



CITY OF  
**PORTLAND, OREGON**

OFFICIAL  
 MINUTES

A REGULAR MEETING OF THE COUNCIL OF THE CITY OF PORTLAND, OREGON WAS HELD THIS **26<sup>th</sup> DAY OF SEPTEMBER, 2012** AT 9:30 A.M.

THOSE PRESENT WERE: Mayor Adams, Presiding; Commissioners Fish, Fritz, Leonard, 4. Commissioner Saltzman presided 9:30 a.m.-9:55 a.m.

Mayor Adams arrived at 9:55 a.m.

OFFICERS IN ATTENDANCE: Karla Moore-Love, Clerk of the Council; Linly Rees, Deputy City Attorney; and Greg Goodwin, Sergeant at Arms.

On a Y-4 roll call, the Consent Agenda was adopted.

<b>COMMUNICATIONS</b>	<b>Disposition:</b>
<b>1076</b> Request of Jimmy Tardy to address Council regarding camping ban (Communication)	<b>PLACED ON FILE</b>
<b>1077</b> Request of Charles E. Long to address Council regarding fluoridation as fascist philosophy and the assault on American freedom (Communication)	<b>PLACED ON FILE</b>
<b>1078</b> Request of Fern Capella to address Council regarding lack of public vote on the fluoridation of our water supply (Communication)	<b>PLACED ON FILE</b>
<b>1079</b> Request of Steve Howze to address Council regarding management of the Powell Butte Nature Park (Communication)	<b>PLACED ON FILE</b>
<b>1080</b> Request of Teresa Roberts to address Council regarding Oregon's Corruption Risk Scorecard (Communication)	<b>PLACED ON FILE</b>
<b>TIMES CERTAIN</b>	
<b>1081 TIME CERTAIN: 9:30 AM</b> – Accept Public Involvement Advisory Council Annual Progress Report (Report introduced by Commissioner Fritz) 30 minutes requested for items 1081-1083  <b>Motion to accept the report:</b> Moved by Commissioner Fish and seconded by Commissioner Fritz.  (Y-4)	<b>ACCEPTED</b>

<p><b>1082</b> Establish guidelines for public involvement in bureaus' budget advisory committee process (Resolution introduced by Commissioner Fritz) (Y-4)</p>	<p><b>36960</b></p>
<p><b>1083</b> Appoint five members and reappoint two members to the Public Involvement Advisory Council (Report introduced by Mayor Adams) <b>Motion to accept the report:</b> Moved by Commissioner Fish and seconded by Commissioner Fritz. (Y-4)</p>	<p><b>CONFIRMED</b></p>
<p><b>1084</b> <b>TIME CERTAIN: 10:15 AM</b> – Appoint Katherine Schultz and reappoint five current Commissioners to the Planning and Sustainability Commission for terms to expire in January 14, 2017 (Report introduced by Mayor Adams) 15 minutes requested <b>Motion to accept the report:</b> Moved by Commissioner Fish and seconded by Commissioner Fritz. (Y-4)</p>	<p><b>CONFIRMED</b></p>
<p><b>CONSENT AGENDA – NO DISCUSSION</b></p> <p><b>Mayor Sam Adams</b></p> <p><b>Bureau of Planning &amp; Sustainability</b></p>	
<p><b>*1085</b> Authorize a competitive solicitation for recycling, composting and garbage hauling services for City-owned and operated facilities (Ordinance) (Y-4)</p>	<p><b>185643</b></p>
<p><b>*1086</b> Approve annexation to the City of Portland of property within the boundaries of the City’s Urban Services Boundary in case number A-1-12, on the northwest edge of the City on the south edge of NW Cornell Rd, west of NW Miller Rd and east of NW 87<sup>th</sup> Ave (Ordinance) (Y-4)</p>	<p><b>185644</b></p>
<p><b>Bureau of Transportation</b></p>	
<p><b>*1087</b> Authorize an Intergovernmental Agreement with the Oregon Department of Transportation for Right-of-Way Services for the N. Killingsworth St Project Phase II (Ordinance) (Y-4)</p>	<p><b>185645</b></p>
<p><b>Office of Management and Finance</b></p>	
<p><b>*1088</b> Pay claim of Myna Somers involving the Portland Fire Bureau (Ordinance) (Y-4)</p>	<p><b>185646</b></p>
<p><b>*1089</b> Pay claim of Pacific Power involving the Portland Bureau of Transportation (Ordinance) (Y-4)</p>	<p><b>185647</b></p>

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<p><b>*1090</b> Amend contracts with Environmental &amp; Engineering Services Inc., HDR Architecture, Inc., R&amp;W Engineering, Inc. and System Design Consultants, Inc. to extend termination dates beyond five years for mechanical engineering on-call services (Ordinance; amend Contract Nos. 37638, 30002583, 37636 and 37711)  (Y-4)</p>	<p><b>185648</b></p>
<p><b>*1091</b> Authorize contract with Scott Edwards Architecture, LLP in the amount of \$499,748 to provide architectural and engineering services to remodel buildings for a Police Training Center Complex (Ordinance)  (Y-4)</p>	<p><b>185649</b></p>
<p><b>1092</b> Grant a revocable permit to FSH Communications, LLC to install, maintain and operate public telephones on City streets for a period of three years (Second Reading Agenda 1062)  (Y-4)</p>	<p><b>185650</b></p>
<p><b>1093</b> Grant a revocable permit to Communication Management Services, LLC to install, maintain and operate public telephones on City streets for a period of three years (Second Reading Agenda 1063)  (Y-4)</p>	<p><b>185651</b></p>
<p><b>Commissioner Dan Saltzman</b> <b>Position No. 3</b></p> <p><b>1094</b> Update code governing the Bureau of Financial Services General Fund Five-Year forecasts (Second Reading Agenda 1065; amend Code Section 3.15.040)  (Y-4)</p>	
<p><b>Commissioner Nick Fish</b> <b>Position No. 2</b></p> <p><b>Portland Housing Bureau</b></p> <p><b>1095</b> Amend contract with Dignity Village to extend contract terms to November 30, 2012 to give additional time to finalize details of the new contract (Second Reading Agenda 1067; amend Contract No. 53015)  (Y-4)</p>	
<p><b>REGULAR AGENDA</b></p> <p><b>1096</b> Amend previously adopted regulations to support implementation and administration of the Citywide Tree Project (Second Reading Agenda 1032; Ordinance introduced by Commissioners Fish and Saltzman; amend Ordinance No. 184522)  (Y-4)</p>	

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<p><b>1097</b> Amend previously adopted regulations to Title 33, Planning and Zoning to support implementation and administration of the Citywide Tree Project (Second Reading Agenda 1033; Ordinance introduced by Commissioners Fish and Saltzman; amend Ordinance No. 184524) (Y-4)</p>	<p><b>185655</b></p>
<p><b>Mayor Sam Adams</b></p> <p><b>Bureau of Planning &amp; Sustainability</b></p> <p><b>S-1098</b> Adopt new supporting documents for an update of Portland's Comprehensive Plan (Previous Agenda 1068) <b>Motion to accept substitute ordinance and reports:</b> Moved by Mayor Adams and seconded by Commissioner Fritz. (Y-3; Leonard absent)</p>	
<p><b>Bureau of Police</b></p> <p><b>*1099</b> Amend contract with David M. Corey, Ph. D., P.C. to provide additional funds for psychological examinations for the Portland Police Bureau (Ordinance; amend Contract No. 35139)</p>	
<p><b>Bureau of Transportation</b></p> <p><b>1100</b> Assess benefited properties for sidewalk and stormwater improvements in the SE Water Ave and Yamhill St Local Improvement District (Hearing; Ordinance; C-10038)</p>	
<p><b>Office of Management and Finance</b></p> <p><b>1101</b> Authorize revenue bonds for the SE Water Avenue relocation and the Clinton to the River multi-use path projects (Ordinance)</p>	
<p><b>1102</b> Declare surplus properties located at SW Beaverton-Hillsdale Hwy &amp; SW Shattuck Rd and at 10355 SW Barbur Blvd (Previous Agenda 1061) <b>Motion to remove emergency clause:</b> Moved by Commissioner Leonard and seconded by Mayor Adams. (Y-4)</p>	
<p><b>1103</b> Amend Code to reflect current program operations for the Charitable Campaign (Second Reading Agenda 1070; replace Code Chapter 5.10) (Y-4)</p>	<p><b>185656</b></p>

At 11:07 a.m., Council recessed.

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A RECESSED MEETING OF THE COUNCIL OF THE CITY OF PORTLAND, OREGON WAS HELD THIS 26<sup>TH</sup> DAY OF SEPTEMBER, 2012 AT 2:00 P.M.

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

Commissioner Fritz arrived at 2:10 p.m.

OFFICERS IN ATTENDANCE: Karla Moore-Love, Clerk of the Council; Roland Iparraguirre, Deputy City Attorney; and Ron Willis, Sergeant at Arms.

	Disposition:
<p><b>1104 TIME CERTAIN: 2:00 PM</b> – Accept the Portland Economic Development Strategy: A Five-Year Plan for Promoting Job Creation and Economic Growth – Three Year Status Report (Report introduced by Mayor Adams) 45 minutes requested</p> <p><b>Motion to accept report:</b> Moved by Commissioner Fish and seconded by Commissioner Fritz.</p> <p>(Y-4)</p>	<p><b>ACCEPTED</b></p>

At 3:20 p.m., Council adjourned.

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



By Karla Moore-Love  
Clerk of the Council

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

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## Closed Caption File of Portland City Council Meeting

This file was produced through the closed captioning process for the televised City Council broadcast and should not be considered a verbatim transcript.

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

**SEPTEMBER 26, 2012 9:30 AM**

**Fish:** Would you please call the roll. [roll taken]

**Fish:** A quorum is present. Before we begin our regular agenda, we have a special presentation, and I am going to ask michelle to come forward and take a seat, and mayor Adams, who will be joining us in a few minutes, has asked me to read a very special proclamation. And unfortunately, it was not blown up for, to the font that I normally could read. I will do my best. So, whereas pancreatic cancer is one of the deadliest cancers and is the fourth leading cause of cancer deaths in the united states. And whereas when symptoms present themselves, it is usually too late for an optimistic prognosis, and over 70% of cancer patients die within the first year of their diagnosis. And whereas more than 500 deaths from pancreatic cancer will occur in Oregon in 2012. Making it the third deadliest cancer in the state. And whereas, there is no cure for pancreatic cancer, and there have been no significant improvements in the survival rates over the past 40 years. And whereas, pancreatic cancer Research constitutes only approximately 2% of the national cancer institute's federal research funding. A figure far too low given the severity of the disease, its mortality rate, and how little is known about how to arrest it. And whereas, the pancreatic cancer action network, and it's affiliate in Portland supports those patients currently battling pancreatic cancer, as well as those who have lost their lives to the disease and are committed to doing nothing less than cure. And whereas, the good health and wellbeing of the residents of Portland are enhanced as a direct result of increased awareness of pancreatic cancer and research into early detection, causes and effective treatments. Now, therefore, i, this is issued by the mayor, sam Adams, mayor of the city of Portland, Oregon, the city of roses, do hereby proceed claim november 12, excuse me, november 2012 to be pancreatic awareness month in Portland and encourage all residents to observe this month. Michelle, thank you for joining us this morning. I understand that you are a super volunteer in this cause, and before we give you this proclamation, and take a photograph, is there anything that you would like to share with us about these efforts?

**Michelle Romanick:** Our organization would like to thank mayor sam Adams' office for proclaiming november pancreatic cancer awareness month. Our organization, the pancreatic Cancer action network is a national organization that works to advance research, help to support patients, and create hope. As you read in your proclamation, the statistics for pancreatic cancer are very alarming. 44,000 will be diagnosed this year, and 38,000 of those people will be dead in the first year, so we are very thankful to have mr. Mayor sam Adams' office help to spread awareness. We have one affiliate here in Oregon that is here in Portland. We are holding our purple light vigil in salem this coming sunday. If you go to purplelight.org you can get more information about our vigil. And we are holding our fundraiser at the Oregon zoo on october 7, which is two sundays from now, and if you go to purplestride.org, you can get more information about our walk, and I believe that that's all I have to say at this time.

**Fish:** Commissioner Fritz?

**Fritz:** Thank you for bringing awareness to this crucial public health issue. Very much appreciate you being here today and your delightful assistant sitting over there so quietly and behaving so well.

**Fish:** And I want to thank you. I lost my father to cancer, and I deeply appreciate your work in bringing attention to this. And to, to, perhaps, focus some national attention on investing more

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dollars in a solution. You have two special guests, or three guests with you today, would you like to introduce Them?

**Romanick:** Yes, lorna stewart, one of our active volunteers. She lost her mother to pancreatic cancer. And then we also have cathy van beck, a three-year pancreatic cancer survivor, and we are very happy to have her here with us.

**Fish:** Who is that good looking man?

**Romanick:** This handsome man is my son, andrew, who I named after my own father that I lost to pancreatic cancer ten years ago.

**Fish:** I just want to say as I was leaving my office and coming to the chambers today, your son was standing there, and he leaned in and put his arm, his hand out and shook my hand, and I think, you know, commissioner Leonard is retiring at the end of this year. It's never too early to start planning for the future. Michelle, can we get a photograph with you?

**Romanick:** We would love that.

\*\*\*\*\*: Yes.

**Fish:** Thank you for joining us this morning.

\*\*\*\*\*: Thank you for having us.

**Fish:** ok, we will now proceed to our regular communications. Karla, would you please read council communications 1076.

**Item 1076.**

**Moore:** He let us know he had to reschedule.

**Fish:** Ok. Would you please read council communication item no. 1077.

**Item 1077.**

**Fish:** Mr. Long, are you present? Ok. We'll move to our third. Would you please read council communication item 1078.

**Item 1078.**

**Fish:** Is miss cappella here? Yes.

**Fish:** Welcome to Portland city council.

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

**Fish:** We just need your name only, and you have three minutes to address us.

\*\*\*\*\*: Ok.

