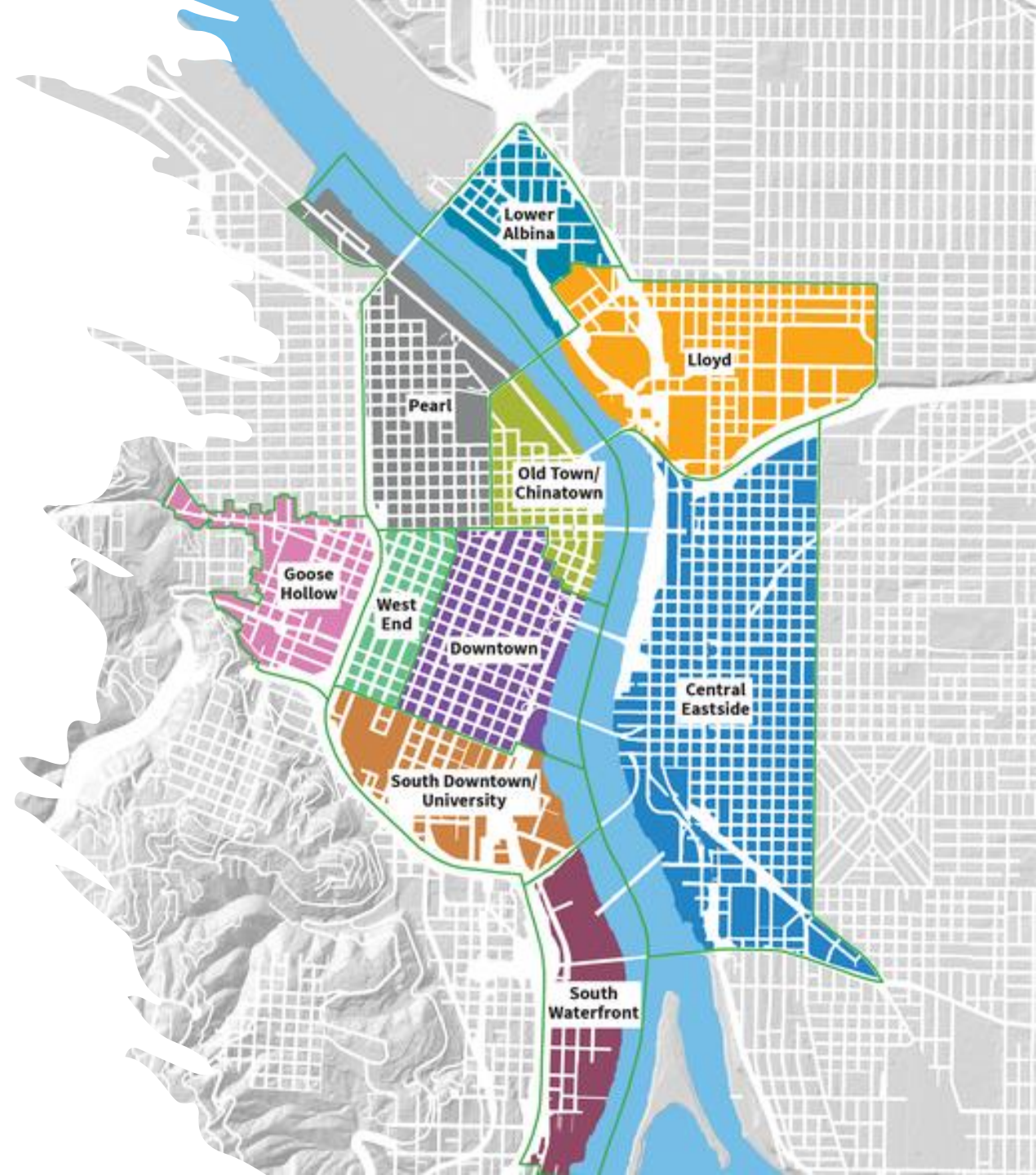
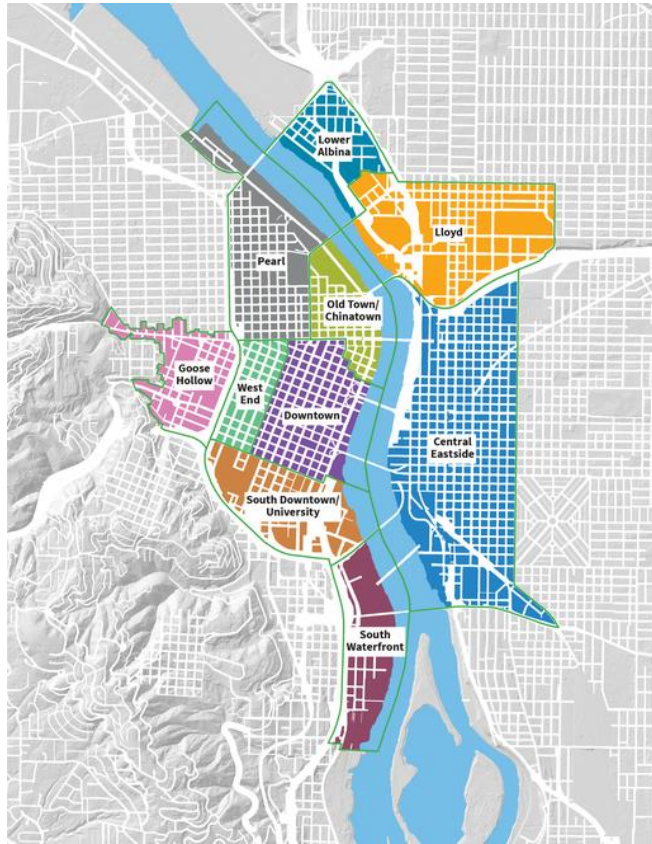


