



CITY OF  
**PORTLAND, OREGON**

OFFICIAL  
 MINUTES

A REGULAR MEETING OF THE COUNCIL OF THE CITY OF PORTLAND, OREGON WAS HELD THIS **5TH DAY OF DECEMBER, 2012** AT 9:30 A.M.

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

Commissioner Leonard arrived at 9:35 a.m.

OFFICERS IN ATTENDANCE: Karla Moore-Love, Clerk of the Council; Ben Walters, Chief Deputy City Attorney; Steve Peterson, Sergeant at Arms; and Harry Jackson, Sergeant at Arms at 12:45 p.m.

On a Y-5 roll call, the Consent Agenda was adopted.

The meeting recessed at 10:45 a.m. and reconvened at 10:52 a.m.  
 The meeting recessed at 12:28 p.m. and reconvened at 12:48 p.m.

<b>COMMUNICATIONS</b>	<b>Disposition:</b>
<b>1361</b> Request of Mary Eng to address Council regarding homeless persons experience post traumatic stress disorder (Communication)	<b>PLACED ON FILE</b>
<b>1362</b> Request of Lightning to address Council regarding creative solutions for the homeless (Communication)	<b>PLACED ON FILE</b>
<b>1363</b> Request of Robert Bernstein to address Council regarding Hayden Island (Communication)	<b>PLACED ON FILE</b>
<b>1364</b> Request of Donna Cohen to address Council regarding public involvement at City events specifically arranged for public input (Communication)	<b>PLACED ON FILE</b>
<b>TIMES CERTAIN</b>	
<b>1365 TIME CERTAIN: 9:30 AM</b> – Refer renewal of Portland Children’s Levy to City voters as a local option levy for five years commencing in FY 2014-15 (Resolution introduced by Commissioner Saltzman) 45 minutes requested  (Y-5)	<b>36979</b>

December 5, 2012

<p><b>1366 TIME CERTAIN: 10:15 AM</b> – Report presented by the Portland Rose Festival Foundation on the 2012 Portland Rose Festival economic impact to the City of Portland (Report introduced by Commissioner Leonard) 30 minutes requested</p> <p><b>Motion to accept the report:</b> Moved by Mayor Adams and seconded by Commissioner Fritz.</p> <p>(Y-5)</p>	<p><b>ACCEPTED</b></p>
<p><b>1367 TIME CERTAIN: 10:45 AM</b> – Approve agreements among the City and one or more of, the Portland Development Commission, Rip City Management LLC dba Portland Arena Management, and Portland Winterhawks, Inc. for the renovation and operation of the Veterans Memorial Coliseum for use by the Portland Winterhawks hockey team and for other events, uses and activities (Previous Agenda 1359; Ordinance introduced by Mayor Adams) 1 hour requested for items 1367 and 1368</p> <p><b>Motion to accept technical amendments submitted in attorney handout:</b> Moved by Mayor Adams and seconded by Commissioner Fritz. (Y-4; Saltzman absent)</p>	<p><b>CONTINUED TO DECEMBER 12, 2012 AT 9:30 AM AS AMENDED</b></p>
<p><b>1368</b> Approve an Option Agreement among the Office of Management and Finance, the Portland Development Commission, and Rip City Management LLC dba Portland Arena Management to transfer certain land and property development rights in the Rose Quarter District, and authorize the establishment of a Rose Quarter Event Parking District as specified (Previous Agenda 1360; Ordinance introduced by Mayor Adams)</p> <p><b>Motion to accept amendments regarding the Parking District:</b> Moved by Mayor Adams and seconded by Commissioner Fritz. (Y-4; Saltzman absent)</p>	<p><b>CONTINUED TO DECEMBER 12, 2012 AT 9:30 AM AS AMENDED</b></p>
<p><b>CONSENT AGENDA – NO DISCUSSION</b></p>	
<p><b>Mayor Sam Adams</b></p>	
<p><b>1369</b> Proclaim Measure 26-145, Amends Charter: Changes provisions of Fire Police Disability Retirement System, enacted and in effect (Proclamation)</p>	<p><b>PLACED ON FILE</b></p>
<p><b>1370</b> Proclaim Measure 26-146, Restore School Arts, Music Education; Fund Arts through Limited Tax, enacted and in effect (Proclamation)</p>	<p><b>PLACED ON FILE</b></p>
<p><b>1371</b> Reappoint John Gibbon, Gordon Feighner and Roger Cole to the Portland Utility Review Board (Report)</p> <p>(Y-5)</p>	<p><b>CONFIRMED</b></p>
<p><b>Office of Management and Finance</b></p>	
<p><b>*1372</b> Approve the creation of the Arts Education and Access Fund (Ordinance)</p> <p>(Y-5)</p>	<p><b>185761</b></p>

December 5, 2012

<p><b>*1373</b> Ratify a Letter of Agreement between the City on behalf of the Office of Neighborhood Involvement and the American Federation of State, County and Municipal Employees, Local 189 authorizing limits on compensatory time payouts for employees in the Crime Prevention Program Administrator classification (Ordinance)</p> <p>(Y-5)</p>	<p><b>185762</b></p>
<p><b>1374</b> Extend term of Southern Pacific Pipe Lines franchise to transport petroleum products by pipeline (Second Reading Agenda 1322; amend Ordinance No. 155742)</p> <p>(Y-5)</p>	<p><b>185763</b></p>
<p><b>1375</b> Extend term of Olympic Pipe Line Company franchise to transport petroleum products by pipeline (Second Reading Agenda 1323; amend Ordinance No. 162012)</p> <p>(Y-5)</p>	<p><b>185764</b></p>
<p><b>1376</b> Extend term of AT&amp;T long-distance franchise to build and operate telecommunications facilities in City streets (Second Reading Agenda 1324; amend Ordinance No. 162822)</p> <p>(Y-5)</p>	<p><b>185765</b></p>
<p><b>1377</b> Extend term of Kinder Morgan Cochin LLC franchise to transport petroleum products by pipeline (Second Reading Agenda 1325; amend Ordinance No. 164747)</p> <p>(Y-5)</p>	<p><b>185766</b></p>
<p><b>1378</b> Extend term of Chevron USA pipeline franchise to transport petroleum products by pipeline (Second Reading Agenda 1326; amend Ordinance No. 164748)</p> <p>(Y-5)</p>	<p><b>185767</b></p>
<p><b>1379</b> Extend term of franchise granted to MCI Communications Services, Inc. to build and operate telecommunications facilities within City streets (Second Reading Agenda 1327; amend Ordinance No. 170954)</p> <p>(Y-5)</p>	<p><b>185768</b></p>
<p><b>1380</b> Extend term of franchise granted to Qwest Communications Company, LLC to build and operate telecommunications facilities within City streets (Second Reading Agenda 1328; amend Ordinance No. 171914)</p> <p>(Y-5)</p>	<p><b>185769</b></p>
<p><b>1381</b> Extend term of franchise granted to Sprint Communications Company, LP to build and operate telecommunications facilities within City streets (Second Reading Agenda 1329; amend Ordinance No. 172141)</p> <p>(Y-5)</p>	<p><b>185770</b></p>
<p><b>1382</b> Extend term of franchise granted to WCI Cable to build and operate telecommunications facilities within City streets (Second Reading Agenda 1330; amend Ordinance No. 172750)</p> <p>(Y-5)</p>	<p><b>185771</b></p>
<p><b>1383</b> Extend term of franchise granted to TCG Oregon to build and operate telecommunications facilities within City streets (Second Reading Agenda 1331; amend Ordinance No. 173990)</p> <p>(Y-5)</p>	<p><b>185772</b></p>

<p><b>1384</b> Extend the term of a temporary revocable permit granted to Qwest Corporation to build and operate telecommunications facilities in City streets (Second Reading Agenda 1332; amend Ordinance No. 175757)  (Y-5)</p>	<p><b>185773</b></p>
<p><b>1385</b> Extend term of OnFiber Communications, Inc. franchise to use designated City streets to provide telecommunications services (Second Reading Agenda 1333; amend Ordinance No. 175793)  (Y-5)</p>	<p><b>185774</b></p>
<p><b>1386</b> Extend term of a franchise granted to NewPath Networks, LLC to build and operate wireless facilities within City streets (Second Reading Agenda 1334; amend Ordinance No. 180376)  (Y-5)</p>	<p><b>185775</b></p>
<p style="text-align: center;"><b>Commissioner Randy Leonard</b> <b>Position No. 4</b></p> <p style="text-align: center;"><b>Water Bureau</b></p> <p><b>1387</b> Authorize the Portland Water Bureau Administrator to sign a Net Metering Agreement with Portland General Electric for Powell Butte Reservoir 2 Project solar electric generation system (Ordinance)  (Y-5)</p>	<p style="text-align: center;"><b>PASSED TO SECOND READING DECEMBER 12, 2012 AT 9:30 AM</b></p>
<p style="text-align: center;"><b>Commissioner Dan Saltzman</b> <b>Position No. 3</b></p> <p><b>*1388</b> Amend grant agreement with Legal Aid Services of Oregon, a non-profit corporation, to provide civil legal assistance at the Gateway Center for Domestic Violence Services (Ordinance; amend Contract No. 32000404)  (Y-5)</p>	<p><b>185776</b></p>
<p style="text-align: center;"><b>Bureau of Environmental Services</b></p> <p><b>*1389</b> Authorize an emergency contract and provide payment for the construction of the Fanno Force Main hydraulic Surge Tank Project No. E10477 (Ordinance)  (Y-5)</p>	<p><b>185777</b></p>
<p style="text-align: center;"><b>City Auditor LaVonne Griffin-Valade</b></p> <p><b>1390</b> Certify abstract of votes cast, proclaim candidates elected and measures approved at the Municipal Non-Partisan General Election held in the City of Portland on November 6, 2012 (Report)  <b>Motion to accept the report:</b> Moved by Mayor Adams and seconded by Commissioner Fish.  (Y-4; Saltzman absent)</p>	<p><b>ACCEPTED</b></p>

<b>REGULAR AGENDA</b>		
<p><b>1391</b> Amend the Business License Law to increase the Owners Compensation Deduction maximum for the 2013 tax year (Second Reading 1348; Ordinance introduced by Mayor Adams and Commissioners Fish and Saltzman; amend Code Section 7.02.600)</p> <p>(Y-4; Saltzman absent)</p>		<b>185781</b>
<b>Mayor Sam Adams</b>		
<b>Bureau of Planning &amp; Sustainability</b>		
<p><b>1392</b> Achieve 100 percent renewable electricity for City operations by directing the Bureau of Internal Business Services and the Bureau of Planning and Sustainability to facilitate a purchase of Renewable Energy Certificates each year on behalf of all City bureaus (Previous Agenda 1349)</p>		<b>CONTINUED TO DECEMBER 12, 2012 AT 9:30 AM</b>
<b>Office of Management and Finance</b>		
<p><b>1393</b> Transmit FY 2013-14 General Fund Five-Year Financial Forecast (Report) 20 minutes requested</p> <p><b>Motion to accept the report:</b> Moved by Mayor Adams and seconded by Commissioner Fritz.</p> <p>(Y-4; Saltzman absent)</p>		<b>ACCEPTED</b>
<p><b>1394</b> Capital Improvement Plan Task Force one year status update report to Council (Report)</p> <p><b>Motion to accept the report:</b> Moved by Mayor Adams and seconded by Commissioner Fritz.</p> <p>(Y-4; Saltzman absent)</p>		<b>ACCEPTED</b>
<p><b>1395</b> Authorize revenue bonds for the lighting efficiency program (Ordinance) (Second Reading Agenda 1350)</p>		<b>CONTINUED TO DECEMBER 12, 2012 AT 9:30 AM</b>
<p><b>1396</b> Invest savings from LED streetlight conversion in system replacement and renewable energy (Second Reading Agenda 1351)</p>		<b>CONTINUED TO DECEMBER 12, 2012 AT 9:30 AM</b>
<b>Commissioner Nick Fish Position No. 2</b>		
<b>Portland Housing Bureau</b>		
<p><b>*1397</b> Authorize loans for the preservation of the Park Towers Apartments and Lexington Arms (Ordinance) 15 minutes requested</p> <p>(Y-5)</p>		<b>185780</b>

December 5, 2012

<p><b>1398</b> Delegate authority to write down portions of loans in the Portland Housing Bureau portfolio in order to maintain a sustainable inventory of affordable housing assets and ensure continued public benefit to our community (Second Reading Agenda 1354)  (Y-5)</p>	<p><b>185778</b></p>
<p><b>Portland Parks &amp; Recreation</b></p>	
<p><b>1399</b> Authorize 2012 Washington Park Transportation and Parking Management Agreement at Washington Park (Second Reading Agenda 1353)  (Y-5)</p>	<p><b>185779</b> AS AMENDED</p>
<p><b>Commissioner Dan Saltzman Position No. 3</b></p>	
<p><b>1400</b> Suspend systems development charges for Parks and Recreation, Environmental Services, Transportation and Water for the construction of accessory dwelling units or the conversion of structures to accessory dwelling units until July 31, 2016 (Resolution) 10 minutes requested  (Y-4; Saltzman absent)</p>	<p><b>36980</b></p>
<p><b>Bureau of Environmental Services</b></p>	
<p><b>1401</b> Replace the Sewer User Charges Code for consistency of definitions, clarification of terms and addition of enforcement measures (Ordinance; replace Code Chapter 17.36)</p>	<p><b>PASSED TO SECOND READING DECEMBER 12, 2012 AT 9:30 AM</b></p>
<p><b>1402</b> Authorize grant agreement with Friends of Zenger Farm to support the Bureau of Environmental Services mission of providing environmental education and promoting environmental stewardship (Ordinance)</p>	<p><b>PASSED TO SECOND READING DECEMBER 12, 2012 AT 9:30 AM</b></p>

At 1:55 p.m., Council recessed.

December 5, 2012

A RECESSED MEETING OF THE COUNCIL OF THE CITY OF PORTLAND, OREGON WAS HELD THIS 5<sup>TH</sup> DAY OF DECEMBER, 2012 AT 2:00 P.M.

THOSE PRESENT WERE: Mayor Adams, Presiding; Commissioners Fritz and Leonard, 3.

OFFICERS IN ATTENDANCE: Karla Moore-Love, Clerk of the Council; Roland Iparraquirre, Deputy City Attorney; Harry Jackson, Sergeant at Arms; and Wayne Dykes, Sergeants at Arms at 3:00 p.m.

The meeting recessed at 2:52 p.m. and reconvened at 3:06 p.m.

	<b>Disposition:</b>
<b>1403</b> <b>TIME CERTAIN: 2:00 PM</b> – Accept New Curbside Collection Service Year One Report (Report introduced by Mayor Adams) 1 hour requested <b>Motion to accept the report:</b> Moved by Mayor Adams and seconded by Commissioner Fritz. (Y-3)	<b>ACCEPTED</b>
<b>1404</b> <b>TIME CERTAIN: 3:00 PM</b> – Authorize the addition of Eastside Streetcar Close the Loop improvements to the Portland-Milwaukie Light Rail Project as a City betterment, and execute the Design and Construction Funding Agreement with TriMet (Ordinance introduced by Mayor Adams) 30 minutes requested for items 1404 to 1407	<b>PASSED TO SECOND READING DECEMBER 12, 2012 AT 9:30 AM</b>
<b>1405</b> Amend contract with Stacy and Witbeck Inc., and authorize agreement with Portland Streetcar Inc., for the construction of the Stephens Turnback element of the Streetcar Close the Loop Project (Ordinance introduced by Mayor Adams; amend Contract No. 30000609)	<b>PASSED TO SECOND READING DECEMBER 12, 2012 AT 9:30 AM</b>
<b>1406</b> Authorize competitive solicitations for Portland Streetcar Automatic Train Stop Safety Upgrade Equipment purchase and installation contractors for the Portland Streetcar vehicles (Ordinance introduced by Mayor Adams)	<b>PASSED TO SECOND READING DECEMBER 12, 2012 AT 9:30 AM</b>
<b>1407</b> Authorize revenue bonds for the Close the Loop Project (Ordinance introduced by Mayor Adams)	<b>PASSED TO SECOND READING DECEMBER 12, 2012 AT 9:30 AM</b>

At 3:31 p.m., Council recessed.

December 6, 2012

A RECESSED MEETING OF THE COUNCIL OF THE CITY OF PORTLAND, OREGON WAS HELD THIS 6<sup>TH</sup> DAY OF DECEMBER, 2012 AT 3:00 P.M.

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

OFFICERS IN ATTENDANCE: Karla Moore-Love, Clerk of the Council; Ian Leitheiser, Deputy City Attorney; Wayne Dykes, Sergeant at Arms; and Greg Goodwin, Sergeant at Arms at 5:00 p.m.

The meeting recessed at 4:52 p.m. and reconvened at 5:05 p.m.

	<b>Disposition:</b>
<p><b>1408 TIME CERTAIN: 3:00 PM</b> – Adopt the recommendations of the Northwest District Parking Management Plan Final Draft dated June 2012 and create a Transportation Management Association for the district (Resolution introduced by Mayor Adams) 2 hours requested for items 1408 and 1409</p> <p><b>Motion to accept Fritz amendments:</b> Moved by Commissioner Fritz and seconded by Commissioner Leonard. (Y-4)</p>	<p><b>CONTINUED TO DECEMBER 12, 2012 AT 9:30 AM AS AMENDED</b></p>
<p><b>1409</b> Create Northwest Parking Meter District and replace associated Area Parking Permit Program (Ordinance introduced by Mayor Adams)</p> <p><b>Motion to accept Fritz amendments:</b> Moved by Commissioner Fritz and seconded by Commissioner Leonard. (Y-4)</p>	<p><b>PASSED TO SECOND READING DECEMBER 12, 2012 AT 9:30 AM AS AMENDED</b></p>

At 5:50 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.



December 5, 2012  
**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.

**DECEMBER 5, 2012**

**9:30 AM**

**Adams:** Good morning, everybody, we are glad that you are here today, it's wednesday, december 5th, 2012. It's the 9:30:00 a.m. Session, good morning, karla. How are you?

**Moore-Love:** I'm good, thank you.

**Adams:** It was chilly out there.

**Moore-Love:** Yes, it was.

**Adams:** Can you please call the roll.

**Fritz:** Here. **Fish:** Here. **Saltzman:** Here.

**Adams:** Here. Rules of the chamber, no noise, no talking, no clapping, if you like something, you can put your thumb up, if you don't, you can put your thumb down, and you have to speak to the agenda item, the topic of the item in front of unless you signed up for one of the five slots for communications. Our job is to listen politely under local law, if you are a lobbyist, or authorized to speak on behalf of somebody else in addition to giving us your first and last name only, if you are lobbyist as you speak, you need to declare who you are representing or who you are lobbyist on behalf of. If you don't, we are assuming you are here to speak for yourself. With that we'll begin with communications, read the title for 1361.

**Item 1361.**

**Mary Eng:** I'm Mary Eng speaking on research in post-traumatic stress disorders, and I am very thrilled that the department of justice is cracking down on our racist police brutality here in Portland, but I want you to address the issues of how violence and violent impact affects headlines people, specifically, but all persons in general. I alerted the department of justice office on violence against women of the Portland state university crisis, and with our poverty crisis and our homeless crisis, at the level that it is, we can find that students are facing a lifetime of post-traumatic stress disorder with this crisis, of safety crisis and rape crisis. I talked about the unnecessary, undue burden of sexual violence, sexual harassment and violent assault that homeless women face on the streets. And I think it's very important to look at it from a scientific angle. I applaud the city government taking into consideration the concept of mental illness, but we need to get more scientific than that, and realize that things are simple as a bottle of b vitamins will reduce the buildup of toxic, in the brain that is often associated with what was formerly known as schizophrenia, we follow our scientific research online with, we can find that assessing these toxicities in the brain that result from malnutrition and chronic stress with post-traumatic stress disorder can improve our understanding on how we can help the community repair their nutritional deficits and deal with the long-term chronic stress this they face when they face violence on the streets or they have maladaptive childhood experiences. So, with that, the cortisol mechanism make this really simple and easy to understand. For instance, with military rape, some people will adopt to military rape better than others, the court sol rate is associated with ptsd. When traumatic trigger comes back, if you witnessed police brutality, if you have another instance of police brutality, in your city, or in the news, that can, actually, cause triggering effect. So, when we're having these triggers of rape on Portland state university campus, violent assaults, or because of fears that homeless people face when they sleep on the streets, and they are worried about losing their tennis shoes or getting hit over the head in the middle of the night, I hope you will take this into

December 5, 2012

consideration and put energy towards investigating the scientific impact of this disorder, what we can do to help our veterans, help our homeless people and help our survivors of sexual assault, and all other traumatic incidents, and I thank you very much for your compassion on these issues.

**Adams:** Karla, read the title for communications item no. 1362.

**Item 1362.**

**Adams:** Welcome back.

**Lightning:** My name is Lightning, speaking on creating solutions for the homeless. The reality is if you want the city of Portland to become better place to live, we must create solutions that improve the lives of the homeless. When we, the people of the city see more homeless sleeping on sidewalks or under bridges, or various location, we must take action. Portland should not only be known as the phrase, a city that works, but also, known as a city that, that cares for their homeless. When, sure, we care for our homeless, our city does work. We have some of the best organizations in the city that do everything possible for the homeless, but still meet our, need our assistance. Just to name a few of these, transition projects, st. Michael church, salvation army. Portland rescue mission. Join. Central city concern. Union gospel, r2d2, and dignity village. The efforts these organizations have made towards improving the city and the lives of the homeless is amazing. Their continued success is also dependent upon the support of the community. It is imperative that donations are sent to them on a consistent and regular basis. Portland must continue to improve the overall health of the homeless. It is imperative that they have the proper equipment to be able to stay warm at night. A possibility to be able to accomplish this might be to create some modifications to the current camping ban, which can be discussed at a later date. From mental ills to drug addictions, is imperative, we continue to create ways to improve the overall health of the homeless. I applaud the efforts of the department of justice. For putting into action, creative ideas that will create historic, positive change throughout the city. My final statement, Portland, a city that cares for the homeless, is a city that works. Thank you.

**Adams:** Thank you for your testimony. Can you please read the title for communications item no. 1363.

**Item 1363.**

**Moore-Love:** He is not able to make it today.

**Adams:** Please read the title for 1364.

**Item 1364.**

**Adams:** Welcome. I just need to get you to give us your name, i'm sorry.

**Donna Cohen:** Donna Cohen, st. John's. Changes to transform the Fessenden- St Louis corridor in st. John's from an ad hoc truck route to a neighborhood street appear to be on track. This has separated thousands people, primarily children, senior and is disabled, from a st. John's downtown core. Over the past year and a half, and with the assistance of mediation between neighbors and p-dot staff, thank you, amanda, for helping us in that. The committee is to present a plan to the community in an open house on december 12th. The community needs assistance from city council on two issues. One, enforcement. The west hayden island health report discusses the negative impact of trucks in a residential area, and it is clear that the trucks must go. Unfortunately, p-dot has never supported mitigation of the trucks. We have signs at each end of the corridor, and we ask you direct the police bureau to enforce the law. Based on present data, only half of 1% of the trucks are local. Recent statements from staff that police will pull over, "trucks suspected of being non local" is not satisfactory. We know from the survey of businesses that there are only two or three local great deliveries day. Police say the great truck is likely non local. St. John residents need a commitment about enforcement. Two, an adequate community of open house on december 12th. The community needs to be informed about the plan, and they have chance to ask questions, our meeting was november, 2011, attended by 75 people. And I expect more. The plans are to have visual aids and talk with people individual. Although this approach is sufficient for meeting, a plan

December 5, 2012

which took year and a half to develop and is being presented to potentially 100, 150 people requires that portion of the meeting be a group presentation q&a session. As a former teacher, that is no brainer. Providing presentation will not allow the best outcomes for the meeting, several of the neighbors on the committee have stressed to p-dot staff more than once the necessity for presentation. St. John's needs and deserves open group discussions. Doing so shows disrespect on a city on the issue at hand. At the first open house in november 2011, having been in close proximity to the speakers, after the presentation, myself, I heard personal discomfort expressed about the experience, and appeared to me that decision not to have presentation is made, I ask you it remind staff of their professional obligation to serve the community, which in the case of december 12th means providing group presentation during which the proposed plan is reviewed and questions are taken. Thank you very much.

**Adams:** Thanks, I will make sure they do a q&a session.

**Cohen:** Thank you.

**Adams:** All right, that gets us to the consent agenda, does anyone have any items to pull from the consent agenda? All right. Karla.

**Moore-Love:** 1390 was requested to be pulled.

**Adams:** 1390. All right. Read the title and we'll hear it at the end of the session. Can you please call the vote on the consent agenda.

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

**Adams:** Aye. [gavel pounded]

**Adams:** Consent agenda is approved. We have three time certain beginning with resolution, can you please read the title, 1365.

**Item 1365.**

**Adams:** Dan Saltzman.

**Saltzman:** Thank you, mayor. It's my pleasure to bring forward resolution to ask the council to refer to the voters in the may 2013a renewal of the children's levy for an additional five years. Simply put, the children's levy is about giving every child in this city an equal shot at success. Since 20002 the children's levy has invested nearly 100 million in proven cost effective programs to help Portland children. The levy is improving, excuse me, the lives of 14,000 Portland kids at any given time each year. By investing in early childhood programs, to ensure that kids arrive at kindergarten, ready to learn, investing in child abuse prevention and intervention programs, which help children to overcome the trauma of abuse, and to prevent other children from having to experience abuse and neglect. No child will thrive in school if they are experiencing abuse at home.

By investing in afterschool and mentoring programs, which motivate kids it stay in class, attain better grades, and to keep them safe after school, by investing in programs to help foster children overcome the daunting odds that they face. And help them to provide, help provide them with a path to success now and in the future. We have kept our commitment to voters, to have annual audits, citizen oversight, and to cap administrative expenses at 5%. Meaning 95 cents of every dollar is invested directly in the programs that are serving Portland children. In 2002, Portlanders decided to make children a higher priority by creating the children's levy. In 2008, Portlanders resoundingly approved continuing the levy. This may we will ask voters to approve a five-year straight renewal of the levy, which I am hopeful that they will support. Recognizing the levies solid ten-year track record of successfully investing in proven cost effective programs that have helped the lives of tens of thousands of children and families. In 2008, we responded to the needs of our community by adding to investing on programs to help children in foster care succeed. We saw the daunting statistics of children in foster care face to being successful, and we wanted to do something about that, and we did. This renewal will respond to the needs our community by adding a focus on hunger. Recognizing the devastating effects of the prolonged economic downturn and the impacts it is having on our children. As we know, hunger has devastating effects on children.

December 5, 2012

Studies have shown hungry children have lower school achievement, increase school absenteeism, increased behavioral problems, and more like to repeat grade. As we heard in the Oregon food bank presentation earlier this year, brought forward by Randy Leonard, 14,000 Portland children are relying on emergency food boxes each month. We need to do something about this. By adding hunger prevention as a focus of the children's levy we will invest in cost effective solutions to address food hunger, including the potential of serving and possibly even delivering hot meals to children, to ensure that we are providing them food when they need it the most. When children are in school, we will look to expand our capabilities to provide solutions to childhood hunger, with that, I would like to first call up county chair, county chair Jeff Cogan, who has another appointment he must get to, and then I will call up our program director, Lisa Pellegrino, along with the police chief. Chair Cogan.

**Jeff Cogan, Chair, Multnomah County Commissioners:** Thank you, Commissioner Saltzman. Good morning, Mayor Adams and members of council, I am Jeff Cogan, Multnomah County Chair, and I am very happy to be here this morning to thank you for all that you have done as a council to help children in our community. And to continue those actions by referring the renewal of the Portland children's levy, as many of you know, ten years ago, I was on Commissioner Saltzman's staff when the original proposal was being developed, and at that point, we really hoped that by taking this action, we would be able to make a real difference in the lives of children in Portland. And we would be able to help in a way that would help children succeed, who otherwise might not. At the time that this was first proposed, there were certainly some voices that said, this is not the city's job. And the city council wisely didn't listen to those voices because that council, as this council knows, that you cannot have a healthy and vital city without healthy and vital children, and so that council acted to, to refer and they create the children's levy, and it has exceeded beyond our initial wildest expectations as Commissioner Saltzman just said, 14,000 kids today being served by programs from this levy, and they really, really work. One of the things that was really unique about the children's levy, when it was formulated was that it would only invest in programs that could prove they worked. And that sounds simple, like you would think gee, gosh, government must only always do that, but it's not the case that we only ever invest in programs that are proven to work. We have moved in that direction since the levy. But also, the case, the programs were funded because they were just funded in the past, and the rigor required to, to ensure that we're making programs that have evidence that shows they will make a difference is one of the reasons that if you look at what's happened since the children's levy has been in place for ten years, there are tens of thousands of kids who are doing better, who have a better chance of succeeding in life because of the investments made possible by this council. To me, it was really life altering experience to go out and visit kids in head start or visit kids at programs like Sei and Friends of the Children, and know and see that they were being served in a way that was changing their lives, and they would not have happened but for the Portland children's levy, it was empowering to see the actions the government take, can really change lives and change the future of our community, but more importantly, it really changed lives and changed the future of the community. And as I'm sitting here today as the chair of Multnomah County Commission, Multnomah County is the other major provider in this community of services for children. And we partner greatly with and rely heavily on the Portland children's levy. And that's true in terms of how we think about service provision, staff has worked closely with staff to coordinate and partner, but also, there is many ways in which Multnomah County has worked to learn from the children's levy. Some of the things that Commissioner Saltzman just mentioned, for example, requiring investments in programs proven to work, has helped us to realize that we needed to step up our game. And work harder to demand the outcomes and Harvard to make sure that the investments we were making were, actually, giving us the results that we want, and similarly, the path-breaking limitation on administrative expenses, the fact that 95% of the dollars are out in the field, has caused us to do a lot of internal searching



December 5, 2012

and changing, and improvement to, to increase our administrative efficiency because at the end of the day, what really matters, is getting the dollars out to serve kids in our community. And so, I want to just acknowledge that, that the impact of the children's levy is very great just in terms of the children who are being served by the children's levy. But the impact is also great in terms of the role model role that the children's levy plays in our community influencing other governments, other services and programs it try to be better, to try to be more efficient and more effective. I think that this is really wonderful program. I thank you for all that you have done in the past. And I encourage you to give the people of Portland chance to step up again and help kids. Thank you very much.

**Adams:** Thank you, chair.

**Saltzman:** I would like to bring up our levy director, lisa pellegrino. And police chief mike reese. Lisa will give us a powerpoint and then we'll hear from the chief Reese.

**Lisa Pellegrino:** Good morning, city council, and I will briefly give you an outline of the children's levy, many of you are familiar with these facts but we'll take tour through. So, as commissioner Saltzman mentioned, the city voters first in 2002, it was renewed in 2008 by 70% of the voters. And over the course of the two levies we have invested 100 million in children's programs, and in the city of Portland. And some of the accountability measures highlighted by chair cogan and commissioner Saltzman, are as follows, we are annually audited, spend 5% of the revenues on administering the fund. So 95% of every dollar goes to cost effective programs. We have also tried to create leverage funds, which seek to get private dollars to match the public dollars for children's programming and have over 6 million over the course the two levies. As the staff of the director, we monitor all the programs, visit all the programs, and -- is this on? Ok.

**Saltzman:** That's fine.

**Pellegrino:** We select all who receive funds from the levy. As also stated in the ballot measure, we have public oversight body, the allocation committee, who makes funding decisions, the folks are representative of city council, which is commissioner Saltzman. A representative of the Multnomah county commission, which is debra kafoury, a city approved representative which is julie young, who is in today. A county appointed citizen representative, adrian livingston. And the Portland business alliance also appoints a representative, which is ron bells. As stated by commissioner Saltzman, the ballot measure sets forth that we invest in four areas. Early childhood. Afterschool mentoring, child abuse intervention and foster care. I will give you highlights of the outcomes that we achieve through the programs we fund. The families that participate in the programs report increased literacy and parenting skills, this is in early childhood and abuse prevention programs. And the levy has decreased the cost of quality childcare for low income parents. That ran over five years' time, and students in the school districts that are in the city of Portland, have shown outcomes of improving school attendance, and improving their attitude towards school, and exhibiting positive social behavior and is higher self-confidence, and those are the precursor outcomes to improved academic performance. And parents annually receive 5,000 hours or less to help prevent the abuse and neglect, which we're focusing on trying to prevent that happening in the first place. Such poor outcomes happen afterwards, families show improved parenting skills and reduction in abuse. And so, this map just shows the spread of programming throughout Portland. So, you could see all sectors of Portland, what's not shown on the map is that this does not include the childcare and preschools and family centered sites that we serve, as well as we tried a lot of home-based service this is early childhood. Is, it's denser than what you see there. And at last, this is just an example the programs we fund. You could see, it's a wide range of community-based programming that we provide in the community. So, thank you. That concludes my brief outline of the children's levy.

**Mike Reese, Chief, Bureau of Police:** Thank you, I appreciate the opportunity to be here this morning. And I am asking for your continued support for the children's levy. Too often as police

December 5, 2012

officers, we see the tragic outcomes for kids and families when there are not healthy options for children. And the gang involvement. The kids living in poverty. The addiction. It is heart-warming to see what happens when you provide these kids with healthy opportunities. And the children's levy supports over 65 programs in our community that have a positive impact on kids and families. For our police officers, there are three programs in particular that really intersect with what we do. Boys and girls' clubs of Portland. We have officers in the clubs. The boys and girls club is next door to one of our police facilities. We have officers that volunteer there. And they have afterschool programs that meet the needs of kids in those communities funded by the children's levy. And our child abuse screenings of kids referred by Portland police officers to that. And then at the gateway center, you will see childcare for the children who come in, the parent may be meeting with a domestic violence advocate, and there is healthy options for the kids while that's going on. Again, I really support the children's levy. And the continued good work that they do, and appreciate the opportunity to be here this morning. Thank you.

**Saltzman:** Our next panel will be susan, the executive director of impact northwest. Along with a, a client served by the one of the children's levy back programs. Jackie. And Gerald delany. Of self enhancement, inc., program director. Oh, there he is. Come on up. And debora hodes. Foster parent. Go ahead and just have the seats. And we'll start with you, susan.

**Susan Stoltenberg:** Thank you. Susan, executive director of impact northwest. Proud and privileged investee of the children's levy since its first years. In all areas. I want to describe what you have done for us, and then I have story that illustrates what the children's levy is to the children Portland. In our early childhood and, under your early childhood and school readiness objectives, you've been funding our services, which have parent-child play groups and connections to community services, including enrollment in the Oregon health plan, access to snap funds, et cetera. We serve over 1,000 children. 77% are children of color or speak spanish as the first language. And 65% were at or below federal poverty levels. Under the afterschool programs, everyone knows sun, and we provide sun services at whitman elementary, and franklin, now franklin high school. But, without your support, we used to be at marshall high school, with these funds. And you graciously allowed us to help to transition those students over to franklin. We served last year, 584 students between the two programs who attended regular. Over 2,600 family members that attended events or classes sporadically, and 133 students in summer school. The outcomes were improved attendance by the students, faculty, improved engage element by the parents, and improved behavioral or reduced behavioral demonstrations by the kids, negative behavior. So, we also provide aka science. At, the, over 85 classes, 85 schools last year, we served over 1,000 students. And those students show an increased interest and knowledge in science concepts, that is a nine-week class. We also provide mentoring, and we have since the beginning. We have annually we serve about 90 children, about 80% of the mentors have continued for more than one year. Our oldest group proceeds the children's levy but the oldest match has been going for 15 years. What we see among children who have experienced mentoring, again, increased involvement in school, increased attendance and increased academic performance. Urban opportunities is program that you fund that works with high school students to increase their job skills, their career readiness, and again, increases as a result of our intervention, increases their attendance and academic performance, and demonstrable skills in resume writing and job, on the job behavior. Our child abuse and under the child abuse prevention and intervention initiative, we have listen to kids, which provides the parent-child involvement, program through the gateway center, and that is to nurture the parent-child relationship following the trauma of domestic violence back to health. And you have heard from commissioner Saltzman, the long-term effects of the strength of that bond in terms of supporting a child in school readiness, school success, and life success. Under foster care, we serve, we have an initiative called safe and together that we do in partnership with the department of human services. It is also informed by another youth fund called

December 5, 2012

tram through Portland state, which reflects the knowledge of trauma and uses trauma-informed services to help families who are, whose children are in foster care, to reunite safely and permanently. Right now, we have 90% our parents report improved parenting skills and improved parent child bond, and 100% of all unified families have in the experienced subsequent abuse, that is enormous success and long lasting investment. Hunger, I support the investment in the hunger initiative. Many of our sites, we have ten sun sites in the metro region. Hunger is a huge issue in all our programs. Most of our sun sites provide two, sometimes three meals, i'll call it two meals and a snack a day. But even at that, we are not reaching, we may be reaching 20% of the families in a school that has 85% poverty. One of them, recent initiatives is food pantries in most of our sites. We are eager to see how we can support families and nutrition, particularly in the evenings and on the weekends and long holidays. Finally, the story this morning, I was delivering my seven-year-old grandson to first grade, and he would touch, tuck his hand into mine and hold on tight as I walked him all the way to the door. And this morning, he's seven, and he was saying, so what are you doing today? And I told him where I was headed. In something a seven-year-old could understand. As I walked him to the door, he said, he released me, hand from mine and turned to me and said, oma, I have it from here. You go and take care those kids who need that money. It really touched me, the mission is to help families prosper through a community of support, you are an invaluable cornerstone to that effort, together, we are helping families, adults, children, we hold tight to their hand until it is time for them to turn to us and say, I have got it from here. Thank you.

