



Bureau of Planning and Sustainability

Innovation. Collaboration. Practical Solutions.

MEMO

DATE: November 15, 2011

TO: Planning and Sustainability Commission

FROM: Joe Zehnder, Chief Planner

CC: Susan Anderson, Director and Eric Engstrom, Principal Planner

SUBJECT: Transmittal of Comments Received: November 4 through November 12, 2011 and Presentation and Discussion Schedule

Comments Received

Between November 4 and November 12, 2011, the Bureau of Planning and Sustainability received six written comments on the Portland Plan. Comments received during this period are provided as Attachment A. Comments received prior to November 4, were provided to the Planning and Sustainability Commission on November 4, 2011.

Presentations and Discussions

Since the release of the Proposed Draft Portland Plan, staff either discussed or will discuss the plan to the following groups:

- East County School District Superintendents - October 26, 2011
- Human Rights Commission - November 2, 2011
- Freight Commission - November 3, 2011
- Northwest Industrial Neighborhood Association - November 8, 2011
- Southwest Neighborhoods, Inc. (SWNI) - November 9, 2011
- Buckman Community Association - November 10, 2011
- Landmarks Commission - November 14, 2011
- Central Northeast Neighbors (CNN) - November 14, 2011
- Immigrant and Refugee Community Organization (IRCO) - November 15, 2011
- Hosford-Abernethy Neighborhood Association (HAND) - November 15, 2011
- St. Johns Boosters - November 15, 2011
- American Institute of Architects (AIA) Historic Resources Committee - November 16, 2011
- Design Commission - November 17, 2011



Attachment A: Public Testimony - November 4 through November 14, 2011

Date Received	Comment Number	Database Number	Letter (L) Email (E)	Author's Name	Address
11/7/2011	6	4440	E	Chris Smith	2343 NW PETTYGROVE ST PORTLAND, OR 97210-2609
11/9/2011	7	4441	E	Don MacGillivray	2339 SE YAMHILL ST PORTLAND, OR 97214
11/9/2011	8	4442	E	Tatiana Xenelis	5017 N NEWARK ST PORTLAND, OR 97203
11/10/2011	9	4443	E	Alice Chesworth	6512 SE 19TH AVE PORTLAND, OR 97202
11/12/2011	10	4444	E	Christopher Palacios	2941 NE AINSWORTH ST PORTLAND, OR 97211-6749
11/9/2011	11	4445	E	Kayse Jama Center for Intercultural Organizing	700 N KILLINGSWORTH ST PORTLAND, OR 97217

INTEROFFICE MEMORANDUM

TO: ERIC ENGSTROM
JOE ZEHNDER

FROM: CHRIS SMITH

SUBJECT: INITIAL COMMENTS ON PORTLAND PLAN

DATE: NOV 6 2011

Please find some initial reactions to the plan below. These views are of course subject to change as we go through the public hearing and work sessions. Congratulations again on an outstanding document.

Economic Prosperity and Affordability Objectives, p. 35

Under objective #2, Urban Innovation, we might consider calling out creating a transportation system that is affordable both for the users (offering lower cost travel options) and for the City (by being less expensive to maintain). Similarly, we can pursue affordability through reduced need for energy through more efficient buildings and infrastructure.

Under objective #5, Neighborhood business vitality, we have called out transit access as a key enabler. We should equally call out pedestrian and bicycle access as success factors.

Urban Innovation Action Plan, p. 41

Related to the comment above I'd like to see an action item around affordable transportation related to Bicycle Master Plan implementation.

Healthy Connected City objectives, p. 61

This the first of a number of places in the plan where we use the phrase "Transit and Active Transportation". I'd prefer if we used the language "Transit, Biking and Walking" for several reasons:

- The former language could be perceived as prioritizing Transit over the other individual modes
- Not everyone will understand what active transportation is
- There is some debate about whether transit should be considered within active transportation because transit trips almost always involve some walking

Healthy Connected City Health Actions, p. 65

I think we miss an opportunity by not calling out actions related to active transportation here to make the connection between active transportation and health.

