



CITY OF
PORTLAND, OREGON

**OFFICIAL
MINUTES**

A REGULAR MEETING OF THE COUNCIL OF THE CITY OF PORTLAND, OREGON WAS HELD THIS **18TH DAY OF MARCH, 2015** AT 9:30 A.M.

THOSE PRESENT WERE: Mayor Hales, Presiding; Commissioners Fish, Fritz, Novick and Saltzman, 5.

OFFICERS IN ATTENDANCE: Susan Parsons, Acting Clerk of the Council; Ellen Osoinach Deputy City Attorney; and Jim Wood, Sergeant at Arms.

Item No. 281 was pulled for discussion and on a Y-5 roll call, the balance of the Consent Agenda was adopted.

		Disposition:
COMMUNICATIONS		
274	Request of Natalia Chavelle to address Council regarding Right2Survive, houseless issues (Communication)	PLACED ON FILE
275	Request of Erin James to address Council regarding homeless/houseless issues (Communication)	PLACED ON FILE
276	Request of Amber Dunks to address Council regarding houseless issues (Communication)	PLACED ON FILE
277	Request of Charles Johnson to address Council regarding #DontShootPDX, Portland Police, #BlackLivesMatter, #WomensHistoryMonth and NAACP1120 (Communication)	PLACED ON FILE
278	Request of Joyce Montgomery to address Council regarding Pleasant Valley V overlay (Communication)	PLACED ON FILE
TIMES CERTAIN		
279	TIME CERTAIN: 9:30 AM – Accept Office of Equity and Human Rights 2014 Annual Report (Report introduced by Mayor Hales) 1 hour requested Motion to accept report: Moved by Fish and seconded by Fritz. (Y-5)	ACCEPTED

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<p>280</p>	<p>TIME CERTAIN: 10:30 AM – Public hearing to consider a new taxi company permit for EcoCab Portland, LLC (Report introduced by Commissioner Novick) 30 minutes requested</p> <p>Motion to accept amendment to report to correct paragraph 2 Board vote record: Moved by Novick and seconded by Fish. (Y-5)</p> <p>Motion to approve permit application with condition: Moved by Fish and seconded by Fritz. (Y-5)</p>	<p>PERMIT APPLICATION APPROVED WITH CONDITION</p>
<p>281</p>	<p>CONSENT AGENDA – NO DISCUSSION</p> <p>Reappoint Claire Carder, Phil Damiano, David Humber, Maryhelen Kincaid and Dana Krawczuk and appoint Jennifer Marsicek to the Development Review Advisory Committee for 3-year terms (Report introduced by Mayor Hales and Commissioner Fritz)</p> <p>Motion to accept the report: Moved by Fish and seconded by Fritz. (Y-5)</p>	<p>CONFIRMED</p>
<p>Mayor Charlie Hales</p>		
<p>Office of Management and Finance</p>		
<p>*282</p>	<p>Amend the FY 2014-15 budget appropriation schedule in the amount of \$5,947,662 for the Public Safety Radio Replacement and Fire Apparatus projects (Ordinance) (Y-5)</p>	<p>187050</p>
<p>283</p>	<p>Authorize a competitive solicitation and contract with the lowest responsible bidder for construction of the Rose Quarter Planter Box Project (Second Reading Agenda 259) (Y-5)</p>	<p>187051</p>
<p>Commissioner Dan Saltzman</p>		
<p>Position No. 3</p>		
<p>Portland Fire & Rescue</p>		
<p>*284</p>	<p>Authorize the purchase of up to nine Triple combination Pumps for a total not-to-exceed \$5,000,000 (Ordinance) (Y-5)</p>	<p>187052</p>
<p>Portland Housing Bureau</p>		
<p>285</p>	<p>Amend subrecipient contract with Cascade AIDS Project to add \$5,000 to integrate health and housing data systems for People Living with HIV/AIDS (Ordinance; amend Contract No. 32000664)</p>	<p>PASSED TO SECOND READING MARCH 25, 2015 AT 9:30 AM</p>
<p>REGULAR AGENDA</p>		
<p>Mayor Charlie Hales</p>		
<p>Office of Management and Finance</p>		

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*286	Establish the authority of the Director of the Bureau of Internal Business Services regarding the Portland Oregon™ sign and correctly reflect the organizational structure of the Office of Management and Finance (Ordinance; amend Code Sections 3.15.010, 3.15.020, 3.15.040, 3.15.070, 3.15.080) 20 minutes requested	CONTINUED TO MARCH 25, 2015 AT 9:30 AM
287	Authorize third issuance of general obligation bonds for fire vehicles and emergency response infrastructure and general obligation refunding bonds (Ordinance)	PASSED TO SECOND READING MARCH 25, 2015 AT 9:30 AM

At 12:20 p.m., Council recessed.

March 18, 2015
A RECESSED MEETING OF THE COUNCIL OF THE CITY OF PORTLAND,
OREGON WAS HELD THIS **18TH DAY OF MARCH, 2015** AT 2:00 P.M.

THOSE PRESENT WERE: Commissioner Novick, Presiding; Commissioners
Fish, Fritz and Saltzman, 4.

OFFICERS IN ATTENDANCE: Susan Parsons, Assistant Clerk of the Council;
Lisa Gramp, Deputy City Attorney; and Mike Cohen, Sergeant at Arms.

		Disposition:
288	TIME CERTAIN: 2:00 PM – Facilities Services award recognition by the Energy Trust of Oregon for reducing energy consumption in Facilities Service owned and managed facilities (Presentation introduced by Mayor Hales) 30 minutes requested	PLACED ON FILE

At 2:36 p.m., Council adjourned.

MARY HULL CABALLERO
Auditor of the City of Portland



By Susan Parsons
Acting 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.

MARCH 18, 2015 9:30 AM

Hales: Good morning, everyone. Welcome to the March 18th meeting of the Portland City Council. Sue, could you please call the roll?

Fritz: Here. **Fish:** Here. **Saltzman:** Here. **Novick:** Here. **Hales:** Here.

Hales: Let's begin with a real loss for our city and some sadness that we all need to encompass, and that is we lost Gretchen Kafoury last week, a woman who was a voice in this chamber and everywhere in the community for people who have the least, and for people who need housing, and for a great City. I had the privilege of serving with Gretchen. A lot of us had the privilege of working with her. She has left a great legacy in this city, but also left a big void in leaving us too soon. So let's take a moment, please, for Gretchen. [moment of silence] Thank you very much. Flags on City buildings will remain at half-staff for the rest of this week to honor her, and we reach out to Deborah and the rest of her family to say we're with them in this tough time.

Fish: Mayor, the family has not finalized the program yet but I'm told that the service may be on April 4th. May have to put a soft hold on that. That may not be the date, but that's what they are working with now.

Hales: OK, good. Thank you. Let's move into this morning's business. We have some people signed up for communications up front, and then we have some time certain items and a consent calendar. What's been pulled to regular, just number 281? Anything else that someone wants to pull from the consent calendar to the regular calendar? OK. Let's take the communications items first, please.

Item 274.

Hales: Natalia? OK. Let's try the next one.

Item 275.

Hales: Erin? OK.

Item 276.

Hales: Seeing Amber here -- is Amber here? Nope. OK. Keep going, please.

Item 277.

Hales: Good morning.

Charles Johnson: Good morning, Commissioners, thank you. For the record, my name is Charles Johnson. And congratulations to the Clerk for translating the pound symbol as hashtag when she reads. In the past couple days, especially today with the disastrous federal budget that's being proposed, some of the our concerns about racial equity and justice have been taken -- gotten a little bit less attention, but I just want to encourage the Mayor to continue to reach out to a wide spectrum of African American groups.

In the last couple of months, we've seen a program to help preserve community identity -- \$20 million, invested in that. This year, the local NAACP chapter is reinvigorating itself by selecting JoAnn Hardesty to be the chapter president. It's always a little bit disappointing to come over here and speak to you as opposed to speaking to the County Commission across the river because we haven't yet figured out how we're going to get 20% ethnic minority representation up there, whether we're going to talk about Lew Frederick into leaving Salem and perhaps replacing one of y'all.

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We know that you are increasing the amount of time that you are working with groups trying to do the work of preserving the history and improving the quality of life for African Americans and all of the minorities important today. I'm wearing my Unidos shirt, and we're very grateful for the Mayor's support and the outcome that we had there, where at least locally, we've done a better job than nation-wide at influencing immigration authorities to be slightly less harsh. They're still right here in the northwest, and especially across the country -- way too many families that are being impacted negatively. The quality, hardworking people are taken out of the workforce, and suffering trauma because of what are really racist desires to push people back across the border into Mexico and Central American area where U.S. economic and foreign policy is just devastating hardworking agrarian and factory workers.

So, as the City moves forward working on this program with J.P. Morgan Chase, I hope that human rights will always be the number one concern before economic development, both looking for international business partners and as we develop the city. Thanks very much.

Hales: Thanks a lot.

Item 278.

Hales: Joyce, are you here?

Parsons: Joyce was in touch with me earlier this week and she won't be able to make it. She's going to reschedule.

Hales: Alright, thank you. Let's move to the consent calendar. Again, if there are no requests to remove items from the consent calendar, let's take a roll call on that, please -- oh, other than 281, which we've already pulled. Did you have a request -- I'm sorry -- to take something off the consent?

Joe Walsh: I was just pointing out that only one person showed up to speak with communications because it takes two months to sign up. You cannot be current two months past tense -- that's like people not showing up. In county, we go, we speak, we sign up that day. Why can't we do that here?

Hales: We'll look at that option.

Walsh: Thank you.

Hales: Let's take a roll call on the consent, please.

Roll on consent agenda.

Fritz: Aye. **Fish:** Aye. **Saltzman:** Aye. **Novick:** Aye. **Hales:** Aye.

Item 279.

Hales: Dante James, our Director, is here along with others on his team and from the community to talk about this important work. Really got to see just a slice of how the Office of Equity and Human Rights is adding value in a new way -- or maybe in a more rigorous way yesterday -- when we went through the first two long, boring presentations from City bureaus.

Fritz: They were not to us, Mayor!

Hales: To normal people, they're boring -- to us, they're great! And the point of this anecdote and this not-really argument about being boring or not is that one part of the discussion with each of those bureaus got to stand and deliver on how well they used the equity lens in preparing their City budget proposal. Our director was there and the Council was very engaged in that, and our citizen budget advisors, as well. So, one more way in which a commitment to equity is getting woven into the fabric of what the City does and to make it real. So, I know that that's Director James' mission, and we appreciate him very much, and thank you for being here this morning.

Dante James, Director, Office of Equity and Human Rights: Thank you, sir. Good morning, Mr. Mayor and Commissioners. It's truly my distinct pleasure to be here

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celebrating what is actually the third anniversary of the Office of Equity and Human Rights and presenting our annual report for 2014. My first day at work -- and therefore in my mind, the official opening of the office -- was March 15th, 2012 -- just a couple days ago. Much work and I dare say significant changes have happened in a short period of time.

The task of the office is essentially to change culture by addressing policies and practices that create barriers and detrimental outcomes of people with color and people with a disability. And those who have taken our training sessions know that race has been codified in law in one form or fashion since the 1600s and that real discussions addressing engagement and respect for people with disabilities are a fairly recent occurrence.

The institutional aspects of racism and ableism does not come into play overnight, and they will not be eradicated in any short time frame. That being said, I must offer specific and significant thanks to the many employees who have taken up the task of making the City of Portland is a place where everyone can feel welcome, heard, and valued. And equity is in fact at the heart of how the City provides the services to all residents.

Before I begin my presentation, I would like to acknowledge several different groups of people in the room. First and foremost, my staff. I would ask my staff, the staff of the Office of Equity and Human Rights to stand or make yourselves known and to be recognized, please. [applause]

Hales: Good morning.

James: Without these passionate leaders, equity work in the City of Portland will not be where it is today. They are tasked with having the conversations about race and disability that most people would prefer not to have. Every day, they are tasked with having courageous and difficult conversations about race and disability. If in fact takes a village to raise a child and the City of Portland is that child, then these are the elders of the village ensuring the safety, care, nurturing, and growth of that child every day. So, thank you very much to my staff.

I also want to acknowledge a group of equity practitioners who are also here in the room who may be a little bit late since we're getting a good, early start. These are directors of equity programs or heads of organizations working on equity in the Portland metro community, and I would ask that they please stand or make themselves known and be recognized, as well.

Hales: Thank you. [applause]

James: These are represents from United Way, Portland State University, Planned Parenthood, and the Oregon Bar Association. They are here to support the work of their cousin, the City of Portland. It is with great appreciation and humility that I recognize their support. Again, if it takes a village, it will take more than just one village to address the systemic issues addressing our residents. The City is fortunate to have these, our cousins, also doing their work.

We also have members of our commissions who are here present today. The Human Rights Commission and the Portland Commission on Disability are doing excellent work on behalf of their communities and all of Portland. If you could also stand or make yourselves known to be recognized, I would appreciate that.

Hales: Thank you for your volunteer service. [applause]

James: Also, there are representatives of the Citywide Equity Committee who may be here today, so if you can make yourselves known or recognized. [applause]

Hales: Thank you.

James: I'm not quite sure, we may have some of the City's Title II and Title VI coordinators here this morning. So, if you are here, please stand or make yourselves recognized. Alright. Also, the representatives and members of DEEP, the Diverse and Empowered

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Employees of Portland, which is the umbrella organization for the over 10 affinity groups dedicated to creating a supportive and inclusive workplace for employees of the City of Portland. I know Deborah is here, but if you could stand and make yourselves recognized.

Hales: Thank you.

James: So, Commissioners, as you can see, it truly does take a village to do this work. And in your role, I truly appreciate your leadership in courageously and unapologetically making equity a vital part of the work of the City.

As we begin our report -- and it's probably not going to be a report in the way that you are used to receiving, which hopefully won't be as boring as you thought the work was yesterday. I've already met with each of you individually and given you the highlights of the actual report.

My goal today is not to just read documents to you, but my goal is to provide some greater depth and breadth of the material that you have in the actual document and show you pictures of examples of the work that we have accomplished in the last year, and answer any questions that you may have, and then with a few of our colleagues and community members speak to the work that we have done with them.

So, the report is a presentation of the actual year of 2014 -- not the fiscal year -- so it runs from January through December of last year. This year, we have actually reconfigured the office and taken on more and different responsibility in order to improve our services. We added the responsibility of overseeing the ADA Title II and the 1964 Civil Rights Act Title VI programs, giving the office a true civil rights function. We have added the Black Male Achievement initiative of Portland -- which I will speak on a bit later -- and we have shifted and moved the New Portlanders program to the Office of Neighborhood Involvement in order for it to be best served by the bureau that truly functions specifically on behalf of neighborhoods.

So, what have we been doing? We have influenced change by providing education and technical assistance. That's essentially our theory of change. If we provide education so people can better understand what equity is, how it's accomplished, how they can perform it in their specific job we will be better moved. And if we can provide a technical assistance as the Office of Equity to the folks doing this work to assist them, we will also be better moved.