**Fern Capella:** Fern cappella. Hello. From what I have seen, the five of you sitting before me, and including mayor Adams and dan Saltzman, who are not present have launched an attack on the city of Portland, Oregon by concurring between the five of you above our leads and beyond the vote of 600,000 people to dump toxic chemicals, in particular compound with a higher toxicity rating than lead into our water supply. It is an industrial waste product, refer to cdc.gov for verification. It is so toxic and expensive to dispose of properly that instead industry has hired pr experts like edward bernaise to promote the product as a dental product and add it to the water supply using average americans as human infiltration systems. That's the truth of the matter. And as a mother and loving citizen of the planet earth in this beautiful city I am interested in the truth. I have heard your argument that this is a an effective medicine, so what's less mentioned are other proven effects, lowering i.q., thyroid damage, and browning of teeth. Calcification of bones, among other horror. If you want to call the substance of medicine even though it's never once received Fda approval as a drug, fine, let's call it medicine. If you choose to put it into our water supply, you will be violating my right to parent my child autonomously and choose what medicines he should take. Him his protector and I stand between him and the world of possible predator, and I have the right to decide if my child will ingest a medicine or not. You are not his doctor or his dentist or his dad. You do not know him personally and you do not have the right to force him to take medication that i, as his mother, say is wrong. But I don't call it a medicine. I call it what it is. An industrial waste product force on us as a matter of convenience and greed, and we call it by its true name we get to



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the true point which is that you five people are poisoning our water. You are now the harm that I must protect my son from, and instead of being the civil servants you were elect to be. In 2006, you passed a precautionary principle to adopt a plan for management and reduction in toxic chemicals. You could use a better safe than sorry approach and shift the burden of proof from the public to the manufacturers and users of chemicals to prove the safety all around before being released into the public. There is no consensus between scientific experts on the safety of adding this industrial waste product. In fact, the evidence is exceedingly obvious to the contrary. According to the principle that you passed, you absolutely cannot proceed with this effort to put this chemical into our water. And while you game five go about undoing the harm and mistrust that you have caused with your constituents, I will make sure my son brushes and floss his teeth, and I have seven seconds to say seattle is putting a class action lawsuit against its city officials because of fluoride, and you should expect the same.

**Fritz:** President Fish, and members, make it clear to everybody watching and thank you for your passionate testimony. The charter says that the citizens, the voters of Portland do have the final day, so the voters are collecting signatures to refer the issue to the ballot as you may be aware, but others may not be.

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

**Fish:** Ok. Folks, we're going to have some order here. Please, can we have some order, please. Karla, please read council item 1079.

**Item 1079.**

**Fish:** Mr. Howze. Welcome.

\*\*\*\*\*: Good morning.

**Fish:** We need your full name and you have three minutes, sir.

**Steve Howze:** Steve howze. One of you is proceeding with a major portrayals project despite the fact that the park had a functional trail system and use plan. The water bureau decided to realign the system and change the trail use plan. Since the water bureau does not Specialize in parks and trails the project has problems. The water bureau is not complying with the use master plan, which specifies that the eco-system will be protect, the trail realignment is causing significant eco-system damage, and additionally, the water bureau's project does not comply with the trail design guide, which sets the standards to balance the needs of the user groups. The new trail, which the bureau designed is inferior to the trail it was designed to replace, and it is poorly aligned, and it has been destroyed by mountain bikes. Many walkers avoid it because of the deep dust, and holes and ruts. It will be muddy and puddled in the winter. The water bureau has no plans to fix it. The bureau designed this based on flawed assumptions, ignored the practice of locating trails across multiple times and the grassy meadows, et cetera, during the rainy season. A parks and rec employee said it needs to be built to a more expensive speck. The water bureau did not restore the trails, which were supposed to be replaced, as required by the project design documents and with ripped up sod in the meadows. The water bureau damaged the riparian zone of the west side stream that flows into the neighborhoods below, which probably effects the hydrology during flooding periods, and the bureau has been able to finish this through the cedar grove, Which is another prime eco-system feature of the park, protected by the cunp. Additionally, the bureau plans to realign the entire orchard loop, which is three quarters of a mile of hardened road. They plan to cut down trees in the old pioneer walnut grove just so they can move the road ten yards to, which additionally, moving, moving this road will damage a considerable amount of bird habitat. The old trail good, all weather road except in one spot, and this eco-system damages unnecessary and unjustified, violates the cunp. The bureau plans to realign the hope fund trail extending it through, so the bureau build the stairway, connecting the trail system, that probably doesn't comply with the building codes. It is a liability risk. They canceled the use plan. They complied with the bikes, they can go down on the west side creating danger for the walkers. The bureau has not erected any new signs. They are



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necessary in a high-use park, and they are part of the trail design guide. People don't comply unless they are reminded its dysfunctional and they cannot fix anything.

**Fish:** Mr. Howze, thank you very much for your testimony. Appreciate you being here. To any of my colleagues who are interested, i've been copied on the voluminous responses that mr. Howze has received from a number of bureaus to his criticisms, and we would be happy to share those. They are among the most detailed and thoughtful responses I have seen in any citizen complaint. There is a substantial number of them but if anyone is interested, we could share those with you.

**Leonard:** Included are responses I have made to mr. Howze, as well based on our engineer's reports.

**Fish:** Karla, read council item 1080.

**Item 1080.**

**Fish:** Miss roberts, welcome.

**\*\*\*\*\*:** Good morning.

**Fish:** You know the routine. We need your full name and you have three minutes.

**Teresa Roberts:** Thank you. Teresa roberts, honored citizen. I am here addressing you today on an admission of powerlessness of the having researched your careers, attended city council meetings, watched sessions on live stream and on our auditor's department link, i've been forced to the conclusion that we private citizens who testify before city council, like the two previous, have no power and are not the ones you are listening to. Privilege blocks your ear. Apparently, nor do you listen to federal investigators. A packed house witnessed a memory disabled woman accused of theft slammed to the floor with undue force in your council chambers during the fluoride hearing.

This continues as usual. Meanwhile, even pro fluoride considerations are at the machination of that campaign. It is the will of the voters, and yet I read mr. Leonard has vowed to spend the \$5 million Anyway. Business as usual, also that gresham and tualatin's mayor use fluoridation as an elective expense as opposed to a necessary one, and that the, " the process feels like it happened behind closed doors with little input." business as usual. Clearly, with a c minus on our state's corruption scorecard, private citizens are concerned about your own collusion with the d we received in executive accountability and most especially in the d minus campaign financing with the exception of amanda. Wiener, wiener. Our ethics commissions and independent citizen review committee's lack resources and muscle to act as a checkered balance against the risk so pronounced that the ipr is too broken to fix, and we need a true citizen accountability system. I watched first hand as this city council destroyed the most recent citizen review commission and certainly earned the f in public access information referenced in this report. Unfortunately, the corruption reports have yet to be done on individual cities. You are guilty of collusion and fast tracking the devastation of the clean water, teachers were laid off on your watch in favor of the police department budget bullies, and it never occurs to you that the poor are more likely to live in older housing with lead contaminated pipes as you prescribe fluoride for them and hike their water rates, while our housing departments Operate in crisis. And how as that collusion with the anti-terrorism boys going? Obama tried to throw you under the bus on eviction. I urge you to stand with the mayor against the reinstatement of cops, to stand with our mayor against the transport of nuclear waste through Oregon, and to thank you for curbside composting banning single use plastic bags and adopting a transgender health plan for city employees. I will watch with interest how history remembers you all at term's end. I encourage you to remember your past and return to it, your recent actions have been less than progressive, especially the attack on our clean water and the will of the people. Please remember that you are not our elected dictators, you are a public servants and accountable to us. We elected you to represent us not to impose your paternal wills upon us. We now realize bad things were happening because we were not watching. Please know that we are watching now, and please know that we are filming. The tide has come. If you swim against it, expect delay.

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**Fish:** Thank you very much.

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

**Fish:** Thank you for your testimony. That brings us to the consent agenda. Are there any items which any of my colleagues wish to pull? Sorry?

**Moore:** We need four people for this.

**Fish:** Right on queue. That's very dramatic. Hearing none, would you please call the roll?

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

**Adams:** Aye.

**Fish:** The next item is a time certain. Council item 1081. Karla, please read 1081, 1082 and 1083. **Items 1081, 1082 and 1083.**

**Fish:** Commissioner amanda Fritz.

**Fritz:** Thank you. It's my, it's an honor to introduce this. If I could have the presenters come forward. Although, I coordinate this, it is -- the public involvement advisory committee is owned by the council. It's staffed by a wonderful person Afifa Ahmed-Shafi who has been in the office of neighborhood involvement but it is definitely a multi-bureau and collaboration, and a collaboration with our community. So the council created and inaugurated the advisory council four years ago in the fall of 2008. Community members with diverse backgrounds and staff members from 14 bureau make up the committee. Council directed this group, which we humbly refer to as piac the public involvement advisory committee, to develop recommendations that will help the city conduct more consistent and meaningful public involvement processes. Today the advisory council returns to share their progress over the past year, and some efforts moving forward. Multiple successes, so I will turn it over to Afifa ahmed-shafi, sorry desiree Williams-rajee and greg greenway who will give us a presentation.

**Greg Greenway:** Thank you. Good morning, mayor Adams and commissioner, I am greg greenway. I was appointed a year ago as a community member of the public involvement advisory council.

**Desiree Williams-Rajee:** Good morning, I am desiree Williams-rajee and I work with the bureau planning and sustainability and having been on the piac for 2.5 years. We want to thank each of the council members for their ongoing support for improving public involvement in the city of Portland. Thank you commissioner Fritz and mayor Adams for your enthusiastic leadership and support on this issue. The public involvement advisory council was established as commissioner Fritz stated in 2008, and in response to the urging of both community members and city bureaus. The city council recognized that more consistent expectations and coordination across the bureaus for public involvement would provide for more efficient use of city resources and increased public awareness and expectations for public involvement processes. In support of this goal, the piac creates guidelines, policies and implementation systems that increase the community impact on decision-making and enable Portland to truly become a more representative, responsive, and accountable government. There are 34 members of the piac representing bureaus of each of the commissioner's portfolios as well as respected members of the community. Many are here today and we would like to thank them for their service and contribution. The piac is a nationally renowned modeled partnership between city staff and community members working collaboratively to positively affect the way our government does business. How we do our work is just as important as what we produce, and an important part of maintaining efficacy and efficiency is self evaluation. This past year we underwent a strategic planning process to reflect on the challenges and opportunities. We have experienced in the first three years of our existence. The result of this process was threefold. First, we developed a strategic decision-making model to assess and prioritize our initiatives. And next, we organized our work into four discreet phases understanding that each warrants a different set of resources and strategies. And the first, seeking input from city staff and creating recommendations based on those identified needs. The second, championing

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public involvement policies and practices by bringing them to city council third, increasing city public involvement staff capacity and capability, to carry out the work through training, and four, evaluate outcomes by developing appropriate assessment tools. Lastly, we restructured the workload to meet the needs of the long-term initiative and short-term projects allowing us to be flexible with the city while not losing sight of our big picture goals. To that end I would like to pass it onto Greg who will talk a bit more about our work and accomplishments.

**Greenway:** Piac has completed three projects and we are working on three more. Piac's first significant act was to draft the city's public involvement principles, which city council adopted in August 2010. Those principles represent a commitment to clear and highly effective public involvement in local government. They are designed to be a resource for elected officials, for city staff, as well as a tool for the community to participate effectively in local government. Following adoption of those principles, city council directed Piac to develop the second deliverable, which was a set of public involvement questions to accompany all council resolutions, ordinances and reports. Those questions, which now apply to about 1200 items each year, give council members a synopsis of the public input received during the legislative process, and to give the community a consistent format and a transparency view of how the public is involved in decision-making. Piac's third major initiative was completed this year, the public involvement baseline assessment. Piac created a set of questions for city bureaus to help understand how they approach public involvement. That has really had two goals, one to get a snapshot of the different ways that the various bureaus approach public outreach and engagement. How they staff it. What the policies and standard operating procedures are, etc., and the second goal is to identify challenges and successes so Piac can be most supportive of city staff and share best practices that work well among bureaus. We distributed that survey over the summer. And we were very pleased to get an excellent response across all bureaus. Those are some of the highlights of what Piac has accomplished to date. And we have not stopped there. There are several initiatives going forward, and I will highlight three of those. First, Piac believes it is important to collect data. And particularly, data on the city's current practices and to analyze that to see what's working well. Where there is room for improvement. And what supportive resources would be most useful for Piac to provide. To that end, one of our working groups is currently analyzing the new public involvement data submitted to city council with the ordinances and resolutions. As well as reviewing the bureau responses to the baseline assessment survey, that I just mentioned. We just received those responses, and that working group is hoping to be able to report out to you the results next year in 2013. A second Piac group has completed an in-depth review of the budget advisory committee, the BAC process for city bureaus. They have been working on this for 3.5 years taking the input from community, from city staff and elected officials and city council. In an effort to develop consistent guidelines and to identify best practices across bureaus. The result of their hard work is a very thoroughly vetted and comprehensive set of recommendations that they will be presenting to you and recommending approval very shortly this morning. Our third working group is focusing its attention on the goals and policies related to public involvement in Portland's comprehensive plan, and as you know, the comp plan is a long range 20-year planning document, and members of the Piac are fortunate enough to sit on the policy expert group related to the community involvement for the comp plan. Our goal there is to incorporate the city's public involvement principles, as well as the equity framework of the Portland plan, into those, into the comp plan, in particular, into that element of the plan related to community involvement, in an effort to translate that commitment in principle that the city has made into a real more tangible planning reality. That's a summary of what we have accomplished. That's what we are working on. Desiree and I thought we would conclude by giving you some very brief, personal reflection on what it means to us as a staff member and community member to serve.

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**Williams-Rajee:** As a staff american from the bureau planning and sustainability the piac has influenced our work in numerous ways. The public involvement principles have guided not just the policies in the comp plan but the overall design of public involvement in her work. It is also influence us to draft our own manual deepening our commitment to more consistent and coordinated public involvement in the bureau. The piac is like a guide post. It helps us to know when we are on the right track.

**Greenway:** From my standpoint as a community appointee, it's a privilege to serve not only because it's a productive group of people doing really important work, but also, I have a real sense of how uncommon that opportunity is. As part my professional life, I am a public involvement consultant so I worked with a number of cities to help them to improve the way that they work with the public in the decision-making process, work on process design, and attend lots of forums where people from all over the country talk about their experiences, and so from that perspective, what I would like to share with you, which I hope and think that you know, is that Portland is a real leader in this area. We know the public involvement principles have been a model for many cities as they attempt to make a similar commitment, and it is, from my standpoint, more interesting and fantastic that this city has not only made that commitment, but is actually is working to institutionalize practices that make good on that commitment. And that, indeed, is a very rare thing to see, particularly in a city of this size. I really enjoy the fact that the piac is an example of form-following function where we have the city staff working alongside community members as equals. That's also something that is not very common to see, and I think that it reflects the spirit of our work. And final, in conclusion, I think that I want to give a shout out to Afifa ahmed-shafi for all the great work she does. One of the things we know is that we would benefit from more staff capacity to implement and move these initiatives forward, but without her to facilitate the group and keep us on track, we would not have gotten as far as we are. So, on behalf of all the members of piac, thank you to letting us serve and for your support.

