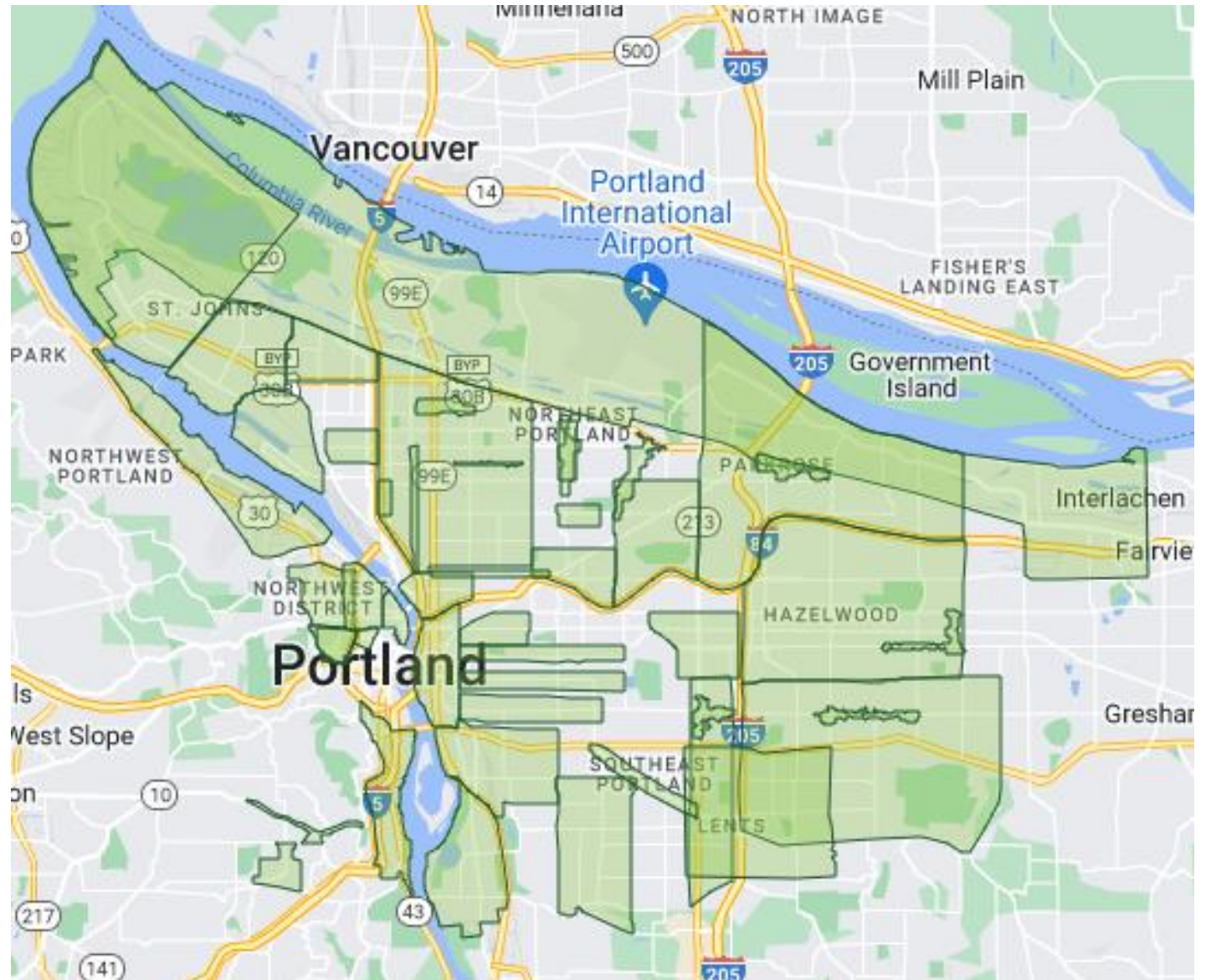