Neighborhood Hubs Actions, p. 69

Neighborhood schools are one of the most important and vital anchors for a neighborhood, but they aren't mentioned in the actions?

Connections for People, Places, Water and Wildlife Actions, p. 71

The Intertwine is called out appropriately as an important resource for habitat, but its importance as a transportation system could use more emphasis (perhaps it should also be called out in a more transportation-related action area?).

p. 73

"Pettigrove" Street is misspelled (should be Pettygrove). Francis would be upset :-)

Connections Actions, p. 75

The Civic corridors actions do not call out freight. In fact, freight is found nowhere in the Healthy Connected City section (although it is well represented in the Economic Prosperity and Affordability section). Making transit, cycling, pedestrian access and freight work in concert in both Civic Corridors and Neighborhood Hubs is going to be critical to the success of the plan and we should specifically call out the challenge.

Measures, #5 Growing Business, p. 93

I'm struggling a bit with using our national rank order on exports as a metric. Would something a little more quantitative like the percentage of our regional production being exported be a more consistent and understandable indicator?

Measures, #6, Creating jobs, p. 95

I'm not sure if this is aggressive or aspirational (although it's certainly vitally important). Could we find a more concrete way to connect the measure to the economic development plan, perhaps by having goals for specific sectors or plan components (e.g., neighborhood economic development versus clusters)?

Local Actions, Central City, p. B-3

It might be useful to include bike share in the "next generation built environment".

Local Actions, Roseway/Cully, p. B-7

Should the development of Thomas Cully Park be called out here?

Local Measures, Cost-burdened Households, p. C-9

Shouldn't transportation be called out in the "cost burden" measure? The objective statements earlier in the plan call out the combined costs and we'll get better policy decisions by looking at both issues together rather than housing alone.

Local Measures, Walkability and Accessibility, p. C-10

I'm having trouble understanding the low score for Northwest for walking and accessibility. I realize that the area mapped includes some hillier sections, but it also includes a designated pedestrian district. Are we sure the score is accurate?

Local Measures, Transit and Active Transportation, p. C-12

I wonder if we need to scale this measure a little differently so it better informs investment choices? Having all but one sector in the same category is not telling us much.

From: Don MacGillivray [mailto:mcat@teleport.com]
Sent: Wednesday, November 09, 2011 10:10 AM
To: Dornan, Chris
Subject: Re: FW: Buckman Community Association: Monthly Meeting, Nov. 10th: C.C.H.S. 7-9pm

Sure. Why not?

Please include the following:

The plan should include "the Wash. HS Community Center or the Lone Fir Cemetery improvements..... There is also no consideration given to historic resources and very little to neighborhood character and little about neighborhood associations. There is lots to support (like the Equity stuff) and lots to be concerned about."

Best wishes,

Don MacGillivray
2339 SE Yamhill, 97214

-----Original Message-----

From: "Dornan, Chris"
Sent: Nov 9, 2011 10:01 AM
To: "mcat@teleport.com"
Subject: FW: Buckman Community Association: Monthly Meeting, Nov. 10th: C.C.H.S. 7-9pm

Thanks for your feedback on the Draft Plan – do you want your comments included as testimony?

If so send me a quick reply with 1) your consent and 2) your mailing address. Thanks!

Regards,

Chris Dornan

Bureau of Planning and Sustainability
503-823-6833

chris.dornan@portlandoregon.gov

From: bhdistrict@googlegroups.com [mailto:bhdistrict@googlegroups.com] **On Behalf Of** Don MacGillivray
Sent: Tuesday, November 08, 2011 12:44 PM
To: Bkm-Sustainability; BCA Board; BHDistrict@googlegroups.com
Subject: Re: Buckman Community Association: Monthly Meeting, Nov. 10th: C.C.H.S. 7-9pm

I am happy that the Portland Plan is on the BCA agenda. Please provide some testimony before Nov. 30th No mention is made of the Wash. HS Community Center or the Lone Fir Cemetery improvement, but I am not sure if they are "strategic" enough. There is also no consideration given to historic resources and very little to neighborhood character and little about neighborhood associations. There is lots to support (like the Equity stuff) and lots to be concerned about. If you want me opinions let me know.