**Saltzman:** Thank you, susan. Jackie.

**Jackie:** This is my family. I am representing them.

**Saltzman:** Can you hold it up a little more?

**Jackie:** This was taken last christmas at their dinner with them. I wanted to read from my journal. It's about trim and impact northwest. Dreams lightly distorted, puzzling and trying to make sense of it all, my mind is like motor on the Fritz lately. I have to write it down to get it all out. Class [inaudible] I go in, look at the topic of the day, and think, to myself, no, it's not so bad. Come out very emotional. And more vulnerable than before. Is that what it's supposed to be? Am I supposed to feel so raw? I come out feeling more than, more than when I arrived. More intent. More emotional. More like I am a tiny kid again. So, so open, so innocent, and yet, all the tools that I am learning is like a hand guiding me through my unknown forest. Through my tunnels. I can at least feel the textures of it all. I can place my hand on the tunnel wall. I can see the wonders of what can be. I can see myself, I can see what my struggles are. I can see what makes me truly me. I am not alone. I can, actually, smile, laugh, and enjoy the moment that was blessed to me, through it all I am grateful. I have this class. I am thankful that -- I am sorry. I am thankful I was led to this class.

And it might take a lifetime to know all that I need to know. But the possibility of being able to know that I can is what I look forward to. If it was not for this class, I truly believe that, that I would not be where I am now. I believe that I was giving up and throwing in the towel. I was to give into the temptations of my struggles. There is not a day that goes by that tempts me, but with the tools that I have, I am strong with the tools that I learned. I can say that I am indestructible. I can be knocked down but I will always stand back up. I may have a moment that brings me down, but I have my super glue. Of my strength that will make me stand against the wind. I will smile. I will fill the power life. And I am here. This is me. Standing strong. And with tram, it gave me so much positive tools. And with Portland impact, they saved my family. Because I see me, this is me, and I thank you for supporting everything you guys do.

**Saltzman:** Thank you, jackie. Great job.

**Fritz:** That was really beautiful, thank you.

**Gerald (Justin?) Delaney:** Good morning. Mayor Adams, commissioners, and especially commissioner Saltzman for taking this personal. And supporting this the way that he's done has been really big for the city, so I just would like to commend you for doing that. Through the funds

December 5, 2012

that we get from the Portland's children's levy, we have been able to expand services we have, we do our afterschool program for middle school kids, and give them the opportunity to bring in 116 more kids. That are most in need of this service. We're able to supplement those services with what we do at sei so kids get the afterschool programming, which is homework assistance, academic enrichment, recreation and wellness. Social and life skills, and also health, and we're able to supplement that, so many of those kids can go through the program that is not subsidized by anybody that we can actually work with them to keep them in this, our motto is for year-round, and we also serve kids on continuum, so that's really important. We start talking about programs like foster care. We're able to serve 48 foster care kids and give them case management while we're in our program. And as we know about foster kids, many kids move from home to home to home. And when that happens, sometimes the program like ours, is all that they have. They can show up, they have case manager for them, 24-7 case management, you can call them on the phone and they will come. We have, you know, that kind of service. We also do parent involvement, slash child abuse prevention where we screen the number of families that come through. We have seen 500 families, and we take the families at risk of, and case manage those families, that are at risk of child abuse. So we look at a comprehensive program bringing folks in. Sitting next to me is a good friend, and great foster parent. I was a foster parent at one time so I know the struggles. This is one of those true ones that you have. One of the troopers, she takes the hardest cases.

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

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

**Deborah Hodges:** Good morning. I am Deborah Hodges, and I am foster parent with the state of Oregon. And I've been foster parent for over ten years. And in my past experience with sei and foster kids, they have used the computer lab, and as he said, sei is the one constant that I have had in some of the girls. No, sir in their life, they keep those coordinators, and no matter where they move, outside, of the area, sei has been the constant. So, most of my girls were middle school, and they have the advantage of coming to the center and using the computer lab, and it has been a healthy environment for those girls to be in, and I know that they are getting positive role models, and they are around kids their own age, that, that, they are growing with. But, I want to tell you about my most recent experience. I had a 16-year-old that, that came to me from a variety of placements. And she was one of those students that had been at sei for long period of time. The thing with her is, is she wanted to go to college. She was not wanting to stop at high school, the school she those was one in specific. I don't know how many of you know about this scholarship process, but it's arduous. There are people from the community that you have to pull in the scholarship, and there is a lot of, a lot of time lines, and with sei, and myself, and this, this young person, we were able to meet all the deadlines. The sei coordinator, I love him so much. His name was Torre Hollas, he kept her on task because it was, it was -- there were times when she would get defeated. Because there are hundreds of students that apply for the scholarship. And they only take kids. It is really hard for her, so he kept her motivated along with myself, and another thing that, that really gave me a lot of pleasure, was another high school coordinator. I was a little nervous, too, trying to get her through, and keep her motivate, so I needed help in doing what I needed to do, and she always answers the phone, so those two coordinators really helped this young girl get their three levels. She has just passed the second of three. And they are training and working hard, that, that she makes it to the third level. And but, I could not have done it without sei. I am proud foster parent. And my job is to help these girls get to self sufficiency, and I do it well and proudly through the help of sei. So, thank you for your time.

**Saltzman:** Thank you.

**Delaney:** The last time we testified, we brought two kids in that were foster kids that were going to college. They still have, have coordinator, and they do everything from sending them care



December 5, 2012

packages, they check on how they are doing in school, and because, because, the kids stay in our program to age 25. We try to create positive citizens. Thank you.

**Saltzman:** Thank you. Our third and final panel is Tom Kelly. President, President Neil Kelly design build, and board member of Meals on Wheels. John Stubenvoll, director of the food bank and Swatty, the executive director of the Children's Institute. Welcome. Start with you, Tom.

**Tom Kelly:** Good morning. Mr. Mayor, and commissioners, my name is Tom Kelly, the past board president of the Meals on Wheels people, and still currently board member. Meals on Wheels people would like to express support for expanding the initiatives of the Children's Levy to include child nutrition. Although our main target, is to, is to, is we have concern for any nutritionally at-risk population in our community. The mission of Meals on Wheels people is to enrich the lives of seniors to assist them in maintaining independence by making nutritious foods, social contacts and other resources easily accessible. We are finding a significant number of grandparents, parenting grabbed children, we are, we are experiencing a child nutrition need in our services. We applaud Dan Saltzman for expanding services to deal with the critical, the critical community issue. I have to say when Commissioner Saltzman called me about this, after I got off the phone, it was one of those kind of moments that was like oh, I went wow, is this ever a neat idea, that was not in my remarks. Meals on Wheels people is interested in a possible partnership to address the growing nutritional risk of our children. Meals on Wheels people has expertise and experience in feeding the community. Our central kitchen was built with community support and has the capacity to produce many more meals. The leaders of Meals on Wheels at the time that our center out in Multnomah was built were very visionary, and we have tremendous amount of unused capacity. And I think that that's a strong point that I want to make, that we have the capacity to help in this project. We currently produce 1.2 million meals each year. Were the help of 10,000 volunteers, served 17,000 individuals annually. We support the nutrition focus of the Children's Levy and look forward to, to helping indoor playing role in the successful solution. Thank you.

**Jon Stubenvoll:** Good morning, Commissioner Saltzman and commissioners, my name is Jon Stubenvoll, the director of advocacy for Oregon Food Bank. Thank you very much for bringing forward this resolution today. And obviously, Oregon Food Bank is very supportive of including childhood hunger in the renewal of this levy. We know that, that in Portland, children are disproportionately impacted by hunger. Earlier, the Oregon Food Bank, in conducted a statewide research project involving about 4,500 families across the state, including 500 within the city of Portland. And based on what we heard in that research project, we know for example, about 34% of those eating from an emergency food box in Portland are children. Compared to children's overall population of less than 20%. And Commissioner Saltzman, as you said earlier, in your remarks, that equates to about 14,000 children per month in Portland. That eat from an emergency food box, provided through the food bank network. It's too much. It's too much. We also know, based on what folks have told us in our, in our discussions with them, that families are forced to make really difficult choices. In addressing hunger. And one of the things that folks told us in our survey project was that about 36% of those families with children have to make choices, including having their children eat less per meal or skip a meal entirely simply because there is not enough food in the household. And we also know that families face hunger not in isolation. They face other challenges, including employment. Including a range of struggles within the household. Probably not terribly surprising that folks who face hunger, are low income households. Based on what people told us, about 40% of households facing hunger and receiving emergency food, live at or below 50% of the federal poverty line, which translates 11,000 per year for family of four. 11,000 per year for family of four. So when we consider the other cost drivers that we all face, fuel, housing. Medical services. Hunger is our food, is often one of those things that becomes an expense that people do without. Because there is not bill collector for food. Because we know that families face these multiple challenges, we really want to compliment the Portland Children's Levy

December 5, 2012

for being a multi-faceted approach. This is precisely the kind of approach that's needed to get at long-term solutions to hunger, when we address the multiple challenges, including hunger, that families often face, we can begin to get ham on, on long-term solution to hunger. We also firmly believe that it's this type of public, private sector partnership that's really embodied in the levy, that again, will form the long-term solutions. Oregon food bank is deeply, deeply grateful for the leadership and the support that's been shown by this great city, and we look forward to, to working with many folks in this room, in the weeks and months ahead to further address childhood hunger in our city. Thank you.

**Swati Adarkar:** Good morning. Thank you very much for, for allowing me to speak to you today. I am the president of the children's institute. And I want to take this time to applaud the incredible leadership and foresight that you have had to create a children's levy in the first place. There is not better payoff in the long run investments for the city of, of Portland. In insuring our kids are going to be successful as students and as capable adults. As president of the children's institute I have a chance to focus on what the most effective strategies are to ensure children school ready, and on grade level by third grade, which as we know, is the best predictor of whether children will graduate from high school. At a time in Portland and Oregon where we have an incredibly high school drop-out rate, you can be assured that the children's levy is truly a beacon of hope, and a bright spot for create, results and investing in the high quality early learning programs that we know are going to get children prepared for school. I have had the chance to visit several of the programs that you are investing in over the years, and I can assure you, that you are getting strong results and making a difference in the community. Moreover, we know that to reach the scale and magnitude of the problem that we have, it's important that we look at a combination of, of federal, state, and local, and funding streams, as well as philanthropic dollars, and through your leadership, you are insuring this happens, I get chance to travel all over the country, and look at similar efforts, and I can tell you Portland is at the forefront because very few cities have a levy like there. And in addition to the incredible track record we have in making these important investment, you have put in place a rigorous, and an accountability system that allows us to have a high level of confidence on the rate of return. On these investments we're making for the city, and so, we know as is referred to the voters if you take this step, you have got solid record behind you, and an opportunity for Portlanders to continue on this journey to make sure that every child is on level playing field in this city, and make a difference in their lives, lives and all of ours in the community, thank you very much.

**Saltzman:** Thank you all. That conclude our testimony. Karla, do we have any public testimony?

**Moore-Love:** We do. We have five people signed up.

**Saltzman:** Call four.

**Saltzman:** Welcome.

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

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

**Saltzman:** Alma and sante, come up. Why don't we start with alma. If you could just give us your name and, and --

**Interpreter:** I came to help with the interpretation.

**Saltzman:** Can we close there laptop so we can see her face? Great. Give us i-84 name.

**Alma Mora (through interpreter):** Good morning. I am alma mora. I will just give quick introduction in english, alma is a volunteer, and a former participant in an early childhood program supported by children's levy. Called junta, together we learn with the organization latino network, and she is here with a spontaneous invitation from commissioner Saltzman to bring her child up and to share a few words as our community perspective. [speaking in spanish]

December 5, 2012

**Mora:** I have three years' experience in the program. One of my sons started the program and attended for two years. And although he was not a participant in head start, he entered kindergarten very advanced. My son, santiago, while he's just 2.5, started the program in october, and he's already developing school readiness skills like using pencil, and learning songs it's a great program for the children, and i'm very appreciative of the teachers who help so much. And then she feels like she's done and I would like to say by way of introduction, alma has returned to volunteer with the program, and exemplifies the strong community base of junta, so thank you very much.

**Saltzman:** Thank you, alma and sante. Michael.

**Mike Radway:** Good morning. My name is mike radway, I live in Portland and work for knowledge universe and kinder care learning centers. Knowledge universe is the nation's largest private provider of early childhood education, and we're also the largest private provider of early childhood education in the world. We're headquartered here in Portland where we have about 600 employees in the lloyd district, and I want to thank mayor Adams and commissioner Fritz, you attended the ground-breaking of, of our most recently opened early childhood center, and built in partnership with ohsu on the south waterfront. That center is now bustling with children and hopefully making that neighborhood more family friendly. And also, commissioner Fish, who assisted us couple of years ago as we did backpack distribution in cooperation with the schoolhouse supplies as part of the back-to-school efforts here in Portland. I should make it clear that, that although knowledge universe is heavily involved in early childhood education with 1600 center, we do not receive any funding from the Portland children's levy. As a private for profit, we're not eligible funding but we, nonetheless, strongly support it. Some might wonder why are you supporting it when potentially, taxpayer funds being used to, to support other providers, and the answer, is really quite simple, the Portland children's levy is good for children and it's good for the city of Portland, and when you look at all the research done, both scientific research on, on early childhood and the, the development of children's brains, it's clear that the earlier you invest in children, the much higher the rate of return is in terms of making them productive adults. And helping them to learn. Also, there have been numerous studies by economists, including nobel laureates at the university chicago, there is a famous diagram that's referred to as the heckman curve that shows that the earlier you invest in children, the greater the return, and that's exactly what all the programs funded by the children's levy here in Portland do. So this is tremendous advantage for all of the residents of our city. You can support it here today, and I hope that you will. Thank you.

**Saltzman:** Thanks. Terri.

**Terri Sorenson:** I am terri sorensen, and I am the president of friends of children. One in five children in our community are living in poverty, and one in 20 face multiple risk factors. Things like parents who are incarcerated, foster care, abuse, neglect, and very early teen parents, without early intervention and prevention, the children are likely to repeat those cycles, so friends of the children goes in and selects them and provides them with a mentor for 12.5 years. 85% graduate from high school. 97% avoid juvenile justice and 98 avoid teen parenting. And because of the dollars, we've been able to double the number of children served since the inception. We've been able to expand from not just electing kids in Portland public but in david douglas and reynolds, which are really high needs areas in Portland. We are so grateful you are putting us on the ballot and appreciate your consideration. Thank you.

**Fritz:** Can you tell me about what is the cost of the mentoring that you just described?

**Sorenson:** Sure. So, it's a long-term investment. And it's a deep investment. 12.5 years, four hours week with every child. The cost is about 9500. Per child. Per year. We have the hartford business organization of Oregon do return on investment study, and it showed for every dollar invested, the return on that investment was over \$7.

**Fritz:** That's impressive, thank you for your work.

December 5, 2012

**Sorensen:** Thank you.

**Ken Thrasher:** Good morning. Mayor Adams, commissioners, thank you for, first, for what you have done to create this unique and wonderful levy. And dan Saltzman, as commissioner, you have done wonderful job in the leadership of that. I thought bit, again, I want to support the levy being referred to the voters in may again, and maybe --

**Saltzman:** Give us your name.

**Thrasher:** Ken thrasher, i'm on the board of the friends of the children Oregon mentors, to the children's institute and the crayola curve council, so touch a lot of the parts. But, as we look forward with that, we should also make sure that we look at the adequacy in making sure it meets the needs of the programs in the communities. I want to just piggy-back on terry's return on investment. Seven times. That return really is educational outcomes and preparing our kids for the workplace. Let me give you a specific example. I was just down at Oregon state teaching an entrepreneurial class, and I met with man named kevin. Kevin came out of a foster care home, he went to de la salle. Kevin will be greater return on investment because of where he is today because of the support of the children's investment dollars. And the support that he's gotten in the community with foster parenting, etc. There is the compound effect, and connecting the dots, reducing fadeout, those are the things that we are doing here that are not being done in a lot of places, and I applaud this measures the ability to start focusing on how we connect those dots. The other thing I wanted to mention is part of the things we're seeing, as benefits, and outcomes that you probably don't hear about, part of the hartford study we're doing today is looking at the impact on health outcomes, on the impact on the family. And siblings, in the classroom, those are other impacts that are very positive from this investment. Yours is a compound investment that touch a lot of things. So when you think about leverage, and how these dollars are being leveraged, that's, I think, the critical consideration. These dollars are leveraging the ability of our programs to go out and partner with other key strategies like the crust and dell program, like college possible. And other programs that we can provide service and is better utilize the dollars you are investing to leverage the other investment to create that whole process, connect the strategy that cradle a cure is all about so I want to thank you for all you have done. And appreciate your tomb time today. Bottom line, the investment in our community is making the Portland children's levy the highest return that you will find almost anywhere in the city.

**Saltzman:** Thank you all. Was this one other person?

**Moore-Love:** One more.

**Saltzman:** Anybody else wish to testify.

**Kim Filla:** I am the director of community programs and family outreach at Portland oic, and at we have had the mentoring program if the past four years. We serve 35 youth annually. We also fund the afterschool program. Our mentoring program has impacted our students, who are at risk of dropping out of high school. Keeping them in school and moving them towards high school graduation, college careers, exposure, and you're students match with mentors academically are more connected to the schools and have improved sense of help. We will continue to impact the youth in our community. And we want to thank pcl for all they have done and all that they could have ever done.

**Saltzman:** Thank you.

**Fish:** There is a lot of mission driven nonprofits addressing children's needs in our community and, and some, some additional groups that are addressing hunger from the nonprofit side, very important work. The city and the county also have existing programs which serve hungry children. My question is, in the way that this new program will be structured, assuming Multnomah county or the city meet the criteria, are they eligible to seek funding to expand existing programs to serve hungry children?



December 5, 2012

**Saltzman:** Yes. There is no -- children's levy, criteria, is to invest in proven and effective programs. So, if it's a government funded program, or nonprofit funded program, those are all eligible to apply for the funding as we develop the criteria around eradicating childhood hunger, so the answer is yes.

**Fish:** Thank you.

**Adams:** Karla, please call the vote on the resolution.

**Leonard:** Well, there is no doubt that this has been one of the most effective uses of public dollars in helping children in the state of Oregon since dan first initiated this program in 2002. Although, we have heard nothing but resounding compliments today, it's probably important to people to understand that in 2002, not everybody on the council, including the mayor, thought this was the greatest idea, and --

**Adams:** Different mayor. [laughter]

**Leonard:** The mayor, that was the mayor in 2002, was, obviously, not mayor Adams. And dan steadfastly fought to bring this forward, fought to get it passed, and the results we have heard here today. With the history of ten years of really good work. And really effective work. So, thank you, dan, for your leadership on this, and I am really pleased to vote aye.

**Fritz:** Thank you, commissioner Saltzman for your leadership on this and your partnership with the county and for everyone here who is part of an advocacy and helping an organization that has really great work being done, and thanks to the taxpayers Portland, who are generous and who recognize that these are important programs that paying up front for early childhood programs benefits in the long run, and we heard that as evidenced today. It is still true that this is probably not city of Portland problem, and it's not -- it's a city of Portland solution for problem which is statewide, and the state of Oregon needs to figure out what we want to pay for and how we're going to pay for it. Because there are hungry children in beaverton and gresham, as well as in the city of Portland, and there are children in need all over our state, and we need to provide the services that the nonprofits and others cannot do by themselves, so I think that that's part of the conversation that we all have to have with the legislature. I was encouraged to read the article in the paper today of, about looking at property taxes, and we had discussion on that yesterday, in the legislative agenda work session with the new council. We have to keep doing this levy and I am proud to support it. I hope the voters will approve it because the state has not stepped up to its responsibilities. We all need to work harder to make sure that, that responsibility met for everybody. Because then, we can continue to target our resources to those particularly in need. Thank you, commissioner Saltzman, for your continued leadership. Aye.

**Fish:** Dan, thanks for your great work on this, and for an outstanding presentation. It's a national disgrace that so many children are living in poverty. And a child that doesn't have a stable home, doesn't enjoy at least one loving, caring adult in his or her life, is going to struggle in school. And is not getting a balanced diet, and a healthy meal, is not going to have a successful life. And it is incumbent on all of us to remedy that, and one of the things that I like, I really like about the levy, is the focus on upstream investments. Too much of government is focused on dealing with the crisis after its occurred, and we all see it coming. But the smart investments are upstream. And they are in prevention. And investments early on. And I think that that's one of the great features of the levy and the way it has been administered, so congratulations to you, and, to you and your team and thanks to everybody who took time today to share your story, and I am pleased to vote aye.

**Saltzman:** Well, I want to thank my colleagues for their support. Once again, for asking voters to renew this levy in the may election. For five more years. As I said at the outset, at the most fundamental level, the children's levy is about giving every kid in Portland, every child in Portland an equal shot at success. And doing so through proven cost effective investments. I also want to thank the many organizations that we invest in because they are the front lines that, actually, change the lives of the kids. That we invest in, so thank you to all of you for your hard work, and I know

December 5, 2012

we have gone through pain together, and but, I want to, you know, celebrate your success, too, in changing and improving the lives of some 14,000 kids at any given time. I also want to acknowledge Julie Young, who is one of the members of the Allocation Five Personnel Case Committee. Julie, just raise your hand, thank you. And I will assure my colleagues and everybody listening that we will work very hard to, to once again, make sure that voters know about the children's levy, and understand the good value it represents for their tax dollars, and we will work hard to, to gain their approval in the May 21st, 2013 election so thank you, and I am pleased to vote aye.

**Adams:** This mayor is very enthusiastic for this, and I want to thank Commissioner Saltzman for your great leadership on this. Obviously, heartfelt on our part but very smart, in the implementation, and to all of you that leveraged these precious resources, it looks like there is going to be some tough, continued tough sweating financially on the federal and state level, and for local government across the nation, so your continued great work in taking these resources and leveraging them and partnering with others to the 15, thanks for your work, aye. We'll take a three-minute break so folks with Rose Festival can come down and those that need to leave can.

[The meeting recessed at 10:45 and reconvened at 10:52.]

**Adams:** All right. There we go. You please read the title, it's a report, contained in item no. 1366.  
**Item 1366.**

**Adams:** Commissioner Randy Leonard.

**Leonard:** Thank you, Mayor Adams, and colleague. I don't ask for a lot of presentations. Haven't since I've been on the council, but, I asked, before I left office, that Jeff put together presentation so we could bring council up to date as to the status of the Rose Festival in late 2012. And where it sits in the city's various activities and, and entertainment venue. But first, I want to, to make sure that the council understands how we got here. About, I think it was about five years ago, Jeff Curtis, executive director of the Rose Festival, came to me as the liaison, I've been appointed by the last couple of mayors to be the liaison to the Rose Festival, and gave me a very unsettling report. About the state of the Rose Festival financially. And at that time, in that report, just to cut it the chase, it became clear to me that the Rose Festival, and it was clear to Jeff, was annually losing money. And that they had gotten it the point that the reserve funds were precipitously low, and that, in fact, in future events, they would need to draw based on the historical performance on those reserves even more. And there had been more than one night that I have gone home from here, and tossed and turned and not slept, and that was one of them because being the political person that I am, as much as I love the Rose Festival, and being a lifelong Portlander I have gone to the parades since shortly after my birth in 1952, I realized the Rose Festival was going to be dramatically reduced or according to Jeff, even eliminated during my tenure as the liaison. And that was unsettling on number of levels. Jeff and I began actively working together, and going from having relationship where I received reports, thank him for his work to, to sometimes, difficult times where he and I discussed the nature of what the Rose Festival is, and does, and where it is located and had how it spends its money, how we attract people to come to various Rose Festival events, who those people are, and what we can do to change, if you will, what is the perception amongst Portlanders or was at that time. The result has been from then until now, we agreed this they should sell their building. That was on, on Macadam, that it was a huge financial drain. It was out of sight and out of mind, nobody knew where it was, including the liaison to the Rose Festival from the city council. And we decided to change all of that. We decided to, instead having the Rose Festival be this thing people think about in June of every year, to have, to having a full-time annual presence this people would constantly see and constantly interact with and constantly have part of the Portland backdrop. So, we took a building that literally was the focus more of the police bureau, than it was of the parks bureau in the waterfront that was full of dry rot, dilapidated, that we could not keep renters in or get anybody to rent and, and reinvigorated it to the original 1948 grandeur when the world renowned

December 5, 2012

John Young dined it as the Portland visitor's center, and we rented it to the Portland rose festival. The unbelievable generosity of Ramsey Signs, who owns the, the Portland, Oregon sign, previously known as the Made in Oregon sign, they donated contrary to some myths, they donated the, the rose that sits on top of it, and installed it free of charge, they were so, so that you said by the idea of having this, this signature Portland event be in Portland's, on Portland's front porch as it were. And, and that, along with number of other things that we did, I was fortunate enough to have Sam Adams be the mayor. The rose festival is being killed every year by permit fees, by fees from the police bureau, and by restriction on where they could or could not do things, so some of the issues that, that Jeff and I discussed were their own making. Others were circumstances with, that the city created that were not of their making causing them to, to literally, financially strangle to death. Mayor Adams, has been a wonderful and supportive partner in reducing some of the permit fees, waving other fees. And having the police bureau be a more cooperative with the rose festival, which has freed up resources for them to invest in other activity. So it date, when most people thought of the rose festival five years ago, they thought of the rose festival parade. The star light parade, the starlight run, and that was about it. And that was about it. Today, I have a calendar here for the upcoming year for 2013 that lists exactly 62 rose festival sponsored events. 62, and I'm not going to go through each one, but I am going to name few of them. The first the rose festival open house on April 7, which is 1:00 to 4:00 down on the waterfront. I encourage anybody that's interested in the rose festival, to see their wonderful building, and, and take advantage of that, on May 20th, we have the rock 'n' roll half marathon, which has proved to be challenge for us to, to organize, but --

**Adams:** And commissioner Leonard has agreed to run.

**Leonard:** No, he hasn't. [laughter]

**Leonard:** There is only so much training that you can do on 60-year-old body. But, it's been proven to be as challenging as it was, as it was fabulously successful, we had the grand opening celebration, which is week earlier than we used to it, of the, of the -- and the fireworks down on the waterfront of the rose festival. Are we having Curtis Salgado again? We have had Curtis the last few years open for us. On June 2nd, we had the rose city sing-off to be followed by the starlight run and the starlight parade. On June 6<sup>th</sup> we had the Fred Meyer junior parade, which I know commissioner Fritz, I know likes to walk in. I think one year I got a fire cart to get you out there.

**Fritz:** Yes, you did.

**Leonard:** You were late and so I got a fire chief--

**Saltzman:** I thought it was my parade. We rode together.

**Fritz:** It is your parade. Last year we rode together, but the very first year, I wanted to be in it and commissioner Leonard asked one of his staff to help me. We weren't allowed to put the lights on. I was disappointed about that.

**Leonard:** I would have told them to do it. [laughter]

**Leonard:** On June 9<sup>th</sup> is the grand floral parade. June 9th to 10, dragon boat races on the river. This one I want to help Jeff a little with. On June 9th, also what he has entitled the rose festival drag races-- in Portland, you have to be more specific than that because it conjures up a variety of images. This is actually in Woodburn at the drag strip. Next year I would recommend you say rose festival drag car racing.

**\*\*\*\*\*:** Okay.

**Leonard:** August 3rd, rose festival foundation golf tournament. Near and dear to my heart. Partial proceeds to the David Campbell memorial fund which honors fallen firefighters. October 12th, dinner and auction, in which they raise -- they have a good time and raise a lot of money. I think it is also -- Jeff will get more in detail about this. The rose festival, 36 sanctioned events and the other events I mentioned here generates an economic impact of over \$75 million to the metropolitan area. You are going to hear more about that, not just from Jeff but of the vendors

December 5, 2012

who -- and particularly travel Portland who are excited about that. For an example, the grand floral parade all by itself today or in 2012 generated \$29,459,000. Rock and roll half marathon, \$14,600,000. Rose city fair, \$10,850,000. Starlight parade, \$8,500,000. The rose festival is i'm proud to say alive, well, invigorated has events that people of all ages find entertaining. I couldn't be more proud than to turn this over to jeff, in my view, has been the best director since I have been on council and probably even longer than that. Jeff.

**Jeff Curtis:** Thank you, commissioner, mayor Adams, fellow commissioners. My pleasure to be here today. We have been on a journey over the last four, five years. We are going to introduce and talk about the economic impact, we are going to close today's presentation by giving you an update of the financial status of the Portland rose festival foundation, since that was the genesis for some of the difficult conversations that we had. I will tell you how it ends. It ends with a big thank you, thank you for what you have done. You have made significant decisions that have made a difference. They have made a difference. I think a model for the future. I'm going to specifically go into some highlights on the economic impact front. We have not done a formal economic impact study since 2001. We knew that we were drawing economic activity, people staying in hotels, we didn't have a comprehensive independent study done. Updates in 2006, funding, could not find the funding to do it. We made this a priority and commissioned the international festival events association. Very well respected organization with some 2,000 members worldwide that represent special events and advocacy for special events. They have created economic impact model that we looked at and said that is the organization that we will use to develop an economic impact study. Using their industry accepted models. We also use data from our friends from competitors, inaugural rock and roll Portland -- school of business, san diego state university for collecting the data ultimately to provide today. What we are announcing is a big deal. Publicly announcing \$75.5 million return annually based on the 2012 study that we conducted. Research specifically getting to the report, this is to the high level of this. Research focused on interviews with attendees at several of the rose festival events that commissioner Leonard mentioned. Petitions from the rock and roll Portland half marathon and researched vendor spending and festival -- last we compiled direct spending from many large stakeholders, including ourselves, as we put dollars, all of those things, competitor group, partner -- fantastic shows, three examples of data that we used to provide the comprehensive report that we have here today. The results. This is where it breaks down. Some things we learned. First of all, there was a dramatic increase from five years ago to hotel occupancy. It is apparent, it is dramatic and very real. Jeff and lance will tell you more about that. The half marathon made a significant dramatic increase in that. Over half of our attendees live outside of Portland. They're coming here, staying, having restaurants. They're coming -- outside of Portland, Portland metro area, traveling here, it is part of their entertainment experience and it is on their calendar based on the research. They're coming from all 50 states and several countries. The rose festival is a global festival. It has global significance. And most important fact that we learned which was the purpose of the study, compile, independent analysis of where we stand economically. \$75.5 annual economic impact. Significant return for the small event that -- small amount of investment that we do to produce the festival. I will go into the economics in a bit. But we're extremely, extremely excited about this result. And something that we're very proud of. Randy mentioned a little bit of the breakdown. I won't go into detail specifically event by event. You can see how it breaks down, the graphic from the grand floral parade down to direct vendor spending, ultimately compiled to \$75.5 million economic impact of the Portland rose festival activities. And our sources, variety of them, mainly like I mentioned, international festival events association, model out of texas a & m -- competitive group from rock and roll and san diego state university specifically. So, there is some relevant other facts as we get into the economics that I thought just briefly share in addition to the economic impact this morning. Last year we delivered \$109,000



December 5, 2012

check to the parks bureau. Which is revenue directly from purchase of merchandise, rose related merchandise, rose garden store. We have seen that number grow. We also annually put a little money into the parks restoration, which is something that we do normally. We tear up the park when we go down there. End result of special events. We put money back in directly to the parks to help reseed it. Generous contribution of \$100,000, larger comprehensive project working with commissioner Fish and his team making the park suitable long term for special events. Pre-support, which mayor Adams has generously led. \$235,000 annually just in fees generally speaking to the rose festival. Park fees, permit fees, things of that nature. Those are economics related to what we do at the city but specifically the point that we're excited about is what does that all mean? That is what I would say the affirmations of the study. We have listed six in our presentation today. All relate to how you have chosen to manage and look at the rose festival under Randy Leonard's leadership and Mayor Adams strong support and all of you. But the official festival designation is relevant, relevant for the \$75.5 million, what it does for the community, it makes sense. It also answers the relevance question. Because I have had very honest conversations with all of you about staying relevant. If you are going to invest in the rose festival in any way, we have to make sure that we are serving our citizens, our community, and driving the growth. There is no better example of that than what we have done over the last four years. I will highlight the rock and roll half marathon. Brand new event. We are paying tribute and respecting the traditions like the grand floral parade. That is a significant contributor to the economic formula if you saw that. It validates the return that you do support us with. Support of the police officers on the parade route. There are reasons for that. It validates that. Smart reasons for support of the festival. Ultimately I think it validates something else that we have not talked about in the session. We should be part of Portland's strategic conversations. Special events matter economically and socially. I think this study puts that into a significant package. Special event should be part of parks, streets, arts conversations, and the rose festival is part of that. Congratulate Mayor Adams and the Portland plan. I think there are things in there that can help and I think the rose festival can play a greater role in the strategic growth of this committee. Community embracing this festival and festival of global significance. This is kind of a snapshot. I have asked special guests to come and think to you about the rose festival specifically, about the report. I will start with Jeff Miller, CEO of Travel Portland. Jeff.

**Jeff Miller:** Thank you, Mayor Adams, commissioners, Commissioner Leonard. I think you have come on an idea here. I think the rose festival has opportunity for two drag races and I think we can get help to support this.

**Leonard:** I would come out of retirement for that. Maybe as a participant.

**Miller:** I will run, too.

**Leonard:** All right. Deal.

**Adams:** That I've got to see.

**Miller:** I'm very excited to be here to talk about the rose festival and give you the broad context of the way we think about it at tourism. You know, a city like Portland has many, many brands. A brand is really what people say about you not what you say about yourself. From the grand floral parade -- one of our favorite is Fleet Week and the Admirals Breakfast we do every year for our membership. Admirals come in with their wives. One will talk about what is going on militarily in the region and it is terrific. A great and different way for people to engage with the rose festival that a lot of folks don't know much about. We are proud of that event. It has been going on for many years. You hear about the brand of Portlandia, and that is a great piece of what we are. The rose festival really started the brand of Portland. About the community coming together, pride in the city, joy on the kids' faces. That is a big piece of a brand. The rose festival has managed that over the 100 years that they have been doing it. It also shows that it is an a city that does it its own way. Each of the events that Commissioner Leonard and Jeff talked about are

December 5, 2012

incredible important to different parts of the city. Very inclusive and very much a part of what makes us a great place to be. When we travel internationally and domestically. We take someone from the rose festival with us to talk to the tour operators. Tour operators want to know what are my folks going to do in your town. The rose festival is an iconic event that really does get attention. It also then allows us to talk about the many other festivals, but you always want to take the best one, biggest one, and most important one and that is why they go with us. They have changed over the course of years. It has been great to see that with the addition of new events and certainly the rock and roll half marathon. I know as a retailer downtown, for many years we were close to that because we were on the parade route and you can't imagine the excitement that happens on the street with the retail shops. Because we knew it was going to bring in new people, new shoppers and people to see the great energy downtown. And our sense of community. We also host a familiarization trip of meeting planners that have the ability to bring conventions to Portland. We do that over rose festival weekend so that they can see the parade on saturday. Why not show off your city at its very best? And they tell us, again, going back to the -- they tell us what they think of the city and how exciting it is to see that. Rock and roll half marathon, we were excited when that was brought to town. Kathy has worked very hard with them to be sure that we reserve the hotel rooms, meeting space. Economic impact. I will tell you I think runners are crazy. They will travel thousands of miles to run and beat themselves up. They spend a lot of money on food, wine, other things, and that is why it is important to us at travel Portland. We will continue to find ways to promote them outside of the region and talk about the rose festival. We couldn't be more proud of what jeff and his team has done, city has done to support them. It is really a signature event. Essence of who we are. Thank you for allowing me to talk today.

