



DOWNTOWN PORTLAND CLEAN & SAFE

Providing enhanced services to the people, places and businesses in Downtown Portland.

Annual Report for City of Portland
Contract dates: October 1, 2022 – September 30, 2023



Downtown Portland Clean & Safe

- Enhanced service district, est. 1988
- 501(c)3 nonprofit
- Independent board of directors
- Focused on **213-blocks** in Downtown Portland
- Providing enhanced safety, cleaning, retail support, and economic development
- Manage holiday lighting district



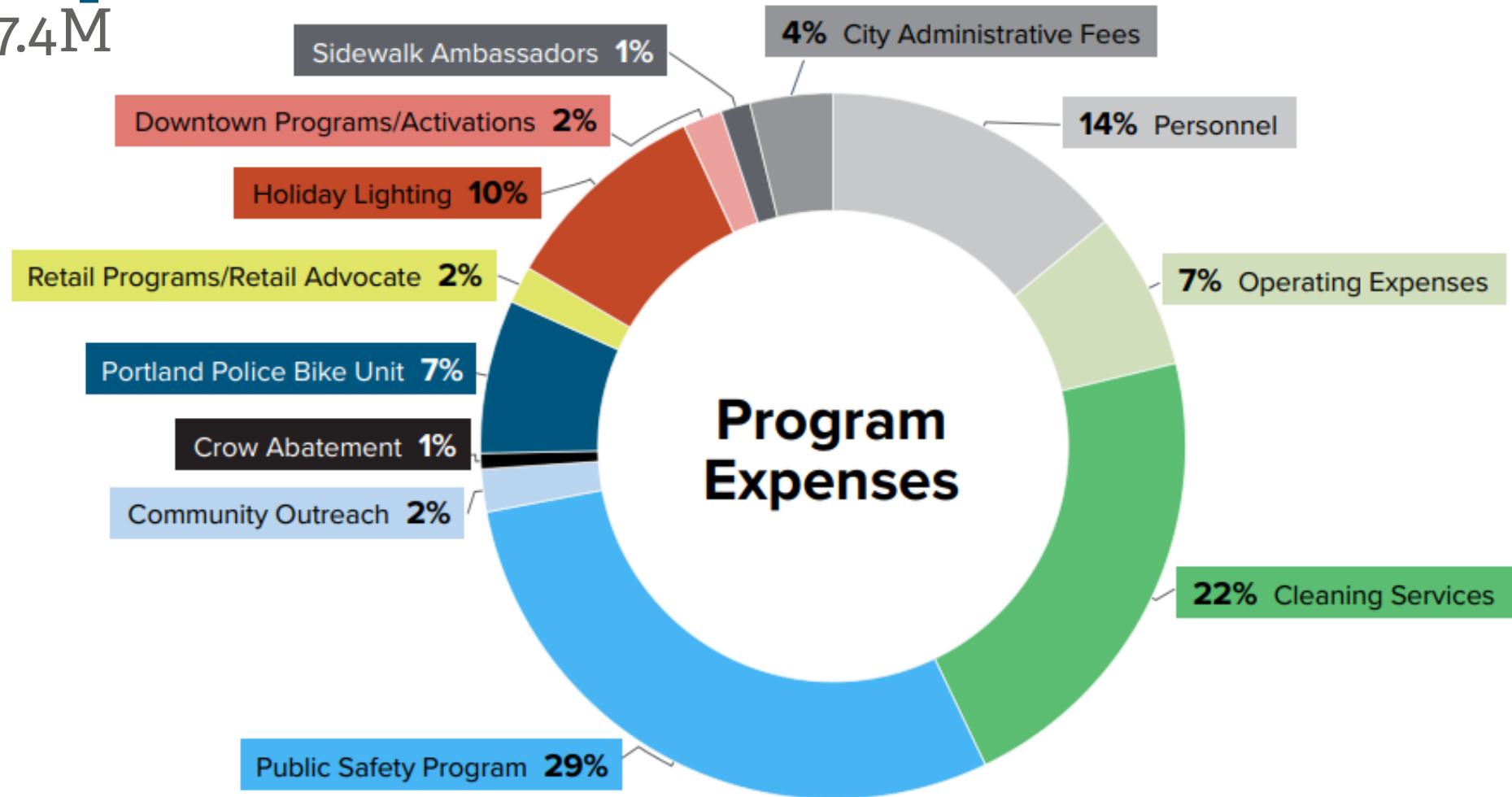
AUDITED FINANCIALS

Fiscal Year 2022-2023

Fiscal 2022-2023 Independently Audited Expenses

Total Revenues \$7.4M

75%
goes to
Direct Services



**Audited financial report attached to DPCS Annual Report*

OPERATIONAL HIGHLIGHTS

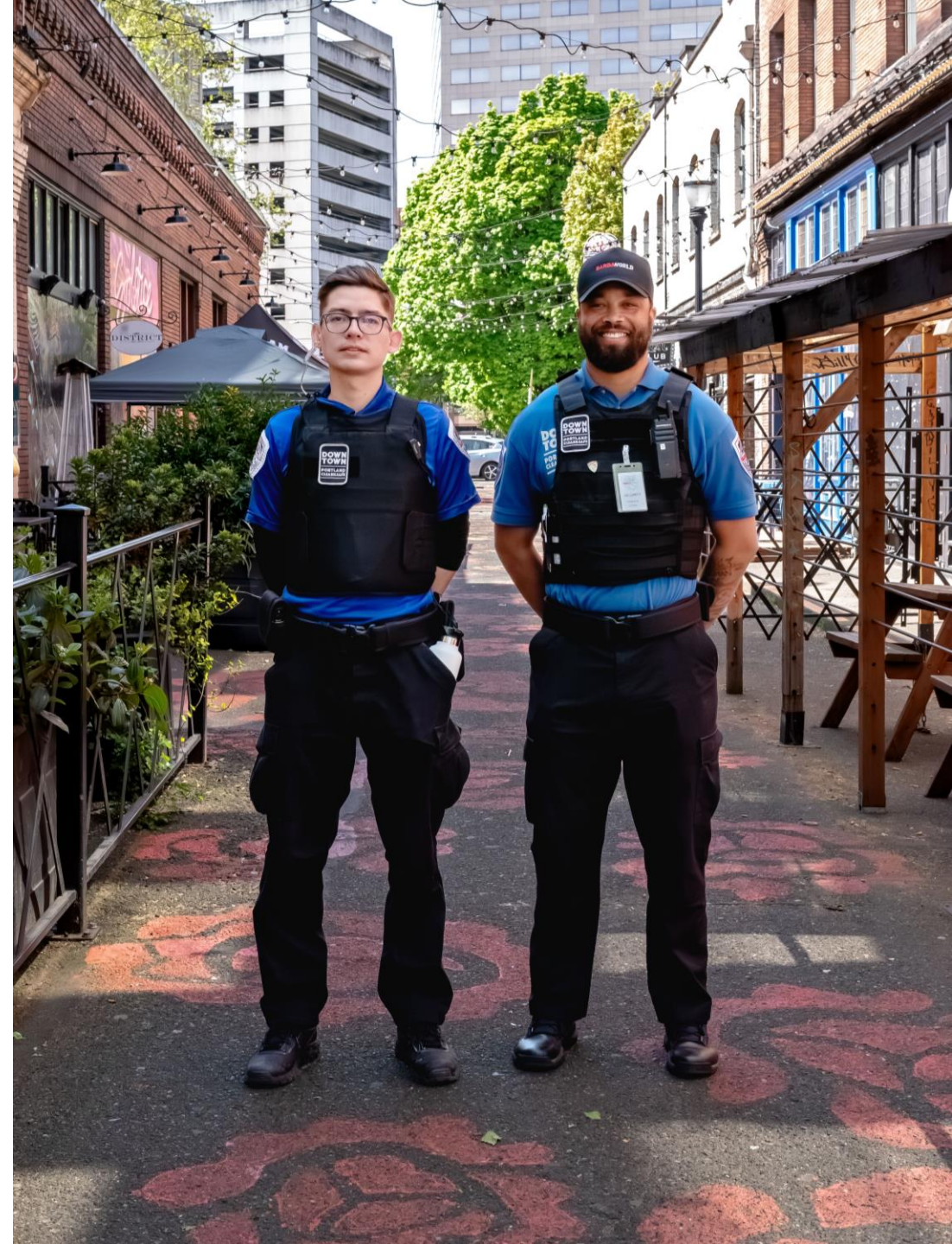
Public Safety, Janitorial, and Street Outreach Programs