Best wishes,

Don

From: Tatiana Xenelis [mailto:tatianapdxrealtor@gmail.com]
Sent: Wednesday, November 09, 2011 5:09 PM
To: Dornan, Chris
Subject: Re: Portland Plan & Portsmouth neighborhood

yes please 1. fine to include my comments as official PP testimony and my physical mailing address is 5017 N Newark St 97203
thanks a bunch!

On Wed, Nov 9, 2011 at 4:50 PM, Dornan, Chris <Chris.Dornan@portlandoregon.gov> wrote:

Hi Tatiana,

Thank you for your comments! If you would like your comments recorded as official Portland Plan testimony, please send me a reply with 1) your consent to do so, and 2) your physical mailing address. Give me a call if you have questions – thanks again.

Regards,

Chris Dornan

Bureau of Planning and Sustainability

[503-823-6833](tel:503-823-6833)

chris.dornan@portlandoregon.gov

From: Tatiana Xenelis [mailto:tatianapdxrealtor@gmail.com]
Sent: Wednesday, November 09, 2011 4:26 PM
To: Portland Plan
Subject: Portland Plan & Portsmouth neighborhood

Hi Portland Plan Staff --

I attended the Portland Plan hearing last night at Jefferson High. Overall I was impressed with the overall goals of the plan, the vision of the plan itself and the thorough presentation by all members. I live in the Portsmouth neighborhood. 5017 N Newark St 97203.

However, the plan falls flat when it comes to implementation and actions that will benefit/boost my Portsmouth neighborhood and more importantly, the business vitality along *Lombard St from N Chautauqua to St Johns center*.

The Plan summary on page 34 lists our area as *Far from target; can benefit*

from extensive work (investment, prioritization)

Portsmouth is grouped under the subgroup 4 - St Johns page 38. I was completely underwhelmed with the Economic Prosperity and Affordability -- Neighborhood business vitality implementation actions. Compared with other subgroups where, for example, Main Streets program was part of the action / implementation plan to build economic prosperity, the peninsula communities are provided this disappointing action plan: *Business resources: Increase knowledge of resources available for small business development.*

Why isn't Lombard St in Portsmouth which is a main East West artery with plenty of historic buildings and fledgling business blocks, listed as a recipient of the Main Street program or other concrete economic building actions? Portsmouth isn't located in a URA so we don't have those resources available to us. Parts of Lombard St are pot hole ridden, street scape is minimal except in a few areas around University Park. We've had a rash of arsons lately in residential homes and commercial businesses. Small businesses pop up and fail. Cha Cha Cha recently moved into the space at N Hodge & Lombard St. that has been three different restaurants in the last 5 years.

I am a member of the *Portsmouth Neighborhood Association* and the newly forming *University Park Business District* and am committed to helping bring increased economic vitality to this section of Lombard St.

I'd like to see the Portland Plan offer actions for SubGroup 4 such as those stated in the Cully neighborhood section:

- Portland main streets: Maintain and expand the PortlandMain Streets program for commercial areas interested in and ready to take on the comprehensive main street business district management
- Entrepreneurship and micro-enterprise: Focus city resources for micro-enterprise development, entrepreneurship skill development, and supporting the he growth and development of neighborhood based businesses.

thank you for your work on this huge project and your consideration in helping shape the health of my neighborhood businesses.