**Curtis:** Thank you, jeff. Portland marriott downtown waterfront --

**Lance Rohs:** Good morning. As jeff mentioned, lance rohs, general manager of the marriott hotel. I should start out by saying i'm not making any commitments about running in anything period jeff. But in addition to my role as general manager of the marriott hotel there, I also have the pleasure on being on the board of travel Portland and being the chair of the sub committee on the citywide sales effort. I am acutely and intimately involved with all of the things that we are talking about this morning. As I said, on a pretty intimate level. So, I want to just make a couple of quick brief comments that speak to this specific impact of the different activities of the rose festival and the rose festival itself. One of the -- you know, really important things for any general manager is to understand the demographics of its customer base and pretty much every aspect of the business. Whether you are selling to a certain customer base or you are trying to provide services to that customer base in a relevant and important way. Understanding as much as you potentially can about your customers is critical to the success of our business. Jeff, chris mentioned the word relevance in terms of the rose festival. And you would think that being on the waterfront right positioned as the hotel is, that we would automatically benefit directly from everything that would happen on the waterfront. Although we certainly do benefit, it is perhaps not as direct as you might think. And the reason why I make that comment is that the competitive nature of the hotel business, as well as the demand and supply equations, the demand that we're very, very careful about the customer bases that we target and who we sell to so that we're able to get the return on investment that the ownership group of the hotel is looking for. We recently -- renovated, spent about \$7 million on the lobby and the second floor of the hotel. And, again, ownership's expectation is that the return on investment is very strong. And in order to get that renovation even accomplished, you have to be able to explain to the investment groups exactly what you are going to accomplish in the renovation and who are you going to target? What customer bases are you going to target in order to get that return on investment. As part of the design of that, we think -- we spent a lot of time in our business, particularly our brand, marriott,

December 5, 2012

thinking about the customer profile or demographic we call the 24/7 achiever. Customer in the 25, 45 demographic, maybe a little more educated, tend to be using technology at a furious pace, and on a pretty much hourly basis, and want to work, play, and be active in exactly the environments that they want to be involved with. And they have the ability to be very specific and choosy about that. So, as it relates to what I was mentioning in a prior conversation about demographics, the rose festival is relevant for us. And the demographics of the attendees of the different activities are very relevant for us. Within that body, we're able to target specifically those 24/7 achievers as we call them, and price accordingly and sell accordingly to get those customers -- that customer base into the hotel. So, the rock'n'roll marathon is very, very important to us as is the festival. Just a couple of numbers that won't mean a lot to you, but I'll try to give you a little context. Over the rock and roll marathon, we are able to see a spike in demand from a leisure perspective in the low double digits. From 10 to 15%. But what is really important to us is that we are able to see increases in room rates of 20 to 30%. So, you know, that sounds like a lot. It actually is in our business. Those numbers are big. Anything that gets you into double digits, whether it is on the occupancy side or the rate side is very, very significant. And particularly on the weekends, on the waterfront, we have the opportunity to drive to more demand. Rose festival, more broadly, we see a combined impact to the hotel. We're able to drive additional revenue for available room in the 10 to 15%, again, a very significant number. I can tell you of all of the demand generators that we look at in particular in our hotel, this provides some of the most significant numbers that we could even hope to be asking for. I won't go on any longer. I know you have a lot of other things to cover. We very much appreciate the support that the city gives the rose festival, appreciate jeff curtis's leadership and it certainly is a benefit to our selling of the entire city as well as the hotel that I run. So, thank you.

**Adams:** Thank you for your service as well. Thank you.

**Curtis:** I would like to bring up -- we have mentioned a lot, but they are very important to the future of the festival, our newest event, related to the relevance question and what is new on the horizon. Friends from the competitive group who jointly produce the rock and roll marathon to say a few words in particular about the rose festival and the rock and roll half marathon. This is josh furlough and bruce walton.

**Josh Furlough:** Thank you for having us and jeff thank you for the invitation today. What started a little over two years ago when jeff called our chairman and myself and said we have an idea. We want you to come up to Portland and kick off the rose festival with a rock and roll half marathon series. It wasn't even two seconds later we said okay. We're up there. Let's get this done. 18 months later we completed the course work. Completed all of the planning and expectations of what was coming around with the citizens and the community. And that work could not have been done without the help of the commissioners, mr. Mayor, police, fire, ems, all of the thousands of volunteers from the local community that helped us produce this event. Without that support and without that being done, and especially by the hard work of jeff and all of his staff and board members behind us, we would not have been able to contribute and help bring over 14,000 runners to the community from 14 different countries, all states around the country, and \$15 million of impact that as we were just saying and just hearing, our runners are crazy but they love to spend money. Wherever we tell them to go, they will go. As soon as we put Portland up on the map last year and turned the button on sale, I called jeff and said, we've got something here. We have sold 4,600 registrations in the first day. Watch out. We are going to have to sell it out for the first year, which we did. The good thing is we're coming back may 19th, sunday may 19th for next year. And we are looking forward for the overall success of what it is. Jeff, thank you so much. It is. It is truly an honor to be part of the rose festival and we would not be as successful as we were without the hard work of jeff and his team.

December 5, 2012

**Bruce Walton:** As jeff said and josh just said, i'm bruce walton. They are -- our runners are crazy. We love them. They love Portland. And as josh says, we're going to come back bigger and better next year. Thank you again for your support.

**Furlough:** We will continue to work on it. We had over \$100,000 raised for charity this year. That is an important part of what the rock and roll marathon series is around the country and around the world. Over the inception of what the other series has, we have raised over \$270 million for charity using our event as a massive platform for fundraising abilities. On top of our charity staff and jeff's staff, that is a big goal for us in 2013 in Portland to increase the numbers dramatically.

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

**Curtis:** I would like to complete our testimony with todd johnson, president of the Portland rose festival foundation. And drew mahalic, ceo of Oregon sports authority to join me. We will start off with drew to make comments on behalf of his organization.

**Drew Mahalic:** Thank you, jeff. Good morning mayor Adams and city commissioners. First I would like to salute the Portland rose festival foundation for having the vision to recognize that a half marathon was a great way to add to the start of the rose festival. And for having the courage and good business sense to partner with the rock and roll marathon series of competitor group to launch the half marathon this year. We couldn't have been more impressed with the inaugural rock and roll half marathon. 14,000 people. It was just a remarkable achievement by all parties. We were proud to be a very small resource in supporting the event. Our mission is not only to secure events that impact our economy and quality of life, but also be a resource to events to maximize their economic impact and their quality of life. When I first heard about this event about two years ago from jeff curtis, my first reaction was that this was a brilliant idea. I wasn't quite sure whether the rose festival could really pull it off. But I did go to the event. I spent a lot of time in the finish line area, and I can tell you there were thousands of happy faces. It was just an incredible success. It really reflected well on the city of Portland. I didn't notice any glitches in the event, which was amazing for a first-time event and tribute to the rose festival and competitor group. We are proud of the rose festival for becoming relevant again. We're proud of their return to prominence in the local sports industry. Obviously their event was multiple years of preparation under jeff curtis's leadership. We commend them for that. And we want to commend you, the city council, for supporting the rose festival because you should share in its success, too, for the support that you have given to the rose festival. Because it reflects very well on all of us who market the city of Portland. Thank you.

**Adams:** Thank you. Thank you for all of the great work that you do. Hi.

**Todd Johnston:** Good morning. Thank you for having us today. My name is todd johnston, i'm here as volunteer and president of Portland rose festival. More than 100 years ago, visionary and determined Portland leaders created the rose festival in order to brand the city as an attractive visitor destination on the west coast. Those leaders had already learned how valuable major special event could be in attracting visitors and dollars to the city. Because they had just seen the success the 1905 lewis and clark expedition and its financial impact to the local community. Since 1907, the rose festival has continued to realize that original goal. Today you learned specifically on how much that impact was locally. It took vision and determination then and it takes vision and determination for now. As the ceo of a local business, we understand the importance of quality of life and community that we serve. It helps in attracting new and empowering employees and retaining them in the local community. The rose festival show cases the best of Portland and only contributes to that element of the local business here. On behalf of the board of directors and Portland rose festival foundation, I want to thank you for being a part of that tradition and even more important a part of that determination. Without your recent support, it is doubtful that the rose festival would be here today sharing this wonderful information.



December 5, 2012

Thank you. I also want to thank jeff curtis who has done an excellent job in leading us down this path.

**Curtis:** Thank you, todd. To wrap it up, we talked about the \$75 million. That is the big announcement. But the other side of it is the economics of the festival foundation itself. What is our long-term prognosis? How are we doing? I want to share that with you. We have had those direct conversations with all of you. First of all, we produced this independently with \$4 million expense budget. Just a tiny fraction of support from the city through special appropriation under mayor Adams' leadership. We get services, police, fire, those things as part of that. The return on that is \$75 million. That is a really, really, really impressive return for what -- from a public perspective. Private nonprofit, doing this not for anybody's individual good but for the good of this community. That is our --

**Fritz:** I have a question about that. How much in city funding do you get total, including the waiver that police and fire and transportation services, special appropriation?

**Curtis:** Annually, 2012, we received-- with the special appropriation amenities -- \$95,000.

**Fritz:** Total.

**Curtis:** Total.

**Fritz:** Thank you very much.

**Curtis:** So, this graph gives you the story of where we were in 2007, 2008 from an annual operating perspective. You can see 2007, 2008, when we were having the serious conversations.

Proud to say through your support, which includes the rose building down the waterfront, we have been able to, number one, invest money into events to make them stronger. But also have a surplus position four consecutive years. We are not having the conversations we had four years ago. Significant. And that is this council's direct involvement changed the tide. Most significant is that we have a goal of \$1 million in reserves. You can see when we start in 2008, in the blue line, we had nothing. No reserves. What that means should we have had a major rain event, major weather event, that there is nothing to pay the bills with in 2008, specifically in cash. Through the work of my organization, its board, its the leadership, we're doing two things. Halfway to the million dollar goal in reserves. We are not there yet. We still have work to do. We are building our reserves and continuing to invest in the events and programs to make them bigger so more people can enjoy the rose festival. The tide changed in 2008 under this council. Randy, as you leave, I hope you are extremely proud of what you have done because this is evidence of that. Mayor Adams, as you leave, I hope you are significant proud. This is an achievement. A significant achievement. And commissioner Fritz, Saltzman and Fish, we have continued work to do but you deserve credit in being part of the efforts and delivering this great news today. I want to thank you so much for your support of the Portland rose festival. That concludes our presentation.

**Adams:** Any additional folks that would like to testify on this matter? Move acceptance of the report.

**Fritz:** Second.

**Adams:** Call the vote.

**Leonard:** Annual report from jeff and including his predecessors on the success of the preceding years rose festival. This last year on the opening night -- where is jeff -- there is jeff, on the opening -- I think that was the opening night, and I have since we started this event on opening night gone down to the waterfront, welcomed all of the participants there. About 20 minutes, 30 minutes before curtis went on this last may, I parked my car across the river and had to run for cover in the local fire station out at the hawthorne bridge. I was born and raised in Portland. I hope you appreciate the following statement. I have never seen it rain so hard in Portland. Along with lightning and thunder and I don't mean distant lightning, I mean, it looked like the end of days. The first thing I thought of. Wow, this is going to ruin our revenue this year. Went

December 5, 2012

down, as the rain broke, dried everything off, curtis came out and I introduced him to about 25 people. Curtis Salgado, one of the best blues bands in the world. About 25 people were left. And I just dreaded the last economic update from jeff because I knew this work we had been doing was slowly getting us into the black. We were slowly getting towards the \$1 million goal and they still made money this last year. They still made money. And it is because they have diversified their activities. They don't rely as much on one big event. They have become relevant.

People love going to the rose festival. And in spite of the rain, and we had a lot of it that year, and I have never seen jeff so frantic as he was that night running around trying to figure out what to do to salvage the evening. But, you know, jeff thank you for your work and I am proud of what we have done and it has been a great experience. Aye.

**Fritz:** Commissioner Leonard, you are much to be commended, as all of those who have testified today. This has been a partnership and I thank you a lot. I am not from Portland. I have grown to love the rose festival, and for multiple reasons. We just heard that the total appropriation from the city is about \$95,000, and yet it brings economic benefit of over \$70 million. Even brings close to \$400,000 in specific revenue back to the city. For those who are wondering why do we spend time on this, the reason is because it is an economic driver. It is a significant amount of time. And so sometimes we get comments from citizens about why are we spending time on it? I have volunteered to be the new champion for the council after commissioner Leonard retires and I recognize that it is a lot of work, as well as a lot of celebration. It is definitely worth it. Since we named the rose festival the official festival of the city of Portland in 2009, it has twice been named the best festival in the world, is that right? Which is a significant achievement, again. I also want to read from testimony we received from bill manning, professor emeritus, involved in the economic assessment. He comments on that. I want you to know something about the significance of the social and emotional impact that the festival has on our community. I am the only person to have a unique opportunity to observe this impact in two distinct arenas. I cannot adequately convey the feelings of the people I interviewed during the parades. First the starlight and grand floral parades as defining events of our community. Creativity, the joy, the pride, and the happiness they generate overwhelmed the emotions of these people. With 100 years of history, I heard story after story of family traditions related to parade going. They seem to be the glue that pull many people together. I was overwhelmed by the warmth of their feelings and responses and having walked in the starlight and having walked in the grand floral parade, incidentally two folks in drag walked the grand floral parade, supposed to be for health, in six-inch heels -- even I have not walked the parade in six-inch heels and it is quite the event. Starlight and grand floral are amazing community building. You know, I walk the parades with my sign that says hi, i'm amanda, your city commissioner. Someone yelled at me, you're not my commissioner.

I don't live here. I said if you are in Portland, I am your commissioner. Welcome to the rose festival. It is something that brings in folks from the outside. I'm going to continue reading from the testimony. Secondly, a survey of past rose festival queens and princesses was even more revealing. Within the last 20 years, 97% of the women in this group graduated from college, three times the state average. Professions included ambassadors, fighter pilots, teachers, doctors, business leaders. 70% of these women still live within 50 miles of Portland city hall contributing their time and talent to their local community. A past queen Gloria venue is still at many of the events and still are many of the court members. And finally, some courts' collective advice to current court members, congratulations, this is a once in a lifetime gift. A unique and valuable gift like no other. I'm still grateful 37 years later. Rose festival is a class act and Portland is like no other city. Embrace the citizens of Portland because they will embrace you. And indeed, I want all young women who are juniors and seniors to know not only is this a unique opportunity, but it comes with a \$3,000 scholarship and mentoring and it is a program, it is not just the rose court. It is way beyond that. I have had the opportunity of volunteering with the young women

December 5, 2012

in the rose court. I'm very happy that that is still a very vibrant part of the program. Again, thank you to everybody who is here. Commissioner Leonard, this is truly a legacy. Aye.

**Fish:** I want to thank my friend jeff curtis for all of the work he does -- and todd and the whole team, congratulations. To all of the people volunteer so much of their time and our royal rosarians and everybody that help make our city what it can be, a heart-felt thank you. We think so highly of the rosarians in our shop, we hired leslie to be a leader at one of our bureaus. It is one of the things that is magical about Portland. Randy is right. A number of years ago, there was a question about continuing existence of this rose festival. I want to thank randy for all of the work he has done. I can remember the earliest conversations when he said it is nothing but upside. He didn't mention any about lawsuits, recall petitions, and -- I think he concealed that from me. I'm so proud of the partnership that has developed and i'm pleased today that jeff you have made a compelling business case for why this is a smart investment. Thank you for everyone who joined us here, congratulations, aye.

**Saltzman:** Thank you, commissioner Leonard for your steadfast advocacy of the rose festival and your turn-around skills. Jeff curtis, as well, remarkable turn-around and we will not sell you off.

**Adams:** What?

**Saltzman:** Will not sell it off once you reach profitability. We will keep you. Our official festival. You are not going anywhere. I am pleased that you have done so well. Jeff, you have been a great leader. As all of the other ambassadors that speak highly of our rose festival and continue to keep it smart and attractive and relevant and, you know, our marquee event. Congratulations, aye.

**Adams:** Thank you, commissioner Leonard for your great leadership. It has been a pleasure to work with you on a few things related to this, to the board of the rose festival thank you for your service. It is a lot of work. I appreciate it. To the great staff team, with jeff and marilyn and everybody. Thank you for really working through very tough financial years. It is great to be here today and see the great turnaround and welcome to our new partners in a very Portland-like event. Not just very Portland-like, official event of the city of Portland. Pleased to vote aye. You are welcome to get up and move around the cabin. I have to do some procedural things. Karla, item 1392, 1395 and 1396.

**Items 1392, 1395, 1396.**

**Adams:** Unless there are objections, I will move these to further consideration to the council, regular agenda next wednesday so council can have time it read the additional information that has come our way in the last 48 hours. Done. Can you please read the title and call the vote for 1398?

**Item 1398.**

**Adams:** Call the vote.

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

**Fish:** Want to thank all of the staff people who worked tirelessly on this. I want to thank my colleagues who went above and beyond on this issue. When we first met with you, we didn't come to sell something, but to discuss the concepts and through those enhanced consultations came a better product. Aye.

**Saltzman:** Aye.

**Adams:** Aye.

**Item 1399.**

**Leonard:** Aye.

**Fritz:** A lot of discussion on this. What i'm going to say today, is probably similar to what I will say tomorrow with the northwest parking plan that the plans are often very controversial, and the mayor has said often that we should not let the perfect be the enemy of the good. Sometimes a public process needs to reach a decision point recognizing that decisions, especially of this kind of

December 5, 2012

nature can be amended and in this particular case, the transportation management association, the membership could be amended in the future in the interim, there you two members, one from each of the affected neighborhood associations on the transportation management association and I appreciate commissioner Fish for doing that. Transportation management association can invite ex-officio members to participate in the discussions and I hope that will happen so that there are voices coming, of the visitors in those discussions, and so that there can be consideration of parking for events such as fundraisers that happen in the area in the evenings and off-peak times that I hope will not deter fundraising organizations from using these great facilities. Thank you, commissioner Fish for your willingness to engage in this. Aye.

**Fish:** Thank you, amanda, for your kind words. I want to observe that after pretty extensive set of committee meetings, outreach and process, i, too, have learned there are always people that have significant questions about paid parking. And no matter how many meetings and no matter how many commitments that you make, those concerns are not going to be resolved until you sit down through the tma and actually start making decisions. And what I have committed through a number of meetings I have had with key stakeholders, is that we will listen. We take seriously the concerns, and I appreciate the folks who came to my office, sat down, and put on the table a range of concerns. Some, frankly, very specific to their neighborhood, but others framed more broadly in terms of our whole city. I am confident -- I am even more confident today than previously that this can be successful because of the level of engagement that I have seen from neighbors and stakeholders. I appreciate all of the time and energy that has gone on to this and I appreciate my colleagues' support aye.

**Saltzman:** Aye.

**Adams:** This issue is always controversial, always contentious, and nobody particularly likes it who is a customer. I get that. I also appreciate the commitments, and I do agree, commitments to continue to polish like everything this council does -- I appreciate commissioner Fish's work on this and appreciate the neighbors who came in and testified and were able to make additional changes to address their concerns. Aye.

**Item 1397.**

**Adams:** Can you please read the title for a three to four minute consideration and then we will have VMC. We are going to have the testimony first instead of staff presentations because we have kept you. So, four minute presentation, council consideration, title for 1397.

**Adams:** Commissioner Fish.

**Fish:** Thank you, mayor Adams. I will invite dave fuks and jacob fox to come forward. As luck would have it, I have an introductory statement that lays out the key details of this transaction and then we will just have very brief comments from our esteemed witnesses and take any questions that council has. Today we ask the council to approve an investment of \$6.13 million in two buildings in the south park block's urban renewal area, consisting of a tiff investment or tax increment financing investment of \$3.5 million and \$2.63 million of our federal entitlement cdbg funds. Tif investment continues the city's commitment to affordable housing. In 2011, council reaffirmed the policy that directs 30% of tax increment financing dollars dedicated to the creation and preservation of affordable homes within our urban renewal districts-- as my colleagues also know, in 2008, we launched our 11 by 13 campaign. Identified 11 buildings with federal subsidies that were crucial for affordability but due to expire by 2013. We committed to working with the owners and our partners to bring the buildings up to date and renew the rent subsidies. Insuring the buildings remain affordable for at least another generation to people who call them home. Including the park and lexington, with your support and by a total of \$13 million in tif investment, i'm pleased to report that we have preserved 600 affordable homes at 9 properties including the admiral apartments, across from Director park, chacuer court by the bike gallery, rosalyne apartments, upshore house, close to chapman elementary. Uptown tower, close to 23rd



December 5, 2012

and west burnside. Walnut park, and the 1200 building, two blocks from the Portland art museum. City investments in the 11 by 13 campaign, tif as well as federal sources such as cdbg and section eight loan funds. The next two buildings in our effort are before us today. There are many reasons why we're excited about revitalizing and preserving these two downtown gems, the park tower and lexington. The buildings have been owned and operated by the schnitzer family. They had every right to convert these buildings at the expiration of the subsidies to the market rate or turn them into condos or sell them as investment. But knowing that there was an opportunity to continue affordability and provide safe and decent housing for low income people in our community, they have taken what I consider to be the remarkable step of agreeing to sell the buildings to cedar sinai. But first, the schnitzers donated park tower to the Oregon jewish community foundation, so the foundation would receive the proceeds of the tower sale to cedar sinai. This represents yet another shiny example of the legacy of philanthropy to our community and harold and arlene schnitzer which is continued by their son, jordan. The residents of both buildings are senior citizens and many of them individuals challenged with disabilities. And as we know, as a group, they are people who live on limited fixed incomes and often struggle to keep up with housing costs. The investment that I am asking you to authorize today will allow us to keep over 216 older adults in affordable homes and add services so that they can remain in their homes and age in place with security and dignity. This upstream investment also saves money by bringing services to older adults where they live. They can more successfully live independently rather than struggling on their own until they are forced to move to high-cost facilities that offer more intensive care at a much higher price. As we know, older adults have provided enormous benefit to our community and we have an obligation to make sure there are affordable homes in our community, including homes in vibrant neighborhoods like the south park blocks. 30% set aside is a limited pool of public money that must be spent wisely. When we consider where to invest, we think how our investments will leverage additional contributions. In the 11x13 campaign, \$13 million of total tif investments have leveraged other public and private investments of nearly \$130 million, and that is a 10 to one leverage. Additionally by protecting the federal section 8 subsidies which attach to these buildings, we have ensured that more than \$100 million of rent subsidies will remain in our community for 20 years, and thanks to those subsidies, it means low income people have more money to spend on the necessities of life which is good for them and our local economy. Think of 11 by 13 like cash Oregon or the best program, pulling our resources and focusing on opportunities for the greatest possible leverage, we are able to bring tremendous resources into our community. Finally I want to acknowledge that we are working with a very strong partner on this project. Cedar sinai park, local nonprofit, residential, community base care is the project developer. Through this preservation process they will take over as the owner and manager of the building. We know that cedar sinai park has a proven track record. They have preserved over 230 homes at the rose schnitzer manor, one of the inspirations for our 11 by 13 campaign. They are developing housing in southwest Portland, which will bring more than a dozen affordable homes together with support services for disabled adults. After today and with your support, we will partner with them on three of these cornerstone projects. Cedar sinai park is committed to delivering a broad based continuum of care, recognizing that people should have the right to control decisions about their own lives. We're honored and excited to have david with us to say a few words today. And jacob fox -- the Oregonian wrote a lead editorial today celebrating the philanthropy of the schnitzer family and explaining why in their view this is a big win for our community. They are sometimes parsimonious in their praise for things that we do on this council. I think in this case, the business case is so compelling and I am proud that they not only affirmed the necessity of these kinds of investments but called out the fact that without the generosity of families like the schnitzer these buildings would not be available for these uses.

December 5, 2012

**David Fuks:** Mr. Mayor, members of the city council, I'm chief executive officer of Cedar Sinai Park. Our organization is in its 93rd year of operation. We have been providing services to elders and people with disability in the Portland community for a good long time. We're very, very grateful to have the support and the involvement of the city and -- in this very important work and to be part of the city's effort to preserve the section 8 housing. I cannot praise enough the work of Jacob Fox and the Portland Housing Bureau. They have been a distinct pleasure to work with. This is one of a number of projects that we have undertaken together. It has made a great deal of difference to have the support and involvement of the city. I have to praise also Jim Winkler who is in the room. Jim is the developer and the genius behind all of Cedar Sinai Park's work in the area of affordable housing and has made a great difference to us. We are so honored by the Schnitzer family that they see us as a conduit to continue their commitment to charitable endeavor in the Portland community as regards affordable housing. As I mentioned in the past, this is a project that will complete our efforts to acquire affordable housing in downtown Portland. We will have 540 affordable apartments in downtown Portland as this transaction is completed, and it will give us the capacity to develop a housing with social services and health care services project which will help the residents in these buildings to age in place and help create a model for how services can be provided and we're very excited to be able to undertake that kind of work not only on behalf of the residents of these four buildings, but to create a template which we hope will be rep -- a great service to our city. We are making a 60-year commitment to maintain this affordable housing. This is one of the reasons that I wanted to emphasize we are already a 93-year-old entity. I doubt I will be here in 60 years, but that our organization will be here in 60 years to celebrate that success with the city. In Jewish writing, there is a story of a man who plants a carob tree. Does not provide fruit until it is about 60 years old. And he is approached by someone who says why are you doing this? You will never see the fruits of this effort? He said just as I have benefited from the fruits of trees other is have planted, I look forward to the future generations benefiting from the fruits of the tree that I am planting today. Members of the city council, Mr. Mayor, we are planting a carob tree together to benefit the city of Portland. We are honored to be in partnership with the city to do this important work.

**Adams:** Thank you all. Discussion from council? Anyone wish to testify on this matter?

**Moore-Love:** We have a few people signed up.

**Adams:** Unless you are going to try to talk us out of this for the sake of time, I would like you to relinquish your sign up. Is that all right? I assume you are supportive. Great. Thank you all very much. Please call the vote.

**Leonard:** This is a great program. I appreciate the work everybody has done on it. Schnitzer family, Commissioner Fish and all of this together.

**Fritz:** Thank you to Susan Emmons and Jim Winkler for being here in support. Thank you to everybody for your good work. Aye.

**Fish:** I too want to thank Susan for being here. Susan has made a significant part of her professional life dedicated to preserving affordable housing choices for older adults downtown. And it is because we believe that first and foremost, you should -- you should be able to live in high performing, desirable neighborhoods. We believe that people who spend a lifetime giving to us should be able to in their golden years live in dignity. Susan, thank you for your work. Jim Winkler is here, this is not the -- Jim is an indispensable party and worked on legislation and regulatory -- Jim knows and it is crucial to what we have done. We have many partners to thank today. Including Noah, which at the statewide level as framed an agenda around preservation. The state of Oregon, which made tax exempt bonds, Wells Fargo, Harold and Arlene Schnitzer and their son, Jordan who had the vision to keep these buildings affordable. I also want to thank the extraordinary team at the Portland Housing Bureau. These things are really complicated. And sometimes by the time they come to council, they seem like they're just inevitable. But this is a

December 5, 2012

project which had many twists and turns and what -- what I would say none of these are inevitable. It is almost a miracle that -- but by the end of next year, I have am confident we will be able to declare victory in saving all of these 11 buildings. I will leave you with a thought. One of the buildings we are preserve today is directly across the street from heathman. One of the nicest buildings downtown. The next time you are in a major city and you are downtown and you look at a building like park tower, it is probably a building that is high-end condos or used for a business purpose or for housing for executives or whatever. This is one of our great buildings with a great address. And I think it speaks volumes for the values of our community that so many people have come together and say that people who have the least should have the best and should have this address for a lifetime. 20 years of federal section eight subsidies, but as david mentioned, he has agreed, cedar sinai has agreed to 60 years of affordable, which is our requirement in consideration of public investment, 60 years that people will be able to call this home. And as part of this transaction, we will renovate the building so that they are attractive for years to come. I am always proud of the work of my team, but today I am especially proud and I thank everyone who made it possible. Aye.

**Saltzman:** Thank you to cedar sinai and -- commissioner Fish, aye.

**Adams:** Thank you commissioner Fish. I know there is a lot of work behind this action. And to the good folks at the bureau of housing, cedar sinai, jim winkler, susan emmons, great work. While you are calling the vmc items, can we have ron carr, brian libby, gwen, and tom welter come up.

**Items 1367 and 1368.**

**Adams:** Sorry that we have kept you an hour and 15 minutes beyond our deadline. I apologize for that.

**Ronald Carr:** Thank you very much, mayor. I'm honored to be able to represent the veterans community. My name is ronald carr, lieutenant commander of the united states coast guard reserve retired. And retired is relative, right? Anyway, the importance of the veterans memorial coliseum and memorial gardens. I am a proud veteran and I belong to a brotherhood of men and women who have served this great country for more than 200 years. You may be one of them. I may have never met you or served alongside you or fought in the same wars with you, but we have a connection, a bond, a brother hood. We are veterans and we know what it means to serve. Not only through the sacrifices we have individually made but also for the others of our brotherhood, as well as the sacrifices made by our spouses, children, families back at home. We remember them all and we are grateful. We also remember that every person that gave the ultimate sacrifice had a mother and a father, very probably brothers and sisters, wives, husbands, aunts, uncles, cousins. Each sacrifice and loss of a warrior is felt by every family member, friend, associate and loved one that once touched their life. In america, we value the life of every human being and this is a driving force in everything we do as veterans. We leave no one behind and we remember forever we remember. Throughout our history, we have heard many battle cries. Remember the maine. Remember the alamo. Remember pearl harbor and 9/11 just to name a few. It is not just that we want to remember, it is also that we need to remember. We need to help other people in generation remember by sharing these stories, memories, and traditions with our children and grandchildren. It is and should be a part of our history and traditions as a nation. We must never forget the sacrifices of those men and women who served this great county to guarantee our freedoms. President abraham lincoln said it best in his gettysburg address. I will share a few of the lines. He said, quote, it is rather for us to be here dedicated to the great task remaining before us, that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion. That we here highly resolve that these dead shall not have died in vain. This nation under god should have a new birth of freedom. A government by the people, for the people shall not perish from this earth, unquote. This is why

December 5, 2012

we remember. This is why the veterans memorial coliseum and memorial gardens are so important to our community and society as a whole. It comes down to something as simple as this. We want and need to remember, but even more important, it is extremely important to never forget. Thank you very much.

**Adams:** Thank you, sir, very much. Mr. Libby.

**Brian Libby:** Thank you, mr. Mayor. My name is brian libby. I'm a journalist working here in Portland. Although i'm here on behalf of a grass roots community organization called the friends of memorial coliseum which was formed three years ago by a cross-section of local citizens to help save the building. I would like to say also though that we're here with the encouragement and support of some larger organizations such as the american institute of architects, which represents some 4,000 architects in the city of Portland, as well as the cascadia chapter of the u.s. Green building council and the national trust for historic preservation. We and the friends of the memorial coliseum would like to emphasize that great cities preserve and protect their architectural treasures. Portland does not have perhaps the history that the cities on the east coast and europe do, but we argue that is more important to protect some of the great places both built and natural here in the city, whether it is pioneer courthouse square or city hall right here, or waterfront park or many other examples. When we speak about memorial coliseum, people know it as a basketball arena and a place where we have seen concerts and events over the years. There is a curious situation with the building in that the feature that makes it truly one of a kind as a work of architecture in the world is something unfortunately that most of our citizens have not had a chance to experience, that the building is virtually the only building in the world with a 360 degree view to the outside. When you are sitting in that seating -- you are looking out at the entire downtown Portland skyline and willamette river. I have friends, cousins -- all been to the building several times but have not experienced that. We would like to emphasize the untapped potential of memorial coliseum. Perhaps some basketball arenas that are 50 years old don't have a compelling reason to be saved. This building is special. It may not have the kind of architectural detail that a building hundreds of years old might have, but the memorial coliseum represents the best much the world war ii generation's contributions to building cities and design that is one of a kind. We call it the transparent arena sometimes. I would also like to emphasize that the building itself is the veteran's memorial, obviously we are here today with the support of lots of veterans, including my grandfathers both world war ii veterans, and it is important as memorial plaques are outside, we would like to emphasize that the building itself is a living memorial because of a lot of reasons having to do with the light and the symbolism. Saving the building is also the sustainable choice. Portland has sought to become an international leader in the field of sustainable design and construction, but the experts of green building will all tell you that the greenest move we can make is not building a building from the ground up even if it is incredibly sustainable one like the Oregon sustainability center but in preserving our existing buildings, or at least the special once. I would like to emphasize on behalf of all of my partners that this opportunity is a kind of what we call a pioneer courthouse square moment that the rose quarter really ought to be the center of the east side and maybe one of the centers of the city. It has been woefully under serving the people of Portland up until now, at least in terms of being a great place. We go there for events and then we leave. And we believe that memorial coliseum, along with the sensible development of the space around the buildings can act as a catalyst that there is a long record proving that there is economic value in great urban places. So, as I close, I happen to notice earlier when rose festival was being addressed, I thought of the appropriate nature, rose festival, memorial coliseum being addressed by the council at the same time. They are both part of the very dna of the culture and the history and fabric of the city. You can't save every building. But this is one that is extra special. Thank you.



December 5, 2012

**Gwen Baldwin:** Thank you. There we go. My name is gwen baldwin and I represent the lloyd executive partnership, which includes some of the largest property owners in the lloyd district, such as the blazers, langley investment properties, keizer permanente, liberty northwest, bonnevillle tower administration and pacific corps. I'm here today because the veterans memorial coliseum project is one of the top priorities for the lloyd executive partnership as we move towards leveraging the really amazing resources that are in the lloyd district and have yet to be tapped. That includes the convention hotel projects, the lloyd eco-district. We very much appreciate council's support for the eco-district in general and lloyd eco-district in specific, as well as private sector development, streetcar and light rail. These are exciting times. Not only have you passed the lloyd eco-district resolution giving standing to the eco-district. The hotel is progressing finally. The super-block development is in design and we expect that to break ground and go through permitting in 2013. And the 200 broadway project at the other end of the district, broadway bridgehead is in design. This is what we were talking about when we were talking about a vibrant, evolving, formally land-banked neighborhood. The -- this is a city-owned asset. It deserves basic maintenance. As a veterans memorial coliseum -- this project goes beyond that. It provides a tie-in to all of the things that we talk about. The tie-in to establish a more vibrant and robust development at the bridge head. It will do more to bring in and engage the community to enliven development prospects and opportunities in the area. It has the potential, and I know these conversations are in discussion, an exciting potential to be part of shared thermal energy, a part of the eco-district as well as providing alternatives and activities for the thousands of conventioners that will be coming in once we establish a headquarters hotel. This is an important piece of the puzzle. We appreciate all of your attention and effort to land this plane. And we very much encourage your support for it. Thank you.