Oct. 1, 2022 – Sept. 30, 2023

Public Safety Program

SAFETY FIRST. CUSTOMER SERVICE. PROBLEM SOLVING

- Expanded our "event support" and "extra patrol" programs and services to work directly with event organizers for safe and successful events
- Successful implementation of the "Hotel Security District" to address safety and business success challenges
- Continued excellence when responding to overdose and medical 911 calls often as the first responder
- Integration with newer "Street Outreach Program" to provide direct service referrals

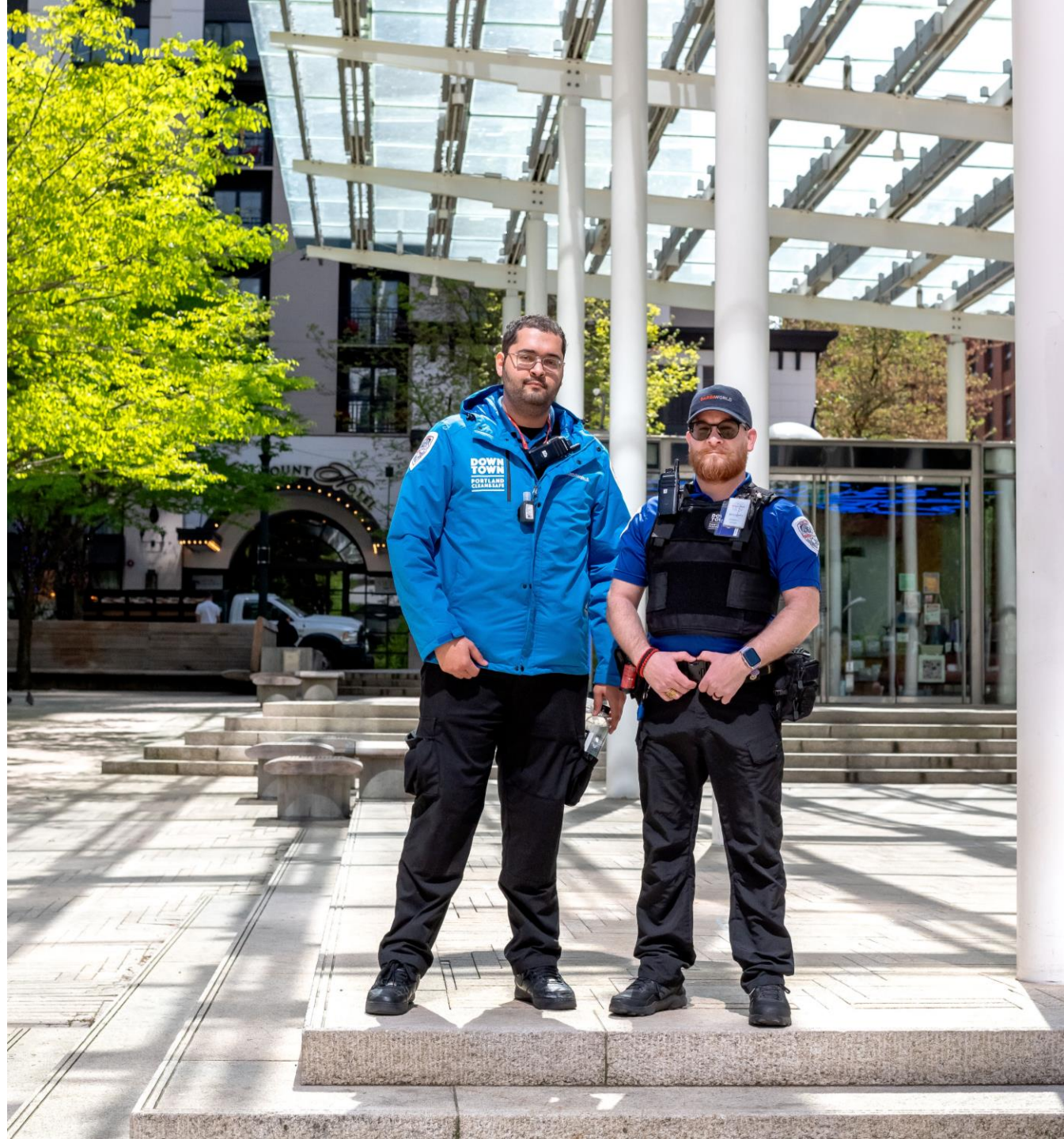


- Average 1,100+ safety service calls per month (Calls into dispatch and proactive calls)
- Peak times: 7-10 a.m. and 2-6 p.m.
- **Safety Program Staffing 24/7**
- Day or swing shift: 6:00 a.m. - 10:30 p.m. (1 Supervisor, 6 Safety Coordinators)
- Graveyard shift: 10:30 p.m. – 6:00 a.m. (1 Supervisor, 3 Safety Coordinators)
- Program Management: (1 Program Manager, 1 Site Supervisor - 24/7 on call)
- **Hotel Safety District**
- Modified swing and night shift for dedicated safety
- Presence and support for our hotels



•Types of Calls

- Asking people to move along (low level trespass)
- Drug use in doorways, sleeping in doorways against private property, etc.
- Welfare Check (persons distressed, overdosed, concerning behavior, deceased persons, etc.)
- Aggressive behavior, unsafe activities, crime occurred
- Business Assists and Citizen Assist
- Medical Assistance



Public Safety Program Highlights

Public Safety Program impact for contract year 2022-2023, compared to prior year:

	<u>2022-23</u>	<u>2021-22</u>
Aggressive Behavior	288	142
Assist Community Member	3,197	3,081
Disorderly Conduct	362	91
Trepass	119	48
Unwanted Persons	8,091	5,335