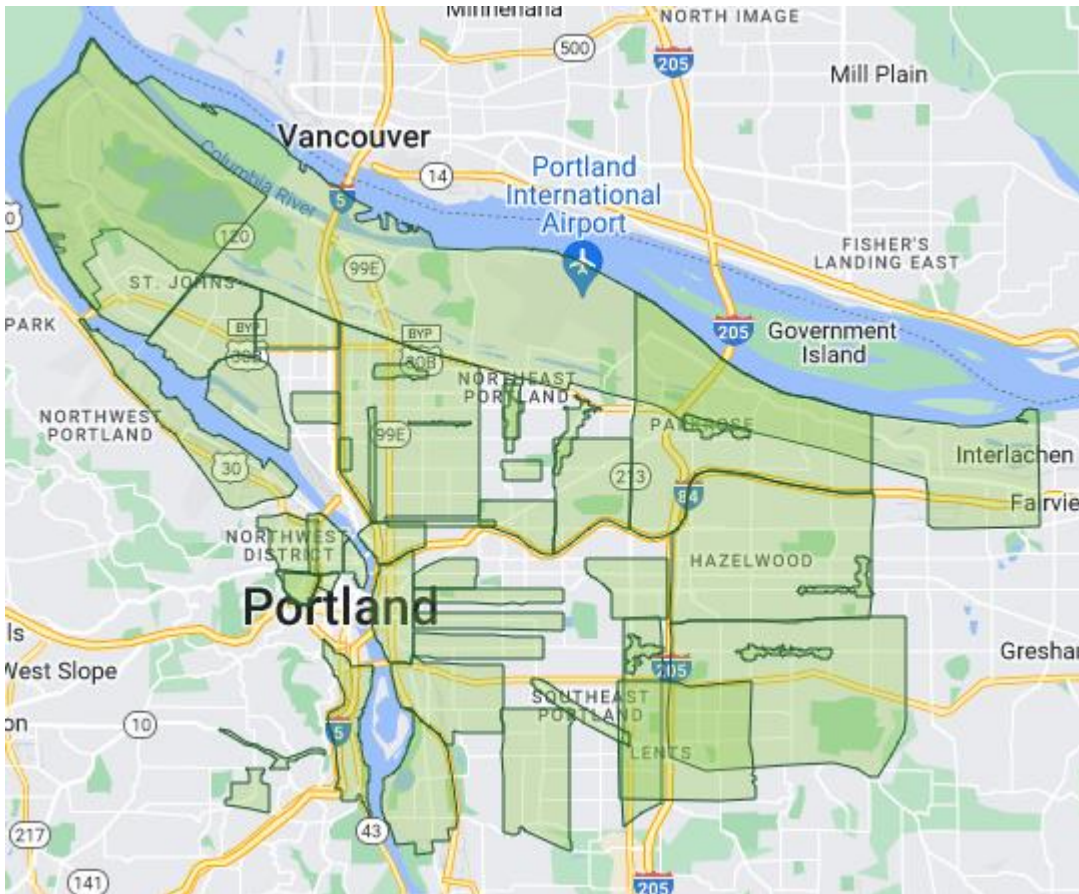