**Adams:** Thank you very much.

**Tom Welter:** Good morning. I am the executive director of the Oregon activities association, a private nonprofit corporation representing 292 public and private high schools across the state of Oregon. We conduct 116 state championships each year in 19 different activities. Besides our athletic activities, state championships in cheerleading, dance, band, choir -- we use the memorial coliseum and probably other than the rose festival, our first event held in the coliseum was a boys' basketball tournament in 1966 and we have used it continuously since that time. 47th year we have conducted some of our championships using the veterans memorial coliseum. In the handout, I wanted to show you not only is it important for the students in the Portland metropolitan area, but we conduct state championships. For example, the wrestling tournament, two-day wrestling tournament where we have 1,682 matches over two days. We have students representing 160 of our high schools. Currently our large school boys and girls basketball tournament is not held at veterans memorial coliseum. The events we conduct for our students, vast majority, the participation in the state championship is the pinnacle of their career. We want -- a memorable experience whether they win a state championship or not. Right now we are using the rose garden for our large basketball tournament. We probably can't afford to be there much longer because we don't draw the crowds that warrant, you know, using that large of a facility. I don't think the blazers can afford to have us there because we do not draw the crowds. We are -- moving the event over to the coliseum once it is renovated and suitable for playing the basketball tournament. We would like to thank you for your consideration. We value the veterans memorial coliseum, as I said, and we think some of the best activities we can provide the young people -- high school activities, we appreciate your cooperation in making venues available to us.

**Adams:** Thank you for your testimony. Appreciate it. Jeff, sara -- stewart -- did stewart have to go?

\*\*\*\*\*: Unfortunately sara could not stay.

December 5, 2012

**Adams:** That gets us to Portland business alliance. Karla, are you testifying? Is there someone from the American -- the architectural heritage center. Please come forward. And then we will see if there is any non-invited testimony and we will go into Deana Alexander will take us through the proposed amendment. Would you like to start?

**Drew Mahalic:** Sure. Drew Mahalic. A brief remark. This is probably the last time I will address the five of you as a unit, and I think during your tenure as a unit, I think you have done some remarkable things and I think you have set the table for more things in the future. I am particularly going to miss Randy and Sam, both professionally and personally. I just wanted to say thank you. I am here today to really support the renovation of Veterans Memorial Coliseum. It can be a catalyst for much-needed economic development. The renovation of the Coliseum can place Portland in a class by itself. We will be the only city anywhere with two first-rate arenas just a few feet apart that can give us advantages to get events that nobody else can get. It gives us a chance to get back the U.S. Figure Skating Championships, to get back the Dew Tour. In just a few years, this one excites me so much, we are going to be able to host the greatest in-season basketball tournament of all time with 24 teams coming to Portland, Kentucky, Duke, North Carolina, Texas, Florida, Oklahoma -- the list goes on. All of the major college teams to celebrate Phil Knight's 80th birthday. That can't happen without a renovated Veterans Memorial Coliseum. The economic impact from that event alone will exceed \$31 million, which is what we are talking about for the renovation.

**Saltzman:** Are the tickets on sale yet?

**Mahalic:** We are talking about it. I actually flew out and met with -- actually it was the Michigan State Athletic Director's idea to have this and we are planning that. The Trail Blazers and Winterhawks have both made unparalleled commitments, financially in terms of their time and resources to make this happen. PDC has concluded 18 -- I'm sorry, 14 agreements, which should be saluted for getting that done. But essentially this can give our city a competitive advantage. Bring us economic impact, multiple times the cost of the renovation. It is really what we have been waiting for. I would encourage you to favorably consider it. Thank you.

**Adams:** Thank you.

**Carly Rider:** Good afternoon, Mayor and Commissioner. I'm here -- Carly Rider, here on behalf of Sandra McDonough. Sandy served on the Rose Quarter -- she was unable to be here, but wanted you to know her statement of support. This is an example of the successful public/private partnership that Portland is known for, and it would not have happened without the tireless efforts of Mayor Adams, Portland Development Commission Chair Scott Andrews, City and PDC staff and the dedication of our private partners Portland Winterhawks and Portland Arena Management. The result, a collaborative deal that works, groundwork for future partnerships and provides community benefit for the neighborhood, city, region. Kind of investment that urban renewal is designed to provide and produces the short and long term benefits that epitomize the use of urban renewal. We believe that the project merits the investment of urban renewal for the following reasons. Private sector participation. This project could not have been possible without the Portland Winterhawks and Portland Arena Management. They are bringing a lot to the table and we thank them for their contributions. Second, this development will catalyze this area and spur economic investment in the broader Rose Quarter area. Provide certainty for other investors, City is a dedicated partner in revitalizing this neighborhood. Local, regional benefit by offering a viable facility for the Portland Winterhawks and other events. Attracts new energy to the area. Having this City and the Portland Development Commission involved in the project and poised to assist with future development opportunities in this area will support additional strategic investments. We are supportive of the City and Portland Development Commission continuing to work with private sector partners and use this model as an opportunity as the beginning of other key investments and surrounding parcels. Thanks again to the Mayor and PDC. Most importantly, we want to thank the

December 5, 2012

Portland winterhawks and Portland arena management for their investment in this area and commitment to the community.

**Fritz:** Mayor, I'd like to ask a question which you can get back to me on. That is the question if Portland business alliance as taken a position on the second half of this deal with the transfer to pdc of the Benton block. If you can get back to me on that later. Thank you.

**Rider:** Okay.

**Adams:** Mr. Curtis, welcome back.

**Jeff Curtis:** Good to be back. I speak on behalf of the board of directors of the Portland rose festival foundation, volunteers and hundreds of thousands of people that have enjoyed the beloved grand floral parade from the veterans historic memorial coliseum. Facility specifically designed the doors in parallel fashion specifically to be the home of the grand floral parade. A lot of historical and emotional ties to the beloved grand floral parade. That year, 1961, rose festival hosted six events, queens coronation, queens ball, wes brown and the band of renown, don't know those today but back then they were a big deal. Four lacrosse games and of course the grand floral parade. "the Oregonian" calls it an extraordinary fine vantage point, 1961. From which the parade performed outside of the coliseum and marched straight through the large doors that it was designed for that very reason. Now, more than 50 years later, queens -- since 1961, 400,000 people have watched the parade from seats. Paying back then \$2.50 to what they pay now \$30 per seat. There is an economic value to the rose festival and it is a big factor in our grand floral parade and overall operating budget. It also provides an opportunity for tour groups, seniors who don't want to go out on the streets. They want a nice comfortable place. It is the only venue in the united states parade venue that is indoors. And that is a tremendous advantage as we are talking about our national, international position and very competitive special event in the tourism market. Parking lot, serves as the original telecast location which that now -- millions of households across the country. And it is -- adjacent streets are used for the formation of the parade. This is the home of our largest event. And a significant one. As parts of our history, it has hosted a lot of rose festival events over the year. Most recently, I have to add that in -- our centennial year, navy seals jump from an airplane and landed on the roof of the building as part of an overall television welcome to Portland. Significant --

**Adams:** And the damage that caused is like \$2 million. We will --

**Curtis:** Send the bill to the navy. So, again, I want to just on behalf of staff and board, work closely in watching this developments, I want to applaud all of those. Mayor Adams, leadership to develop a workable solution to a tremendous facility that has tremendous community value. Thank you scott Andrews, pdc, winter hawks, blazers for a collaborative effort. This is a real win for our community and it has our full support.

**Fritz:** If you could just send me your comments on how the festival would function without the benton block. Thank you.

**Fred Leeson:** Good afternoon. Fred leeson representing bosco milligan foundation. I will make it as brief as I can because you are probably as hungry as I am. Whenever we run into an endangered building, there is no greater home run that you can hit than one to save the building, renovate it in an architecturally appropriate way and restore it to its original use. That is what you stand on the cusp of and you have our deep admiration of fighting the three-year battle to get that done. We are a vocal partner of the national historic preservation. This building has drawn their attention. They are following this. This is really a great thing for preservation. I read through the ordinance is online yesterday and noticed all of the references to the economic risk and I wanted to remind some of you that we are probably not here in the 1970s, newspaper report for the Oregon journal and covering expedition recreation commission, managing the coliseum, coliseum gave up millions from the revenue to subsidize civic stadium and auditorium. In

December 5, 2012

supporting the coliseum now we are making good on a past debt. I admire you folks for sticking with it, staying with it.

**Adams:** Great to see you. Are there other folks that would like to testify? Please come forward now if you would like to testify. All right. We're going to take, because council, I apologize to staff, some of you get paid by the hour, consulting fees. So you are going to -- we are going to take a 10-minute break, I am going to say a 15 minute break so that we can do what we need to do and meet everyone back here at 12:45.

[The meeting recessed at 12:28 p.m. and reconvened at 12:48 p.m.]

**Adams:** Ms. Alexander, if you could join us. City council will come back from recess. [gavel] Our hired outside counsel is going to provide us with just a quick summary of some nonbusiness points, is that right? Nonfinancial term points, then also walk us through the proposed amendments. We can either save the amendments for a future vote or just get them incorporated in. It's my preference but it's a soft preference so we don't lose track of them. Ms. Alexander?

**Dina Alexander:** Thank you, mayor. I'm dina alexander, radler white, outside council for the city. I wanted to point out a few things for you primarily in the redevelopment agreement but which flow through the other documents which are key legal points you might be thinking about. Otherwise we would be presenting to you on similar type deals then I will walk you through the amendments to the document. I'll give you section references so it's in the record should you choose to look at them later. One, recital h, in the redevelopment agreement, sets forth the intent of the parties that the 2% art budget be used for the art memorial gardens project. That's been discussed in other testimony. In section 4 of the rda, there are the public goals and objectives set forth and in particular section 4.6 of the redevelopment agreement talks about continued community access. Says that it should be kept the same as it is today so the events osaa, other events that have been long traditions will continue.

**Fritz:** Is that a change?

**Alexander:** It is not a change. It's an express statement that things will remain as they are with respect to community access. In section 5.2 there's a provision that says the hawks will commit to play all of their home games either in the garden or at vmc. That's important because they wanted to know they had access to be able to play there for ten years. So in consideration for that we asked them to also make a commitment to the rose quarter over a ten-year period. Hitting on key construction type issues, section 11.7 does say that the general construction contract will be a guarantee maximum price. Something that we typically look for in these projects.

**Fritz:** I'm sorry, i'm not thinking fast enough. Going back to 5.2, winter hawks will play home games for ten years. I thought the whole deal was we were trying to get to 20 years.

**Alexander:** It's a 20-year deal through the operating agreement that's conditional between the city and pdc, and directly with pam. So there will be an ability for the hawks to continue to play, however, what the hawks have committed to in rda in favor of the city commissioner is to play their home games there for ten years.

**Fritz:** What are they demanding to commit to for 20 years?

**Alexander:** They want the ability to play there for 20 years. What we have not done in return is demand that they commit to play there for 20 years. Only for the first ten years.

**Fritz:** Okay. I'll ask more about that. I understand the concept. Yes.

**Alexander:** So back on some of the key construction items, in section 12, pam as you all know is acting as the construction manager for the project sets forth some of their responsibilities in that role such as enforcing the construction and vendor contracts, taking reasonable efforts to make sure safety measures are in place during construction, ensuring the improvements will be properly integrated into the existing elements in the coliseum and causing the construction to be performed in a good and workmanlike manner, typical things we would want to see from a construction perspective. There are also provisions in the agreement section 12.3.2, each party has a



December 5, 2012

construction representative including the city. Those construction representatives will participate in all regularly scheduled meetings while the project is being designed and constructed, and they have the right to participate in any and all meetings where there would be material changes to design and construction elements. You may recall, in december I believe of last year this council exempted pam from the public procurement process, however, I wanted you to know in section 12.5 of the redevelopment agreement all the vendors and contractors are required to provide payment and performance bonds to support the work on the project. There are also provisions for warranties to protect against defective work. The general contract for construction must have a two-year warranty and all other contracts, pam has agreed to use reasonable efforts to seek two-year warranties but there's a minimum of one year required which for many of these types of contracts would be standard.

**Fritz:** Two years is a pretty standard for a construction contract?

**Alexander:** Two years is on the long side. That's why we have agreed to it in the general construction contract. Would love to have it in all of them but because of the cost sensitivities around this project it may not be feasible. The parties have agreed to try. I wanted to talk a little bit about what is built into the document to support the funding because the winter hawks are not funding all of their money up front nor are they intending to put up a letter of credit to support the funding obligation and the money is coming in over time as described the last session. I wanted you to know the protections built into the document should they not fund and the way we have tried to incent to make sure they do fund. There will be a personal guarantee in favor of the city and pdc, from the owner of the winter hawks. If the hawks fail to fund any of their money timely, the revenue sharing agreement which is much to their benefit helping them get return on their \$10 million investment would automatically terminate as would the second ten-year operating agreement which would give them the ability to play in vmc from '23 to '33. They also lose consent and approval rights that they have under the documentation and there are immediate defaults that are triggered if they don't fund. So we have tried to build inasmuch protection as we can around making sure that we get all the money into the project. I wanted to briefly describe to you how cost overruns in this project are dealt with. One, we are carrying a very large project contingency. 20% through construction, so that's our first line of defense for overruns. Pam has the right to apply that money as they deem reasonable in light of the circumstances if we were to encounter overruns. Pam then has rights to value engineer the project to get us within budget should they need to do so. And after that, pam has agreed to take responsibility for cost overruns except in a situation where an overrun is caused by hidden or unknown environmental conditions that already exist. Those items are dealt with separately through reallocation of budgeted line items as well as an environmental contingency of \$200,000 and another \$200,000 of funds that the spectator fund has agreed to put up should we encounter unknown environmental conditions in the facility. Finally, in things that flow through the project funding agreement and in the revenue sharing agreement, I wanted you to know that the revenue sharing agreement is expressly subject to the winter hawks funding all of their money so they don't get the benefit they have negotiated should they not fund. In addition, if the hawks were not to timely fund any portion of their money, the city does not have to approve additional contracts and commit itself to spend more dollars if it would not in fact have sufficient resources in the door to do so. So those were the highlights of things that have not already been discussed in previous testimony I want to highlight for you. Certainly encourage any questions or anything else I can answer for you about the documents.

**Fish:** Can I get a sense of what your will is in terms of process?

**Adams:** So today I just want to have the council put the amendments, most of them are technical, one has to do with parking that brings it back to council. Doesn't make it automatic. I would like council to put those into the documents and then there might be more amendments to come but that way we're able to post the amended documents for the public to comment on.

December 5, 2012

**Fish:** So we put the amendments in. Then, do you have a sense of the timeline for resolving the dispute that the winter hawks have with the league?

**Adams:** I met with the owner last night. The management team of the winter hawks. I'm going to be conversing, attempt to converse with the league over the next couple of days. So I would like to move this over to the following week, but we might continue it beyond there so we would be on that. Unfortunately, we're not in a position of control over the league's timeline, but i'm going to continue to advocate for resolutions before the 19th.

**Leonard:** It would not be your intent to have us vote on this before the issues between the owner, the winter hawks and the league are resolved?

**Adams:** I'm not interested in forwarding the agreement that I think would fail, based on the sanctions levied. It depends on what your definition of resolve is.

**Leonard:** My definition would be as I understand it the owner of the winter hawks has said he will not agree to this deal given the sanctions that are outstanding and in reading the responses that we have received last night and I have a hard copy of today. The question that's asked, is it possible to complete the renovation deal in the light of the western hockey league sanctions against the Portland winter hawks. Essentially the answer is kind of, and however pdc is not willing to proceed with the deal unless--

**Adams:** Neither am I. I don't want to engage in hypotheticals. I'm going to be talking to the league this week, so i'm not going to bring anything and the pdc and the owner aren't going to agree to anything we don't feel will make the pro forma. I'm not being cagey. I think we have all been -- all the parties have been clear that the sanctions as we currently understand them will not -- i'm not comfortable approving this deal with the sanctions not being able to go to playoffs and such. So that conversation is underway. I can't give you anything more definitive other than I want to continue the discussion next week and we'll push it off another week if we have to. I don't know that I can give you, given the circumstance, anything more definitive than that.

**Fish:** Are you the appropriate person to address some questions?

**Adams:** I'd like her, so you'll have it in mind before we vote on it, Dina just went through the nonfinancial deal points then I would like you to go through the proposed amendments and we'll have the whole team available to answer questions on any issue.

**Alexander:** In terms of amendments first I want to talk about Item 1367 on today's agenda, which is a package of amendments to the redevelopment agreement and related documents. These are mostly cleanup and technical in nature. I'm going to just highlight for you a few of the key items. One, this is a change that happens in a few different places, there's a neighborhood livability partnership agreement that pam has entered into with the Elliott neighborhood and the Lloyd district community association. We had omitted, not intentionally, the Lloyd district community association in the document, so in a few places we've added them. There's another change based on timing of this matter in front of you we needed to change the timing of when documents would potentially be signed and when some of the documents would actually be finalized, so there's a change in the redevelopment agreement that reflects the realities of what actually is occurring. There's a minor but important substantive change in the redevelopment agreement and project funding agreement that clarifies the date by which all of the hawks' funding would be due. That date if you might recall from last week's session is July 1, 2013. So a clarifying change made on this in the document. In the second amendment to the operating agreement with pam and in the conditional operating agreement between the city and pdc, we have clarified some insurance provisions that require both property and liability insurance be carried on certain items. So those are -- that's really the meat of the changes in that document. So we when and if this is to be voted on, these amendments would be incorporated into the documents you would ultimately take action on.

December 5, 2012

**Fish:** The way you describe these amendments they sound like technical housekeeping things. They don't sound like he go to the heart of the structure of the deal.

**Alexander:** I think that's correct, commissioner Fish.

**Adams:** Did you go through the pbot amendment as well?

**Alexander:** The second item, 1368 on the agenda today, are the amendments to the option agreement between the city and pdc. First I want to note there were some changes I think council was presented with last week. I know commissioner Fritz you had some additional changes that you gave to omf after the meeting. These are reflected in these amendments. In essence these changes make it clear that the action on the event parking district will come back to council, so pulls back a little bit of the authority that was given to the pbot director and makes it clear there will be some public process around the parking district and that it will be brought back to council specifically.

**Adams:** So now we can have questions.

**Fish:** I appreciate the q and a that we got in response to the questions we put in the record at the last hearing. I had a couple of questions off of this. One has to do with the percent for the art. The answer is clear but now i'm even more confused. I thought someone said that the percent for the art generated by this project would be reinvested at vmc. The explanation describes how racc distributes its money and formula but doesn't state that the money will be spent -- it says it can be spent on art located a veterans memorial gardens but it doesn't specify that this money would be spent,-- I was operating under the assumption we were going to use this pool of money to maintain some of the memorial features. Am I wrong on that?

**Jack Graham, Director, Chief Administrative Officer:** I'm going to let Betsy respond to that question.

**Betsy Ames:** I think Dina and I both have responses. I will let dina start.

**Alexander:** Because of the code in terms of how racc is mandated in the code to allocate the money, what we did in the document, and I think you were out of chambers when I hit this point, in recital h of the redevelopment agreement, what we have done is express the intent of all of the parties to the redevelopment agreement that that money be spent on the memorial gardens. My sense, there will need to be further conversations with racc about this issue, but all the parties want that money to go to the memorial gardens project.

**Adams:** I talked to racc and they are in support.

**Fish:** If it's our intent to put it into the memorial gardens is this restriction on what would qualify for use of the funds, does that apply? Where it could not be used for fountain seating, et cetera?

**Alexander:** I think the part of this depends on how broadly racc interprets it and what their guidelines say, but I did not read the code to prohibit the expenditures on the gardens as the parties to the rea have envisioned it.

**Ames:** I think the intent is that any piece commissioned through the percent for art program would complement and enhance the memorial gardens and the veterans memorial aspect of the building and would also include veterans in the selection process in some way.

**Fish:** I don't remember this in the past. Maybe waiving these rules on a specific project, but council I guess is the ultimate arbiter of that. I'll let other people jump in.

**Saltzman:** So on the event parking district proposal, this will come back to council prior to implementation?

**Adams:** It will come back to council for authorization, correct, before any implementation is done and after the public outreach that's been under way by the Lloyd tma with pbot is concluded.

**Saltzman:** What i'm thinking about is with the jeld-wen parking surcharge, council specifically authorized a maximum rate, but any specific -- any changes beyond that maximum required council approval. So I guess i'm wondering, do I need to offer an amendment with regard to the \$3.50 or is that something that should wait until later?

December 5, 2012

**Alexander:** The document does say that they could increase up to 3.50 per hour for events. I read it as a cap built into the way that the document has been revised.

**Fritz:** Which agenda item is that?

**Alexander:** That's 1368. You should have both red line and clean versions of the document in front of you, commissioner.

**Fritz:** I don't have that I don't think.

**Adams:** That will come back to you all again. The assumption is it's no more than \$3.50. You don't have a district right now, so that's not even formulated but you're sending the message with this amendment that that's the highest at the outset you're willing to tolerate.

**Alexander:** Here they are. Sorry.

**Alexander:** On top you should have a document that is the red line showing the changes, and if you flip to what is the fourth page, the top, there's a subsection 2 which talks about the extended meter hours and rate increase up to 3.50 per hour.

**Adams:** Other questions?

**Fish:** Can I address a question to you, jack?

**Saltzman:** I'm looking at the subparagraph 3, and it talks about modifying meter hours and rates. It gives that to pbot and the tma. I guess I would like to suggest that council would have to approve anything above 3.50.

**Alexander:** I think back up in paragraph 2, the very last sentence, commissioner Saltzman says higher rates and extended hours will only apply on event dates. That up to the 3.50 --

**Saltzman:** I get that part, but it looks like subparagraph 3 does talk about leaves the discretion to pbot director --

**Adams:** Only to propose.

**Ben Walters, Chief Deputy City Attorney:** Commissioner, if you go back to the previous page, the council directive is amended to direct pbot's director to prepare for council consideration, so all of this would come back before council and council could at that time determine whether to revise, modify or approve that.

**Adams:** One reason to keep it in there by way of signaling common sense is right now we have mechanical meters that are six days a week to 10:00 p.m. Around the convention center right now. Which doesn't make a lot of sense in my personal opinion and should be scaled back to something that's a little more variable. But they will have to bring that all back for your approval.

**Fish:** Could we go to page 4 and 5 of the responses that have been furnished to us and starts under the heading of property transfers, first, I really appreciated the history lesson of how we came into ownership of these properties. Between '57 and '61, the city bond measure. That's how we acquired the land. Can someone just walk me through at the top of page 5 what we have here in terms of fee parcels and development rights parcels? I want to make sure I understand what's the value of the property and assets that's being proposed to be transferred to pdc in connection with this agreement. You seem to have two categories.

**Graham:** I'm going to start off and let betsy do a little more on this. These are actually just what we got out of the records. It's really not any assessed value. We would have to move if Council decided to move forward with the transfer of land, there would have to be an assessed value in order to determine exactly what the exact value of the land is. There has been some estimates of land adjacent to it, pdc has some figures they have looked at, but we don't have an exact value. We're looking at the benton lot as far as what the assessor has valued it at, as \$2 million, but I wouldn't tie to these numbers because of the fact that we don't have a fair market value at this time.

**Adams:** Or an environmental assessment.

**Fish:** Among the fee parcels, I guess I understand that. What about under the information under the heading of development rights parcels?



December 5, 2012

**Ames:** The development rights parcels are ones where for example the parking garage parcel, the option agreement doesn't contemplate transferring the land itself to pdc but through a ground lease or other mechanism. The city would retain ownership. PDC would have the rights to develop on those properties. That's why they are broken out into two different ways.

**Adams:** Those development rights for 15 years were held by pam.

**Ames:** Yes.

**Fish:** That's helpful. Mayor, could I just again understand, I'm a little diminished today, probably a little thicker than normal, what's the reasoning for including the fee parcels and why is that a fundamental part of the deal and the balance of this deal?

**Adams:** Part it's a matter of we're -- pdc is taking on additional responsibilities depending on how things happen in the second decade of this agreement. That's one thing and they have to be able to -- they are taking on additional should say taking on some up-front liability if our private partner doesn't come through. So the land helps backstop pdc's ability because this tax increment district is going away. We put aside 20-some percent for housing. The land is a way for pdc to take on the liability in case our private partner doesn't come through, be able to sell the land, get it ready for market and sell it in a quick way. This is what one of their core proficiencies. That's up front. In the second year if they end up operating, taking the place of pam, in terms of the operations of veterans memorial coliseum, they also have some assets to bank on and the next ten years to develop them to their full potential, which the city's general fund or omf, or the spectator fund would enjoy some of their success as well as contemplated. That too was contemplated but not spelled out and when pam had the position and the right to develop for those 15 years. These parcels have not had a recent environmental assessment that we don't know what's on them. The sooner that the city can get it into redevelopment, smart redevelopment, the more resources we will have to pay its share of superfund, these parcels to clean it up if they need to be cleaned up. The sooner that the general fund would get it. I also think that it's an issue of basic fairness in the family of bureaus pdc is a creature of the city. It's running out of tif money. It has to be entrepreneurial. This is the way the city -- this entrepreneurial development is the way the city of new york business development department has funded its way, so it's just sort of smart to take the place of pam and to take ownership with that given liabilities it's assuming. I think the tax roles say it's \$3 million, so it's probably more than that. But a lot of this beyond the benton block is dribs and drabs. It's going to take a very creative public-private effort to get some of the smaller, odd shaped parcels developed and council and pdc commissioners are going to want to make sure it's done in the right way. When the bureau of housing was created pdc transferred over land and properties about \$21 million, and that's on top or in addition to the tif allegation. That was a transfer to the general fund. The bureau of housing didn't pay for it. In this case, we want to get this developed, developed well. It's somewhere between three and whatever million dollars in value. They are separate from the city but part of the city family as well just like we separated pdc from housing.

**Fritz:** Are they under this agreement able to redevelop benton block now or do they have to wait ten years.

**Alexander:** The agreement says that in the first five years they are essentially unable to do any development on the benton lot unless the city and pam were to agree to that redevelopment. So there's a lockout essentially for five years.

**Fritz:** Pam would have the development rights for the remainder?

**Alexander:** No. Pam's development rights have expired so there's no one currently with development rights. Technically pdc would have them, they are just not usable in the first five years.

**Fritz:** What's the reason for that?

**Alexander:** Because of the need for the parties to determine how the current uses on the benton lot can be handled in other ways to the satisfaction of pam to make sure the p.b.c. Is still operational.



December 5, 2012

**Adams:** And the rose festival and everyone else.

**Fritz:** So as a practical matter we don't even think it could be done, even if we wanted to start tomorrow.

**Alexander:** Correct.

**Adams:** We have talked if lightning strikes and it's within five years council can always vote to move faster but it requires a vote to come back and get asked questions like how is the rose festival going to get through and those things.

**Fritz:** Thank you.

**Adams:** Additional questions. I would like to move the amendments for the sake of banking the technical amendments and parking amendments. I would like to move the amendments proposed by ms. Alexander contained in memo dated 5th memo.

**Walters:** Are you moving the amendments to 1367 and 1368 jointly or separately?

**Adams:** Whatever you advise.

**Walters:** I would advise them separately.

**Adams:** I move the amendments to 1367 first.

**Fritz:** Second for purposes of putting them in the record.

**Adams:** We're not voting on the over all record. Moved and seconded.

**Leonard:** Aye.

**Fritz:** I may have further amendments but I appreciate the work so far. Aye.

**Fish:** Aye.

**Adams:** Aye amendments approved. I move the amendments for item 1368.

**Fritz:** Second.

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

**Adams:** Aye. I think we just now this will go naturally to the next council session if we don't have anything then I'll move it to the council session after that but I think we have pushed the issues of if my colleagues agree as far as we can today.

**Fish:** Will this be just a regular agenda item? Probably toward the end of the agenda?

**Adams:** We'll put it not at a time certain but toward the end of the agenda. Unless lightning strikes and we get a breakthrough.

**Leonard:** Why is it on the next agenda?

**Adams:** Because I have to wait to hear back on the problems that we are having on the sanctions.

**Fish:** If it's at the ends of the agenda it gives the mayor a chance to give us a status report. We're not giving a time certain or putting it up front.

**Adams:** We'll put it the last item on the agenda. Still first reading. Thank you. Appreciate your great work. So then can you please read the title and call the vote for item 1391.

**Item 1391.**

**Leonard:** Aye.

**Fritz:** Glad we're make the increase we can. I'm committed to continuing until we fulfill it. Aye.

**Fish:** This is the result of a tax amnesty that you, Mayor, proposed that brought in about \$1 million. A portion is being plowed into increasing the compensation deduction to 90,500, which gets it in the right direction. Most importantly, it's the kind of targeted tax relief geared to small businesses that allows them to in 2013 potentially reinvest if their businesses, expand their payroll, find other ways of contributing to success and help the local economy. I think it puts us -- it's another step in the right direction. I'm pleased to support it. Thank you. Aye.

**Adams:** It's a small but important step. I think it returns to businesses, what, 600,000? How much was it? I think it's about \$600,000. Aye. Can you please read items 1393 and 1394.

**Items 1393.**

**Jack Graham, Chief Administrative Officer:** I want to make opening comments before I turn it over to both Josh. I am Jack Graham, chief administrative officer. During the work session we gave

December 5, 2012

you preliminary information regarding the forecast. There was a deficit that we needed to fill of about \$24 million. 24.5 million. Josh is going to go through some of those changes that have occurred since that time. Nothing major significant of those changes but we're still facing major challenges as we look to the forecast and a lot of the factors that we had claimed to use last time are still in this time.

**Josh Harwood, City Economist:** Josh harwood, city economist, city of Portland. As you can see in the document in front of you we're looking at about \$25 million in ongoing costs to match ongoing revenue with ongoing expenses for five years. Almost all of that deficit can be attributed to the three things we have already talked to you about, the budget notes, library levy, the impact on property taxes and the department of justice report and expenses associated with conforming to that. The other changes to the forecast generally cancel each other out. Property taxes are down a little bit further still. That forecast we altered just slightly down. Transient lodging is up. State shared revenues are up. Raising liquor prices in Washington means people across the border buy them in Oregon. That helps us out. That's the general gist of what we're looking at. We do not have any one time in the forecast as of right now. However, should the pending intergovernmental agreement with the county go through regarding the settlement with bridge and delay in bonding on that we will see one time in the forecast resulting from that. Other than that, we do have some broad risks that we're looking at that are relatively near term most notably the labor contracts up for renegotiation by the end of the fiscal year. Pretty much every major contract is going to be open with the exception of the fire contract which was just recently ratified. I know you have been here a long time so I won't take up much too much more of your time. The different assumption of the ending balance at the end of the year. In the most historically have only spend about 97% of their allocated budget. The rest has fallen to balance. Through budget cuts and squeezing last year that number came up to almost 99%. So what we've done, that coupled with now we're grabbing vacancy savings in the current year some of which would have fallen to balance. That impacts how much resources you have every year in the forecast to the tune of about four or \$5 million. Finally, I would just like to say this in terms of what we're looking at. Again, most of the deficit we're seeing are attributable to noneconomic factors. We probably shouldn't and I would argue shouldn't at all think that the economy can save us from it. We're in a situation where we're expecting growth in the economy, expecting revenue growth. This is very different from three, four years ago where we were trying to reach for the bottom of our revenue drop. We will see revenues fall but that's because of the library levy, not a function of a depressed economy. With that i'm happy to delve into more specifics and answer any questions.

**Fish:** I appreciate the point that you made that 90 something percent of the ongoing hole that we have to deal with in the next fiscal year was a function of either the library district, the department of justice settlement, and the budget notes. These are noneconomic factors. Somewhat unforeseeable I think in fairness. But that's the happened we're dealt. So thank you.

**Adams:** Any other discussion? Testimony? I move to accept the report.

**Fritz:** Second.

**Adams:** Call the vote on the motion to accept the report.

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

**Adams:** Aye. So approved. Please read the title for item 1394.

**Item 1394.**

**Andrew Scott, Financial Planning, City Budget Office:** This is a very quick update. We will do it in 60 seconds.

**Lisa Shaw:** I'm lisa, financial planning. As part of the adopted budget council directed to us work with employees to improve the transparency of the budget document and the process around cip, or capital improvement projects. We met last year on the task force put together a report which we submitted to you. They have six recommendations. Then they ask to meet again one year later. So

December 5, 2012

we met in October. We wanted to review what had been implemented and if they were supportive of the results. Very briefly, the recommendations included having a project threshold of \$500,000 so there were not as many large rollup projects creating summary table, flagging new projects, including revenue sources and original budget costs as well as updated budget costs, and there were a few others as well. All of our recommendations were either implemented for this last adopted budget or are in progress and will be implemented in time for the 13-14 adopted budget. The task force was very pleased with the progress so far and they wished to reiterate their support and they continue to strive for increased transparency and clarity of the CIP process. They asked for council's continued support for the recommendation and wish to continue to provide input over the next year. FPD intends to brief the mayor-elect and commissioner-elect after they take office.

**Adams:** Does anyone wish to testify on item 1394?

**Moore-Love:** No one signed up.

**Leonard:** Aye.

**Fritz:** Thank the task for their fair report and ask them to continue their report. Aye.

**Fish:** Aye.

**Adams:** Aye. So approved please read the title for resolutions item 1400.

**Item 1400.**

**Matt Grumm, Commissioner Saltzman's Office:** Matt Grumm from commissioner Saltzman's office. It's a pleasure to bring this forward. We had the same resolution just a few years ago, and it's worked incredibly well. Basically, fiscal year 2008-2009 when the program was not in place it permitted 31 accessory dwelling units. The first full year it was in place they permitted 70 and actually for the first time ever last year they hit the three digit mark with 104 permitted. It's working exceedingly well. This will extend it another three years. We urge your support.

**Adams:** Do you know the number before we did this?

**Grumm:** Basically before we did this, we had 31 in fiscal year 2008-2009. That was 2.6 a month. Then last year we had 104, 8.7 per month. Actually this year we're on track at 12.8 per month. So we'll probably hit around 130 this year.

**Adams:** Good work.

**Fish:** Since you're here, nice to see you get the credit you deserve.

**Grumm:** Thank you, commissioner.

**Fish:** This came up a couple years ago we were talking about the tradeoff, could you just give us a 30-second primer on why you think this is responding to the public interest and what's the benefit?

**Grumm:** You have many policies and goals in place, and obviously creating a dense, livable environment with good use of land, keeping urban growth boundaries strong, this supports that. Also learning with the economy, cost of utilities, cost of lifestyles are changing. People are looking at smaller homes. There was a conference a month ago on this. It was well attended and more people are looking at this as a niche market that's grown. It's a good policy and needs to continue.

**Leonard:** That notwithstanding no matter your age or station in life you never know, you might need one of these accessory dwelling units.

**Grumm:** True enough. [laughter]

**Fish:** The other benefit you alluded to, previously there was rampant noncompliance with the law. Now people are taking out permits. We have the ability to make sure the work is done safely and to code. That's another advantage.

**Grumm:** Good point.

**Fish:** Thank you.

**Moore-Love:** We are upon person sign up. Eli Spevak.

**Adams:** Thanks for your patience with our agenda going way beyond.

December 5, 2012

**Eli Spevak:** That's understandable. Okay. So thank you. I was here three years ago. I'm excited you're taking this on now. Just a consume notes. I won't repeat what matt has already said. I think that the real leader in that summit a month ago, over 300 people attended regionally and they were excited about Portland's leadership. Eugene is working on doing a waiver like this. A lot of people are looking to Portland for this. In a city where we have a lot of forms of infill density they are not appreciated, accessory dwelling units are palatable. I hope this will continue to encourage the kind of infill people are happy to support. As the city goes to its comp plan process I hope we can bring forward more ways to encourage people to build smaller homes. There are a lot of good ideas on this. I hope during this waiver period the city can look at this to make charges scaled based on house eyes. I think that long term I know that other cities are looking at this also, for fairness perspective there should be some scale. Not that you'd pay five times more but something like that. In the interim i'm excited this measure looks likely to pass. Thank you for supporting it.

**Adams:** Karla, please call the vote on 1400.

**Leonard:** Aye.

**Fritz:** Thanks to matt for bringing the report. It's important to look back and see did it work as intended and this has. Even 130 new units in the city is not that many and we want people to know that this is in place, that it can make development much more affordable. When dr. Mark bellow of the development services bureau did the initial survey regardless how many accessory dwellings we have at least a decade ago I would think, I didn't even know the ones in my neighborhood were there. It's good to see something that government has done that is working well for developers, for construction workers, for citizens and residences as well as for us getting more things done. Aye.

