



CITY OF
PORTLAND, OREGON

OFFICIAL
 MINUTES

A REGULAR MEETING OF THE COUNCIL OF THE CITY OF PORTLAND, OREGON WAS HELD THIS 13TH DAY OF JUNE, 2012 AT 9:30 A.M.

Temporary location: The Portland Building, 1120 SW 5th Ave, 2nd Floor Auditorium

THOSE PRESENT WERE: Mayor Adams, Presiding; Commissioners Fish, Fritz, Leonard and Saltzman, 5.

Commissioner Leonard arrived at 9:38 a.m.

OFFICERS IN ATTENDANCE: Karla Moore-Love, Clerk of the Council; Ben Walters, Chief Deputy City Attorney; and Steve Peterson, Sergeant at Arms.

On a Y-5 roll call, the Consent Agenda was adopted.

The meeting recessed at 10:38 a.m. and reconvened at 10:41 a.m.

COMMUNICATIONS	Disposition:
671 Request of Michael Krupp to address Council regarding selling of our Mother City (Communication)	PLACED ON FILE
672 Request of Craig Rogers to address Council regarding abandoned houses (Communication)	PLACED ON FILE
673 Request of Victoria Taft to address Council regarding garbage criminalization (Communication)	PLACED ON FILE
674 Request of Mary Eng to address Council regarding human rights violations performed by contractors G4S and Nestlé (Communication)	PLACED ON FILE
TIMES CERTAIN	
675 TIME CERTAIN: 9:30 AM – 2012 Summer Free For All (Presentation introduced by Commissioner Fish) 20 minutes requested	PLACED ON FILE
S-676 TIME CERTAIN: 10:00 AM – Establish the Portland Tourism Improvement District to enhance promotion of Portland as a preferred destination for meetings, conventions and leisure travel (Ordinance introduced by Commissioner Saltzman; add Code Chapter 6.05) 30 minutes requested Motion to accept substitute ordinance: Moved by Commissioner Saltzman and seconded by Commissioner Fish. (Y-5)	SUBSTITUTE PASSED TO SECOND READING JUNE 20, 2012 AT 9:30 AM

<p>677 TIME CERTAIN: 10:30 AM – Adopt the recommendations in the Pearl District Access and Circulation Plan (Resolution introduced by Mayor Adams) 45 minutes requested</p> <p>Motion to add resolved clause directing the Bureau to install seven traffic signals in priority locations identified in Figure 10, Recommended Traffic Circulation and Control, to improve access and safety: Moved by Mayor Adams and seconded by Commissioner Fritz. (Y-5) (Y-5)</p>	<p>36932 AS AMENDED</p>
<p>CONSENT AGENDA – NO DISCUSSION</p> <p>Mayor Sam Adams</p> <p>Bureau of Transportation</p>	
<p>*678 Name a segment of street referred to as NE Flanders St between NE 97th Ave and NE 99th Ave as NE Everett Pl (Ordinance) (Y-5)</p>	<p>185403</p>
<p>679 Amend contract with the Lloyd Transportation Management Association to update the scope of work for transportation projects in the Lloyd District (Second Reading Agenda 642; amend Contract No. 30002127) (Y-5)</p> <p style="text-align: center;">Office of Management and Finance</p>	<p>185404</p>
<p>*680 Amend Intergovernmental Agreement with Metro to extend term date and add \$200,000 for purchase of digital imagery and data (Ordinance; amend Contract No. 53002) (Y-5)</p>	<p>185405</p>
<p>Commissioner Nick Fish Position No. 2</p> <p>Portland Parks & Recreation</p>	
<p>*681 Accept a donation of \$250,000 from the Pittock Mansion Society for the repairs of terraces and balustrades at the Pittock Mansion (Ordinance) (Y-5)</p>	<p>185406</p>
<p>Commissioner Dan Saltzman Position No. 3</p> <p>Bureau of Environmental Services</p>	
<p>682 Authorize a contract and provide for payment for the construction of the Rose City Sewer Rehabilitation Project E10104.C60 (Ordinance)</p>	<p>PASSED TO SECOND READING JUNE 20, 2012 AT 9:30 AM</p>

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683 Authorize the Director of the Bureau of Environmental Services to execute revenue generating Intergovernmental Agreements for laboratory analytical services (Ordinance)	PASSED TO SECOND READING JUNE 20, 2012 AT 9:30 AM
684 Authorize a contract and provide payment for construction of the Multnomah Arts Center Lower Parking Lot Stormwater Improvements Project No. E10122 (Second Reading Agenda 602) (Y-5)	185407
685 Authorize grant agreements and Intergovernmental Agreements with eleven non-profit and public entities related to the Community Watershed Stewardship Program (Second Reading Agenda 647) (Y-5)	185408
Office for Community Technology	
686 Amend boundaries of Portland State University franchise and amend franchise for insurance requirements (Second Reading Agenda 650; amend Ordinance No. 177529) (Y-5)	185409
Commissioner Randy Leonard Position No. 4	
Water Bureau	
*687 Authorize an Intergovernmental Agreement with Multnomah County for administration of eligibility verification for Water/Sewer Bill Discount and Crisis Assistance Program (Ordinance) (Y-5)	185410
*688 Authorize an Intergovernmental Agreement with Multnomah County to administer the Water/Sewer Enhanced Fixture Repair Program (Ordinance) (Y-5)	185411
City Auditor LaVonne Griffin-Valade	
689 Certify abstract of votes cast, proclaim candidates elected/nominated and measures approved at the Municipal Non-Partisan Primary Election held in the City of Portland on May 15, 2012 (Report) (Y-5)	ACCEPTED
REGULAR AGENDA	
Mayor Sam Adams	
Bureau of Planning & Sustainability	

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<p>*690 Amend regulations for food production and distribution to increase Portlanders' access to healthful, affordable food (Second Reading Agenda 668; amend Code Title 33, Planning and Zoning)</p> <p>Motion to add emergency clause: Moved by Commissioner Saltzman and seconded by Commissioner Fritz. (Y-5)</p> <p>Motion to revise previous amendment to read: The market manger must retain organic certification information on site and must post a sign(s) in a prominent location that reads "Questions about organic certification? Contact market manager," and that also includes a phone number for the market manager: Moved by Commissioner Saltzman and seconded by Commissioner Fish. (Y-5)</p> <p>(Y-5)</p>	<p>185412 AS AMENDED</p>
<p>691 Establish baseline indicators and adopt goals for the Portland food system (Previous Agenda 669)</p> <p>(Y-5)</p>	<p>36933</p>
<p>Bureau of Police</p>	
<p>*692 Authorization application to the U.S. Department of Justice, Office of Justice Programs, Bureau of Justice Assistance for a grant in the amount of \$62,895 for the FY12 Bulletproof Vest Partnership/Body Armor Safety Initiative for bulletproof vests (Ordinance)</p> <p>(Y-5)</p>	<p>185413</p>
<p>*693 Authorize an Intergovernmental Agreement with Multnomah County to provide funds for the operation of a Crisis Assessment and Treatment Center (Ordinance)</p> <p>(Y-5)</p>	<p>185414</p>
<p>*694 Amend an Intergovernmental Agreement with the Multnomah County District Attorney to reimburse the Police Bureau for overtime costs of officers assigned to the District Attorney's Office as investigators (Ordinance; amend Contract No. 52562)</p> <p>(Y-5)</p>	<p>185415</p>
<p>*695 Extend an Intergovernmental Agreement with Multnomah County through June 30, 2012 to fund a Deputy District Attorney for the Walking Beat program (Ordinance; amend Contract No. 30002363)</p> <p>(Y-5)</p>	<p>185416</p>
<p>*696 Authorize a contract with the Portland Business Alliance to provide policing services for the Clean and Safe Program (Previous Agenda 656)</p> <p>(Y-5)</p>	<p>185417 AS AMENDED</p>
<p>Commissioner Randy Leonard Position No. 4</p>	
<p>Water Bureau</p>	
<p>697 Authorize water revenue bonds to finance water system capital improvements (Second Reading Agenda 660)</p> <p>(Y-5)</p>	<p>185418</p>

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At 12:03 p.m., Council recessed.

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WEDNESDAY, 2:00 PM, JUNE 13, 2012

**DUE TO LACK OF AN AGENDA
THERE WAS NO MEETING**

June 14, 2012

A RECESSED MEETING OF THE COUNCIL OF THE CITY OF PORTLAND, OREGON WAS HELD THIS 14TH DAY OF JUNE, 2012 AT 2:00 P.M.

THOSE PRESENT WERE: Mayor Adams, Presiding; Commissioners Fish, Fritz and Leonard, 4.

Commissioner Leonard arrived at 2:04 p.m.

OFFICERS IN ATTENDANCE: Karla Moore-Love, Clerk of the Council; Ian Leitheiser, Deputy City Attorney; and Wayne Dykes, Sergeant at Arms.

<p>698 TIME CERTAIN: 2:00 PM – Authorize the submittal of Enterprise Zone and Electronic Commerce applications to the State of Oregon and adopt the East Portland Enterprise Zone Policy (Resolution introduced by Mayor Adams) 30 minutes requested (Y-4)</p>	<p>Disposition:</p> <p>36934</p>
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At 2:26 p.m., Council adjourned.

LAVONNE GRIFFIN-VALADE
Auditor of the City of Portland



By Karla Moore-Love
Clerk of the Council

For a discussion of agenda items, please consult the following Closed Caption File.

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Closed Caption File of Portland City Council Meeting

This file was produced through the closed captioning process for the televised City Council broadcast and should not be considered a verbatim transcript.

Key: ***** means unidentified speaker.

JUNE 13, 2012 9:30 AM

Adams: City council will come to order, June 13, 9:30, Karla, please call the roll.

Fish: Here. **Saltzman:** Here. **Fritz:** Here.

Adams: Here. Please read 671.

Item 671.

Adams: Mr. Krupp. Ok, 672.

Item 672.

Adams: Welcome.

Craig Rogers: Good morning.

Adams: First and last name, the clock will help you count down your three minutes.

Rogers: Craig Rogers.

Adams: Have a seat.

Rogers: Thank you. I will first start off with a letter written by Mark --

Adams: You can sit down, sir.

Rogers: Members of the city council, I am writing to express my severe concern about two abandoned, damaged, rundown properties located at 10840, and 10848 Southeast Salmon Street, Portland, Oregon. These two homes are located extremely close to Floyd Light Middle School, which educates many students. We have dealt with a variety of unhealthy and crime-related issues committed on or close to the property, in particular, arson, drugs, alcohol have all been rumored to take place in these disgusting properties and regularly talked about by our students. The arson investigators stopped by to question several of our kids due to fire-setting in one of the properties. Several of the students have their names carved or tag on the outside, which is an indicator they frequent the area. We have been battling absenteeism. Having these uninhabited properties in an isolated setting is enticing some of the kids, and is a danger to anyone who enters them. I am an educator not familiar with the political or legal process that is needed to be followed for demolition, and in an effort to protect our kids, I implore you to pursue a removal of the unsafe, disgusting, derelict houses. Respectfully, Mark, Principal. The second is from Abbey McFarlane in charge of the East Portland Community Center, and the next from -- let's go to the first picture right here. And that's the community center. The part this contains the swimming pools. 100 yards away, the trees, let's go to the next picture. There is a trail that the kids pass over every day at the park. Going to the school. And I want you to use your imagination what's in that pile. The next picture is of the house. It's right there on the other side of the trees. The next picture is out the back window. And the next picture is the house beside it, and I went over a week ago with six police officers and their sergeant. There is a gentleman standing out in front looking for his daughter who just ran away from home an hour before. There was an email, approximately 20 years old, sleeping upstairs with a 12-year-old boy from Floyd Middle School in the house, also. And on the very back page is the property.

Adams: Have you called us? You have not called us? This is your first inquiry. Because we have a great team, and new -- we have new, new enhanced procedures.

Saltzman: Bureau of Development Services will inspect this, this constitutes a complaint and we will inspect it.

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Rogers: Officer blank and James West have a very big concern about this, along with others. They have told me that the best that can be done right now with the law as it stands is plywood is put over the windows and doors that the kids peel off.

Adams: That's not true. This week we got an approval for removal of a house in North Portland, so our folks while well-intentioned aren't necessarily up to speed in the newest effort. We'll look right into it.

Rogers: Thank you very much. If there is somebody who I could be in touch with?

Adams: Matt Grumm.

Rogers: Thank you.

Adams: Thanks for bringing this to our attention.

Rogers: Thank you very much for the opportunity.

Adams: But, while we have people's attention, code enforcement phone number is 503-823-code on any of these kinds of issues.

Rogers: Thanks.

Adams: Appreciate it. Can you please read 673.

Item 673.

Victoria Taft: Good morning. I am Victoria Taft, and I am a native of Portland, Oregon. Live in the city now, and am a taxpayer. And I am here to ask you not to raise taxes and fees on water and garbage rates. And I am also here to beg you not to refer to the ballot, a local arts levy or tax. Just this week, the Federal Reserve released a document showing that from 2007 to 2010, Americans' net worth collapsed by 40%. According to the Washington Post, the Federal Reserve said the median net fortunes of the families with 39% three year, from 126,400 to 77,300. In 2010. That puts Americans roughly on par with where they were in 1992. 40,000 jobs have moved out of the city of Portland to surrounding suburbs, or just disappeared from existence in the last decade. According to a study by the Portland Business Alliance. Property taxes on the ever diminishing value of property, are still high with no relief in sight. Home values are down. The price of food is going up. Fuel costs are even higher, and the cost of living in Portland, Oregon, those costs are high. And the city council is now considering the idea of sending costs higher, on people who can least afford it. You want to raise garbage rates for failed composting plan. Compost is nice. I was already doing it. And now you have rationed garbage service and are charging me and others more, and it's not working. And you are considering penalizing and fining people for their failure to comply with your failed plan. How about ditching the plan and giving us our money back? I could certainly use it. Compared to others I'm doing pretty well. But this stuff hurts. It really does. And I cannot even imagine how other people with less means are coping with the increased costs of the city of Portland, and living in it. You are considering higher water rates when you mis-spent water money on things that had nothing to do with water, such as pretty signs and rehabbing an office building. A white elephant, a water house, and bike paths. And now, after you spent that money, you come back to us with this horrible economic time, and you ask for more. In fact, you are going to demand it. You are going to take it. Well, the council gives money to schools, which are capable of levying, bonding and taxing. And now you are talking about giving your blessing to ask for an income tax. A \$35 tax on individuals, on every person in the area, to go to school art classes and art grants. Grants, perhaps, for more statues, you know, charity is nice but government isn't charity. City government is supposed to take care of the basics in conformance with its charter. If you want to take over the schools, why don't you just ask and put it to a vote. And we'll answer you. Portland, I'm afraid, is on a gliding path to San Francisco, without the wealth. You see, it's happening right before your eyes. Diminishing numbers of kids in the schools, and overtly supporting things that scare away -- I'm almost done, scare away families such as Occupy Portland, and pretty soon the only rich people or people on government subsidies or government workers will be able to live in

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this city or maybe, maybe the likes of cameron whitten, who is camped out in your front yard. I'm begging for mercy on behalf of not just myself.