In beginning that process, last year we were very fortunate to be able to host as a city the Governing for Racial Equity conference, and I know some of you attended that conference. We had at what was supposed to be a regional conference over 450 participants from as far away as Boston, New York, and Virginia. We still get calls on the relationships that we have created based on that conference and requests for assistance and support. And the connections that we have certainly as a region with Seattle, San Francisco, King County, Multnomah County continue, and they continue to be enlarged as more and more and more jurisdictions become a part of this work.

The conference also resulted in the removal in the City of Portland of any language regarding criminal convictions from the City employment applications. We raised awareness and a level of respect -- [applause] -- absolutely -- [applause] -- truly thanks to Anna Kanwit in HR, who was a participant in the conference, and she walked away very moved I think by what she learned and what she participated in. So, it's reflected in just that small piece of change.

We raised the level of awareness and respect for the Office of Equity nationwide for the City of Portland. I get calls every week from cities around the country asking how we do this work, how we engaged, how the office was begun, what the process was, what kinds of things that we are doing, what technical assistance can we provide for them. So,

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the scope of the work is enlarged just because of those that know that we are doing it. And actually, Portland is truly a leader in this work nationwide.

OEHR was used as a model and informed the creation of the Tacoma Office of Equity and Human Rights. I and a couple of my staff went up to Tacoma and we spoke with the City Council, and we spoke with the City Manager, and their staff has come down and spent time with my staff, participated in our trainings, and their Office of Equity and Human Rights was begun in December of last year. So, it truly is modeled on the Office of Equity here in Portland.

Just a couple of months ago, I was engaged in the conversations getting a phone call from one of the City Council people in the City of Oakland who wanted to figure out how we did what we did, how we do what we do, and use the office as a model in putting forth a resolution in the City of Oakland to create the Office of Equity in the City of Oakland. I haven't followed up since it was presented, so I am not sure where that is. I think it was in the first conversation, but clearly another example of the work that the office does and how it's respected nationwide.

We've influenced change in the training that we do. We have -- at least in 2014 -- trained over 1200 participants from across City bureaus. Of the surveys that we received back from over 900 of them, 92% of the participants said that they found the training worthwhile, and 75% said that they gained tools to apply equity principles in their work immediately upon returning to their job which I think is a huge statement.

So, the work of the training is not just to educate in the sense of "let's have a conversation, hopefully you understand what this is about" but it's really about what tools can you walk away with to implement the work of equity. How do you begin to do this work? And if equity is essentially a critical thinking exercise, how do we engage you and empower you to begin to ask those questions so that equity can be a part of the work every day that the bureaus do?

We have influenced change in bureau leadership teams. There are six bureaus who have trained all of their leadership teams at a specific request of our Office: the Bureau of Environmental Services, Bureau of Development Services, Water Bureau, Transportation, Fire, and Police.

There are six bureaus that have provided training specifically for their entire staff -- so six bureaus or elected offices in 2014 did we provide training for the entire staff: the City Attorney's Office, the City Auditor's Office, Housing Bureau, Budget Office, Mayor Hales' Office, and Commissioner Fritz's Office. And to note, in 2015, both Commissioner Fish and Commissioner Novick have recently reached out to the Office of Equity to get their staffs' training scheduled, as well.

Saltzman: We've done that, too.

James: Oh, and Commissioner Saltzman. Thank you, sir.

Fish: By the way, you gave us the option of doing it in our office or doing it in a group setting, and we opted for the group setting based on your advice because we thought that would be even more valuable to be part of a broader conversation and not just one that is done behind our closed doors.

James: Mm-hmm, and I truly think that that is the case. The opportunity to sit with staff from other bureaus and really engage across the bureaus and remove those silos and have those conversations in a different way I think will make its own statement, so thank you, sir.

How also have we influenced change? We've influenced change from the training as well as in our technical assistance in the performance evaluation language. There are some bureaus now that have begun to incorporate and engage performance language regarding equity in their bureaus.

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RFP language. Certainly we've worked with the Children's Levy and other bureaus in putting out RFP -- the Housing Bureau -- in adding equity language to their RFPs so that those proposers understand and know that the City does in fact take equity seriously, and it's important to understand that it's a part of what will be expected of them in the work that they do on behalf of the City.

Additionally, in procurement we have worked to ease requirements in certain small contract opportunities. We've been -- I sit on the prequalification board, so working with the idea of qualification of prime contractors and trying to increase utilization of minority and small businesses is what we also accomplished.

In the civil rights program, our goal is to really make it a more robust Title II and VI program and engage. Each bureau has an ADA and Title VI coordinator, and they've become very engaged. Danielle Brooks is really taking the lead in providing assistance and training and asking for and providing them some technical assistance and expertise so that they can not just be receivers of complaints, but the idea is to make it a robust program so that it's proactive, not just reactive in responding to some complaint.

Fritz: I have to stop you at this point because that's a real benchmark or an achievement in my mind that we had envisioned when we first set up the Office of Equity and Human Rights, that that civil rights component would be there. And the fact that you now have the capacity and that you worked with the Office of Management and Finance to move that program into the Office of Equity is significant. I congratulate you. Thank you to Danielle Brooks for all of her work on that, too

James: Great, thank you. We continue to influence change. The Citywide Equity Committee. The Citywide Equity Committee has put together the pilot of bureau's assessment of its racial equity road map rolled out to five pilot bureaus that completed those, and now we're rolling out the first wave so that each bureau would be required to complete its own racial equity road map or strategic plan that will be essentially a five-year plan that's a living document that will have metrics, timetables, goals so that it can be evaluated and there can be questions about how are we assisting, how are we actually achieving equity, and how do we measure that work?

The Human Rights Commission and the Commission on Disability are both fully-functioning commissions, and they will provide reports later to Council, so I'm not going to go into detail. You have some specific information in this actual document itself that details some of the work that they do, but suffice it to say they are doing the good work of the residents of the City.

We have added the Black Male Achievement Portland initiative. It's a program of the National League of Cities that initially began -- it was sponsored out of the Mayor's Office through the National League of Cities. It's a collaborative led by a steering committee of Black men who represent over 20 organizations: nonprofit, for profit, or government agencies. It focuses on the removal of barriers to accessing high-quality and equitable employment, education, public safety, and livable communities on behalf of Black men and boys. BMA acts as a convener, facilitator, policy guide, and collective voice to obtain data, push for policy change, increase program scale, and exert influence to create awareness and change to improve the outcomes for Black men and boys.

We have recently offered position statements at the state capitol on a couple of bills as well as a letter regarding some criminal justice issues to a juvenile justice task force headed by Judge Nan Waller that meets regularly to address some of the criminal justice issues relating to the Multnomah County's philosophy of using an Annie E. Casey Foundation idea that detention should not be used unless as a last resort for juveniles. And there are groups or individuals in the county and in the state that are pushing to roll that

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back, and so the BMA actually took a position that that's not the way to go. So, the BMA is in fact making some significant voices being heard at this point.

DEEP. DEEP volunteers have organized a well-attended events, and continue to support and celebrate the diversity in the City of Portland. They hold monthly events. If you haven't attended one, I certainly encourage you to. Some of the speakers that they bring are phenomenal. It's always good to go get some food when some of those cultural celebrations are had. But beyond that, diversity is more than just about food, it's really about how do we create an understanding and an awareness of who is working in the City, and in fact, DEEP is doing good work in making sure that we are aware of and respectful for who works in this City.

We have continued to work on and add to our demographics dashboard that you can see on the website. We recently added -- in addition to gender, age, disability, and race, we've added veteran status, which is now available on the online dashboard which is located on our website as we work to continue and further define and make transparent the City's workforce. So, this is obviously self-reported. Not everyone who is in fact a veteran reports that or wishes to use their status in seeking employment, so it's not necessarily a perfect number, but it gives us a snapshot of who in fact are veterans here working within the City.

And I don't know if you had a chance to see DEEP-sponsored -- when was it? On Veteran's Day, in the Portland Building back in the case there was a wonderful display of photos of some of the employees of the City who are veterans, when they were in fact veterans. It was a phenomenal display, a very powerful display. I know for a fact that everybody enjoyed it who saw it, and there were emails going back and forth about "I didn't get to send my picture and get my picture up, but I will do that next year." So I would imagine that we might need a bigger space next year. It was a wonderful display. If you didn't get a chance to see it, I would encourage you to keep that on your radar for this coming year.

Looking forward. Our goal essentially is to continue to institutionalize the concepts of equity in this city. Yesterday was a prime example of how we can do that. You know, if we want to find out what's important to a city, follow the money. And so yesterday, in asking those questions about budget and where the money is going I think is a phenomenal example of how we are institutionalizing the equity in this city. So, kudos to the Budget Office; kudos to Council; kudos to the Mayor for bringing that to the forefront in that meeting. It's just I think a prime example of equity that people don't necessarily think about. And when I talk to other jurisdictions or entities doing this work and I describe the budget equity tool and I describe the fact that I will be sitting at a budget hearing discussing equity, they are amazed. And they are envious, because it's not happening in a lot of places. And so it just speaks to the commitment of the City in that kind of example. So, thank you.

We will continue to roll out the equity road map for all the bureaus. All the bureaus are expected to complete their road map by the end of 2015. They'll complete them, turn them in, get some feedback, and they'll be working with our staff. Kenya Budd specifically is working, Judith Mowry is working with them to really engage and ensure that the best product comes about as we do this work.

We will continue to do our training and offer our services to the bureaus. Koffi Dessou and others who are assisting us with our training continue to roll this out, and we continue to be asked for more and more types of training as people recognize and realize the depth and breadth of what doing equity really means. We're going to actually adjust -- not necessarily adjust -- add to our training so that it's more specific to or more speaks to the disability issues and concerns. Beth Kaye has been working on that, as well as we're

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working with the Commission on Disability to really beef up that training, if you will, and add a specific training that we can provide to the bureaus even though the Title II ADA work that we are doing.

We will maintain through the Governing for Racial Equity network our leadership role. As I've said, we continue to engage with other jurisdictions and those are trying to engage and become a part of the regional network. We are also a part of the national network, the alliance, that is -- has been moved forward so that we will also be attending the conference this year -- it's in Seattle. Right -- I was thinking Minneapolis. So, it's in Seattle, so still in the neighborhood, but that's the regional conference for here will be in Seattle. And nationally, it's also taking place on the east coast as well.

We will continue to do our consultation. We've been recently engaged in working with the COCL and the COAB process regarding the DOJ settlement agreement. We've been engaged in working with the taxi drivers and the private for-hire board in trying to figure out how we do this, how we deal with Uber, how we deal with Lyft, how we ensure that we are not throwing the taxi drivers under the bus -- literally -- or under the taxi, I guess -- as we do this. And so, trying to ensure that the drivers -- whose work this is to make a living every day and feed their families -- are not overcome by folks who want to have some additional spending money more often than not -- so really working with Commissioner Novick and his staff as well as others to ensure that we come out with the best product when we do this work.

Also, as we look forward -- as I think that I mentioned to each of you -- I will be coming back specifically asking in whatever proposal that may be that the citywide Equity 101 training that we do becomes a mandatory training for all employees. We have -- as next we go to the budget, we'll be able to tell you that we did not meet our goal in training for City employees. And essentially, that's because we cannot mandate it. We can't require it. We offer it. The bureaus specifically ask, or individuals just sign up through the City Learner process on HR's website. So, that's a way -- a minimal way, I guess -- that remains as a barrier for being able to train and encourage and educate as many of the City employees as we possibly can about the work that we're doing and the philosophy of the City as it moves the equity forward.

Fish: Can you come back to this question about whether you can mandate this or not? I'm thinking about the fact that we currently require employees annually to get 2.02 training. And you know, we're making it as user-friendly as possible, perhaps someday it will be interactive on the web or something. We require that, why can't the City require on a reasonable schedule citywide Equity 101? For example, logistically, I understand you're talking about a lot of people, so you might decide that every two years is satisfactory. That would be your recommendation. You also might decide that it should be at the outset mandatory for all new employees, so we build that in. But what has to happen for that to become mandatory?

James: My understanding -- and I've had this conversation with Anna Kanwit -- to say how did you get 2.2 mandatory --

Fritz: Can you explain to the folks watching what 2.2 is?

James: Ah, thank you. 2.2 is the City's harassment training that describes what is unacceptable, inappropriate behavior in the City as it relates to individuals, interpersonal relationships. So, honestly, Anna said that she wasn't sure how it became that way. She believes that it was a proposal -- a resolution, a requirement by Council to make it mandatory. But then we also have mandatory managers and supervisors training regarding cultural competency, which I don't think you did. There's also the mandatory child abuse training, which is state required. But I think that you can by consensus make it

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mandatory, although I would prefer to institutionalize that and have it written somewhere so that it's concretely required.

Fish: The thing about 2.02 is HR sends out notices, people are required to go, people are required to sign a form saying that they've gotten the training and there's many reasons for that. It's an area that -- you know, prudent employers are doing that generally, and public and private employers -- but it seems to me that again, the question for you to advise us on is at what frequency, given it imposes burden says on your team as well? I would say at a minimum new hires, and then everybody in round one, and at a frequency that you think is appropriate and doable. But I believe the Council can mandate that if that's your pleasure.

James: Yes, thank you. That's what we'll be coming back with. And just as an FYI, currently everyone who goes through the Equity 101 training is recorded through HR because they sign up through City Learner and so it's recorded through HR -- or even if they have not, we record their names and submit them to HR So it's put into their portfolio of trainings that they have received. Commissioner, did you have a question? OK.

And also, be coming back to talk about overall citywide racial equity goals. One of the comments/concerns sometimes from some of our community members is that they didn't really see an overall racial equity strategy in the work that the office was doing, even though they have no qualms or agree the work that we are doing is what should be done, there's just no title for it or overall process for that.

So, in having the conversation in the same way that there is a definite infrastructure for disability -- addressing issues of disability in the City -- there is a commission on disability there, there is the ADA transition plan to remove physical barriers for people with disability. The City is a model employer of people with disability. There is nothing in the same way for the communities of color. So, this would provide an opportunity for you to be able to say to your directors and them to their staff, "how are you helping the City achieve its equity goals?" So, our intention is to return with a set few specific racial equity goals and ask for your consideration to implement those as a citywide expectation, and then also be able to define some of the metrics that would fall within those.

Fish: Mr. Director, each of us has the opportunity to give an annual letter to a director with expectations for that forthcoming year. Sometimes it's just the priorities that the Commissioner-in-Charge and the director have set, but often it includes things like this that are part of overall City objectives. I think it might also be helpful if we came up with some model language of what you'd like to see in all director letters that identify -- so we're doing this in a consistent way, saying we expect that you will make progress towards this City goal and then setting forth some kind of measurable outcome. Each bureau is different. Each bureau has a different workforce, composition of leadership, etc., but I think -- I would urge you to work with us to come up with model language that we try to institutionalize across all those letters. Because that's how we'll get what you're looking for, which is a citywide consistency.