**Fish:** Randy, I think first brought this forward. Dan is continuing it. To eli's point that you made, the council did change sdc's for the single family developer so you didn't have to pay up front. You can defer them and pay them at the point of sale. Parks bureau is just launching a review which we do every five years or something and there's lots of ideas about how our fee system might be more tailored. Love for you to weigh in during that. The mayor-elect was pretty vocal during the campaign about wanting to look at sdc's more broadly. I think it will be an opportunity to look at some of those questions including whether it should be scaled to the size of the home. This is good policy. I'm pleased to support it. [chorus of ayes]

**Adams:** Great leadership, commissioner Leonard and great follow-on-ship and promotion of the policies to commissioner Saltzman and his team. Thank you. Aye. Can you please read the title for item 1401.

**Item 1401.**

**Moore-Love:** Replace the sewer user charges code for consistency of definition, clarification of terms and addition of enforcement measures.

**Adams:** Who is here to -- amy?

**Amy Trieu, Commissioner Saltzman's Office:** BES worked with the city attorney's office to do these code changes. It's basically a housekeeping ordinance where we cleaned up a lot of language and updated some parts of the code.

**Fritz:** The only underline I have is the definition of slug load which is very interesting. I wonder if we could get an underlined copy to see what the changes are. I don't know if we need a resolution to say that we should do that as a matter of course, or if the city auditor could just always ask for an underlined strikeout copy especially when we have complex changes.

**Trieu:** You we can get the revisions for you.

**Adams:** Does anyone wish to testify in this matter? Move for further consideration next week. Please read the title for nonemergency ordinance 1402.

**Item 1402.**

**Adams:** Go ahead.



December 5, 2012

**Amy Trieu, Commissioner Saltzman's Office:** Zenger farm is a well-known organization. It sits on nine acres that it leases from the city. Friends of zenger farm is the nonprofit arm. They operate a sustainable urban agriculture farm that promotes environmental education and stewardship and they have been long time partnerships with bes, so this authorized grants from the city up to \$10,000 a year for three years to support their education and environmental stewardship programs.

**Adams:** Discussion with council? Does anyone wish to testify?

**Moore-Love:** No one signed up.

**Adams:** Move to further consideration next week. We're in recess. Pulled item first.

**Item 1390.**

**Moore-Love:** 1390. Certify abstract votes cast proclaim candidates elected and measured approved at the municipal nonpartisan general election held in the city of Portland on november 6, 2012.

**Adams:** Does the person who pulled it in the room?

**Moore-Love:** We have three people who want to testify.

**Adams:** Great. Thanks for your perseverance. It's been a long day. Who would like to begin?

**\*\*\*\*\*:** I'll start.

**Adams:** State your name and if you're representing yourself or somebody else.

**Kathryn Lambert Holenstein:** Kathryn lambert holenstein. We are concerned with the election certification today of the mayoral candidate elect. Charlie hales was not a legally qualified voter when he filed the application for that position. Therefore he was not a legally qualified candidate and should not be certified today. Hales has called this ridiculous. When he moved to Washington he was not in the military, nor was he in college. This job did not require him to change residency nor did he move away to give assistance to an elderly family member, friend, relative. There are no special circumstances in his case. If one moves from apartment 10 to apartment 15, one has to update the registration or reregister. That is the requirement. Right here on page m3 -- we all got the voter's pamphlet, each time you move you must update your registration. Now we can do it on computers except me. I'm still a luddite. The rest of you can do that. I signed up this morning as kathryn, my legal name, because I wanted to make a point. If I sign my ballot envelope cherry, which is a nickname I have had since I was three days old, my ballot would be not be legal therefore my vote would not be counted. It's that simple there are election laws and either they apply to all of us or we ask are some people above the law. Knowing that you're a law making body who frequently pass laws that we all must adhere to may we assume you will not place charlie hales above the law? Let me make one quick point. During the house american activities and the mccarthy hearings, archibald macleish was there, early 50s, he said, the true test of democracy is in its use. There is no other test. Please use that today. Thank you.

**Adams:** Thank you. Hi.

**RoseMarie Opp:** I'm rosemarie opp. There's been a letter submitted from several residents into the record who have been concerned about any certification of this november 6, 2012 election. The letter has been put into the record along with a complaint that was filed by ellen woolly that alleges that charlie hales was unlawfully registered and therefore not qualified to have been on the ballot as a candidate for the mayor of the city of Portland. The complainant alleges that charles hales won unlawfully voted in Oregon several times since the beginning of 2004, and in 2008. Three made false swearings onto his voter registration card filed in 2008. Made false swearing and signing each of his vote by mail envelopes submitted in ordinaries since the beginning of 2004 and 2005. Violated Portland city code 2.08.050. And Portland city charter 2-202. And is not legally qualified to be a candidate for mayor of Portland or qualified to serve in that office. The document has been put into the record. A recently elected attorney general, ellen rosenblum has stated the integrity of Oregon elections is of paramount importance. This is about our very important election process



December 5, 2012

appeared the integrity of our 2012 election. We insist these allegations that mr. Hales was not legally qualified when he filled out the mayoral application to be investigated before certification process continues. The confidence that Oregonians have in their elections is important. And this matter in the law cannot be brushed aside. Thank you.

**Adams:** Hi.

**Nancy Newell:** I'm Nancy Newell. I'm in support of the testimony. The secretary of state has sat on this about two and a half months, so there will be further action, but I would request the city auditor under guidance of city council seriously address this issue because you as designated elected city council members should follow the charter. City charter code and assure the public that every fair process that people live by every day in this city over 1 million people it should be required of someone that runs for office in our city. That's why I'm here today, to ask you that you ask for a full review, a legal review. There are several recourses we have to pursue this but why waste taxpayer money in removing someone from office that potentially could legally be removed from office. I can't see going ahead today with your vote on certification and I'll give you an example. My mother was city treasurer. She got \$75 a month. A very ambitious city manager replaced her. They eliminated her job and he embezzled over \$2 million in our small town in one year. They brought her back at \$75 a month and she straightened out the books and everything got rolling again. I'm here in her honor. That was my mother, city treasurer of White Bear Lake. We're your watch people. You set up charter codes, different agencies to oversee your responsibilities. So that there's double check mate for the public to be protected while they are working sometimes 50 hours a week just to keep servicing the city with taxes and fees. The least you could do today is honor the letter of the law that has been created by the city and withhold this certification. Thank you.

**Adams:** Thank you all very much. You may return to your seats. Commissioner?

**Fish:** I just want to engage the city attorney for a moment. I want to understand how this comes about. Thank you for your testimony. The matter before us is an ordinance to certify the election results. In effect we're being asked to take the abstract of votes cast furnished to us by Multnomah county director of elections and just adopt it. That's a ministerial function. We're just simply accepting that report that demonstrates that Charlie Hales received the most votes of candidate for mayor and Commissioner Fritz received the most votes for the other position and has other vote tallies. My understanding is that if someone raises a question about whether someone, a candidate, has the legal authority to run for that office, that question gets decided by either the secretary of state or by Multnomah county elections, not by the city council. I ask your guidance.

**Ben Walters, Chief Deputy City Attorney:** Can I object to this as a leading question? [laughter] First off, for clarification you referred to this as an ordinance. It's not. It's a report from the auditor's office. It's a transmittal of the certification provided to the city elections officer by the county elections office. So the process that is being followed here is that the council is acknowledging the outcome of this and it's entered into the city's official records as to the election outcome. This is merely a tally of the votes. The determination as to the qualifications for office are as you identified made either by -- well, the charter has a provision addressing it. And then as to whether or not a person is properly a registered voter there are other elected offices that have that responsibility. I would also note that the city charter provision which I have got up here identifies that if an officer is elected without qualification, the office shall become immediately vacant. So the structure identifies that takes place even when somebody may have been voted in if there's later determination they weren't a registered voter at the time they are immediately disqualified. It does not identify any role for council in that process.

**Fish:** We have been asked to do a ministerial act. We have not heard any testimony that the vote that tally before us is defective. Now the related question that folks have raised in their testimony is they are not convinced Mr. Hales was qualified to run for mayor and that question has been put I think to the secretary of state and Multnomah county elections. Ultimately, we're bound by

December 5, 2012

whatever ruling they make on that, but nothing we're doing today precludes them from pursuing those claims. Correct?

**Walters:** Correct.

**Fritz:** I have a further question. Is it appropriate for me to vote on it, considering I'm in it?

**Walters:** In terms of the acceptance of the certification, yes. There's no problem with you voting on it.

**Leonard:** If the charter has provisions in terms of residence, are you saying that the county enforces that provision?

**Walters:** The provision relates to being a registered voter as well as residency. So it's the registered voter aspect of it that goes back to the county and secretary of state.

**Leonard:** Back to the county and secretary of state. I thought the secretary of state had ruled on the complaint.

**Walters:** I would have to defer to you on that. I'm not familiar with that.

**Fish:** There was a ruling but it could be appealed or challenged.

**Adams:** Looks like you want to say something. Could you come up? You have to tell us who you are and then you speak into that microphone.

**Deborah Scroggin, City Elections Officer:** I'm the city elections officer, deborah scroggin. We did receive a complaint in ape regarding -- in april regarding commissioner, mayor-elect hales residency and voter registration. It was investigated by the elections officer then and determined by the county elections division that he was a registered voter at the time he filed.

**Leonard:** Is there another avenue with the secretary of state?

**Scroggin:** I'm not aware that there is. It's not with us.

**Adams:** All right, unless there's anyone else --

**Fish:** By the way, just so you're there. We'll ask you this question. By us accepting this report, we don't -- that does not impact the right of any citizen to collaterally challenge mr. Hales' qualifications, correct?

**Scroggin:** No, not that i'm aware of.

**Adams:** Thank you. Unless there's additional discussion, anyone else that wishes to testify, you can only testify once unless council asks you a question. Karla, it's a report, right?

**Moore-Love:** Yes.

**Adams:** Move acceptance.

**Fish:** Second.

**Adams:** Please call the vote on the motion.

**Leonard:** Aye.

**Fritz:** Clearly others will investigate the concerns raised. I appreciate the citizens staying all morning. I'll take this opportunity to thank the 140,443 people who voted for me and i'm happy I won by 46,046 votes. I look forward to continuing to serve the people of Portland. Aye.

**Fish:** Congratulations to charlie hales and amanda Fritz. Aye.

**Adams:** Aye. We're in recess. We're going to start at 2:10. Taking executive prerogative.

At 1:55 p.m., Council recessed.

December 5, 2012  
**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.

**DECEMBER 5, 2012            2:00 PM**

**Adams:** Karla, can you please read the title, report contained in item 1403.

**Moore:** Did you want to do a roll call first for the afternoon session?

**Adams:** Oh, yeah, please call the roll. [ Roll call ].

**Adams:** A quorum is present. Now we can proceed. It is still wednesday, december 5th, 2:00 p.m. Session. Could you please read the title for report contained in item 1403.

**Item 1403.**

**Adams:** I'm very pleased to report that the numbers for our curbside composting collection service change, that the numbers look great. The amount of garbage that is having to be trucked to eastern Oregon landfill is down, while recycling rates and the actual composting rates are up. And i'm very happy to introduce the team and recognize the team at the staff level that has helped make this happen. Help make it successful. In addition to lisa libby, we have our bureau manager susan anderson and our director of planning and sustainability, michael armstrong. Director anderson.

**Susan Anderson, Director, Bureau of Planning and Sustainability:** Thanks. Susan anderson, director of bureau of planning and sustainability. It's been a year since we started the new composting recycling and garbage program. And as you'll remember, we started the new service a year ago, and we made three changes. The first one was that we added every week yard debris collection, we added food scrap to the green compost and yard debris cart, and we switched to every other week service for garbage collection. In addition, we also kept recycling once a week as required by state law. So how have we done? In a word, I think from my perspective, I think we've done fantastic. Since the program began a year ago, total garbage collected and going to the landfill is down 38%.

**Adams:** Are we supposed to be watching a slide show?

**Anderson:** Yeah. So 38% down. No other city we know of has made this kind of advance. In the first year of the new service we reduced garbage by 36,000 tons, and that means we've cut more than a thousand semi trucks trips up to, through the gorge, up to arlington. So a thousand less trips a year.

**Fritz:** Do we pay by the truck?

**Anderson:** We pay by the ton.

**Fritz:** We know for a fact that's what we've been charged for?

**Anderson:** Yes. So garbage is down and compost is way up. Compost has -- and yard debris has increased 180% from 30,000 tons to 85,000 tons, and all of that gets made Into finished compost, it's sold to commercial landscapers, farmers, nurseries, and to get an idea how much compost we're talking about, if you filled pioneer square with compost, it would fill the 30 feet high. That's a lot of compost.

**Adams:** That's a lot of compost.

**Anderson:** I thought i'd put that fun fact out for you, mayor. It's all being commercially used. So now it's a product that's being used for agriculture instead of being trucked to the landfill. All of this has been a success because Portlanders have done their thing, which 84% of households are participating and using their green composting parts, and about 90% of those green carts actually have food in them. So people are throwing away less in their garbage cans, putting food in yard

December 5, 2012

waste, taking it to the curb and recycling is continue to go strong. In fact when you look at all of the things that can be recycled, all of the materials that people are throwing away at the curb, 85% of what can be recycled, people are actually putting into the blue containers and only 15% in the garbage. And again, that's just amazing compared to other cities across the country.

**Fritz:** Can you tell folks how do you know that?

**Anderson:** We actually go out and look at more than a thousand, I believe, a thousand household and we have some students who sort through garbage. So we actually know what garbage and recycling compost is there. And I wanted to introduce bruce walker, the solid waste manager, and Arianne sperry, the program coordinator.

**Adams:** I forgot to introduce raihana ansary, who has also been a key person in the mayor's staff on this issue.

**Anderson:** So for another part of the study, we wanted to look at how people felt about the program. We looked at the annual community survey, 66% of respondents felt good or very good about their service. After a big change we think these numbers are pretty great. And we expect the numbers to improve over time. For comparison, 66% saying good or very good is equal or much better than the numbers for sewer, storm water, parks, transportation, and police. So it's the same or better as those numbers.

**Adams:** But not better than fire.

**Anderson:** But not better than fire. I thought someone else was going to say that. We do want time prove those numbers. One way we found to help people be happier with their service is to shift them into the right size garbage can. This table shows that most people, 60%, have a 32-gallon can. About 20% use a larger can, 60 gallons or more, and 20% have a mini-can, or they have service once every four weeks. You can see one year to the next, a slight shift in service, about 2% of the customers chose to go to a larger can, 60 gallons or more, and 2% chose to Go to the mini-can or to once every four weeks. So with any city program, we know that excellent customer service is essential. The curbside hotline play as major role in providing quality service. From this graph you can see the spike, it's significantly went up at the beginning of the year, at the beginning of the program. We were ready for those calls, we hired four additional customer service staff, two of them were fluent in spanish, we also extended the call center hours to evenings and weekends. So what we found was after just four months, calls were back down to a normal level. People had gotten the change, they had asked most of their key questions, and recycling and composting just became sort of the I don't remember of how they do it. And people figured out what they needed to do and have obviously followed through. So beyond the hotline, we've also made some improvements to our website. For some context, just like a lot of bureaus, several years ago we really focused on making some improvements to our website, and when we did that I think it was seven or eight years ago, we had a 25% reduction in calls, and the people just got driven to the website and could get their information 24/7. What we've done now is we've improved the website, we have a new site called [Portlandcompost.com](http://Portlandcompost.com) where people can get information, how-toes, videos, other information, they Can see when their garbage day is, so if you want you can go online to [Portlandcompost.com](http://Portlandcompost.com), type in your address, and up will pop your schedule. So you can always find out when it's garbage day. It will also tell you if it's garbage and recycling, and composting, all three, or if it's just compost and recycling. You can also see on there that every once in a while for christmas and new year's, for example, we push service out a day, so it gives you that kind of information.

**Fritz:** And you can sign up for handy dandy email that comes the day before to remind you which day it is.

**Anderson:** Exactly.

**Fritz:** I find that very helpful.

**Adams:** And we're about to improve that.

December 5, 2012

**Anderson:** So currently you can go online and sign up as commissioner Fritz mentioned, and you'll get an email that comes the night before. I actually put my daughter's phone number in there, so it goes to her. It hasn't helped a bit. But i'm hoping still. So you can do that. And soon we'll be able to have that come as a text. That's coming next. We know not everybody wants their information on a computer, and not everybody wants it on their ipad or phone, so we continue twice a year to send out a curbsiders to every household, and every household also gets a calendar that they can put on their bulletin board or the fridge so they have that Information. So to wrap up, I wanted to talk about community engagement. We have a magnificent person on our staff named lauren, who years ago did the downspout disconnect program for bes. Amazing at getting volunteers, she got 275 volunteers to work with her since august of 2011. And the result was that we had conversation with 25,000 Portland households about composting, about recycling, about the changes in the service. This picture here is some young volunteers from the urban league of young professionals. We have volunteers from neighborhood associations, church groups, cultural groups, master recycling program, our outreach focused a lot on larger households, and also on working with people who have english as a second language. Many bilingual volunteers. And in addition to doing all the canvassing, we had 25 community group meetings and went to 85 different community events and fairs and such during the summer. So we definitely got the word out.

**Adams:** Last summer. After the decision and after the change.

**Anderson:** Exactly. So what's next? Next steps are pretty much to do more of the same. We'll continue to provide great customer service, provide people with the information they need, and encouraging people to shift to a larger or smaller can if they need. And to do some more outreach With renters who are in single family homes or duplexes. To make sure they're getting the information they need. Overall i'm really happy, ecstatic about the program. We found the rest of the world is watching, "new york times" and "wall street journal" and others, it's a new standard. It's really -- other cities from all around the world are asking us how we made changes, the outreach we're doing, in a way we're doing it the Portland way, which is with a lot of volunteers and community action. If people need more information here's the website. And answer any questions. Thank you.

**Adams:** Any official yes -- any initial questions before testimony? All right. Let's go to the testimony.

**Moore:** Seven people signed up. The first four please come up.

**Adams:** Come on up. Have a seat. One of the four chairs, you only need to give us your name if you're here representing yourself, if you're representing another organization, then in addition to your name, just give us who you're representing. We don't want your phone number, your email address, we don't want your list of twitter followers. Just your name. We're glad you're here. Would you like to begin, ma'am?

**Ann Littlewood:** Yes. I'm ann littlewood. I live in northeast Portland. I wanted to give an On-the-ground report of how it's worked out for a householder. At first I was annoyed by this plan, moving to every other week garbage, and not bought off at all by the idea of every other week recycling. I -- we've always composted our food scraps and I felt like we were being punished for the sins of others. But in practice, it just works fine. It's great -- turns out to be great to have that recycling picked up every week. Now and then some project, garbage backs up and we end up putting an extra can to the curb and we're pleasantly surprised to find that cost \$5, and to do that twice a year is not a big deal. I polled a few people, my sister and some friends who have a baby, and was surprised to find they have shifted to once a month pickup. So apparently we are not -- my husband and I are not as great as we thought, and we'll have to look at it and see what they know that we don't. So I just want to say that the statistics are very impressive, and it seems to be working fine.

**Adams:** Thank you for sharing with us your evolution, and your honesty. I appreciate it.



December 5, 2012

**Fritz:** Thanks for taking the time to come in.

**Adams:** Welcome.

**Michelle Lasley:** My name is michelle lasley, I represent a few roles today. I have a food buying club in north Portland, I am a master recycling recycler, I sit on the board of community alliance of tenants and through Those two roles I was able to participate in the advisory council. That helped shape this and what has become a successful program. I'm also an employee at solv and a regular resident of Portland. So overall I love it. Sustainability is a passion of mine, so the city is taking such bold steps toward an amazing paradigm shift is great. I love that we are really incorporating waste equals food into reclaim as much as possible, and divert things from the waste stream. I loved working with the city. The staff that was participated in this were thoughtful, they were very intentional and really made points to reach out to the necessary stake holds to make this a successful program that it is. At work the timing was great because we were able to get our entire building, we moved residentially to downtown Portland, and we were able to get the entire building on board with compost, and within actually a few months of moving into the office, and now we've got a smooth-running compost system in our entire building, off first and lincoln. Personally, we've had to do some education at home, me with my husband, and I am the sustainability guru and i've had to pull him along, and

**Adams:** -- in a leadership sort of way; servant leadership sort of way.

**Lasley:** Finding what works, we had to abandon doing newspaper and just buy the bags. And making sure I help him and using the materials, but now he's converted. We've got the pattern, and it just works. Process improvements. The only thing that could really help is with -- which is already built into the next steps, we can see from the community alliance of tenants, landlord education and getting the landlords informed to be able to pass on the right materials and how that can be done for the tenants.

**Adams:** Great suggestion. Thank you. Thanks for your leadership -- servant leadership at home and in the community. We appreciate it. Welcome.

**Harris Orem:** My name is harris, I live in irvington. I start off recycling with my parents who were conservative republicans in early '50s, and now they would be very pleased with this program. They would be recycling now, but they wouldn't be republicans. [laughter] I stayed with that, i've been fairly consistent with that, I became a master recycler, and when the city's talked about the changing to every other week, I was dubious that we could do it with a 20-gallon can. But it is so easy. We fill up half the can every two weeks and half of that is dog poop. When there's a problem with people not having enough room within a small group in the neighborhood, we can always ask a neighbor if there happens to be -- if I have more leaves, our leaves fall after the last pickup, so I borrow neighbors' cans and there's no problem. If I have space in my garbage can, they borrow it. It's never been a problem. And I was surprised. I was very pleased. I've been to visit my sons in philadelphia, boston, and austin, and they don't hold a candle to here. Their recycling is a mess compared to ours. I'm really appreciative of this program.

**Adams:** What was your name again?

**Orem:** Harris Orem.

**Adams:** It's interesting, because in my neighborhood as well, people, the leaves fall at different times, so people have taken turns to borrowing each others' green bins. It's really something I hadn't anticipated.

**Orem:** You have to talk to your neighbors, even when you don't want to.

**Fritz:** With permission.

**Adams:** On occasion. Sometimes they don't know. I'm joking. Oregonian reporters, listening in the basement. No i'm not. Go ahead.

**Sean Barron:** I'm sean, i'm a certified master recycler, and I guess you'd call itself-proclaimed waste reduction activist. I'm excited to be here to share my enthusiasm about the new initiative. It's

December 5, 2012

been working excellent for me. Earlier this year I had the opportunity to be a part of the be cart smart campaign, and I logged over 15 hours of Canvassing knocking on doors in north and -- northeast and north Portland neighborhoods. I knocked on over 200 doors and spoke to approximately 100 people. One of the highlights from this experience definitely was the sense of pride that I heard relayed back to me. People were really excited to have a conversation about it, and fell me how proud they were to live in a city that was taking action and doing something about reducing waste, doing anything at all really got them hyped up and they were just glad to share that with me. Another interesting point about speaking to people was how receptive they were to hearing how they could be a more effective composter. They want to, you know, understand how it was they could compost even more and reduce their waste even more, and open to hearing tips on someone like myself, a little expertise in it. I also found that people who are relatively younger or someone i'd consider my peer really had nothing but great things to say about it. No one said, this is too difficult, or I don't want to try this. They're only like, let's get started. Let's dig right in and compost all we can. Then finally i'd like to say that we've been participating, my own household in northwest Portland. Myself, my roommates, and my neighbors have all really Enjoyed it. There's I think a little resistance at first from my roommates, and I was surprised to see actually them come along as well as they did, and now they throw all their food into the compost, and we have very little waste. I'm really thankful Portland has begun this program here, and we can be a beacon for other cities around the country for waste reduction.

**Adams:** Thank you. Thank you for your testimony. All of you, I really appreciate it. Next four?

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

**Tom Karwaki:** Certainly. Tom karwaki, I am in the university park area. I'm the chair of the neighborhood association. And on behalf of the university park neighborhood association, I knocked on over 500 doors on the program in the spring, and talked to hundreds of people as well as we've had 400 people at our picnic, and we've had three meetings of over 60 people, and there's been nothing but great things about this particular program. My view is that -- it really is a cost savings measure. It is not just a composting and clean environment. It really is a cost savings measure, and perhaps those people who don't understand or do have a problem with it initially have had problems with the sizing of the trash cans and so forth, which they weren't aware always that they could change. But the other areas that really is a cost savings, and they don't understand that sometimes. And if that was made a little clearer in the city's presentation, that might help a lot.

**Adams:** Great. Good advice. Thanks for knocking on doors. Mr. Parker.

**Terry Parker:** Terry parker, northeast Portland. When I grew up in Portland, once a week jimmy the garbage man would come by, stop his truck in the middle of the street, pick up the garbage, up the driveways of two houses on each side, and then move on to the next group of four houses. Like most families in my neighborhood, everything was in one 32-gallon can. A occasionally maybe six times a year additional items would be set out on the curb for jimmy or sometimes a helper to pick up. In Portland, garbage service has gone the way of the family farm. Just like how food is being grown on corporate grow farms, garbage is being picked up by corporate haulers. In addition to two large huge 60-gallon clamshell containers, along with a bin for glass, most households have sort of garbage container that as a group, take up way too much storage space or yard space. Additionally, the currencies item has tripled to quadrupled the number of trucks on the road with each one traveling double the number of emts, wearing down city streets going up one side, and then down the other. There is no small business competition, and because garbage service is now a socially engineered government managed monopoly, the cost for services have mushroomed with less service for more money. The results from the auditor satisfaction surveys demonstrated decline and dissatisfaction with garbage service pickup, and that's over time. The every other week pickup is unsatisfactory to a significant number of Portland households. In an attempt straighten out this fine mess you've got us in. I suggest the following -- according to most of the people I have spoken

December 5, 2012

with about their service, they specifically asked about the blue recycle bin. They have told me it's only half filled up or less during an average week. Given this information, the recycle bin for most households only needs to be picked up on a biweekly basis, thereby allowing garbage service to be picked up on a weekly basis using the same number of trucks and drivers. Additionally this could provide a cost-savings for customers and it is likely a large number of households could use a smaller can. I firmly believe this option provides better service and possibly at a lower cost for customers. I also believe it would be considerably more satisfactory and acceptable to more households than the current scheme. Finally, as a side note to this discussion, along with businesses, I know a number of people who have moved to salem where rents are half of what they are here, and now commute to Portland thereby driving longer distance. With all the tax levies pushing up already high property taxes, new taxes such as the telephone tax, and the unconstitutional head tax for art, excessive water, sewer rates, plastic bag ban, other misaligned priorities, combined with special interest policy making off all contribute and help to drive people out of the city, taking a less costly place to live. High rates for less than satisfactory garbage service only add to the high cost of living in Portland. Thank you.

**Adams:** Mr. Parker, you live in a single family home?

**Parker:** That is correct.

**Adams:** Ok. Thank you. Welcome.

**David White:** Hello. Good afternoon mayor Adams and council members. My name is dave white, I am regional representative for the Oregon refuse recycling association. In that position I work with the tricounty council, the local industry association that represents the city's franchise residential collection companies. My comments today are on their behalf. Portland haulers have been providing excellent collection services to the residents of the city for decades. They're proud that in the city auditor's annual community Survey, their customers have consistently rated the solid waste recycling and yard debris collection service they receive as among the best programs and services in the city, right up there with fire.

**Adams:** Very, very close. Actually nobody's close.

**White:** It is very important to haulers these services continue to be viewed by customers as excellent, and that the city's collection program continues to meet their service needs. When you decided to implement a new residential collection program, the Portland haulers assisted city staff with the pilot study, and worked hard to implement the program as efficiently as conveniently -- and conveniently for our customers as possible. I testified at that time that your hauler partners would work with staff and customers to assure the success of the program. I've got a few examples. Haulers have worked with staff and city hall to develop a program that helps low-income customers who need additional garbage collection service due to medical needs. They have worked with staff to address the rise in contamination and recycling and compost carts, and we're making good headway on that. They have proposed changes in the rate setting policies that reduce the cost of moving to a larger garbage cart that meets their needs. So we're going to continue to work with staff and city council to improve the program and meet those -- Improve customer satisfaction. As reported today by the bureau of planning and sustainability, the waste reduction recovery results of the program are impressive. By that measure, this program is already a success. We think there's still more to do. The results of the auditor's survey do show there's been a 12% reduction in customer satisfaction with the new program. While the overall perception of the program is very good, as noted in the staff report, that 12% reduction for us is significant. There's -- there are things we think that can be done that need to be addressed. Haulers will continue to work with staff to help customers understand the value of this program, and the benefits they receive. And will continue to work with staff and city council to review the program and identify options that we might be able to implement to address their concerns. Please understand as I close that haulers support the program. But they want to make sure that it meets the customer service needs and

December 5, 2012

continues the history of excellent customer service, like I said, the report is good, but there's more to do and we're committed to working with you to do that. Thank you for your time.

**Adams:** If I could, to you and all of your members, you have been absolutely positively fantastic, and I know that based on your work and the work of your members in the past three years, we've worked to put this together, the pilot and everything, that you will continue to be a great partner to recover that 12%. And I am very confident. Thank you.

**Fritz:** I have a question. Mr. White, I have a question. When I visited with you a few weeks ago, visited with your members, there was a couple things discussed. One of them was whether the monthly pickup of garbage was a good thing to do. Is that something you want us to consider revising?

**White:** We actually would like you to look at that. Once every four weeks. We think it's redundant in a way in that we already have the 20-gallon mini-can, which 20 gallons collected twice a month, 40 gallons, and so the once every four weeks, that's 35 gallons, the difference in capacity is not much. But for us, it creates an issue regarding routing, the weight, we don't know what people are going to set out once every four months. There's no consistency necessary there. And so we're very concerned about having overweight trucks. You don't want overweight trucks on the roads. So we think that by moving back to the 20-gallon mini-can, you can address these customers' needs with more frequent service -- 2kg 20 gallons every two weeks and address operation concerns.

**Fritz:** That's something I'm interested in. The other thing I learned from you and your members, it doesn't make any difference because it's mechanized equipment, whether the bin is half full, full, except fits overweight.

**White:** Yeah.

**Fritz:** So that was something I wanted to share with those watching at home. Even if you've just got a few scraps, it's sometime worth putting them in the bin.

**White:** Thank you.

**Adams:** And thank you all for your testimony. I move acceptance of the report --

**Fritz:** One more question for staff. If I could. This is an impressive report, and obviously we're all striving for continued improvement. I know we'll continue to work towards that. I did have a question about the families with taking care of adults with medical needs. And I thought the last time we had a discussion at council we were going to look at providing complimentary upgrades in size with request of demonstrated need, rather than making it subject to low-income.

**Anderson:** I heard it was for low-income only, but if we -- so maybe we could go back to -- I thought that direction was for low-income.

**Fritz:** I think it's a benefit to our community when families take care of older adults in their homes rather than moving to nursing facilities and such. And that there -- when I had children in diapers, I was still able to do monthly service because we were -- I was really diligent about recycling. The servant leadership thing with my husband was more of a servant thing, by fishing things in the garbage and putting them in recycling I was able to manage. But with adult medical waste there's really not much option for reducing that. And so it seems reasonable for me -- for us to consider a version of on-request with demonstrated need, rather than by having to prove low-income.

**Adams:** So with the -- I think that the way that we're dealing with inquiries now using master recyclers to go out and problem solve based on people calling in and about unique circumstances, that might be one. My direction to the bureau has been to problem solve for any sort of outlying issue that is legitimate, regardless of whether or not it's income-based or otherwise. So I think --

**Fritz:** That's what I was understanding.

**Adams:** I think your reminder, we have great master recyclers that volunteer and go out and help people problem solve, and we've been able to solve a lot of unique problems. They might be small as a percentage, but for those people experiencing them, they're very real.



December 5, 2012

**Fritz:** Thank you.

**Adams:** I move acceptance of the report.

**Fritz:** Second.

**Adams:** Karla, please call the vote on the motion to accept the report.

**Leonard:** Thank you for all the work that's gone into this. It's a very successful program, obviously. I'm pleased to support. Aye.

**Fritz:** Thank you for the report and for bringing back to council and for everybody here who chose to come or staff who have put in a lot of time on the program. It's -- my emails reflect similar to what we've heard here today, that initially there was a storm of protests, and I still had some input, and the 12% reduction in satisfaction is a concern to me too. Overall, it is working as intended and as we continue to help folks with the process, I think that can improve even more. I found it especially helpful to be able to put my turkey carcass in the recycling composting. If I only need it once a year, that was significant to me. But also I was recently at a candidate forum in southwest Portland where there were probably 100 people in the audience, and we were asked a question about the new system, and so I asked for a straw poll, because I appreciate very much the 275 volunteers who knocked on 25,000 doors. Almost on the scale of the London Olympics volunteer force and the amount of people. So thank you very much to all of those folks. But I did my own straw poll at the neighborhood forum, just folks who were coming for political forum rather than particularly being asked or being interested in garbage and recycling. And I would estimate over three-quarters of the room raised their hands saying they liked the new system. So that was a random sampling, but something I found significant. So I appreciate very much having been part of this project, and the services that I receive and especially the attitude of the Bureau of Planning and Sustainability, Mayor Adams is another significant achievement of your term, and I congratulate you. Aye.

**Adams:** Thank you. So just to add to the thanks, all the volunteers, the master recyclers especially that have been willing to go out and problem solve on specific concerns that we've heard. Megan Ponder, who's a secret weapon in the division, who used to work for us. But mostly to the Portlanders who have really -- the bulk of which really embraced this, and we have a lot of turkey-based compost that will be available in, what, 45 days? Thank you. Aye. We're in recess for eight minutes.

[ The meeting recessed at 2:52 p.m. and reconvened at 3:06 p.m. ]

**Adams:** We're going to be considering items 1404-1407. It includes four nonemergency ordinances. Please read each title.

**Items 1404-1407.**

**Adams:** I'm very, very pleased to be introducing these four nonemergency ordinances for council consideration. They are the final missing link that will close the loop on the downtown two sides of the river circulator, first called for by City Commissioner Earl Blumenauer, and prior to that called for in some city plans. I'm pleased to move it forward at this point as well, not just before the end of my term, but because in doing so we will be able to instead of retrofitting this connection, this closing of the loop later, we're able to do it as TriMet completes the light rail project, Milwaukie-Portland light rail project. In doing so, we estimate to be able to save around 20%. So we're fulfilling a 25-year vision, it is going to save money by doing it now, and it will allow once the loop is closed, to provide the kinds of service that this loop is truly capable of. So with that, I'm happy to introduce Art Pearce from the Bureau of Planning and -- Bureau of Transportation. Thank you.

\*\*\*\*\*: We'd be happy to take it.