Adams: I need to you wrap up.

Taft: But for people who cannot afford to be here today, please, do not raise taxes and fees. You are just killing us here. It could just kill the city. Thank you.

Adams: Karla, can you please read the item number 674. Mary eng was.

Item 674.

Mary Eng: Hi, thank you very much for being here today. We live in an increased age of information, and I hope that the city government can be more transparency about our contracts with companies that are performing human rights' violations, including asphyxiation and torture to death, like g4s. We have a union activists alleged by the european center for constitutional rights regarding nestle. We have union intimidation, and we have merger. The european parliament has just disavowed the company g4s, and there is a campaign against them. They are outside greeting us at the hall, and I am sure that, that many g4s employees can be good people, but with their long-term human rights failings, I think that we should take, take, consideration as to what tax dollars are going for. Companies that intimidate union activists, and torture people because they are islamic, and to death at heathrow airport, in the u.k., and other things that are, that are before, before inquiry. I have copies if you would like of the death of jenny [inaudible] the report by inquest. There is also issues of tax avoidance, and strike breaking. We have an inquest at the homeless committee in england regarding the ethicality of g4s, so in this time of economic deprivation, I think it's suspicious that the government making contracts with, with dubious companies of ethical violations. And so, I also have information on nestle's role with infanticide. I don't want to support a company that kills union activities or commits acts of this with their promotion of the formula in their world countries. And we also have the issues of child labor with chocolate. I brought also the harken angle protocol, about child labor with chocolate. So child slavery is not something that, we're the Portland tax dollars should be endorsing, and I encourage the government to be transparency, and public the contracts, and put them online so that we can know what level of accountability is happening at a federal level, a state level, a county level, and a city level, so we can understand this taxpayers', if our tax dollars are supporting human rights' violation, torture, and including torture in guantanamo by the whacken hut subs it indiana pacer. We can have full accountability in terms of our compliance and complacency and participation and our accountability in supporting more endorsement of human rights' violations under the city of Portland. Thank you very much. Would you like more copies? This is extra documentation. It's all online, as well.

Adams: That gets us to the consent agenda. Does anyone have any items to pull from the consent agenda? Can you please call the vote on the consent agenda.

Fish: Aye. **Saltzman:** Aye. **Leonard:** Aye. **Fritz:** Aye.

Adams: Aye. The agenda is approved. And we have a 9:30 time certain can you read the title to 675.

Item 675.

Adams: Commissioner nick Fish.

Fish: Thank you. I want to apologize in advance. I have a cold, and I have lost bit of my voice. But, we'll get through this. Could our special guest please come forward while I do a little introduction. Mayor and colleagues, last week, we celebrated the goldberg family, and their efforts to, to build a fully acceptable playground in north Portland honoring harper. We also celebrated a visionary former leader on this council, and at the parks bureau, charles jordan, with whom, for your support, we will be renaming the university park community center in his honor. And finally, we celebrated a partner. A conservancy that has taken the lead in helping us to restore the sequence to the former glory. And today we get to celebrate another milestone, which is the announcement of our summer free for all schedule. And a chance to thank some of our stalwart partners who make

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it possible. As you know, every year, we host free family friendly events in our parks, movies in the parks. Concerts. The summer playground program we're last year we served over 100,000 healthy meals. The Washington summer festival, and free swim. I want to begin this morning by thanking a number of people on the parks team, who just work extraordinarily hard to make this day possible. First, Kelly Torrez Walker. And she, among other things, had taken the lead this year in securing new grant funding. And Matt Sinclair. Jeff. Nick Hartig, and Emily Hicks from my team. Thanks to our, our long and growing list of donors, for every \$1 that the city invests in summer free for all, we match it with \$5 from our sponsors. Through grants. And in-kind contributions. That's a heck of a leverage. Today, we're pleased to honor three premiere sponsors, although I think only two representatives are here. Daimler Trucks of North America. Blazers, the Trail Blazers, and KeyBank. We also want to give you just a quick peek of the hundreds of free events happening across Portland in parks and neighborhoods in every part of our great city so, it is my pleasure this morning to first introduce the director of your gold medal park system, Mike Abbate.

Mike Abbate, Director, Portland Parks and Recreation: Thank you. Mayor and members of council, as you know for years Portland Parks and Rec has offered their free summer programming, and it has become a stalwart, and a key icon in our community. Three years ago under Commissioner Fish's leadership, we package all our summer activities into what we now call summer free for all. And, and Commissioner Saltzman is looking at the brochure that lays out all the events. Last year we estimated 370,000 Portlanders participated in summer free for all events. We are just about to kick off another amazing, amazing summer. We'll offer more programming this year than we have in the past. 10 nights of entertainment at the Washington Park Summer Festival. Plus a sneaker special 11th night. And 46th neighborhood concerts in parks. One week of free swim lessons. 45 movies in the park. And a variety of cultural events at Director Park, and 46 playground programs with a free supervised recreation for kids. And 21 free lunch sites as Commissioner Fish mentioned. We expect to serve well over 100,000 lunches to folks that need it the most. Thanks to the Trail Blazers. Six free basketball clinics this year that they will be hosting. And as Commissioner Fish mentioned, the majority of the money to pay for these comes from, from our community and from, from key sponsors. Many of them return year after year after year because they see the benefits in our community. We have several categories of sponsorship, and I want to address, address, to mention our premiere sponsors. These are, are companies, individuals, organizations that, that give 25,000 or more. KeyBank, Daimler Trucks North America, the Portland Trail Blazers, and Nike, and Alpha Radio, and Clear Channel, Overmarketing and the Parks Association, the organization that awarded us the gold medal last year. We will have, have a total of \$329,000 in cash contributions. 75,000 in grants. And 850,000 in in-kind contributions. Things such as marketing and bus ads and radio and media to get the word out. It's now my honor to introduce our, our, two of our very, very treasured guests and sponsors. First, Ian Jaquiss, with the Portland Trail Blazers. The Make It Better Foundation. The Blazers' have gone from \$1,000 in contributions to, to over 40,000 in cash and in-kind contributions this year. It's, it's a remarkable.

Fish: And this year they threw in two draft picks, no. 6 and 11. We thank you for that.

*******:** Your general manager. [laughter]

Abbate: The coach should be named soon. They committed to hosting the six free basketball clinics and, and Portland Trail Blazers' staff are going to volunteer on six consecutive Make It Better Fridays this summer to weed, paint, spread mulch, clean up parks and facilities all over the city. The Portland Trail Blazers and the Make It Better Foundation have been an outstanding sponsor and we look forward to continued partnerships in the years ahead. And Dave Wiederrich of Daimler Trucks North America. This is Daimler's six year as the summer festival sponsor to the tune of \$50,000 in cash. That's a remarkable contribution to our community. They bring their employees one night every year to the Washington Park Summer Festival, and for those who are not employees, they bring a truck, which, which a wonderful icon for, for the community and the folks love to hear it,

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see it, and get their picture taken with it. And, and daimler really demonstrates their compliment to the Portland community at large through this sponsorship of the summer festival so we appreciate them and, and be next over to dave for few more remarks.

Dave Wiederrich: Mr. Mayor, commissioners, it's nice to see you all again. Commissioner Fish has, has mentioned many times that there is, there is significant value in having a headquarters operation in the city of Portland. No, no shock there. And with our, our corporate headquarters, on, on swan island, right in north Portland, and with one of our many manufacturing locations there, as well. And it's really our employees, who benefit from this, as mike was saying. And, and whether it's just the Washington park summer festival or through the entire summer free for all, they benefit from, from this, as well. But, what I would like to do is, actually, encourage any, any other businesses. It's nice to see the growing base of support, that's wonderful. And I would like to, to encourage other businesses to go to the involved in the community. And in any way that you can. Whether it's a headquarter operation. Or, or whether you are, you are a, a, a small business. Get involved. You will benefit from that support, and your employees will benefit, and certainly, the community will as well. We are looking forward to another, another summer festival. And as mike said, we'll do our best to have vehicles on display, whether it's a great liner, a western star, or a thomas built bus and, and there may be an occasional horn blast as we have done in the past. And we'll see how that works. But, we're, we're very pleased to, to be a part of this again, and we look forward to seeing you in the parks.

Adams: Thanks for your investment, your contribution and, and so many different ways.

Ian Jaquiss: Thank you for having us here today. On behalf of the, of the, on behalf of the trail blazers, who, who, we're thrilled to be partnering with the parks. And we've been in the parks for many summers, and we have had, we have held events there planes throughout the, the season, throughout the years, and we wanted to get, to go to the more involved this year. We think that the parks are, are, Portland's greatest asset, along with the people. And, and we want to be a big part it, and use it to, to help -- use our name and our position in the community to help spread the word, promote the use of the parks. And we have many, many events planned in the parks this year, and it's, it's a great opportunity for us to get more involved with the great things that you guys are doing to, to -- great things that you are accomplishing. And, and we're just thankful to have this opportunity. We look forward to seeing you out at the events this summer that we're going to be doing. And in addition to the, the six free clinics, we'll send boys out, and mccoys great liner vehicle to, to hand out ice cream to some kids. And throughout the summer, and we have got, got a few more things planned. So, including a basketball clinic the day, the day the, the, the summer free for all tips off. This is a basketball town so we tip our hats off here, but that being said, thank you very much for this opportunity to, to speak on behalf of the parks. We look forward to, to getting more and more involved.

Fish: Mike, do you want to say something about the kick-off event? We'll come back to that. While we have these great folks here, Mayor and colleagues, this year keybank joined the team and they are a sponsor of the timbers. What they are planning to do in the movies in the park is bring timbers to a number of the movies and, and a lot of families and children and their idea was to bring the players out to some of the movies, so people can meet their heroes. And if you look at the schedule, there is something for everybody up here. Whether it's body vox. On thursday, august 2. Or sharing a blanket, a picnic blanket with commissioner Leonard on july 18 when curtis salgado tares it up at dawson park. Or perhaps joining commissioner Saltzman at glenfair park for wednesday, august 8, with alvin and the chipmunks. We'll be broadcasting. [laughter]

Fish: And mayor Adams, on friday, meet with mayor Adams on friday, august 3, at director park, taking tango lessons.

Adams: Oh, lord.

Leonard: Wow.

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*****: Were you aware of that?

Fish: Commissioner Fritz is more high brow, she'll be watching citizen kane, and emily hicks will be teaching her son swimming at the montevilla pool on tuesdays in the afternoon for free swim. There is truly something in here for everybody. And it simply would not be possible without our terrific sponsors, so to both of you gentlemen, the organizations you represent, a heartfelt thank you, and mayor Adams, we are going to be at the kickoff for this event joining the governor and the first lady and talking about hunger and food security and the way that, that through this program we reach hungry children. Jeff told me today that he expects to serve 125,000 healthy meals this summer through the playground issue. Which will set a record so thanks to the council for their continuous support and to our sponsors for all that you do.

Leonard: If you don't mind I would like to call out ian. The council knows that i've been, i've bored you with my grandson's story this past year, and one of them was in basketball, and ian has been one of my new-found heroes. He's been the guy that, that has, has helped me to get cole into the trail blazer basketball camp. And always arranged to have some special one-on-one time with, with coach mcmillan. And, and you will be happy to note that cole, just won second place, and first place in the fall season. But, the basketball camps have inspired him, not just being at the camp, but looking forward to them as he is to the one this july. That he's signed up for.

Jaquiss: We're looking forward to having him out again.

Leonard: Thank you for how much, how much you have involved yourself with him. We really appreciate it had.

Adams: And thanks for that and a host other great things. I was there for the unveiling of the new eco-wall. In the rose garden arena. Fantastic.

Jaquiss: Our pleasure.

Fish: Thanks, team.

Jaquiss: Thanks very much.

Adams: All right. Can you please read the title for non emergency ordinance item 676.

Item 676.

Adams: Commissioner dan Saltzman.

Saltzman: Thank you. I would like to get a procedural step here, and that is I move that we accept a substitute ordinance for council item 676.

Adams: Moved and seconded. Council discussion. Karla, can you please call the vote on the motion to substitute.

Fish: Aye. **Saltzman:** Aye. **Leonard:** Aye. **Fritz:** Aye.

Adams: Aye. Substitute motion has been approved. [gavel pounded]

Saltzman: Ok. Well, who has seen the clever signs on max trains and all over about two days in seattle. For all accounts, a very successful --

Adams: It burns my eye.

Saltzman: I'm getting to point here.

Adams: I hope so.

Saltzman: Who hasn't seen those or on the radio. Take a max train. Who hasn't seen the clever billboards by the state of wyoming saying, u.s. Bank teller, meet devil tower, or salmon springs, meet old faithful. So, we are marketing to our tourists to go to our locations, and what is before us today is, basically, for lack of a better term, is our effort to fight back. And that is, we are going to bolster our efforts, if we create this tourism improvement district, to bring more tourists, more business, businessmen and women as well and, and really, enhance Portland as a destination for those, those business or, or tourism or leisure. And, and the crowd in front of you is not, is not occupy Portland but part of operation fightback. They are all here in support of forming the tourism improvement district. And it's been my pleasure to represent the city on the travel Portland board and, and it's a pleasure to, to bring this economic development proposal before the council today.