James: OK. And to be clear, you said all the bureau directors get one every year? Because mine must have gotten lost in the mail. [laughter]

Hales: Supposed to get one every year! [laughs]

Fritz: I want to commend Commissioner Fish, too, for working with you, Dante, in the job application for that Bureau of Environmental Services. You had pointed out that we at the director level and also especially in all senior management positions -- we should be asking not only for awareness of what do we mean by equity, but demonstrated performance improvements. I saw you put that in the Environmental Services director position, and likewise I think that that should become a standard for all director hires that the job description require. If you've worked your way up and you're ready to lead an

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organization, you should have some demonstrated ability to get things done with regards to equity, not just, "I read the Portland Plan and I can spout it."

Fish: I appreciate that, because HR is working with Dante's shop to do that. In fact, we did two focus groups. One of them was with employees who looked at the job description and said, "we don't think that this goes far enough." So actually the job description in the requirements for the job were completely rewritten based on two focus groups so that's -- I think it was very helpful.

James: That's great. And absolutely agree, Commissioner Fritz, that at this level the expectation is that you have accomplished something, not that you say that you understand what it means. So, I think that's at a minimum what some of those questions should be about.

As I wrap up, I want to say thank you to the Mayor for his continued leadership on this issue. You have truly taken this issue on as one in which you address regularly, put support and resources behind to accomplish, and unapologetically push for the dismantling of barriers based on race and disability in the City. So specifically, thank you, Mayor.

And as always and especially on this anniversary, I have to thank the Commissioner who brought me to the dance and continues to put her values and vision of equity behind the work that she does on behalf of all of the residents of the City of Portland -- so thank you very much, Commissioner Fritz, for all your support and all that you do.

At this time, I can take any questions that you may have, or move into the guests I have invited to offer their remarks.

Hales: Questions for Dante at this point?

Fish: I compliment you for working [inaudible] the budget ask -- [laughter] -- the record will reflect that everyone was nodding.

James: Thank you. I'm not really new at this work, so that helps.

Hales: Great, thank you very much, Dante. We have some folks specifically?

James: We do. At this time -- Jeff -- we have others from the City -- Leslie -- and is Carmen here? Thank you.

Hales: Good morning.

Leslie Goodlow, Portland Housing Bureau: Good morning, Commissioners, Mayor. I'm Leslie Goodlow, I'm the business operations manager for the Housing Bureau. I'm here to speak to the relationship that the Housing Bureau has with the Office of Equity. As you know, we share a space and we provide some admin services for them, but beyond that, we have quite the familial relationship.

We spend a lot of time going back and forth down the hall and providing consultation and technical assistance on a variety of things. OEHR has been very generous with their time with us, with their expertise and their willingness to support us as we have been working through our equity agenda at the Housing Bureau.

Specifically, internally, we started about 18 months ago -- our staff decided that they wanted to do an equity survey of what do our staff know about equity, what do they think the managers know about equity, and OEHR assisted our staff in developing that survey, and then once the survey was done in the interpretation and facilitation of conversations with the teams after we completed the results -- so, what did the results mean? What did the results mean specifically to each team? How do we now roll those conversations into our road map?

The Office of Equity provided a specific all-staff trainings at two different retreats. They customized the Equity 101 training for our staff based on conversations and questions that arose from our equity assessment. They provided consultation along with the City Attorney when we were working through adding access and outcome data goals

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into our sub-recipient contracts so that we had the correct language that did not get us into trouble. Dante was very helpful in drafting that language.

They have provided support not only for the bureau as we have started working through completing the road map, but also as we have made equity assessments and plans a requirement for our sub-recipients, they've been very generous in providing technical assistance not only to us but to our sub-recipients.

They have provided assistance to us and specifically to me as we started with our North/Northeast process and doing the engagement and how do we reach out to people, how do we do things in a way that is not offensive, how do we present information in a non-governmental fashion? Dante was there, and Jeff helping us to get the word out.

Dante has participated -- as he said -- in our notice of funding availability, not only in the review process as an outside reviewer, but also in drafting the language around the equity piece as he mentioned.

They have provided equity training for our sub-recipients and assisted me with my HR processes, both assisting with outreach and sitting on interview panels -- and on very short notice sometimes.

And then last but not least, I would like to talk about the fact that we have staff that are struggling with how to incorporate equity into their every day jobs and the Office of Equity staff have been willing to sit down with those teams on a regular basis about how to change program design, how to incorporate equity into all aspects of their work so that it's not an add-on, it's a regular piece of their employment.

I just would like to support the work that they have done. Dante has provided lots of assistance to me in my almost three years here at the City, and I really appreciate all of the work that they do. Thank you.

Hales: Thank you. Good morning.

Jeff Helfrich, Portland Police Bureau: Mr. Mayor and Commissioners, my name is Jeff Helfrich, I am a Sergeant with the Portland Police Bureau and I am in charge of our personnel division. I was assigned to the personnel division in 2014 -- June of 2014 -- and I reached out to Dante to talk with him about the issues that he explained earlier through his presentation and how that impacts the bureau and the hiring process.

When I was assigned to the personnel division, I was tasked with revamping our questions and looking at our testing process itself as a whole. Dante helped -- I called Dante up and asked him for his help, and also if he had any individual community members that wanted to be a part of the work group in revamping our oral board questions and our test or the actually written test that we take. He quickly volunteered -- and even though it does not sound like a lot of hours, 25 hours -- but there were marathon meetings at four hours a shot, I offered light refreshments and pastries and he quickly attended, as everybody else was doing when we have those.

That being said, it's his services that have been invaluable for me and for my team because not only are we the front doors to the Police Bureau, we welcome in and are recruiting local home-grown candidates for the job and position of the community policing officer, but also the non-sworn part of that. He's helping me through the process not only through the oral board but the test questions and our background investigations, which are quite extensive. So, he's helped with that. He's also helped to identify people that work on the projects and the community members, which has been a valuable asset for us.

For me just as a City employee, I have appreciated the lunch sessions that we've had, the equity discussions. I think it's very valuable to have that for the City employees to be a part of that process. And on a side note -- Commissioner Saltzman knows this and Mayor Hales, but the other three Commissioners don't know this -- I am an elected leader also in my community, and I use the information that I gather here with my fellow council

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members where I'm at to make sure that we're looking through the same equity lens and receiving that training and bringing it back to my city and my city manager to ensure that we're doing things properly, too. So, it's not just within the borders of Portland, it affects further out than that -- it reaches out a lot further. So, thank you for your time in this. And if you have any questions.

Hales: Thank you. You and your team, Sergeant -- I think everybody understands -- is going to be busy here this year because of both current vacancies and the anticipated retirements. We're going to be hiring a lot of police officers.

Helfrich: From now until 2024, we'll have 500 new police officers. Between now and 2018, 200 is what the eligible and probably what the projections will be.

Hales: A big challenge, a big opportunity.

Helfrich: Yes, it is. Thank you.

Hales: Thank you. Carmen?

Carmen Merlo, Director, Portland Bureau of Emergency Management: Mayor and Commissioners, Carmen Merlo, the Director of the Portland Bureau of Emergency Management. Thank you for the opportunity to provide very brief and not boring remarks -- [laughter] --

Hales: I'm going to pay for that, I know.

Merlo: Regarding our collaboration with the Office of Equity and Human Rights. I think you know that disasters do impact those who have less more significantly, and so one of the major projects that we're working on right now is an update of our natural hazard mitigation plan. As part of that update, we intend to -- one of the main themes -- promote social equity as part of the neighborhood natural hazard mitigations. So to that end, I want to thank the Office of Equity, Director James in particular, and also to their civil rights manager for helping us with the scope of work and selecting the vendor to do that. I'm also very grateful to the office for their financial contribution. Most recently, they provided funding for us to translate emergency messages into the 10 safe harbor languages. So, we are grateful for their work and we look forward to working with them on this and other initiatives in the future. Thanks.

Hales: Thank you all. Who's next? Please, come on up. Good morning, and welcome.

Lavaun Heaster: Thank you. My name is Lavaun Heaster, and I am the chair of the Portland Commission on Disability. I'm just going to tell you a little story about my week last week -- and this has to do with the Office of Equity and Human Rights.

I basically started my week on Monday with a meeting with Dante James. As the new chair, I wanted to go in and speak with him about how the Portland Commission on Disability and the Office of Equity and Human Rights could partner to beef up the disability programs and to support each other in the work that we're doing. When I came in there, he was emphatic about that it's important that we meet together regularly, which made me feel welcome, it made me feel like he wants me to be in there and be part of the conversation, which is really important because as many of you know, people with disabilities are often left out of many conversations.

So, I updated him on a lot of the things that are going on, and it's work that the office has been supporting over the past year. We've got the ADA transition plan, where we've been receiving support from the Office of Equity and Human Rights. We have the model employer, which has really picked up in the past year and we've been receiving support there. The comp plan, the private for-hire, and then the ADA -- oh I already said that -- there is one other thing, and I can't think of what it is -- oh, the DOJ and the COAB. So, we've been receiving support on many things.

And then there's always -- and we talked about this, Dante James and I did -- always the little things that just -- it never ends. There's the big overarching things, but

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there's always tons of little things that are constantly coming in, and we have to make decisions -- you know, does this fit in our purview, does this fit somewhere else? And so, that was our meeting. But as we were closing up, he said that I am to hold him responsible to basically come in and let him know if I have issues and if there are things that are not happening the way that I would like, and that hopefully, other commissioners -- hopefully I'll be a voice for the full commission, but also quite honestly, everybody in our commission can walk in and can ask for a meeting and walk into his door because before I was ever the chair, I was walking in and asking for things and bringing things to his attention, and he opened his door and allowed me in. So, this has been my experience with him.

This one is not what happened last week but just an aside, when we were talking, I mentioned to him and I thanked him for -- we have offered a couple of different disability trainings on intersectionality and things like that, and he has come to them and he's learned something, and I see him bringing that information and bringing it to other places, which I think is very valuable because is the disability community cannot work on its own to make change. We need to be working as a part of a larger group. And the fact that when he learned something, he takes it and he brings it out is really important.

The rest of my week, was just all kinds of stuff -- and you know you, work for the City. I am a volunteer, but still there's constantly things coming across, So Beth Kaye, who works for the Office of Equity and Human Rights, was there to support me through it all. She was doing research, she was sending out proposals, she was cleaning up documents. Many of you know that I am legally blind but I also have a learning disability. So, she has to support me because I don't write well. She takes what I put down that's all scrambled and makes it look beautiful. So, she's in there constantly every day, and I suspect she works more time than she's letting anyone know because she seems to be there no matter when I need her.

The last day -- or actually, it was Thursday, I took Friday off because I got sick -- but Thursday, I went to the Equity 101 training. I've been through a million and one diversity trainings and inclusion trainings and intercultural communications and things like this, but I wanted to go to the equity training because although I've been learning about equity, I went and I sat through it. It was amazing. It was great. And because Dante and I had been talking about how we could beef up the disability part of the programs being offered through OEHR, I could see how we could either create its own Equity 101 and training for disability, or really beef up that because we are working at two different baselines with disability and racial issues. There's different baselines, and so we're going to have to do some new -- some foundational work with disability. But he was open to it, it was wonderful, and the staff there have supported me for the past three years since I've been in some form of leadership with the Portland Commission on Disability. I have come to many different people in that office and they have always supported me.

So, I would like to thank you for making sure that they are here. They are very important, and I can't imagine the City without the Portland Commission on Disability, and we need somewhere to be housed, so thank you for the Office of Equity and Human Rights. Thank you for the work that you have done.

Hales: Thanks very much. Appreciate your amazing amount of volunteer service.

Fritz: Thank you, Commissioner Heaster. I would like to take credit for having the program on disability as part of the Office of Equity and Human Rights, but in fact it was the Commission on Disability who insisted that our program be focused on race and also have a focus on disability. That's different from most offices of equity and civil rights across the country, and I think that it makes us way stronger. So, thank you, and thank you very much to your fellow commissioners for the work that you do, I think your description of your week

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sounds like a full-time job in itself -- and of course, you did it as a volunteer, so I really appreciate it.

Hales: Good morning.

Mercy Koffa: Good morning. My name is Mercy Koffa, and this is Lucinda Payne. We are from the Liberian community. We have an organization called Oregon Association for Liberia, and we are representing our community here today.

We have a relationship with the Office of Equity and Human Rights, especially with Dante James. It has been a wonderful time doing it, with the Ebola outbreak. Out of desperation, we step out and say, we are Liberians, we moved into Portland to seek refuge, but eventually we all became citizens of America -- naturalized, of course -- and we are members of the state of Oregon. When the Ebola outbreak was in Liberia, we were also having Ebola here in the sense because we were suffering, and we did not know what it was and we did not know who to go to for help. So out of desperation, we started looking for help, wondered, who could help us? Who could listen to us? How can we get the word out there that even though Ebola is in Liberia but there are Liberians here? Who's going to listen to us? We did not know any way around, but the system does work because we started from the 2-1-1 number and they directed us to a lady called [indistinguishable]. She's an event coordinator for Portland.

When we got to her, she was really nice and she welcomed us and gave us a list of people that we could contact to get our word out there to get support for Ebola for people here and for people back home. But she stressed that out of this list, we need to meet the Office of Equity and Human Rights. Dante James is the head of that department, but you have to make an appointment to see him. At the time, we did not have time to make an appointment with anyone. We wanted to get in the streets of Oregon and let people know that Liberians live here, and there was outbreak of Ebola in Liberia and people needed help, so we did not make an appointment. We set up a delegation -- she is one of the delegation -- and it was amazing what she said. She can explain for herself.

Lucinda Payne: My name is Lucinda Payne. I was the head of the delegation set up by my community to go to Dante James' office. We woke up that morning, we met at his office, we parked our cars -- and it was my first time parking downtown because I always take the MAX downtown. We parked our cars and went to the office. We did not have an appointment. We walked in, people in the office were like, they were looking saying, "hi, my name is Lucinda. I'm in a delegation of Liberians and we want to talk to Mr. Dante James." And the lady, the secretary said, "do you guys have an appointment?" "No." She said, "OK, wait for me."

We sat down there and she went and came back and said, "well, he's very busy right now and maybe you guys can come on next week because they are across the country, so he will not be able to see you." I told her, "I don't know if we have next or if we can talk to any other person, we would appreciate that because we don't want to leave unless want to talk to somebody in this office." So she says, "OK, we'll take to somebody else." Then Koffi came and he said, "welcome, let's go to this room." He opened a room to us, he brought us water, and he said, "the director doesn't have time right now but I'm going to listen to what you have to say and we can start from there."

And he listened to what we have to say. In the middle of the conversation, he said, "hold on, I'm going to get somebody else." He brought Polo, and Polo listened to everything that we had to say before the meeting. After we talked, Dante walked in and he sat down, and that was won over for me and that's how he started. She can continue.

[laughter]

Koffa: So, from there we built a relationship with the Office of Equity and Human Rights. Thank you very much for that.