Business Outreach	9,343	17,792

141

Number of lives saved
through administering
Narcan/CPR

(since October 2022,
start of new vendor and contract)

Janitorial Program Highlights

Janitorial Program impact for contract year 2022-2023, compared to prior year:

	<u>2022-23</u>	<u>2021-22</u>
Bags of trash collected	58,837	75,441
Graffiti tags removed	24,191	35,647
Biohazards cleaned	63,312	24,084
Needles collected	89,815	176,962



Street Outreach Program

Proactive outreach to our most vulnerable Portlanders in Downtown

Year to date impact for first 8 months of operations
(7/23-2/24):

Total Interactions: 978

“Unique” Interactions: 411

Team Referrals: 123

Day Shelter Referrals: 43

Night Shelter Referrals: 52

Team Transports: 72



BUSINESS & COMMUNITY IMPACT

Business Support, Events and Activation

Business Support & Development

- **Visit Downtown Campaign:**
 - Robust Cohesive Media & Branding for Downtown and Old Town Campaigns using paid ads, social media, and influencers. Multiple Press Conferences with **enormous earned media**
 - Seasonal Campaigns: Bloom Tour, Pride Ride, Holiday, Hotel Lobby Bar Crawl
 - Promotes Downtown to Portlanders & suburbs (about 25-Miles)
 - 200K+ Followers on Social Media
 - Much of the Marketing funded by Downtown Marketing Initiative
- **Holiday PDX Pop-Up Shops**
 - 9 Shops, featuring 54+ small businesses
 - + Oregon Potters Assn (40+ members) & PDX Urban Winery (14+ members)
- **Sidewalk Ambassadors / Mobile Kiosks**
 - Provide tourism information with two mobile kiosks
 - Activating Director Park
- **Downtown Retail Advocate**
(retention & recruitment of Downtown retail businesses)
 - Program Funding ends June 2023
 - Quarterly Vacancy Reports, worked with Pop-Up Shops to move them into leases