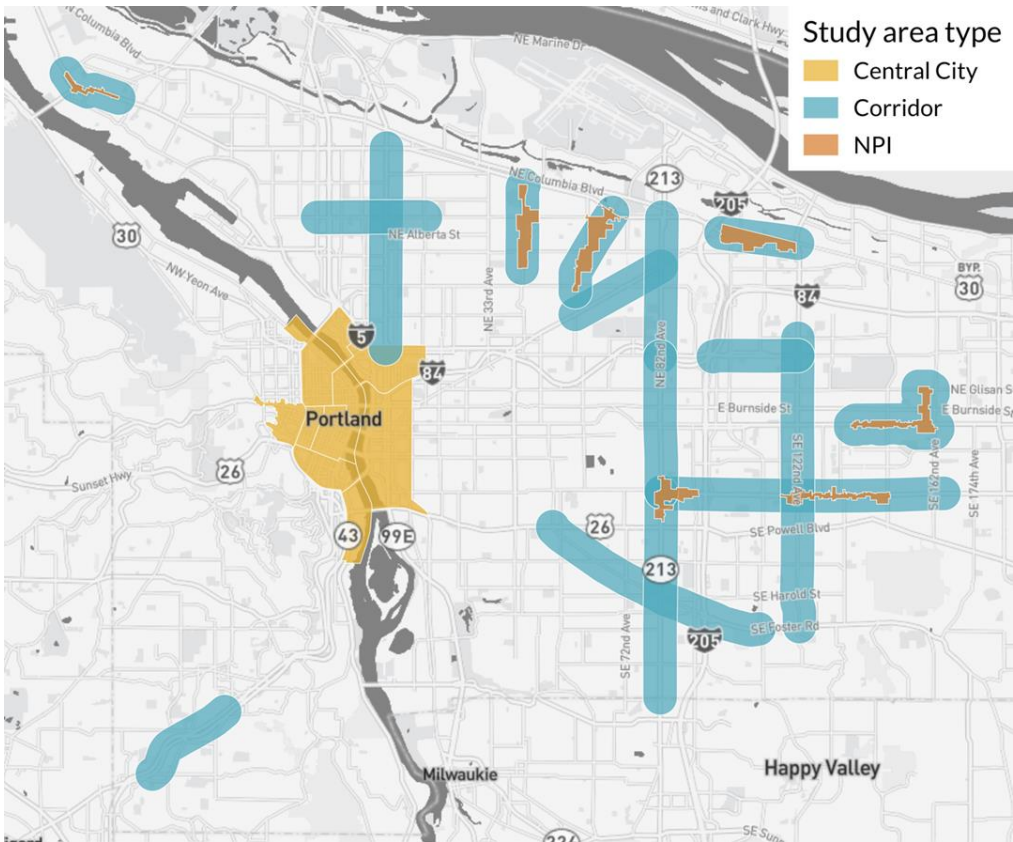
BUSINESS DISTRICT EXPEDITING GROUP



BUSINESS DISTRICT EXPEDITING GROUP



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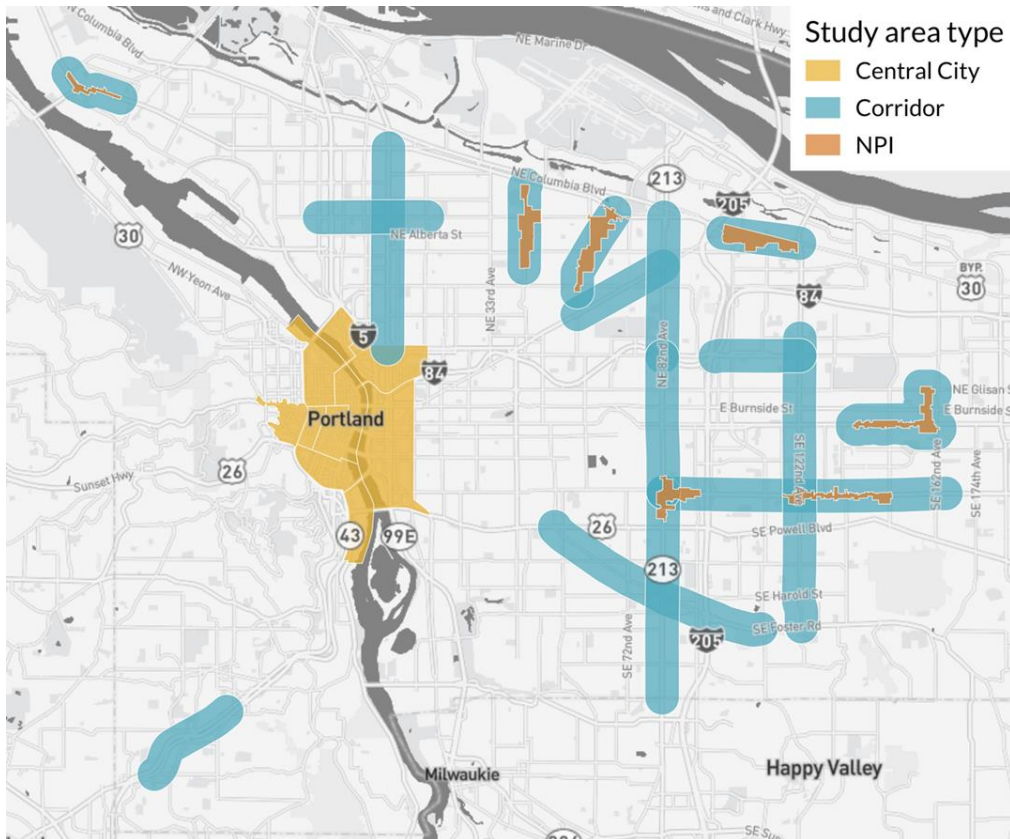


