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Cully TIF District Exploration City Council Report

September 28, 2022

Our Agenda

Council Report

September 28

Council Hearing

November 9

- **Background & Context**
- **Community-Led TIF Exploration Process**
- **How is this District Different – Applying Lessons Learned**
- **Council Questions & Discussion**
- **Tax Increment Finance Plan Proposal**
- **Financial Considerations**
- **Requested Council Action**



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Background & Context



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Building an Equitable Economy

Background: Community Development in Cully

Cully-Concordia Community Assessment

A summary of Physical, Social and Economic Conditions in Cully and Concordia

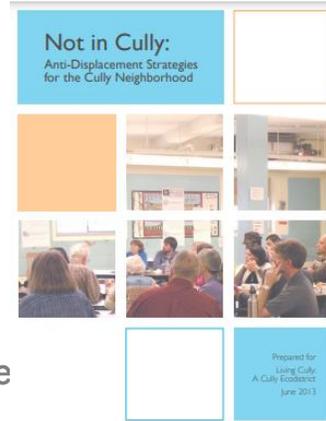


2011

Neighborhood Economic Development Strategy

2012

Neighborhood Prosperity Initiative areas created



2018

Cully Park completed



2016 - 2022

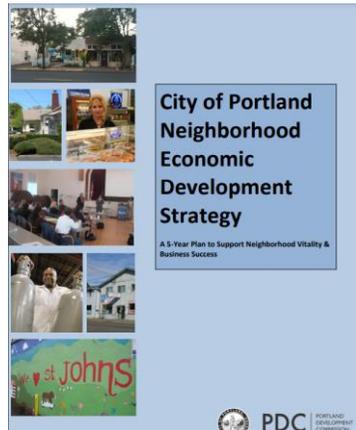
Transportation investments

2008

Cully-Concordia Community Assessment and Action Plan

2010

Living Cully established



2013

Not In Cully Report



2015 - 2022

Affordable housing investments



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Cully in 2022

Significant risk of residential and commercial displacement

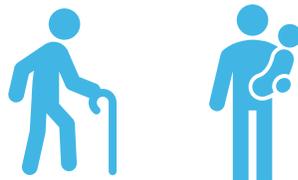
Race/Ethnicity

↓ 50% Black population living in Cully in last 10 years

Income

↓ 24% Average household income compared to Portland

Households in Cully tend to be larger, with more children, and multi-generational, meaning lower incomes support more people



Multi-family Lease Rates*

↑ 33%

Industrial Lease Rates

↑ 22%

Retail Lease Rates

↑ 15%

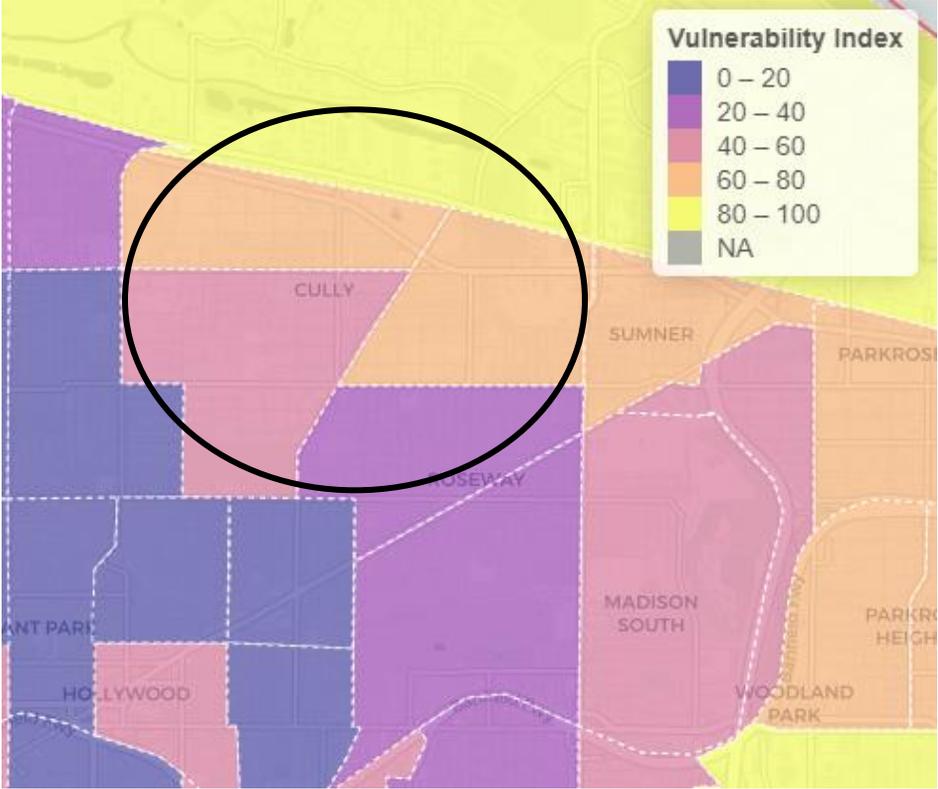
** Forecasted Market Conditions (5-year)*



