this meeting. And I was pleased when I showed up to my first meeting, there must have been 25 people there to talk about why downtown is so important to the overall economy, and we'll go through some of the process the task force went through. And the results we have taken since then. I think the key tea for me is that coming into this and having read as mayor Adams mentioned all the previous analysis that was done this, one took that to that next level was very action oriented. And we've had a wonderful time pulling all that together and it's albanian great

**December 9, 2010**

partnership with everyone that mayor Adams mentioned, to do what we've been able to do for holiday. The mayor also mentioned the task force mission statement and the ideas that a healthy downtown is a cornerstone of a strong regional economy. The task force was charged to, what do we need to do to draw customers downtown? We want to link downtown, especially the core with the other districts, and make sure there is that connectivity, because there's people everywhere downtown we want to make sure that as we focus on retail, that we're also taking into account the housing, the office, and all the other impacts. And all that was considered in the mission statement. Downtown is an economic generator. There's 8,000 -- 80,000 jobs and 4,000 businesses downtown. It's a central location and when the pda does their survey and why you choose your location, a lot of the feet back was the central location, access to transportation, and those ground floor amenities. And the idea was retail is most of the floor space is built out for retail. That will activate the ground floors, keep that connectivity and energize the overall downtown experience. The mayor asked us to meet for the city of office of management and finance to establish some performance baseline. The economy is heavily impacted by the economic downturn, and you look at the numbers for the core and downtown, overall business license tax and retail. And then you look at the business license tax for the different pieces of the retail core in downtown and see what a big percent is of retail versus the overall piece. And if you look at the core versus downtown, and given the amount of square footage we define as the core versus the overall downtown. Quite an impact. My part was fairly quick. I'm going to turn it over to dave who had done the study work, and tad is going to talk about the action items we followed up on.

**Dave Leland:** Thank you, corey. Mayor and commissioners, i'm dave leland, president of leland consulting group. We were retained by the task force to define the characteristics of healthy downtown and apply that to Portland's retail district. Our experience as to strategic advisors shows is that the health, attractiveness, civic investment, particularly the retail environment, all combine to play an important role in a city. It has implications not only for the immediate counsel town, but it applies to the city as a whole and the region for that matter. Downtown Portland is the heart of the region. The pearl district, many of the inner city neighborhoods would not have achieved their level of success and vibrancy were it not for the health of the downtown. All downtowns are comprised of dearkts each with a distinct history, a personality, a role to play when properly connected, serves to greatly strengthen the overall downtown. Retail is the most visible district. Mix of tenants and attractiveness make it the most visible aspect. We examined five major cities as the mayor just cited, around the country, we examine these districts, organization, management, political and financial support and related factors. We then compared these finding was conditions in Portland and this helped to inform the task force about ways to strengthen our downtown, its districts and the retail core. We recognize that not all aspects of the retail district operate at the same level of intensity. Generally each successful downtown has a signature street or streets that are home to the large anchor tenants. The other parts of the retail district may serve smaller shops, discount retailers, restaurants, and hotels, and so on, and stad going to get into that. Our core retail district links with other districts that are connected through our streets, our parks, and open spaces, by public transportation or simply by immediate proximity to the retail core. Cities are often defined bite retail realm, it's what we see most, it's the stage and theatrical terms, the sets, the buildings create our city. Portland's downtown is a tightly gridded system. It's one of the most attractive in the country and this connectivity helps to hold these districts together and to get them to operate as one. So the task force focus order defining the districts and the subdistricts as part of the planning, to try and understand and understanding the role of each district, the dominant land uses and the governance that will guide future development. This certain continuing by both the torsion and the central city Plan. As you can see on the map, the task force identified a number of districts defined by their history, land use characteristics, on the ground synergies and the role each plays in supporting the entirety of downtown and therefore contributing to the strength of our city,

**December 9, 2010**

our region. As stated we examined five case studies that demonstrated healthy and successful retail and with a focus on signature streets. Each of these had a different physical form but they all adhered to these operating standards. Taking the lessons from these successful districts -- excuse me. We communicated to the task force what we thought were most important. Tad, who is going to speak next, will talk about these elements in more detail. I think that summarizes it. Thank you.