Difference in Districts

	Reinvest	Reinvigorate	Recognize
	Parkrose, 82 nd (Killingsworth-84), St. Johns, SW Barbur, 82 nd Ave (Division South)	NE Sandy, NE MLK, 82 nd (84-Division), Foster, 122 nd Ave, N/NE Killingsworth , SE Division	NE 42 nd , Halsey-Weidler, Cully, Rosewood
Number of Businesses	High loss	Loss	Stable, growth
Employment	High loss	Loss, stable	Stable, growth
Permit Valuation	Low Change	Stable, Increase	High Increase
Residential Sales Price	Low Change	Medium Change	High Change

★ ECONorthwest/Prosper Portland; Portland Post-Pandemic Performance and Economic Recovery

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	Reinvest	Reinvigorate	Recognize
	Parkrose, 82 nd (Killingsworth-84), St. Johns, SW Barbur, 82 nd Ave (Division South)	NE Sandy, NE MLK, 82 nd (84-Division), Foster, 122 nd Ave, N/NE Killingsworth , SE Division	NE 42 nd , Halsey-Weidler, Cully, Rosewood
Strategy	Prioritize near term investments to support business stabilization, commercial tenanting to incen increasing daytime population, and increasing market rate activity. Support increased neighborhood connectivity and infrastructure improvements.	Support increased activation of corridors through targeted support to retail tenants, public realm activation and infrastructure investment, increasing activity. Support targeted business assistance as changes occur and investments are made.	Districts have seen relatively fast increases in market strength. Focus on business stability, affordable commercial, and anti-displacement to support equitable outcomes given increasing market strength.
Condition	Not stabilizing, conditions continue to decline, needs intervention. Rethink the role of corridor function.	Beginning to stabilize, likely faster recovery,	Stable or growing conditions, have been seen growth during pandemic

★ ECONorthwest/Prosper Portland; Portland Post-Pandemic Performance and Economic Recovery

BUSINESS DISTRICT EXPEDITING GROUP MISSION STATEMENT

MISSION STATEMENT

A small group of stakeholders with the energy and experience to help Portland's neighborhoods 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 business 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 business districts and neighborhoods and to create the vibrancy and livability Portland expects and deserves.