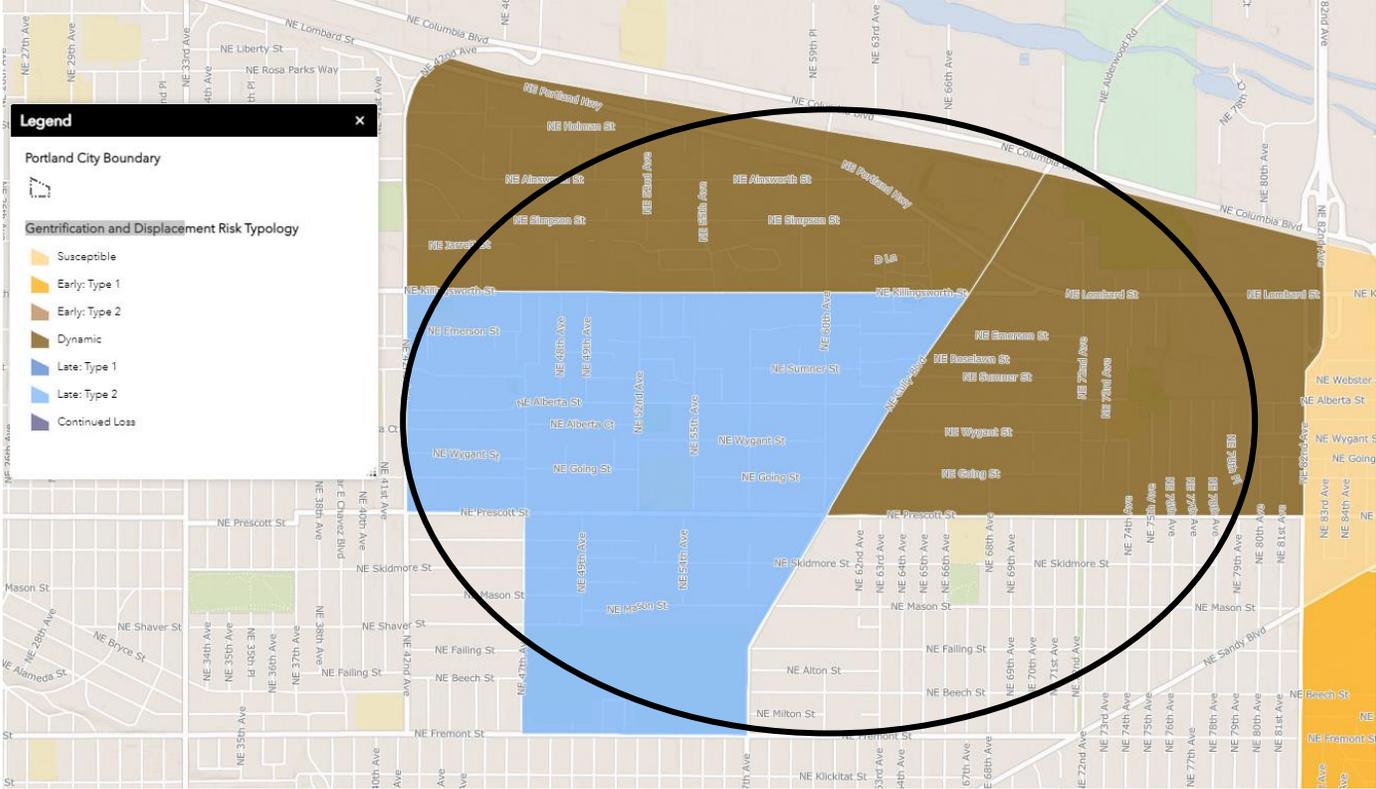
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Vulnerability, Displacement-Risk Mapping



Medium to high vulnerability



Dynamic and Late Type 2 phases of gentrification

Lessons Learned

- Community partnership in cocreation, implementation and oversight is critical
- Be explicit, be accountable, and measure who benefits
- TIF is a tool that can intervene in market forces but not change market forces
- Focus early on residential and small business stabilization; align with or precede infrastructure investments, zoning changes
- Action Plans as tool for incremental 5-year priorities
- Community development efforts require a layering of financial and policy tools



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Cully TIF Exploration Process



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Building on Neighborhood Prosperity Network Capacity Partnerships & Successes



CULLY BLVD
ALLIANCE

42nd
Ave



▲ Division
▲ Midway
▲ Alliance



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Who are the Cully Partners?