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----- All the best,
Tatiana Xenelis, MBA/MSW
Prudential NW Properties
Cell: [503-756-2559](tel:503-756-2559)

Community | Lifestyle | Home

November 10, 2011

Planning and Sustainability Commission
1900 SW 4th Ave.
Portland, OR 97201-5380

Attn: Portland Plan testimony

I want to commend the city on focusing the Portland Plan on all three aspects of the triple-bottom-line: economy, ecology, and society. These are all important in envisioning a city that will continue to thrive into the future. However, I am disappointed that the city is still promoting an outdated model of economic vitality. Focusing on economic growth is a 20th century pre-occupation that is not sustainable in the long term. As we all know, there are finite resources; the only path to a successful future requires turning away from unidimensional growth-focused policies and toward policies that focus first on supporting an environment where people thrive. From this low unemployment and a robust local economy will flow.

Portlanders must think forward to what will work to create a stable, successful society that is focused on solving economic problems locally through small business creation and low unemployment. More people spending more money on more stuff is not going to get us anywhere. Portland will be much better able to thrive if instead the community focuses on local people spending locally-earned money on locally-produced products.

Here are some examples of the types of changes in focus that are necessary to fulfill this vision:

Section	Old	New
12 Measures of Success	5. Growing Businesses	5. Vibrant Local Businesses
	6. Creating Jobs	6. Low Unemployment
Economic Prosperity and Affordability: Goal	Expand economic opportunities to support a socially and economically diverse population by prioritizing business growth, a robust regional economy and broadly accessible household prosperity.	Support a socially and economically diverse population by prioritizing small business creation, a robust local economy and broadly accessible household prosperity.
Economic Prosperity and Affordability: actions and policies	Promote regional traded sector job growth.	Promote local small business establishment.
	Support job growth in the city's diverse business districts.	Support full employment for city residents.
Economic Prosperity and Affordability:	1. Trade and growth opportunities (export growth): The metropolitan area rises into the top ten nationally	1. Thriving Local Economy: The metropolitan area reduces dependence on long distance imports and rises to the top ten nationally in

2035 Objectives	in export income, and jobs in the City’s target clusters grow at rates that exceed the national average.	providing for its own needs regionally.
	2. Urban innovation: Portland grows as a national leader in sustainable business and new technologies that foster innovation, spur invention and attract talent.	2. Urban Innovation: Portland grows as an international leader in sustainable business and new technologies that foster innovation and spur invention.
	3. Trade gateway and freight mobility: Portland retains its competitive market access as a West Coast trade gateway, as reflected by growth in the value of international trade.	DELETE
	4. Growing employment districts: Portland has captured 25 percent of the region’s new jobs and continues to serve as the largest job center in Oregon. Portland is home to over 515,000 jobs, providing a robust job base for Portlanders.	4. Shrinking Unemployment: Portland has a thriving community of small, locally-focused businesses that provide a robust job base for Portlanders.
	5. Neighborhood business vitality: At least 80 percent of Portland’s neighborhood market areas meet metrics for economic health, including: economically self-sufficient households, retail market capture rate, job growth, business growth and access to frequent transit.	5. Neighborhood business vitality: At least 80 percent of Portland’s neighborhood market areas meet metrics for economic health, including: economically self-sufficient households, retail market capture rate, success of small business initiation, low unemployment, and access to frequent transit.

The world is now at a crossroads. Continuing to focus on exports and growth is leading us to a literal dead end. The Portland Plan provides the opportunity for us to take another road; one that leads to a thriving local economy focused on fulfilling the needs of our citizens long into the future.

Alice Chesworth
6512 SE 19th Ave
Portland, OR 97202

From: Christopher Palacios [mailto:postnoodle@gmail.com]

Sent: Saturday, November 12, 2011 2:23 AM

To: Planning and Sustainability Commission

Subject: built to spill

<http://www.portlandonline.com/portlandplan/index.cfm?c=49008>

regarding your plans for central oregon. Is this the same central owned by portland's at risk? central city concern is not exactly concerned with downtown portland.. it is "preoccupied"and shouldn't there be a waiting list for each city block and public agency. Multnomah county health should be last....a long with the suspiciously anglo social work, outreach, coordination supervision and directors. Adam K. can't do everything for kristi and kristen and eva for that matter. Amanda can smile. Get her on some task enforcement.