CENTRAL CITY EXPEDITING GROUP



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Why This Matters

- Lagging return of workers, tourists
 - Cleanliness, activation, crime
 - Public safety, vandalism, graffiti
- Approximately 73% of business income
 - Paramount to the overall health of Portland
- Generational investments in the core
 - Best access to transit
 - Community gatherings
 - Affordable residential units
 - Heavy rental population; 80-90%
 - Approx. 30% of residents are POC

Reinvesting, Reimaging, Reinvigorating

- [Downtown SF Partnership -](#)
- [Seattle Restored | Activating vacant downtown](#)
- [Calgary's greater downtown plan](#)

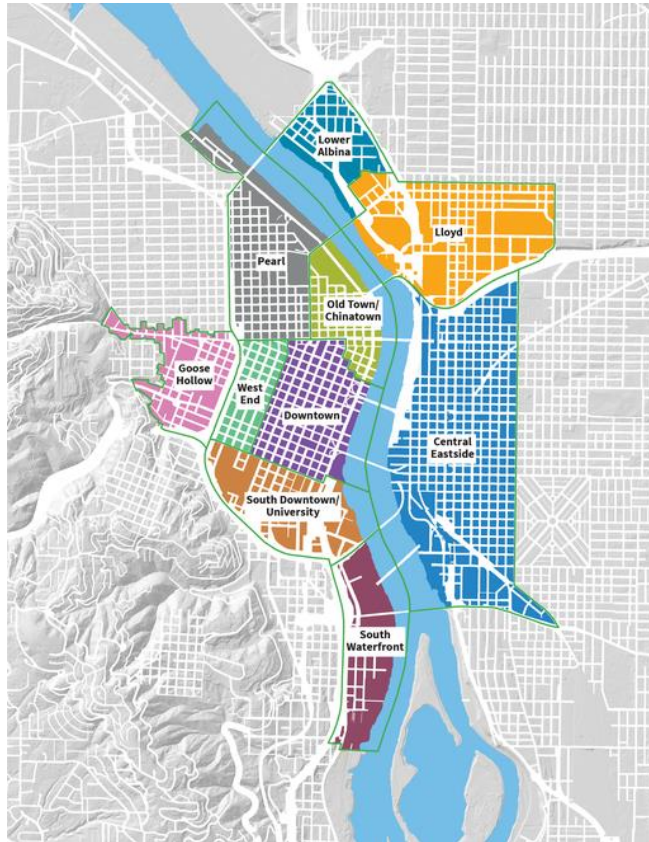
Central City Recovery

- <https://www.downtownrecovery.com/>
- [Portland Biz; 26% vacancy](#)

Risks

- [France outlaws dark-stores](#)
- [Wweek: Hotel Foreclosures](#)