Why Cully?

- Normandy apartments
17 families displaced unnecessarily
- Cully people really care about their neighbors and their neighborhood
- EQC Homecare – TIF works



Credit: Portland Tribune



Credit: OPB



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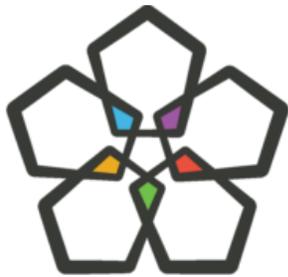


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**Community
partners
requested TIF
exploration to
help stabilize
community**



Metro, Process, Preliminary Report



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LIVING CULLY



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Cully Preliminary Report Findings



Rising investment pressures



Sparse commercial development



Poor walkability



Scarce transit



Brownfields



Lack of open space/recreation opps



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Preliminary Report: The Vision



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Community Engagement

BROAD: PLACE-BASED ENGAGEMENT

Prosper Portland & Portland Housing Bureau led



DEEP: COMMUNITY-BASED ENGAGEMENT

ELC Subcommittee-led

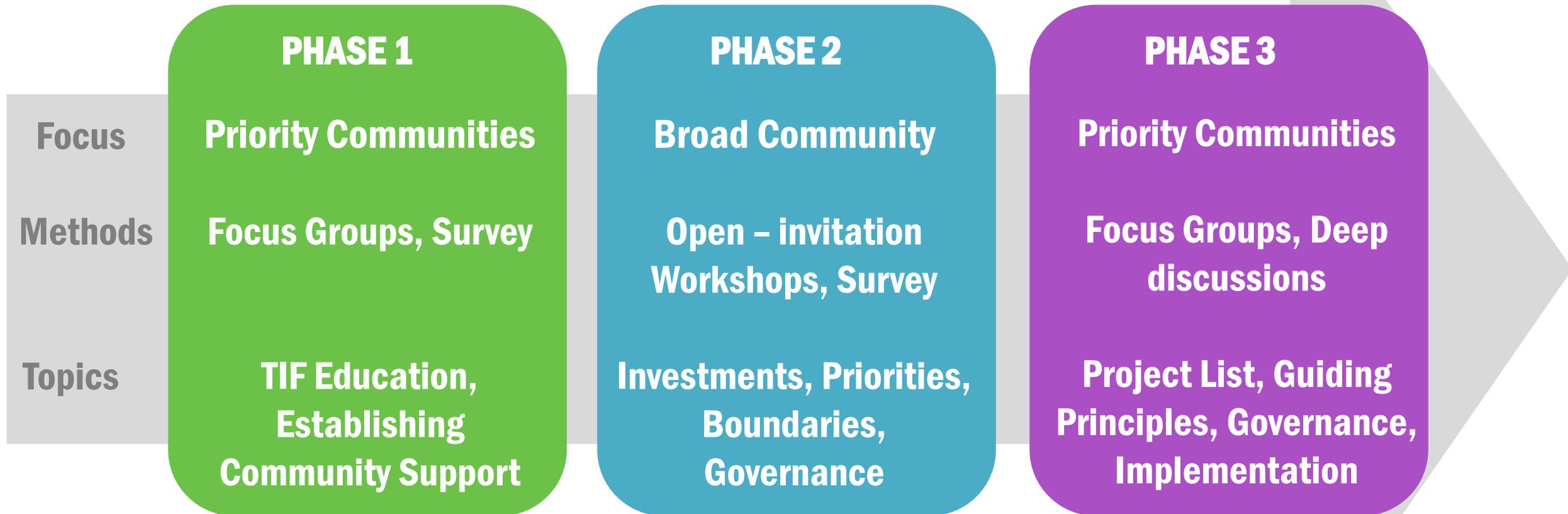


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ELC-led Engagement: 3 Phases



Engagement by-the-numbers



Years of
Engagement



Focus Groups
Held



Total Participants



Qualifying Survey
Responses



Community Priorities We Heard

Community spaces for recreation, education and connection

Buy and bank land

Remove opportunity access barriers

TIF funds should be targeted on **stabilization** rather than broadly spent on infrastructure

Invest in stabilizing, affordable housing

Stabilize Communities Vulnerable to Displacement!