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Travel Portland staff will come up here and explain the ordinance, but this ordinance will, by forming a tourism improvement district, provide the ability to market Portland as a visitor destination. And as I just mentioned from the marketing campaigns, we see, it's an extremely, extremely competitive environment out there. Every city. Every state. Is competing for these dollars. And why? Competing for the visitors. Because tourism, business travel is so important. Not only to the hotels, which, as we all know on the city council, having just adopted a budget, hotel, motel tax revenues are the bright spot in the city revenue picture. And that's reflected by occupancy that is have pass the recession levels of 2007 and 2008 and are back on a healthy track. And also, the great jobs. The hospitality industry employs lots of people. And tourism, business travelers, also spend lots of money in Portland. Tax-free shopping. That's our, that's one of our niches. And, and they spend money in restaurants. They spend money at attractions. And they spend money renting cars and going out to the gorge or to the coast. So, these all are important dollars for our economy, and this tourism improvement district is a way to bolster our efforts to continue to build this important sector of our economy. Tourism improvement district, this is not the first. It's the first in Oregon. But, not the first elsewhere. Seattle has created one. And California, alone, has over 65 of these, these special assessment districts. And it is happening more and more. And so, what we're doing here today is really modeling our tourism improvement district exactly on the way that we create a business improvement district. Allowing the hotel to, to, to assess themselves, in essence, to generate this tourism improvement fund. And we'll have extreme benefits for us, and I want to, at this point, invite up Steve Young and Jeff Miller. Jeff Miller is the executive director of Travel Portland. Steve Young is the current chair of Travel Portland. I think they are both here, ok. Steve also is the general manager of Embassy Suites downtown Portland. So, they will walk us through it, and then we have a few other invited people to testify, and we'll take questions and answers after that.

Steve Young: Great, we have a slight presentation, and I am not sure if --

Young: I want to thank the council and, and Mayor Adams for their support and continue to support the hospitality industry. When I first came here eight years ago, Mayor Adams' office called me, or Commissioner Adams, and asked to spend a day as a team member in our hotel, and I still remember that. He worked as a house keeper in the hotel to get an understanding on what we do, so that was my first impression of Portland, is that one of the city commissioners would take the time to experience what someone in the hotel business does, so I'm not sure we're you are, Mayor, but where did you go? But, thank you very much. Ok. Good morning, and Mayor and Council members, I am Steve Young, and I am the general manager of the Embassy Suites in Portland, and the board chair for Travel Portland. We are here to ask you for your support. The city's hotel committee informing a tourism improvement district. As you know, we enjoyed a robust uptick in tourism, economic impact this year. Visitors spent \$3.8 billion. Which has supported 29,000 jobs. The earnings of the employees was \$876 million, and they paid \$62.5 million in local taxes. And \$84.5 million in state taxes. Clearly, this is a big business, and we want to make it even bigger and more successful. What is a tid? The hotel community has come together and will assess itself 2% of guest room revenue, so those funds can create an enhanced stable source of funding. The goal is to increase visitor traffic to Portland, hotels, increasing occupancy and average daily rates. As you know, when the hotels are full, all businesses in Portland benefit from that visitor spend. Restaurants, retail stores. Large and small, as well as taxicabs and food carts, and everyone wins in a robust tourism economy. And the TRD funds will be governed about a subcommittee of hoteliers and others who serve on the Travel Portland board so these funds can be directed to leverage other programs already in place. Special care will be taken to ensure each region of the city is represented just as they currently are on the Travel Portland board. North Portland, airport, east side, and downtown will have representation, will approve the program of work created. Here's how we stack up against our competitive set of cities. Seattle, San Francisco, and Los Angeles have

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already approved their tids in the past couple of years. Seattle, added a \$2 per room night fee, which increased the funding in the first year by 6 million. San Francisco has had their this is place for two years, and has seen amazing results. You will see a little later how some of the cities are using the funds to grow visitation. Here's how Portland, Portland's are transient tax compares to other cities. You could see that with an additional 2% assessment, added to, to our current 12.5% tax, we are under most of our competitive set, and certainly still under Seattle's taxes and fee. This will also be effective in other ways. Our goal is to continue to remain competitive against our concept of cities, while allowing us the advantage of this funding to maintain and grow our market share. We have begun primary conversations with the tid board to think about building the conceptual budget. This budget is additional to the current travel Portland budget and will leverage those funds. Travel Portland has done an amazing job of promoting Portland. However, with the current funding, they have never been able to tell Portland's story in a robust manner. You will see a significant amount of these funds being used to attract more convention business, on top of what already is spent. These new funds will start a domestic promotion campaign. You will begin to see advertising campaigns in cities like Seattle, San Francisco, and Vancouver, British Columbia. These already significant markets for us, but we would increase this by a small percentage in the slower winter months, and benefits could be significant. Once you pass the ordinance, the tid board will get to work on planning the budget with enhanced Portland programs of work. Seattle has implemented the tid and is now benefiting from the enhanced marketing and advertising. As commissioner Saltzman mentioned, that you have seen some of these billboards on Max, the Max, and that drive you to the website, two days in Seattle. They also sponsored massive radio to drive the, the site. Seattle's target markets are Portland, Vancouver, Spokane, and San Francisco. These markets mirror Portland's visitor traffic so this becomes about competing for the market share. [inaudible] it shows great creativity and we should be equally strong in Seattle, as well as the other cities that I mentioned. Here are a couple of examples of other cities who have created tourism improvement districts. San Diego is set to renew their district, this time for 40 years. We have helped market events like the San Diego Crew Classic. Showing off their city as a sports paradise, and one of our tactics might be to really emphasize the access to the outdoors, with biking and hiking opportunities. Here's an advertisement that speak of San Diego's laid back appeal and great sunshine. The visuals in this slide used in numerous publications to help submit a brand of San Diego. San Francisco just created a new LGBT marketing campaign. While they have always had significant funds, they were never able to do this lucrative market justice. Similarly, Travel Portland teamed with community marketing to survey visitors from across the country, but they did also focus in San Francisco and Seattle. They spoke to a broad cross of travelers to get their impressions of Portland and how we, we might better focus our marketing efforts to attract more LGBT visitors. Our tid funds could be used to grow there market. The survey results can be found on the Travel Portland's website. Los Angeles, was able to host the international Pow-wow, which is the largest tour operator show in the U.S. Travel Portland's team attended, along with Travel Oregon, and was able to promote a huge international, to huge international audience. These funds could allow us to create an even stronger trade show booth to show off the attributes of the city. Although, our city cannot handle the size of a Pow-wow, they maybe able to host a PCMA or Convention Manager's association. The members make decisions on convention destinations. You see how many hotels attract by Smith Travel in our market. It is immediately clear that our cooler, winter months could use some help. Our ability to focus our efforts with the, we're the help is needed most will benefit the whole community. You have the benefits in front of you before the highlights are an assessment on hotels with more than 250 rooms, with the ordinance being reviewed every five years by the hotel community for renewal. We have worked with the Bureau of Revenue to make it as simple as possible for the hotels to remit the assessment, which they do on a single invoice with the current tax. There is a process that we have undertaken to get to today. We have five hotel sessions, and

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the hotels that attended represent 68% of the revenue generated by hotels over 50 rooms. The support from the hotel community was great to see. Thank you again for your support today. And if you have any questions, we would be happy to answer them for you.

Saltzman: That was good. Did you have anything?

Jeff Miller: From the travel Portland side we are pleased to be in front of you and ask for your approval. For over 30 years travel Portland has worked very hard to attract more overnight demand to Portland. We work with convention and meeting planners, and just this last friday mayor Adams, and our group of attendees at the doubletree, the hilton, it was a very nice view, and many of you have been to the lunches or dinners. Thanks a lot. Our international sales team works from asia and europe and helped in amsterdam and tokyo. They are now working in australia and new zealand and scandinavia. We work hard with domestic and international people. So far, through the third quarter we have helped them with 13.9 million. [inaudible] community leaders, and every other year, the hotel, our chair is a hotelier. So our mission is try to create the demand for room nights here. We get to the 1% of the hotel/motel tax. But they all have handcuffs. This will create a fund that we can leverage the programs but also create the new, exciting programs. Seattle is very excited about us getting this passed. My partner knows how successful it's been for him. And he also says, if we can get more people thinking about travel, it's better for all of us, and it really will move the economy forward. So, we're pleased that the hotelier came forward and said we would like to investigate, and we're happy to be here today. So, thank you.

Saltzman: Thank you. We have a couple, a couple of invited, one, two -- five invited guests. And six, I think. The providence hotel president. And tracey marks, of the hilton, and jim datsun of embassy suites. We have three seats up there. So. If you could all come up. Good morning, mayor and commissioners. We're glad to be here. Thank you for having us. I'm the president of the [inaudible] hotels, and I believe we are the only hotel company based here in Portland, Oregon. We have the lucia, the deluxe, weston, benson, and we're glad to say we brought the governor back into local hands so we're glad to have it in our portfolio, and we intended on making it a property that the city proud of. We have hotel this is tacoma, seattle, san francisco, and tennessee. And certainly, the seattle experience that we have seen out of there, the assessment that they have done, that they have had for many years now it, has been successful, and, and the seattle fund has been dedicated exclusively for use for leisure travelers because they have a separate pocket for which they use towards conventions and groups. And again, the ad in seattle that they put in Portland and heavily covered Portland with it, as well as san francisco, and vancouver. We have seen it as hotelier this is seattle, the payoff. The regional market is very lucrative for us, the driver to the market. So a lot of the boise and Portland and the regional market is coming to seattle. It's extremely lucrative, and they are focusing on all the cities are focusing on it. So not only does it benefit the hotels, the cabs, the rental car companies, the restaurants and everything in between. And for us to be able to compete for that lucrative regional market, is very help. For Portland, our cities are kind of like seattle. San francisco, seattle, and vancouver, b.c., and neighbor boise and the other mountain states. So, we are in support of this, and excited about the prospect of using the funds to allow more visitors to come to Portland and hear more about Portland. Whether it's on the convention side, our assessment will cover both tourism and, and conventions. And the other sort of hidden value of bringing new eyes to Portland is really, those who come and love the city and want to bring their businesses here. This is about somebody coming, following in lover and bringing their companies here, and I cannot tell you how many folks visit us,r. The other day we had a guy visiting, and would not stop talking about Portland. Largely thanks to the, to what you do to create this environment that we have here. So, we're very excited to have this path and to utilize them for the good of the community at large. Not just the hoteliers. We're bringing it to the table, but ultimately, it's for the benefit of all involved. So, the other thing that we also see, for example, the pioneer square visitor centers that gets 600,000 visitors annually. And a lot of them are

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international visitors and being able to attend to the international traveler in Portland is really starting to make the news more and more. Largely as a result of the travel Portland work that they do internationally. But, obviously, again the great city that we have, and the reputation. So, we would like to continue those efforts to get some of those tourists and, and again, we're behind it, and relative to competitive advantages, the first one is we're do we stock against our competitive cities, and clearly, from what you saw, adding this assessment is not going to move the needle much. We're competitive still. We're either right there with all the other competitive cities or lower than that. And again, seattle, I can't tell you, it has been a, such a success. In seattle there was a hurdle for what, how many rooms you have to have in order to participate. And have some of them are saying we want in, and we would love this, and we want in. So, again, as someone who has seen it in other cities and work, we truly believe in it and the value. So thank you for having us, and for your time.

Tracy Marks: Good morning. Mayor and commissioners. Tracy marks. General manager of the Portland hilton, largest hotel not only in the city but the stated employing 400 tax paying members. All right. We are very excited about the, the tourism improvement district. We are, obviously, us, the marriott, starwood, big, big global brands. We have a big presence not only through this country but internationally now. And we spend a lot of money, all those companies regretting our brand out. We do a lot of traveling to the east coast, many of the conventionere that is visit our city every day are from Washington or chicago we're most of the association businesses are based. We visit them on a regular basis, and try to tell the Portland story, and once we get them out here and we just had a family the other day, we appreciate the mayor's involvement. We know in the previous fam, commissioner Fish came and spoke to our members. We appreciate that. It's very powerful to have you, the city planners, come and let all of our attendees know how important their business is, and how much weld we would love to have them here. But, what we need to do is to increase Portland's brand power, and the way to do that is to increase our marketing message. This will almost double the amount of marketing funds that we have available, so when land wars and some of the other big hoteliers like myself travel to some of these cities, we're not telling everybody the best kept secret, which is Portland. Hopefully they will already know about it because of the marketing plan. So we would encourage all of you to help us to support the brand of Portland. And to help us have all of the tools that we need to get the brand message out there. Thank you all.

Jim Dodson: Good morning, mayor and counselors. Thank you for your time, i'm jim dodson, the general manager of the embassy suites at the airport. I am here representing both the embassy suites and the holiday inn and the airport area. I am here to talk about why would the airport care about a tid. First of all, we're part of the city, and we're the gateway into a, into the city, and also to the gorge, mountains and other areas. And the benefit to us is not only the impression that are created downtown. But the individual travelers enjoy being at the airport so they can go pre or post, to the opportunities into the community, very easily out of our hotels and into their next destination. Our home, whichever it may be. Additionally, having been in the market here, for over 15 years, and running other hotels in this market, in the jantzen beach area, in specific, which is not the downtown core, I can tell you that this thing would really, truly benefit all of us. It brings awareness of our community. It brings awareness, to all of the attractions of the community, which are not just in downtown, but surrounding areas, and it brings traffic, which employs, in my case, between our two hotels, over 240 employees. In your community. As well as there are many other hotels at the airport. Which will benefit. And one of the questions might be, well how do you ensure that that's going to happen to those people? Well, i'm on the board of travel Portland. And I expect to be on the board of the tid. I know that other folks from those communities, outside the core community will be involved. And the tid board will represent a broad spectrum of all the hoteliers in the community to ensure that those, those will impact the statements, and not to diverge the funds to jantzen beach but ensure the umbrella projects have value for everyone. I am

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convinced this is a good thing for our community. For my employees. For my employer. And for everyone. So we look forward to your support on this issue.