**Art Pearce, Portland Bureau of Transportation:** Thank you, Mayor and Commissioners. Very happy to be here today. This is definitely an exciting moment for us, staff as well this, is something we've been pursuing for quite a number of years. So today I am here to present to you the final moment for what makes the central city streetcar loop possibility. This was first proposed in 1987



December 5, 2012

by Earl Blumenauer and brought within a number of plans but not -- 1988 central city plan. It envisioned the streetcar loop as formative infrastructure that would bind together the central city districts on both sides of the river. And so now 25 years later we are delivering on that infrastructure to really pull together the vision of a central city and not just the downtown on one side of the river. In just this past September, we delivered on a big portion of that loop, which is the extension of the east side streetcar to OMSI, and this final package now is being termed Close the Loop, which is the final elements necessary to be able to operate a full two-way circulating loop around the downtown. So the central city loop is also very significant to a lot of current initiatives, one of them has been coined the Innovation Quadrant. And that is the synergy and relationships between the inner southeast and inner southwest districts of the central city, and the major institutions that ground those different districts, projected to grow by approximately 30,000 jobs and 11,000 households over the next 30 years. The infrastructure of the Portland-Milwaukie light rail and the streetcar loop are very important to serving that growth within these districts. So what is Close the Loop? Close the Loop is all of the work required to be able to assure that the Portland streetcar loop can operate in 2015 with the opening of the Portland-Milwaukie light rail. It has three major elements. They're listed here, and it's really something that now is the time to do that. You will recall last year when we adopted the Innovation Quadrant SDC overlay, we included the Close the Loop project as an eligible project for funding over that 20-year collection period. Now is the time to deliver that project and so we need to prepare financing to be able to spread the cost of these projects out with the projected revenue collection through the SDC district. So the first of the three projects is those connections, specifically on the east side where the current terminus of the east side streetcar loop is at OMSI, on and off of the Portland-Milwaukie bridge, and that's estimated to be about \$4 million in total cost. That is all the construction and the systems and electrification needed to be able to make that connection on and off the bridge. In order -- that is something that's fully engineered at this point, and is included in all the Portland-Milwaukie plans, and environmental documents. So it's ready to go upon council authorization and direction. In order to have enough funding for all of the elements within the SDC revenues projected, we're pursuing 2 million in federal funds through the SGA, and have asked for a letter of no prejudice from the FTA so we can start the construction of those improvements now while they help us work through the grant process for -- that additional funding. So that requires 2 million match from the city through the SDC. Tri-Met, in order to stay on their instruction schedule has required us to give them direction from the city that we want to add this as a betterment by the end of this month. So time is of the essence to give that direction to the Portland-Milwaukie project so they can begin construction as early as February of those elements. The second element really is a preparation for the east side streetcar element, and that is called the Stephens Turnback. In order to keep returning the eastside service and delivering that service while we're creating that connection, we need to create a turnback at southwest -- southeast Stephens that allows for southbound streetcars to turn back and head back northbound while the reconstruction is happening down at the southern terminus. So it's especially instrumental in the short-term of the six to eight weeks during the major reconstruction, but also provides long-term functionality for balancing out service or avoiding issues along the system as the full system is operational in the future. The third element is something called automatic train stop safety upgrades. On this system as you can see in the graphic, there is sensors within the entire light rail system that tracks where the vehicles are on the trackway, and if a vehicle proceeds beyond where it is signaled to proceed, the system actually makes the car automatically stop to avoid a collision between transit vehicles. This is something that's been on the Tri-Met system for 30 years, but is not something that currently is a part of how we run the streetcar system, because we run within traffic. And so in order to use the Portland-Milwaukie bridge, we need to add this technology both to the connections and also onto the vehicles themselves. They did offer

December 5, 2012

to us we could build our own bridge, but it seems it was probably a better idea to use theirs and add these connections.

**Fritz:** There's already an automatic train stop on the max line?

**Pearce:** This is already on all the vehicles, all the max vehicles for the last 30 years. So at this stage we're preparing the procurement for that -- those improvements. Just a couple illustrations to help you understand how the pieces come together. Here is an illustration of the track connection in purple on the east side, and also on the west side in order for streetcar to navigate on and off of the Portland-milwaukie bridge. Quite an intricate arrangement of tracks and busway in order to work together through this area. One other illustration is a depiction of what the area will look like once construction is complete. So that is the Portland-milwaukie transitway, in the center with the bridge and the Portland opera building just a little bit off in the distance, and then the streetcar in process of turn jog to the bridge is illustrated there in orange.

**Fritz:** And that's omsi in the top center?

**Pearce:** That is opera in the top center. Omsi is off to the side. But both in green, both of omsi's development parcels for their expanded campus are shown there.

**Fritz:** Thank you.

**Pearce:** Also notable is new water avenue, which was just a couple months ago authorized by council, is now fully in construction and is depicted here in its final state as well. So there are four council actions that are requested today. One of those is authorizing those connections on and off the Portland-milwaukie bridge. That is a total cost of 4 million, with 2 million expected local match and 2 million of federal funds. The second is the Stephens turnback, 1.3 million total of cost, and the retrofit, which is anticipated to be \$1.5 million of cost. In order to stay within the overall 5.4 million of eligible sdc's, we are going to wait to do the final purchase of the ats equipment until we have enough assurance that the fta grant is proceeding. We've had very, very cooperative conversations with them but we're going to keep those tied together. We are going to move ahead with the solicitation for them, so we can have accurate pricing and be talking with vendors by the time we can make that choice. So we'll move ahead with an rfp, but not follow through -- rfp, but not follow through yet. The fourth item, Jonas is here to explain.

**Jonas Biery, City Debt Manager:** Jonas Biery, city debt manager. Item 1407 authorizes issues of limited tax revenue bond, up to 5.4 million. Additionally the financing may be sized to include issuance costs and costs of accrued interest. Bonds will be secured, but will be paid, expected to be paid through innovation sdc's. Or other eligible pbot revenues. The ordinance authorizes interim financing and we do currently expect we'll execute a line of credit initially for this project. Could be as early as April 2013 to be a competitive bidding process that will allow us to fund the project on an as-needed basis. The balance on the line will eventually be converted to long-term bonds which it can be done so in a cost effective manner. If the -- annual debts on long-term bonds is expected to be no more than \$400,000 annually. I'd be happy to answer questions about the financing if there are any.

**Adams:** Thank you. Commissioner.

**Chris Smith:** Mayor, commissioners, Chris Smith, appearing in my capacity as a member of the Portland streetcar inc. Board of directors. My testimony is informed by my service on the planning and sustainability commission. I think two points I want to make. The first is that this is a small investment that leverages a large investment that's already been made, \$147 million both local and federal participation in the street car loop. Closing it magnifies the benefit of the project, this is a very small investment to get a very great gain for the performance of the system. I want to talk about the role of this in the central city. Art has referenced the history in the central city plan. We are of course in the middle much revising that plan another time. And the new plan which you've already signed off on the concept plan, has this concept of loops within loops. So we have the well-established waterfront loop with waterfront park and the east bank esplanade, we're anticipating a

December 5, 2012

new transportation loop that will familiar somewhere in between, and this is the third loop, the outer loop which in some way defines the central city. Completing this helps us complete our vision of the central city unifying the two sides of the river. I think of each of those as a tie that binds the east side and west side, as we have evolved. Our concept from a downtown to central city that encompasses both sides of the river, and I think this is a tremendous direction. I think in terms of mobility in the central city, this provides a very easy-to-use circulator that will be complimented next year with bike share, kind of as a tool to fill in the spaces in between the loop. So I think it's really all coming together for our central city.

**Adams:** Thank you. Appreciate it. Now if we could have Portland streetcar inc. Board chair dick cooley, Portland streetcar inc. Citizen advisory committee chair owen ronchelli, and from the industrial council, peter stark, and from zidell marine, dennis. Mr. Chair, would you like to go first?

**Owen Ronchelli:** I'll make a few minutes. It's really exciting to me. It's like cresting the top of a hill --

**Adams:** Push that button in front of you.

**Dick Cooley:** And realizing when you come over that crest, it's just there, and once you go over the crest, you're going to be coasting. And it's going to -- it's such an addition to the city. It affects all parts of the city, but it makes that connection on that south side that can't be overemphasized between the large institutions on the west side of the river, and I think a lot of small businesses on the east side of the river. It's very exciting. I'll let these other people who have worked harder than I have, speak to it.

**Adams:** Thank you, mr. Chair. Owen?

**Owen Ronchelli:** Hi. Owen, chair of the Portland citizens advisory committee on the streetcar. And i'm pleased to be here to represent them in this capacity, but I also work with a bunch of great volunteers who dedicate their time to work on streetcar projects and really happy to be a part of that group. This represents an opportunity to maximize the city's investment and when they've already created, which is a great streetcar system. This only enhances, serves to enhance that, and it's not -- it's the city, but it's also the local property owners who have invested through the local improvement district, and this is leveraging their dollars as well. So that's an important point. You also -- a crude analogy here, the people, the businesses, smaller businesses on the south end of mlk and grand are at the end of a cul-de-sac, if you will, and what makes the central city work so well is our grid system. What we're asking you to do is complete the grid, at least the streetcar grid, and it's going to reduce travel times for riders, it's going to maximize ridership, we're going to see at least up to a 20% increase in ridership with the completion of the loop. And more importantly, it knits together the central east side. With south waterfront and the downtown, which is a critical piece. And it's going to make a good project great, and just to conclude, this is the time to do it. We need to act now to make sure that we're not spending more money later to try to do it as a let opportune time. Thanks.

**Adams:** Thanks for your chairmanship of the citizen advisory committee, appreciate it. Mr. Stark.

**Peter Stark:** Thank you, sam. Julie ann is the president of the cac, she'll be here soon. I'm here trying to fill big shoes. Thank you very much for having us. This has been a long journey, and sam and I go way back as well as other commissioners trying to get this project to its full completion. Just a couple of reminders. The central east side for many years has been the lost child. We've tried to get a lot of projects over there, we've had successes, the streetcar is one of those. It's been a hard challenge to get the proper alignment, get the proper funding, get the support, get the businesses to come on board, and we're still working through some other issues. But long story short, if we do not, this is a risk thing, if we do not approve it now, I think the risk of not approving it at this time is too great. We can't afford to end up with a dead end. No business wants to be at

December 5, 2012

the dead end of a system which will get less use because it's a dead end. And I think that from the central east side's point of view, not closing this loop would be a disaster. And waiting for funding later might make it impossible, because as you know, the funding will increase substantially if we don't do it now. I also want to point out the central east side works closely with the three neighborhood associations that overlap our district. And from the neighborhood point of view, I can't speak for them, but they certainly would benefit from having a closed loop system and not be dependent upon going all the way north through the lloyd district to get to the downtown. So I think from both a business and a neighborhood association point of view, this is a must-do. We really must close the loop. The opportunity is now, and I really appreciate the support of city council to do so. Thank you.

**Adams:** Thanks for all your work over the years. Appreciate it. Mr. Allen.

**Dennis Allen:** Commissioner, mayor, dennis allen, director of development for the zidell property in the south waterfront. As you probably know we own the largest piece of land on the south waterfront, 30 acres directly adjacent to the new bridge. And we view the streetcar connect the loop project, close The loop as a vital component, key component to our development. We've started our first project a couple months ago, and we hope to continue to build many more projects over the next 10 to 20 years as we build out our master plan and this connection with the east side. We look forward to the collaboration between the two sides of the river and making our development happen.

**Adams:** By the way, the design of your first project is stunning.

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

**Adams:** Thank you. Appreciate it. Who else signed up?

**Adams:** Welcome back. Glad you're here. Would you like to begin, ian?

**Ian Stude:** Yes. Thank you. City commissioners, mr. Mayor, i'm here today, my name is ian, i'm here to testify on behalf of Portland state university. And express our support for the streetcar close the loop project. We strongly support the requests that have been made here today by the bureau of transportation and the psi staff regarding the need for funding this important project. And in previously approved innovation quadrant, transportation development system charge. Closing this gap in the central city streetcar system is critical to achieving the world class transit network that will serve the dense urban vitality of our future city. And I want to add that even now What we've seen from our surveys of students and our staff at psu, the opening of the east side streetcar line has proven to yield a rapid growth in the increase of use of that streetcar system. On the order of 100 to 125% growth in ridership. Largely due to our sponsorship of the system. So we're really seeing our community adopt the streetcar as a way of getting about the city and enjoying the city, both our residents and our commuters. Once complete the streetcar loop will provide the reliable and sustainability connectivity that is essential to the growth of institutions like psu and ohsu, who -- first of our joint projects, the collaborative life sikh senses building in the south waterfront area. This new building include approximately 40,000 square feet of teaching and research-base for psu, for both our students and our faculty. The increased frequency and reliability of the streetcar system is a result of closing the loop will really play a critical role for us in ensuring the trips generated by that building and by our future investments are going to be both as convenient and carbon neutral as possible. I want to take a moment also to say that as stakeholders within the innovation quadrant, we'd like to -- i'd like to say we also support and encouraging the completion of all the projects that were identified as a part of the tsdc process. The sum of these projects will provide a significant dividend towards maintaining and improving the transportation network of our city as it grows. So thank you.

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

**Bob Richardson:** I'm bob richardson, i'm a member of the streetcar citizens advisory committee. But i'd like to speak to you personally in my role as a transit geek. I blame tri-met for this. I grew

December 5, 2012

up in the 1970s, and was an early tri-met rider as a child. This has connected me from my home in oak grove to the big city life of Portland in the 1970s. I want to talk about what this project means in things you may not have heard of that it also provides. If you view the new eastside loop line in isolation on the east side, it actually provides something new already. It uniquely serves a north-south corridor on the east side that was not well served by buses. The new omsi station, if we close the loop, will provide a convenient transfer point to the new milwaukie max line, but also to multiple southeast bus lines. This is not just a rail project, this is a transit and transportation project that will serve many riders in the inner east side, and give them a completely new connection to the southwest side of Portland and to the south waterfront, and the places that were just really inconvenient to get to by transit before. Another little known feature is The stephens turnback that was talked about. You may have seen our vintage streetcars, our replica streetcars used for special events and sometimes with supplement service. There's been a problem in the delivery of the new streetcars for a line, and some people have asked why don't we run the vintage streetcars to supplement service? Well, they can't make the grade of the hill down to omsi. Their brakes don't support it. But without a stephens turnback there's nowhere to turn them around. So we're stuck running bus-bridge service or taking streetcars out of service. This will solve those problems in the future and open up opportunities not just for redundancy but for special events. A quick word about connections. Transit works best when the network connects diverse and important destinations. We now have on transit better connections than most cities, certainly our size, the airport, convention center, downtown shopping district, the pearl district, rose quarter, the timbers stadium, psu, the zoo, and that's just in the city of Portland, not the outer areas. This will enhance the network by more fully realizing our links to ohsu, omsi and inner southeast and does so by leveraging our many investments including bus transportation as well as rail. It is an integrated system.

**Adams:** Thank you and your tutelage with TriMet has served you well. Is there additional Council discussion with staff? Then this moves to further consideration next week as part of our regular agenda. We are in recess. [gavel]

At 3:31 p.m., Council recessed.



December 6, 2012  
**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.

**DECEMBER 6, 2012                      3:00 PM**

**Adams:** Today is thursday, december 6, 2012. It's 3:00 p.m. And the city council will come back to order from yesterday. How are you, Karla?

**Moore:** Good, thank you.

**Adams:** Can you please call the roll. [ Roll call ]

**Adams:** Yes considering two council calendar items, one is a resolution, one is an ordinance. We will be voting on them next week together and today we're going to hear testimony. We have amendments that will be considered and hear presentation from staff. If staff could come forward that will be making the presentation, while I make a few opening remarks.

**Moore:** Should I read the titles?

**Adams:** Please.

**Items 1408 and 1409.**

**Adams:** After decades of valuable process and input from neighborhood residents and the northwest Portland business community, the time has come to move forward with a parking management plan for northwest Portland. In such i'm bringing a draft to council for their consideration for first reading. Parking has been a toxic issue in northwest for a long time. I believe the time has come for one of Portland's most beloved neighborhoods to move beyond these past conflicts so that everyone in the neighborhood can focus on a more productive future. The need to manage parking in northwest Portland is poised to become more urgent in the coming years as the already dense neighborhood adds more residents and businesses. Although there are differing opinions on how best to manage the parking issue, there's widespread agreement that the status quo is not acceptable for many businesses or residents. We know from surveys conducted in recent years that 62% of Portland metro area residents avoid the district specifically because of the difficulty in finding a parking space. The plan i'm introducing to council this afternoon is a very basic parking management plan that represents the best practices for on-street parking management, and the best practices not just looking at national best practices, but our own best practices locally as well. It will alleviate the congestion in the neighborhood caused by commuters using the free on-street spaces as a park and ride to catch transit to other destinations in the central city. It will facilitate vehicle turnover in the busy retail spines of the district by implementing paid parking meters on northwest 21st and 23rd. This plan will make it easier for visitors, residents, and workers to find a parking space without circling endlessly in the search for a space by creating turnover and chasing out park and rider abusers. I'm also pleased to announce today that thanks to these letters of intent signed by the metropolitan learning center, superintendent carole smith, by the good samaritan medical center, signed by their facility's director, and by the owner of the flanders professional building parking, that we have signed up letters of intent to provide auxiliary parking for businesses upwards of 200 spots. 200 spots of the 600 spots of off-street parking called for in structures that we've been able to achieve, they're assuming this plan will move forward, and if it does move forward, I think we'll find additional spots from additional property owners around the district. Current plan was developed with the assistance of a stakeholder committee, but we also had public forums and we took a lot of comments through the normal channels of communication. Although perceived by many to be controversial, the plan is based on recommendations that you'll

December 6, 2012

see from the staff report, a very fact-based, and they seek the win-win of offering a great quality of life for the residents that live there and a great opportunity for businesses of all sizes and all types, and service organizations to succeed. The city of Portland has used parking meters for 73 years to help manage on-street parking, and it is a basic function and decision of local government and this city council. After decades of study and input, it's time for solutions. With that I'd like to turn to Bill Hoffman.

**Bill Hoffman, Bureau of Transportation:** I'm Bill Hoffman with the office of transportation. I'd like to introduce Rick Williams and Eric Hovee, our consultants on the project. I'd like to introduce those behind me who were coproject managers for this. The presentation today is broken into two pieces. Eric is going to start, Eric is an urban economist and Eric is going to provide some of the demographic and economic and social context for parking in the northwest district. And then Rick Williams is going to walk us through what the primary elements are of the parking plan. After that, we're happy to answer questions and I just wanted to flag that both Eric and Rick are going to need to leave before probably all the testimony is completed. So if there are questions for them, it would be ideal to ask them after their presentations. With that I think, Eric?

**Eric Hovee:** Thank you. Good afternoon Mayor and Council. I'm going to -- as Bill mentioned -- Eric Hovee, E.D. Hovee and Company, economic consultant. My job here really is to set a broader context and then I'll be followed by Rick Williams who will give more of the details and specifics of the planned proposal that is before you. As I'm sure most of us are well aware, this has been a project long in process, going back to the northwest district plan and even before that. By council resolution in 2009, there was direction to move forward to create a meter and permit district, establish meter fees and create a transportation and parking organization. That was the basis from which we began our work. A couple of other thoughts in terms of parameters for the work that was done. Second was to build upon the northwest district plan policy, number four, and the northwest Portland on-street parking plan, the concept plan to use that as a starting point, and also to build on prior agreements, but at the same time begin to respond to both the way parking needs have changed and the way they appear to be changing into the future. A little more context in terms of our work looking at economic indicators and the -- economic vitality and neighborhood vitality of the area. We were charged with assessing this from several different perspectives, context of what is business profile, what works in the district, what doesn't, economic performance, what are the characteristics of residents in the neighborhood, how does the neighborhood stand up in terms of community livability, and district vitality, and to what way and what ways does parking influence this? As I mentioned, compared to the northwest district plan, the parking district boundaries were expanded with concurrence of a stakeholders advisory committee. We did some initial briefings with a plan core group going back to the spring of 2010. The stakeholders advisory committee was formed in mid-summer of 2010, and that was followed by a long process, both talking about economic factors and moving from there into details of the parking plan. In the fall of 2011, we had briefings with neighborhood business groups and public forum, and this was now on the table for your consideration. Let me talk about business indicators. Northwest district is home to about 13,200 jobs. That was as of 2008. That's more jobs than there are residents. 13,200 jobs, 9,400 residents, jobs actually increased during the period we were looking at using employment department data from about 2003-2008 up by 11%. That was a period of fairly good robust economic growth. Average wages were also up during that period, the area tends to pay relatively high wages across the spectrum of all the uses. We did note that the northwest district is clearly characterized by local vacancy, strong rents, it is obviously known not just as a local destination but as a draw regionally for dining, specialty shopping, and there are also strengths in terms of other employment activities that are not retail or entertainment oriented. Business management services health service being prime examples. The dining and the retail activity in this district probably is much or more so than any other district in the city really depends upon a combination of local

December 6, 2012

Neighborhood traffic as well as outside destination traffic. And that really drives a lot of the considerations that go into thinking about how do you manage parking. There is some local convenience retailing, in some ways it's underserved. Even with respect to grocery. And the strongest parts of the coxer you'll see in more detail, are with 23rd and 21st streets that have a clear regional identity and a brand, but with more activity now moving to the north end of the district, for example, exemplified by the Conway development and other mixed use development that's happening there. Parking throughout the long discussions have taken place throughout our work emerges time and again is pivotal to business clientele and turnover. We did do some assessment of kind of the overall building mix and conditions. The strength of the retailer is exemplified in the red. Or to the -- on 21st and 23rd corridors to the south end of the district. There's a lot of -- you can see blue, which is primarily residential and purple which is other employment uses, including Good Samaritan and other major employers in the district. And so you get a sense of the diversity of the district, but in terms of where the action is, especially in terms of parking demand, it tends to be in the 21st and 23rd core areas served -- That serve customer uses, but are also immediately adjacent to neighborhood activity. In terms of neighborhood activity, about 9400 residents, this tends to be a neighborhood that is relatively young resident profile, well educated, primarily renters, it's noted for stable single family homes, it's 90% renter occupied. Less diverse in some ways than other parts of the city. With lower incomes but higher housing values for that smaller share of the market that are homeowners. With the city surveys that have been done throughout citywide, residents satisfaction, northwest and downtown tend to rate very well in terms of overall resident satisfaction with city services, for example, it's a different story when you come to parking with much lower levels of satisfaction than is the case elsewhere. In the city. In fact, that's exemplified by the chart on the next page, the top chart, the left sideshow the percentage of northwest and downtown residents that view on-street parking as good or very good, about 38% total compared with citywide total of about 61%. If you look to the future, and we -- this is reflective of work we did about a year ago, year and a half ago, I think it's really intensified since, close-in neighborhoods like the northwest district have proven to fare better throughout recession, and now in the early phases of recovery than suburban counterparts and I think that's Exemplified by new development as well as the vitality of existing businesses that sustain themselves, though not without difficulty through the recession. Nobody knows exactly what the new normal is, though it's beginning to be more clear with each passing day. But it seems to be favoring not only in Portland but elsewhere places that posture opportunity -- foster opportunities for young creatives, smaller scale development, organic change, green development, be opportunities for mixed mode transit, for example, and work-live integration, which is very consistent with 20-minute neighborhoods in Portland. Let me talk about what we know about parking. Work -- inventory work was done by DKS Associates. There are little over 10,200 on and off-street parking spaces within the district. That supply is fairly close to evenly on and off-street parking. Of the on-street parking, there's a bit of a split shown in the lower graph between what is signed one to two hours, about 47% of the spaces, and then about 42% that are totally unrestricted in terms of time limit and other spaces, some shorter and some longer of up to two to four hours. The peak uses are all very high usage, and you'll hear from Rick probably on this. The norm for when you need more parking is about 85% utilization, and this district Operates above that. With the peak commercial use at 90% or better residential at 80% or better, and mixed use over the 85% factor. There's probably a little better capacity for additional parking within the residential mixed use areas, but not a lot, and not much of the time. The other indicator of the strong demand in the district is the fact that violations in terms of meter -- tickets tends to be above the industry standard of five to 7%, both in the commercial areas and especially on the east side of 21st, with residential. These were the areas that were surveyed in terms of more detailed characteristics, and as I note the survey areas to the east, both retail and residential, both tended to have higher demand and higher ratios of parking violations.

December 6, 2012

Separate research was done by davis hibbits that included both phone survey of about 400 residents throughout the regions and about 130 intercept surveys. And was aimed at getting a sense of both general characteristics of people that frequent the district and honing in on specific questions about parking utilization and concerns. Restaurant and shopping activities are the top draws, also the areas attractive for young adults with Multnomah and Washington county residents tending to visit more often than elsewhere in the region. Most people stay anywhere from one to three hours. Those who stay longer, two to three hours tend to be those who make multiple stops at different Places of business during their stay there. The survey asked about what are the main issues for not visiting northwest district more often, and the top of the list were issues related to parking, travel distance and congestion. Interestingly enough, the vast majority of those surveyed, a little higher on those surveyed on the street, about 88% say they park on the street with the smaller proportion parking off-street. When -- despite the perceptions it's also interesting most parkers are spending less than five minutes to find a space, typically it's within two blocks. There's that minority that has a much greater difficulty at times finding parking. We took a look at economic value of parking. And we looked at 90 terms of assessed value and business revenue in the district. I think the conclusion is you can look at it different ways. We came up with conclusions of values of anywhere from \$200,000 to \$360,000 per space. It's a commodity in short supply, probably a short supply as you'd find anywhere in the city. No matter how measured, the limited parking really is associated with substantial economic value and managing that is important to maintaining that value in the district. Some inreply indications for parking management are first that even with the recession and now the recovery that is getting stronger by the day, parking Demand has continued strong and will only get stronger, especially as new development happens toward the -- what is now appearing to be the north end of the district as the conway development begins to come online. That will be offset potentially to some degree by the degree to which nonauto trip options can also be fostered, which is one option, one activity that can happen through a transportation management association. Turnover of high demand and shared use of space will become much more critical to district vitality, paid parking help encouraging turnover, parking issues are a good problem to have, but only if you can manage it well to make sure you're meeting all the customer and errant needs of the district. Finally we took a look at how this plan respond in terms of economic indicators, and impacts to a range of the elements in the parking plan both on street supply and what may be possible through the transportation and parking management association. One thing I would note about a tpma is based upon the lloyd district experience and the inventory of area, there's potential to generate about a half million dollars in net revenue per year that would be really allocated through a district process to a transportation parking streetscape and other improvements. With that i'll stop and i'll pass it on to rick.

**Rich Williams:** Mayor Adams and city council, my name is rick williams, i'm the principal of rick williams Consulting here in Portland. And thank you for the opportunity to present to you today. My job is to give you a framework of how the implementation elements and the strategic elements of the plan lay out. I want to go back just to reset context where eric started. The consultant team was asked by council resolution in 2009 to address some issues about parking specifically in the context of the northwest parking -- northwest district plan. To solve some problems. Our directive was to find a better way to manage on-street supply for residents, businesses, and visitors through the creation of a pay-to-park district. And so this plan attempts to answer that question and meet that council goal. Also to better look at the district in terms of its management, to tailor time limits to encouraging turnover, which was seen as a problem, the mayor talked about the park and ride issue in the district, we have a lot of commuters parking in the district, that's been substantiated by previous studies. And also to another element of this plan that eric didn't talk about, to help mitigate the impacts of what was pge park and now jeld-wen field, where it's appropriate during events. Council asked us also to create a permit program that exempts residents and a certain



December 6, 2012

number of employees from the pay-to-park limits which encourages the transition to more and more employees in particular and residents as well into alternative multimodal transit by biking or walking. And a framework for establishing a transportation and parking management association. So that's what we're trying to address here. And then as a part of that, recommend and develop a revenue allocation plan that directly goes along with the tpma as to how to set priorities for transportation issues in the districts and how to allocate resources to address those priorities. As you can see there's several elements to the plan. What I'd like to do is walk through each of those with you. And how we address them in the context of a parking management plan. First is the boundary of the district. As Eric indicated, one of the recommendations was to expand the boundary of the plan. We initially began from Pettygrove south now the district parking meter and permit district extends to Thurman on the north. Burnside on the south, about 25th Avenue on west, and Freeway on the -- I'm sorry, on the east. And the -- Freeway on the east, 25th Avenue on the west, I'm sorry. How is parking going to be formatted or laid out in the district? I would say think in color. We tried to make it as simple as possible. As you can see, yellow indicates 90-minute parking. Blue indicates three-hour parking. The black area that you see is the existing zone k permit district, we didn't address that area because it's already an adopted parking management district in the city's policy. Now within the colors, there's meters, there's -- and places where people can park with a permit, a valid permit, residents and employees. Any place you see solid color is basically, for instance, the solid blue along 21st, 23rd, is three hours, or 90 minutes down there in the south. And you cannot use a permit to park in those areas. They're basically fine tuned for businesses and there's no permits allowed on those streets. If you go north of Pettygrove still on 21st and 23rd you'll see it's blue, but it's signed three hours, no meters at this time. But again, no permits would be allowed on 21st, 23rd, north of Pettygrove. There are some exceptions in the plan where we have block faces that are exclusively in a residential use. And the plan says on those block faces those residents could park on permits there. The basic idea is where you have high commercial activity you do not allow permits to park. Then you go to --

**Fritz:** Clarify there. Presumably as in the rest of the city handicapped permits for people with disabilities can park at meters --

**Williams:** Absolutely, commissioner, yes. Then again back to blue, sort of the angled lines, that is a metered area as well, but permits are allowed to be used at those meters. And outside the spotted areas, those are three-hour parking areas, signed three hours and allowed permits to occupy those stalls. So it's a very small area of the district if you think about it, where permits cannot be used. The good thing is if you don't have a permit and you're in a permitted area you're limited to three hours which is calibrated to the work dhm did for us in terms of customer need, and it's a disincentive for commuters who might want to park in the district because they would not be allowed to have a permit to park longer than three hours.

**Adams:** If I could just part of what commissioner Fritz will be making some amendments, but as the tma is set up and the meters would go in under her amendment with about 18 months, the tma can make changes on the time stays and likely would based on our experience in the central eastside and Lloyd district and elsewhere, but that's something that they can work on over the next 18 months.

**Williams:** Correct. And long-term in the plan, if I could add to that, the plan also calls through the tma for routine and frequent occupancy and capacity studies throughout the year. So that the tpma and the city have good information about how the dynamics of parking are being affected by these changes. So that -- I call it recall arbitration. It can be recall arbitrated as a result of that. Hours of operation are basically the current hours of operation. There was no decision to change those at this time. Again, that could be a decision of the tpma and enforcement data and citation data and occupancy data. There is extended enforcement on event days and I'll talk a little bit about that in a



December 6, 2012

second as sort of a revision to the existing event management plan in the district. And are no meter fees or enforcement on sundays. Unless there's a game.

**Adams:** Just for the record, we do now charge on sundays, so this is different than the downtown.

**Williams:** This is different than the downtown. The only enforcement on sunday would be if there's an event at jeld-wen. The type of meter and the pricing, the recommendation is to go with the pay stations currently in place in downtown in the lloyd and now to come in the central eastside.

That format is a pay and display meter. And the recommended rate is to be that which is reflected currently in downtown in the pearl, which is \$1.60 an hour. Which would be in effect at all meters during enforcement hours.

**Fritz:** Is there a recommendation on the display being only valid in this district?

**Williams:** In terms of the ticket you would pull out of the machine?

**Fritz:** I've recently learned if you buy at a pay station in the lloyd district, you can't use the remaining unexpired time of that downtown. Was that addressed at all?

**Williams:** It wasn't, because we would think it would be the existing policy. Nolan is here -- I can't answer that.

**Fritz:** I just wanted to mention that for the public at home, because I was not aware one could not -- they weren't transferable.

**Williams:** The permits themselves, there's two basic permits. There's a residential permit that any resident with an address in the meter, in the boundary you saw, the parking management boundary, would be eligible to purchase. They can purchase one for each vehicle they have. That's what's currently allowed under the code. The recommendation of the consultant team was that businesses would be allocated 85% of the number of employees, full-time employees they have working for them. That number was derived again from the mode split data that we have for the area that currently indicates that 85% of employees drive alone to the district. But there may be an amendment to that. Zone k, the black area I discussed, point out to you, remains unchanged. There is allowance in the plan that if they wanted to move into the tma, and then be blended into the district, that would be allowable, but zone k is Unchanged at this time. There's currently an agreement with good sam that allows their employees to park within specifically identified streets around good sam. The idea is that would remain in effect. We've already had discussions with internally on how enforcement staff would be able to identify a good sam employee from a business employee, but that's probably a detail, it's easily worked out. Use of the permits and the price of the permits. As I said earlier, permits are not allowed on northwest 21st and 23rd during enforcement hours. Again, there are some exceptions on those block faces that are exclusively residential. The permits are \$60 a year, that's -- that rate was recall arbitrated in july of this year, \$60 for each residential permit. And \$60 for each additional permit that they are allowed to buy for additional vehicles that they have. There is a residential guest permit program, and residents would be able to buy coupon books so to speak of daily permits they could then give to their visitors if their visitors are there during hours of enforcement. We do recommend that more discussion occur around limiting the number of permits that could be -- books that could be sold, because there could be very much of a black market for these coupon books fits only \$1 a day to park in the district. So there's more discussion that needs to occur on that. A guest program is anticipated, and the city has structure to allow that to happen. On the business side, we are recommending 85% of business employees would be allowed to have a permit through their business. Those permits are also \$60 a year. And businesses with multiple sites in the district could aggregate their permits at 85% and distribute them back out to their sites. So one site might have 100% and another site might have less. Daily passes for volunteers to the nonprofits and schools needs to be developed. That currently isn't a program that the city has. But the platform would be the residential guest program, so that program could be easily built. So the recommendation is to pursue that so that volunteers would have guest passes --

December 6, 2012

**Fish:** Can I ask you about the daily pass? Let's say that someone is eligible for a pass, maybe they're volunteering in a school, they can't find parking in close proximity so they're going to park, come into the building, get their pass and come back. In the interim they may have well have received a ticket. How do you build in a grace period for people to pick up their pass?

**Williams:** Again, that would be a discussion with enforcement staff. They have ways of doing that now That are in place in current residential districts. So I know that can be addressed, but it's a sensitivity -- ohsu has the same --

**Adams:** Ohsu has the same program and they have spots that are five or 10 minutes depending on how long it takes to get your pass.

**Williams:** The off-street, I know that's an issue with people, the plan calls that for existing off-street parking, to support the -- right now the plan was adopted in 2009 specifies specific off-street lots in the district that would be allowed to transition to a more commercial use. Thereby being open to general public access. There's a nuance in the code that says if a lot is accessory, the only people who can use it are those who are associated with a specific land use. An adjacent building or the building that the parking directly serves. The plan, the 2009 plan limits the number of accessory lots that can transition to commercial. We're recommending in this plan that a more broader allowance for all off-street parking within the management zone be allowed to share their uses so that not only is under utilized space off street made available, but it's actually legal to do so. So we're asking that the accessory designation allowance in the 2009 plan be expanded to include more off-street facilities. New structured parking, the city Supports new off-street parking. That was a very specifically negotiated and nuanced narrative within the northwest district plan. The mayor referred to it and there's six parking sites now, six sites in the district now that allow for off-street structured parking. And the current 2009 plan caps the number of total new off-street structured parking spaces that are allowed in the district to 650 stalls. The city does not own or control any of the allowed sites. I'll show them to you now. They're the -- i'm sorry they're so small. You can see them here. Three, four, one, two, five, six. The city does not own any of these sites. But I think in discussions that we've had among staff and with the mayor, moving forward with adding parking to these sites is something that is allowed and supported within the plan, but it would be private sector initiated as to get there in the first phase. Event day parking. All we're saying in the plan is that there's minor adjustments to the existing jeld-wen event plan need to be made. Currently when the jeld-wen plan goes into effect it's a 90-minute restriction on parking in the district. Enforcement says this is actually not easy to enforce. It's actually more efficient to enforce a two-hour time stay. So we're recommending that everything south of irving during the jeld-wen event, You'll see that is mostly three-hour parking, that would be signed and the signs go up in advance of the event, that would be two hours parking limited during an event. There's an upgraded signage program that goes with that plan. Because there was comment and concern about the existing signage that's associated with the 90-minute restriction. There would be enhanced enforcement during events as a result of this plan, and enhanced above what's currently provided during jeld-wen events. And the continuance of one hour before an event and one hour after the event when enforcement begins and ends would remain in effect, but the biggest change is better signage and a two-hour restriction rather than a 90-minute restriction and the enhanced enforcement. The tpma, what can it do? I think this plan is critical to this plan. Tpma is a forum where all the affected stakeholders in the district represented can get together and manage parking and tdm themselves. The tma can really allow for self-governance in partnership with the city, and the plan is structured to allow that fact finding, input gathering, and communications to revise the plan and change the plan over time.

**Fish:** Could I get a quick primer on the difference between nonprofit tpma and what is proposed in this instance?

December 6, 2012

**Adams:** This is a city sponsored tpma that would be staffed by the city, would not be a separate nonprofit. They would have the ability to come back to council and seek nonprofit status in about three years. 5 years. But this is a city sponsored traffic management association. Unlike the lloyd district, which is a freestanding nonprofit.