Secure **additional benefits** from projects and investments

Provide **inclusive oversight** opportunities

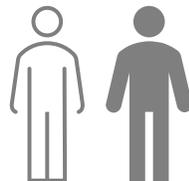
Support local **BIPOC** business

Support **historical** and **cultural** public art

Drive **equitable economic** opportunity

Safety-related transportation investments

Need more **natural** areas



How is this TIF District Different?



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Building an Equitable Economy

Exploring a New TIF Model: Partnership with the Cully Community

What's similar?

- Property tax-based funding tool
 - Action Plans guide investments
 - Economic and real estate market influence
 - Outreach & engagement to gather input on projects
 - City Council, Prosper Board have defined decision making authority, legal liability
-

What's different?

- Co-created vision, priorities, and goals between community and public
- Community-led and publicly led engagement opportunities
- Early & prioritized focus on groups vulnerable to displacement
- Deeper engagement on accountability and oversight; identifying resources for community-supported implementation and community-based support staff
- Project list intentionally limits spending on general public infrastructure



Priority Communities

“Priority Communities” refers to the intended beneficiaries of the Cully TIF District: African American and Black persons; Indigenous and Native American persons; persons of color; immigrants and refugees of any legal status; renters; mobile home residents; persons with disabilities; low-income people; houseless people; and other population groups that are systemically vulnerable to exclusion from Cully due to gentrification and displacement.

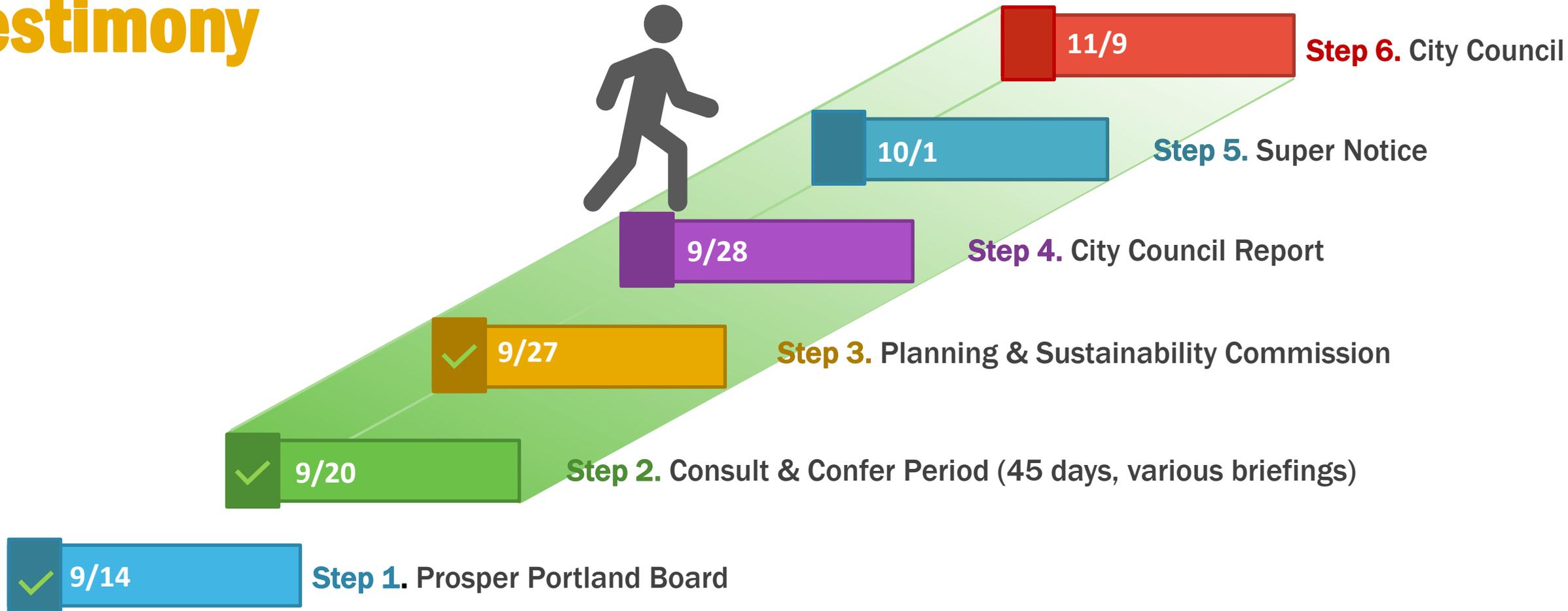


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Legislative Process, Opportunities for Public Testimony



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Tracee Wells-Bryant

**Education & Training Specialist,
Portland Community College**

ELC Member



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Questions?



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