Saltzman: Thank you. The last three invited guests are david penilton of american world tours. David welch, lincoln, and sunshine taverns, and victoria frye, the executive director of pica.

Adams: Welcome. David.

David Penilton: Good morning. And council. I am david penilton, and I am with america's hub world tours here in Portland, Oregon, and we, actually, seek to expose our visitors domestic and international to the culture, the history activities. Around Portland. The other thing that I do is, I am a [inaudible], quantas and the other organizations in town, so I am committed to not only going with tourism, but also being an active member in terms of growing the city as a whole. Last week I had the opportunity to, to participate in one of the trips that travel Portland put on with 26 planners that came in to town. On wednesday, I attended the first dare event, which everyone was excited to be here, and on saturday, I attended the final event that they had at glowing glass can dinner. I have never seen a group so excited about, about what been shared with them in the city. One after another they kept saying, this is the best trip that we have ever. The other thing that they pointed out, very clearly, they have never been to a city or an area we're the hoteliers worked so close together. And they were so used to the opposite. And I heard this not just from one planner but several, and we sat around the table. And one after another I kept hearing them say, we want to come back. The city has so much to offer. And therein lies the opportunity that we think that, that, we think that we have, actually, you know, people know Portland. I believe jeff had mentioned that his staff has worked with riders, and wrote some articles and, and 11 billion they spent last year and 13.9 through three quarters of this year. I think that we're just beginning, we're just touching the surface. We have so much more groundwork that needs to be laid out there. In may of this year, pow-wow was in l.a., and I attended pow-wow, and it was very exciting to see the response on the international market when the president announced what we were doing from branding standpoint. With the united states. And it was well received. And when I look at the opportunity there about 15 two, one 53 billion tourism industry, and I look what we're doing here, the money that we're talking about here is only going to help to, to position us to really grow tourism. That's why i'm sharing that with you today, and hope that, that you will look and continue to work with us, and support this here on the tid because i'm in support of it.

Adams: Thank you.

David Welch: I am david welch. I own lincoln restaurant and sunshine tavern with my wife, jen. We would be the typical mom and pop restaurateur this is Portland. Literally mom and pop. [laughter]

Welch: I am terrible at self promotion but I can talk about my wife's accolades all day long. So, her hard work has, has really -- we've been very, very fortunate as a restaurant. First year, the we were listed as one of the 50 best new restaurants in north america. And my wife has been a james beard nominee twice, and we leave tomorrow to celebrate her accomplishments as one of food and wine magazine's best new chefs for 2012. It's really fun to see your wife on the cover of the food and wine magazine. [laughter]

Welch: We've been open four years, and the lincoln sunshine is a year old. And we are not downtown so tourism is really important to us in the sense that we get a lot of people who don't know north Portland or southeast division and 30th. And we and our relationship with travel Portland is really important in bringing people over, so we can show them what we do here in Portland in terms of food, drinks, and for them, even more important, hospitality. We pride ourselves on taking great care of our guests, and we think that that's a very Portland thing. Travel Portland and our relationship allows us to be able to do that, and travel Portland has been very, very good to us in the sense that we get to the to travel outside of Portland and, and talk to people in chicago, in toronto, all over the country, and for that matter, in north america about what it is that

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we do in terms of food and drink here in Portland. And that relationship has been really important for us in terms of, of getting people here to the city. To enjoy the thing that we do, as well as all of the other things that Portland has to offer. So, we're really excited about it.

Adams: Great.

Fritz: Congratulations on your success.

Welch: Thank you.

Victoria Frey: That is exciting. I am victoria frey, good morning commissioner, and mayor, and I am the executive director for pica, Portland institute for contemporary art. I've been involved in the cultural community here for 20, maybe more than 25 years, and i've been directly involved with travel Portland since we founded the festival in 2003. And came on the board four years ago. What I have learned in the last decade, and especially in the last four years, is just how important tourism is to the arts community. And how important it is to be thinking about growth in that constituency.

78% of u.s. Leisure travel participate in cultural activity. That's 118 million adults a year. Last year, visitors to Oregon sent 107 million on cultural activities alone in the metro region. And, and that spending generated 1600 jobs and 86 million in earnings. That's a significant boost to the cultural institutions of our city. Not to mention the galleries. Some of whom report 50 to 60% of the business comes from out of state. One of Portland's greatest assets is the quality and breadth of the cultural community, the "new york times" called Portland a small metropolis with an a cultural footprint immersed as the capital of urban cool. It's a playingnet for cultural entrepreneurs who have invigorated the economy by staking out new ground in food, music, arts, spirit, and lodging. Portland's unique stamp on these fields have drawn the attention of national and international tastemakers. Time to invest in building on this reputation is now. When pica had this idea for an arts festival here in Portland, we assemble a group of public partners, were you called them, travel Portland and travel Oregon, and many of you were the first to come onboard, mayor Adams, and with commissioner Fish. And understanding what this could do for not only for our economy, but for, for our reputation as a cultural destination. I think, at the time, I think that we were dreaming of maybe edinborough, you know, we're edinborough international festival draws three or four times the population of the local, or the local tourism actually outnumbers local, local traffic there 4-1 and 5-1 during the month of august. And certainly, we did not quite have that ambition, but, you understood what we were trying to do here. And that early investment paid off. The "new york times" recently called tba the best contemporary festival in the u.s.

Adams: Yeah. [laughter]

Frey: Yeah. That was neat. This has been done through small investments and out of market campaigns. And we successfully have grown tourism to represent 20% of our tba audiences. That's significant. A number of these tourists are curators and influences in their cities, and they -- by showcasing the local talent, alongside an international conversation, we were able to help the artists and regional artists in their careers through promoting tourism, international tours, and we're bringing in a lot of international tastemakers to say last year, a group of, of curators from three major institutions in france came out to, to, to both pdx, or what's it called now, music, music fest northwest and tba festival and ended up putting together a festival called "keep Portland weird" a ten-day festival they called a celebration of the cradle of american undergrounds music. So, many of us attended that. It was a pretty interesting marketing thing.

Adams: How was it?

Frey: I can't tell you a lot. Something -- 16,000?

*****: It was great.

*****: Yeah.

*****: There were probably 2,500 people that attended the events.

Frey: And approached the travel Portland table to ask questions about what was, you know, was it really this cool in Portland, Oregon. Yes, it is really this cool. So, what we've been able to do with

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the small amount of money is remarkable, and this september it's not only going to be tba or music northwest, which was called one of the 50 most authentic american experiences by "time" magazine, there will be a feast, a new culinary festival. The first major festival, culinary festival in Portland. And prominent local and international chefs are coming together. The new york post wrote about Portland, this specific northwest city has long been known as a culinary mecca with excellent wine, beer, and coffee to boot. Interestingly enough, it's a combination of international attention on our hometown. Regular Portland features in major new york media outlets and television series increasing our audience appeal across the country. Portland has, has become a global cultural icon. The stage has been set for you as civic leaders to jump on an economic opportunity unique in Portland's history. And by creating the tid, we'll be able to seize this moment and leverage the investments through an international media machine. Prime to devour anything Portland produces. **Saltzman:** Thank you all. So that concludes the testimony. Go ahead and take your seats. I just want -- I don't know how many are signed up, but I did want to recognize that we have shirley cradic, who serves on the Portland board, and I want to recognize the hard working people out there in the hospitality industry and, and travel Portland. Staff who work very hard, and I wanted to thank the mayor's office, the revenue bureau, teri williams, in particular. Matt of my office. Special shout out to the "new york times." and -- [laughter]

Saltzman: So, wanted to go to the those notes. This is the first reading and second reading. You probably won't be here when we approve this.

Adams: One person signed up? Two. Ok.

Adams: Go ahead, mary.

Mary Eng: One thing I wanted to point out in los angeles, what the business improvement district has done within hollywood, my old neighborhood, they have employed contractors who deal with the chronic homelessness in the area. Very extreme chronic homelessness, much like Portland. Shanty town, tent villages, what would be considered third world circumstances in our modern environment. So, instantly to note that, that there seems to be no addressing of those aspects because that often -- there is people that are perceived as an eyesore, and their human rights to housing are not recognized. I would love to point out in the swedish constitution, housing is a human right. So, I think that, that, with all of this attention for improving the economy, we also need to take into consideration the lives of the poor, who are camped outside of city hall, and I think that also, when you look at what they do in l.a., with the bid, there is also a large employment of physical force and brutality, so we play start running into the contracting of police style brutality for the improvement of the business district. And that needs to be assessed, and then moving beyond the human rights' violations of people who are perceived as business deterrents. It would be important to look into the environmental impact because I think that unprecedented growth, unlimited growth, the economics is very nice on paper, but if we are not looking at the, at the fossil fuel cost of the airplanes flying in, and traffic problems. And more cars and more congestion, I think that, that is really contrary to what makes Portland a beautiful city, in terms of the green reputation so I would urge you to, to also include environmental impact statements with this plant.

Adams: Thank you. Welcome.

Crystal Elinski: Thank you, commissioner. I am crystal, and I second the motion. I would like to add that this is not something that, that the circumstances just need to be considered. It needs to be a priority. A priority -- you know me from the days, I appeared here every wednesday during my years of homelessness. And it's funny that I started calling amanda Fritz, commissioner Fish because when she saw me, she would ask me, how my living situation was. And things are, are just getting worse, so I want to, to commend the lady who spoke before me. I always said that I speak for 10,000 people. And I don't think that my voice has yet been heard.

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Fritz: Just to clarify, this is a tourist improvement district. We have a separate business improvement district, which does provide services for people living outside and for, for clean and safe streets.

Elinski: I just find it ironic that it seems like the priorities of the city are not we're they should be.

Fritz: Thank you.

Adams: All right. This moves to a second reading, and council consideration next week. I want to, while you are all here, thank you for your hard work on this. We have, as you all have said, very well. We have an amazing city that will attract more people if they know about it. So, this does, and I want to thank commissioner Saltzman for his leadership in bringing this forward, and we will consider it and vote on it next week.

Fritz: May I comment. I had the honor of serving with commissioner Saltzman on the visitor improvement, development fund board, which looks at hotel taxes to promote the convention center and other facilities, and I have been so impressed by travel Portland services, from top to bottom, and at every event that I have attended. And very impressed that the hoteliers were so involved in putting things together and are asking to tax themselves, and to tax their customers knowing that the customers will appreciate having been here, once they are here. I thank councilor cradic for her work promoting tourism because indeed, we are one economy throughout what we do, and I am very, very pleased to support this next week.

Adams: All right, we'll move it. We will have a two-minute break for those who want to leave and for those who want to watch local democracy happen, you are welcome to do that, as well.

Adams: We will return from the break, karla can you please read 677, resolution.

Item 677.

Adams: Thanks. When I ran to be on the Portland city council, I said that I wanted to be transportation commissioner. And I wanted to be transportation commissioner so I could bring up new emphasis on the issue of transportation safety. So, when in july of 2005, mayor potter assigned me the responsibilities on oversight of the bureau of transportation and transportation in general, we undertook a first-time ever study of the most dangerous intersections and the most dangerous corridors in the city. Dangerous in terms for all modes, and what we found as a result of that, is that the quarters that, that the city were rife with dangerous corridors and dangerous intersections, and that we have had the necessary but often gruesome task of prioritizing the worst of the worst for transportation. It is well-known that we have a maintenance backlog like every other city, but it is not as well known that we have a, a safety backlog, as well. And its everything from missing or outdated antiquated signals to lack of pedestrian islands, and median islands, to general lack of signage, for the various mode. Speeds that are posted too high, and speeds that are posted low, but the actual traffic is consistently too high. So, the three corridors of the city that, that came up as the most dangerous in addition to specific intersections in every part of the city, that we have prioritized works on since i've been the transportation commissioner, are the streets and intersections along 122nd, and 82nd avenue, and foster, and the third area that we are address, today, and appropriately, after we have worked on the other, other two areas, of the city, the other two corridors of the city, is the burnside, gleason, and everett corridor. And how they all sort of intersect and converge in the pearl district. And along burnside. And the pearl district access planning before the city council today for consideration by resolution would establish, if approved, the first ever transportation plan for the pearl district. It combines elements of about ten plans that you could see on page 2 of the document and this is the first organic plan for the pearl district, and it sets out everything from travel, use of various streets. The division to improve the streets, and corridors. It came as a result of about three years of work, and internal and external, and two open houses and upwards of 14 stakeholder advisory committee meetings, and a lot of specific tailored meetings around specific areas in the district. After that. This does also move forward the enhanced, existing project that

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was called for as part of the work to improve burnside. So, you recall that the city council prior to, I think, two members of the city council. Adopted the couplet plan. I studied it, looked at it. And moved forward a version of it. It remains the long-term vision for burnside, but on, on october, sorry, june 22, 2011, I said that I would not be moving forward with the couplet plan because we did not have the resources to do it. It might be the best alternative for improving the safety and accessibility but I did not see that we had the resources and we were not going to have the resources any time soon. We do have the resources to move forward portions of it to provide left turn signals, safety improvement on burnside, safety improvements focused on updated signalization, and we also have, have resources to, to, to do another five traffic signal and priority locations around the pearl district. So it's a total of, and I have an amendment to my resolution. Basically, it says authorized pdot to move forward on installing seven traffic signals, as referenced in figure 10. And figure 10 is on page 19. And two of those would go on burnside to provide for the left turn signals. We have not decided exactly, although you will see on page 19, the recommendations. We have an, we have not decided we're the signals will go, and we'll do that in the consultation with the sac and final placement will be based on traffic, the traffic, the city's traffic jersey. But, two will be on burnside. And five will be within the district. And if you have ever traveled to the pearl district, part of its success has created a transportation gridlock, in addition to safety issues. So, with that, I will turn it over -- oh, I would like to thank you, move my amendment it, has been seconded, and unless there is council discussion. Karla, please call the roll.