**Williams:** And there are tmases of the nonprofit freestanding -- both in the lloyd district and swan island, south waterfront, and now one is forming in the central east side. The tma also in the unique character of this district that has so many permits, the tma can also be an effective forum for allocating and managing that permit program. As issues come up about businesses not having enough passes or having too many passes, or even nuances and exchanges that need to be made to the residential program, we believe this type of forum is an effective way to do that. Also as so much of the off-street supply in the district is owned by the private sector, the best way to share that parking is a business-to-business relationship. A tma can be the liaison and the concierge between property owners and businesses to allow shared uses to occur. I think having it led from the community with community stakeholders is the best way to actually capture those shared uses opportunities. But kudos to the mayor for those agreements that you said you've already gotten. A tpma can also launch employee and residential demand management programs. This is more than just parking. Tpmases traditionally are also very focused on transitioning trips into other modes. Bicycling, walking, and transit. And the tpma is the best way to do that, from designing employee transit programs, designing residential transit programs, and finding areas to improve and encouraging people to take an alternative form is where a tpma can be effective. Monitoring the district performance, one thing parking is a very emotional issue, and the best thing about data is it helps you separate the myths from the realities. And it gives people an objective basis from which to begin their discussion. The tpma would be in the forefront of gathering that data. And in making it available to the public. It can leverage resource and projects, both public and private. And finally the recommendation is that a revenue sharing --

**Fritz:** I have been calling it a tma, transportation management plan. What was the p stand for?

**Williams:** Parking. That's a great question. What's different about this tma, although I know the one in Washington park that's forming and the one in central east side is forming, there's more focus on parking. The tma in the lloyd and in south waterfront and in swan island, they really went into the business of commute trip reduction. And what's unique about these new tmases is they're getting very involved in the management of the parking in their district as well, so the p was added.

**Fritz:** Thank you.

**Williams:** The recommendation here is that a revenue sharing plan be developed and implemented. There's a city policy already in place for new meter districts that calls for a 51/49 net revenue sharing plan that. Was just approved for the central eastside, that's what's in place for the lloyd district and the recommendation that be -- be that put in place in the northwest district. Then being using the tpma as a forum to establish district project priorities, related time proving the transit conditions and the livability of the district, and then allocating those funding -- that that funding to those priorities, through this revenue sharing plan. And just down below are some examples of what can be funded with meter revenues that are -- these are examples from other districts that have these types of agreement. Incentive programs for transit, outreach and educational programs, events, underwriting and improving services to districts, subsidizing permit programs for low-income residents, employees, etc., buying and building and managing bicycle parking facilities lighting and safety improvements, hanging baskets, in-- pedestrian crossing improvements. Etc. It's really based on the consensus that can be derived through the tpma and what are the issues that need to be solved, what's the priority for solving them and allocating the revenue to do it. So with that, we would be glad to take any questions.

**Adams:** I think we have commissioner Fritz, you wanted to make some amendments for the purpose of additional discussion and public testimony. I'll recognize you.

December 6, 2012

**Fritz:** Thank you, mayor. Thank you everybody for being here today. It has been a very long process, I was on the planning commission from 1996-2003, and northwest parking was an issue then. So I want us to bring a close to this current phase and have a way forward to a future phase of discussion and improvements. Because as was mentioned in the presentation, there are a lot of people, I live in southwest and when I was talking about this with somebody in our area this week, he said, well, I don't go to northwest because I can never find parking. That may be a perception rather than reality. And i've heard from many folks that they find plenty of parking but there are folks that don't shop in northwest because that's their feeling. And so what i'm proposing is a series of amendments and I apologize that I do not have copies, so i'm going to run through each one of them and have some posted to my website, There are still some amendments because up until five minutes to 3:00 I had read every email I had been sent. And Mayor Adams and I were working on amendments at 2:00. So the first is an important one in the resolution. And that is that under my proposal we would accept plan rather than adopting the plan. It's a nuance in planning speak and city council code speak, but adopting the plan means absolutely we're going to do it as written. And any amendments, any changes would need to come back to council for approval. What i'm proposing is that we accept it in concept as the framework for moving forward. But that changes could be made under our process which I am proposing to make amendments to the plan as written. It's already out of date, one of their recommendations in the plan says that we will have parking meters by february of 2013. Even if we wanted to, that's just physically not possible to get the contract install them and happen. So adopting a plan that is already not possible to implement and has some problems. One of my amendments, the amendment in the whereas clause is-- the published resolution says that we need to ensure the implementation of the northwest district parking plan. My amendment says to ensure public input collaboration and flexibility in the implementation of the northwest district parking plan. And so it's appropriate to adopt a phased approach. I'm also proposing to allow 100% of employees to be eligible for parking permits. The proposal recognized that not everybody drives now, so there was a proposed bartering system, for right now it seems easier that any employee that wants a permit, which works order to about \$5 a month, would be eligible to do so, and the city already has a permit program in many different districts, and i'd like to get more information from our permit experts as to how that works. But in lair hill and homestead, in sullivan's gulch near the lloyd center there are permit programs and as was mentioned recently we implemented one in the central eastside where we heard concerns from kboo about their volunteers. There are programs already in place, but that's one piece that I thought was too complex for right now and also unnecessary right now. The next change is to amend the map showing the permit district. The challenge with the permit is you're only eligible to buy one if you live within the boundary of the district. So the class academy was concerned that they were just outside the district and so their parking for volunteers and staff would be affected and so a year or so ago they asked that if it goes forward that the Class academy be included. And I recognize that there's a lot of folks who would like this plan not to move forward at all and there's a lot of folks who have sent in a lot of input over the course of the last year. So my amendments were proposed based on everything that I have heard and i'm open to folks telling me whether you agree with them or not. So i'm proposing that we amend the permit district and the meter district, the meter -- the whole thing is one district to include the class academy. The amendment, this is the one we did at 2:00 this afternoon, residents on -- I don't have that here. I need to get that amendment. Katja's got it. The dead ends near mcclay park -- also I received an email from a resident pointing out that if there are a few nearby streets that aren't up the hill, that aren't in the permit district, that can't buy a permit, they're going to be swamped and in deed by macclay park it is already difficult to park. So thank you very much. That would be including the dead ends of northwest xavier and raleigh from 29th to the dead end, and 29th from raleigh to quimby, quimby from 29th to 30th. So i'll get that printed up as an amendment as well as 30th to the dead end to the



December 6, 2012

west and the intersection with northwest cornell on the east. It's essentially making whole the district. So we are -- and the most important amendment is that the -- Further resolved that the city of Portland accept the northwest district parking management plan final draft report as amended rather than adopt -- that gives the flexibility to move forward, and then be it further resolved that the bureau of transportation is directed to implement programs for permit parking, recommended by the northwest parking plan, and work with the tma in a manner consistent with the phasing plan which is in exhibit c as adopted binding city policy. So that's the important part, the resolution sometimes is aspirational, ordinances are mandatory, by adding this language about binding city policy, it makes the phasing plan that i've been proposing which i'll go into in a minute, in a moment, it makes that binding city policy. So the way the transportation management association would operate, the way that decisions will be made moving forward, and as you'll hear in a moment the proposal I have is for three phases. The first and second phases at the end of those -- that time frame starting with a limited permit expansion, the transportation management association will be required to come back to give a report, first to the bureau of transportation director, who will then send it to the commissioner in charge who will then sends it to the entire council. And if any two members of council want to hold a public hearing on the recommendations At the tma, that public hearing will happen. That happens at the end of phase two before phase three and my proposal for phase three is the metering plan. For those who have said this council should not make the decision that we should delay any action until the next council in 2013, there are going to be two more opportunities to amend things before the meter district goes in and indeed to make swift changes should either of the 1st two phases not work out. That would be a binding city policy. The ordinance usually is more intensive, but in this particular case the ordinance is as written except for substituting exhibit a and requiring that the parking meter program be done consistent with exhibit a. So exhibit a which is the next one in everybody's packet, this is the phasing of the parking plan. And this again would be binding city policy. Immediately following the plan adoption, we would request applications for appointment to the tma. And we would begin the process of establishing the tma. So the mayor will be asking this to pass next week, and we're not going to be voting today, so i'll take more testimony, be reading all my emails. Immediately following the plan adoption we will ask for applications And the mayor or Mayor Hales will establish that the transportation management association. And then within six months of the plan adoption, we would implement a permit program as recommended in the northwest parking plan, but only for the areas south of lovejoy and west of 18th. So the three-hour permit program essentially an expansion of zone L in some ways according to the recommended plan, south of lovejoy and west of 18th. I have heard a lot of testimony about why west of 25th and the concern is that with a phased implementation or with any implementation, there will be displacement of parking. So even if there isn't currently a problem on west of 25th there may be, so that was the reason for that choice. Within six months following the establishment of the tma, the tma will issue a report to the pbod director, including evaluation of phase one and recommendations on implementing the second phase of the permit program. The pbod director distributes the phase one evaluation and recommendation for phase two report to the city council. As a request of two or more members -- two or more council members a public hearing will be held to review the recommendation and potentially amend the next phase. That's the next decision point and that's the next opportunity for there to be a public hearing before council in 2013. If the tma has been unable to reach agreement, the pbod Director will -- his or her intent to implement the remainder of the program as recommended in the adopted northwest parking plan, still at the request of two or more council members a public hearing will be held to review and potentially amend the next phase. There's a great incentive for the members of tma to work together to come to a recommendation, if there is a stalemate within the six months, the council could move forward after holding a public hearing. Or the pbod director could move forward with what's currently in the plan. That's subject to all the next council taking public input



December 6, 2012

and responding to it, which I know that will happen. Within 12 months of the plan adoption, we implement the second phase of permit program incorporating the tma's recommendation. So that would be the rest of the parking -- the district as outlined in the map as amended. And then within 18 months of plan adoption the tma would issue a report with its phase two evaluation and recommendation for the phase three to the pbot director that includes recommendations on implementing paid parking. It's at that point I would expect the tma would make recommendations other than three-hour parking on the specified areas. But if that's what everybody decides you want to go forward with, that would be the recommendation. At that point the pbot director will distribute the phase two evaluation and recommendation for phase three to the city council. At the request of two or more members of the council, a public hearing will be held to review a potentially amend the parking plan. So to those who saw the recommended plan as published in february and saw the february 13th meters are going right ahead, that's not the case. There would be two phases before that with two opportunities for public input. And at that point the paid parking incorporating the tma recommendations could be implemented. And again, the same clause if the tma is unable to reach agreement, the pbot director can notify the council of his or her intent to implement the pay stations and at the request -- at the request of two or more council members a public hearing can be held to potentially amend the plan. There's a lot of checks and balances in my proposed amendment and a lot more opportunity for public testimony. I'm also proposing a substitute to exhibit b which is the transportation management association organizational framework. Although I don't think there was an exhibit b that was attached to the published ordinance. Mayor, did you want to introduce the issue of the membership of the tma?

**Adams:** Yeah, we -- it's our goal to establish a tma that is balanced, and so the amendment for 3.2 board membership is to have eight, and we'll be asking for applications, we'll be looking for folks that are solution oriented, so eight representatives representing the interests and concerns of residents, including six at large, a resident accessibility advocate, bike pedestrian advocate that makes up those eight. In terms of businesses and institutions, we would have four at large, and then have two education institution representatives, including one from a public school, one from a private school, hospital representative, and then a nonprofit, which can also include a church organization to make up that. We have -- hillside neighborhood has one seat, and then there's a chair that's appointed as well. So that creates a balance of eight and eight, and then a chair and the hillside neighborhood. So that's our amendment there.

**Fish:** Can I seek a clarification on that? When you use the term "at large residents" or "at large business" why are you using that modifier? Sometimes we think of the difference between citywide and districtwide, but these are all districtwide?

**Adams:** Correct.

**Fish:** We're calling them at large to distinguish from being representatives of any particular coalition or organization?

**Adams:** Correct. So we're looking for folks, for example, the six at-large but within the district boundaries who would represent geographically the district. There are also all set of other factors that would be looking for. At large businesses, in addition to education hospital, nonprofits of the four, we'll be looking for a combination of property owners, businesses, that don't own their property but they're business folks with parking, without parking looking for that diversity within the business at large positions as well. But at large does not mean citywide it means within the boundaries of the parking district. Thank you for the question.

**Fritz:** And there are also five nonvoting members which is the bureau of transportation, transportation streetcar inc., tri-met, Portland public schools, the overall entity and venture Portland that formerly known as the association of Portland neighborhood business association.

**Fish:** Forgive my ignorance on this, once you make a determination as the commissioner in charge of pbot, does that -- no do they come to council?

December 6, 2012

**Adams:** We'll be sooner than later getting out applications that we would move on if this is approved by council. Then I or future transportation commissioner will nominate and council will confirm.

**Fritz:** The board members will be asked to serve three-year terms and they could be reappointed for one additional term. The initial appointees will serve staggered terms of one, two, or three years, so there's ongoing participation, and ongoing turnover of the transportation management association. Commissioner in charge of the bureau of transportation may remove a board member from office based on discretion or at the request of the organization that nominated the member. The transportation management association shall be empowered to advise the city on all matters related to the management of transportation and parking within the district. The tma shall collaborate with the northwest district association and the nob hill business association and through the tma's membership facilitate communication to determine appropriate priorities for action. Pay station revenue may assist in funding the tma's projects, programs, and activities consistent with city policy and the mission objectives if approved by the commissioner in charge of pbot after first notifying members of council that refers back to the process again. And the responsibilities of the tma will be to advise the city regarding priorities for funding projects and programs, monitor the tma's budget revenues and expenditures and report on the budget and accomplishments to the city on an annual basis. Implement transportation demand and management programs, upon approval by the commissioner in charge after notifying the city council. Again, the way it was conceived in the plan was that the tma would be set up more like the lloyd district as an independent entity. This tma is proposed to have a lot of dialogue with council and with the community to make sure that we all are more unified and moving forward and to promote that. And it will facilitate where possible the use of off-street parking and report to the pbot director, commissioner in charge, and council, evaluating each phase of the parking plans and advising on when and whether to implement the next phase. We have the previous language on proposal of the chair, etc., and the quorum is proposed to be 10, so voting member is 18 with a membership of 10, and there is a simple majority set up for the recommendations of the tma, again, those recommendations go through the pbot director, the commissioner in charge and potentially the council. So the way it's set up too, the tma may after a five-year establishment period, the tma may request of council to recharge and operate under nonprofit status, at such time the tma will adopt a set of bylaws to govern the new organization and the council will evaluate the budget. Those are my proposed amendments to b, and finally my proposed amendment to -- proposed exhibit c, exhibit c and exhibit a are the same thing, but one is an attachment to the resolution and one is attached to the ordinance. So that again brings the phasing approach. So I move those in.

**Leonard:** Second.

**Adams:** So moved and seconded. Council discussion? This will be for the purposes of further consideration of public testimony.

**Fish:** I'm prepared to support the amendments for the purpose of putting them on the table and having further discussion. But -- I appreciate that some of this work has been done right up to the 11th hour, but what is your thinking in terms of any additional amendments, members of council may want to bring based on testimony that we hear tonight?

**Adams:** Today is the day to do them. So Karla, please call the vote on the motion.

**Leonard:** Aye.

**Fritz:** This is to enter these amendments on the table for the purpose of discussion. Aye.

**Fish:** Aye.

**Adams:** Aye. [gavel pounded] so approved. We will go to testimony now. Thank you for being patient. The rules of the chamber are for every day, every session, how many of you have been here before? For those of you that are new, if you want to testify you need to sign up. We will call in the order that people signed up. If you are here to testify only On your own behalf you just need to

December 6, 2012

give us your first and last name. If you're here representing a business, an organization, a group, you have to under a local law you have to disclose that. If you don't, we're assuming you're here speaking on your own behalf. This is a chamber that seeks to facilitate and encouraging the free flow of sometimes competing views of things, and so if you like something, you can definitely put your thumb up, if you don't like it, put your thumb down. But there's no clapping, hollering, hooting, any noise whatsoever, so that the debate can take place. All right. How many people have signed up?

**Moore:** We have 42.

**Gustavo (Tavo) Cruz:** Good afternoon. My name is gustavo cruz, speaking on behalf of the northwest district association or the nwda. I'm ana board member, the chair of its parking committee, and a lifelong restaurant of northwest Portland. Initially I would note our comments were drafted in response to the plan as distributed last week, and the amendments that commissioner Fritz initially proposed the latest tweaks as of today may not be completely consistent with our testimony, but I think the point will be the same. First we would like to thank mayor Adams, the commissioners numerous staff members, as welt as those business representatives and neighborhood residents who participated in The stakeholder advisory committee. For the time and effort they've devoted to the parking problem in northwest Portland. Consideration of the proposed plan by city council represent as culmination of years of work and debate regarding this vexing be issue. Although we have concerns about certain aspects of the plan and the proposed transportation management association or tma, we're pleased to support the overall plan. We believe the proposed plan is a step in the right direction and will serve our neighborhood well as residential density and commercial activity continues to increase in the coming years. Through the use of permits, meters, shared parking arrangement and other efforts we anticipate more efficient use of scarce public resources. We expect to see fewer commuters use northwest Portland as a park and ride location as well as improved parking availability for businesses, residents, and visitors. Successful implementation of this plan may also serve as a model for other neighborhoods, and will demonstrate the city's commitment to addressing on-street parking needs as density and commercial activity increase and other vibrant Portland neighborhoods. Second, we would like to clarify several misconceptions regarding the nwda's role in this process. The proposed plan was formulated bite city pursuant to resolution number 36744, with extensive input from the stakeholder advisory committee or sac. The sac was comprised of business interests, neighborhood residents institutional partners and consultants specializing in parking and economic analysis. The nwda was not the dominant voice in this process, nor were the nwda's recommendations adopted in their entirety. Many compromises were accepted by the neighborhood including the exclusion of sundays from the plan. In fact many neighborhood residents require more parking flexibility on sundays because they're off work and use their vehicles to run weekend errands. This significant compromise intended was to help addressed needs of neighborhood businesses. The nwda's consistently tried to balance the needs of neighbors with those of businesses even though this balancing effort may have detracted from the ideal solution for neighborhood residents. Despite vocal opposition from some businesses, other businesses support plan including conway one of the largest and most influential employers and property owners in the neighborhood. Conway realizes effective management of on-street parking will be essential for the success of their development. Also please note the nwda support for the plans --

**Adams:** Please continue.

**Cruz:** From our perspective the primary goal has been to improve the livability of the neighborhood and any revenue generated is a by product of that effort. Third, although the nwda's Support overall we have concerns regarding certain details of the plan, commissioner Fritz proposed amendments -- our board of directors voted to support draft of the plan in january but we requested additional information regarding the operation governance of the tma. We only received

December 6, 2012

this information immediately benefit mayor's press conference last friday, so although we have received some feedback from our board and members, we were unable to discuss these matters in detail at a full board meeting prior to today's hearing. Following is a summary of concerns and recommendations expressed by members of our board, our parking committee and neighborhood residents. Number one, the plan as presented allows business to obtain permits for up to 85% of their employees, slightly more than currently necessary to a recent -- according to a recent mode split data.

**Fish:** I understand the amendment bumps that to 100% now.

**Cruz:** Correct. Commissioner Fritz has proposed increasing this percentage to 100% of full-time employees. We recommend this percentage be maintained at 85% consistent with current mode split data and the city's goals regarding alternative modes of transportation. Next, many neighborhood residents are concerned that meter revenues could be used to subsidize commercial parking ventures in the neighborhood. The nwda opposes this use of revenues and would prefer to see these funds used to support transportation related initiatives such as parking permits subsidies for low-income residents, transit passes, pedestrian infrastructure improvements and improved transportation service in the northwest district. We recommend the plan and/or the tma formation documents include express language, prohibiting the use of meter revenue to subsidize commercial parking garages or parking lots. We also recommend that objective 2d of the organizational framework of the tma be revised to collar private investment and not public funds should support development of additional off-street structured parking.

**Adams:** I need you to wrap up, sir.

**Cruz:** In summary, I will say regarding the tma, which is a major concern of ours, I will read our recommendations and not discuss the analysis. The analysis you have the written analysis in the materials we provides. We recommend city council reject the amendments proposed. Yes, commissioner Fritz, we recommend that voting at large positions be limited to representatives of institutional participants in the neighborhood. Such as religious institutions and -- all other interests such as the hillside neighborhood and issue advocacy groups are from outside the group -- no more voting at large positions, the number of Positions allocated representation of either primary stakeholder group. That is the nwda or the nhba. Four, all voting members representing the nwda and nhba -- five -- live or work within the northwest district, and six, decisions of the tma board should be subject to a super majority voting standard.

**Adams:** Thank you. Appreciate there are two things that just to help everyone keep track of what's going on. As amended and as proposed in amendment, everyone is from within the parking district, even though it says at large, that's at large within the parking district. So that is in here. It's a majority vote, not -- a simple majority vote, not a super majority vote. And it remains an allowable use, parking meter revenue for off-street parking functions. That remains an allowable use. It doesn't guarantee anything, it just doesn't prohibit it. I just wanted everyone to keep track. Mr. Anderson would you like to go next? Push your chair on up here.

**Dan Anderson:** Daniel anderson, 2144 northwest flanders, representing myself. I was a member of the parking advisory sac, and I have been involved with attempts to find parking solutions in the neighborhood for the last two decades. Some have thought this should be the verna memorial parking ordinance. Who died while attempting to do The same thing. Literally.

**Adams:** God bless her.

**Anderson:** The parking management plan is a thoughtful piece of work and should be adopted by the council. I would encourage you especially the very last minute nature of this wave of amendments proposed by commissioner Fritz they should be considered carefully particularly those is that provide multiple sandbagging opportunities to thwart and delay plain intention and recommendations of the plan. We've been at this too long to be creating new opportunities for foot dragging today. The creation of the tma is a key recommendation of the plan. One of the matters



December 6, 2012

before you. But there's several governance details which need to be touched on. I would broadly endorse the comments made by Mr. Cruz that representation should be limited to individuals who either live in, work in, or own property in the area for something that is neighborhood and geographically focused, the notion you've got folks on the TMA board who lack that fundamental nexus that connection just doesn't make a lot of sense. It needs to be carefully addressed. With regard to the TMA generally, I'm under no illusions that should this all be adopted we'll enter an area of peace and light and tranquility. The engagement of the TMA won't be perfect from the get-go but will create an opportunity to learn and experiment with progressively better solutions based on experience. This is a much better option than continuing to do nothing. TMA engagement affords the possibility of growing a new climate of consensus as historical opponents learn to work together to fashion improved solutions. I think you actually gain something in direction of the quasi-consensus decision making by requiring some sort of super majority decision standard on the part of the TMA and I would encourage you to consider it.

**Fish:** Mayor Adams, I think if there are issues that come up that we can put to bed, it would be helpful so we don't hear the same issue over and over. Could you just address the question of the 23 proposed members of the TMA, I only see one who doesn't work or live in the district. Am I misreading it?

**Adams:** Correct, only hillside representative does not work or live in the district. That's the adjacent neighborhood and appropriate that they have a voice if there are impacts to them—in my mind.

**Fritz:** Since the TMA isn't making decisions, they are making recommendations, I would expect to know what the vote was so if it was 10-8, or if everyone wasn't there, I would want to know that, so it would be clear to me and others that there was not a clear consensus.

**Adams:** I think the amendment put forward and the original structure is to not allow for sandbagging or foot dragging, to require action and it will matter a whole lot the people that are nominated and confirmed by council. We're looking for solutions-oriented fair minded people that care about the success of everyone in the district.

**Anderson:** I'll wait my time in the interests of time.

**Adams:** Mr. Michaelson?

**Rick Michaelson:** I have lived in northwest Portland since 1975. I have been working on the parking issue since 1977 in northwest Portland. I was part of an initial study with PSU students where we calculated all the parking in the district. I am also a developer and own a significant amount of property along 23rd Avenue and care about my tenants and their success means I have money or I don't. I'm strongly in favor of what you're doing today. Parking in northwest Portland is a precious resource. We need to manage it. What you're doing to establish the TMA and the permit system so we can work together in the future. I especially appreciate the phase-in of the proposal so we can remain flexible. New problems and new issues will arise all the time. I have a building I've had since 1985, office space for small health-care providers. Never had any parking problems until a year ago when a major apartment building was built next to them without any parking. Suddenly the need has shifted to something slightly different. This will continue to happen. I think the TMA as constituted will continue to have the ability to make those changes, move forward with advice and approval of council as appropriate and help solve the problem. This is tool box. The rules will change. Put them in and that new mechanism to make this better. In response to the commissioner's question about volunteers and getting permits and getting a ticket while they walk to get their permits. I perceive people will be able to get their permits by email. They get it delivered through email before they come and do have that problem. I appreciate your efforts bringing this forward. I think this will mean all of us will get involved in further discussions about the details but now that we know something is going to happen we'll make it happen correctly. Thank you.

December 6, 2012

**Adams:** Thank you all very much.

**Fritz:** In terms of acknowledging things making sure we don't repeat I appreciate mr. Michaelson bringing the issue up of apartment buildings without parking. I agree that that's a significant issue. It's a city-wide issue that we're moving forward to address.

**Adams:** Who are we missing? You're representing nob hill. You have 6.5 minutes.

**Michael Cronan:** I don't have 6.5 minutes worth of comment.

**Adams:** Go ahead.

**Cronan:** Michael cronan, resident of northwest Portland. Also business owner on 21st, cafe. I'm here to raise that i'm very concerned as a business owner that the footing of solidarity of southwest Portland is at risk by implementing the situation that we're talking about with parking meters and not having it occur in other neighborhoods around the city. I feel that a couple of things. The cost and confusion of understanding where to park, how long one can park will work as a deterrent to our current level of people coming into this neighborhood. I really am very hesitant to let it go. To jump in. That is my concern.

**Adams:** Thank you, sir. Very much. Hi.

**Ron Morgan:** I'm ron morgan, ceo of dove lewis emergency animal hospital between 19th and 20th. I appreciate you letting me talk. I appreciate the gracious time all the commissioners' offices personally and with their staff gave me earlier this year. Commissioner Leonard, I served on your animal task force a few years ago. Dove lewis has been part of Portland nearly 40 years. In 2004 when we were looking at building a new facility on one of the nicest animal facilities in the world we decided to stay in Portland after evaluating our options. There would have been more affordable to move to the suburbs and give up \$90,000 a year in Multnomah county income taxes but we decided we wanted to be part of Portland as we have our entire history. We wanted to be part of the inner city we have grown to love since 1973. I can tell you today this is a decision that we continue to question regardless of our love for the city. While it's very enticing to move to the suburbs our loyalty is to Portland but it's harder sometimes to do business here. I have board members who live in the northwest district as well as countless clients and supporters. Dove lewis sees nearly 12,000 families every year. We have hundreds of volunteers. I have 100 employees that work for me around the clock. We never close. Of all the friends, business supporters, clients and boarders I can find little support for this plan. There isn't even close to a majority of support for this initiative so I do not understand why it would move forward. I wonder why there's a desire to finish unfinished business but this is too important an issue for a deadline. I understand the northwest district association supports this plan, but honestly there's not even close to majority of the businesses and citizens who live in that area that support this. Not now, not this time. Also if this goes forward it will cost dove lewis, a nonprofit, \$5,000 a year or more annually to purchase permits for our employees. That's \$25,000 in funds we cannot use for our programs. I appreciate that commissioner Fritz listened to us and expanded it to 100%. I'm stunned to hear the northwest association say they don't support. That at the very least for nonprofits or any organization there should be a way for us to apply for waivers for permits. Right now we would have to go through a different organization that's even looking at this matter as I have been told by the city but there should be a clear way to get these waived so it will not cost me \$5,000 a year to have my employees come, still search for parking. I can tell you also that in your own research, what's the solution you want to see for parking in nw? They said parking garages and parking lots.

**Adams:** Your time is up. Thank you for your testimony. Sir?

**Tom Ranieri** How much time do I have?

**Adams:** Three minutes each. The representatives of nob hill and of the neighborhood association got six minutes each. Everyone else is three minutes.

**Tom Ranieri:** Okay. Tom raneri, cinema 21. I have been there 32 years. It was the best of times, the worst of times, a tale of two committees. Ten years between the two, the first, cac, began in

December 6, 2012

2000 and met every week for nearly two years. A large group, two dozen volunteers representing aspects of the neighborhood. The meetings facilitated by the city but negotiated by the participants. It was long, challenging, an honest process that yielded a solid, balanced equitable plan. The second committee sac, began in 2009 and met once a month for 90 minutes. A smaller, less representative group, this time the mayor controlled the agenda and set the tone. This time the process was flawed. I have been admonished city commissioners don't like complaints about process. Fair enough. But when it's as bad as this has been and when the outcome has been pre-determined then the process becomes nothing so much as a rubber stamp of providing the facade of public outreach. So in this case the council ought to take notice. Here are a few examples. Early on in creating the interim parking zone 1, business input was completely excluded. In fact we weren't even told the mayor's office was having meetings. The scope was so narrow topics vitally important to business representatives were precluded from discussion. That along with intimidation and ridicule during some meetings so frustrated the business reps one by one they all resigned. Ignoring the will of the people clearly expressed. The failure to provide answers and information to important questions asked of those meetings. Intentionally misleading the business association last september. And after putting the process and plan into hibernation for a full year the mayor gave the minimum notice that he was bringing this plan to this meeting the busiest month of the year, especially for retailers and restaurant people. Last friday taxpayer funded security guards in this building at the direction of the mayor's office barred citizens from the business community from attending the press conference. They were turned away while members of the nwda were invited up. The mayor announced he was ending the 20-year parking war. If that was only true this. Won't fix the problem. Part of any solution will be parking controls so some good has come out of this that can be salvage add refunds but the plan failings to attack the heart of the problem, namely significantly documented use of universally recognized parking deficit. You can't outsmart it with theories and a policy magic wand. Since there are no compelling reasons to adopt this plan this week or next this plan is demonstrably incomplete and flawed and this will do real harm to people like me and only prolong the divisiveness in the neighborhood, it should not be supported. It's obviously the business neighbors have as much motivation as any other constituency to fix this. Maybe more so. We beg for the opportunity for a win-win outcome.

**Adams:** Your time is up.

**Ranieri:** For guidance and leadership of the new council.

**Adams:** Thank you, sir.

**Phil Geffner:** He has a b.a. in common sense. That makes sense to me. Now, if this passes I think it's going to be a failure of representative government to represent the people. You got 90% of this community northwest Portland is renters. There going to wake up one morning and go, we got permits and we got meters on our street. I live here. They are going to say I got \$60 to pay for my permit this year. My roommate has to pay \$100. It's still not going to be easy to park because there's nowhere to park still or relatively nowhere. It's five minutes and two blocks but that's something that people don't talk about. It's not really that much of a problem in my mind but in people's minds it is. You come from san francisco, new york, it's not a problem. If you grow up here it's not any worse than 30 years ago. 30 year anniversary next year for the pizza store. It's not harder to park but it was never easy. It's like going to the mall. They walk two, three blocks to the mall, five blocks. They are at a mall. They don't feel that's hard. If they walk two or three blocks in northwest it's a long way. It's what people's perceptions are, not the reality. I don't think this is going to help anybody. It's going to make life less livable, make the neighborhoods less livable. Make it less inclusive, more exclusive. It's going to make it more unfriendly and that's not what we're about. You want to do that all over the city, make little communities with permits all over? You want to have gated communities all over the city? I understand permits for money. I do. If you are going to put enough permits for money, I understand meters for money. Put meters all over

December 6, 2012

the city. The city needs money. I understand that. Do it all over the city in all the business districts. Put meters on t. Get the money. I can understand that. That's fair. That's a level playing field. I can understand all that. What I don't understand is saying this is a solution to a problem. It is just making more problems where problems exist. It's just exasperating what we have right now.

That's not going to help anybody in this system. It's not going to help people that live on Johnson, Kerney that own, that rent. People i'll go back to 90% renters. There wake up one morning not know what happened, get smacked in the face, go, what the hell happened and who the hell how did you let that happen? That's going to happen in a couple months when all this hits the fan. People knew this about a week. You it's Thursday. There wasn't enough time, not enough time for people to talk. You saw when people came to talk when they had a little time, people were way, way against it. I'm not talking about businesses. I got 148 out of 150 businesses showed you they don't want t. I talked to them every day for 30 years. They do not want this. They do not.

**Geffner:** Your time is up, sir. I appreciate your testimony. Did you put your name on the record again? We have to keep a record with people's names.

**Geffner:** I'm phil.

**Adams:** Thanks for your testimony.

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

**Lee Stapleton:** My name is Lee Stapleton. My main concern is the fact that we're allowing too many percentage for employees. One of the things a business should recognize and should have recognized a long time ago is allowing employees to park near their places of business they are taking a parking space for a prospective customer. There was a picture in the Northwest Examiner couple years ago during the process of showing a business owner on 23rd getting a ticket because she was parked in front of the business and she complained about not being able to park in front of her business much that was a prospective customer or two or three she was parking there all day long. I would recommend reducing the number of employee parking permits to the standard of 50 which is common in other districts. That would encourage businesses to provide incentives or other opportunities for their employees to park in satellite lots or some other location where it might be cheaper than a permit. And provide more customer space. Maybe we ought to reduce permits to allow only a certain number per household. Maximum of two or 1.5 depending on number of people in the household. If apartments or studios or single bedroom one permit per unit instead of two or three or four as the plan contemplates.

**Adams:** Thank you. Welcome.

**Daniel Cardoso:** Hello. I'm Daniel Cardoso. I have lived and worked and own a business on 23rd street for over 30 years. I'm here representing the group of businesses in Northwest Portland and the majority of us do not want this program as you heard my fellow friends and business owners also testify. This policy is not something that we want. Not something that we feel is necessarily addressing the true issue of what's happening in the district, that we feel that you're singling out the businesses to be punished. That's how we interpret this decision, that businesses will be punished. We recognize and honor that you have brought in all these experts and that they have testified and we listened to them. We wanted to listen to them to see if maybe we were missing something. But we have lived and worked and survived down there for 20, 30, 40 years. We have an understanding of the street. We know the dynamics of what goes on down there, and I don't particularly feel that their expertise necessarily trump the our expertise, which is that we don't want it and we don't think it's a viable choice in terms of fixing the problem. There's other things that I feel that the city can do first like getting those parking areas that have been offered. Let's implement that and see if that's a viable choice. Let's reduce the amount of curb cuts in the neighborhood. That takes out two spaces. That's 20, 30 spaces a day they are taking out. Don't allow any more housing that doesn't have parking for themselves. Those are solutions that can be brought forward first. As opposed to putting it on the businesses to take the hit first. Lastly, if the city truly wants to implement these



December 6, 2012

things and looking for revenue like phil said, the business community basically doesn't want to be put in a disadvantaged position with other businesses in other neighborhoods. We would be more apt to accept this decision if it was implemented city-wide all at the same time so that the playing field then becomes even where there's no neighborhood that's getting whacked first. If you are truly have conviction to your beliefs that this is the solution to the problem, then you should implement it city-wide in all the neighborhoods at the same time and that's from a business perspective. We don't like it and we don't want it but we're more accepting of it. I would urge you to look for the other avenues first to solve this problem as opposed to just throwing meters and permits at us. Thank you.

**Sue Erickson:** I think it is nightmare. That's an apt term to be used in that area. As a new, incoming business owner, it's of great importance to me everything that's going on right now. I like many people here don't have 20 years' history of trying to provide solutions, but I find it remarkable that it's been going on that long and would really love to see a broad solution. I think that from what I have seen and heard so far, there's a solution being offered that are part way. The thing that concerns me the most is that somebody coming into the street that is pretty widely perceived I would say to be a deterrent for coming down there and parking, so how does a business mitigate that? How do you get people in your door when they have this notions that it's hard to get there. Hard to park, it's a pain. So if the solution is putting meters on the street and putting permits around and that's all we're going to do, in my mind that's even a greater deterrent than the current parking situation. If that's necessary and the revenue that comes from the meters is wonderful and the city can use it and hopefully the actual neighborhood can use it to increase parking, be it through lots, through parking structures, whatever, not just a natural solution. For me personally I would like to see it go a step further, to talk about those things and possibly include in the plan alternative parking because it's not going to change. There's not going to be less people parking. It's always going to be where it's been for 20 years. I would just like to see a further plan.