**Adams:** If I could interject, one thing that the map in front of the city council that's in your book is dividing the downtown into subdistricts, recognizes that the retail strategies is focused on the core retail, is simply to recognize that what we -- the character of the district is going to be different than the character of the university district. Some of these are defined like the pearl district and the brewery blocks and the university district, and then the rest has been sort of -- there's been no definition. This seeks to begin the work of defining the subdistricts that are on the ground in the real world, and then to provide in the future opportunities for strategies to assist each of those districts and their unique sort of characters. Tad?

**Tad Savinar:** Thank you, mayor. Thanks corey and dave. As dave said, we jumped off where his -- jumped into it when his plan left off. Some of the things that dave leland's plan really identified that would contribute to strengthening our downtown retail core. A few items, the signature -- defining signature streets with a cornerstone district, a mix of independent shops and national retailers which is key. That's part of Portland and it's part of our vitality, is to offer people indigenous businesses as well as what they can find nationally in a comfortable, safe environment. Also the continuity of storefronts, sometimes there's breaks and that can pull down the nature of one's downtown and the sense of a retail experience.

\*\*\*\*\*: [inaudible] [laughter]

\*\*\*\*\*: It's yamhill 2012.

**Adams:** Good answer.

**Savinar:** So there these elements that help to promote healthy downtown. There were also lessons that we learned from previous studies. One thing I keep saying that every one of these presentation, but I do feel it's important. We have all lived through a number of retail studies for downtown Portland. This one is unique because this one had everybody at the table at the same time. It had the property owners, it had the development commission, it had pba, and it had input from the mayor's office. In the past, these initiatives have been undertaken by individual arms of the government or in the private sector, but not completely coordinated. We had pbought at the table, we had ppmi at the table, it was full-on strategy for the downtown because downtown needed it and now was the time to once again look at how we can revitalize our downtown retail core. Ultimately this plan could become way to look at all the subdistricts. It's basically our plan is a three-part approach for bolstering retail and the entire health of downtown. It really hinges on a three-legged stool, if you will. Marketing and managing downtown critical, there were a lot of entities that were doing some managing and some marketing, but there was a lot of crossover so we've tried to gather that under one roof. The physical attributes of that area, and on top of that, creating a signature retail spine in the heart of the district that really does reinforce a continuous shopping experience, both as people place, but also as a retail core. The first step was this brand identity and the management. You know we have ppmi, who has continued to include some of their activities on yamhill and morrison as well as the transit mall, which is doing a great job in terms of those needs as well as security and marketing.

**Fritz:** Remind people what p --

**Savinar:** Portland mall management inc., which was a nonprofit that came out of the tri-met transit mall project, which handles some maintenance safety security programming and marketing aspects of the mall along the alignment. But also includes yamhill and morrison. So the key was to create a consistent message that promoted all of downtown and then within that how could we also add an