Fish: Aye. **Saltzman:** Aye. **Leonard:** Aye.

Fritz: Very happy to vote aye.

Adams: Aye. Who would like to begin.

Mauricio Leclerc, Bureau of Transportation: Me. Good morning. Mayor and commissioners, Mauricio leclerc, senior transportation planner with the Portland bureau of transportation. We're here to adopt a plan, and that the amendment that the mayor indicated. I have a power point, and if you don't mind, I would like to just -- in the interest of time. We'll jump right into it and I will try to go as fast as we can and time for other discussion. All right. So with me is the provision planner. You are going to move the pap up here. And I think.

Leclerc: That works. So, with me, is grant morehead, transportation planner, and [inaudible] the engineer for this project, and john gillam, our supervisor for the transportation and planning division. We also have members of the stakeholder advisory committee here. So, the purpose, adopt a plan. That includes the mayor alluded to, multi-modal improvement that is will go briefly through them, and the recommendation changes to the transportation system plan, the street level classifications which say how the streets will function, and we're going to roll into the comprehensive plan currently happening, so it will be amended in about the end of the year, we have 14 meetings, which are terrific. The stakeholder advisory committee. Residences, and business, the nca, more representations from the bicycle, pedestrian advocates, and official representation from the pearl district neighborhood association, and the business association and the northwest district association. We have had a few open houses in the beginning to set the framework and the goals. And to check against the public. We had 100 people, and the support, was overwhelming in favor of the recommendations. First the goals for the, are to provide a balanced transportation 178 system and enhanced mobile, so a growing area of the central city. Improve safety and enhance livability, and enhanced connections to the river, and adjacent areas, as much as the downtown, northwest, and support the sustainability goals of the city. Again, the it's a multi-modal plan, the pearl indicates that there is a lot of change that can happen. This area is still to be developed. Including many sites here. The forecast is it will grow 300% from 5,000 households to 15,000 and 13,000 to 20,000 jobs. By 2035, are the metro projections, so the plan guides infrastructure investment over time. How we are going to sequence the investment to support and catch up with the development. We also used the committee to adjust the

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transportation network. It's been, we've been working on this plan. The pearl district is a dynamic place. For example, we work with the committee to [inaudible], and modified a couple of them implemented by the streetcar loop, and relocated the streetcar stop, and one block north, and retime signals at everett and gleason we're we have the signals, and to slow down traffic to downtown speeds, facilitate bike travel and implement the green street recommendations here to council in january, I think. So, in terms of the circulation, we looked at different alternatives. We decided that what's there works. We have a system of oneway and two ways, the portals, and you know them. Burnside, broadway, naito, and north, and a couplet system of 10 and 11, 14 and 16. And the new one, which is lovejoy and northrup. So, when we do this, we want to maintain the flow, access to, for private vehicles but also bicycle, walking, and access to transit. So, as a micro idea we have new signals identified in the plan. New enhanced traffic calming, and throughout the district, and bicycle intersection will show, in a minute, and changes in street circulation, just one right here. At 12th avenue. And these are in the core along couch. Right here. At 11, 12, 11, 10, and couch and broadway. Plus, the signals at 13 and everett and gleason. But also, we have other improvements along 14, for example, such as here's an example. This sees a lot of pedestrian volume. And basically, extend the curb extensions and a beacon that tells the cars to stop. And we worked on the specific core, the study areas, and we have several of those. And that's what this map indicates. And I will just jump right into it. We'll be very brief to touch on what the issue is. First, the new bikeway is marshall. It is between the cuplet so what's happened, a lot of traffic uses marshall. Instead of using northrop, so pretty much negating the benefit of the bikeway. So, we come up with a semi-diverted, that we'll be testing, to push the vehicles to do what they are supposed to do, and what we're planning for, which is to northrop. For nato, the configuration up here calls for three lanes. We have five now, and we have two concepts that could be phased in or along the projects. Basically, let me see. One option, concept a, provides bike lanes. And both directions, and parking on the north side. And parking is very needed to serve this development. It doesn't have room for us offstreet parking. Another concept is to make it more of a boulevard over time with a median and trees. And it could provide parking on both sides. This is what it might look like. We're also improving great access into 9th avenue. For the broadway bridge, it has four lanes north of hoyt, but three lanes is south of that. So, we are recommending that instead of having this, the four lanes, be changed to three-lane configuration and provide a buffer for bicyclists. When you come down the ramp, there is a lot of people coming fast, making a turn, a sharp turn, and I think that this would provide a, a buffer, a safety buffer for cyclists who, who come down with the traffic at high speeds, down the ramp. We have 4,000 riders every day. For hoyt, again, we have three-lane configuration. We are proposing a two-lane configuration to add bike lanes in this district. In this stretch. So basically, the big idea is to go from the bridge, access, the park blocks and down and connect through burnside, and all the way down, downtown into psu, so we are connecting the pearl district in whatever might happen here in the post with, at psu.

Fish: Can I ask you a question?

Leclerc: Yes.

Fish: So the dotted line on eight here, indicates that, that there is no street there now. That at some point, your intention is to put bike lane, so it will come through?

Leclerc: Yes. Basically, here, pnca, the federal building, they develop it, this is now -- the parking lot will be a park and there is going to be a pet bike connection. So basically, bicyclists could use this connection. This is, this will be a street, and it would tie this system as part of the, of this.

Fish: They would like that because it's currently not accessible? You are opening it up.

Leclerc: That's correct. And we have them here. So, moving down, in the north park blocks. Has generous space, we would like to provide this, 36 feet, like to provide buffer, and bike lanes in the buffer area to, to signalize that this is a bike movement, you know, through the park blocks to, to connect both the sides of burnside downtown and the pearl. So, from the 12th avenue, as I

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mentioned, change the, the configuration, a strange, an anomaly in the pearl. And one street that goes, that goes from downtown, oneway, to davis, and then becomes a two-way, which doesn't have a pair, it's, it doesn't have a pair, so, the idea would be to extend the two-way further south. We tried to go to burnside. We could not make it work. But at least one block would get people going southbound, particularly bikes, access to whole foods and to couch, to powell, for example, to big attractions. They are forced to go on 11th, for example, which has streetcar tracks and a lot of traffic. We went through a lot of analysis. You see this block over here? It's very short. And there is a lot of demand for people trying to take a left or a right onto burnside, and a lot of pedestrian activity. And there is not enough storage capacity, and basically, jams up this area of burnside south of here. Burnside takes most of the green time. So it gives very little time for, for 12 to clear traffic. So basically, we could not make it work. Also, you extended the bike the two-way, it was hard to accommodate the bikes south of that. We were putting bicycles onto burnside by default, and that's not a nice place for them to be. We run into issues like that. Perhaps, with the future configuration of burnside, we'll revisit that stretch. At 14th, you could see the car right here going into this area. And just, just using bike lane, which this is disappearing. Disappears all the time, because nobody parks here, and they just beat traffic and come from the freeway and turn right onto, onto everett so, to protect the bicyclists and, and to discourage the illegal movement, we are suggesting a curb extension with enhanced bicycle facilities. And 15th, on 14th. A bicyclist coming from glisan will have a place to rest. When the signal changes they will continue further west. There will be a curb extension to facilitate pedestrian traffic. It gets a lot of right turns through the freeway across I-405 and enhanced bicycle lanes. At Couch we picked up a recommendation from the burnside couch couplet to provide simplifications and enhanced treatments for pedestrians and cyclists. We're working with odot to make this happen. We submitted a grant and we're hoping to get our results this summer, july, and hopefully it was accepted. We have about 35 or 36 projects. We also have transportation plan system changes. In terms of bicycle, the bicycle master plan, we embraced the recommendations for the pearl district and provided implementation tools, projects, how to implement the plan. We're also suggesting removing lovejoy from the bike network -- because it's just full of tracks right now. It's not an easy place to move as a bicyclist. For pedestrians, we want to expand the city walkway, which is the streets that get high priority. At Pettygrove, because of the green street we just approved, 13th, a signature street in the pearl, part of the first thursday festival, and also couch at the end of Broadway. In terms of traffic pretty much we want the tsp to reflect the new nature of the north pearl with the couplet of northrop and lovejoy. 14th & 16th north of glisan is one lane, just serves two neighborhoods, so we think it should have a lower classification and more of a local access in and out of the district. Five in the pearl location identifying the plan, the recommendations to the tsp. Testing semi-diverter at Marshall this summer, hopefully we have good news on the grant with odot, and we will seek funding for the many pedestrian and bicycle projects via multiple funding sources that we have in the city, state, and maybe in the nation. This is the green street. Basically, if you'll recall, we developed three designs for pettigrove as the redevelopment happens. Instead of having the typical street improvements in the pearl streetscape, we would have larger trees and better facilities.

Fish: What's the dotted line?

LeClerc: Oh. This is a private street. We would like to expand the street. When development happens, there's nothing going on here. Pettigrove would terminate at the field.

Adams: Additional questions from council? We also have a couple of invited testifiers.

Grant Morehead, Bureau of Transportation: I'm grant morehead from the bureau of transportation.

Adams: You're an engineer?

Morehead: I'm a planner.

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Adams: Maurico, you're an engineer?

LeClerc: No. I'm a planner. [laughter]

Adams: Commissioner Saltzman?

Saltzman: So there will be traffic signals now at couch at 11th?

LeClerc: Right. The final decision is pending with the traffic engineer and a little bit more analysis, but basically it will be along couch at Broadway, couch at 10th, 11th or 12th. Those are the candidates, I guess. Plus we feel pretty certain about Everett and 13th and Everett and Glisan.

Adams: Some of the tenants, the funding for these signals are coming from tax increment as well. It's local resources or resources of the tax increment district. There's a question on where the line is drawn on the street for one of those intersections.

Saltzman: I just think they need signals. The four-way stop is nice, but it's --

Adams: Pandemonium.

Saltzman: Will all these lights have the flashing yellow for the left turns? Which I think is the standard these days. I know, in the city of Beaverton, I'm starting to see more and more.

LeClerc: It's not an easy thing to do, and we're looking at options. We haven't decided yet.

Adams: The flashing yellow lights can be problematic where you have high pedestrian, because you still have people, the conflict. But they're looking at those every chance they get. The engineer makes those decisions.

Fritz: Does the plan reduce the number of on-street parking spots?

LeClerc: In spots. One or two. One at Glisan and 16th maybe relocates a loading zone at 14th and Everett. And it adds more along Naito. From 9th to 16th, it could potentially double that on the south side.

Fritz: Did you look at removing spots at intersections to increase sight distances so drivers don't have to edge into the intersection to see what's coming?

LeClerc: That's somewhat low on the scale of things. The two-year process, it's something we do normally, and we identify some locations, and we also have maintenance.

Adams: Maurico is very methodical and very precise, but the committee identified some of the worst of the worst flashpoints and recommended removal of parking on some of those areas.

LeClerc: In terms of increasing visibility, we can always do that.

Fritz: I very much appreciate the committee's work and your work on this. The issue I'm raising I think is more of a citywide issue as we become more dense and enjoy our neighborhoods more.

Adams: And you'll recall we did that up and down 21st and 23rd.

LeClerc: The signals also help with that. The cars no longer have to be looking for a gap. They have the right-of-way at some point.

Adams: Ms. Gardner and Ms. Baldwin? Mary, you were on the state committee?

*******:** I was.

Adams: Would you like to come up? Welcome. Thank you for all your work on issues all over the city. You are experts on these and a lot of others, so thank you for your work. Would you like to begin?

Patricia Gardner: I would very much. Honored Mayor and City Council, it's my personal pleasure to be here today on behalf of the Pearl District Neighborhood Association. We strongly support the plan before you. It is a culmination of years and years of work from the neighborhood, the district, and our partners at the city. For the past 10 years, the Pearl District has grown exponentially even in this down economy. In just a year's time, there will be over 600 new workers and 1000 new units of housing, for example. So it continues to grow even now. The purpose of this particular plan is to find a way for the infrastructure of the neighborhood so that it can reflect and augment that growth and help all the various forms of transportation thrive. You may remember that the Pearl District is both a pedestrian district as well as a bicycle district balancing the automobile, the bicycle, and the pedestrian was of primary importance throughout the many, many public meetings. This plan

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reflects that careful balancing. The cycle track on the park blocks, the new cross-section of pettigrove that joins wallace park and the fields park together and cements the idea of pettigrove as a safe route to school, the identification of traffic lights and stop signs throughout the neighborhood to create a safer neighborhood through better intersections, including our long-standing assets 13th and Glisan and 13th and Everett. This will help identify this neighborhood as a bicycle district. The change to 12th avenue to, bring it back into the fabric of the neighborhood and allow for cars and bicycles to link into couch avenue. I was actually surprised today. I wrote here our next collective step will be identifying funding strategies for these improvements. I'm more than pleasantly surprised to hear that there are already. The hardest nut to crack are the traffic lights. They are millions of dollars. I definitely want to thank the mayor for the efforts to find funding for the stoplights. I thought I was going to have to bleed to get them. That's a really pleasant surprise. I can't say this enough. It must be noted that the staff from pbot, maurico, grant, and the engineer, louis, have been exemplary in the project. They have been thoughtful in their approach. Sometimes plans can have subjectivity. There's very little in this plan. They listened to everyone and then tested everything at least twice before any conclusions were made. They were open in their process and extremely professional, which should give you great confidence in this particular plan as well as create great pride in the work. You really need to know how well they did. In conclusion, we urge you to vote for this plan. Thank you very much.

Gwenn Baldwin: Gwen baldwin representing whole foods market. Over the past year, whole foods market has invested over \$2 million in their pearl store to create some exceptional experience for their customers throughout the store. It's been a great success. If you haven't come by, please do. At the same time, our customers deserve an exceptional experience getting to and from our store, a safe one, an easy one, one that works within this great neighborhood that we operate in. And so the circulation plan before you today will do that. It will greatly improve our customers' experience getting to and from the store regardless of whether they bike or walk or drive. I want to underscore patty's appreciation and accolades to the pbot staff. It is challenging, challenging work, but really the product is exceptional. I also want to extend the appreciation that I have to the stakeholder advisory committee members who have dedicated hours and hours, months and months.