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This office has been great, and it has put us Liberians out there for other people to know us. We told them our problem, we needed education on what Ebola was, we needed people to be educated and working with educating our people when they call us from Liberia because now, we were afraid to take phone calls for Africa because you don't know what's going to be in the news. So, they organized a rally for us. They found a building for us, which was a church building. They paid for the food and everything, and they healthcare professionals from Multnomah County, one of which was Amy Sullivan, who is a best friend of ours today.

Through this office, we were able to meet great people today that made it really wonderful for the Ebola education process to continue. When they organized the rally, they invited people -- the healthcare professional -- and they were also present. The people who had the church building did not come there, but Dante James, his wife, and all the people -- Koffi Dessou and everybody from the equity office, they were there, and that was great. At least we have people that we can go to if we have problems.

Since then, we organized the association for Liberia. We have been organized for a number of times, but we always meet in an individual's home to have our meetings. Today, it's so weird that we have a building that we do meet in, but we also have our meetings. We don't have to go to individual homes now unless we want to just have fellowship with each other. So, they made it possible for us to also have the home where we can have our monthly meetings, and they have open enrollment for us today because of them.

Now, I know Amy Sullivan, I know Paul Lewis -- do you know him? [laughter] we know Paul Lewis for the health office for Multnomah County and the Oregon Health Authority. Because of them, we know all of these people. And because of the Office of Equity and Human Rights -- they have paved this role that we even have a grant from the state of Oregon for going out and educating our communities about what Ebola was, how we can approach people other there who do not know what to do when people see us in Liberia, and they try to run away. What do you need to do?

You know, we had that education, we had that means to enrich people. I don't think all of this would have been possible if we did not come to Dante James' office. We have this wonderful relationship now. More often, I just -- places that the African Americans have. Now when you go to somewhere where Africans are having something, Dante James is there. OK, I have a friend now.

This Office of Equity has been so great, and they just help us through our process of our education. I believe that they are still going to be there for us, and we know now in that we can count on somebody in the state of Oregon that we are a group of people from somewhere else who always have problems. We'll always need him.

So they have been great from the secretary that did not even meet us, go back and say, "you did not have an appointment, you have to make one to come." She made him to go and see them. And they were all welcoming. It's a great job, I believe, they are doing now, and we really appreciate it.

I was always wondering if someone was going to listen to this story, because without we don't always want something bad to happen before someone can say, we also want to be able to go out there when someone does something to us that is so great and wonderful to share it. I really appreciate this time to be here, and I really appreciate your time and everything that you have done for us, and I know [inaudible] thank you for opening your doors to us and thank you for this time. If there is anything else that someone would like to know, I think that we can take questions if you have.

Hales: Thank you for coming here and telling us that story. You're right, people don't -- it's often true that in government, you know, we hear about when things don't work. So, it's really nice to hear from citizens about how things do work, and when the City does serve

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the people who are in our community. So, I appreciate -- I think all of us appreciate you coming here today to tell that story, because it's good to hear when the people of the City are reaching out and serving the people that we work for. And that includes you, so thank you very much. Thank you. Mr. McFerrin, good morning. There's a button on the bottom of that microphone.

Joe McFerrin II: Wow. Mayor Hales, members of the City Council, good morning. My name is Joe McFerrin II, and I serve as president and CEO of the Portland OIC in the Rosemary Anderson High School as well as a member of the Black Male Achievement steering committee. I have a few short remarks, but I would have to say that this presentation has been pretty powerful for me. I'm proud to be born and raised in Portland -
- sorry.

Hales: It's OK.

McFerrin: I'm a bit of a softy, I guess. So, anyway, I would like to thank you for the opportunity to share around Black Male Achievement in the City's Office of Human Rights and its leader Dante James.

I was first introduced to the Black Male Achievement initiative in 2013, and in April of 2014, I attended the National League of Cities conference for leadership to promote Black Male Achievement in Oakland, California for the first cross site convening. The intense three-day meeting brought cities together to learn from their peers how to advance plans to meet the needs of young Black men and boys who experience disproportionately high rates of poverty, family instability, failure in school, unemployment, incarceration, and homicide compared to their peers. I returned from Oakland inspired by the work being done around the country, and the prospect of creating something special here in Portland.

Although our efforts here had begun, it was apparent that the initiative was in need of strong leadership. Recognizing the same need, Mayor Hales made a critical decision to place the Black Male Achievement project in the Office of Equity and Human Rights under the direction of Dante James. Since this move, the BMA has made huge progress. Regular meetings, are well attended by the steering committee members. The committee has made many presentations from the local workforce board to the juvenile justice and others in the community concerned about the success of Black men and boys in our community.

Since Dante has taken over, he has galvanized the steering committee, he has dedicated to taking action for Black males on exclusionary discipline at the state level, employment, and training opportunities, and the disproportionate minority contact in the juvenile justice system.

Dante has worked with the steering committee to draft several documents designed to impact policy around disproportionate discipline in schools, and also disproportionate contact in the juvenile justice system. This includes a letter submitted on behalf of BMA on Senate Bill 553, as well as a letter to the District Attorneys Association in response to the juvenile justice task force, and the French [indistinguishable] report. Dante has also fully engaged with our local workforce board to make sure that the Black males may equally participate in internships throughout the City.

Since moving BMA to his office, we have truly in our stride and we look forward to our work together with the Office of Equity and Human Rights under Dante's leadership, and he has made a commitment to seeing this effort through. He has got my full support and the full support of my organization.

And I would add that I would like to go on the record to say that I would like to get Rosemary Anderson High School students more involved with the Office of Equity and Human Rights because I think this kind of work can impact particularly at-risk youth and help them to change their trajectory to a more positive and fruitful outcome. Thank you.

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Hales: Thank you. Thanks for your leadership. Appreciate it. Thank you all very much. Dante, do you have any other invited speakers? OK. Come on back up and we'll see if we have anyone signed up for public testimony. Why don't you call those? Sue, why don't you call those for public testimony?

Parsons: We have Charles Johnson signed up to testify.

Hales: Charles, are you still here? Anyone else want to speak? Come on up.

Joe Walsh: My name is Joe Walsh, I represent individuals for justice. I would ask your patience. Good news is I'm losing my voice. I'm sure there's a few people on the Council that are happy about that.

Do you have a copy of the brochure in front of you? This brochure? Would you look on page six? There's a part there under disability equity program. The first one talks about the disabled parking regulations. Individuals for justice has a running battle with Commissioner Novick on this. The way we understand this is that the people who were using this parking permit are now required to pay, and that also includes disabled veterans. So, we have a running battle with this Council and this Commissioner about that.

Now, I know that there is a lead-in to the program, but for us, for this program to endorse that is bizarre as far as we are concerned. So, just on the record.

Hales: It says it advised the process.

Walsh: All your commissions advise you, Charlie. You make the decisions. They just advise you, right. I don't know of any Commission that can tell the Mayor what to do. Yeah, I don't know any of them. So, we're very much upset over that one.

On page nine, the Department of Justice settlement, the COCL. You know we have a running battle with you about the appeal of Michael Simon's decision. We have no information that you withdrew that or you're in the process or where it is. Last indication was that you are going forward with this and we have a real serious problem with that along with other organizations. And for the Human Rights Commission, I think came out against that -- am right on that? Came out against that, and I would like to see that, and others, that they were against that. So, I don't know where that is, as far as you're concerned.

And then I have kind of a question on page 12. We have a graph that stunned me, and I'm -- you know, activists like to be proven wrong, so please prove me wrong on this one. When I look at that graph, and I see that red, that's -- is that the white population of the City employees that are here? Why is that red?

Hales: Is that workforce or neighborhood involvement?

James: It's just an example of one bureau's workforce.

Walsh: OK. So, what is the percentage of whites in the entire City? Do we know that? That are employed by the City.

Hales: The City workforce?

James: The City workforce is about 22% people of color, I think was the last number that I saw.

Walsh: 22%? And of everybody of color. So, it would be African Americans, Hispanics --

James: Full-time employees.

Walsh: And what's the percentage of whites?

*****: 78%.

*****: Correct.

Walsh: 78% of whites. OK. Over the last five years, have we gone up, down, how are we doing on that?

Fritz: That's what we're tracking. And for reference, the City as a whole is about 72% white.

Walsh: I mean, are we improving what we're doing?

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Hales: Yes.

Walsh: Can we say three years ago it was 80%, and now it's 74%? Those are just figures that I'm pulling out of the air so show that we're increasing our equity.

Fritz: So each bureau -- we have that. Thanks to the Office of Equity and Human Rights, we have that by bureau, and so that's certainly part of my evaluation of my bureau directors as to if we are making progress.

Walsh: I would suggest that maybe you would break that down more because when we looked at this and we saw this red, it jumps out at you, and then you look up here, and it says City workforce demographics dashboard. That indicates that it's an entire City employee, and we have 80% white, which would be bizarre. And only 1.9% of African Americans.

*****: That's one bureau.

Walsh: I understand that but I'm saying that if somebody was reading this, a reasonable person would take those two things and put them together, and say, we're not doing so good. And I think that you're doing better than this says. Or this implies, anyway.

Hales: Good point, thanks very much.

Walsh: And now I'll shut up. Thank you.

Charles Johnson: For the record, my name is Charles Johnsons. I know that doing the deep data mining is not easy to squeeze into a presentation, but when we apply the equity lens, we certainly need to look at salary and wages. We don't want -- and also subcontracted work. I certainly hope some of the City budget surplus will go to PHC and we'll have more Latino and Black janitors, but that won't please me nearly as much as having more ethnic diversity on the Mayor's staff, a better balance as we see what this group here. Probably because of good recruiting we've got probably a disproportionate representation of Latinos in the Office of Neighborhood Involvement. So, we want to always be encouraging the diverse staff we have to do recruiting and diversify outside of our own silos.

It's natural for us to have limited social networks that don't cross those boundaries, and we want to encourage -- you know, if somebody is Latino and looking to get friends jobs, to look outside to Asians and to African American residents of Portland, especially in any bureau that has a slight out of balance as to how it's going to be able to diversify.

And also, while we've talked about racism and ableism, we need to also talk about better engagement with youth. Obviously, certain jobs are only available to people with a certain level of experience, but I think that we're going to find that a younger generation than myself -- and most of you -- is doing better than we are at being less ableist and less racist and less sexist. So, I hope that as this conversation goes on, that -- bureau chief, I can call him the Commissioner, I guess -- will be vigorous. On the Human Rights Commission, I think that we have better than average youth representation, and I hope that that will also be an issue that you look at. But especially, how do we diversify people who have the best salaried jobs like the ones that Jackie Dingfelder and Gail Shibley have? Thank you very much.

Hales: Thanks very much.

Fritz: For the record, I believe the City is the largest employer of youth in our City.

Hales: Yep.

Johnson: That means we need to look at economic development, then.

Hales: Thank you. Any other questions for Dante before we take a motion to accept the report?

Fish: Motion.

Fritz: Second.

Hales: Further discussion? Roll call, please.

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Item 279 Roll.

Fritz: This is good to celebrate the achievements of the Office of Equity and Human Rights, which was so difficult to form and which frankly has had struggles over the last three years -- as any new organization did. We have highlighted the successes today, as is right. We have heard a lot of criticism of folks who say that we haven't done enough and we haven't done it fast enough, and both of those are correct. So, I am very pleased to celebrate what we have done.

Mr. McFerrin said that he's proud to be born and raised in Portland. I'm proud I chose to come to Portland, and I am very -- I want people to know that anybody can walk into any office in the City and people will try to help. The experiences that we had from our friends from Liberia -- that's not a surprise to me. I appreciate that staff all over the City will go the extra mile to help. And the Office of Equity and Human Rights' staff exemplify that.

Thanks very much to our partners in other bureaus -- Anna Kanwit, in particular, in the Bureau of Human Resources figuring out it's about who works for the City, who gets contracts with the City, and who gets the services from the City. Those are the three focus areas that we set up the Office of Equity and Human Rights for and which the staff has taken to new heights. We can't do that without partners, including our bureau directors -- and I thank each of them -- particularly Mike Abbaté one of my directors, who I think was the first to hire an equity inclusion manager Art Hendricks and is reporting to him directly and getting frequent reports to me on how are we doing in our bureaus as far as not only hiring in succession planning promotion, but services and how will we interact with our citizens.

I really appreciate the Diverse and Empowered Employees of Portland and all the work that they do on their own time -- volunteers as well as the Human Rights Commission and the Commission on Disability. People putting in extraordinary amounts of effort to make this actually work because it's been -- as was presented at the beginning -- since the 1600s that we've had institutionalized racism and ableism, and it's time to stop. I appreciate that. We have made those strides.

I particularly want to call out Amalia Alarcon de Morris and Susan Anderson, who continue to be leaders in partnership with Director James, and Dora Perry in my office, who is my guide on equity issues. Thanks also to each of my partners here on the Council who have embraced this, and kudos to the Mayor for having taken this program and this bureau and a brilliant move to put the Black Male Achievement Initiative in the office, and moving -- when the time was right, moving the Titles II and Title VI issues into that office.

I need to point out that I believe that Dante James is not asking for additional resources in this year's budget. So, we have -- we probably at some point do need to invest even more, and yet we also don't want to make it seem like this office is the only office that's doing the work on equity. It's all 6000 employees at the City, and I really appreciate that we've embraced that under your leadership. Aye.

Fish: Commissioner Fritz has captured I think all the right themes for this event, and I echo what she has said. I'll add just three things.

First is, we have a chance to work pretty regularly with members of your equity team on various matters. So, I just want to acknowledge the great team that you have assembled and their professionalism, and thank them for that.

Second is, I'm kind of a student of annual reports --- the way that they are put together. You know, we often get dinged by elders in equity because the font is not right or information is not laid out. I told Jeff Selby that I think this is one of the most effect reports that any bureau has put out, and we're going to steal a number of the innovations in this. So, nice work.

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And third, I urge you to come back to us following this hearing -- because I think that you're hearing a lot of receptivity -- and give us your recommendation on what frequency should we require Equity 101 training. And again, my sense is we can move to implement that at the front end for all new hires, and then what is a reasonable frequency that takes into consideration the benefits of the program and your staff capacity? I appreciate the progress we're making and I'm pleased to vote aye.

Saltzman: Well, thank you for the great report. I also want to add my accolades to this annual report, too -- so good job, Jeff. It's really a very readable and chock-filled with accomplishments, and that's a good thing to see.

So, Dante, I just want to personally thank you, thank the Commission on Disability, the Human Rights Commission, and the staff for really giving great legs to this office and getting things done. It's probably -- and sitting on -- I think it's great that the Mayor has pioneered you sitting at the table for all the budget bureau discussions, I think that that's really a great innovation. The fact that your office isn't asking for additional resources --

James: Not yet. [laughter]

Saltzman: I was just going to say, this is probably well-timed given you haven't had your annual review yet. [laughter] Anyway, it's a great report, and thanks to everybody for their good work. Aye.