**December 9, 2010**

extra push to the retail spine, which we identified as yamhill and morrison. The market can downtown marketing initiative was advertising through broadcast and print. A lot of focus on the social networks, that's our next general ration of soccer moms, twitter and website, facebook contacts, which is the next economic engine of downtown. We also had a number of strategies that we developed that we implemented immediately for the holiday season. I'm going to talk about those a little later. So first piece was marketing, second piece is let's get the streets ready for holidays, and then we'll talk about future plans after that. The ongoing coordinated Management is critical tone sure the success of downtown. The retail district and the signature streets. We have a downtown management coordination council, basically a portion of the task force which convenes regularly to address some of these issues and the vitality issues. Everyone is still at the table, we've identified common goals, we've reduced the overlap of programming and marketing and even safety and janitorial or maintenance services. We've increased the Fish single family these programs and there's a cohesive advocacy of downtown, if youing, from generating from this group. The second step of the strategy was to create the cornerstone retail district in downtown. To really create a critical mass of retail through targeted recruitment. We hope some day to have a distinctive look and visual connections to other subdistricts, and this is a big piece of what you're interested in and what you have engaged in. But also the continuing streetscape improvements to improve the aesthetics, including the maintenance of the parking garages and rights of way. We had numerous conversations with p dot bought and tri-met in trying to pull some of the funds that they had set aside to repaint the overhead system and light poles on the transit mall. They had budgeted funds for the first year out. Hopefully they don't have to repaint those poles, hopefully we will repaint yamhill and Morrison which haven't been painted since they written stalled. They're scratched, they're faded. As well as the crosswalks. We've talked to p bought about repainting the crosswalks and some of the jurisdictional signage and such so that just these mere physical improvements, fixing the bricks, things like that, we can see what we dock just physically in the public sector to spruce up the environment. There are a number of financial incentives for development projects that support iconic nature of the district. Certainly retail tenants, housing, office, and tourism are parts of these. In order to create the cornerstone retail district into the future, we really need to make sure that we have this continued private sector resources for development and downtown cleanliness and safety and marketing. But also one of the most effective tools for leveraging private investment. Of course the renewal of the ura, that would include the retail district. We also have yet to explore but do feel it's important to explore -- additional private sources for funding in this district. In order to create the cornerstone district, we need to continue to be this public-private partnership. We also have roles to play, but it's clearly a partnership between the private sector and the public sector as well. The third aspect of the Cornerstone retail district is to recommend the destination street or streets. We came upon morrison and yamhill not first step out of the box, but actually we looked at all the streets in the downtown core, and we began to identify initially there was a lot of emphasis on Broadway, but Broadway is more of a regional connector street, it's about driving experience, there's some grade issues associated with it. It doesn't have some of the same retail destinations that yamhill and morrison do, plus when we saw the ped counts and sought number of people actually crossing yamhill and morrison, it started to sway us that these twob our streets, with macy's, nordstrom's, sak's on these streets, clearly it is the largest amount of signature retail in the district. But also one thing that one of the architects mentioned that we had not stumbled upon, he said on morrison, because of nordstrom's being a low building, because of pioneer courthouse square and the courthouse, there's a lot of sun that penetrates into the north side of morrison. And it shines on those existing structures, which are terra cotta buildings. So immediately we have harnessed the power of the sun in our retail plan here. It does make the street warmer, lighter, it lupe naites the architectural detailing on the buildings. So we've again given a gift, and clearly that made a lot of sense that morrison is clearly the retail candidate for that

**December 9, 2010**

signature street. Our task force looked at ways to implement the signature retail spine and found that the key was to encourage development of additional parcels. We divided our kind of development standards. We looked at three categories, projects that were over a million dollars, under a million dollars, and under -- \$50,000 to 500. So that we look the at signature blocks within the district that could develop in the future, which would bring a healthy vital mass of residents down into the retail core because they lived there and just walking down on the street. We identified obviously a 10th and Yamhill as the number one project. I think block 216 was the second. We also identified hazmat-scale development projects such as infill at the Grieve block and others, and also looked at some smaller pieces of spit and polish, if you will. I did a block by block inventory and identified numerous storefronts that could use new awnings or exterior lighting and kind of very small scale improvements that could be a candidate to be helped by PDC. So it was on all three levels. One, get the people living downtown and working downtown with the transformative projects, two, see what you can invest in some of the smaller buildings to create that continuity of retail spine experience, and then thirdly, really get in and look at the individual shops to see what can be done there. I think we had this notion where it was in the summer and we were working on the strategy, and I think I said something like it's 15 minutes till Christmas. And what are we doing it? Was August. So we kind of stopped our long-term thinking and projected ourselves into immediate triage, if you will, for downtown and for the retail spine of Yamhill and Morrison, and really stepped up to begin to do some coordinated marketing, looking at some of the vacant walls and storefronts, some special holiday lighting, and upgrade -- upgrade some of the other elements. What we came up with, and what we delivered, and I say we as in the big we this, was the property owners, it was PDA, PDC, everyone participated. Small moves. But they had a big impact. It was the extra lighting of the wrapping of the tree trunks with lights that I think Umatilla notice makes Yamhill and Morrison completely different than the other streets. Very simple, very cost effective, but again, that continuity of visual experience brings the shopper one more block. If they can see there's something going on, and I think Mayor, this was one of your big thrusts when you were talking about the retail spine, that visual continuity. I was a 98 sayer, and I'm not a 98 sayer anymore, because I found out how small things actually can do that. We also used the trees in the little planter boxes, I think that I was five grand was our budget. We got them out, there we got 50 of them out there. Another festive cue that says we're alive downtown Portland. We also --