Central Oregon? Central Booking! Get out of the hotel business!

oh...thea rabb and chantal evicted me illegally on dec 09 2010 from 1020 n church street, 97209 for being a gay person of color with HIV.

--

Christopher Palacios (503) 734-5463

portfolio:

http://clearcreative.com/new_work/portfolio.html

--

postnoodle@gmail.com

2941 NE Ainsworth Street, Portland, Oregon 97211-6749

http://www.youtube.com/watch?v=9LdJtr7xVa8&feature=channel_video_title

Equity in the Portland Plan: Challenges and Opportunities

Introduction

As the Portland Plan process has taken shape over the last few years, the city has emphasized the inclusion of equity in every area of Portland's development. The most recent drafts of the Portland Plan's strategic goals – in education, economic development, and healthy neighborhoods – take steps toward that emphasis on equity, but fall frustratingly short.

As a comprehensive guide to city policy over the next 25 years, the Portland Plan can – and should – provide a “roadmap” for equity, and a set of benchmarks to measure our progress toward that goal. Although admirable in its ambition, the Portland Plan in its current form will *not* ultimately achieve the goal of making Portland an equitable city.

It's not perfect – but it is perfectible.

It's worth taking a moment to talk about what we mean by “equity.” At a very basic level equity is about eliminating disparities suffered by communities of color, immigrants, refugees, and other historically marginalized groups. These disparities occur in many different arenas. In housing, for instance, a recent audit test by the Fair Housing Council of Oregon and Portland Housing Bureau showed discriminatory or disparate treatment of renters in 64% of tests. In education, graduation rates for students of color are well below those of their white peers. The Bureau of Planning and Sustainability itself sets out a definition of equity in the Equity Initiative guiding the full Portland Plan process, although sadly no mention of this document appears in strategy area reports.

The key to making Portland an equitable place to live is realizing that these disparities are avoidable, that they're unjust, and that the city can and must take action to rectify this legacy of discrimination and marginalization. This is where the Portland Plan comes in.

This response is intended to be a constructive critique of the draft strategy areas, as well as a roadmap for making Portland a more equitable city. It will review, in turn, each of the three strategy areas of the Portland Plan and make concrete recommendations to enhance the city's equity analysis.

Education

One of the Education strategy's main goals is to "address the disproportionately negative outcomes experienced by youth of color and youth in poverty" in Portland's schools. Although intentionally vague (giving the city room to develop policy approaches over time), actually achieving this goal requires a specific focus on policies to make Portland's school system more diverse, more inclusive, and more culturally aware.

We propose the following:

- School curricula need to reflect the experiences, histories, and cultures of Oregon's communities of color, immigrants, and refugees. From social studies to art education, creating a school system to which all of Portland's students can relate will boost student investment and performance.
- Vocational training opportunities – apprenticeships and internships, among others – need to be offered to prepare students of color, immigrants, and refugees for the job market. The city is in a unique position to leverage its relationships with the business community to support its students.
- Our education workforce needs to reflect Oregon's increasing diversity. The city should work with school districts to ensure that more teachers, counselors, and administrators are hired from communities of color, and the immigrant & refugee community. Relatedly, school districts should partner with community organizations to develop cultural competency training for employees, to ensure that our educators are well prepared for Oregon's increasingly diverse population.
- Any partnership that addresses the achievement gap must include organizations representing communities of color, immigrants, and refugees. Without community partnerships, we cannot eliminate disparities.
- Affordable housing and gentrification need to be explicitly addressed. School demographics in Portland are shifting as communities of color, immigrants, and refugees are pushed farther east; without explicit attention to how this impacts our students, we cannot achieve an equitable school system.