Novick: Dante, first of all, I want to thank you for your office's participation and our discussions about taxi cab regulations. Your participation has been incredibly valuable and much appreciated. I really appreciate all the testimony we heard today about the value of the office.

I also want to express my express my appreciation to the Council members who created this office, because it was controversial at the time and I still hear flack about it. A couple of weeks ago, I had a conversation with an elected official who will remain nameless who said, "you're never going to get a street fee until you abolish the Office of Equity because you have to show you're giving up all this frivolous stuff." And I said, "well, I think that's politically wrong and morally wrong" but that's the kind of thing you still hear. So, I appreciate those on the Council who listened to all of that stuff and moved ahead anyway.

Dante, I have to say that I still like the idea of having as part of the mechanism we use to determine which decision packages are funded -- have an NCAA tournament style equity smack down, where you have like 64 decision packages and you match each package against each other on equity grounds. So, I think that we're probably too late in the budget cycle to do that, but I think that would be something worth doing for next year. Thank you. Aye.

Hales: Well, Commissioner Fritz, thanks for getting this good thing started, and I'm glad to hear that you think that we're still on the right track. I think that we have great leadership, a great team in this bureau, amazing volunteers, and amazing partners in the bureau and in the community. So, we built some strength here. And we need it, because there's a lot of work to do. There are old issues of racism and injustice in our city, and there are new ones, too, because Portland is becoming this amazing magnet for people from all over the world to move here, and we have to make sure that this is a just and open society for those new Portlanders, just like we need to for those of us who grew up here and who, like Joe, are proud to be from here even if we're not proud of the whole history.

I'll tell you, the Black Male Achievement initiative -- I really appreciate, Dante, your stewardship of that. It gets driven home to me again and again how much work we have to do. You don't have to look far to see the numbers, but actually you don't have to look far to see the people, either. As it happened, I was in East Precinct at midnight on Saturday when there was the thirtieth gang violence incident in our city this year, and I ended up

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speaking to a young man who was the intended target of the shooter and who fortunately wasn't hit. And he's 17 -- and I'll withhold his name because he's a juvenile and a witness in a felony case, unfortunately -- but just talking to that young man and realizing why the Black Male Achievement initiative is so important. If he and the other young people in our community feel like there really is mentorship and support and opportunity for them, they'll get as far away from that toxic behavior as they can.

And every time I have one of those conversations, it makes it even more real for me what the Black Male Achievement initiative is doing and why it has so much importance in our community. Appreciated Joe being here today and the other community leaders that are working with our support to make Portland different.

Finally, I appreciate the fact that we're a leader in things. I just started my day this morning helping a local team make a presentation to a national organization about a high-tech new way to build buildings out of wood. I think they think they may do the first one in Portland. And we like it when we're the first one in Portland. I appreciate the fact that Bobby Lee from the governor's office is here today, because hopefully Portland will be a leader for the state in this area as well. Thank you. Aye. Good job. [applause]

*****: Mayor Hales, could I speak about the homeless?

Hales: Not now. Got to stay on the agenda, sorry. We're going to move to item 286 next. I guess we could take the consent item first, please.

Fritz: There's another time certain.

Hales: Oh, I'm sorry, I'm going past the other time certain. Don't let me do that. Thank you.
Item 280.

Hales: Sorry about that. Fortunately, my colleagues kept me straight.

Fritz: Takes a village.

Hales: Takes a village, indeed! Commissioner Novick, would you like to introduce this?

Novick: Actually, Mayor, I think this is a quasi-judicial proceeding that is uniquely your roll to kick off.

Hales: Sorry -- you're right, this is a quasi-judicial proceeding because we're considering an application. I'll turn it over to staff unless there are any instructions from our City Attorney or any declarations of conflict of interest or ex parte contacts among Council members.

Novick: On ex parte contacts, Mayor, I ran into Len Bergstein in the hall the other day, and he mentioned he was represented EcoCab which I wasn't aware of. Although we did not have a subsequent discussion, I guess that constitutes an ex parte contact.

Hales: Anyone have any concerns about that ex parte contact? Hearing none. Unless you have other instructions for us, Ellen, then I'll turn it over to staff for presentation. Good morning.

Michal Jacobs, Portland Bureau of Transportation: Good morning. Thank you. It's a pleasure to be here this morning. My name is Michael Jacobs, I am a division manager in the Bureau of Transportation. With me this morning is Kelly Sills, who is here as private for-hire transportation board review chair, and also Frank Dufay, who is here as the private for-hire transportation program manager.

This morning, staff is going to be very brief so you can have more time to talk with the applicant, EcoCab Portland, LLC. I would like to start by presenting some basic private for-hire transportation demand metrics that you can consider as you make a decision.

The first slide shows the annual PDX airline passengers trend from 2000 to 2014. As you can see, the chart indicates a 4.3% annual growth rate through the years 2000 through 2014 -- actually more specifically, from 2009 to 2014.

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The second slide shows the annual visitor room demand from 2000 to 2014. As you can see on this slide, from 2009 to 2014, we've seen an annual growth rate of approximately 6.5%.

The third slide shows how many taxi vehicle permits have been issued by the City of Portland since 2000. As you can see, until this year, the only addition to the supply allowed by the City was in 2013 when an additional 78 permits were added, increasing the number of taxi vehicle permits from 382 to 460.

The fourth slide shows the number of taxi companies that are currently permitted by the City of Portland and the number of current vehicles permitted to each company. And by the way, this particular slide does include 10 new permits that were very recently added as a result of board action in February.

The final slide shows a comparison of Portland to other cities with regard to the number of taxis per 10,000 residents in the City. As you can see in yellow, the City of Portland currently has approximately 7.5 taxis per 10,000 residents, and you can see that this is significantly lower than the sample average of 17.2 -- which you'll see in blue -- 17.2 vehicles per 10,000 residents. The average that I'm talking about is actually the average of the cities in the comparisons. At this point, I would like to turn it over to Kelly Sills to present staff and board recommendation reports.

Hales: Thank you. Good morning.

Kelly Sills, Portland Bureau of Transportation: Good morning. As Michael said, my name is Kelly Sills, I'm the parking control manager for the City. I'm also now the chair of the private for-hire transportation board. I'll have some elements of formality in my comments just to make sure that we have a few things read into the record that are necessary this morning.

What you have before you is an application from EcoCab. It's for a new taxi cab company permit. It was originally received by the City on October 31st, 2014. It is for an initial 15 taxi cabs, 12 of which would be all electric, three would be ADA-complaint, and with the ability to grow to eventually 51 taxi cabs.

The application includes a report by the economic analysis firm ECONorthwest, which was quite helpful for the administrator to develop his staff report recommendation to the board -- that being Frank Dufay to my right -- and I would submit the administrator's report as part of this hearing for the record.

The administrator's report is based on the application review requirements of 16.40.160 D of City Code, and generally focuses on pertinent market conditions and the demonstrated need for additional taxi service in Portland. It concluded with a recommendation to approve the application by EcoCab.

The private for-hire transportation board met on February 11th to consider the application by EcoCab and voted unanimously to support that application forwarded to your Council with that recommendation. EcoCab's application is before you now in a de novo public hearing, meaning in essence that what you've received so far are advisory and it's up to you to make the decision. That's in accordance with section 16.40.160 of City Code.

Upon your review, the code requires that Council direct PBOT to issue a taxi cab company permit to the applicant if it finds one, the interest of the City will be served thereby; and two, that the applicant has sufficient financial resources to be able to meet the minimum standards established by section 16.40.270 of City Code.

Now, that section of code establishes in essence minimum standards by which all taxi cab companies in the city have to serve their residents. It includes those minimum standards like 24-hour dispatch service, 24/7 everyday service throughout the city -- that kind of thing. So, what we're recommending from the board is the Council approve

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EcoCab's new taxi cab company permit application subject to the condition that the administrator determine that EcoCab evidences sufficient financial resources to meet the minimum standards under which a taxi cab company must comply. In other words, that section 270 that I was speaking of.

As in the past, the administrator does have the ability to utilize the services of the Revenue Bureau to make that determination. As Michael indicated, we'll try to keep this brief, so that concludes our presentation. We're certainly open to any questions you may have.

Fish: Can I just clarify something? Because we haven't had a lot of these hearings during my tenure. So, as a matter of City Code, all recommendations of the private for-hire board like this come to Council for approval?

Sills: When it's a new taxi cab company application -- when they submit their recommendation to the Council, it is in essence an advisory recommendation. You conduct a new public hearing, a de novo public hearing.

Fish: That's for new licenses.

Sills: Correct.

Novick: Commissioner, it's for new companies. For existing companies, the board itself can add additional permits.

Fish: I see. So, we rule on the question of whether a new party can get into the marketplace and then you have the authority to regulate their numbers going forward, is that correct?

Frank Dufay, Portland Bureau of Transportation: That's correct.

Fish: I don't -- when is the last time we had a hearing like this?

Dufay: 2012 was when the initial recommendation came to Council. It was appealed and the permits were issued in 2013. That was for Union Cab.

Fish: Union Cab. That's the last one I remember. OK, thank you.

Hales: Anything to add?

Novick: Mr. Sills, I think we need to move an amendment to the board report because on paragraph two, it said, "following deliberation the board voted to recommend approval of EcoCab's new taxi cab company permit application for up to 51 vehicles by a vote of nine ayes, two nos, and one abstention." Actually, that applied to the expansion of the number of permits for existing companies. So, I have an amendment clarifying it was actually unanimous vote on the EcoCab --

Hales: Commissioner Novick moves --

Fish: Second. One other question. The one piece of information that we don't have before us -- and it may or may not be relevant -- is are there other companies that have made similar requests that are pending where at some point we have to consider the cumulative impact, or does the law require us to look at each of these on their individual merits?

Sills: Yes, there are four other applications that are before the board. They'll be meeting on March 25th to go over in all likelihood three of those applications, it doesn't look like the fourth one is quite ready yet. With each of the applications, it's a requirement in the administrator staff recommendation report to the board that they take into account market conditions and determine the need for new taxi cab service in the city. So, as new companies are added, then that would become part of that evaluation by the administrator.

Fish: So it is possible that an applicant who's at the end of the queue at some point may come to Council -- assuming it comes to Council -- and the answer would be no because the market is saturated?

Sills: As with any business consideration, if you're encountering market saturation, then you would have to -- as a business you would make the determination whether you were

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viable in that market, and as a taxi cab or private for-hire transportation board, that recommendation would also be within that context of whether we're at market saturation.

Fish: I'm curious -- because this is a chance to educate us about what you do -- how do you resolve the question of, say, there's four or five companies that have submitted applications. How do you do the sort ranking process or is it just first in line?

Sills: You know, the code really doesn't contemplate ranking in that sense. I don't think that would be an objectively fair way to treat those applicants to try to do that at that time.

Fish: OK, thank you.

Hales: Other questions for staff?

Saltzman: Are we going to hear from the applicant?

Hales: Yes.

Saltzman: OK.

Fritz: I was struck by the new policy of treating these taxi drivers as employees rather than contractors. I was initially concerned about the rate of pay of \$10 an hour for 40 hours plus commission, which the report says gets it to about \$11.71. Given our discussion on \$15 an hour, it didn't seem to me that that was in keeping with our goals for payment, but my staff looked up and found a 2012 Office of Management and Finance report that said the average hourly income for taxi cabs after paying the kitty is \$6.22. Is that still about the average wage of a taxi driver in Portland?

Dufay: Frank Dufay. We don't really have good data on that, Commissioner. We have anecdotal evidence that \$10 an hour is probably pretty good pay for that profession right now.

Fritz: Do we know how much Uber and Lyft drivers are making?

Dufay: We don't have that information, no.

Fritz: That's of concern, Commissioners, in our next conversation coming back in April as far as the transportation network companies. This does -- it's going to be -- obviously, I'm pleased that we have this proposal that's paying more than what was being paid two years ago, but still it's obviously a very challenging profession for people to make a living wage on.

Novick: Commissioner, I just wanted to share that I went to visit Brad Avakian the other week and asked him about the prospects for having taxi cab drivers reclassified as employees -- they're generally treated as independent contractors -- and he and Christine Hammond [indistinguishable] sort of walked me through the law and it sounded like under state law, it would be a -- we would have to change the law. It would be a significant departure -- other than when the company is treating them as employees -- for the taxi cab drivers to be reclassified as employees. But it's something I want to continue to explore.

Fritz: Yes, the other thing my staff found out is that state law exempts taxi cab drivers from overtime laws when they are employees. So, I appreciate the company's proposing to limit hours to 40 hours a week just for safety considerations. The employees would not get time and a half from the \$10 an hour if they work more than 40 hours. It's obviously a very complex system. I just wanted to highlight for public awareness that taxi cab drivers don't make very much money.

Hales: Good point.

Saltzman: I just notice you have an interesting standard of service in there. I think it was like if 65% of a fleet is found within -- found at Portland airport in a one-hour interval, that's deemed not serving the city. Did I get that right?

Dufay: That's correct, Commissioner. We don't want the taxis to just be sitting in the backfield.

Saltzman: Right. Does the board help us to monitor that?

Dufay: I believe so, yes.

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Hales: Other questions? Thank you very much. We may have more at the end, but let's call on the applicant, please, to make their presentation of evidence. Come on up.

Ellen Osoinach, Deputy City Attorney: Mayor Hales, while they're getting ready you may want to accept the amended board report and the other report as exhibits.

Hales: OK. And we have the amendment in front of us, so we could go ahead and vote to accept the report as amended?

Osoinach: Yes.

Hales: Roll call, please.

Roll.

Fritz: Aye. **Fish:** Aye. **Saltzman:** Aye. **Novick:** Aye. **Hales:** Aye.

Fish: May I ask a clarifying question? Because again, this is a somewhat novel procedure for us. Is there a party here today that opposes this application?

Hales: We'll take public testimony after we hear from the applicant --

Fish: I understand, but is there a formal party that's intervened and opposed this? Because in our land use hearings --

Hales: Yes, I understand that. I don't see that there's a formal party --

Fish: Commissioner Novick, did a party intervene and oppose this?

Novick: I think not.

Fish: OK.

Hales: It's up to individuals to make their case if they like the application or don't like it after the applicant gets a chance to make their case. Good morning.

Len Bergstein: Good morning, Mayor Hales, members of the City Council. My name is Len Bergstein and my office is located at 805 SW Broadway, Suite 2290. I'm pleased to appear today with Ron Knori, who's the founder and owner of EcoCab. You'll hear from Ron momentarily to describe unique promise he brings for high-quality taxicab service, a frictionless user experience based on his strong environmental values and unique business model. And you'll hear from Mike Wilkerson from ECONorthwest, a premier economics and market research firm in our region -- you already heard a commercial for them previously, so I'll leave out the commercial about them. They're really quite good.

We're here today with strong guidance and support from Frank Dufay and his staff and the unanimous vote as you heard from the private for-hire board of peers that's recommended approval of 51 permits for EcoCab.