**Adams:** Those trees are alive and will be --

\*\*\*\*\*: They go back to the --

\*\*\*\*\*: [inaudible]

**Adams:** Donated to a nonprofit organization.

**Savinar:** And we'll keep the boxes for reuse. Right? Yes. We also have identified a number of intersections along Yamhill and Morrison, specific time slots. We're going to have street corner buskers, musicians, carollers out at specific times on specific corners to try to promote a family atmosphere. A family retail experience, if you will, and try to advertise those so there's a reason to come down downtown with your family and with your kids and take a break from shopping to hear the music. The biggest hit, the total home run of course is the pop-ups. Everyone is talking about them, which were four locations that were previously vacant, and all were donated by their property owners along with some funding for PDC to do some spit and polish on the inside, get some room dividers in, lighting, and paint, and PBA got in there and not just administrative, they were painting and scrubbing. So to showcase local artists and clothing designers, who could turn down the opportunity to be across from a Nordstrom's during the holidays? So we've got a lot of action, they're seeing a lot of sales. So we have --

**Fritz:** They going to be ongoing or will they go away after Christmas?

**Jacobs:** The plan is as of January 4th, this first iteration may close soon. Will be negotiating to stay beyond, that but we're working on what the continued idea of the pop-ups are, and we have a lot of

**December 9, 2010**

great ideas. And the feedback has been amazing. I was at the international council of shopping centers in new york for the last couple days, and I had someone who was the real estate broker for nike who lives in town and actually came up and the first thing he said was "we love the pop-ups" and I had someone heard about it from columbus, ohio, and they wanted us to contact them. So the idea is around not just the pop-ups, was to bring people downtown to reenergize the idea that is it a fun and amazing place to be. And I think we're doing a good job.

**Savinar:** People think i'm nuts. When I grew up in Portland, my mother wouldn't drive to the east side. Was not -- it didn't happen. And I think the future of the west side is actually the east side. I think it's that small incremental entrepreneurship we're seeing, the next generation of business leaders and inventors and designers. They've transformed the east side, they've bought houses, they're raising kids, they're on the pta. That is the future of the west side. I think our downtown has that ability to embrace the indigenous businesses. The pop-up were a great opportunity to bring some of hawthorne and belmont to the west side. So I think it is popular, and I think it is doing a great job. So again, activating empty storefronts, partnerships with local property owners and bringing the east side to the west side. We had a number of initiatives that dmi, downtown marketing initiative developed. This special tag that is the 'tis the season for downtown, as well as the marketing piece of explore the original, which has been featured in print and I think television as well. So the whole key was to bring people downtown for a unique offering, not your traditional offering, but the beauty of what Portland has to offer, which is the mix of national with the indigenous and a totally walkable environment. Again, focusing on the smart park parking garage. A lot of work was done for the holiday but also to kind of deal with some of the blank windows on an ongoing basis with revolving window displays. There is a pop-up there, and we've also managed to arrange for full-time janitorial staff at each garage. So we've now got folks that are on site taking care of the needs of those facilities and able to respond in a very quick manner.

**Fish:** Can I ask a question? There's still a number of buildings downtown, which apparently were constructed before we required there be some kind of street level --

**Savinar:** Retail or activation, yeah.

**Fish:** So you just get a blank wall. In light of what you've learned about these pop-up things, are there short term strategies to activate those streets?

**Savinar:** On the tri-met block by block initiative, we did handle I think about eight or so of those blank walls. Some brought in -- popped in a retail service that wasn't there, a coffee cart kind of service. Other walls we dealt with by -- including public art on the face of those walling and other walls we brought in signage. Better signage for the facility that was there. It doesn't always have to be a commercial use, and sometimes it's prohibitive. But there are opportunities to look at those. We have a toolbox that we can apply. Is there one that's your favorite blanks wall?