**Williams-Rajee:** Thank you.

**Fritz:** Thank you both for your service. Could raise your hand if you are a member of the piac? Thank you very much. It's a huge commitment, and it's a commitment from staff, as well as from citizens. Because there is a lot of other calls on your time as a staff person and as a citizen. So, thank you very much for serving. And do any of my colleagues have questions for greg or desiree?

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

**Fritz:** We'll move to our second presentation on the proposal to established guidelines for public involvement in budget advisory committee. Would amy spring and steven sikes please come up. And supporting cast, brian hoop. This resolution involves the implementation of guidelines that will be used in the creation and maintenance of budget advisory committees. The piac chose to focus first on the budget process because it's the earliest point, the bureau advisory committee is the earliest point the public has input into the city bureau's budget. And the piac has spent a lot of time over the past three years examining the process and coming to these recommendations. So, as was mentioned in the first presentation, it's very much data driven and research driven looking at what's happening, and then advising on changes. This resolution has a set of proposals for public involvement, and I am very pleased with the work that's been done. It recognizes that each bureau is different and has unique challenges and circumstances, and yet, you've been able to come up with principles and standards that we believe will foster a better public involvement process. Of course, we will have ongoing work for improvements, and the nice thing is that we know you will continue to monitor and come back with your visions as needed. So amy, steven and brian, please explain.

**Amy Spring:** I am amy spring. I work at Portland state university. I am a citizen of the city of Portland. And I serve as a community representative on piac, and have for the last year. I've been working on the subcommittee that has primarily been shepherding forth the development of the



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guidelines that we're going to talk to you about today, and I want to thank you very much for allowing us to have time to speak to you today about this, and thank you for the leadership you provided to support piac, and the work that you are hearing about today. Before I start with my remarks I want to invite my colleagues to introduce themselves.

**Steven Sykes:** Good morning, i'm steven sykes, I represent the bureau of environmental services. On piac and have been serving for 2.5 years.

**Brian Hoop:** I am brian hoop with the office of neighborhood involvement, and I am only here in case there is questions from the council.

**Spring:** Thank you. So to give you an overview of how we will spend our time with you, I wanted to begin by providing some background that will help you to understand why piac determined the development of the bac citizen engagement guideline portfolio that you have in front of you. As a priority for the work that we'll do. Over the last several years. And I also want to, to talk to you a bit about, about the Details of how we, we sought feedback from a diverse set of constituents that helped us to, to develop these guidelines and be assured that they represent many perspectives. I will turn to my colleague, steven, who will talk about the goals that guided the development of the guidelines, as well as the action items that we, as a committee, recommend for effective implementation, and of course, as brian said, because of his ten-year with this committee and with the development of this, these set of guidelines, he's here to help us answer questions. So first I want to begin with why did piac determine it was important to develop a set of guidelines to assist girls with citizen engagement for the bacs, and in 2008, mayor sam Adams directed the city bureaus to form budget advisory committee, or bacs, as we refer to them. To develop budget recommendations, but at that time there were no minimum requirements or standardized best practices for how to engage the public. And so what you have before you is, is piac's effort to provide this needed set of standardized practices. In 2009, piac held a focus group with a very robust group of citizens. Citizen participants in the neighborhood involvement budget advisory committee. And this focus group participants identified the bureau, identified the bureau level of budget, city's budget process as an area that would Like to see more improvement and more consistency across the bureaus. Concurrently, during the same time, piac went through a prioritization process and determined the best use of at least a portion of our time, was to come up with guidelines for helping with citizen involvement. So, we would appreciate that there are many, many effective practices going on in bureaus throughout the city. And so, in an effort to understand those efforts, we sought to reach into these bureaus and learn how they were effectively engaging citizens. We also were informed by this national, the national literature that says that engaging citizens in budget processes helps for more effective, financial management and financial planning. So the process that we took in creating these guidelines, and we understand that the implementation of the guidelines will have implications on a variety of constituent. To ensure we approached this with the maximum input and feedback, we engaged a lengthy period of data-gathering, planning, and revision, in an effort to continue, to continuously improve the document in which you have before you. In 2010, piac members observed and researched and evaluated budget process by attending bac meetings city-wide. And by conducting interviews with staff and community members. We also evaluated budget Material handouts, and the email documents that went to them. The piac process group developed evaluation tools to -- that were guided by goals and best practices in the field of public engagement. And we gathered data that allowed us to learn what was happening, that was effective, and to boys there were some uneven implementation of effective practices across the city. So, the members of the piac met. And developed, understood that there was these uneven practices so to highlight the effective practices, we came up with a set of guidelines that you have before you. We met with, with city commissioners and your staff to receive the feedback over the winter and spring of this year. And we revised those documents based on that feedback. The bureau directors have been consulted, the monthly bureau directors'

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meetings. And in June of 2012, 21 coordinators and city council staff represented, representing 16 city bureaus reviewed and gave feedback to this document, which we revised accordingly. So I will turn it to Steven now who will talk about the goals and the guidelines that we recommend.

**Sykes:** We feel it's important to share the goals that were considered as we developed the guidelines as PIAC staff developed the guidelines before you today. The seven guidelines before you today were developed according to in support the following goals. Accessible and meaningful Engagement opportunities, especially for those communities which have been underrepresented. Early community education and engagement. The second goal. Third is recruitment of diverse membership. And orientation of new bac members. The fourth is adequate time and opportunities for deliberation and community feedback. And the fifth, community involvement in the evaluation of the bac processes. And the sixth and final goal was development of budget decisions that better reflect the community priorities. Examples of the seven guidelines that are before you today include community and labor representation. Such that bureaus must establish a minimum of 50% community representation on budget advisory committees. And creation of bureau-bac budget websites. Another example handouts and presentation materials will be made available to the public. And another example of the guidelines includes public comment will be allowed at all meetings. And a final example is the inclusion of minority budget reports, two or more members have the opportunity to jointly write a minority report and it will be included in the bureau's requested budget submission. Regarding the next steps, the public involvement advisory council PIAC looks forward to working with the office of management and finance and supporting city bureau efforts in implementing these guidelines. The guidelines 1-7 will be mandatory for all bureaus to implement, and the final three projects listed will be led by PIAC, the PIAC will work closely with LMF to hold a debrief session, after the completion of the budget cycle to obtain community feedback. And on the budget process. And upon approval of the city council, by city council, the PIAC will organize a work shop in the fall and winter 2012 for the bureau coordinators of their bacs to review and questions implementing the guidelines. PIAC will develop the best practices checklist to assist the coordinators with involvement efforts, and when appropriate, ONI and PIAC will advocate for funding to implement the recommendation for engaging historically underrepresented communities. And in two years PIAC will assess the need to develop implementation efforts. Thank you for the opportunity to present on the guidelines today, and that concludes our remarks. If there are any questions we would be happy to answer them.

**Fritz:** Thank you very much. I want to note and appreciate Mayor Adams' partnership in making this resolution binding city policy, so it's not set of aspirational goals. This is what we were going to do. I greatly appreciate the Mayor's direction to the office of management and finance to work with the PIAC. Did you have a question?

**Fish:** Thank you for an excellent report. The first question I noticed Bureaus are using existing committees to serve as a bac, so, like for the parks bureau uses the parks board to capture some of the expertise they have, to do budget oversight and because it's already duly constituted and has broad representation. And I guess my question is, does, does your vision in these guidelines contemplate that we would, that we would adapt existing bacs drawn from standing bureau advisory bodies or your preference for a new and separate body that meets to do budget advisory work?

**Hoop:** Our group was aware of parks and recreation, and other, the other bureaus that had --

**Fish:** The bureau of development services. I think there are lots of bureaus that use this.

**Hoop:** Certainly. And I think we recognize that we wanted to allow for flexibility that we did not want to create a monolithic structure of how the budget advisory committees need to be organized. Our focus was on making sure that, that were opportunities for public input and transparency accessibility and how the public can be part of that decision making process. I think that we're, we're fine in supportive of the bureau like parks and rec, using an existing standing committee. We

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would just hope that, that they still live by the goal of having 50% community representation and diverse membership.

**Fish:** I think the idea of doing a better job of advertising when you can come, to testify, keeping a record. All of the things that you suggest, it seems are very wise. Let me ask you, another question because the feedback we got from our two bureau advisory committees, and it had less to do with the procedural nature of their work and more to do with the fact that they felt the council disregarded the recommendations. How do we manage the expectations because I think these are laudable goals to get as many voices as possible and a chance to be heard, but the reality is, when we don't accept the recommendations or the mayor proposed or it does not incorporate those, that's when we hear a lot back. So, any advice as to how we calibrate this so that people understand they are making the recommendations, and that somehow the process is not a failure simply because the council picks and chooses among the recommendations?

**Hoop:** I think that it's an issue of the facilitation of having highly qualified public involvement staff or facilitators that the bureaus might bring onboard. To make sure that the message is clear that, that these are opportunities for public input, but the final decision-making is by the elected officials for the city budget, for example. And so, I think that, you know, some of the concerns we have heard from the city bureaus, I think you are hinting at, are facilitation questions making sure that there is clear guidelines. Of, you know, how committees will, you know, how the public can give that input, and, you know, minimal expectations of how that participation might take place. But ultimately, I think that we, as staff need to be clear that we want to encourage public input, but the ultimate decision makers are city council.

**Fish:** We'll look for your help on that. Frankly, my response to some of the really hard working people is, just because 100% of the recommendations were not adopted does not mean that your work went unheeded. In many ways it shapes what we do, but ultimately the council has to balance a lot of other things, and so people should not feel frustrated that a set of recommendations don't automatically get accepted, and we often have those conversations up here with citizens who express frustration like we were not listening somehow in not accepting the recommendations, rather than seeing it as part of a process. Perhaps that's managing expectations.

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

**Adams:** Thank you for your work. Really appreciate it. Is anyone signed up to testify for either item?

**Moore:** No one else signed up.

**Adams:** All right. I will take a motion to accept the report.

**Fish:** So move.

**Fritz:** Second.

**Adams:** 1081 has been moved and seconded. Karla, please call the vote, accepting the report. 1081.

**Leonard:** Thank you very much for your work. It's very helpful. Aye.

**Fritz:** This is excellent work and thank you for being diligent in your annual reports so everyone knows what you are doing it and why. Aye.

**Fish:** Yes, thank you for excellent work and the collaborative way which you brought about these recommendations, aye.

**Adams:** Again, thank you and especially underscore my thanks to the outside members of the committee, really appreciate it, for your willingness to volunteer. Aye. [gavel pounded]

**Adams:** Can you please call the vote for resolution item 1082.

**Leonard:** Aye.

**Fritz:** This is a huge step, and I have realized delving into the city budget and especially during cut years, that follow the money is really how decisions are played in Portland and a lot of the decisions are made during the budget process, which are implemented over the course of the year. So, it's



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crucial that we have both citizens and bureau staff involved in the budget advisory committees, and I appreciate commissioner Fish's point that they are advisory, and there are lots of things that get considered. I have found the budget advisory committees extremely helpful in delving into the city's budget, and to the bureau's budget in asking the tough questions would make significant improvements over the last four years, and this is another one. The democratic process has been shown to work well in making Governments more accountable, and in fact, more, not only fiscally responsible but more cost effective. That when we look into the budget and figure out together, citizens understand better, and I get good advice, so I have particularly appreciated our office of neighborhood involvement budget committee, which is a come one, come all, and twice a month for three hours, sometimes up to 50 people, when I mentioned that in some circles I get looks of shock, horror and disbelief, why would you want to do that? And the answer because works, and then we all understand what has gone into bringing the budget together so thank you to piac for coming to these recommendations and the mayor for agreeing to make it a binding resolution. Aye.

**Fish:** I also just want to call out and thank commissioner Fritz for all the work that she's done on this. She ran on a platform of, of, of increasing, enhancing, and elevating our community, the role of the public in our decision-making, she walks the talk, and I can't think of a better leader to be taking oni to the next level, as well, so I want to thank her for her leadership and great work. Aye.

**Adams:** I, too, want to thank commissioner Fritz for this great work. And the continued effort at continued improvement. Aye. [gavel pounded] So approved. Let's see, that gets us to 1083. Does anyone wish to testify on 1083? Have you read the title?

**Moore:** We read all of them.

**Adams:** Call the vote on -- oh, I will take a motion to move.

**Fish:** So moved.

**Fritz:** Second.

**Adams:** Accept the report, can you please call the vote on the motion.

**Leonard:** Aye.

**Fritz:** Well, thanks to the five new members and the two continuing members of this committee as is evidenced today. It's a huge amount of work, and above and beyond what we should expect from citizens or staff, but we do and you step up to it, and you do a great job. So thank you to tim hall from water, and muna idow from the office of equity & human rights, Denver igarta from the bureau of transportation, and colleen pool from the bureau of development services, keith witcosky, all of his terms will end in september 2015, and reappointments of marty Stockton and Khalid osmund. Very much appreciate your service. Aye.

**Fish:** Thank you for your service. Aye.

**Adams:** Aye. [gavel pounded] So approved. Can you please read the title for report item no. 1084.

**Item 1084.**

**Adams:** I am very excited to appoint katherine schultz, and to reappoint five current members of the planning commission, and we have with us the great chair planning and sustainability commission. Andre baugh. Would you like to say a few words.

**Andre Baugh:** Chair of the planning sustainability commission for almost two years, so time flies when you are having fun. The planning and sustainability commission was formed by mayor Adams and the sustainable development commission, and that broadened our horizon. We have done everything from street vacations, local energy assistance plans, and opportunity maps, urban food code zoning, tree code, local area plans. And lastly, a crown jewel, is the Portland plan, which we recommended to you. So, a wide variety of, recommendations to you. The wide variety really is enhanced by our membership and the diverse backgrounds that include health, schools, and environmental, lawyers, and architects. And so, we have five members coming before you today.

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That will help us, that are looking for their contracts to be renewed, and as we look forward, those members will be helping us along with our new member, Katherine Schultz, on the West Hayden Island, of the comprehensive update, Central City 2035 and the Northeast Quadrant are the major items. The members are Don Hanson, Mike Houck, Gary Oxman, Michelle Rudd, and Chris Smith, and many of those members are sitting behind me today. Also, as Mayor Adams mentioned, Katherine Schultz will join the PSC with your approval. Her background as an architect will further enhance our diversity and input into the items previously mentioned. And, help us have, I think, richer and more in-depth recommendations to you in the future.