**Adams:** Thanks for your testimony. Welcome.

**Heidi Dodge:** I'm heidi dodge. I'm the principal of class academy. We're a pre-k through 8th grade private school in northwest Portland. We have been there 14 years. I would like to thank commissioner Fritz especially for listening to our concerns and adding amendments in an effort to improve the plan. According to the final draft as you know we're located one block out of the boundary, therefore if the plan passes without commissioner Fritz' amendment none of my 20 teachers, numerous support staff or hundreds of parent volunteers would be able to park in the neighborhood surrounding our school without having to move their car every three hours. As you can imagine this is not possible for me to allow teachers to leave the classroom to go move her car. It would create an immense hardship for teachers and ultimately compromise the quality of education that our 150 students receive. Commissioner Fritz' amendment mitigates some of our concerns but not all of them. Rather they are the first time since learning of this plan last september that the means of our -- the needs of our community have been considered. It's the first step in having a legitimate public process on this controversial issue. We are opposed to the northwest district parking plan and opposed to the tma empowered to manage the rulings and regulations of the plan that impacts the lives and livelihoods of such a diverse population. We feel promises are being made now only to serve the select few who have the time and resources to serve on the tma. I appreciate that commissioner Fritz and the mayor added a place for educators to serve on the tma, and if it ultimately goes through I hope that that will be helpful, however, as you know, educators are pressed for time. My goal is to help kids and teachers, not to worry about parking and where my parent volunteers are going to be parking. We're opposed to a plan that does little to solve the parking deficit problem by not planning for realistic off street parking options. All of the off street parking options listed in the plan are several blocks from my school and would not be accessible to my parents or staff. More over we are opposed to a plan that has excluded vital stakeholders from

December 6, 2012

the planning process. Of most concern to us are the cost of the permits if we were to be included and inclusion of that for employees. I don't know how I could tell which teachers could park and which couldn't. We're committed to continuing this conversation and working with the new council to form a plan that truly solves the deficit in northwest Portland. Please vote against this plan and allow us to continue that hard work.

**Adams:** Thank you for your testimony. The next four.

**Kay Wolfe:** Hello. I'm Kay Wolfe, president of the Nob Hill Business Association. There's no way I could talk for six minutes. I have been with the association eight years and have some understanding of the parking problem history. My employer has a small parking lot that fills our needs and yes we share our lot after hours with our neighbor businesses. I'm not here for personal gain. However like you, I know we want to do the right thing. I care deeply for my neighborhood as do you care for the entire city. I have never stopped being grateful and amazed at the collaborative effort that the council, who brought a parking solution approved by council in 2003 did. Residents, merchants, social services all came and became of like mind. Yes, I realize the special interests have been -- the group found the right combination. Meters, permits and reasonable off street parking. Not surprisingly Mayor Adams put together the plan to revisit and came to the same conclusion that we need all three pieces. Currently the mayor's plan is missing a piece, fully developed off street parking. The examples have serious flaws that I know of. I don't know everything about them, though.

**Adams:** Which flaws are those?

**Wolfe:** I only have three minutes.

**Adams:** I'll give you more time.

**Wolfe:** The I think you're on to something. We need a little more time to figure it out. From who I hear from the businesses in the area are open to implementing some plan when all three reasonable pieces are in place. We are dubious about the plan. With the addition of councilwoman Fritz -- we really appreciate the 100% employee parking. That's just a minimum of what has to be done. We're also disturbed by the mayor's office going behind our backs and meeting with resident associations, creating a divide and hard feelings that all of us in the business association have been working hard to overcome. Not to mention the press conference fiasco. Shame on you, Sam Adams.

**Adams:** I went to your organization too, ma'am. The neighborhood was not allowed to go do that.

**Wolfe:** Oh, yes, they were. Ron Walters was there. You had a temper tantrum.

**Adams:** Ma'am, the problem of disagreements in this neighborhood predate both you and I. So please finish your testimony.

**Wolfe:** Amen. Most of all residents do not own their homes but they rent. The ones I have heard from that rent love shopping, eating and living in Nob Hill. Our decisions will impact their ability to help make the businesses prosper and if the businesses fail that in turn will stub the city's income stream. The suburbs are very clear about their message. They have acres of free parking. We need to make sure we can implement all three prongs of the parking plan and in a way that will keep our allure and businesses healthy. Let's keep talking after the first of the year and work this out. Let's prove that this is the city that works. I'm asking you to delay the decision wind chill we can finish our work.

**Adams:** Thank you. Sir?

**Vic Wolfe:** I'm Vic Wolfe, owner of Vic Wolfe Salon, northwest 23rd. Just a brief history of my life there, I moved to my salon, my first salon, 900 block of 23rd in 1979. Three years later I opened the salon across the street. I have been there 30 years this month. Okay? Now I live in Hillsdale. I have a home and drive to work. Parking has never been easy in northwest but my clients and I have adapted and enjoy the challenge. It's going to -- this is going to improve my business? I don't think so. Is it going to be more costly? Yes. Will we still drive? Yes. Will we be forced to buy yearly

December 6, 2012

permits? Yes. None of the neighbors are excited about permits. For themselves or their guests. Who are these people pushing for permits? It's not the mainstream of northwest Portland. Northwest is thriving on its own. Why do you want to mess with success? Meters and fees are what got me out of downtown. It's why I came here. It's why the merchants in northwest Portland, mississippi, alberta and hawthorne are where they are. They don't want meters. They don't want this. If we did we would go to the pearl. The pearl can have all that empty space, all the dead spots and high rent. We like where we are. Northwest is alive. So leave us alone.

**Adams:** Thanks for your testimony. Sir?

**John Mullen:** I'm John Mullen, I'm a homeowner in the neighborhood, live on 24th.

**Adams:** Can you get just a little closer?

**Mullen:** I live at 2388 northwest lovejoy. I have lived there 16 years. I speak up for the homeowners living in the alphabet historic district to request that parking meters not be placed on residential streets. This issue is similarly addressed yesterday by meter placements in residential streets. I agree with my many neighbors that long standing residential neighborhood streets should not be metered. Regarding parking I would like to remind council and businesses that the attraction for shoppers and visitors to the district is a neighborhood. We should not forget that. This is what makes shopping experiences on 21st and 23rd streets unique, attractive and different from a shopping mall experience. This is why people come to the business area to visit and shop. Making the alphabet historic district neighborhood into a paid metered parking lot results in making the neighborhood more mall like and less desirable to visit and live in. In regards to any sort of parking permit process, any monies obtained from those I believe should be used to actually go towards neighborhood northwest community center, not be allocated for additional meters and parking garages as outlined in the plan. Consume other points, presently plenty of documented unused parking spaces in the alphabet historic district. No other city historic districts have had parking meters placed within their historic district. To my knowledge no other city historic districts have meters in their neighborhoods. Metrodome owners do not want meters in front of their homes. The homeowners do not want park permits required to park in front of their home. I would like to encourage all business employees to use present paid parking lots and that would free up additional spaces for customers. Thank you.

**Adams:** Thank you, sir. Thank you all for your testimony. Appreciate it. I'm sorry. Apologize. Welcome.

**Ron Hartmann:** Thank you. I'm Ron Hartmann. I'm a resident of the neighborhood. I live half a block west of 23rd, so right in the thick of things. I too am opposed to this plan. I don't see how if the problem right now is that there are too many cars in the neighborhood, this plan does not take the cars out of the neighborhood. The only people affected are those supposed commuters that are driving to our neighborhood and catching the streetcar. I walk our dog every morning, and I have spoken to many people who park on my street and are on their way going somewhere else. None of the people I have spoken to are these type of commuters. Everyone I have spoken to are members that work at Good Sam. Now, I have asked them why are they parking there. They have explained Good Sam provides parking six blocks away so they would rather park in my block, one block away. Implementing this plan they will just move over to 25th and walk two blocks rather than the six. So this is not going to solve any of the problems that of having too many cars on the street. It's going to make it worse because people and employees currently parking on 23rd now can buy a parking permit but they can no longer park on 23rd, so now they will come off 23rd and park on the side streets.

**Fritz:** What's your cross street, please?

**Hartmann:** Northrup. So Mayor Adams, you started this presentation by saying that city has used parking meters for 23 years. 23 years to manage parking in the city. That works downtown because you can manage affect the way people behave, change their behavior patterns by getting

December 6, 2012

them into parking structures, but without the parking structures your management portion of that formula is not present. That has been brought up before but I want to emphasize that.

**Adams:** Thank you. Appreciate your testimony. We are going to take a ten-minute compassion break. We will reconvene in ten minutes. It's now 4:52.

[ The meeting recessed at 4:52 p.m. and reconvened at 5:05 p.m. ]

**Adams:** City council will come back to order. We're now moving to two minutes each. Karla, please call the next four.

**Adams:** Would you like to begin, mr. Singer?

**Dan Singer:** I'm dan singer. I reside at 4016 north hermosa boulevard. I'm here to ask that you do not adopt this plan because it does little and at worst is divisive and polarizes the neighborhood it was designed to help. We were promise implementation of the 2003 parking policy and what we got was a plan that is radically different, ignores one critical component, that is supply. 650 new off street spaces. We did not get everything we wanted, but we compromised. We felt that if we got a limited number of spaces we could agree to a meter and permit district that was envisioned in the 2003 plan. There's been no substantive increase in supply since and adding restrictions now puts the cart before the horse. Only makes difficult situation worse. What keeps the northwest district business alive is our customer. In 2011 the city hired to study who our visitors appeared customers were. 8% of those visiting stay longer than two hours. Almost 33% visit more than four stores and stay more than three hours for each visit. Adding supply is challenging and central to any solution. If there was a way to finance those garages contemplated in the 2003 plan would have been done. The site design requirements are too restrictive to make them economically viable. Those brave enough to attempt to build a garage should anticipate significant delay due to endless appeals by those who are supposed to be partners in any plan. Thank you.

**Fish:** Can I ask one question?

**\*\*\*\*\*:** Sure.

**Fish:** You have been involved in these parking wars 20 years longer. You oppose it but there any amendments in addition to what commissioner Fritz has offered which would cause you to support it?

**Singer:** Yes, there are. I would like my attorney christi white to present those.

**Fish:** We'll wait for her turn.

**Adams:** Sir?

**Jon Cohen:** I'm jon cohen. My family owns a combination of residential and retail property on or near 21st and 23rd avenue. I'm here to support the general retail businesses that make up the bulk of our tenants. There are many more better versed in the context and history of this parking plan and I support the retail business community in their efforts. My concern is that the mayor is rushing to put this plan in place, forcing a new mayor and recon constituted plan a contends us plan. He stated he made a promise that the permit and meter man would be in place by the end of the year. It appears that the mayor's promise and the resulting plan to fulfill that promise was made without seriously considering the concerns of the business community. I would like to add that the two hour time gap on stadium game days usually weekend is not fair to northwest business owners customers do not stop shopping just because the timbers are playing. It's clear many in the business community are not comfortable with the proposal and i'm asking the council to put off any decision on this plan until the broader consensus can be reached that will properly address concerns of the business community. Shifting a little bit and following the brief discussion between mayor Adams and commissioner Fish earlier I have been left with the understanding that there can be no meaningful thought put into any amendments that arise from today's testimony and commissioner Fritz's amendments must be analyze with the full framework of plant and cannot be approved without full consideration w. Have a concept called due process and I would ask council to seriously consider abiding by the laws of due process by allowing a meaningful amount of time to



December 6, 2012

develop and respond fully to the amendments that may be appropriate as a result of today's hearing.

**Adams:** Thank you. Ms. White? Welcome back.

**Christie White:** Thank you. I'm christe white representing cinema 21 and singer properties. Both of which oppose the hasty adoption of this plan, but I know i'm now reduced to two minutes so i'm going to try to get straight to the question commissioner Fish asked, under any circumstances is this acceptable. Let me introduce what we would consider to be acceptable amendment by first saying the 2009 resolution authorized the commissioner charges of transportation to move forward with implementing an on street parking plan consistent with the 2003 parking plan. That was very sensitive and negotiated language with the business community because it referenced the 2003 northwest parking plan and specific references within that plan to increasing off street supply. I'm going to hand you those references when i'm done but on page e21 the adopted plan states the best chance to address the parking supply issue comes from a combined approach with five required elements, one of which is off street parking. The plan in front of you starts moving in that direction but it doesn't do enough to honor that process. And promise. I will refer to the consultants that were up here earlier said data separates myth from reality and then they went on to cite when you have over 85% utilization in a parking district you need more parking supply. We need more parking supply. There are methods for adding parking supply in had district. So we are going to hand in some proposed amendments to this plan, one of which is critical and deals with putting this plan on hold for 12 to 18 months in a phased approach that is consistent with what was proposed by commissioner Fritz to actually implement measures that would give us that off street supply. One is consistent with the phased process, two it's consistent with your consultants' recommendation made during their power points to expand accessory lots and liberalized utilities of lots during business hours, and three, it's consistent with the direction you're heading with what I believe were letters of intent. Those letters of intent will likely require code amendments. We're not willing to support this plan until accessory parking lots and other commercial lots can be used for off street supply and expand the number of spaces to at least 500 spaces. Sorry i'm over.

**Adams:** You did great. Thank you. Sir?

**Kirby Kirch:** I'm kirby kirch.

**Adams:** I want to get as many people through as possible.

**Kirch:** I'm with income property management run by jeff reingold. We run 12 buildings of over 300 units in the district. We know the area. We participated in the original cac group of diverse stakeholders with broad interests in the district. We spent over two years hearing concerns, experts and most importantly making substantial compromises. The final document adopted by the cac addressed elements, boundaries, rates for sub areas in the district as well as issue surrounding meters and permits it was adopted by consensus of the entire fairly cobbs tuitted group. In accepting the appointment to the stakeholders advisory committee it was my clear understanding we would be implementing the plan as written not making major alterations to it which is now what is being proposed. The 2002 concept plan called for a tma to make the type of decisions that the sac now appears to be trying to address. The composition of the group has been seriously compromised. Many of the changes do not conform to the original plan. I see no compelling reason to diss cart the years of work that went into the 2002 document. We resigned in august of 2011 because it became part of an organized effort to undo the original effort on which so many 6 us worked so long. We felt betrayed by the process that was never intended take our input seriously and has been politicized to an unacceptable degree. When people interested in the outcome are excluded to the press conferences something is clearly wrong. The only clear path to take now is for currently council to reject this proposed plan until it can be refined by a new, broadly defined stakeholder group at the direction of a new council. I'm disheartened by the path this has taken.

**Adams:** Thank you, sir. Next four.

December 6, 2012

**Adams:** Thank for being here. We're missing one.

**Fritz:** If I might comment, the issue of allowing parking in accessory lots is something we're looking at city-wide or that I proposed to. We had that discussion yesterday in the lloyd district parking at management plan with the rose quarter. That's again something I think needs to be done city-wide.

**Adams:** The city attorney has opined that the lots we signed tentative agreements with are good to use in terms of accessory parking uses because the unique language that has been approved by city council and so that's 200 spots out of a requested 650. There are more off street spots to be achieved as part of accessory parking. The other folks I have talked to want to see some sort of plan and group established.

**Ralph House:** Thank you. Appreciate the opportunity to speak to the council, the mayor. I'm ralph house, chief financial officer of i-health northwest, medical clinic at 1955 northwest northrup. It's a large group of eye doctors. It's been there 30 years. Our concern with the plan, and i'm a new soldier to the parking wars, so I hopefully come to this with somewhat of a fresh perspective. I understand it's been going on for a long time. I also believe there's been something wrong with the process in that I only found out about it slightly over a years ago. As soon as we did find out we reached out to many of the other medical offices in our part of town there are several in that area. They actually in addition were not aware and of the impacts this would have on their business. They as well as us were all opposed to the way the plan is currently written. I found it interesting as well as we have listened to testimony today and also seen some of the results of the consult apartments' work that parkers are able to find spaces in less than five minutes and two blocks away. I guess I sort of ask the question if maybe this is a solution in search of a problem. It doesn't necessarily as it stands appear to be a problem although we see one looming. That is the building of multiple unit very large housing structures without any parking associated with them. While the problem may not necessarily exist for us now we would certainly see shortly do the future where it could be a problem. We like being in this part of town but unfortunately parking is a huge issue as none of our employees live in the area. In your consideration to the business community if it sounds like the overwhelming majority of us and many residents are also opposed to the plan.

**Adams:** Welcome.

**Lori Warner-McGee:** Thank you. I'm lori mcgee. I'm speaking on behalf of myself and my family. As a resident of northwest at 29th and xavier for almost 15 years now. Also speaking on behalf of a good number of neighbors who couldn't make it today, wanted to. My issue is pretty brief. It seems very different from many of the issues that I have heard so far today. That i'm speaking only as a resident and very far reaching boundaries of the plan where what he said where it seems to be searching where a problem where none exists that I have experienced in 15 years of living on the street. I'm literally almost the last house of the boundary of the plan and in 15 years have never once ever had a parking problem or had anyone deterred from coming to my house because of parking or any of those issues that I do under are problems in other areas. So bottom line, i'm wondering about maybe overreaching nature of the plan where it seems low pressure where I seem to be in a category of trying to fix a problem that isn't broken. So if I had my dream amendments it would be to reconsider the boundaries where I don't see these problems and then liveability would be impacted with the solutions proposed.

**Fritz:** You're currently in the boundary?

**McGee:** Yes.

**Fritz:** I received an email from one of your neighbors who is just out was concerned about displacement. That's the reason for the district, so that you have options if parking then becomes displaced to your area.

**McGee:** Which I understand would probably become an issue wherever you cut off the boundary. Anything beyond that might be affected.

December 6, 2012

**Fritz:** It's a dead end?

**McGee:** Yes.

**Fritz:** That was a particularly acute problem there.

**McGee:** Yes.

**Adams:** Also the experts determined that especially on the flats as opposed to the hill that the flats were very vulnerable to displacement. That's why it's there. I appreciate your perspective, though. Thanks. Welcome.

**Lisa Higgins:** Hi. I'm lisa higgins representing papa hayden, a restaurant on northwest 23rd. I have worked in the neighborhood over 25 years. I was a resident for 15 of those. I have sat on the cac for two years discussing options for the neighborhood. I would like to say that nob hill is a destination much more so than any one particular business to an extent that neighbors nob hill unique. The majority of visitors to the area come to engage in multiple activities. Hair, lunch, shopping, happy hour. They spend the day here. We want to encourage this, not curtail it. A three hour parking limit does not allow this. Imagine a mall that allowed parking for only three hours. A time limit of three hours combined with limited off street alternatives does not allow us to compete with shopping malls, downtown district, or any other neighborhood in the city. Unless the plan includes an expansion of pay to park options that allow guests to stay more than three hours, our businesses will be negatively impacted. At all the meetings I have attend the one message merchants have tried to drive home is a three hour limitation discourages people from using the district the way they currently do. Many of the residents who attended the meetings agreed that the time is too short to meet their own needs. Over the years we have explored multiple options. The promised a compromise between the needs of the merchants and those of the residents. Other plans have also acknowledged residents would not be happy with the three hour limit. It feels as though we have swept those options off of of the table, that the idea of compromise along with the idea of increasing parking inventory is no longer of interest to all stakeholders. I would hope that you would reconsider going forward with the current plan. I would also like to say that when we talked today about permits for employees, every time I heard that phrase they were specified as full-time employees. Yes.

**Fritz:** That's not in my proposal. 100% of employees.

**Adams:** No requirement of full-time.

**Higgins:** Thank you.

**Adams:** Welcome.

**Lynn Medoff:** I'm lynn medoff. I lease two spaces on northwest 23rd. I have a store front and storage space. I'm also here on behalf of my brother lee who owns full vine distilling who couldn't be here because like many other people who own businesses right now this is not a time when you can leave for three hours in the afternoon. I appreciate the opportunity to be here to speak and I want to strongly oppose approving this project. I don't think it solves any problems that i'm -- that need to be addressed. But it's always been an issue. It's almost part of the charm of going to northwest. People just -- my customers I have been in business 15 years. My customers just accept that they may have to drive around. Like the power point display says, for five minutes to find a space. We don't hear anyone not coming to shop with us because they can't find a place to park. They just have to take a little time. Having meters will definitely make them shy away even more. It's so cold, so -- we live -- northwest is a neighborhood. It's warm, a community, it's not downtown where you have big buildings an parking meters. You say perception means so much, yes, there's the perception that parking can be a challenge but if you put meters and permits in it's off-putting and confusing. Right now with the jeld-wen sticky signs that go up on the signs it's confusing anyway. People come, can I be here? Is it going to be okay? Like all the other business owners say, they come, they buy a wedding dress from me, it takes three hours at least for a woman to decide on

December 6, 2012

her wedding dress. Then they want to go to papa hayden to celebrate with champagne and a piece of cake. The boyfriend or dad wants to go have a drink.

**Adams:** Do you happen to know the time stays in front of your store?

**Medoff:** How long people stay?

**Adams:** How long they are allowed to stay.

**Medoff:** Two hours.

**Fritz:** In front of papa hayden's?

**Medoff:** Thank you. Lena medroya studio.

**Adams:** Thank you. Next four.

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

**Jennifer Tierney:** Hi. I'm jennifer tierney. I'm a resident of northwest Portland now for 15 years renting all that time. This plan equates to another rent hike and micro management of my day-to-day life. I'm here representing myself and eight other tenants that I have spoken with who couldn't be here because they have to work. I went to the public forum on october 13 and spoke my opposition to this plan. I remain opposed. A year later it's motoring forward. Why? We believe it's a plan for the city to capitalize on our neighborhood. All the voices of the residents and businesses who define this neighborhood will being shut out. We are allowed to speak and we get polite nods but ultimately the plan is going through because the city is salivating over the potential revenue. Even the city's own polls show residents prefer parking structures to meters and ticketing. Structures make the most sense, people stay as long as they like and cost is predictable. The city could not get their cash with that so no parking garages. We are heard but the plan motors on. What's really being proposed is all the minor problem by creating a much bigger one. The problems that I see are turning jeld-wen field into a hostage event arena without creating parking structures and permitting large numbers of new residential development without adequate parking. Neither are solved by metering. If you put a stopwatch on people they will leave on time and under pressure thus ruining their experience and they won't return and the businesses that thrive now will go under. Having lived here as long as I have I know a lot of people in the neighborhood and what the residents agree on is, one, the character and friendly feel of the neighborhood will be severely impacted with all the restrictions, meters and signs on our front lawns as we watch meter maids with flashing yellow lights patrolling, trying to trap people as they try to beat the tickets. This scenario would permanently degrade our quality of life. Two, it's a money grab by the city.

**Adams:** Your time is up. Sir, welcome.

**Jeff Bachrach:** I'm jeff bacharach. I live in the heart of all this. We urge you to slow down, not accept this report today. I'll try to be a couple of points -- what creates vitality and value in our neighborhood are the small businesses, cinema 21, the new york pizza, nacho bar and grill. None of them want this. As a resident who appreciates the efforts and value they create in my neighborhood i'm extremely nervous and skeptical on their behalf. If they don't think it helps their business why would we impose it? We have some parking hassles. I see it on my street. I have been here 26 years, but it's not a big enough problem to warrant imposing one size fits all mandatory regulatory everything this woman described program. The solution is too big for the problem. Particularly if the businesses don't think it helps them. As someone who is affected every day by the parking problem I have learned to live with it. It's part of urban life, part of our neighborhood. It's obviously not damaging property values, not damaging the desire and appeal of our neighborhood. It's not ready for this plan. One quick example, northwest 24th where I live is described in the study as residential area number one. Then you have a residential area number two on the other side of 21st. They are considered the same. The same solution is being proposed. We're two very different residential sub areas within the neighborhood and yet it's being suggested the same st. Louis solution for all of us. All the discussion and thinking around this plan is business oriented. Customers in the area. If you read the consultants' work very little addresses the impact in the



December 6, 2012

neighborhood. Only 10% of us apparently own houses on one of them. There's no discussion, no analysis. What does it do to livability of the people who live there? I would urge you for a lot of reasons to slow down. I understand the desire to end this but it's not ready to be forced out.

**Adams:** Do you have an off street parking spot?

**Tierney:** Yes. I do.

**Adams:** Thanks. Welcome. Thanks for waiting.

**Debbie T Geffard:** Commissioners, mayor, thank you for having me. My name is debbie Thomas geffard. I'm a resident and business owner of northwest -- the area for over 25 years. I'm glad that mayor Adams so graciously let the nwta spokesperson talk more than twice as long as anyone else. More than five minutes.

**Adams:** Actually 6.5.

**Geffard:** Shut the president of dove lewis up. It was such a great illustration of the mayor's process for this whole issue. Today was another example of mayor Adams' continuing to exhibit favoritism in the most blatant way. The parking perception will not be positively impacted by this plan. It might be by building parking structures, but the stadium zoned parking plan and signage is so confusing already and you're considering making it much more confusing. At a recent meeting mayor Adams said he promised nwda he would get this through while he was in office regardless of the fact that overwhelming response at all of the meetings, and I believe I have been to all of them in the last year, was not to implement the plan. Today I have kept track and we're about 90% against and two or three people for. He made a promise to keep to that group that excludes other members of the community and their little fiefdom. Why would anyone want to be involved and spend their precious time on a process that has a pre-determined outcome? Based on what the mayor tells them they will get passed. The owner of the class academy brought up that point about the tma. That terrifies me and feels similar to what happened with the sac. Get a group of self-interested people with time to insert themselves, wear people out so they don't want to be on the committee, especially with the outgoing mayor appointing that committee. If the city is thinking about meter revenue, think about the reduction in city revenue when the property values go down and businesses go elsewhere. It will happen.

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

**Tim Ramis:** I'm tim ramis. I served on the 2002 cac. Principally as an advocate for use of accessory lots for off street parking which is something I do in my own lot in northwest and which I found in that process is something very, very difficult to justify under the code requires extensive code amendments and detailed agreements to make it happen. I'm here in support of the amendments offered by ms. White principally because they require the provision of the increased supply of off street parking simultaneously with implementation of the other parts of the plan. Not just promises of off street parking, not just loi, not just talk about code amendments but they are required by these amendments so they are a good thing in terms of improvement of the plan. The council face as northwest today essentially the same problem the councils of the '70s and '60s faced when they were trying to protect the vitality of retail use in the downtown from the pressure that was being faced by all of the parking and retail at the lloyd center. In those days, the council did very little. They attempted fixes but did nothing to really fix supply. Finally, in the '80s under the leadership of then commissioner blumenauer we addressed the problem. Today retailers in northwest tell you they face pressure because of the pearl and because of literally thousands of subsidized spaces there. To fail to address supply as part of this plan and assure the provision of supply means you will make the same mistake that was made by those councils in the '70s and '60s. I urge you not to make that mistake.

**Adams:** You said parking structures were subsidized?

**Ramis:** I said that to an extent they are, yes.

**Adams:** How?

December 6, 2012

**Ramis:** Well, I can write you a letter on that subject. That.

**Adams:** That would be news to me since I inked that deal. We made a market rate loan and it was paid back. Welcome.

**Susan Stone:** Mayor and council, i'm susan stone. I live at 2856 northwest xavier street. I'm struck by the fact that unlike many here, everyone is almost unanimous to this plan. Your job today is a council is to judge parking plan on what it will do and the effects it's going to have on Portland in the future. I guess I like to use the hipocratic oath. It says do good and do no harm. Using that measure the parking plan does not pass muster. In fact it creates more problems than it solves. It's adding huge amount of process and resident responsibility and expense without an offsetting benefit for most residents or businesses. In fact it's creating parking problems in an area where there is no problem now. This is particularly true west of 25th avenue. The plan also creates what is equivalent of a parking tax for northwest Portland residents. Your own data says most people spend five minutes or less looking for parking. This is like shooting a crow with an elephant gun. It makes no sense to address one problem by creating a new, bigger problem for an even larger group of people. Please don't make this the legacy of this council. Do good and do no harm. It's a good measure. I ask you to please judge the plan by this yardstick and vote no.

**Adams:** Thank you. Welcome.

**Michael Conklin:** I'm mike conklin, property owner. I was on the sac committee and also on the business association board. Thank you, commissioner Fritz, for the amendments. Appreciate it. I would say one thing to the amendments is that if and when the parking meters do come to our area, that we look at a dollar an hour limit or dollar an hour price because it makes it different from downtown because we're not downtown. We're northwest. That may help get people here. So thank you.

**Adams:** Thank you.

**Conklin:** One other thing, the reason I just sold my business a couple years ago. One reason this is plan.

**Adams:** Thank you. Welcome. Can you get closer to the mike?

**Deborah Haynes:** Of course I can. I'm Deborah haynes. I own blush beauty bar on northwest 23rd between glisan and hoyt. I have --

**Fish:** Before you begin, my daughter spent about three hours at blush in her senior year in high school and later had a book of photographs taken. It's in my office. We can set aside the parking wars and acknowledge you guys do wonderful work.

**Haynes:** Thank you. Thank you. I guess your point could go to a point that I was not planning on making, but that people do spend more time than what some of the allotments are currently now as well as what the meters are proposing. But all that being said I think all of you know and many people in this room know I have been involved in this parking plan and issue for a long time, over 20 years as a person visiting the area, eight years having a business. I would say probably somewhere between four to six years of being actively involved in the plan and then really actively involved in the last couple years as I sat on the stakeholders advisory committee. Di resign from that committee. Without going into all the history of blah blah blah blah, when I look at everything now I like to keep things really simple. I look at this plan and I say, okay, so parking meters, I support. That permits, I support. That I don't support all the details around it but I support the idea of it. I do not support it when there's no additional off street parking being provided. We all know what has happened when people have tried to build parking garage there. I hear the talk about off street parking that's available now with businesses, sharing all of that. These are not topics that have not been addressed previously. There have been conversations many times. Those businesses need it for their customers and are not going to share it for the whole area in general. So really simply put, it's a three pronged. We need additional off street supply. Period. For everything else

December 6, 2012

to work. Right now this plan shows me and the whole city that's watching that the current situation that we have you will now have to pay for it.

**Adams:** Thanks for your great work in the reconstruction of 23rd. Really appreciate your input on that.

**Haynes:** I actually enjoyed that more than this.

**Adams:** So did i. Next four.

**Adams:** Does anyone else want to testify?

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

**Loanda Lichtwardt:** Yes, thank you. You'll have to forgive me. This is last minute as this plan seems to be pushed through last minute, not well thought out. I'm not a business owner nor a resident, just your average, every day customer. First of all I can see what the meters in the lloyd district have done there and it's absolutely horrendous. Some businesses have gone under. Some are hanging on by a thread, some had to move. It's all because people don't want to go there if they have to pay to park. I spent a lot of time in northwest on 23rd and 21st. I have lived here my whole life, 29 years if you must know. I go there at least twice a week on my own, to get my nails or hair done, for eating. I was there with my husband yesterday for well over three hours. We would have had to stop short, not eat lunch or not go to the stores. We would have had to leave. He goes there on his own at least twice a week, oftentimes more. For whatever. This would take that away. So the three hours is just not going to work for a lot of people, myself included. I love going there just even for one destination. I have never had a problem parking. Five minutes or less. If I want to go to get my favorite pizza I have to go somewhere else. No offense, i'm not going to pay double the price of my lunch to pay to park there. That's not the whole point. After that i'm going to walk around and buy something. I'm not cheap. I just don't want to spend my money to park there. You're going to call these people and say, you're hesitant about going there. This doesn't create any more parking. People who don't want to park because they think it's a hassle to park you're going to say, it's okay, so you get to pay now. It's fine. That's not going to work. They can have my spot because I won't be there. I'm a little representative hopefully of people like me who donned live there but love to go there.

**Nancy Lichtwardt:** I live in northeast Portland. I spend tons of time in northwest. I have had a long history with northwest 23rd. I started working on the street about 30 years ago. I have seen the street evolve, change, mature. Right now I don't work on 23rd but I spend a lot of time in northwest. I'm a stylist and producer for the advertising business. I do location scouting, I have lunch and dinner meetings on 23rd and I also use the neighborhood for personal and social things. It seems so wrong to force people out of the neighborhood using a short-term limit meter to push them away and to have the constant fear over their heads of a \$62 ticket that they are raising trying to avoid. 23rd is now facing competition from mississippi, alberta, killingsworth to name a few. These do not push people away with limited parking. After the economic downturn that retail and restaurants have suffered through the street is finally alive with vibrant retail, people shopping, eating and drinking. Now you want to pummel the neighborhood again? This makes no sense. I desperately want to know why why this matter is coming up again. I have been before this council numerous times. I have heard nothing for a long time thinking there had intend some resolution. Here we are faced with an all of a sudden mandatory need, no proper notice hearing in the middle of the holidays. I truly don't understand this at all. I can't help but think, mr. adams, with 25 days left in office that you're attempting to push something through that I feel very strongly should be left alone at least for the new administration that hopefully will review things properly and not be motivated by unfair, unreasonable agenda. Please let 23rd prosper and give the community fair access to the neighborhood and all it has to offer.

**Adams:** Thank you.

December 6, 2012

**Ted Thomas:** I'm ted thomas. I have been a resident are northwest for over 25 years, most of that time within a block of what might be considered ground zero in terms of demand for a parking space. I have been attending and testifying at public hearings of one sort or another since at least 1999 on this subject. In 2002 after a laborious process all the parties appeared to have worked out a solution and the plan was approved by importantly city council. I thought at long last a reasonably incremental process would begin to remedy traffic congestion that affected a relatively small area of my neighbor. That was ten years ago. On october 1, 2011, I read the column in the Oregonian discovered mayor Adams had formed a new stakeholders committee and come up with a new plan. Ten days later I saw a notice for an open house at the metropolitan learning center. Then we discovered the purpose was not input but to answer their questions about a plan which the perpetrators of the plan considered complete. Easily 100 or more northwest residents shopped up, many opposed to the plan. The mayor put us through an hour long process of stating questions which were written down on large sheets of paper and posted on the walls. He promised they would be answered later in the meeting. Necessary hoe subjected the audience to another hour what I would describe as filibuster by power point. While his staff clipped through slide shoes quoting traffic and parking statistics. By the time the presentations ended most of the original audience had already gone. None of the 22 people who actually stood up and had their questions recorded on the wall got answers. As the meeting broke up I asked the mayor when he planned to provide the answers. They will be on the website was his response. After six months of checking I gave up looking for them. I'm here to advocate that the council stand for due process on handling this matter and reject the proposal to voted on next week.

**Adams:** Thanks for your testimony.

**Karen Karisson:** Karen karisson. First let me say i'm in favor of the plan. I have lived in northwest Portland since 1974 and have had my business on 23rd avenue since 2007. In spite of testimony you're hearing today not everyone opposes it. I know many who are in favor but I guess they weren't able to come and testify. The plan isn't perfect and change is difficult. Northwest has many unique challenges to create a pan, program an you heard many of them. The tma will need to work hard and be creative. I think more off street parking can help the district. Sharing lots will help but new parking will not be free. I'm not fond of idea of meters but we need them including potentially for creating new off street parking but I think 100% of the workers in the neighborhood should not be driving to work. This is Portland. We have transit. We do have a commuter problem in the neighborhood, though. I know that. They park across the street from my house. I watch them walk to the streetcar. I even know people who do it. They have told me \$100 annual car pass is less than one month parking downtown. So we do have a meter problem, but we also have a problem with good sam parking employees parking in the neighborhood outside their district. It's not been enforced and this parking plan is a way to do that. There are shuttles. They don't have to walk six blocks to get to work when they park at the remote parking lot. I really strongly urge you to address this, to adopt this. This plan isn't perfect. There's too many times we have tried to adopt a plan and they have all failed. In spite my wish that the area where I live were in this, i'll be getting all the parkers. I still think phasing is a good idea. The district having a tma will be an excellent place to find solutions to the problem. For 30 years we have been discussing parking in northwest. I don't think the parking is going to get better. We need to implement and I think we need to talk broader than parking. We need it talk other transportation options. Thank you.

**Adams:** Thank you all very much. It's now 5:50. Appreciate everyone's testimony. Council will have an opportunity to digest it and it will be before us next week. We're now adjourned.

At 5:50 p.m., Council adjourned.