**Fish:** for example the building stoel rives is now in if they would move to the new space.

**Savinar:** Is that the old first interstate tower?

**Fish:** Standard insurance. And if your going on the what do you call south side --

**Savinar:** Yes, there's a granite wall there that faces the county courthouse.

**Dave Leland:** Around the country we found that it's possible to over retail the streets. And in doing so, dilute the buying power. So parts of the downtown, some of the districts really shouldn't be overly activated with retail. Wane to concentrate it so it can be as successful as possible. We've seen this happen in a number of cities where they're rezoning and pulling retail back and forcing it into the core so it's operating at its most powerful. But it needs to be addressed on a district by district basis and what the character of that district should be and the role it plays in the greater downtown.

**Savinar:** In regards to that building, the granite could be etched directly on the surface with text or image. The hilton attempted this not so successfully with the state of Oregon outline and the

**December 9, 2010**

mountains, but there are better ways to do this. In fact, we did one on scott andrews' building on fifth and columbia, where we added an artwork into -- on to the face of the building.

**Fish:** Just an example, the design work of the resource access center [inaudible] thought that the north and south were a little drab, particularly the north face that you saw coming off. So they said why don't you put some led panels. So mimic the experience of windows so at night the whole building is illuminated. It was actually pretty good idea and the architects built it in so the whole skin of the building is now illuminated.

**Savinar:** That's great. It doesn't take much to bring a facade down to the human scale.

**Fritz:** Just --

**Jacobs:** I think one of the things dave's study found was the connectivity people will usually walk about 1200 feet, so the idea is as you're saying, if you've got a lot of bare space from one area to another, you need to approach it. Not just with retail, but things like that. It's something we took into consideration, how far someone would have to walk before they not feel comfortable f.

**Savinar:** We all know the retail is a means to an end for economic development, and we know ground floor amenity is a key attractor to businesses and businesses tend to congregate in a retail district. So the goal of this plan is to really increase job creation, economic development, and the tax base, and we believe the vibrant and downtown improves the quality of life for not just the people who live and work there, but the people who come to visit, whether they're visiting from the east far away east side, or whether they're visiting from another city. So we'll continue as partners together, property owners, nonprofits, legs of the city, in the development of the future improvements to the downtown retail sector and hopefully enhance the continuity and vitality of our downtown retail core. The next step really is to continue with this group to start to look now at spring enhancements as well as long-term branding and marketing opportunities. We kind of got caught quick, so we need to go back to our planning exercise for the long term as well. And that's it. Questions?

**Fish:** I want to just say I love the lit trees. Zari santner from the director of the parks bureau, came to visit me, and we were coming out much of city hall, and she described the way you're putting the lights on the trees now ensures that the tree is not harmed. Apparently once upon a time that wasn't the case. So for anyone who is a member of the friends of trees watching this, it's tree friendly. So looking at the map that you gave us, it defines one district as the fountain district, but in your presentation it was also referred to as the halprin district. And in light of the fact the city is going to join in an application to create a national historic landmark district, that covers the entire work, that is the fountains, the plazas, and connectors, what will be the name going forward?

**Adams:** That's a question for me. My proposal, and this map is draft, will come back in the spring with a final map after reducing the due diligence, but it is the halprin district. One clarification, for example, on the skidmore district and yamhill district, these are not necessarily intended to -- the lines to match exactly the historic designation, but rather a map -- so that's why we welcome your input on this, both the lines and the names, but they're intended to sort of group appropriately the unique sort of subdistricts within the downtown. So it will be, unless you have a better idea, it will be the halprin district.

**Fish:** I couldn't be happier, now that I know what that refers to. [laughter]

**Adams:** That's why we're going to call it that.

**Saltzman:** Have you come up with a stark side triangle?

**Adams:** Clay neal, burnside and stark. We thought it was a good sort of amalgam.

**Savinar:** Starkside is my favorite.

**Fish:** I want to acknowledge when we did the tree lighting event, and the mayor and I were there, I think there were like 15,000 people. And the place was just mobbed. I was on the stage, I wasn't backed up against nordstrom's, with my son on my shoulders, but that could not have been a more successful event.

**December 9, 2010**

**\*\*\*\*\*:** I was there too.

**Fish:** It was beautiful. So I am the council liaison to elders in action. It's interesting, at a recent meeting, the folks who are concerned about mobility issues raised a concern about bricks in our intersections. The first time I've heard that. I don't know whether you've heard that before or whether -- I know bricks have a certain maintenance issue. They get hammered in winter. But do we have any evidence that for people that have mobility issues, bricks present challenges that are different from other aspect.