Adams: Years and years.

Baldwin: So that other stakeholders don't have to sit in those meetings. So thank you so much for your efforts.

Saltzman: Some carrying more weight than others. [laughter]

Mary Roberts: Hello. Thank you, commissioners and mayor, for all the work you do. I want to say I would not want your job. [chuckling] i'm here today to talk in support of this plan. I would save the plan is a really strong one. It was well researched. There was lots of stakeholder participation. I was one of those. I recommend that you endorse it. Most what I would not talk to you about today is from a business perspective. I was former ceo of rejuvenation incorporated for 10 years and before that the president of hannah anderson. Both of these are founded in Portland, Oregon, and headquartered in Portland, Oregon. From a business perspective, active transportation -- funding active transportation -- is the right thing to do. And it's right from two different perspectives. When I think about the hundreds of employees I had over the years, those that walked, biked, and used transit were healthier. They helped manage healthcare costs. They were able to spend more of their income in our community. They had better attendance. They were more productive. So just from an employer's standpoint, funding a plan like this is the right thing to do. Sort of flipping my head and saying, now, if this was my business, investing in our current infrastructure and leverages that farther by just getting more people to use the very same facilities but making it safer is the very best way to leverage money. So from those two perspectives, I really encourage and i'm very heartened by the funding that we were told about today but to continue finding the funds to really invest in this infrastructure. This isn't just about the pearl. This is a

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gateway to the city to, northwest, across the Broadway bridge to north Portland, so the amount of density in traffic is tremendous. I'm going to leave you with one little observation which I loved from walking up to the Pittock mansion. Our founding father, Henry Pittock, was an enthusiastic cyclist, and he rode his bicycle to the very end of his life. Walking, cycling, and transit is not trendy in Portland. It's who we are. And I just encourage you to continue honoring what heritage.

Adams: Thank you. He rode his bike up that hill? [laughter]

Roberts: I don't think he lived in that house very long.

Adams: That was a strong man. Thank you as well. Welcome.

*******:** Good morning.

Dave Davis: My name is Dave Davis. I'm a business owner, and I live in the Pearl District, and I think this plan is off the charts. I commend everybody for all the work. It's going to improve my business. I guarantee you that. One question I have to talk about the Broadway ramp -- and you made some corrections there, it looks like -- yesterday morning, this morning, Monday morning, I sat along Broadway in my car and watched the volumes of traffic. 4000 commuters a day. I know, being a biker all my life -- and I'm 70, and accidents happen. I've had them. Everybody has. Some more severe than others, but there are accidents waiting to happen on that stretch. You have a lot of commercial parking for delivery vehicles or vans where you can't view into the vehicle to see if the door is going to open and it does. Tuesday it happened, but the guy was alert enough to stop and prevent what could be quite an accident like many of us have suffered. Some of life-threatening, believe me. The door of the van covers the entire lane. There's no room for movement unless you're going to get into the traffic lane. I would suggest you look at that even though it's kind of petty considering all the work you have put into this. I know it's going to change some people's lives, perhaps already has, so I think it's worth taking a look at. I can't commend you enough. It's a great plan.

Saltzman: What's your business?

Davis: Pearl District properties.

Adams: Thank you very much. Jean, nice to see you. How is retirement?

Jeanne Harrison: It's getting better. [laughter]

Leonard: That didn't sound encouraging. I need some inspiration.

Harrison: It's the transition. I'm still transitioning from thinking one way to thinking another way, so that's why I come here once in a while and try out my new role.

Leonard: That's truly depressing.

Harrison: I'm Jean Harrison. Thank you for allowing me to speak. We really appreciated being able to work on this plan with the Pearl and other representatives. It was an opportunity for us to see where we had common ground, and indeed we do. I'm here today to support the plan. One improvement at Couch and I-405 at the ramps, this is indeed a very difficult area to walk. It's a city walkway. Pedestrians use it all the time. It was one of my commute routes when I was working. And you have to be ever alert and vigilant as the cars speed towards the ramps. ODOT has supported these wholeheartedly and is looking at a grant application, and we truly hope the grant application comes through, because I think these are very high priority improvements. The second plug I want to make is for something that is dear to my heart which is the Northwest Flanders Pedestrian Bicycle Overpass. We almost got it once, and our neighborhood still wants it. We really think it's an important piece of infrastructure and hope that it does not get lost or dropped from the SDC list which is where it's sitting right now. We have also developed a proposal for the Pettigrove Green Street in our neighborhood up to Wallace Park. We don't have any vehicle to get that implemented right now, and we really don't want to have you lose track of the fact that the Green Street doesn't stop at 405. It actually is intended to extend all the way to Wallace Park as is described in our neighborhood plan. I encourage you to wholeheartedly support this plan. I think it's very good.

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Michael Hall: Thank you for the opportunity to speak before the council. My name is Michael Hall, and I'm dean of student services at the college of art. You're probably quite aware of the expansion we're going through moving into the 5-11 building and moving into the art house. We are in a very dynamic state right now. Under the leadership of the president, Tom Manley, we have aspirations to double from 600 to 1200 over the next several years. A lot of these students will be young, 17, 18, 19. Many more a year are coming from out of state here to Portland, maybe a little unaware of safety issues and needs. As you know, we had a couple of bicycle tragedies in 2007. We had two of our community members that were killed in bicycle/truck accidents in an 11-day period. So we're very serious about bike safety, bike helmets, bike lights, bike safety. So we're very cognizant of the fact that not only in 2007 but just about every month there's a student walking into our student services office saying they got hit by a car, t-boned a car, fell onto the tracks. Fortunately, knock on wood, there's been no further fatalities, but it's an accident waiting to happen these days the way things are right now. I want to stress my appreciation to Maurico and Grant and Louis for the quality of work that's been done over the years. It's been wonderful. Particularly and specifically in regards to PNCA, the extension of Eighth Avenue, the work we'll see in the North Park blocks, the Broadway ramp. I'm a biker some days, and I got hit by a truck at the corner of Broadway and Hoyt, and I know what a dangerous spot that is and personally know the need. Could have been worse, but it was pretty scary.

Adams: I'm sorry.

Hall: We figure 30 to 35% of our campus community rides on a good day. That's not only students but staff and faculty as well. And a lot of people walk. A lot of people who live in the northwest walk down there. Hoyt Street, thank you to the advisory committee for paying special attention to that as we move into the 5-11 building. I'm thanking you for paying attention to these issues of safety, and ski for your approval of this plan. Thanks.

Fish: Can I also just acknowledge, since our friends from PNC are here, that thanks to the Ford Family Foundation and the work of PNCA, RACC, Parks Bureau members and others, Memory 99 will be temporarily placed in a location to be determined but will perhaps someday be placed in the area before the 5-11 building.

Hall: And we're going to turn it into bike parking. [laughter]

Roman Kultajev: My name is Roman Kultajev. I'm a father of four children, and I live in the Pearl District the past six years. I live in downtown area for about nine years now. About four years ago, my family was featured as the biggest family in the Pearl. I don't think I any longer hold that title and am really happy about it. [laughter] At times I felt like I wasn't only the biggest family in the Pearl but we were the only family in the Pearl, especially during the winter months. But we made a commitment to the Pearl. I'm glad that the city is trying to hold up to that commitment. Added a fourth child, and that just shows that I am also holding this commitment. [laughter]

Leonard: It shows what? I was dying to hear the last words.

Saltzman: You're trying to regain your number 1 status as the largest family?

Fish: In fairness, I bet he's still living in the original studio he purchased.

Kultajev: At times I would question if this kind of thing has any benefit to it. As a family that lives active lifestyle with bicycles, we walk around -- we don't have a TV at home, and that means we have to --

Leonard: I think you should get a TV. [laughter]

Kultajev: And we do use the developed backyard, and the kids love it. Maybe because American cities are not built well to facilitate a similar lifestyle because of the blocks -- any of you that have walked with children just down the street, crossing the blocks is always an act of having to remind the children we have to stop playing. We're now crossing. Let's focus. And working on the advisory committee was great, because I really appreciate the work that Maurico and his team did for this committee. It was great, because we could make some improvements that would definitely

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help families. I do want to highlight to the city council that there are certain things in the city that, as a person who lived in Europe and was born in Europe, it's difficult to understand how city can balance the income that the city gets from parking lots, parking spots on the street versus visibility of the intersection. As a family who bicycles and crosses streets all the time, I can tell you that this is a risk that my family takes every time and many other families do. If you just stick around long enough in the intersection to see what's happening, especially on 14th in a building where there are 100 kids right now, you can see that this is just not safe. It's not safe. Limited parking on the blocks would be definitely an improvement.

Adams: Thank you for your work on this and for making sure that it has the family-friendly perspective. Appreciate it. I say keep growing your family. [laughter]

Rebecca Hamilton: Good morning, Mayor Adams and members of Portland city council. My name is Rebecca Hamilton, and I'm an appointed member of the advisory committee for the city of Portland. I've had the pleasure of serving on the SAC for this plan for the past several months alongside a group of incredibly dedicated and passionate citizens. I would like to join in congratulating and thanking Mauricio and his staff for being very considerate and paying attention to the requests of a very demanding group of people. I urge you to adopt the Pearl District Access and Circulation Plan today. This has become one of the most pedestrian-intensive areas of our city, and the infrastructure has not kept pace with this transition. It is my opinion that this addresses the most pressing of safety concerns for pedestrians, and I would ask for special attention to be given to the connections on the outskirts of the district, specifically the connection at 15th and Couch leading into the Northwest District. We're very happy to have worked with ODOT on what we feel are very good solutions to problems with visibility and sight lines for that area. In particular, we'd really like to thank the city for funds that have become available from the crossing at Broadway and Couch. This is a critical intersection. It is terrible to cross right now, and we look forward to a great improvement here. I'd urge you to adopt the plan, and thank you so much for your time.

Adams: Thanks for your service.

Reza Farhood: Hello. Thank you for giving me the opportunity to speak today. I'm an active transportation advocate and also a Pearl resident. I'm here today to urge you to adopt the plan. Overall, I think it is a good one. It advances multimodal access and mobility, prioritizes safety for all modes, and puts more signals on streets like Everett and Glisan and Broadway. I believe the planning needs to go further. I'm a daily cyclist. As someone who believes the safest place to be in the street in the middle of the lane acting as a vehicle, I think that more education is needed to remind drivers that bicyclists are permitted to use a full lane. I've been the victim of several aggressive acts from motorists, whether it's honking, whether it's following too close or other things like that, so I feel like -- and this is not just in the Pearl. It's in the entire city. But I feel like a more liberal application of share the road signs, diverters on bikeways to prevent cut-through car traffic to keep cars from going through the neighborhoods and also signals that are at times 12 miles per hour downtown would greatly help reduce the disparity in speeds between the vehicles and cyclists. I have some more target improvements that I think should be considered as well. I believe there's a better northbound bicycle access on Broadway toward the Broadway Bridge. Right now there is no bike lane on Broadway. It's one lane northbound, and there's no bike lane on Broadway, and so I would suggest placing a bike lane and timing it to 12 miles per hour just like they are in the rest of downtown. I have a desire to see Couch Street as a low-stress bike/pedestrian route. I have concerns about the I-405 ramp coming from Burnside and 14th on its way to 405. Traffic on that ramp basically has uncontrolled intersection. I feel like it creates a danger to those going west, so I feel more should be done there. On 12th Avenue south of Burnside and even south to Stark, if it can't be two-way for cars, consider putting a contraflow bicycle lane so bicyclists can connect from the Pearl to the Stark buffered bike lane. Thank you.

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Adams: Unless there's additional council discussion, Karla, please call the vote on the resolution to accept the plan.

Fish: First, because we're all likely to be contacted by fact checkers and local newspapers, I do actually recall the mayor saying in 2004 he wanted transportation, and I may have had a front-row seat. [laughter]

Adams: Thank you, commissioner. Thank you.

Fish: We got some e-mails from folks that were volunteers at bud clark commons that were getting parking tickets because they were parking out front, going in to deliver or pick up stuff. They were getting tickets. I think it took pbot about 48 hours to fix the problem and ended up just creating an area where you could get temporary free parking in front of the building, and so we really appreciate the quick turnaround and the common sense approach, so thank you. I want to begin by just complimenting maurico. He does a wonderful job. Everyone else has said that, so i'm just piling on. Congratulations to you and your team for a very thoughtful process. I want to agree with patty gardner on the green street linking wallace park and the fields, which is going to be tremendous. Hopefully soon she will help us come up with a name of the fields.

*******:** I like that.

Fish: It was a place holder name, and maybe it's become something more, but we'll skip the process on this and offer a friendly amendment, mayor. We'll just get this done. [laughter]

Leonard: I like the nick Fish commons.

Fish: actually, our rules require you be dead for three years at least. I'm not asking to initiate that, thank you.

Leonard: We'll suspend the rules. I know people. [laughter]

Fish: I spend a lot of time in that area with my 8-year-old kid, because a couple of his favorite parks are in the pearl. In fact he broke his nose at one of them. [chuckling] so speaking as a parent of a young kid, these are tremendous changes. It is difficult to navigate, and perhaps someday, if we crack the nut at the post office, we'll also take some of those heavy rakes out which really are not compatible with what we're building there. I want to thank -- also I just wanted to acknowledge that the reason I asked the question about the north park blocks is the parking lot at the northern end is city property and will become our newest park someday to the west of pnca, and it's going to be an enormous opportunity. I love the idea that there will be pedestrian/bicycling on eighth. As soon as the federal government relocates the current user of that building and pnca moves forward, we'll have a chance to do a place holder park with some kind of plain surface, and then we'll do a design process. We're very excited about this, and this seems to very sensibly complete the plan. Thank you for a job well done. Mayor, thank you for your leadership on this. Eight years later, any regrets on taking transportation?