**Adams:** And Katherine is with, an architect with GBD and serves on the city's design commission, and her professional experience with sustainable master planning projects, planning for infrastructure, transportation, and environmental services in an urban environment will be a great addition. She's also authored zoning and design review standards for other local jurisdictions, and has served on transit advisory committees. So, would you like to come forward and say a few words? Thank you for your willingness to serve the city.

**Katherine Schultz:** Thank you for that nice introduction and thank you, Andre. I am honored to have this appointment and look forward to taking the experience that you just outlined and all that good work and applying it to the great community building work of the planning and sustainability commission.

**Adams:** I have got to take a picture for Twitter. Smile, Andre. You look unhappy, not you, him. What aspects of your service on the design commission do you think will be most useful on the planning and sustainability commission?

**Schultz:** There's been a variety of, maybe more for the planning and sustainability issues, but, you are hearing a lot of it, whether it's parking counts that the community is struggling with and how to deal with new development or mixed zones or new community zones where we're seeing higher zoning allowed, that the community hasn't realized it until we're starting to see our density increase within the city. And so, being able to participate in, and taking what we're hearing at the design commission level up to the planning commission will be useful.

**Adams:** Thank you for your willingness to serve, and thank the reappointment, as well. Does anyone wish to testify on this matter?

**Moore:** No one else signed up.

**Adams:** Unless Council has discussion. Karla, could you please call the vote on -- oh, the report, I will entertain a motion?

**Fish:** So move.

**Adams:** A second?

**Fritz:** Second.

**Adams:** Moved and seconded. Karla, please call the vote on 1084.

**Leonard:** Thank you, Katherine. Appreciate it. Aye.

**Fritz:** Thank you for your willingness to serve. That's another group that puts in an enormous amount of time, as I know from experience myself, aye.

**Fish:** I want to thank you to taking on this assignment during this period of transition. This Mayor came in and put sustainability into planning, and set a vision for the first four years. And a new Mayor is going to come in and share his vision for how we leverage the work of the commission and how sustainability going forward works into our agenda. I think it's less clear what that road map is, but what is clear we're getting very talented people to serve on the commission to help us do our work. So thank you very much, and I am pleased to vote aye.

**Adams:** Thanks again. Thank you, Chair Baugh, for your continuing great leadership, as well, aye. Congratulations, Commissioner. That moves us to the regular agenda. Can you please read the title and call the vote for 1096.

**Item 1096.**

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**Leonard:** Aye.

**Fritz:** Aye.

**Fish:** Again I want to thank the outstanding partnership between parks, the bureau of development services, the bureau of environmental services, and the bureau of planning and sustainability, and others. And I would like to recognize angie desalvo and jen cairo from Portland parks and rec, rebecca esau from the bureau development service, roberta jointner and morgan tracey, our code authors from bps, and mika keenan, the program coordinator from the bureau of -- at bes, who has been implementing the new tree program. Hanna kuhn on my team and everybody who work to bring us to this stage and to thank dan Saltzman for a great partnership on this, aye.

**Adams:** Aye. 1096 is approved. Read the title and call the vote for second reading item 1097.

**Item 1097.**

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

**Adams:** Aye. [gavel pounded] 1096 is approved. Can you please read the title for item no. 1098. And is this voted today?

**Moore:** No, they have substitutes for this.

**Adams:** More substitutes? Ok, please read the title.

**Item 1098.**

**Adams:** Good morning, gentlemen.

**\*\*\*\*\*:** Good morning.

**Adams:** What are we looking at here?

**Joe Zehnder:** Well, good morning. I'm joe with the bureau planning and sustainability, and i'm joined by tom armstrong, and today, we have a substitute ordinance, with the amended reports that are part of the factual basis for the plan that we presented a couple of weeks ago, and just to remind you, the factual basis is the, the state required background report that identify key issues, and I defined the scale of problems and challenges that we face. It's not the part of the comprehensive plan that we're making the choices about the policy but the foundation on which we'll build those choices, and those will come forward in the next phase of the plan. We are submitting the substitute ordinance and amend the reports in response to the testimony you heard at the hearing. The testimony mostly focused on the economic opportunity analysis, which is the part of the factual basis that provides a forecast for the next 25 years of industrial land demand so we have a number, and we'll define The policies through the plan to try to meet that demand. The testimony you heard, some of the testifiers thought that the eoa, the economic opportunity analysis was overly optimistic in its assumptions and some thought it was too pessimistic in those, and the analysis that we have done, we believe is a reasonable and balanced approach to give us number. Just as an example, where we're following in that spectrum of pessimism, if you look at the estimates about the columbia harbor areas so from the airport to the Broadway bridge, all of that, most of the land in the city, the eoa that we presented, estimates a 685 shortfall of industrial land to mote the demand over the next 25 years. And it is based on the mid range of the forecast. So, you know, the demand for land is a mid range sort of estimate. And it is making low assumptions about how much of that you, get you can get on existing land. It's trying to be conservative in that regard. We did a sensitive analysis that this, let's be pessimistic, optimistic, and put our assumption on either end of the spectrum, and that analysis says that the way that we approach the estimate could range from 30 acres of deficit to 1,000. So, we're hitting the midpoint, and we think that that's a reasonable place to, to land. And gives us an eoa that we can really use to, try to work a statewide goal requirement. We have made a number of changes, and i'm going to turn it over to tom to briefly discuss those for you.

**Tom Armstrong:** Thanks. Tom armstrong with the bureau planning and sustainability. As I outlined in the transmittal memo that goes with this package, I think what the changes, that we have made to the eoa report are clarifications and, and how we went about and how we constructed the

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assumptions, and not, and didn't affect the analysis or the numbers in the outcome of that analysis. In particular, we removed reference to the port of vancouver as an option for helping meet our shortfall for marine terminals, that is a policy choice that comes in the next phase as part of the comp plan, and doesn't really impact our land needs numbers that, that the shortfall, itself. We also added additional detail in response for the testimony about how we're defining the geographies, what distinguishes the columbia harbor from, from say the columbia east columbia corridor, or from dispersed industrial areas like the brooklyn yards, and finally, we did clarify some assumptions about, about redevelopment of the employment land, within the industrial areas, and within the industrial sanctuaries, we are, in this analysis, we are looking at vacant lands, but, in our extreme areas, like the columbia harbor, there is a small percentage, about 10% or so, of, of mixed employment land, the egex land, that has a wider range of uses, and so we have included redevelopment assumptions on some of that underutilized land, and we think That that's appropriate because when you look at the jobs forecast for that area, it includes a mix of, of job types. There are retail jobs out there, there are office jobs out there. And so we think it's reasonable that we include some small amount of redevelopment potential on that mixed employment land in those industrial, larger industrial geographies, but there is no, currently, there is no redevelopment assumptions within the industrial sanctuaries.

**Zehnder:** And one last point in the interim between the hearing and now we met with the industrial testifiers who were present in front of you, to talk through the issues, so we met direct with them to hash through the points, and that thinking is, incorporated into the package that we're presenting to you today.

**Fritz:** And did you meet with the audubon society and others?

**Zehnder:** We have ongoing meetings with the audubon folks.

**Fritz:** Great, thank you. My staff got this packet at 4:00 yesterday afternoon, and I suspect that a lot of folks in the community are not yet aware of, or had a chance to look through the, voluminous packet of information, and I am not sure how much has changed. I'm wondering if I could get a briefing between now and next week to go into the details with the staff. And also hoping that we could hold open the hearings so if anyone wants to testify next week, that we could take further comments. Thank you.

**Adams:** Absolutely. Ok. Anyone here -- oh.

**Freitz:** Further comment, obviously, this is extremely detailed stuff, and I very much appreciate both joe Zehnder and tom armstrong, who have been very diligent in looking into it and who coordinate with the metro policy advisory committee, and clearly, the city of Portland is the economic driver of the state's economy, and we need to be able to have a coordinated plan for the city, the region and the state, so even though it seems like it's a lot of paper and background information, this is very important, and I believe that we're taking the time to get it right.

**Adams:** All right. Unless there is additional discussion does anyone wish to testify on this matter?

**Moore:** No one else signed up.

**Linly Rees, Deputy City Attorney:** May I suggest if council has a desire to be able to vote on this at all next week after hearing testimony, you would move the substitute today? You may not wish to. You may wish to wait until next week, but in order to be able to vote next week, on the entire package you would have to move it today.

**Adams:** Yeah. I want the substitute for purposes of further consideration and amendment. Yeah. And we can extend it if we need to. So I move the substitute.

**Fritz:** Second.

**Adams:** Its been moved and seconded. Karla can you please call the vote on the motion to substitute.



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**Fritz:** As noted i'm not sure what it's in it. But, I respect the staff having done due diligence and putting it on the table for community discussion. Very much appreciate the mayor's willingness to take time to get it right, aye.

**Fish:** Aye.

**Adams:** Aye. [gavel pounded] Does anyone wish to testify on this matter? All right, move for further consideration next week. Can you please read the title for emergency ordinance 1099.

**Item 1099.**

**Adams:** So in response to the community concern, the last time that this item came up, I sent it back to be rebid. And but explain what we have in front of us today, if you would, sir?

**Sean Murray:** Good morning. Sean Murray Police Human Resources manager, representing the police bureau. Item 1099, before the council, seeks approval to provide additional funding, \$20,000 for the police psychological testing. And as of July, the police bureau increased the number of police officers being hired, resulting in outstanding invoices to be paid. It will cover any psychological testing from now until new contract is in place, which we estimate will be sometime in October. Failure to provide approval would result in the police bureau's inability to hire police officers.

**Adams:** I don't want to confuse people, this is not, consideration of the rebid. This is fulfillment of the short-term extension that council approved last time?

**Murry:** That is correct.

**Adams:** Right. All right. Any council discussion on that? Anyone wish to testify?

**Moore:** We have three people who signed up. Please come on up.

**\*\*\*\*\*:** Are we talking about the new plan tracts or about just this?

**Adams:** This is, actually, just, just putting money for that temporary extension, that ends in October 31. Of next month. So this is a temporary extension, not the new contract.

**\*\*\*\*\*:** It is binding on the new contract. Is that on the agenda today?

**Adams:** No, it is not.

**\*\*\*\*\*:** Then in that case I want to speak now.

**Adams:** Yeah. I figured.

**Jo Ann Hardesty:** Thank you. Mayor, I appreciate the clarification. Good morning for the record. I am Jo Ann Hardesty. And I am here representing myself, but as you know, I am part of the ama coalition for justice and police reform. And we are very concerned about, about the process and the steps that will be taken to renew the contract, with Dr. David Corey. You are about to get my written testimony, but if I could -- I would like to say Mayor, I want to thank you for the stand that you have taken on officer Frashour, as well as you, Commissioner Leonard, it really makes a difference when our elected officials take a strong stand so thank you both. I appreciate that. And having said that, I am going to read for the record my statement on, in regard to Dr. David Corey. You will be asked to support the status quo, if you recontract with Dr. Corey as a cardiologist who determines the fitness of Portland police officers for duty. In light of the scathing report the Department, the U.S. Department of Justice provided, about the interworkings of the public police bureau, it seems the city council is poised to repeat past mistakes. With the hope of different outcomes. The ama coalition for justice and police reform has asked the Mayor and Chief Reese to conduct a broad-based research to replace the psychologist. We wanted to ensure the pool was broadened to increase the diversity of the talent pool available for psychologists to serve the community. We were willing to assist with outreach efforts and ask the Chief and Mayor many times for updates on this process. We also identified several associations of people of color professionals who were willing to apply for this opportunity. We were shined on for months, and told that this would be an open and inclusive process, for a new contract. As the city finished up its internal process one of our members was called to review the applications. There were but two applicants to consider, and the city has once again, decided to renew this contract with Dr. Corey. As I understand it, Dr. Corey has not done an

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effective job in portland to weed out candidates who have a propensity for violence. He contracts with three other local Law enforcement agencies by reopening the search, you add to the pool of expertise available. Is my time up?

**Adams:** 20 seconds.

**J. Hardesty:** Yet, due to the lazy nature of the outreach effort by the city of Portland, and by once again, cutting the community out of assisting and providing the diverse pool of potential candidates, the city is poised to recontract with dr. Corey. We are very disappointed, especially since the city was unable to articulate an outreach strategy that would have widened the potential candidate pool. This is yet again an example of the government telling us one thing and doing something completely opposite in practice. The ama opposes this contract. Please widen your search, work with the community to find the change agents we need with the most effective evaluators, trainers and employee managers. Thank you.

**Adams:** Mr. Hardesty.

**Dave Hardesty:** Yes, I am dave hardesty, the last time I was here was to testify in favor of a police plan to address racial profiling. Mr. Mayor, following the passage of this ordinance, you asked the police chief to help you with dashboard metrics saying that you get what you measure for. I thought that was sensible position for a city manager. Since my last testimony, I was invited by someone in the dha, doj to sit in with the steering committee as tom perez describes visions for reform for the police bureau. It's a vision beyond the us, them mentality. And expects civilians to be Engaged in reform. Instead of committing the city to another five-year contract, or any contract with the same evaluator, it's time for new set of metrics. You are not getting the best in new recruits, and I think that the doj has pointed out that you lack best practices when it comes to weeding out cops less fit to serve. Instead of turning this into an emergency and reinforcing the same patterns and practices, instead of rendering the public unable to engage in an open process, you might well do to appreciate the totality of reforms we are about to engage in. I would like you to pull out, put out call for candidates who will work to provide us with new patterns, new methodologies that will give us the best chance for the systemic changes that we require. To have superior standards by which we later assess performance. Psyche evaluations should occur many times at improving cop's ability to serve. I would like to see you understand this in a systemic sense. Your request for a psyche evaluator should include specifications that he or she knows how to improve our early intervention system as it gets reevaluated and re-implement. Ask for patterns and, that evaluate candidates based on impending systemic bureau-wide reforms. Even if you hire the same old guy, you are going to get exposed to others who make proposals for changes and we're going to get better results. Yesterday it was reported that marva spoke for her silent son aaron campbell, to paraphrase, we don't need people like frashour on the police force who think who act and then think later. Show us that you are willing according to extraordinary lengths to improve the means by which we evaluate new recruits, who will enter a new environment where a new profile officer will advance in his or her career. Call a halt now to the gang enforcement unit and the heat teams, the elite units that will be identified as pools of lowest performers. Get your hiring and training and employee evaluation processes in place, and then, staff special task groups with the personnel that would hit the mission. If the people can sit in judgment, and I remind you the frashour grand jury wrote, not that we have found him innocent, then, you can allow the community members into the front end to set the standards by which errant officers will be judged.