Business Support & Development

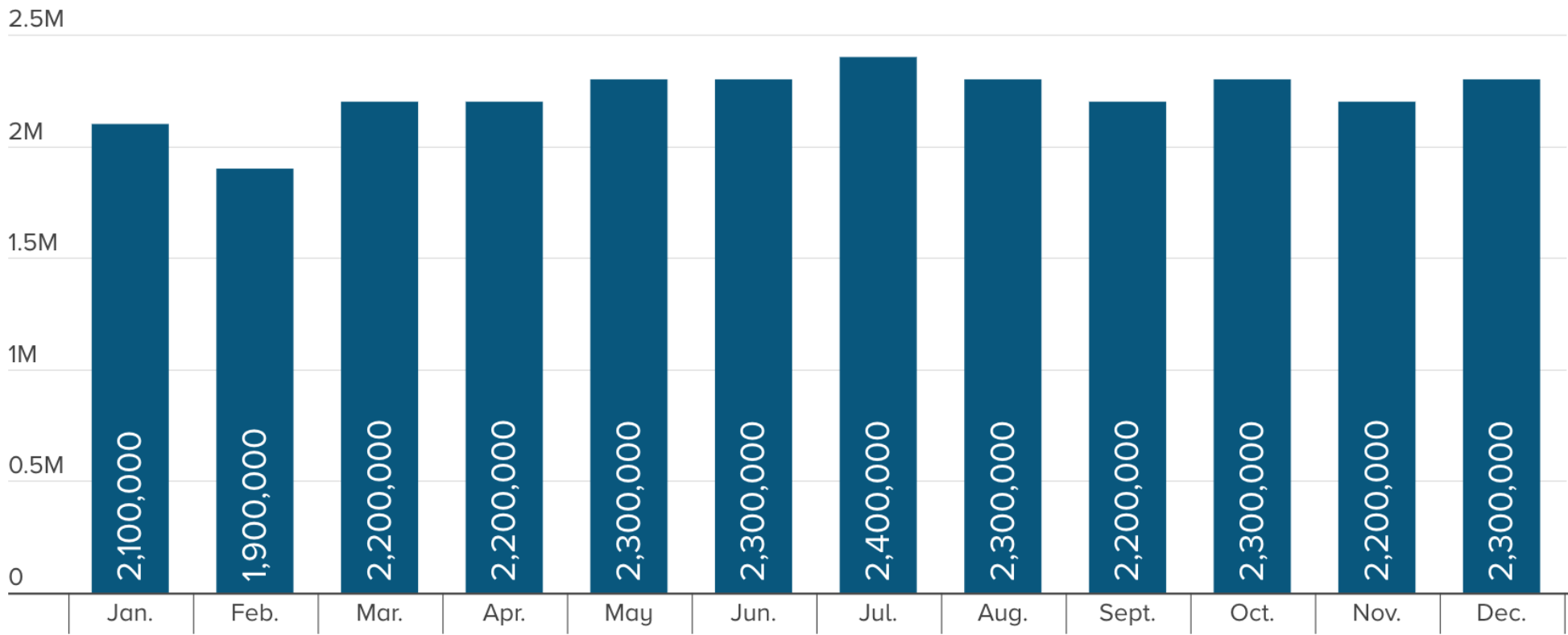
- First Time: Grant Funding of \$75K going to new retailers for TI and marketing, when they signed a one-year lease (or longer). Highly competitive, 4 Grants awarded.
- Glass Kiosk Retail Incubator Project
- Annual Downtown Business Survey
robust set of data
- Vibrancy Tracker: Publish Monthly Pedestrian Counts
- Retail Vacancy Reports – Downtown/Old Town
- Downtown Retail Council – Monthly Meetings support, educate, and help inform the marketing of Downtown



Pedestrian Counts by Month

January-December 2023

Total visits* within 213-block enhanced service district, January- December, 2023