Adams: None whatsoever.

Fish: You could have taken an easy bureau like water or something. [laughter] i'm pleased to support this fine work. Aye.

Saltzman: This is a great piece of work. Mauricio, I've always wondered why there's not a southwest eighth downtown. I'm sure you know the answer. You can e-mail it to me. This is a great piece of work. The pearl district, I think as we all know, was mainly railroad yards, and there's been a lot of good development since. It's really become not only a solid anchor for people who live and work downtown but also increasingly I was part of the effort to help make this more of a family-friendly environment in the pearl, and I appreciate your testimony, because I think that underscores that it is becoming more and more family-friendly all the time. This plan unsnarls a lot of issues, taking railyards and converting it into a vibrant sector of our city and county. I think this plan is a good solid step towards helping us catch up and make it more balanced with bicycle and pedestrian needs these days as well as vehicular needs. I think it's a great plan. I look forward to those traffic lights and hopefully, where appropriate, left-turn yellows. Aye.

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Leonard: This is a good plan, and I appreciate the focus sam has brought to this since 2005 and the work of the community, particularly patty gardner. It's a pleasure to see this come to fruition. Aye.

Fritz: Well, my number 1 request when I was running four years ago was to be in charge of neighborhood involvement, and I continue to relish that role, 'cause you're not in charge of neighborhood volunteers. You serve neighborhood volunteers. Thank you all for your service in this project. Citizen input gives so much value to everything we do, and I appreciate the staff at transportation who have involved you in this project. Very, very happy to see these changes being brought forward. There are some very scary parts of the city to walk, to bike, and to drive vehicles. This is definitely one of them. We need to share the road for all modes, respect the sidewalks for all modes, and make sure where there are structural things that can be done to make that happen, more consistently that we invest in those opportunities. I was at our southeast foster road yesterday evening and saw some of the improvements there and some of the improvements that continue to be needed. There are challenges in all of our neighborhoods for transportation. This is certainly an urgent one, and I appreciate the work that everybody has done and mayor Adams for bringing it forward. Aye.

Adams: Maurico, eric, grant, louis, the technical advisory committee and whole host of people you can see on page I of the plan, thank you for your great work. Thanks again to the stakeholder advisory committee. And i'd like to thank kathryn ciarlo who heads up the work on transportation in the mayor's office. Very, very difficult task, and I appreciate all the work that you do out of my office working with the whole host of bureaus and the community. Thank you very much. I also want to thank the Portland development commission who's helping to provide funding to get this done, and actually the construction of some of the signals will begin within weeks. So i'm very pleased to be able to get that done. If you've ever -- if you've never been to parts of this district to sort of see as we sort of describe the near misses and the crashes, i'm really happy with what we've got done here, so thank you very much. Appreciate it. Aye. Thank you. You can stay there if you want. You look great there. [laughter] all right. Regular agenda. Karla, please read 690 and 691 and i'll recognize commissioner Saltzman for a small agenda item.

Items 690 and 691.

Adams: I'm going to ask that council put emergencies on these so that we can both amend them and as them today.

Saltzman: So moved.

Fritz: Seconded.

Adams: So moved and seconded. Please call the vote.

Fish: Aye.

Saltzman: This is for the emergency?

Adams: To apply the emergency.

Saltzman: Aye. **Leonard:** Aye. **Fritz:** Aye.

Adams: Aye. Commissioner Saltzman?

Saltzman: To the amendment that I offered somewhat on the fly last week, I failed to also add language that says that the signage in the farmer's markets must also include the phone number of the market manager if there's questions. I would ask to add to the amendment language that also includes a phone number for the market manager.

Adams: It's been moved and seconded. Council discussion. Have you been updated, commissioner Fish, on what transpired after your excused absence? Please call the vote on the motion to amend.

Fish: Aye. **Saltzman:** Aye. **Leonard:** Aye. **Fritz:** Aye.

Adams: Aye. Hi.

*******:** Hi.

Adams: Are you here as a resource?

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Jessica Richmond, Bureau of Planning and Sustainability: Yes. Jessica richmond, bureau of planning and sustainability. Steve cohen, one of my colleagues, talked to a number of the farmer's market folks. While some of them have no problem with posting the phone number, a number of them don't have telephones for the market. It's their personal phone, the smaller ones and like, and they would prefer not to be required to post it.

Adams: Thank you for that input. I'm prepared to vote. Can you call the vote on the amendment?

Leonard: We just did that.

Fish: I was it our legislative intent that the purpose of the phone number is to put a business phone number if one exists? Is that our legislative intent? Add add my legislative intent -- i've become convinced in the split-second relatively -- i've become convinced this is important. As the farmer's markets continue to grow, I think the legislative intent is there is a contact phone number. You don't care what it is?

Saltzman: No. Just a phone number.

Adams: If they're the organizing manager of providing food, they need to be available.

Fish: Just so we're clear, if there's no business number or personal number, then i'm perfectly comfortable with commissioner Saltzman's cellphone number being used.

Leonard: Seconded.

Adams: I mean, I think they have to have a phone contact number for people that have inquiries or concerns.

Richman: Can I just clarify then for the code language will read the market managers must retain organic certification, informs on-site, and must post a sign that reads, questions about organic certification, please see market manager or call.

Saltzman: I've got the language right here. You're close enough. I don't want to belabor this point anymore.

Richman: It's just that legally we need the exact language.

Fritz: I think the point is that there should be somebody on-site for emergencies or any kinds of questions, not just for this. How would the general public know who that was?

Richman: There's always an information booth for the markets.

Adams: Thank you for the input. I'm not surprised that's the answer. We're now voting on the amended emergency item 690.

Moore-Love: Did we get the language for the emergency?

Adams: The reason for the emergency is that we have --

Leonard: Health and welfare of the citizens of Portland.

Adams: That we protect and enhance the welfare of the citizens of Portland and that this has been well vetted.

Richman: One last request for the purpose of implementation. Emergency ordinances typically go into effect immediately.

Adams: Yes, they do.

Richman: But council can choose to have the effective date delayed for two to four weeks. That would allow us time to prepare the code update pages and train the staff who will be implementing the new regulations. That's usually a request we get from the bureau of development services.

Adams: That's our legislative intent. Fine. That's at the discretion of your commissioner in charge. I appreciate your input, but we want them to begin enforcing this as soon as practically possible. This is not the first code language we've done by emergency ordinance. You all have managed to figure this out in the past, and i'm sure you can figure it out now.

Richman: Then it will take effect immediately.

Fritz: Our intent is not that the posting has to happen at a market tomorrow.

Adams: Our intent is that it be done as soon as it reasonably can, and that is always the case with emergency ordinances. The effect is -- but we expect, for example, any sort of enforcement to be

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done within a matter of weeks, not months. We voted on 690. Right? Please call the vote on item 690, which is now an emergency?

Fish: First, mayor Adams, thanks for taking the lead on this big question of food production and access to healthy and affordable food, and this is really a model set of code changes which are going to help facilitate something that you and I care very deeply about, which is the ability for people to grow healthy, affordable food and for this movement to remove barriers for the further growth of this movement. I'd like to just thank Julia and Steve in particular at the Bureau of Planning and Sustainability for their work, Amy Gull Roy, who does great work on this and many other things, and the Portland Multnomah Food Policy Council, the folks who served on the code advisory group, and two people from our team, Hannah and Leslie. We recently opened Garden Number 44. We would not have gotten to Garden 44 if we had not done Garden 1, and there would have been no Garden 1 without Leslie. We're coming back to Council this fall to celebrate the completion of the thousand garden goal that you gave us. In the last two weeks, we opened markets at Grant Park and at Benedict and are working on a new market opportunity in the Cully neighborhood and doing some after-school programs on healthy food. So this movement is powering forward, and this excellent work that you've brought before us sets the framework for bringing even more people to the table and to expand the opportunities for growth and distribution of healthy food. I'm very pleased to lend my support on this and to thank you and the team for their good work. Aye.

Saltzman: Well, it's always been since I think I've been on Council one of the questions we've always been interested in. What more can the city do to promote supporting local farmers, agriculture within the city of Portland itself where appropriate through community gardens and things like that but also particularly farmer's markets who do support the local farmers who are outside the urban growth area. I think this code here -- and I want to commend the Mayor and the Planning and Sustainability Commission and the Food Council and the County. I think this code really reflects exactly what we've been looking for in its ability to support the sustainability not only of local farmers but are more balanced eating, more balanced diets, and the opportunity for our citizens to grow their own where appropriate. This code pays the way for more of this. I'm pleased to support it. Aye.

Leonard: Very good work, Sam. Aye.

Fritz: I greatly appreciate the partnership between Planning and Sustainability, Parks, other government agencies, community organizations, and individuals led by Mayor Adams to bring us this program. I do have a concern over the hours of operation of market gardens in residential neighborhoods, that the correct plan has both sales and machinery operation allowed between 7:00 a.m. and 9:00 p.m. Seven days a week. So I will be asking the Council to act quickly if problems arise in residential areas because of these hours. I'm willing to give it a try and hope that people will be good neighbors. I will also work with the County Health folks who came to testify last week regarding some information on the city's website about suitable land for growing vegetables for human consumption. Some common things like not planting your telegraph produce. We want to make sure these really are healthy foods and not inadvertently causing some of those problems that I think can also be overturned over time. I very much appreciate everybody's work on this. Aye.

Adams: Thanks to everyone else has mentioned, underscore the thanks to the staff and also to Lisa Libby, Raihana, and John that on my Planning and Sustainability team that worked with all the Bureaus and the Food Policy Council to make this happen. We've removed barriers to buying and selling food, and we make it easier for the sales in every part of the city. This work stands on the shoulders of the diggable Portland that Commissioner Saltzman worked on five years ago, six years ago and also on the shoulders of Commissioner Nick Fish who has taken up the community garden as a passion never seen before. I cannot believe we're getting as close to the goal as we are. That close. Aye. So approved. I move adding the -- can we vote on item 691?

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Fish: Aye. **Saltzman:** Aye. **Leonard:** Aye.

Fritz: This is a plan to have a set of goals that would discuss pros and cons for neighbors with regard to the hours of operation as part of the two-year review. I also want to remind folks that the council funded resolutions west northwest to provide neighborhood mediation so that, if there are conflicts as this new program gets going to call 823-4000, and we can have volunteers help with resolving those at the neighborhood level. Aye.

Adams: Aye. So approved. Please read item 692.

Item 692.

Adams: So I put this on the regular agenda just because there often is a desire for public comment. This is incredibly straightforward and provides for the increased safety of our sworn personnel in the police bureau. Does anybody wish to testify on this matter?

Moore-Love: We have one person, Mary Eng.

Mary Eng: Regarding this, I don't argue against the providing of bullet-proof vests for our security, but I think once again we're in a failure with Portland police management in dealing with band-aid approaches to poverty and chronic homelessness as well as the drug problems which beset our city.

Adams: I need you to stick to the content of this agenda item.

Eng: The u.s. Department of justice.

Adams: Bullet proof vest applications.

Eng: The u.s. Department of justice, nonlethal weapons program, was hacked this January, and I'm wondering if, with your approval for what they want, there will be more increasing approval of punitive attacks on activist communities as well as authorization for experimental technologies that are currently being worked on with the federal government. So while I don't dissuade you from providing this basic level of security, I ask you to take more seriously issues of gun violence, drug trafficking, human trafficking, drug trafficking in this city and don't merely go for this approach and continue to look at the homelessness and the joblessness and the lack of living wage.

Adams: Again, I need you to stick to the agenda item. Thank you. Please call the vote.

Fish: Aye. **Saltzman:** Aye. **Leonard:** Aye.

Fritz: I was not aware in the ordinance it says that the Portland police bureau has a written mandatory wear policy. That's really sad that our officers are in such danger as we've seen from around the country from unprovoked attacks resulting in tragedies, so I'm certainly very supportive of this ordinance, and I wanted to share that with our citizens who may have been wondering why our officers are wearing the vests routinely. Aye.

Adams: Aye. Please read item 693.

Item 693.

Adams: This is actually the first IGA regarding what we call as the CATC. We were operating on an MOU. Does anyone have any questions or anyone wish to testify on this matter? Please call the vote.

Fish: Aye. **Saltzman:** Aye. **Leonard:** Aye.

Fritz: This is providing essential components that had been missing in the mental healthcare system, and that gives more options to our police officers and provides care at a lower cost than hospitalization for those needing appropriate care. I appreciate the way the mayor has worked with the county on funding this, and I'm very glad it's in operation. Aye.

Adams: Aye. Please read the title and call the vote for item number 679.

Moore-Love: We're skipping ahead?

Adams: I'm sorry. Read that one. [laughter] can you also read 695, which is related?

Items 694 and 695.

This implements what is contained in the approved budget and, if adopted, we would have the implementing from one fiscal year to the next, the implementing agreement in place. Any questions from council? Does anyone wish to testify on these matters? Please call the vote starting with 694.

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Fish: Aye. **Saltzman:** Aye. **Leonard:** Aye. **Fritz:** Aye.

Adams: Aye. Please read or please call the vote on 695.

Fish: Aye. **Saltzman:** Aye. **Leonard:** Aye. **Fritz:** Aye.

Adams: Aye. Can you please read the title for items and call the vote for item 696?

Item 696.

Fish: Aye. **Saltzman:** Aye. **Leonard:** Aye. **Fritz:** Aye.

Adams: Aye. Can you please read the title and call the vote for item 697?

Item 697.

Fish: Aye. **Saltzman:** Aye. **Leonard:** Aye.

Fritz: This is a routine financing mechanism to do projects in the water bureau. Aye.

Adams: Aye. Approved. We're in recess until 2:00 p.m. tomorrow.

At 12:03 p.m. Council adjourned.

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Closed Caption File of Portland City Council Meeting

This file was produced through the closed captioning process for the televised City Council broadcast and should not be considered a verbatim transcript.

Key: ***** means unidentified speaker.