**Adams:** Welcome back.

**Teresa Roberts:** Teresa roberts, again, and I don't understand the fast tracking of crucial considerations like this. I don't understand how we can, in this economy with so many people looking for jobs, have only had two qualified applicants. It does not make sense. It does not engender more trust. We, we so appreciate you taking a stand on frashour, and we appreciate you having asked for a federal investigation.

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**J. Hardesty:** The community did.

**Roberts:** but the mayor also spearheaded that, and --

**Adams:** I sent in a letter jo ann and the community did, too.

**Roberts:** But.

**Adams:** This is a 30 day -- this is a 36-day extension, I couldn't figure out what to do.

**Roberts:** So are you saying that you are going to look for a candidate. Is back to --

**Adams:** No, i'm talking about this. This is a 36-day extension so I can figure it out. I want you to hear what the team did by way of outreach and I have to figure out what to do, this is only -- I wanted you to talk today because I wanted the council to hear your concerns. But what's in front of us is a 36-day extension.

**Murry:** The bureau handled the recruiting, excuse me, the rfp process for a police psychologist, essentially, within the rfp process, ama received and reviewed the rfp before it went out for bid, and the suggestions were taken into consideration, outreach efforts were conducted, including posting of it on the website. There were only two candidates that applied for the bid process. Essentially, the group was -- the two bidders were reviewed by a group, that also included a member of the ama, and there has been no adverse impact of hiring officers of diverse groups within the last several years of testing. In fact, the bureau has significantly increased the number of diverse officers coming into the bureau. As it stands, the proposal today is just only to increase the time for the contract where we can pay for the services being provided.

**Adams:** So what happened since we did the short-term extension, we actually have the results of the doj investigation, and I am taking extra time to consider given that I know the specificity of their findings, I know their findings, and working on the settlements, and we have had a lot of success at diverse recruitments in the last two years. But now we do need to look anew at the issues raised in the findings, so I am fine with the short-term extension, and I just need more time to talk to the team about, in light of the doj report, what do we do with this piece of it. I appreciate your testimony. This is a 36-day extension today, that's all it is, and it's not the -- a reup of years or anything else, just the 36-day extension, so we can get the recruits in the pipeline that have been in training programs, through the pipeline in the next 36 days.

**Roberts:** And mayor, I apologize because I have a horrible migraine and I am trying to follow what has just been said. Am I hearing that you also, one of the reasons you are approving this is because you feel like we need more candidates? Is that what i'm hearing?

**Adams:** No. What I'm saying is I want a 36-day extension so I can figure out what the best way forward is, and that's why I like hearing your testimony today.

**Hardesty:** mr. Mayor, if I may, I want to be clear, the ama has -- was not involved in this process, as much as we volunteered our time and our resource, that was in the what happened in practice. So I don't want the record to assume we saw the rfp before it went out because we did not. And we only saw it after it was posted, and we only got one member to serve on the committee to review two applications. If we had been involved, there would have been many more than that, so I want the record to reflect that.

**Adams:** Your response?

**Murry:** We contacted someone who we thought was a member of the ama and provided them with the rfp information for input. That's as much as we can do.

**Adams:** One of the breakdowns might have been that person didn't distribute it more widely. So, I will look into this and get back to you. Anyone else wish to testify on this matter? Yes.

**Dan Handelman:** Good morning, mayor Adams and council, I am dan handelman with Portland cop watch, and I also -- I will echo what ms. Hardesty said about the ama not being involved but I would also correct her and say that I don't believe we knew it went up. We would have contacted people. We had a list of the psychologists in Oregon broken down by race, and we were planning to contact people, and several people were told that this job opportunity was opening up but they



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don't know about the rfp so I don't think the ama coalition as a whole they knew about this, and considering the communications going on between the coalition of which I am a steering committee member, as you know, and your office and the chief, the fact that we were not provided an email of that rfp, when it would contain and when it was posted is very, very disconcerting. And just for timeline, it was february 29 when dr. Bethel and I came and testified about the contract that was going to go into effect for five years. And on august 3, I e-mailed to your assistant clay neal to ask what was going on and august 7, he said, I forwarded this to the right people doing the hiring, and two days after that, I got an e-mail from those folks saying, oh, the evaluation committee is looking at the applications that is have come in. So, it was already done by the time that we asked about what was going on with the six month extension. I also, I guess i'm misreading the ordinance before you because I thought it said that this is a 60-day or 36-day extension before the new contract is awarded to dr. Corey again. Maybe I did not read it right but I thought that this that you are planning to give him the contract for the next five years, as well.

**Adams:** That's not my legislative intent.

**Handelman:** Ok. Well, that's what I read in it and maybe i'm too tired from reading the doj reports so many times over, but, just in the whole issue is not about the hiring of people of color to be on the bureau, as much as screening people who are applying for their diversity and their equity vision. What where their backgrounds are and how they are going to relate to the people in the community out on the street. And that, coming from the same white psychologist that lives in lake oswego for the last 13 years doing the same tests, who does not have any staff or outhire other people, when may be people of color, that's what the concern has been from the ama. The demand, the demand that this is related to has to do with a diverse pool of psychologists doing the examinations. So you can get at stuff that somebody who, whose ethnic background may not lead him to ask the right questions to screen out as you have head, people who might not treat others on the street with their respect and dignity that they need. That's what we are looking for. I just want to make that clear.

**Adams:** Thank you. So, i'm going to move this back to my office because I do think that Mr. Handelman's right. It's not clear to me that its fulfilling my legislative intent. So I will move it back to my office and we'll get it cleaned up and come back so unless there is objections this goes back to my office.

**Leonard:** So I'm sure, after hearing what you did today mayor adams, your intent to is to make sure the ama is part of this process?

**Adams:** Yes.

**Leonard:** It will include their input?

**Adams:** I need to talk to the chief. And I think the fortuitous -- what happened while we did the short-term extension that we did not know exactly when the federal investigation report would come out. And now we do. So I think it is fortuitous that we have an opportunity to look at this issue, and to consult with the feds on it specifically.

**Leonard:** I do think what we heard is compelling and should change how we approach the future contracts with the psychiatrist.

**Adams:** Yes. I think is its compelling so I appreciate your testimony. It moves back to my office for, for reworking. That gets us to, what does that get us to? 1100, please read the title for non emergency ordinance.

**Item 1100.**

**Adams:** Mr. Aebi how are you?

**Andrew Aebi:** Good morning, well thank you. We received, andrew aebi local improvement district administrator, and we received no objections against the lid, final assessment.

**Adams:** Council discussion? Does anyone wish to testify on this matter?

**Moore:** Nobody signed up.

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**Adams:** Moves to further consideration by city council next week. Please read the title for non emergency ordinance item 1101.

**Item 1101.**

**Adams:** Hello, welcome.

**Jonas Biery, City Debt Manager:** Good morning mr. mayor, commissioners. Jonas Biery, cit debt manager. Council approved a couple of actions last month that added two small project components to the portland Milwaukie light rail project. Those actions also directed the city treasure and portland bureau of transportation to prepare financing for those projects. This non emergency ordinance is the following action that authorizes financing of those project additions. Financing amount would be \$600,000 expected to be paid over about 20 years. Bonds will be secured by a full faith and credit of the city but will be paid by revenues of portland bureau of transportation. Expect to sell the bonds via competitive bidding process in december, 2012 and would be happy to answer questions.

**Adams:** Questions from council? Anyone wish to testify? Moves to a second reading and further consideration next week. Please read the title for emergency ordinance item 1102.

**Item 1102.**

**Adams:** What are we looking at here?

**Erin Janssens, Chief, Portland Fire Bureau:** Good morning. Erin janessens from Portland fire. I have with me division chief glen eisner. We're here to declare two properties we purchased with the 1998 bond to upgrade our facilities in '98 as surplus properties that we know longer need.

**Adams:** Council discussion?

**Fritz:** So I received the information about the fire -- it's not an appraisal. It's something else.

**Janessens:** Broker's opinion.

**Fritz:** I received that after 5:00 yesterday. I haven't yet heard back from the Portland development commission, and I didn't get any information from the Portland bureau of transportation which I had asked for last week, so I would appreciate having this set over till next week so I can get that information.

**Leonard:** I need to clarify that this property, as chief janessens, just testified to was purchased with the proceeds of the then 1998 bond to seismically upgrade or replace existing fire stations that were seismically appropriate. These properties cannot be used for any purpose other than that which the bond allowed for. So typically, in surplus properties, a property can be transferred from one bureau to another for another purpose. These properties can only be used for the purposes for which the bond was passed or, if they are sold, they must be sold for the fair market value, and the proceeds must be used for the purposes for which the 1998 bond passed, which are fire station upgrades.

**Fritz:** Right.

**Leonard:** So anybody that is interested in these, we are more than happy to sell to, but we would like to get this passed today, which does not prevent pbot or housing or anybody else who has an interest. We can wait a couple of weeks before we actually list them so, if one of the bureaus want to buy them, they have to buy them at fair market value. It would violate the law for them not to. So all this is doing is holding up this project for us at this point, and your desire to make sure that you get feedback will not be inhibited by passing this today. I will give you my word we won't list it until you get that feedback. But I would appreciate getting this passed so we can at least begin assembling what needs to be assembled to put them on the market if and when the city bureaus choose not to purchase these properties.

**Fritz:** I do understand about the bond measure. There's currently city properties. In order to declare surplus, we need to ensure that they are surplus. I would appreciate having those other entities that I mentioned having the right of first refusal.

**Leonard:** They can have that if we pass this. I assure you they can have the right at first refusal.

**Fritz:** I don't have the information that I need to be able to say that these are surplus.

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**Leonard:** So what i'd like to do, mayor Adams, is remove the emergency clause if I could.

**Adams:** Is that a vote of council? Is that a motion?

**Leonard:** I'd like to move to remove the emergency clause.

**Adams:** It's been moved. Seconded. I'll second it. Discussion?

**Fritz:** We still need 4/5ths to be able to declare it surplus.

**Leonard:** Which we have in two weeks.

**Fritz:** Two weeks would work very well for me. At that point I might be willing to do it as an emergency but I don't --

**Leonard:** I can't count on that at this point so.

**Adams:** The motion to remove the emergency clause has been second. Please call the vote on the motion.

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

**Adams:** Aye.

**Leonard:** So I will be gone, mayor Adams, out of town next week. If we could have the second reading on this two weeks from today, I would appreciate it.

**Adams:** Unless there's objection, the second reading to this will be two weeks from today on regular agenda. That will be october 10th. Please read the title and call the vote for second reading of 1103.

**Item 1103.**

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

**Adams:** Aye. So approved. We're in recess until 2:00 p.m.

At 11:07 a.m., Council recessed.

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## Closed Caption File of Portland City Council Meeting

This file was produced through the closed captioning process for the televised City Council broadcast and should not be considered a verbatim transcript.

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

**SEPTEMBER 26, 2012 2:00 PM**

**Adams:** If everyone would take a seat. I just need one more voting elected member of the portland city council. Karla how are you?

**Moore:** I'm good.

**Adams:** How was your lunch?

**Moore:** Good.

**Adams:** What did you have?

**Moore:** I udon noodle soup.

**Adams:** Udon noodle sounds good. Roland how was your lunch?

**Iparraguirre:** Not as good as hers.

**Adams:** What did you have for lunch?

**Iparraguirre:** Peanut butter and jelly.

**Adams:** You had peanut butter and jelly from home. Your like a master chef aren't you?

Commissiners wherever your at. Sergeant at arms can you go find some commissioners. Can we go ahead and have our, director Quinton. Is chair andrews here today? Why don't you go ahead and have a seat up here.

**Patrick Quinton:** I'm doing all right, how are you commissioner Fish?

**Adams:** He's mocking me now. He asked you what you had for lunch.

**Quinton:** Peanut butter and jelly, everybody day.

**Fish:** I thought you did a superb job at the streetcar opening.

**Quinton:** Well thank you. So did you.

**Adams:** How did the opening of the railroad museum --

**Fish:** Thank you for asking. We only had 6,000 people.

**Adams:** Wow.

**Fish:** Who came through over the weekend. It was really exciting.

**Adams:** We had 30,000 people ride the streetcar for free on saturday, and 20,000 on sunday. That's pretty good. We're waiting for a quorum in case you're wondering. I sent security to get you.

**Fish:** The mayor and I always consider it a joy when you have a chance to join us for one of these things.

**Adams:** Are we interrupting something?

**Fish:** He was grateful you made time.

**Adams:** [gavel pounding] Now that commissioner Leonard has found time to join us, Karla, please take roll. [Roll call].

**Adams:** A quorum is present. We have a time certain at 2:00. Can you please read the title to report which is council item 1104.

**Item 1104.**

**Adams:** Today we'll hear a three-year status report on the economic development strategy, patrick quentin from the Portland development commission will present the most recent progress report. That does show that the local area is on an uptick and we're on an uptick that is healthier, economically more healthy, than a lot of other locales around the united states, and that should

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make us feel very fortunate, and should show that some of our early work, the initial strategy that was approved by this city council and the board of commissioners is working. But the numbers also show we have a lot more work to do. So I'd like to thank Portland development commission and its partners, the success of this strategy is due to our partnerships, and they include the Portland business alliance, venture Portland, work systems inc., the small business advisory council, my -- the mayor's economic development cabinet, a lot of folks went into crafting this strategy and even more have been involved in implementing them. Director Quinton.