**Savinar:** When the light rail was being designed for downtown this, was an exhaustive study, tri-met has a very vocal americans with disabilities group who serves at their behest who we had a considerable amount of involvement with. And it really -- it really comes down to a personal preference as opposed to a danger or mobility issue. Some people don't like to be -- have that short vibration, but there is nothing to suggest that it is dangerous, there have been -- there's kind of some urban folk tales, if you will, that the repetitive matrix of a brick can cause seizures to someone in a wheelchair. That's not true. That's all been studied. But I guess I'd have to say that where elderly and disabled people are concerned, it really comes down to their personal preference and we must understand that they're trying to navigate our city, and often times people tend to think what their personal preference is should be the uniform approach. It's not uncommon to have a person with a cane argue with another person with a cane about how they want their caning zone to be treated. So again, it's personal preference. I don't believe the bricks pose any kind of challenge. Also to fill you in on the maintenance issue, extensive work was done on the engineering of the sand set bricks.

We brought in a guy from the foremost engineer who deals with paving airport runways to work with the design team on development of those intersections. And found that it's actually the shape of the granule of sand that makes or breaks whether those intersections survive. And we got the sand, which is angular, from I think it's from Idaho, whereas if you use round sand granules, it actually compresses. And this is the guy that did the west lake intersection -- you're getting more information --

**Adams:** No. He can go on for hours. The sand comes from a particular geographic formation --

**Savinar:** They took samples from each bag of sand to make sure that it was the angular.

**Fish:** I appreciate that. Very quick, mayor.

**Adams:** I'm enjoying this.

**Fish:** The commissioner Leonard is working with a number of us to fast track the placement of some loos, and that would include some loos downtown. Because of the work you're doing, it occurs we ought to have some mechanism getting your feedback about the locations, because he's talking about putting a couple around pioneer courthouse square, and other places. So I don't think that's for this conversation, but I think it would be helpful if we put together a little working group that included someone from your team that has some experience about how site lines and location and other things influence what you're trying to do.

**Savinar:** I think that's great. The commissioner had cited the two head houses to the stairs by the old courthouse were actually pdc and tri-met is putting a newsstand in there, so that won't be a location for them.

**Adams:** He's already asked us at our next meeting to give him advice on location.

**Fish:** I'd welcome that. And I'm helping him particularly with respect to parks. The final thing I wanted to ask you, I've met with people downtown in a different capacity, being with people as a candidate. And reaching out. And I've been to some law firms, and I've said, how do you like downtown? My impression is particularly with the fifth and sixth improvements with the light rail coming in, and the streetscape, I don't think the downtown area has ever looked more beautiful. Coming out of city hall at night when it's dark, the area is luminous. But -- I probably spend too much time in this building and not enough time walking around. And the two concerns that I've heard from people are, one is, after hours they don't feel safe. In certain corridors. And the second

**December 9, 2010**

is, that they're worried about the impact of sunday parking on business generally. And I guess I would say could you address both very briefly about whether there's evidence that the sunday charges are having an inhibitor in terms of downtown business, and are there any safety issues that we should know about?

**Adams:** In terms of the safety, the last time I looked at the numbers, as low as they've been in a number of years, but we can get back to specifically on that.

**Fish:** That would be helpful. I sometimes think they're anecdotal and not data driven.

**Sandra McDonough:** Commissioner Fish, i'm sandra mcdonough with the Portland business alliance. We spend a lot of time talking with downtown businesses about the sunday parking and the parking meters. I have to tell you, I was absolutely shocked that the number one proponents for having the parking meters activated on sunday was downtown retail. Their issue was that people would come downtown for work, they live downtown, and they would park at the meters and stay there all day long. And there wasn't the turnover that they need to have their shoppers come and go. So that was the actual impetus to have the parking meters activated on sunday. And our negotiations with the city, the city we made sure it came after church time so people could come downtown, park for free when they're at church, and activate it later for the shopping hours.