BUSINESS DISTRICT 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

BUSINESS DISTRICT EXPEDITING GROUP

Expedite Table

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

Breakout Groups

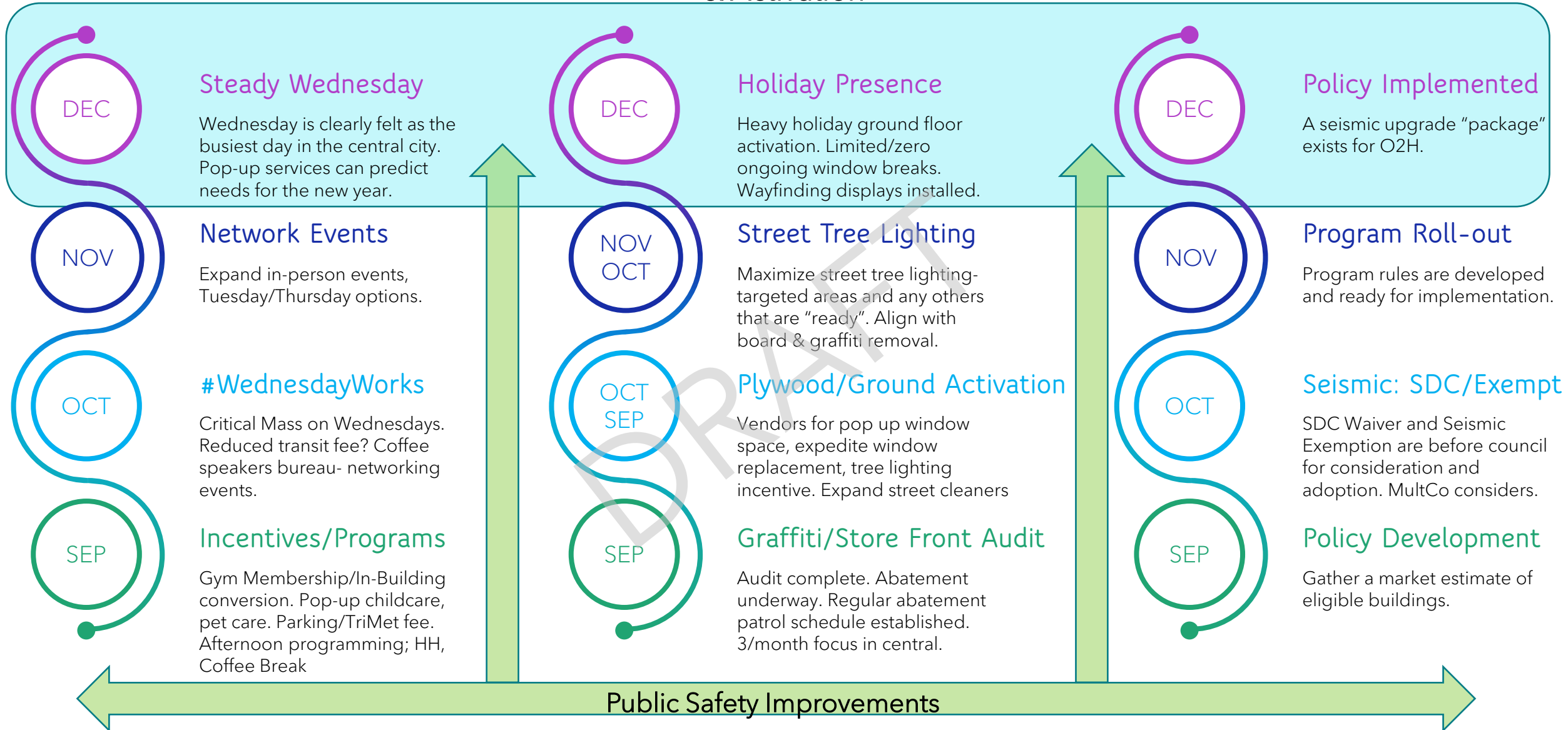
- Weekly meetings
- Workplan development, ground level, *action oriented*
- City staff to help facilitate admin requirements; schedules, zoom, city conference rooms
- May be asked to present to larger table, or weigh-in on emerging topics.
- Influencers, cheerleaders, campaigners for given topic area

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

Expand ESDs where possible. PPB develops response/customer service framework. City Hall Messaging

Consistency of Service

PPB defines what to expect in neighborhoods 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, ESD, 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 across the 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?

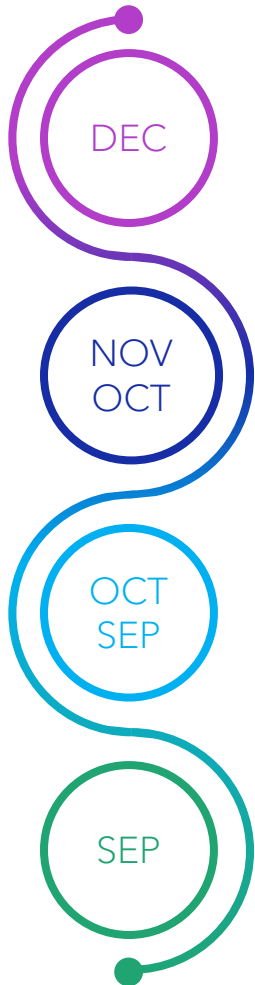
Reinvigorate

- 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 (23,000 in DT, 96,000 in CEIA)
- 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 housing in business districts 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 certain areas and types of improvements
 - Tenant improvements
 - Other types of permits?
- Expanding state financing options, boosting the tax exemption, other tactics?

BUSINESS DISTRICT EXPEDITING GROUP

Discussion

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