**Patrick Quinton, Executive Director, Portland Development Commission:** Thank you very much. Good afternoon commissioners. We are here to present the three-year update on the strategy that you adopted in July of 2009 and we do have some very promising results to share. I'll dig into some aggregate job and investment numbers for the entire three-year period, but most of the update will focus on what we've done in the past year since the update we gave you last year. I first want to start with the Portland plan. The 25-year strategic plan you recently adopted, this plan has as one of its four priorities, economic prosperity. And more importantly, I think for the first time, it's a city plan that recognizes the foundational role that job creation plays and the overall health of the city. Because we got a head start on that plan, and thinking about our economic future, we had an economic development strategy that was available to help guide the work of the Portland plan, and that strategy basically its substance now resides within the economic prosperity section much the Portland plan. So this is firmly embedded in the future planning for the city, and ties the work we do as well to the values of equity and opportunity, the healthy connect the city priority, as well as the educated youth priority. Firmly part of the Portland plan. If you dig into the economic prosperity section, you'll see the strategy that we adopted, and the strategy as you recall has three primary goals. Job growth, innovation and neighborhood business vitality. At the time we've -- we said when the strategy was adopted we were making -- setting a challenge to create 10,000 net new jobs, and I'll talk about our proper guess on that -- on that front in a minute. But what I want to talk about is how the strategy continues to evolve and mature. So the strategy was adopted and it had near term initiatives, but the assumption was we would build out within particular areas of the strategy, and we've done that. Over the past year, you have seen from us the neighborhood economic development strategy, which builds out the initiatives that we proposed in the economic development strategy, our entrepreneurial action plan, which has taken hold, entrepreneurship was one of the major themes of the economic development strategy, the metro export plan, which we developed in concert with our partners around the region and the Brookings Institution. International trade, once again, a significant part of the economic development strategy and our focus on traded sector firms, and lastly, the education urban renewal area, which highlights the importance of our higher education institution to the long-term economic health of our region. All of the plans and strategies that you have seen from us since the adoption of this strategy were all intentional evolutions of the strategy. And so I'll talk about where we are on those specifically. But we do have a comprehensive economic development strategy that does -- that has built out in these sections. As a result of that work, I think we can truly say we have not just regionally significant economic development strategy, one that has informed our efforts with our partners, but I think it's nationally recognized as well. We are trying to put forward some of the best thinking around the country. Not to take us off of our focus of job creation, but we think it highlights the good things going on in Portland, and communicates the competitive advantage we have as a place to do business. And I -- before I get the results, I want to echo what Mayor Adams said about our partnerships, our collaborative efforts, all the partners that the Mayor Adams mentioned have been vital to this. In addition I want to mention Greater Portland Inc., our regional economic development partner, Portland State University, and OHSU, who are once again partners of ours on the higher ed initiative. The Port of Portland, Business Oregon, it really is a significant regional effort and cuts across not just business organizations, but education, labor, and work force organizations.



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Lastly, before I get in, I want to thank you once again for your support of this strategy. Not just in the adoption of the strategy, but also your support in terms of funding the strategy and your ongoing support year after year as we brought a new initiative to you. So first let me talk about our impact on the job and investment front. Since the strategy was adopted, we have assisted over 500 businesses as direct assistance provided by this either pdc, the city of Portland or the partners that we fund. We provided almost 75 million in direct financial assistance. That financial assistance has been leveraged 10 times. So we're talking 750 million dollars in private investment. So before we get into the job numbers, those are impressive by themselves, but when we talk about how to effectively use public dollars to generate economic development, I think we're now seeing a model that we can replicate going forward and a model that we can defend when people ask why would you invest additional dollars in economic development, the job and leverage numbers really speak for themselves. On the job front, we talk about this in two ways. We think about how the -- how we impact job creation directly, and so those are the businesses that we touch that we provide loans to, or make investments in. The projects that we invest in, and we'll talk about the overall change in employment. But on the direct job creation front, we've impacted over 4,000 jobs over the past -- over three years. About 1400 -- almost 1500 of those are jobs that we helped retain, and the remainder are new jobs that were created through the work we've done with local companies, start-up companies, primarily small businesses, and then almost 900 jobs that we have attracted through our very targeted recruitment efforts.

**Adams:** Remind me again the purple? What is the purple --

**Quinton:** The total job -- if you add up the jobs we retained -- the three other columns, you get to the 4200 job number.

**Adams:** Thank you.

**Quinton:** When we look more broadly and look at the overall employment trends, when the strategy was adopted, the headline for the strategy was that we aim to create 10,000 net new jobs in five years. We are over 15,000 net new jobs in Multnomah county since that time. Multnomah county is how we measure the jobs, the data is available primarily at the county level. But significant progress on that front. As we have shown in the previous slide, we don't take credit for all the job growth, but we truly believe that the trends are heading in a very positive direction. That the city of Portland as well as the region are experiencing significant economic growth and we believe that our work as well as the work of our partners around the region is playing a role in that. Not just in terms of the direct work we do with businesses, but also in terms of how we're trying to diversify the economy, create a more stable economy for the future, one that's less susceptible to the business cycles. And we're also seeing a significant decline in the unemployment rate from the highs of the recession. We still have around 8% unemployment that is way too high, so we have significant work to do. But the trends are in the right Direction, and more importantly, we're seeing the Portland metro area and Multnomah county dropping below the national average, typically we're above the national average, we are more susceptible to economic cycles, or have been historically, and I think we're now entering a period where we can outperform the national economy and hopefully we can bring along the rest of the state as well. So if you go back out to the strategy and we dive into each of our three areas, we start with traded sector, our work in the traded sector job growth, and as I mentioned, we have filled out different parts of the economic development strategy since its adoption. So if you look at these four primary areas, we have specific strategies that are more detailed, more robust than they were three years ago. But they include entrepreneurship and innovation, our cluster work, the work we're doing around international trade, and attracting for investment, as well as our work with wsi around work force development. With regard to entrepreneurship, we have had a number of fairly high-profile initiatives. I don't think anything -- our worked in establishing the seed fund. We have made direct investments much around \$700,000, we've leveraged that money three times in the fund itself, and then in terms of

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follow-up investment, we're tracking with \$17 million in additional follow-on investment for all the companies That have gone through the fund. It's now 25 companies, 17 have graduated and they have eight in the latest round. I think all are still in business. We don't expect that trend to hold, but I think the results, the early results from the seed fund are -- exceed our expectations significantly. But we have other initiatives, whether it be the produce row initiative on the central eastside, Portland 100, which is an effort to grow our most scalable start-ups, our state of entrepreneurship score card, which is designed to give us real metrics to measure our progress, our work in establishing start-up pdx, and our work with our university partners around technology and commercialization efforts. All this is trying to build a robust entrepreneurship ecosystem, and we believe the early results suggest that we're making a difference. So with regard to our clusters, I think everybody knows we've been focused on four clusters for the past 3½ years. Software, manufacturing, clean tech, and athletic and outdoor. What I have to show you is just the job trends. We have a lot of other individual accomplishments that I can highlight, but I want to highlight three of the four clusters have experienced material growth and jobs from their low point, which you can see on the graph, we believe that this is consistent with the analysis we did in selecting these clusters, so it was our expectation they would grow as the economy grew. And we're hopeful that these trends will continue. On advanced manufacturing, the job trends and manufacturing in Portland are similar to what they are around the country. Manufacturing is growing production, but we're not seeing growth in employment. Companies are choosing to invest in capital equipment, and not in new jobs, and we can't tell if that's a long-term trend. That's going to hold, however, locally we still see significant employment opportunities within our advanced manufacturing sector. In particular, there's a significant percentage of local work force who will be retiring, and we have real work to do on the work force side to train the next generation of folks who are going to work at our local manufacturers. So it remains a vital part of our economy, and like I said, productivity within local manufacturing is really exceptional, so now we just need to figure out how to give them the work force they need for the future. We've been before you with some of the other accomplishments, whether they be our recruitments, the companies we've retained -- manufacturing, we help retain pico in southeast Portland, we assisted elemental technologies, one of our high-profile software companies, they expanded into a new location. We've had a number of initiatives designed to help promote their local clusters, whether they be the techlandia Initiative, or rebuilt green cities effort to promote the green building industry. Internationally, we work continuously with our partners at the Oregon manufacturing extension partnership around helping improve efficiency and manufacturing, and of course we have our athletic and outdoor cluster, we continue to recruit companies like garment and promote that industry. So the cluster work I think we feel like has benefited each of these industries, and our challenge is to continue to figure out new ways to help grow the competitive advantage of these companies and I do believe we will be taking another look at our clusters in the coming year to decide if we're still on the right path, and we have the right clusters. The third area around traded sector job growth I want to focus on is our work around international trade. The development of the greater Portland export plan was a significant achievement for the radiation, and will turbo charge what is already very robust trade activity. We're the second most trade dependent metro economy in the country, and we put forth a plan that will once again double exports in the next five years.

**Adams:** I'd like to reframe that. We are the second most robust place for exports and trade in the country.

**Quinton:** It was meant to be positive. I appreciate you reframing it. This remains a priority for our work, because if we're going to have a traded sector economic Development strategy, we have to help our companies sell their goods and services internationally. The plan provides the blueprint for that, and we're working closely with our partners in greater Portland inc. And state, and our other regional partners to implement that plan. In addition, we will continue to engage in trade



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missions and the international trade week, and awards dinner the mayor started. All of these have been very successful in promoting not just Portland companies, but also Portland and Oregon as places to do business. The second area of the strategy is our urban innovation strategy and that has four elements in it as well. Was our traded sector job growth plans, we've continued to refine our thinking around what it means to drive leadership in new building technologies and maintain a vital central city, and a higher education sector. So we have four mutually reinforcing plans, one is around job focus redevelopment, the next one is around next generation built environment, the third is around urban vitality, and lastly higher education. I'll start with higher education. With regard to higher education, in addition to the psu education -- urban renewal area, which that was adopted this year and we'll devote significant resources to making psu even more of a world class university than it already is, we have -- we continue to expand our work around how to partner With our local universities around the research and commercialization efforts. We have proposed a commercialization grant program to help companies coming out of their research programs, to obtain the business assistance they need to get their businesses up and running. We are -- we'll continue to work with ohsu around the development of their life sciences collaborative center and the accompanying facilities that are needed to support business growth there. I think you know we invested significant dollars in the psu wet lab, and we would hope to continue to support expansion of that space in the region. The next area of focus has been around our area of focus to maintain a vital urban core. I think this is the work that gets a lot of attention, people see it on a daily basis, but it does pay real dividends, whether it be our retail strategy, which has had tremendous success in attracting high-profile businesses, and is working to brand our downtown retail core to our investments in transportation like our -- the recently opened street car, where pdc invested probably a 25% of the total cost of that project to our work in redeveloping some of the most visible downtown buildings, things like the ocon building on the waterfront, or the burnside bridge head project, which is finally underway on the east side of the river. We continue to believe our strategy is dependent -- our economic development strategy is Dependent on maintaining the city of Portland and downtown as the -- as a vital part of the region.

**Fish:** Are we not allowed to mention a certain high-tech and phone company's new store?

**Quinton:** I don't think so.

**Adams:** No, we're not.

**Fish:** We're excited about that.

**Quinton:** The third area of focus is --

**Fish:** I don't shop at h & m.

**Adams:** You can tell.

**Quinton:** The third area of focus is what we call the next generation built environment. It's how we characterize our work in green building, green development and the leadership position we believe we have internationally within that. We've been -- we are committed to seeing the development of living buildings in the city of Portland. We have been working extensively on one on the psu campus, and we believe we have a potential path forward on that. But we have a neighborhood building in the delta center, which is close to meet can the seven requirements for living building status, and that was supported heavily by pdc loans and grants as well as significant pdc staff time. And we're also pushing forward on a number of ecodistrict initiatives, which involve both potential infrastructure investments in heating and cooling, and storm water, as well as partnerships and collaborative work among building owners and businesses to reduce the cost of doing business and to reduce the overall footprint of their Operations in those districts. Our work in partnership with those districts, including lloyd has resulted in significant investment, and most notably the planned investment by langley and american asset trust of nearly \$250 million in the lloyd super block, all that contributes to the development of an ecodistrict, a greater interest in the ecodistrict in that neighborhood. The last part of the economic development strategy is our work in

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our neighborhoods. And I feel -- most gratified by the progress we've made in the past year. We introduced the neighborhood economic development strategy, and this council adopted it, that was over a year ago. And that strategy recast the way that we think about neighborhood development. I think the city and pdc have made significant contributions to Portland neighborhoods over the years and significant investments, but we've also had missteps and the strategy is an attempt to recognize what's needed in neighborhoods across Portland right now. And to do a better job of working with our community partners to not just make things happen now, but to sustain the work in those neighborhoods. And more explicitly, the strategy recognized that there's been a significant change in the dynamics at the neighborhood level within the city of Portland over the past few decades, and that our work must be focused on communities of color, our work must be focused on neighborhoods that have historically not received the same level of investment as other areas in Portland, and I think that means that we need to focus more on east Portland and outer northeast Portland. So we've a strategy now that actually does that. And that strategy has four components, four is a big number today. So it's driving neighborhood business growth, it's strengthen can our commercial districts, it's creating economic opportunity for all Portland residents, and lastly, and most importantly, building community capacity so that this works regardless of what pdc budget's like or what the city's budget is like. In the neighborhood business growth site, one of our main strategies has been to work with community partners to help provide assistance whether that be financial or nonfinancial assistance to the -- to businesses throughout Portland. You can see them listed here. A number of them have received grants from general fund money that you appropriated to us that we awarded through an rf paul evans process, to partners like craft3, that we now have an agreement with, they will put 1.5 million dollars available to a loan fund to small businesses primarily on the -- in east Portland. As well as our own grant programs that go directly to community organizations and small businesses. Through our partners and through our work, we've assisted 136 small businesses over the past year, and 376 businesses through our successful microenterprise and eoi program. The next area of focus is on commercial districts. And what we now have through our neighborhood prosperity initiative districts, we have six new districts. Primarily in east Portland and outer northeast. We have three maturing main street programs. And we have the focus in areas like the kenton downtown area, we have a small handful of commercial districts, and our work is to build up the capacity with the business associations and those districts so that they can achieve their plans for growth. We provided direct financial assistance to those organizations, so that they can carry on the work, but more importantly work with our partners at venture Portland and the not for profit association of Oregon to help train these organizations so they have the capacity to continue that work. And then within those commercial districts, we can then strategically invest our resources for -- in catalytic projects to help these plans. So the example of our work to help promote and see the development of their mercado in lents is the example of our strategic use of resources to support what's going on in those commercial districts. Lastly on the economic opportunity and community capacity front, we've worked extensively with venture Portland to provide technical assistance to business development organizations Throughout the city. We've established to help implement our plan a one of a kind neighborhood economic leadership group that includes representation not just geographically and across all communities of color, but it also includes representation from areas of expertise that haven't really been represented in the past on our -- on some of our groups. So we have in addition to community residents and representatives from community organizations, we have bankers, and we have folks with professional expertise around the table as well. We have representatives from larger companies like burgerville, who are willing to give their time to help see this strategy succeed. And then of course we continue to make real progress with the economic opportunity initiative that we manage. We've helped over 2,000 adults and young people with job training, and once again working directly with our community partners to make that happen. The last thing I want to point out, which I think is a

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new opportunity for us, we've had a few what I believe are groundbreaking community benefit agreements for us, so solo power, a company that is doing a ribbon cutting tomorrow, had the first agreement we've had on a recruitment, and that has had a significant effect on their job hiring and job training plans. But we also have community benefit agreements in place for the redevelopment of the coliseum, as well as our Oregon Sustainability center, when that goes under construction we'll have a very ambitious goals for how those dollars are spent. And that will build on I think one of pdc's strongest legacies, our exceptional track record in working with minority and women contractors. Last year we had 39% of our dollars went to mwsb firms, and we also had significant results on the work force and apprenticeship side. We're excited to move those -- that thinking and those results into more broadly into our business development efforts. So that's the overview of our results, both for the past year, but also for the last three years. I just want to close, I know we have a number of people here to testify. I'm looking forward to having you -- have them come up and talk with you about the benefits of our work. I just want to reiterate what I said in the beginning, this strategy has been incredibly effective in not only organizing our work around economic development, but in helping us create new discipline within pdc about how we do our work and how we establish priorities for our own investments. So I think it's really been -- created a sea change in how we operate. So I want to express my appreciation once again for your support for this strategy, your support for the dollars that have come our way, your support to say when we wanted to say yes to things, you've been supportive of that, and when we've had to say no you've been supportive of that, and it takes courage during a period when general fund resources were at a premium. So I really do thank you and specifically I -- since mayor Adams won't be here for the next economic development strategy update, I want to thank mayor Adams in particular for your leadership on this. This would not have happened without your leadership, and I think we have momentum around economic development that we wouldn't have had if it wasn't for you taking a stand on this. So I want to thank you for your efforts.