Economic Prosperity and Affordability

As this strategy area rightly notes, key to developing prosperity in Portland is ensuring that all households have access to basic needs and that all Portlanders have access to jobs. Economic development, growth, and developing a sustainable economy are the macro-level metrics for our human capital. At the same time, the Plan misses the mark when it comes to small business development – particularly when it comes to communities of color, immigrants, and refugees – which will ultimately be the key to Portland’s economic future. Economics and equity can go hand-in-hand.

To ensure that Portland’s economy is prosperous for all, we propose:

- The city should provide support and resources for people of color, immigrants, and refugees to open and continue to operate small businesses as a way of eliminating economic disparities. Relatedly, The city needs to establish a clear mandate for hiring contractors and businesses owned by people of color, immigrants, and refugees.
- Partnering with community organizations, the city should develop an Economic Development Corporation representing people of color, immigrants, and refugees in order to provide local and regional development strategies and support.
- Develop a community partner advisory team including representatives from communities of color, and the immigrant, and refugee community.
- Following the education strategy, the city should partner with businesses owned by people of color, immigrants, and refugees to develop vocational programs for students and adults in order to build job skills.
- In addition to supporting small business development, the city’s economic interests are served when companies take advantage of our urban renewal areas and enterprise zones, and move within the city limits (e.g. the recent arrival of SoloPower). Much of this new business development – in the green sector and otherwise high-tech – is dependent on specialized education and training. The city should commit to providing high-quality “new” jobs training for communities of color, immigrants, and refugees, to be competitive in emerging enterprise.
- The city’s transit system, while often lauded as national exemplar, is wholly inadequate for many workers. Inconvenient schedules, areas outside of transit corridors, and expensive fares are a handicap for workers without control over their work schedules or locations. The city should partner with local transit entities to ensure that Portland’s public transit is truly first-class.

Healthy, Connected Neighborhoods

Healthy, connected neighborhoods are the basic unit of community development. By ensuring that all Portlanders have access to transit, to businesses, to green spaces, and to basic infrastructure services, we can ensure that all residents have their basic needs met. But it's not just about living close to a grocery store: any truly healthy neighborhood has and retains a cultural and historic character, gives the community a space for self-representation, and is truly multicultural.

Here's how:

- This section is one of the only places in the Portland Plan draft reports that features a specific plank on equity. Unfortunately, occupying just one line on the page, the inclusion of equity here seems vague and hollow. The city's commitment to equity needs to be more than just the deployment of buzzwords.
- The discussion around "displacement" glosses over the key term and issue at stake: gentrification. The gradual movement of communities of color, immigrants, and refugees to the east stems in part from increased home values in traditionally-minority areas (e.g. Alberta-Killingsworth, Albina). The city should commit to ensuring affordable housing in all of Portland's neighborhoods so that historically rooted communities are not pushed out in waves of gentrification.
- Along the same lines, any real "inventory" of "historic resources" surely includes the preservation and celebration of communities' unique characters. This means offering spaces for communities of color, immigrants, and refugees to participate in "cultural institutions;" the city's commitment to this kind of community spirit should be more than a farmer's market and Last Thursday on every street.
- The city's emphasis on healthy, local food is admirable, and ultimately beneficial for public health. At the same time, it's not just about eating well in a strict sense: the city should specifically work to include culturally identified foods available, by working with communities of color, immigrants, and refugees.

Conclusion

We applaud the work of the Bureau of Planning and Sustainability both in coordinating the Portland Plan process and the commitment that BPS has shown to engaging community stakeholders. It's time for that commitment to turn into action.

The city has a long way to go to achieve equity for all Portlanders; the Portland Plan process is key to this effort. Although the current draft has severe oversights and omissions in terms of concrete policy recommendations, there's room for improvement.

Respectfully submitted,

Kayse Jama
The Center for Intercultural Organizing.