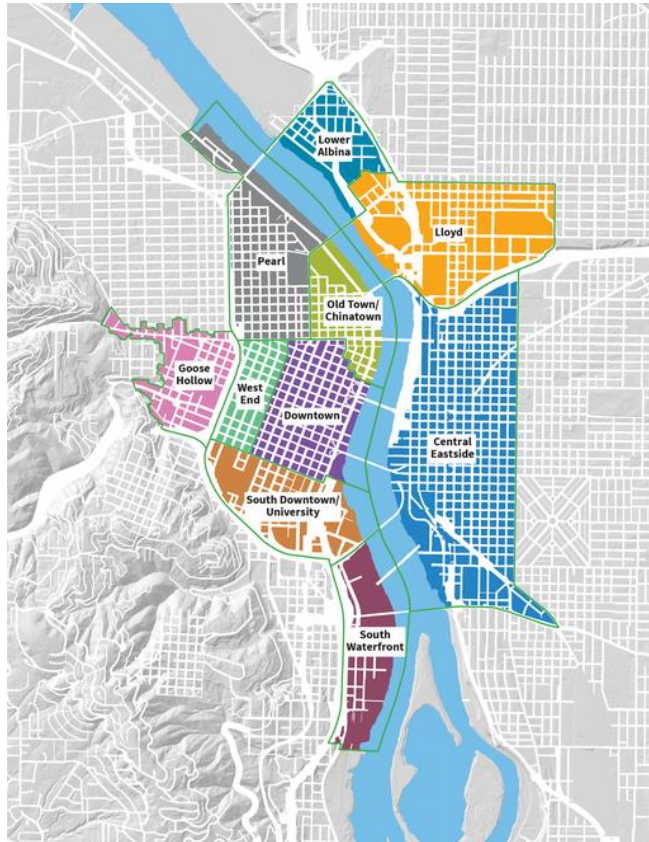
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Difference in Districts

	Reinvest	Reinvigorate	Recognize
	Downtown, Oldtown/ Chinatown, Lloyd, Lower Albina	Central Eastside, West End, University District/South Downtown	Pearl District, South Waterfront, Goose Hollow
Number of Businesses	High loss	Loss	Stable, growth
Employment	High loss	Loss, stable	Stable, growth
Office Vacancy	High Increase	Increase	Increase
Employee Foot Traffic	High change	Medium Change	Low/medium change
Visitor Foot Traffic	High change	Medium/high change	Stable, increase

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	Reinvest	Reinvigorate	Recognize
	Downtown, Oldtown/ Chinatown, Lloyd, Lower Albina	Central Eastside, West End, University District/South Downtown	Pearl District, South Waterfront, Goose Hollow
Strategy	Prioritize near term investments to support business stabilization, commercial tenanting to incent increasing daytime population, and increasing the share of residential uses. Mitigate crisis through incentives and subsidy.	Support increased activation of districts through targeted support to retail tenants, public realm activation, increasing daytime activity	Require less near-term focus given market dynamics, institutional uses, and community destinations.
Condition	Not stabilizing, conditions continue to decline, needs intervention. Rethink the role of district function.	Beginning to stabilize, likely faster recovery,	Stable or growing conditions, have been seen growth during pandemic

CENTRAL CITY EXPEDITING GROUP

MISSION STATEMENT

MISSION STATEMENT

A small group of central city stakeholders with the energy and experience to help Portland's city core rebound from the challenges faced through 2020-2022. This group's mission to help the public, private, nonprofit, and community-based stakeholders expedite the revitalization and transition of the central city districts. Charged on a short and medium-term basis to identify collective actions that achieve results on the major issues, either perceived or real, facing the central city districts and to create the vibrancy and livability Portland expects and deserves.

CITYWIDE EXPEDITING GROUP

Expediting Group

Action oriented

Business Districts Representation

Coordinating & aligning

Influencing stakeholders

Targeted communication plans

Collective buy-in

Advocacy

Staff Support

Ensure city government participation

Administrative support

Red-tape reduction

Code, finance, program adoption

Project Communications

CENTRAL CITY EXPEDITING GROUP

Expedite Group

- Weekly meetings, Zoom and In-Person
- Quick Start updates; direction, progress, snags
- Topics will vary, members may choose when to attend