**Adams:** Thank you. And right back at you. You've done a fantastic job.

**Quinton:** Thanks.

**Adams:** All right. To our testifiers.

**Adams:** Welcome back. Have a seat.

**Sandra McDonough:** Mayor Adams, members of council, i'm sandra mcdonough with the Portland business alliance, and i'm thrilled to be here today. I'm here to support the city's economic development strategy and to congratulate all of you for the excellent work that's been done under this strategy, which as mr. Quinton just said was led by our mayor, and it was a fantastic job. Thank you very much. This focus on job creation is incredibly important to our city. Even with the progress that was just reported on, we still have an employment -- unemployment rates that are unacceptably high. And we have wages and incomes that are less than national average. This is not good for families, and it's not good for government services because those jobs generate the tax revenue that pays for the important services that we all care about. So how do you improve wages and incomes? You create really great jobs, private sector jobs, and that's what this strategy does. We were thrilled to see the strategies focus, cluster focus and the continued focus on manufacturing, even though as mr. Quentin showed, there's been an overall national decline in manufacturing jobs. The Portland region performs better than many of our peer cities, and we have retained a number of high-value manufacturing jobs. And we just today released a study which i've passed out to you that shows that these jobs pay higher salaries, and have better benefits than nonmanufacturing jobs. And they generate \$36 billion worth of economic activity in our region every year. One thing the report points out that I think is very important is that the average number of employers at our manufacturing jobs, employers are 55, which means a lot of our manufacturing employers are actually small businesses. And the focus that the city has had on the economic development strategy to help those businesses find markets and -- international markets in particular, has been

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very important to them. We also strongly support the focus on traded sector industries, which are key to the health of our region. Traded sector jobs also pay more on average than other industries, and most importantly they bring new money into our economy which then supports all of the local businesses. Additionally, international trade, which again is the focus of the strategy, is very important and it could help us grow our traded sector jobs in this region. And leadership by mayor Adams and the Portland development commission was instrumental in having Portland selected as only one -- one of only four cities that is participating under the brookings institute export strategy. And I want to single out noah siegel from the mayor's staff who's done a phenomenal job on the brookings institution. Lastly, the focus on both small business and the vital central city are really important, and we're so happy to see the continued focus on that by our city leaders. So in closing, job well done, and again, would not have happened without the leadership of the mayor. Thank you very much.

**Adams:** Thank you. Thank you for being such a great partner of the downtown retail strategy. Most people would not know that you personally were instrumental in helping to merge the two public-private-regional economic development efforts together, merged, called greater Portland inc. It's doing great work. So I wanted to make sure folks know that happened because you wouldn't let it fail, although it kept --

**McDonough:** And you.

**Adams:** It came to be, and thank you.

**McDonough:** Thank you, mr. Mayor.

**Randy Miller:** I'm randy miller, a produce row area property owner. I'll focus specifically on that initiative, because I think it has huge impact on this region. When I developed my property over there, 30 years ago within partnership with the city on that development, the whole industrial district was classified as industrial. And specifically it was old industry which over time and has evolved into industries which have basically, through technology have been dying out. And we over there, meaning the central eastside industrial council as well as just the business owners, property owners, have recognized that there's been a shift. And there's been a growth there of shall we say nontraditional types that have moved into the district. But until the pdc's strategy and until this specific initiative was able to enlighten us, we did not recognize how much that has actually occurred. Although we appreciate the fact it's an evolution, not a revolution, the fact of the matter is, the immigration and the growth there is all the new economic type businesses we would like to support and are supporting through this initiative, and also have bread a tremendous amount of success In making it far more prosperous. And if these -- as these people convert these old industrial buildings into new space, they're attracting more and more of other types, again, that are looking at the space as a gritty but cool factor. And so they've been moving in dramatically. The other thing too which I think has been really heartening is that retaining this job growth sectors that really strengthened the neighborhoods all around. That's where we're getting most of the employment. And as they're moving into these residential neighborhoods, it's not only strengthening them, but because of the closeness, they're using bikes, and they're walking to work. So it really is all about what Portland is all about, and I think it's worked out really dramatically. Some of you have been on my best practice trips when we go all over the wormed looking at other cities, and every one of them want to be just like what we've got. It's a tremendous testament to the support that you've given over time, because other cities lack that and are sorry for it. Trying to make this thing grow, I think is very much to the advantage of the entire resolution. The other thing that I think might be significant is the fact that the pdc strategies around produce row is also has developed some concepts around how to attract even more of these emerging types that are in The district through a fund kind of a contest, where businesses can apply and can be -- and if selected they can get free rent space, all sorts of benefits, and it's work can out really well. So thanks for your support on this, and I think that we're all going to be really happy. By the way, just a foot



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note, i've been crying because i've lost my 80,000 foot tenant in tazo, they're leaving in january. The good news is, i've not done one thing to market that space, and it's full.

**Adams:** Who did you get?

**Miller:** I can't tell you. Just like you couldn't tell me who the employer was. There's three different ones. They're filling it up with mous. Again, that tells you the power.

**Adams:** Congratulations, and thank you for being Portland's business ambassador for all these years. All these trips, learning the lessons, learned good and bad. I didn't quite understand your genius of taking me to detroit, but it was very instructive both in what could happen to us, and also really cutting edge innovative stuff. Because they're so hurting, they're doing some great interesting stuff. So thank you for being our great ambassador.

**Miller:** Thank you.

**Adams:** Sir. Welcome.

**Mark Lopez:** Hello. I am mark lopez, with crave catering. We are a small business located On the east side, and we've got about seven full-time, two part-time and about 25 on-call employees, which is roughly up about 50% from last year. And we've -- I guess i'm here today to just share part of what the hispanic chamber has helped us through with the help from pdc. Over the years we've just been working to grow as a small business, and last year we had gone through a strategic planning process, it was about a six-month process that john over the chamber helped us with. And really helped us develop and reevaluate where we were, where we wanted to go, and how we were going to do that. Now that we're six months, seven -- we're nine months into the year, how did that happen? We are up about 33%, and we're absolutely I guess stoked for where things have been moving with the economy. But as our business growth and working out our plan and developing that, we were also looking to things going on in our neighborhood, in the central eastside. Because as we grow, we know there's going to be a point where we outgrow where we're at, we have a lease that's going to come to fruition, and we're looking at the next step of our plan, and that is to buy a building. And create a venue space. With that, we'll need to add more jobs and hopefully throw more events, and continue to thrive. So just kind of backtracking to the hispanic chamber and the program that pdc has helped them with, that's trickled down to us, as a small business it's hard to find time to work on your business and they've really helped us hone that in. So I think you guys -- thank you guys for allowing that to happen. Is thank you.

**Adams:** Congratulations. What's your website?

**Lopez:** It's cravepdx.com.

**Adams:** For some fine catering.

**Lopez:** A symphony of local ingredients crafted into mouth watering food.

**\*\*\*\*\*:** I've had some of their food. It's good.

**Adams:** Congratulations. Thank you all. Next.

**Adams:** You had early important role of helping to shape our economic development efforts and it's an opportunity for me to thank you again publicly for that and for continuing to be making sure that psu is a great partner. We appreciate it very much. Would you like to begin?

**Erin Flynn:** I would like to begin. Thank you, mayor Adams. Commissioners. Nice to see you all. I'm erin flynn, associate vice-president for strategic partnerships at Portland state university. I want to take a few minutes to let you know just how important our partnership with pdc is, and how much value the economic development strategy has delivered for psu. The economic development strategy truly has been a guiding document for both psu's Physical development over the last several years, as well as programmatic development. And it has guided investments in facilities as well as academic programs and institutes. More recently the two institutions have worked together to establish the educational area, thank you. And this really focuses on assisting psu and its efforts to become a world class urban serving research university. I think you all know that psu is growing by leaps and bounds. We are the largest university in the state of Oregon, with 30,000 students and

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we're projected to grow to 50,000 students by 2030. Our research expenditures have also grown dramatically, doubling to \$64 million since just 2004. Earlier this month psu was selected as one of the handful of up and coming universities by "u.s. News and world report." so we appreciate being acknowledged for our efforts. But in order for psu to grow and attract top-flight faculty and students, we need to upgrade our facilities build new labs, and modernize our classrooms. All with sustainability and the reduction of carbon emissions in mind. So the new urban renewal area will offset the costs of this development and relieve pressure on rises and tuition. So it's really critical for the future of the university and the city. My office is responsible for building and delivering a university wide economic development agenda. And honestly, there are so many Touch points between psu and the economic development strategy from clusters to export, to applied economic research, but I want to highlight an area I think is particularly important to the future of our city. And that is commercialization and entrepreneurship. As you know, in 2007 the Oregon legislature established Oregon inc. And three signature research centers to accelerate commercialization efforts. And psu began technology transfer in earnest at that time. We now claim six start-up companies that have spun out of psu intellectual property, four of these companies are located in the Portland state business accelerator in which pdc made a million dollar investment in wet labs. We now have five companies using our wet lab space and the accelerator is full with over 30 biotech companies. Employing 250 employees and raising over 130 million dollars in venture capital and grants. So this focus on tripship and -- entrepreneurship and commercialization has really bolstered our efforts on campus. This fall we are launching a center for innovation and entrepreneurship to really provide mentoring, future pitch fest, competitions, and support to both faculty and student entrepreneurs. So I want to thank pdc for supporting us, and we look forward to a continued and deepening partnership in the years to come. Thank you.

**Adams:** Thank you very much. Hi, welcome.

**\*\*\*\*\*:** Hi. Good afternoon.

**Adams:** Good afternoon.

**Fabiola Nunez:** Thanks for your attention. I will be speaking in spanish. He will be translating for me.

**Nunez:** [speaking spanish]

Translator: Good afternoon mayor, members of city council. My name is fabiola nunez. I am the business owner of a fabi's hair studio on 174 -- on southeast division street, Portland. Thank you for the opportunity to address you today. My business is four years old and currently counts with three employees and two independent contractors. We are operating in centennial neighborhood of outer southeast. We have no business district and many businesses like mine are operating in isolation. We're not connected to the city, and generally don't have the opportunity to connect to the city in any -- in other ways other than through the police or when we have to pay our taxes and licenses. I'm here today to say thank you for reaching out to us in the outlines of our city through your small business technical support program. I was very leery of the program, but have been both impressed and grateful to you and the hispanic chamber. I was very leery of the program but have both impressed and grateful to you and the hispanic chamber. Having the services and assistance of the hispanic chamber in spanish and by individuals who understand southeast and the community out here, really ensures I fully take advantage of the tools and resources being provided. I would have never thought that the city was really interested in our success, other than the enforcement of graffiti, crime, and paying our taxes. In the time we have worked with the hispanic chamber, we have been able to add one staff and two independent contractors while truly understanding what is the financial impact that brings to our business. Really looking at what profitability and business sustainability is, and having a plan to move forward with. This is a new day for my business. And I hope many other businesses working hard to support their families can take advantage of this opportunity. Thank you for thinking of us in outer southeast and supporting us with your services.

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Lastly, for great hair service for men and women, come see us. The drive is worth it. Thank you for your support. Gracias.

**Fish:** Would commissioner Leonard and I get -- be eligible for a discount?

**Nunez:** Translator: A 10% discount.

**Leonard:** I think I qualify for 50% discount.

**Adams:** Director, welcome back.

**Andrew McGough:** Thank you. My name is Andrew, I'm the executive director of works Systems and a proud partner in the implementation of the economic development strategy.

**Fish:** Excuse me, I think it would be a 75% discount.

**Leonard:** Thank you.

**Fish:** You wouldn't have said that if you reupped for another four years. Easy for you to say now. [laughter]

**McGough:** I guess I just wanted to start by thanking you all for your focus on economic opportunity, job growth, worker and business success, and particularly to the mayor for his leadership in getting this plan out. Something that kind of often goes overlooked in this stuff is how much impact some of these plans can have on other systems, whether they're peripheral or partners down the line. And what I handed out today is an example of that. We recently formed what we refer to as the Columbia-Willamette Work Force Collaborative, which is a partnership with my colleagues in southwest Washington and Clackamas County, and the agreement is that if we identify targeted industries that benefit the region, our agreement is to work together to try and solve those problems on the work force front. We've actually gone down to combining our board of directors, under a single committee, and so this has turned into some real practical changes on the work force front. And I do also want to acknowledge Patrick and Kimberly and the whole team at PDC. They've done a stellar job, and I think the results speak for themselves. We have worked with PDC as well as other regional work force and economic development partners to assure our investments -- to succeed in the identified targeted industry sectors. I just want to read you a few facts. By the way, the 8% translates into about 70,000 people still unemployed in the region. So we do indeed have some significant challenges. But just last year in the manufacturing sector, we connected more than 500 unemployed manufacturing workers with 25 companies, resulting in 160 new hires. We invested more than 350,000 dollars to train 700 current workers, that saved jobs and supported industry growth. We invested 1.3 million dollars to train and place 300 new manufacturing workers, including everything from welders to electrical engineers. We partnered with 19 community-based organizations to train more than 400 low-income, underserved city residents, and careers in clean tech and other green industries. Over the past two years, we've raised nearly 15 million dollars in new competitive grants to serve current and new workers in the manufacturing, clean tech, and I.T. Software industries. Through these investments, which are just beginning now, thousands of local workers and job seekers will improve their skills and support the growth and competitiveness of our Regional businesses. Finally, we're partnering with PDC, the city, Portland Public Schools, and others to ensure our youth understand and connect to job opportunities in these targeted sectors. Last year you provided support for joint contracting with PDC that improved alignment of our respective youth work force efforts, which will greatly improve services and outcomes for kids and allow us to enhance business partnerships to expand opportunities for youth to engage in these critical targeted industries. Again, thanks so much for your leadership on this, we're proud partner in this effort, and look forward to much success moving ahead. Thank you.