EcoCab is a set of values and a business model that will meet and serve the demand for additional taxi cab services in our community. It mirrors the leadership this Council has provided on environmental and workforce issues and will help you achieve your goals. I'd like you to hear from Ron about his company and why he's bringing this to Portland, Oregon.

Hales: Good morning.

Ron Knori: Good morning, Mr. Mayor and Council members. My name is Ron Knori, and I'm the owner and founder of EcoCab. I just wanted to come and say hi and let you know that I have a strong commitment to a zero-emission fleet, and that's what we're going to bring to Portland -- that's what we're proposing.

When we started this business -- when I started it three years ago in Longview -- one thing that -- it really took off and it was really well welcomed in Longview. I feel that Portland and I know that Portland shares the same values for environmental responsibility.

EcoCab is an all-electric fleet with 12 -- we'll start with 12 fully electric vehicles and three ADA-compliant vans. And if you have any questions, I'd be happy to answer them.

Fish: One question, sir. In your excellent written presentation, it says that if approved, you'll hire a general manager with extensive taxi experience in the Portland area. Tell us how you go about identifying that person and what you're looking for.

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Knori: That's a great question. The first thing that I'll want to do is make sure that the applicants have the same -- how do I say it? The same values environmentally and someone who is strong with experience in the taxi industry in Portland. How do I find that person? I'm going to put out an advertisement -- and I've actually already gotten quite a few responses, not just from Portland, either, from all over the country that have wanted to actually come. They have extensive knowledge of the taxi business and they would be willing to move to Portland for this. So, I will start that search just as soon as we get approval from you fine people. [laughs]

Bergstein: If I may, Mr. Mayor and Commissioner Fish -- I think the most important thing on Ron's mind will be the question that Commissioner Fritz has mentioned, and that is how to run an employee-based company. We'll be looking for someone with that kind of set of values, responsibility, understands what is expected in Portland in terms of worker relationships, and I think it'll be someone that will have to work closely with Ron on those particular issues.

Fish: Just one other question -- I've never actually had the experience of being in a cab that ran out of gas, but I know that one of the challenges with electric vehicles is that duration of the battery. How do you balance that in terms of your business model to make sure there's enough juice to run your cars and what does happen if the car is about at the end of its useful life and you have to recharge?

Knori: At our facility, we'll have fast chargeability. The cars will come in and charge up rather quickly and be out the door again for use. So, all of our Nissan Leafs have DC fast chargeability, and --

Fish: What's fast charge these days?

Knori: About 20 minutes for about an 80% charge, and then it gets put on a 240 volt to top it off.

Fish: What's the battery life -- what's the useful life of that charge?

Knori: About 85 miles on a Nissan Leaf, and the majority of our fleet eventually will be all Tesla Model S sedans, and those have a 270 mile range.

Bergstein: Have you ever stranded anyone --

Knori: I have never stranded anyone in three years. The cars are very -- they tell you exactly how many miles are left on the charge, and our shop is conveniently located just about three miles from downtown. And in addition to that, if we ever run into problems, Portland has a very large electric car charging infrastructure already set up. They've got 18 conveniently located DC fast charge stations. So, if we did run into an issue where someone was closer to a fast charge station than our shop, they would just charge there and take a break.

Hales: That's great.

Saltzman: Where is your facility located?

Knori: 3250 NW Yeon.

Hales: Other questions? You have a presentation as well?

Mike Wilkerson: Yes, thank you, Mr. Mayor, Council members. Certainly, we've seen some of the similar findings. I'll get through those quickly, and if you have any questions I'll be happy to answer them.

As part of the private for-hire transportation application process for EcoCab, ECONorthwest was asked to conduct a market study analyzing the current taxi market in the City of Portland. The following is a brief overview of the findings.

Where we started was by replicating the measures identified in the 2009 PFHT demand study. We also analyzed the raw data from the 3Q Global mystery shopper which EcoCab retained. Our full report is contained in the proposal exhibit 1, pages seven through 14 for further reference.

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Based on 2013 data for the 11 comparable cities identified in the 2009 report, Portland would have the second lowest number. You can see here there's an expansion of the cities, but certainly in the report of the 11 cities, Portland was second lowest with approximately 7.5 cabs per 10,000 residents, which was less than half of that of the median city in the sample.

The median city in the sample was Cincinnati, which had a total of 17.6 cabs per 10,000 residents. So, if Portland were to have the same ratio as Cincinnati, that would equate to 1075 cabs, which would be an increase of 617 licenses over the current level.

Other demand indicators identified in the 2009 report included total employment in the city, airport boardings -- which you've seen -- total visitors -- which you've also seen -- as well as Convention Center visitors. All of these indicators have increased significantly since the last demand study coinciding with our economic recovery.

Another stated factor for the Revenue Bureau to consider when making a recommendation is a current status of the public transportation system. TriMet's level of service in terms of total ridership peaked in 2012 and has decreased subsequently over the last two years. During this period of course, we've seen an increase in total population and employment, however ridership dropped in 2014 to levels not seen since 2007.

Ultimately, however, the most important indicator of inadequate supply is responsiveness. Based on the 3Q Global mystery shopper study, we found that 22% of all the calls they placed resulted in no response -- so the phone rang indefinitely -- or when there was response, no cabs were available. That's 22% of the time.

During peak hours, the wait time for a cab of under 10 minutes was only available one-third of the time. Wait times in excess of 30 minutes were 7% of the time.

Finally, I think the most telling detail is for 16% of all calls during peak hours, cabs did not show up for scheduled pickups. That's a major concern I believe on a host of fronts. I'm happy to field any additional questions. I'll turn it over to Len for some concluding remarks.

Hales: I have one -- it's not relevant to whether we approve the application or not -- but obviously you understand that we're in a discussion about transportation network companies entering the marketplace. Obviously, that has not dissuaded you from making application. Any thoughts about how the viability of your application might be affected by the arrival of transportation network companies operating legally in Portland?

Bergstein: Mr. Mayor, let me start that off, and then I know Ron has thought a lot about this as a business person. My first reaction is no doubt that Uber and Lyft are highly resourced competitors and they have a reputation for being disruptors in the economy. So that's -- we're not afraid of competition and as a matter of fact, we're enthusiastic about the competition because we have several advantages, we believe.

Number one, we have zero emission vehicles. Those will be an attraction to Portland and they will drive our demand. Number two, the customer will know what kind of ride they will be getting when they call for Ron and his service. No question about the kind of car that will be showing up or the vehicle that will be showing up. Number three, we have an app that is comparable to the kind of app that Uber uses -- Ron is in the process of developing that right now and so there will be a frictionless experience for the customer that will rival anything from any of the other network companies.

And number three, we will be transparent in pricing. There will be no surge pricing from our company so that the customer in Portland will know they are getting a fair deal, transparent deal, they'll know what they are doing before they get into the cab. And that will be ultimately our competitive advantage. Anything to add, Ron?

Knori: Unless the Council has any more questions, I think that Len said it all.

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Fish: Let me take the Mayor's question and flip it around slightly differently. My understanding is that some of these potential competitors only take payment off of smart phones and credit cards. That seems to me to be problematic for people that don't have a credit card or smart phone. Do you have a sense -- what's the relative mix that you would expect between cash business versus credit card business?

Knori: About 50-50. So, Uber and Lyft will essentially alienate 50% of their total customers that will totally come -- I'm not going to do that.

Bergstein: But they're good guys -- [laughter] -- if they're watching -- [speaking simultaneously]

Saltzman: A 40 billion dollar company?

Bergstein: Exactly -- [indistinguishable] --

Fish: I appreciate having a phone that has all this capacity, although my daughter does mention that me having an iPhone is like someone buying a car to use the radio. So, I get there are bells and whistles that I haven't figured out. It bothers me a little bit that you would have to have an expensive phone or credit card to use a public service. I think that gives me pause. But anyway, thank you.

Hales: Any other questions for any of the three? Great presentation. Thank you.

Bergstein: Thanks for your attention.

Hales: We'll see who is signed up to speak on this item. Come on up, please.

Amy Anderson: Good morning. As many of you know, I'm an avid advocate in this community for people who are low income, medically under-served. In my work recently with the transportation advisory committee that formed for ride share, which is the new nonmedical emergency transportation system, I've learned a great deal about our transportation system in Portland.

And what I realized was when you add about 350,000 people to a community of three counties -- Washington, Clackamas and Multnomah Counties -- you're talking about numbers that people have never seen before in the city that are potentially eligible for rides using nonemergency medical. The difficulty we have is the way I've understood it in the past was it was separated between the taxi cab companies and the nonmedical transportation companies, and was kind of everybody got a little bit of everything.

What I've come to realize is the major burden has been placed on the taxi cabs. The last report I got on the committee -- there was over in one month's time, they took over 100,000 calls. In the month of January, about 38% of that was taxi cab usage. So, given the fact that we have all these people going from Gresham to Hillsboro using nonemergency medical transportation -- I on a Friday afternoon got left in Hillsboro without a ride back because even though Health Share has a contract with Green Cab, they said we don't have enough drivers to get you to pick you up after your meeting at 6:00 p.m. on a Friday in Hillsboro. So, there are many times where I have waited an hour or more for somebody to pick me up to take me to a meeting that the County was paying for. It's under contract. We have lots of contracts that I use taxi cab service for, and the more people we're adding to our Medicaid rules, the faster the service is depleting in its shall we say quality. Quality is changing in our community as far as transportation goes.

And the other thing is Commissioner Fritz, you're right about the payroll. I've been asking all the drivers of Green Cab how much have you made, how much are you losing, how much is it costing you to do this nonemergency medical piece? And with a kitty every month of close to \$2100 they have to come with first, I would venture to say it's hard to make \$10 an hour when all your money is going to pay the kitty. Then you consider all the rides you take during the course of the day transporting people you don't get paid \$3 a minute for -- you're losing money all the time.

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And now I hear that the other nonemergency medical transportation companies are at risk of failing because of the loss in income due to the new contract. So, I really think you guys need to be looking at this at a much larger picture and figure out who's transporting who, what, when, and where, and how much of it through the taxi cabs are being used by people that don't pay or don't have cash. Then when I do pay cash, it costs me to go from 39th and Division to downtown \$14 one way. I doubt most people on low income can afford taxi cabs. We're looking at people who have modest incomes to be able to afford taxi cab rides unless they're being used for nonemergency medical.

I think we need more companies in Portland. We more dedicated companies to driving the nonemergency medical is what we really need. We need a targeted company to handle that load to free up the taxis from having to transport everybody clear across three counties.

I just want to say as you're thinking about what you're adding to the community, think about the big picture of all of this difficulty we have right now just navigating the population that has been added to the Medicaid rolls -- not considering the population that is just using taxi service. That's all I wanted to bring is I'm really heavily invested and I think the big picture is not being looked at from all angles. Just look at everything before you make your decisions about what you're going to do.

Hales: That's very helpful. Thank you.

Novick: And we will talk to Health Share about that.

Anderson: And Family Care. We're in it together.

Hales: Thank you. Please. Good morning.

Darin Campbell: Mr. Mayor, members of the commission, my name is Darin Campbell, and in the spirit of the rules of the chamber I am the registered lobbyist for Radio Cab -- however, I'm not here in that capacity today. I'm also the elected taxi driver representative for the Portland private for-hire transportation board. I was one of the yes votes on the EcoCab presentation.

One of the things that struck me in regards to EcoCab was that it was a different model all together with employee drivers. It gives that company the ability to direct their resources to the peak demand times that has been plaguing the city. I would think that Mr. Dufay and the members of his office would tell you that most of their complaints come from those peak demand times of Friday nights, Saturday nights, the clubbing districts, and that would be a place that EcoCab could really make a difference.

And at the same time, they have the ability to not take away from that 10 a.m. Tuesday morning taxi driver that's struggling make ends meet because that's not the busiest time of the week. It struck me as something that was very Portland that could work and that would be one more piece in our battle that we're dealing with in regards to the TNC companies coming to Portland. They're going to come, we know that. But an effective taxi industry is one we need to work together on and have different pieces in place to do that effectively.

Hales: Thank you. Thanks very much. Good morning.

Lightning: Good morning. My name is Lightning, I represent Lightning Watchdog X. As Commissioner Fritz has stated, this is very complex. On the application at this time I'd like to have it denied, my reason being is that I believe that Uber and Lyft should also be in the game at this time. They've been excluded. What you basically have is a statement out of this brochure here currently Uber and Lyft are examples of companies that successfully utilize an online app in other markets. Although their business model has not yet found acceptance in Portland, EcoCab's app will function similarly.

With that in mind, I don't think they should be approved until we have an understanding where Uber and Lyft are. They consider themselves a private for-hire, and

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as you know, Uber and Lyft might be termed dynamic ride sharing apps. Now, a lot of people feel the difference on that might be a donation type situation based upon a fare. I mean, there's a lot of discussion on what that actual term is and I would like that worked out more.

You've stated on the transportation network company that Uber and Lyft will fall under that category toward the private for-hire regulation. So, if they're supposed use those type of regulations at this time, then they should be in the discussion on possibly stepping into the market and not being denied. I mean, we're creating an exclusivity here that is leaving a lot of people out which I think is not the proper thing to do.

Another issue that I have also is that we have a lot of app companies getting ready to move into the market. Uber, Lyft, go loco, ride scout, side car, instant cab, pick a pal, avago -- numerous apps that are sitting on the sidelines to wait to see what happens here. Again, when they enter this market, the market will saturate.

I think it's a very risky proposition for this new company to step in at this time until they understand what's going to happen in this market six months to 12 months from now. We have monitored New York as far as on the medallion system. And as you know, they tried to sell more medallions and no buyers are out there. They're watching very closely what Uber and Lyft are going to do on the overall market. In my opinion, they're going to come in here and basically take a large control of it and I don't think any of these cab companies can do anything about it.

I want to watch this very close on the value to these cab companies on where they drop within the next six months to a year. I want to try to put something in place that will protect their interests, protect their values on the cab companies, and watch this very close and try to step in and work with the other Uber, Lyft and other app companies to avoid that from happening. Don't create disruption, have a shared economy, but do not take down the old time cab companies in this city. Thank you.

Hales: Thank you.

Charles Johnson: Good morning. For the record, I'm Charles Johnson. As a person with no physical impairments that keep me from using TriMet, sometimes it seems like we have too much cabs, so it was good to learn from people with mobility challenges the situations that they are in. When we talk about regulating this industry we often need to look at -- as came out most from Commissioner Fritz's remarks -- rewarding this industry when it does the right thing -- or making sure that this industry rewards its drivers.

Hales: Charles, I'm going to interrupt you. This is a quasi-judicial proceeding, so you have to tell us whether you are for or against it.

Johnson: I'm for it with the idea that y'all should look at the regulation of taxis so that companies that reward and return profits to their drivers are the ones that can expand their fleets. Ideally, I'm highly biased towards some type of co-op model but we heard many of these drivers are leading a very harsh hand to mouth existence. When we look at the regulation of the taxi industry if we add this business we need to look at how the City regulates taxis so that the companies that treat their drivers best and are having the best economic on our community are the ones that are able to expand their fleets and put more drivers into better quality of life positions. Thank you.