JUNE 14, 2012 2:00 PM

Adams: Today is thursday. Good afternoon today is thursday, june 14th, 2012. It's 2:00 p.m., the city council will come to order. Karla, please call the roll. [roll call]

Adams: A quorum is present. We shall proceed. Please read the title for resolution time certain item number 698.

Item 698.

Adams: If I could have staff come up. That would be helpful. What are we looking at here?

Keith Witcosky, Portland Development Commission: What this item is, keith, deputy director Portland development commission.

Andy Reed, Portland Development Commission: Andy reed, Portland development commission, project manager.

Witcosky: What this item is, is the Portland development commission and the city of Portland have an opportunity to apply for an enterprise zone designation from the state of Oregon. These are designations that were recently made available by the legislature in 2012, and there about 60 of these designations statewide. In terms of process, the application is due tomorrow. We received approval from the port yesterday, we received approval from our board to bring it to city council yesterday. We have short, six, seven slide power point we'd like to Take you through. Which I think requires you changing your location of seating. So what this power point is going to do is essentially run you through the program, discuss some of the benefits we have seen from an existing zone that is in north and northeast Portland, and we'll also show you the boundaries of the application for this new enterprise zone in east Portland. So just as an overview, the way the enterprise zone program works, is it's primarily a tool that the state provides to encourage industrial and manufacturing expansion by private corporations. And in exchange for new construction and new facilities which will be -- which will lead to more jobs, they receive a five-year abatement on property taxes for that new investment. And then in your sixth, all of the property goes back on the tax rolls. So in the first slide, I want to show you the map of the area that we're proposing that the state application, and you'll see it's predominantly in east Portland. If you look to the left of the slide there's specks in red, and that's the central east side. There's about 11 acres. Unlike urban renewal, this -- it does haven't to be contiguous. So it's only the areas in red that would be this zone. As I mentioned before, if you look to the upper part of the slide to the left, the north-northeast area, that already has a zone. This zone also -- this is what it looks like when you overlay it upon our urban renewal areas. And there's 10 urban renewal areas that overlap with this. It includes airport way, lents, gateway, the central eastside, as well as our six neighborhood prosperity initiative districts. We see this as a really good tool to match up with urban renewal to encourage investment. Particularly in some of the areas like lents and gateway, which haven't seen a lot of industrial investment and just because of what we have achieved with this tool in north-northeast, we think it could do a lot of great things to this area of the city. So with this slide, this is some of the highlights from the existing zone from 2011-12, where we've leveraged investments in terms if there's three firms applied, there's five applications pending. You see the number of jobs projected from it as well as the amount of private investment. The benefits that accrue to the community are that requirements for family wage jobs, job training requirements, local procurement, another way of saying that is you have to use local supply chains for the investments you're making, for

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equipment, etc. And there's also a funding component that this provides to a number of our goals and our strategic plan that we can reinvest in east Portland. The last piece talks about direct community investment, and one thing about the program, in addition to the requirements in the middle of that slide is that companies have to pay 15% of the value of their abatement for each year.

Each of the five years. So you're if you're a company and you're a -- your property tax abatement is \$1 million you have to put \$150,000 into the community contributions fund and 60% goes to work systems inc. to facilitate work training and 40% comes to pdc where we use it for a business development fund that's been a lot of success in terms of being able to invest in job creating opportunities, job training, a number of things for north-northeast and we'll be doing the same thing for this east Portland enterprise zone. This slide is basically showing the amount of activity that's occurred in the existing zone since 1995. With each one of the spikes, that's where basically the investment, the application is agreed to. So the 287 million for five companies on the far left side, that 287 is spent over a five-year period of time. If you look to the far right, the 417 million, about 350 million of that is due to the recruiting solo power, successfully recruiting it to Portland which the mayor had a large part in, and that investment will occur over a five-year period of time as well.

Here is just another way of looking at the enterprise zone community benefits. This is a snapshot from 2009-2010. You can see the number of companies, the amount of companies, the ftes they've hired, it's -- the wages and benefits of almost \$30 an hour. It's something that we see very beneficial from this program. And the last column on the right is where we talked about local procurement. That's money that's going back into the communities and back into -- small businesses that have partnerships with these larger firms that are doing the expansion. This last slide, I talked about the work force training, and the training that occurs from that 60% of the community contributions fund, is meant to specifically train people in the community to give them opportunities and boost their skills to be able to be -- have opportunities to work for these companies. So whether it's ups, solar power, the banfield pet hospital, these are all companies that have used the existing program, they're there's specific training modules put in place so the community can have a chance to get those jobs. And the solo power job fair which occurred this calendar year had over 600 people come and attend. At the top I talked about the steps for the application approval. Just in terms of additional public participation, we had a meeting with the taxing jurisdictions on June 6th. This map was created in partnership with chair Cogan's Office in Multnomah county. We had Portland public schools and some other folks at the meeting and they were very positive about what this program can do. On June 7th we held an open house out in east Portland. And we had probably 25 people from the community show up. A number of folks were from our urban renewal areas, whether it was the npis or gateway, and they were really excited that using this tool in conjunction with urban renewal, that we could probably lead to some investments that we would not be able to have happen yet. Again, the action today will allow us to submit the application tomorrow to the state. So that was our overview.

Fish: I have a question. Can you just describe for us, it's called the east Portland entertainment zone, you've also identified some central east side properties that would be impacted. Tell us the relationship between central east side and the overall program and how those -- how those sites are impacted.

Witcosky: Sure. I'll start it, and if I miss anything, feel free to jump in. When we looked that the we tried to minimize the amount of property in the central city. And there's an additional component to this application called e-commerce which is you combine your property tax abatement with an income tax credit, you might recall that we expanded airport way last year To help retrack take advantage of the program. The way it works, if you do more than half of your business-to-business transactions electronically, you can take advantage of the income tax credit piece, and as we work with the mayor's office on our strategies to make the central east side an entrepreneurial district, we try to be very, very selective about if there are opportunities to be able to attract digital media, software companies, those types of firms, as well as others into the central

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eastside because of this program, we should try to take advantage of it. And we've actually had somebody testifying today from cascade energy who is looking at convention plaza and would very likely take advantage of the e-commerce program if it's in place. But we tried to be very discrete and tried to do our best to keep it focused on east Portland.

Adams: Instead of -- this is in consultation with me and my office, instead of sort of old school, blanket an entire neighborhood, really trying to be on those sites where we think, for example, e-commerce could go limit it to those sites. That's why you see in that part some sprinkles as opposed to an entire swath of green.

Fish: The second question, if I could, would you just remind us again of the interplay between an enterprise zone and an urban renewal district in terms of the increment?

Witcosky: Sure.

Fish: How it architects the projections you've made? Your five-year projections within, say, lents?

Witcosky: Sure. I'll start out with the second question first. We worked with our finance staff and found this action actually will not affect our budget and forecast in terms of our five-year plan, because the size and scale of these investments are things that we don't forecast. We're very conservative about trying to estimate how much of an increase in assessed value is going to occur, and based on historic trends, and a lot of the use of this program, there's a significant but-for here. I'll get it down to real levels here. In the central eastside, if they were to look at their 2012-13 budget and their forecast, they're not going to have any less money because of this tool being in place. The way this program would work in relation to urban renewal is that let's say gateway sees an \$85 million investment because this program is in place and the company wants to take advantage of it. The -- typically the growth in property taxes, let's say that 85 million means there would be an additional -- a million dollars a year in property taxes that would have come to pdc for investment in gateway. Instead of that occurring, that amount would be abated for five years, and then it would return in year six.

Fish: The key point I guess, what you said is that the but-for, that you're already projecting the growth in increment with the existing, and this -- these are investments which would not typically be made but for this inducement?

Witcosky: Correct.

Fish: Like tax abatements.

Reed: Yes. So we spoke with an executive from solo power two days ago --

Adams: We've got speak in in your language, is that what you're saying?

Reed: They were in town, and I asked the question, so would you have come if there wasn't the e-zone? And he bluntly said no. The e-zone along with the other incentives and the cost savings by locating in Oregon versus california really made this deal happen. \$300 million investment, because of the e-zone wouldn't have been here in the first place.

Fritz: Yea, Oregon is more small business friendly than california.

Fish: That's a helpful explanation. Thank you.

Adams: Any council discussion? Let's take folks who signed up to testify.

Moore: Two people. Dan brown and jackie putnam.

Adams: Welcome.

Dan Brown: I'm dan brown, vice-president of cascade energy and one of the five key partners. I'm going to give you a brief explanation of who cascade energy is, and why this e-commerce -- specifically i-zone and e-commerce overlay zone would motivate us to keep investing in Portland. Cascade was founded in '93 in Portland, we do industrial energy efficiency work. We've grown to about 82 people, total here in Portland we have 54. We also have offices in Washington and in utah. We employ energy engineers, energy managers, and support staff. And along with a small but growing software team. And generally our work force is highly educated, highly paid, and very

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loyal. I noted the average wage and benefit, ours is about double that. So very good jobs. We've been profitable every year. So we serve corporate energy -- corporate customers like cisco foods, kroger foods, industrial companies that have multiple sites across the nation. We help them pull their energy consumption down. We work with utility programs like specifically we run the bonnevillie power administration industrial energy efficiency program, puget sound energy, those kinds of organizations to help them run energy efficiency programs. And we do energy project engineering. We are in final negotiations on a lease for convention plaza to accommodate our growth. We've grown a lot. In 2008 we had 24 people, so through the great recession we've grown from 24 to 84. We're in a growing market, 21% average growth is projected for the next 10 years and industrial energy efficiency service and software. So we're in a good place. We currently have two locations on mlk, because of our growth. One of them is vanport the other is heritage. Two pdc supported projects. We've just outgrown those locations and we want to be back together again. Have a growth path in a much larger facility. So our tenant improvement work is expected to start in march of 2013. So we -- when we were evaluating locations before settling on convention plaza, we considered downtown vancouver as well, because we have a lot of vancouver, Washington, residents that commute across the bridge every day. In the next five years we project conservatively to have between 45 and 90 additional employees. So the upper end, comfortably doubling in five years, given the markets we're in and our past growth. Here in Portland we could have 30-60 of those jobs, and it depends on the specifically the e-commerce state tax credit would greatly motivate us to locate more jobs here in Portland. We have some -- both in-state and out of state stockholders that pay significant Oregon income tax, because we're an s corp and the income flows through and they'd love to have that abated to encourage us to locate more of our total work force here. And we're retaining 54 employees. So just a rough projection of investments that would fall under the e-commerce overlay. It's about 1.6 million in tenant improvement and 20 million in Software and related services over five years. So for a total of 21.5 million. Bottom line, this is a critical factor in where we choose to put our people, specifically where we choose to grow the software arm of our business, which is we're making a major investment in and is growing very fast. So we would love to put them here in Portland. Essentially that's it. Thanks.

Adams: Thank you. Congratulations on all your success. We look forward to have you you as a tenant in the plaza.

Brown: Thanks, sam.

Adams: Hi.

Jackie Putnam: Jackie putnam, one of the cochairs for the gateway urban renewal area. The importance much this e-commerce assist an investment in the overall economic health of a region is obvious, especially on the east side. The gateway ura has been in existence for over 10 years. We've had a little progress, not much, we've had the lack of tax increment and that's usually what we would use to entice businesses to the area. And we think an e-zone could make a huge difference to attract private investments. The timing of this opportunity is perfect. The recovery seems to be turning around -- the downturn seems to be turning around, and the availability of this enterprise package might be what the east side Portland and the uras really need, like a mini-stimulus package. We've been looking for jobs, we're looking for businesses that want easy access, we're looking for public and private partnership in education and research firms that support job growth in the region and we're looking for growth tools with the enterprise zone, maybe might bring to the area. And the creation might be the carrot we really need to entice and wheel and deal to make something happen. I have spoken with the other cochair and three of the pac members, because we haven't been meeting during the summer and spring, and they're very excited about this potential. So I would say that the gateway pac strongly endorses and supports the enterprise zone prospect. Thank you.

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Adams: Thanks for your continuing work on gateway. All right. Unless there's additional council discussion, Karla, please call the vote on resolution item number 698.

Fish: I appreciate the briefings we got earlier on this. This seems like an outstanding tool to generate good family wage jobs in our community, and particularly appreciate the focus on east Portland. And creating more opportunity there. Recently was a series on housing "the Oregonian," and someone asked what would be the most effective housing strategy in our city. And I said the most effective housing strategy would be to boost the incomes of people who live in the city. We can't build our way out of a housing crisis, but if we lift everyone's boat we can give people more purchasing power to choose where they live and make other decisions and create self-sufficiency. Jump-starting the local economy is our job number one. This tool seems very promising, and thanks to pdc and the mayor for bringing this forward. Aye.

Leonard: Thank you. Aye.

Fritz: I think this enterprise zones are an excellent tool for helping businesses thrive and providing good jobs with benefits to their employees. They're a great economic development tool which encourages business growth and also revitalizes industrial areas. When I was a community organizer and spent a lot of time on my blog trying to pick holes in city government actions, I did an in-depth research on the enterprise zones and the report that came forward, and came to the conclusion back then that this is a tool that has benefits for everyone. It's really I think our best avenues for encouraging growth without cutting specialty deals for particular companies. It's available to everyone. That was why the mayor was able to attract solo power within weeks. Because we had it ready to go. If you look -- we've done two studies to look at, whether we get the benefits from the enterprise zones that are promised, and in fact we do. It's an ongoing investment to make shut companies are providing the benefits so there's a lot of checks and balances. I'm very enthusiastic, very glad that we're focusing on the east side. I share the concern that gateway hasn't yet taken off and I share the hope that this will be the tool that will make a huge difference as we start recovering. Thank you to the mayor, to pdc and the community who have been enthusiastically embracing this concept. Aye.

Adams: Thanks to the great team at the Portland development commission that worked on this. Thanks as well to the citizens that advised us, and for the two folks that testified during the middle of your business day. Appreciate it. Aye. [gavel pounded] so approved. And we're adjourned.

At 2:26 p.m., Council adjourned.