**Adams:** You've been -- I serve on the board, and you've been not only a leader in the region, but folks don't know you're also considered the thin edge of the wedge of innovation in terms of leading change on the national level as well. So thank you for all your work.

**McGough:** Thank you.



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**Adams:** Welcome. Who would like to begin?

**Jenny Glass:** Good afternoon, my name is Jenny Glass. I'm here representing the -- one of the six new neighborhood prosperity initiative districts, the Rosewood initiative. I'm excited to announce today we're signing the contract with PDC this week, and we're ready to dig into the work of community economic development in Rosewood. There's no easy answers or overnight solutions to the challenges we face at Southeast 162nd and Stark. We can separate out some of the issues to address public safety, housing, transportation, or economic development, but we won't get to our goal of a healthy community without putting everything back together. Every day we see firsthand how difficult it is for businesses to survive in a high crime neighborhood. By partnering with PDC, Portland and Gresham police, and Multnomah County, we can get businesses and residents the intensive individual attention they need to be prosperous. The MPI program provides us with this platform. As district manager for Rosewood it allows me to be on the go every -- on the ground every day, and always you lining our available resources to benefit the neighborhood. We've already seen improvements from our work, the Village Square shopping plaza has gone from three vacancies to one in the past year. And the summer we completed our first capital project. A powerful community mural at the intersection of Southeast 162nd and Stark. Not only is the mural a new attraction for drawing positive attention to the area, but it also is an opportunity for Rosewood community member Antoine Thomas to utilize his talent to improve his own neighborhood. The youth and adults that helped paint the mural have so much pride and ownership in the work they did to bring positive change to the neighborhood. All of us in Rosewood appreciate the support and guidance we've already received through the MPI program. The PDC staff especially Dana, Kate, and Justin, have been with us every step of the way. I'm encouraged to see the progress that we're making in Rosewood towards our vision of a safe, healthy, vibrant and inclusive community that brings prosperity to everyone in Rosewood. This wouldn't be possible without all of your continued support for the broad neighborhood economic development strategy. Thanks.

**Adams:** Did you get a hold of the folks at Classic Floors?

**Glass:** We're talking.

**Adams:** She's very excited by your work. Thank you for all your work. You're at the Friday gang groups, you're in the community all the time, you have -- you make me feel like a slug with all your energy. So thank you for all of that and more. Sir.

**Malcolm Ricks:** Good afternoon. Mr. Mayor, commissioners, my name is Malcolm Ricks, I'm the owner of Safe Transportation. We're a small company out in northeast, far out northeast. Safe Transportation has been around for 18 years. I've owned the company for the last six. We transport individuals with severe emotional disorders. We transport the children that need to go to school. Through no fault of their own, they need special attention, in riding to and from school, which is usually a therapeutic session with safety and with dignity. We employ 24 community members that are a cross-section of the population here in Portland. What else do I have to say? I would like to say thank you to John with the Hispanic Metropolitan Chamber of Commerce. I've never been in this building. This is my first time here. I've spent a lot of my time trying to take care of the team and the family members that keep Safe Transportation running. When faced with difficulty as any business owner will do, you'll reach out to anyone, he happened to be in my grasp that moment and we started talking about some of the difficulties and challenges that we face. As a small business, we've got 34 vans, we employ 24 people, and our major competitor is the -- a foreign firm, the world's largest transportation company. That's who we go head to head with on a regular basis.

**Adams:** Wow.

**Ricks:** And when dealing with issues, situations, mediation, he was just Johnny on the spot, even giving me this opportunity to speak to my commissioners. The efforts that the microlending and technical assistance -- and it's great. I didn't know where it came from. I understand it's on the PDC every once in a while when I have to research something, you go and you do your research, you

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Google this, you google that, you look for resources. It has provided us an opportunity to keep those 24 families employed, working, and being a part of this community. I thank you for the efforts. I didn't know anything about it before today, but now I know where it comes from. Thank you.

**Adams:** Thank you very much.

**Fritz:** How can people find out more about your business and the services?

**Ricks:** Safetrans.net. We're always growing, always expand can and right now we're trying to stay in business. Safetrans.net. Give me a call. I think we honored you at one of the events we sponsored last summer.

**Fritz:** Thank you.

**Adams:** Congratulations. Thank you. Welcome.

**J.R. Storment:** Good afternoon, mayor, commissioners. My name is j.r. Storemen, i'm a -- cloudability. 18 -- 17 months ago we were three guys with laptops and an idea, and now we're 18 people based in the pearl. We help companies track their spending on the cloud and save money on cloud services. We do this for about 4,000 companies in 80 countries. It's right there on the screen.

**Adams:** Your motto is great.

**Storment:** Probably not safe for public television.

**Adams:** We can't say it on tv.

**Storment:** So we're -- I came to Portland about -- in 2009 to Join a start-up. [laughter]

**Adams:** What is the acronym aas stand for?

**Storment:** As a service. Everything you have in the cloud is service, software is a service, platform is a service.

**Adams:** Thank you.

**Storment:** We cover your a-a-s.

**Adams:** Thank you. Please continue.

**Storment:** I came here in 2009 to actually join another start-up, and that sort of didn't go like I hoped it would, but it introduced me to the emerging community that was happening here in Portland at the time. And when my cofounders and I got started with cloudability in early 2011, we tried to sell the idea of what we were doing to a lot of venture capital people, and we went down to the bay, and seattle, and all those places, and we got great feedback with what we were doing, the product, the idea, but they were skeptical about Portland as a place to build a start-up. Really over the course of that next year between early 2011 and 2012, thanks to a lot of the things the city is doing, thanks to companies like urban airship and puppet labs and jive and these other start-ups that have been exploding, by the end of last year the tobacco had changed and everyone was happy to support companies in Portland. Really we found Portland is really in sort after golden era for starters right -- start-ups right now. That's in no small part thanks to what the pdc is doing, things like the Portland 100, which we're a part of, Portland seed fund that we're a part of, that gave us early operating capital, access to tremendous mentors, here and farther out, and as a result of these efforts, there are an explosion of start-ups that are literally pouring millions of dollars into the community right now, hundreds if not thousands of jobs being created. So we're grateful to the city and the pdc for the support along the way and we hope the trend of investing in Portland start-ups continues. Thank you.

**Adams:** Where would people find the definition of the acronym a-a-s and everything about your company?

**Storment:** Cloudability.com.

**Adams:** Congratulations on your success. Anyone else signed up?

**Moore:** Yes.

**Adams:** Would you like to begin?

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**Todd Silverstein:** Sure. Thanks for having me in today, mr. Mayor. Commissioners. I'm todd silverstein, the ceo and cofounder of technology start-up visify. We're a young company, but are already up to seven full-time employees and have offices in downtown Portland. In short what we do is we're dedicated to the simple idea that looking good online matters. It's how we find out about people by google them, and it's really important when you're trying to land a job when newbies or even get a date. So we help people make a great first impression online, by summarizing data that they've already shared such as on twitter and linkedin to build a series of info graphics that showcase what makes you great. I wanted to thank you in particular mr. Mayor for being one of the first to build a profile and it's proudly on our website.

**Adams:** It's a great profile, a great service.

**Silverstein:** Just to talk a little bit about our story. I cofounded the company with two others, jeff cutler, ely tucker, who were also natives of the region. And we began in a tiny office in northeast, and just june of last year. And as j.r. mentioned, we had heard stories about Portland being a more difficult place to launch a start-up, and to raise capital. But we love this community and the city, and we decided we'd prove them wrong. As j.r. mentioned, a portion of the temperature about foreign investment is changing here. And in just under 15 months, not only did we go through and benefit from our participation in the Portland seed fund through great mentorship and start-up capital, our participation in the Portland 100, but we also participated in a nationally recognized program called tech stars, we've raised just over \$1.5 million in funding from well-known investors such as tim draper, jeff interest and johnathan -- which is all money from outside of the region. We've created jobs and we've launched our product to national press coverage. I'm here today to say that without the mayor aes, the city of Portland and the seed fund support, we may very well have not lifted off. And further, that the support was one of the things that enabled us to move so quickly from nothing to something. A huge catalyst for our firm's growth was our position in the Portland seed fund. The funds investment was part of our initial round of capital, helped us complete our corporate formation and actually partially paid for our first employee. In addition, the seed fund and pdc helped connect us with fellow entrepreneurs and mentors who have been invaluable in helping us bring our product to market. A more recent catalyst has been the Portland 100, which has connected us with a series of mentors, with deep experience in growing small start-ups into truly significant enterprises. That's why i'm here today to support and using and continuing to use mines from the general fund and the staff time and resources as you have to support the target industries like software and other clusters of high value in Portland. I began my career in software in new york city, which has a very well developed ecosystem. I've also worked in Washington, dc and have family located in silicon valley. And it really does take a village to grow a start-up, and thanks for the resources that you're establishing, i'm very excited about the future of Software in Portland.

**Adams:** Congratulations on your success.

**Silverstein:** Thanks.

**Adams:** Welcome.

**\*\*\*\*\*:** How are you?

**Adams:** Good, how are you.

**Michael Morrow:** Good. My name is michael morrow, thank you for having me here. I'm the founder and owner of nutcase helmets. We started in 2006, and we -- back up. We design, create and distribute bicycle, skate, snow, and water sport helmets. We're in 35 different countries around the world. Our home office is here, we started out with just my wife and I and in the last two years have hired 10 people. We have been involved in the peer-to-peer sessions for the last year, and i'm here to talk about how great that has been for us. We're a very fast-growing company right now, we're 30, 40% growth every year. And there's a little bit of hits bidding on that from an ownership standpoint. We keep learning what we don't know every day, and the peer-to-peers have been

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invaluable. The networking involved, the high level of content we've received from the professionals that are at those peer-to-peer sessions, the shared experiences between the other entrepreneurs and what they're dealing with, and -- which is quite a few varied experiences within those groups. There's a lot of learning going on and seeing how maybe other People are doing things. It's been really great. So we hope that it continues on, because I think it's been great for us.

We've gone to every session, in fact we brought a couple extra folks on our team over to those peer-to-peers, and that informs our continuing strategic discussions inside the company as we continue to grow and try to figure out what we're doing next. It's been a great little ride with peer-to-peer. I think that's --

**Adams:** I want to -- i'm a customer. Great bike helmet. I've literally saved my skull a couple times. So thank you for that.

**Morrow:** Thank you.

**Adams:** Great product. Hi.

**Stuart Rosenfeld:** Hi. Mr. Mayor, commissioners, my name is Stewart Rosenfeld, I'm with Indowindows. A clean tech manufacturer with a factory in North Portland. We have 13 individual who's work for us, 10 full-time equivalents. We anticipate doubling our employment in the next 12 months. We manufacture thermal window inserts that fit into place in the existing window frame to provide thermal insulation at a fraction of the cost of window replacement. The product installed nondestructively and does not require interior frame, so it's ideal for historic preservation applications. I once installed one -- it eliminates the drafts from the window, doubles insulation value and reduces noise coming through the window by 50% or more. Our product and company won national awards including top 10 green building products from Sustainable Industry Magazine. We've benefited extensively from support from the PDC. Our factory is located on North Interstate in the urban renewal area, and we operate within the clean technology industry cluster. Specifically PDC has helped us in a number of ways. We've received a storefront enhancement grant that was allowed us to put our name on our building in a pretty highly visible public area. Second, we've received significant investment from the Portland Seed Fund, like our classmate here, that being a benefit that far exceeds the cost of the investment, we've benefited from -- along with our classmates, received invaluable mentoring, networking, and coaching through the program. We've also applied for a green features grant to conduct an environmental upgrade to our factory. A major part of the grant will help fund the installation of indow windows throughout the factory. If approved, that looks good, it allows us to reduce our consumption and dramatically improve the comfort of the facility while creating a great commercial use case study and providing R&D test bed for our product. And it will allow us to convert it into a show room space. It's truly an ideal public-private partnership. Finally we've applied for \$150,000 federally funded collaboration grant that's being administered by the PDC. And we have been selected to receive the grant and we use the funding and cooperation with Portland State University of Oregon to fund R&D projects and market analysis. In summary, PDC support has been crucial in helping us grow into a nationally recognized clean tech company. We appreciate the support.

**Adams:** Thank you. Congratulations. Thank you all very much. Appreciate it. All right. I'll entertain a motion --

**Leonard:** So moved.

**Fritz:** Seconded.

**Adams:** Please call the vote on the motion to accept the report.

**Leonard:** Thank you. This has been very informative. I appreciate all the work you've done, and I think Sam has done a great job with this initiative. Aye.

**Fritz:** I very much appreciate all of the business owners who took the time to come in this afternoon to tell us about your work and the support you've received from the city and the Portland Development Commission. It is a partnership, and we in the city will continue to support both large

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and small businesses in Portland. I appreciate the Portland development commission, great staff work, and a nice report too. It's obviously good that the City of Portland has a lower unemployment rate than the state and the national statistics. 30,000 people out of work in our city, it's significant. As the parent of two of them, I know we're still struggling. So we have to do it in partnership with everybody. So thank you very much, and thank you mayor for your leadership. This is absolutely a legacy. And I appreciate it. Aye.

**Fish:** I want to thank everyone who took time this afternoon to join us. And participate in this outstanding presentation. I remember 10 years ago there was sort of a chorus and the general refrain was, Portland is unfriendly to business. And now what we get is a different chorus coming to council talking about Portland being a place that supports innovation and job growth, and dreams, and it's a different narrative. And it's because of a lot of intentional work reflected here, and here. So mayor, job well done. I thank you for all of your leadership, and i'm proud to be on a council that has put job creation as a priority. Aye.

**Adams:** My thanks to the city council for in very difficult budget environments where we're cutting positions in the city, this city council has increased its funding for business assistance and job creation efforts. And this is a job city council, and I hope every Portlander knows that. I also want to thank the great team at pdc, including the volunteer pdc commission, scott andrews the chair, he could not be here today, but thanks to all of them. They put in long hours at no compensation to the great team, staff team of pdc. You're fantastic. And also to peter and to adam in my office, all their good work on this as well. Aye. [gavel pounded] we're adjourned.

At 3:20 p.m., Council adjourned.