Hales: Thank you. Good morning.

Joe Walsh: Good morning. I'm Joe Walsh, I represent individuals for justice. And to follow the Mayor's directions, I would like to see you approve this. I was intrigued listening to the testimony that either all the cabs or most of them are going to be electric. That's kind of cool. And I often sit here listening to the testimony week after week -- not as somebody that knows everything but somebody who is listening on TV and trying to understand

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what's going on. And testimony you had this morning was fascinating to me because one of the things that we really want is electric cabs. That's so cool.

As far as the charging, if a cab goes down and if there's a problem, Commissioner Fish, they'll do what every other cab driver does, they'll get on the phone and say help and somebody will come and help them. And they'll either recharge the cab or send another cab.

So, we only have the same concern that Commissioner Fritz has mentioned, and that's the salaries. I have talked to cab drivers a lot, and they are not rich. You're right, they are not rich. They are not making lots of money. So, I think this Council has golden opportunity in your approval when you approve this -- and I'm assume willing you will -- to make a statement to the company, you know, our city is moving toward a basic minimum wage of \$15 an hour, would you try to get as close as possible to that with your drivers so at the end of the day or the end of the month that the drivers are making a livable wage? They work very hard. It's a tough, tough job that they do.

I'll just give you one short story and then I'll shut up. My wife went shopping the other day and when she buys too many groceries, she calls a cab. I won't tell you which cab company she uses because I don't think that's fair. The last time she called for a cab, she waited a half hour. Then she went back in to the supermarket and said, would you call again, please? And they did. She waited another half hour. So, it was an hour's wait. On a regular workday, 3:00 in the afternoon -- this is not high traffic area time. That's not the first time it's happened to her. I know that doesn't give you any statistical information, it's anecdotal. I'm saying this cab company coming in is not going to affect the market that much because if you have to wait an hour for a cab, we need more cab drivers. Thank you.

Hales: Thank you. Next. Anyone else?

Parsons: We had one more.

*****: One over here.

Hales: On this subject. It's not on this subject, Barry.

*****: Teresa from IRCO.

Hales: Is she here? OK, we're going to close the public hearing. A motion --

Fish: I move the application.

Fritz: Second.

Hales: Any further discussion? Then a roll call on that motion.

Item 280 Roll.

Fritz: Thanks to the applicants for this new model coming into Portland. Of course, it's very easy to support an all-electric cab company, and particularly your attention to providing the required Americans with Disability Act accessible vans. It's a great model.

I appreciate that you're moving to the employee-based model rather than contractor paying the base hourly wage, commission, of course having sick time because you're in Portland -- which is great -- and also paid vacation. Those are a good step forward.

As I mentioned, it's astonishing to me that in 2012, cab drivers were making less than \$7 an hour, and I doubt that in three years it's all that much better. If we're looking -- there's been some discussion about potentially having a free-for-all for a month where cab drivers may not get any business. If you're making \$400 a week, you can't afford to have a month without pay. And so I'm looking forward to the hearing on April 9th because I value our taxi cab system.

As a woman, I am not going to be getting into some stranger's car. I've been taught since I was knee-high you do not get into strangers' cars, even if you summon them on your iPhone. And I've certainly taught my daughter that. I taught my daughter to summon a cab on her iPhone. I am concerned that -- I don't think that Lyft and Uber and others should assume that we are going to allow them to operate in our city until all of the

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challenges have been met including what Amy Anderson brought up in terms of health-related and medical transportation.

The beauty of our system -- and thanks to Frank Dufay for a long time of working on these issues -- is it's regulated and that there are taxis available at 3 o'clock in the morning to get to the all-night pharmacy if you need to. We're fair about who goes to the airport for the more lucrative rides, and we're fair about the limousines and we stopped the kick-back at the hotels for limousine and such.

It's a service that has great potential for vulnerable people to be abused, and this new company with a good track record in Longview -- obviously because of ECONorthwest's study and Mr. Walsh's testimony just now -- we don't have enough cabs in Portland, and people are not using public transportation -- in some cases you can't use public transportation to get from A to B at any hour of the day, never mind during the evening or at night or on weekends. So, it's an important public service. I very much appreciate and welcome you to Portland. Aye.

Fish: First of all, this is not a typical Council proceeding, so I want to call out a very effective and thoughtful package that you gave us that tells your story and lays out the case. Appreciate that -- your testimony, commitments that you have made. A city that presides itself on sustainability obviously welcomes the idea of a truly green cab company -- all electric.

I was a little concerned when I heard someone earlier say we have a 15% or 16% rate of no-show. I'm doubly concerned because as a person no longer has a car, I actually use cabs more if I have a late night event and I'm too lazy to take the bus, I'll take a cab -- or the airport or something. So, 15% -- if it's a cab you're waiting for to get you to an early morning flight or to an important meeting -- is of some concern. I'm going to follow up to learn more about that fail rate.

You've made a compelling case. This is a de novo hearing. We've heard no objections, and I appreciate the thorough way that Commissioner Novick and his bureau make these presentations and get the information to Council. Aye.

Saltzman: A very enthusiastic aye. We really appreciate your commitment to sustainability, your commitment to your workforce, and I wish you all the success.

Novick: I too really appreciate the employee model and appreciate the commitment to sustainability. I was going to mention a potential side benefit from approving this application, and it occurs to me that perhaps I should have declared an additional conflict of interest possibility at the beginning of the session because I note that on November 26, 2014, I received an email from Phil Barnhart, State Representative from Eugene who's also the all-powerful chair of the revenue committee. And he was emailing me about taxi cab service in Portland in general and also about electric cabs. One of the things he said is, personally I would love to ride in a Tesla taxi in Portland. I think it would give a great impression to visitors.

I have to say that I am hopeful that approving this application will result in Representative Barnhart throwing his weight behind all of our legislative agenda, and I think that could be a great thing for the City. But I apologize for not having mentioned that possible conflict of interest at the beginning. Aye.

Hales: I think that's a confluence of interest, not a conflict. Great application. Great company. We look forward to having you serving this community and our visitors. I think the process worked very well, so thanks to our staff and our volunteers on the board.

I think this is a case where we've thoughtfully taken up the question of how do we manage change. There's obviously more of that to come, but I think this was a real success and I commend everybody involved. Aye. The bureau will prepare a final order that validates the Council's decision today.

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Osoinach: You just want to close the public hearing.

Hales: I'll close the public hearing. Thank you very much. OK, let's move to the last couple of items on the regular agenda and the pulled consent item.

Item 281.

Hales: This is not a previous item, right? I thought we had this up last week. I guess we didn't. Anyone want to speak on this item?

Parsons: This was pulled by sarah long [spelling?]. Is she here?

Fish: No. Mayor, I move the report.

Hales: Is there a second?

Fritz: Second.

Hales: Further discussion? Roll call.

Item 281 Roll.

Fritz: I greatly appreciate the willingness that these diverse volunteers have to participate in our Development and Review Advisory Committee in the Bureau of Development Services. Aye.

Fish: Aye. **Saltzman:** Aye. **Novick:** Aye. **Hales:** Aye.

Item 286.

Hales: Good morning.

Bryant Enge, Director, Bureau of Internal Business Services, Office of Management and Finance: Good morning, Mr. Mayor and Commissioners. For the record, I'm Bryant Enge, Director of Internal Business Services and we're here to present code changes related to the City of Portland's Oregon sign trademark and housekeeping changes.

The City obtained rights to the White Stag sign in 2010. The City had the sign changed from "Made in Oregon" to read "Portland, Oregon." The goal of the City was to have a sign as a symbol for all citizens of the City of Portland. The iconic sign has become a widely-recognized mark. It has been seen on a Super Bowl commercial, local advertising, and for merchandising cups and tee shirts.

The City manages the use of the mark to protect from irresponsible use and to promote City tourism and trades. The City manages the mark through license agreements. A license agreement is entered into for the use of the mark. The licensee rents the right to use this mark in association with filming, products, and events.

Licensing involves a contractual agreement between the City and the licensee. The contract ensures that the use of the mark is restricted by specific conditions. An acceptable use policy will be designed to help protect from irresponsible use of the trademark.

Some of the prohibitions included in the accessible use policy includes the mark will not be used in any way that is unlawful; the mark will not be used in any connection with any criminal, civil or administrative violation of any applicable local, state, and federal rule; and the mark will not be used to promote or advocate any content or material that harasses or threatens the health or safety of others; and finally, the mark will not be used to promote or advocate in any way content or material that may be construed as inappropriate or not consistent with values of the City.

In addition to protection of the City asset, the policy and the associated fee schedule will be designed to support tourism and local trade. Local government agencies will not be charged a fee to use the sign. Nonprofit agencies are not charged an administrative fee. Businesses will pay an administrative fee to help offset cost to manage the program. License fees will be dependent upon the use of the mark and gross revenues of the business.

The fee schedule will favor small and local businesses.

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Revenue generated from the mark will be used to pay the cost to legally defend the mark and to pay the cost to maintain and operate the sign, which is approximately \$28,000 a year.

The proposed code changes will provide the BIBS Director the ability to effectively and efficiently manage the mark to prevent its misuses, support small and local businesses, generate revenue where possible, and provide transparency. We're open if there are any questions about the program.

Hales: OK.

Saltzman: So, are you going to establish a fee schedule?

Enge: That's correct, Commissioner.

Hales: OK.

Fritz: In the ordinance, there's the requirement for an annual report to Council about the use of the sign, including the specific licenses, gross revenue, and net revenue. That doesn't need to be in the code? How will we make sure that that happens moving forward?

Celia Heron, Office of Management and Finance: When the Council adopts it, it will be binding City policy. It will not be in code, but it's binding City policy so it will be in the Portland policy documents.

Fritz: OK, so it'll just automatically happen -- I won't have to ask for it next year?

Enge: And to that point, Commissioner Fritz, one of the things we wanted to do -- and this is back to the transparency -- is we're going to include the tracking of both the revenues and costs in the City's financial system. So, it will be tracked in SAP. So, we're going to be able to invoice vendors and others who use the signs directly out of SAP. In those cases where we need to defend against inappropriate use of the sign, those costs will also be tracked in SAP. Not only will we be able to on an annual basis show what we've done, but at any time that you would want or anyone else wants to go into SAP, they will be able to get that report.

Fritz: Presuming one knows how to use SAP and has the ability and permission to use SAP. I'm really concerned about the community having a summary each year with pictures of what's been on the sign and such -- obviously, it's not going to be changing the sign, it's going to be pretending to use the sign in its advertising. We're not talking about actually allowing people to put different images on the Portland, Oregon sign.

Hales: No. It's using the image in advertising. So, maybe the annual report to Council could include the images of how it's been used.

Enge: Will do, Commissioner and Mayor.

Fritz: The Chief Procurement Officer will be signing off on every specific use, right? They will have to show you an image of what they want to put up there and you will say yes or no?

Enge: Commissioner Fritz, at this time this program is in the Bureau of Internal Business Services, so the CPO is not involved in this program.

Fritz: I'm sorry.

Fish: I'm curious, what's an example of the difference between something -- a use that is governed by this policy where we're protecting our intellectual property rights and a use that is allowed in the public domain? For example, if TNT is filming a basketball game here and they begin the show by sweeping the skyline and focusing on the sign, I assume that's sort of in the public domain and that's their right, as opposed to if they choose to put the logo on some product they sell.

Enge: Exactly. Once is incidental use, Commissioner Fish, and the other is a specific use as when you put it on a mug or T-shirt. One is just your canvassing the city for purposes of showing something, an event that is not specific to the sign but may be for the City of Portland itself, the other is more related to any specific sale of a mug.

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Fish: And one other category -- I notice that lots of local artists take that iconic image and then alter it in some way and incorporate it into their art. I assume there's a wholesale exception for people that use it in their art.

Enge: So, what we're doing now is that in those cases where someone is using the sign in the case of merchandising or specifically using the sign to help them to advocate or promote whatever their product is -- that is a misuse of the sign if they do not have a license. And so what we'll do is send them and encourage them to get a license or we'll send them a cease and desist letter.

Fish: But for example, if my son's fifth grade class has a project where they draw pictures of the sign or if local artists as part of doing art about Portland incorporate the sign, I assume that's not covered by this policy.

Enge: That's correct. Again, that gets back to incidental versus specific use of the sign.

Fish: That's something -- as you fine tune the policy, I'd like to make sure that that incidental use as it applies to artists who are incorporating the sign in an incidental way is clearly defined so we're not ensnaring people that are local artists for whom that's an iconic image in something they are doing in whatever medium for which they would be required to get permission.

Enge: Will do.

Fritz: I've just realized why I was confused, and that's because I am confused about exhibit B. If you look at page three of exhibit B, it appears to be making changes about the procurement services division, and I don't see how that relates to this current item.

Heron: Right. Celia Heron with the City's Office of Management and Finance. We took the opportunity when we opened up City Code to talk about the authorities of the Bureau of Internal Business Services Director. We looked at sections of the code currently out of date.

The procurement services division used to be within Bryant's purview in his BIBS. The bureau is now being moved into the new Bureau of Revenue and Financial Services. So, being a fan of keeping code as accurate as possible when this came up as an edit, I suggested that we change the language in the relative respective sections of code to show that procurement is moving out of one section of OMF and into another, which is why you have five exhibits before you.

Fritz: So, it doesn't have anything to do with Portland, Oregon sign.

Heron: That's correct.

Fritz: Probably next time it would be better to have two separate ordinances just so that it's clear to me and to the public. Because I was like -- how --

Heron: Point well taken.

Fritz: OK.

Hales: Good catch. Other questions for Celia or Bryant? Thank you both very much. Anyone signed up to speak?

Parsons: Joe Walsh.

Hales: Come on up.

Joe Walsh: I'm Joe Walsh. For the record, I represent individuals for justice. We had two concerns about this. First one was the last concern that was expressed by Commissioner Fritz, that there's a section in here that has absolutely nothing to do with the signs.

The section that we're most concerned with something that I was personally just involved in, and that's the appeal process if you're excluded. I was excluded from this building for 30 days. There is an appeal process. The hearing officer hears the case except if you go out of time. And here's the example. Suppose you exclude me for 10 days. You have five details to file the appeal. I did that, and they set the hearing six days after I filed the appeal.

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Hales: Wait a second, Joe, does this affect the appeals process?

Walsh: Yes it does. If you keep reading -- and let me finish I'll tie it up.

Hales: Tell us where it is and we'll look at it.

Walsh: OK. It starts on exhibit A, where it says development of rules of conduct. That's where it goes, and then gives the authority to the director to make a decision on exclusion. So, that's the one that we're having the most problem with.

Let me get to the heart of the matter. The heart of the matter is you have no appeal process if you run out of time. And what happened with me was I ran out of time when the director is making all of the decisions. I made none.