Breakout Groups

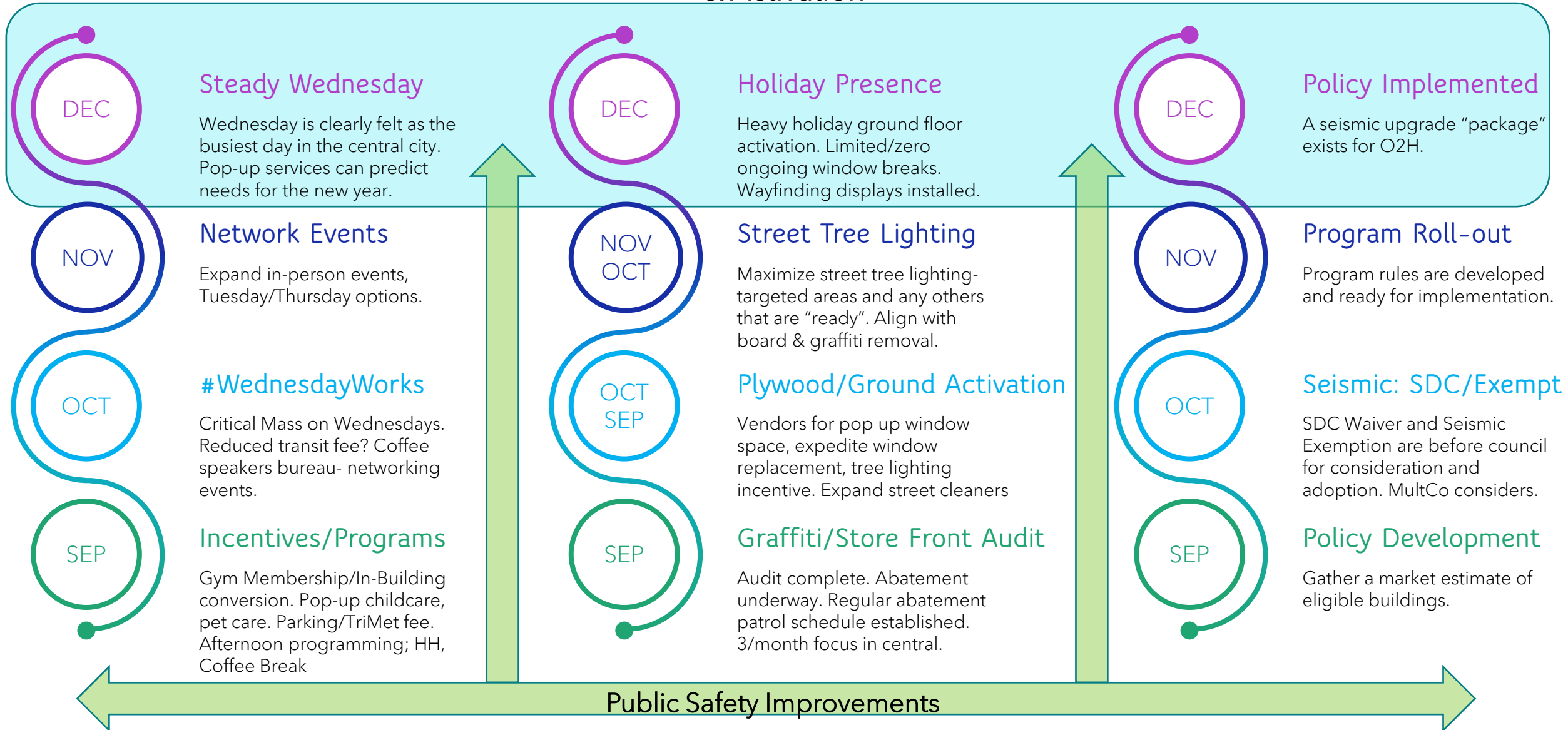
- Weekly meetings
- Workplan development, ground level, *action oriented*
- City staff to help facilitate admin requirements; schedules, zoom, city conference rooms
- May be asked to present to larger table, or weigh-in on emerging topics.
- Influencers, cheerleaders, campaigners for given topic area

BREAKOUT GROUPS- OVERVIEW

Returning Workers

Right-of-Way Improvements & Activation

Increased Housing



QUICK STARTS- BRAINSTORM

Public Safety Improvement



Street Crisis No Longer The Norm

Public expectations of decency and enforcement renewed. Vandals enforced against. Crisis' intervened.

Enforcement Actions

Enforcement focus is noticeable and customer service expectations are met.

ESD and PPB Focus

Central city districts expand ESD (C&S) where possible. PPB develops response/customer service framework. City Hall Messaging

Consistency of Service

PPB defines what to expect in central city for response. Customer service and partner relations addressed

- Assignments to Quick Starts
- Who else needs to be invited?

Renew, Reinvigorate

- Re-establish quarterly public safety meetings; PPB, C&S, prevention specialists
- Public Education about 911, 311, PDX Reports
Online Reporting, Non-Emergency Line
- City messaging to support an overall plan
- Immediate intervention understood relative to DA's prosecution philosophy
- Addressing a demoralized, and thus less effective, workforce
- The social contract needs to be understood and believed in again

QUICK STARTS- BRAINSTORM

Returning Workers



Steady Wednesday

Wednesday is clearly felt as the busiest day in the central city. Pop-up services can predict needs for the new year.

Network Events

Expand in-person events, Tuesday/Thursday options.

WednesdayWorks

Critical Mass on Wednesdays. Reduced transit fee? Coffee speakers bureau- networking events.