10%
increase in foot
traffic from
2022 to 2023

Project Illumination: Ever Expanding Lighting Program

- Partnership that began last year with PEMO has continued
- Rate payers funded lighting 800+ Street trees in Downtown
- Over 270 Stars +
- Additional light installations funded through PEMO
- Giving reasons for people to come Downtown, also provides brighter and safer streets



A Recipe for Success

Strong Public / Private partnerships working now and for downtown Portland tomorrow!



before



after



Public / Private Partnerships

Director Park - Pilot Activation Project

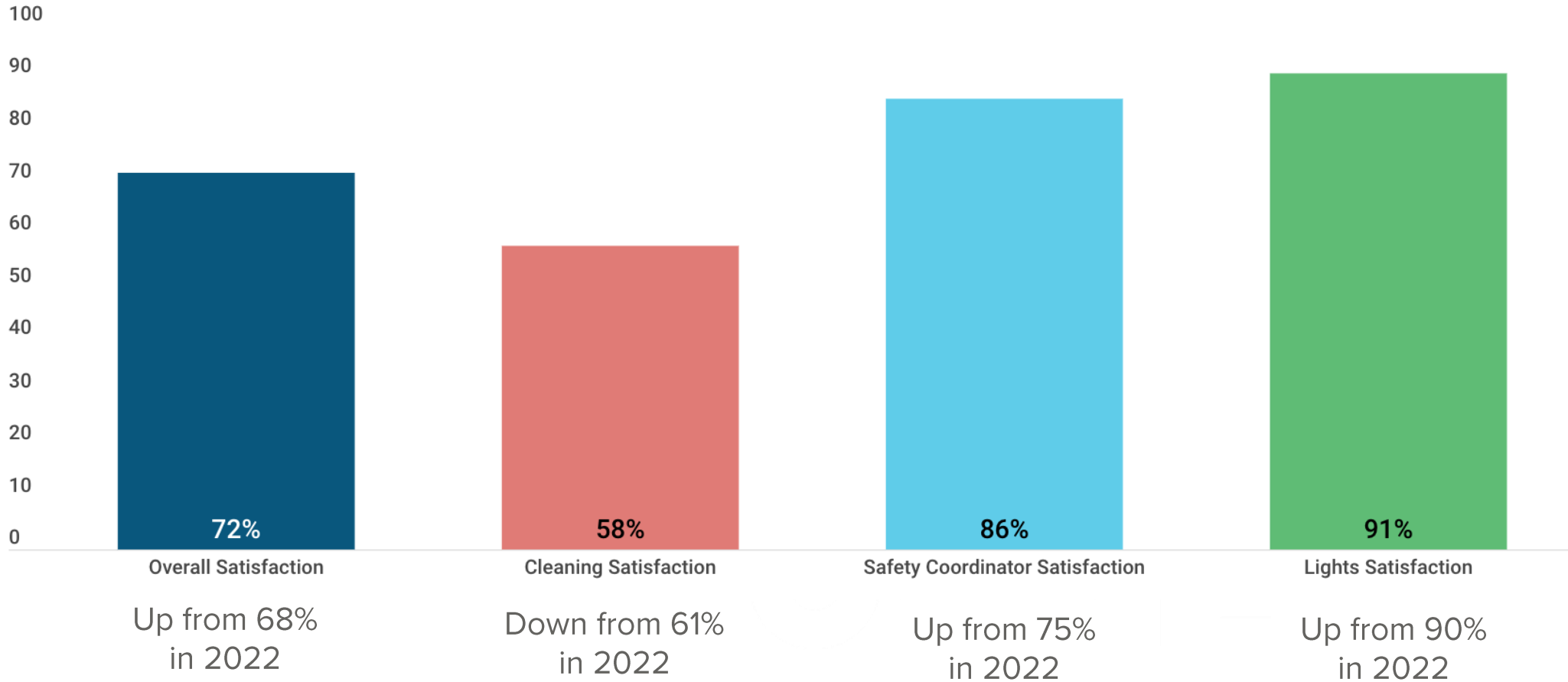
- Year around retail opportunities
- Over 50+ events since pilot program started in 2023
- Dramatic increase in adjacent business safety and foot traffic