**Adams:** Or brunch.

**McDonough:** Or brunch, yes. Or get there early for a museum.

**Fish:** Thank you.

**Adams:** Commissioner Fritz?

**Fritz:** I just want to thank you all for your work on this. It's outstanding. I've learned a lot in my first year on the city council, and in particular i've learned about the value of the Portland business alliance and the work that you do in many ways, and the caring attitude for thinking about all the things people come downtown for. So thank you for your work on that. We now have a commission on disabilities, with a wide variety of folks experiencing disabilities, so if there's ever a question about accessibility issues, sidewalk issues, we'd be happy to be a resource for that.

**Savinar:** That's a great resource. Great resource.

**Adams:** Dave I want to underscore for both you and for sandy, sandy you were early in conversations with me to get this effort going, and I really appreciate that you have helped staff it, and see it all the way through, and just the short-term holiday work, helping to pay for all that, and having your team hands on and partner With corey and everyone else, thank you, appreciate that. And dave, i've been through four of these, this this is the best by far. And it wouldn't be the best by far if it wasn't for your work. So thank you as well.

**\*\*\*\*\*:** Thank you.

**Adams:** Does anyone wish to testify on this matter? I'll entertain a motion to approve --

**Fish:** So moved.

**Saltzman:** Second.

**Adams:** It's been moved and seconded to approve the report. Sue, please call the vote. And you may return to your seats. Or stay up here and watch democracy closer if you want.

**Fritz:** I'm commending mayor Adams for this, having watched from the inside for nearly a year, I know there will be follow-up actions, implement administration strategies, funding, all of the things that make this vision and this plan go into action. And again, thank you to our business partners, who are certainly stepping up with brain power and the person power and also the finances to help the city become and stay an even more wonderful place than it s i'm very proud of our downtown area. I always have been since moving here in 1986, and now that I work downtown, i've grown to love it even more. And I would have to say to everybody who is watching, I feel safe in every single neighborhood in our city. I feel safe downtown, early in the morning, late at night, in every part of the downtown, which I do to meetings in every part of the downtown. And I actually had a police officer after a meeting in old town offer to escort me to my car and I said, no, I feel fine.

**December 9, 2010**

And I have never had a problem. So I want people to know that it's a wonderful place to come and shop, and play, and to work, and we appreciate all your work for that. Aye.

**Fish:** Thank you for an outstanding presentation. And what makes this especially exciting is that each of us have a different set of portfolios that dovetail with what you're trying to accomplish. And so if our work through parks and making the fountain district stronger is enhances that district, great. If we can build on the success of director park and maybe tackle a couple other parks, either new parks or renovating existing parks, if we can think strategically about wherehousing is place sod it takes advantage of what you're trying to do. And I just want to say I think the city particularly in this holiday season has never looked more beautiful. And pi came from another big city, and I like downtown portions of the city. I'll echo what amanda said, I always feel safe in the city. I do sometimes think that anecdotal stuff drives some of the conversation. I also think we're in a time when people tend to be a little crankier just because of a lot Of converging forces, including the economy and what's going on. But I think this is visionary, and I pledge to work with the mayor and this council to do what needs to be done to implement this vision. So thank you for your good work, and mayor, thank you for your leadership.

**Saltzman:** I want to correct the record for tad. I'm sure that he meant his mother wouldn't go to the east side he meant that just like tad, she was a staunch advocate of downtown Portland and all she needed to do was downtown. I want to applauds the strategy of the mayor and the Portland business alliance and everybody who has promoted this, and dave leland. I think it's great. It's -- we haven't turned the corner. It's still pretty grim walking down morrison, or yamhill. Empty storefronts are still empty storefronts when you look beyond the poster. And so the fundamental job, and I think we're trying, I know if everybody is bringing the right attitude to the table here, we've got to get a more active retail corridor. We have to have a cry mat where businesses will prosper. So we still have our work cut out for us. But I think this christmas strategy, the port charlotte-up was a -- was great idea and we need to figure out what's going to happen come january 4th so we can avoid the grimness of the empty storefronts again. But it's great first step, and i'm pleased to support it. Aye.

**Adams:** I just want to thank lou because and steve shane and the team at pdc, in addition to the chair, and a big thanks to kimberly schneider, who heads up my jobs and economic development team. Who helps make this happen. I'm very grateful. I'm pleased to keep going. Aye. [gavel pounded] yes adjourned. -- we are adjourned.

At 2:55 p.m., Council adjourned.