Incentives/Programs

Gym Membership/In-Building conversion. Pop-up childcare, pet care. Parking/TriMet fee. Afternoon programming; HH, Coffee Break

- Assignments to Quick Starts
- Who else needs to be invited?

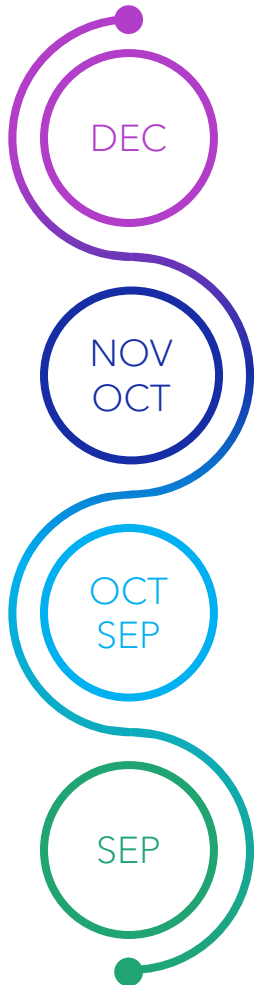
Reinvigorate

- Big Employers CO-OP; alignment in return to office strategies
 - Wednesday Work, Wonderful Wednesdays, etc
- Transit; Fare less zone, discounts
- Parking programs
- Gym membership incentives
- Open errands map app
- Network Events; Hosted happy hours, coffee talks, speakers bureau
- 2-hour lunch- Changing the workday, building flexibility
- Pop-Up, expanded services
 - Childcare
 - Pet care
- Store discounts on certain days for employees
- Employer communications; event programming, sponsoring, encouraging
- Other ideas- EVERYTHING possible

Making the workday valuable to employees and rethinking how Portland approaches the “traditional work week”

QUICK STARTS- BRAINSTORM

Right-of-Way Improvements & Activation



Holiday Presence

Heavy holiday ground floor activation. Limited/zero ongoing window breaks. Wayfinding displays installed.

Street Tree Lighting

Maximize street tree lighting-targeted areas and any others that are "ready". Align with board & graffiti removal

Plywood/Ground Activation

Vendors for pop up window space, expedite window replacement, tree lighting incentive. Expand street cleaners

Graffiti/Store Front Audit

Audit complete. Abatement underway. Regular abatement patrol schedule established. 3/month focus in central.

- Assignments to Quick Starts
- Who else needs to be invited?

Revitalize & Reinvigorate

- Graffiti Abatement- audit & cleaning rotation (21,000 in DT)
- Street Cleaners/Sweepers- City is not keeping up with agreements
 - Incorporated with Clean & Safe and other ESDs
- Plywood removal, front window use (art, pop-ups, holiday displays)
 - Tree lighting expansion incentives (plywood removed, lighting options)
- Building lighting options; top down and blank wall projections
- Wayfinder installations, district highlights (cultural, academic, energy)
- Window replacement; grants, response times, insurance deductible issues?
- People Plaza revitalization & utilization.
- Cross street lighting, maximized lighting, minimized dark space
- Plywood Murals that remain are lit and celebrated, incorporated into other activations
- Window hardening, roll-up gates/barriers, collective procurement
- Activation as a means to building protection

QUICK STARTS- BRAINSTORM

Office-to-Housing



Policy Implemented

A seismic upgrade "package" exists for O2H.

Program Roll-out

Program rules are developed and ready for implementation.

Seismic: SDC/Exempt

SDC Waiver and Seismic Exemption are before council for consideration and adoption. MultCo considers.

Policy Development

Gather a market estimate of eligible buildings.

- Assignments to Quick Starts
- Who else needs to be invited?

Reimagine

- Changing for the medium and long term what Central City looks like; mixed-use and resilient to changes. Increase residential.
- Financial issues
 - SDC Waiver
 - Seismic Tax Exemption
 - FAR Bonuses
- Permit Issues
 - Adopt a "Stamp First, Inspect Later" policy for central city
 - Tenant improvements
 - Other types of permits?
- Expanding state financing options, boosting the tax exemption, other tactics?

CENTRAL CITY EXPEDITING GROUP

POTENTIAL PARTICIPANTS FOR BREAKOUTS

Public Safety Breakout

Stakeholders Recruitment

Right-of-Way Improvements/Activation

Stakeholders Recruitment

Returning Workers

Stakeholders Recruitment

Returning Workers

Stakeholders Recruitment

CENTRAL CITY EXPEDITING GROUP

Discussion

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