RECENT BUSINESS SENTIMENT

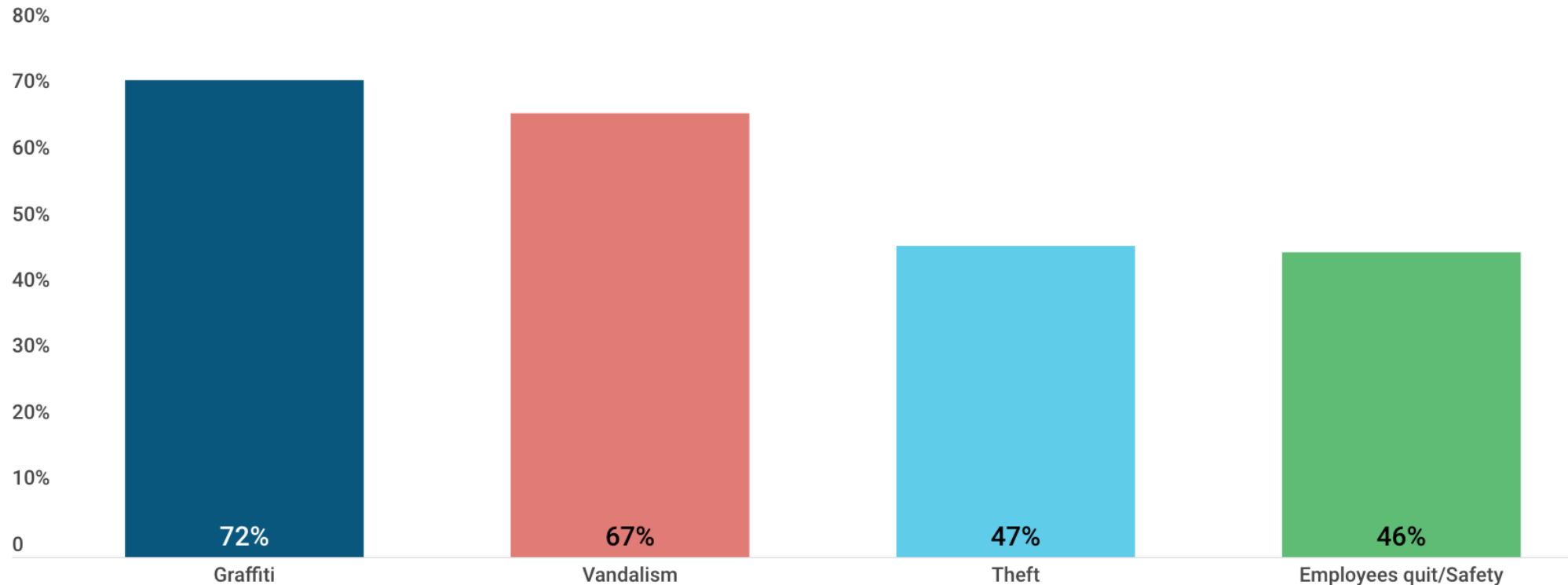
Downtown Business Survey

If you called for Downtown Portland Clean & Safe services in the past year, how satisfied were you with the timeliness and customer service of the response?



Downtown Business Survey

In the last year, has your business....cleaned graffiti, repaired vandalism, dealt with theft, had employees quit as they did not feel safe?



LOOKING AHEAD

Program Challenges

- "We are eager to work closely with city bureaus and staff to ensure the City of Portland is in full compliance with our ESD contract, by prioritizing and elevating an acceptable level of basic city services for all downtown businesses, residents, and visitors."



Looking Ahead



Continually developing and increasing our collaboration and coordination of services: SSCC / PBOT liaison / enhanced communication with PPB



Focused and methodical work to continue "destination place making programming" to bring back Portlanders to downtown in full partnership with the City of Portland



Possible district expansion, ESD rate fee updates reflect best practices, Support for BDS Audit recommendations, Darcelle XV activation partnership



Thank you!

Portland City Council and the city staff who work with us tirelessly every day for our downtown community.