So, we are asking you if you open this up and that's the testimony you just had, they are connecting these two items that are not related but they wanted to open it up, so open it up this way and I will give the Parks and Recreation a that-a-boy on this. You in your appeal process on your exclusions have a provision that says once you file the appeal, everything stops. All the time limits stop. You don't have that in the most important building in Portland -- this building. You don't have it. Because what happened with me they declared my question moot because the hearing officer -- even if he ruled in my favor -- could not give me back the 30 days that I was excluded. That was their reasoning. However, since I represent individuals for justice here every week and I monitor what you do you deprived me of a constitutional right. That will be the argument in federal court.

So, I'm asking you to look at this now and do what the park service did some time ago and say, let's freeze everything until the appeal is over and if he loses the appeal he must serve the exclusion.

Hales: OK, thank you.

Walsh: That's reasonable. Wait a minute -- there's another part.

Hales: You're out of time. Joe, you're out of time.

Walsh: You're going off on a tangent on me and I answered your question. Let me answer the first question.

Hales: We've got people who have to wait.

Walsh: The first question is on the sign. This is an issue that you brought up and took down at least two times that I know. You are in a battle with Pabst Blue Ribbon.

Hales: No --

Walsh: Let me finish, let me finish --

Hales: We've settled the case.

Walsh: Alright, but that was the catalyst for this. You had to go back and rewrite everything because I think Pabst Blue Ribbon showed you were wrong because you had a reindeer here and a unicorn over there. They are not the same. So, you got into a battle, you want to rewrite the rules now and we object to that without a lot of discussion. Thank you.

Hales: Thank you.

Walsh: What was the settlement, by the way?

Hales: We'll tell you about it later. Go ahead, Charles.

Walsh: Did they win?

Hales: No. Go ahead.

Charles Johnson: Good morning, Commissioners. For the record, my name is Charles Johnson. I think we'll move to the front of our remarks. Our thanks to the Pabst brewing company for helping explore this interesting area of intellectual property law. I do hope that there -- people need to know about the law. I hope you will engage with Pabst and other artistic people and doing really a public presentation that brings to light how the City works together with business so that our iconic sign can be a tool that benefits both.

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I do want to say that I also looked at the 17-page PDF that comes along with this. I understand Mr. Walsh's concern as we have some strike out language there and renumbering of different portions of the City Code. I think while it can pass at this reading - I don't oppose that -- that you need to look at the ability of the president of the Council and the Mayor to improve -- to be less exclusive and also improve the situation we have in the morning with public comment so that people who have been in the audience at 9:30 might be able to make more spontaneous remarks to some of the serious issues that are facing the City.

But as to this particular agreement with -- not agreement but change into our City structuring of -- it is hard to say how we protect the image of a City that has homeless people sleeping underneath the sign. So, I think we'll have to also talk about where that revenue goes -- that it doesn't just cover administrative costs, but I think this should go directly to Commissioner Saltzman's bureau -- that the sign that's hung over Burnside Bridge where people have died -- any positive revenue that comes from that program should be used for humanitarian efforts to help the City's most endangered people that are sleeping tonight under that sign unless sweeps chase them away.

Hales: Thank you. Anyone else? Let's take a roll call.

Fritz: Actually, Mayor, I have additional questions for staff.

Hales: Alright, come on back up.

Fritz: And I may not be prepared to vote on this today.

Hales: OK.

Fritz: I commend -- or I'm in awe of Mr. Walsh for being able to testify on the changing of a capital B to a lower case b to bring up the issue of the rules of conduct -- a supreme example of actually testifying on the issue at hand, but not necessarily so.

But my question is regarding a proposed change in exhibit A, page one, section 315020, B1 is proposed to delete any proposed lease transaction shall be reviewed and approved by the City's Debt Manager. Why?

Heron: I recommended that that deletion because in this particular section, this section is articulating the authorities of the BIBS Director, not of the authority of the City's Debt Manager. And so I talked with staff there and I also -- we acknowledged that a bureau director's requirement to comply with the City's investment policy and City's debt management policy are already addressed, and so it would be as if to say and here's one little rule you have to follow where quite frankly the bureau director -- in this case, the BIBS director -- has to comply with all of the City's policy regarding debt management which includes coordination of proposed lease transactions.

Fritz: I don't have that language in front of me, though.

Hales: Yes, you do because the top line on B is listing a whole series of authorities for the BIBS director.

Fritz: What page?

Hales: Same page.

Heron: Page 1, 03.15020, section b.

Fritz: Where does it say proposed lease transactions should be approved by the City's debt manager?

Hales: It used to say that, now it's conferring that authority to the BIBS director. Have I got that right?

Heron: The BIBS director -- like all bureau directors -- has to comply with requirements of the City's debt management policy, a point of many of the --

Hales: This along with everything else.

Heron: Yes.

Hales: So, the Debt Manager's authority is established elsewhere in code.

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Heron: Yes.

Fritz: Right, but there's -- I'm sorry, I'm really kind of hypoglycemic at this point, I'm not able to process this.

Fish: Can I ask a protocol question? Does this have to be passed today?

Hales: No.

Fish: If Commissioner Fritz is not comfortable voting today, we don't have the votes for an emergency.

Hales: I'm happy to continue it for a week.

Fritz: If you wouldn't mind.

Fish: Continue it a week so she can get answers to her questions.

Hales: It's not necessary for the resolution of our court case, right?

Enge: No.

Fish: If it doesn't inconvenience you, why don't we put it over for a week?

Fritz: Thank you, I appreciate that.

Hales: Let's give you a chance to answer her questions in between and we'll continue this for one week.

Fritz: Thank you.

Hales: OK. We have one more item, which is the nonemergency ordinance just for first reading.

Item 287.

Hales: His ears were burning. Here he is.

Jonas Biery, City Debt Manager, Office of Management and Finance: Indeed, right on cue. Good afternoon, Mr. Mayor and Commissioners. Jonas Biery, the City's Debt Manager.

This ordinance authorizes issuance of voter-approved general obligation bonds that will finance up to \$18.9 million of public safety projects including purchase of fire apparatus and completion of the PSSRP project. This is expected to be a final bond issuance under the 72.4 million public safety bond measure authorized by voters in 2010, and this will fund completion of the projects under that voter approval.

The most recent bond issuance -- the second bond issue under that program occurred in March 2014. Those funds are nearing completion -- the completion of spend-down, as was expected. Total public safety program bond proceeds to-date have been around 56.1 million out of the 72.4 authorized, which leaves 20.8 million remaining from the total authorized amount. This fund request is approximately two million under that remaining amount, which results in a smaller final borrowing and therefore property tax savings to Portland taxpayers.

As required under the voter authorization, the projects and financing plans have also been reviewed by an independent citizen committee, and there's an accompanying memo from the City's Chief Administrative Officer that addresses that that's included in the ordinance packet.

Just a comment on the impact now that we're wrapping up the program. When the measure was proposed in 2010, the projected levy impact for fiscal 15-16 was estimated at nearly 14 cents per every \$1000 of assessed value. Upon issuance of these final bonds, we now project fiscal levy rate that will be closer to 11 cents.

This savings is the result of a few things, most critically the lower total amount of bonds that we're issuing from experiencing higher than projected growth in property tax base -- which is a good thing -- and from receiving very favorable interest rates. And I'll mention while 3 cents doesn't sound like a lot of money, that actually reflects a reduction in the projected citywide property tax levy of approximately \$1 million. So, that's \$1 million less that we're asking Portland voters for to pay off those bonds.

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Additionally, with this ordinance we also are asking for an opportunity to further reduce the levy by refunding some outstanding debt. The series 2008 general obligation bonds, which are issued under a separate voter authorization from 1998 for emergency facilities projects -- that refunding is expected to result in additional savings of around \$50,000 per year through fiscal '27-'28.

We also expect to issue these, the new money bonds, refunding bonds as single series to get cost of issuance efficiencies as well.

Property taxes generated by the 2015 bonds -- sorry, generated by the levy associated with the 2015 bonds will be specifically dedicated to payment of the bonds and may only be used for that purpose. We expect to repay the bond over a period no more than 15 years, at which point the levy will expire and we expect to sell these bonds via a competitive bidding process in late May of 2015. I would be happy to answer any questions.

Hales: Questions for Jonas? Thank you. Anyone signed up to speak?

Parsons: I did not have a signup sheet out.

Hales: OK, then it comes back for second reading and we're recessed until 2:00 p.m. Thank you.

At 12:19 p.m., Council recessed.

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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.

MARCH 18, 2015 2:00 PM

Novick: Portland City Council is now in session. Sue, please call the roll.

Fritz: Here. **Saltzman:** Here. **Novick:** Here.

Novick: So, this is pretty darned exciting. We're not only getting an award for doing really cool stuff, the award actually comes with money. I can't think of a better way to spend a bit of our afternoon.

The Energy Trust Award we are going to receive highlights the potential we have to take steps to reduce the carbon footprint of our buildings. The 2009 Climate Action Plan identified the role of buildings as a contributor to carbon emissions and called for resources and incentives to residents and businesses for carbon reduction work in existing buildings. The Energy Trust award we're recognizing today is an excellent example of how the City is working to reduce energy consumption and environmental impact, walking the talk of our Climate Action Plan. And I'll turn it over to Bryant.

Bryant Enge, Director, Bureau of Internal Business Services, Office of Management and Finance: Good afternoon, Commissioners, and thank you, Commissioner Novick. I couldn't be more excited about presenting this, as you say, check and recognition all at the same time. And like you said, this recognition is going to go out to the good thinking and the tireless efforts of others who've actually paved the way for this.

As you know, concern for energy management issues has been a particular priority for the City. Led by the Bureau of Planning and Sustainability, the City has adopted a climate green building and energy policies to support the reduction of carbon, energy, and waste. City bureaus have made significant facilities investments in terms of energy and water efficiencies over the past years with great success. As a result, we see better performing buildings with corresponding lower utility costs.

While many buildings are performing well, there is still significant opportunity for improvement. Working with the bureaus, BPS and other facilities, Facilities Services staff design, construct, and operate City facilities to meet the functionality and service needs of its customers. Our objective is to contribute to the financial stability of the City by officially managing our energy use while maintaining a quality facility that is conducive to a good work environment.

Energy alone costs Facilities Services over \$2 million a year, and other resources cost us over \$500,000 for the buildings that we manage. Over the past 22 years, Facilities Services has saved over \$7 million from 47 large major maintenance capital projects. Cumulatively, we have savings of about \$800,000 on an annual basis as a result of the projects, which are tracked on an annual basis through the City's energy challenge program managed by BPS.

Facilities Services continue to focus on better management of energy and other natural manmade resources. To improve energy efficiency for City buildings, Facilities Services has developed and implemented a resource management program. This program involved developing, implementing, and tracking the compilation and analysis of utility consumption and cost [indistinguishable]. And one of the things I do want to point out -- and Deb, I think it is, Wendy, who is not here, who was instrumental in helping us to design

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this particular tool. And this tool -- my understanding -- is something that's now being used throughout the Energy Trust of Oregon's program.

Beginning in 2013, Facilities Services partnered with Energy Trust of Oregon to develop a strategic energy program to track and manage energy usage in 10 buildings on a monthly basis and execute efficiency projects. You will hear about the success of this project. This program has helped us to meet the Mayor's commitment to reduce energy uses in OMF-managed buildings by 2% on an annual basis, and has supported broader citywide initiatives such as a City green policy and the Climate Action Plan. I'm excited not only about the great energy savings we are seeing through this program, but also the cultural shift that has taken place across the organization.

This program has brought together the entire Facilities Services department by bringing energy efficiency to the forefront and providing them the tools needed to make educated decisions around energy usage. We have formed an energy team which includes managers, maintenance technicians, and engineers, and has strong executive sponsorship. They meet on a regular basis to identify opportunities, presenting their results to the executive sponsorship on a quarterly basis.

Through our current Strategic Energy Management efforts, Facilities Services identified actions to reduce energy uses and generate savings to the City of over \$140,000 over the last 18 months. I would like to personally thank all of the Facilities Services staff and crew that have participated in the program and have committed to the success of the program. Without their effort, this success we have seen could not be accomplished.

Again, I want to reiterate there are still a lot more opportunities. We look forward to coming back to you to share more good news. With that, I will turn this over to Wendy Gibson, who's our sustainable operations and maintenance program manager, to provide you with more detail about the program.

Wendy Gibson, Bureau of Internal Business Services, Office of Management and

Finance: Thanks, Bryant. Thank you, Commissioners, for taking the time to help us celebrate our accomplishment. I'd like to take a moment to show you a video that highlights some of the amazing work we've done with the Energy Trust of Oregon. And I'll start it now. [video playing] [music]

*****: Over the last 18 months, we've saved almost \$140,000. It helps that Energy Trust is giving us a fairly sizable incentive, which is great, but it doesn't nearly compare to the savings that we're seeing or the cultural shift we're seeing in energy efficiency. The Portland Building and City Hall are both in the Strategic Energy Management program. We have 46 buildings, and 10 are in the SEM program.

*****: Strategic Energy Management has taken the energy operations of the City's facilities to a whole new level. The operations folks have made the changes, they've seen the results, and we both now are able to communicate the benefits of that.

*****: We have 14 amazing maintenance technicians that are basically boots on the ground making sure each piece of equipment is working as efficiently as it can. So, they were actually able to know that what they were doing made a difference, and I think maybe that's what started to change things.

*****: If I can save some money, pay a little bit more on the front end, or get my pay back in a year or two -- as a customer, if I was doing this for my house that would make total sense. So, if I just look at this as my house but on a grander scale, I'm saving all kinds of money. And that's just one building. So, I'm pretty stoked about it.

*****: Maybe it's a filter change, maybe it's insulating some piping, maybe it's changing out lighting -- they really feel empowered to ask questions about energy efficiency, identifying energy efficiency ideas and bringing them to us so that we can work together.

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****: I was pleasantly surprised because I did not see kind of the byproduct of this process in terms of [indistinguishable] employees, employees and managers -- we want to build upon this.

****: We have an energy bill that's anywhere between \$1.5 to \$2 million. And if I can't tell the public I'm judiciously watching that money, then that doesn't make sense.

****: Investing in energy efficiency has proven to be a great return for the City over many years. The City also has some aggressive policy goals around reducing carbon emissions, transitioning to clean energy, and so those two things align perfectly. To us, this kind of work brings all of these things together. It's a really a great opportunity. [end of video]

Gibson: The video you just watched was actually from last summer. The savings quoted in the video was when we participated in just one year in 2013. We're currently entering the third year of the program. We hope in the third year of the program, we'll able to see the same amount of savings we have seen in the past.

Over the course of the two plus years we've been in the program, the cumulative savings for just the Strategic Energy Management program is \$345,000.

So, I'm sure you're asking, well, how can you see this without any capital major projects? And it's by fine-tuning our buildings. It's by staying up to date on preventive maintenance programs. It's by addressing areas of the buildings that were previously neglected that affected energy. It's also by creating a culture that recognizes the need to take into account energy efficiency from the technician's regular tasks.

The Energy Trust Strategic Energy Management program takes every organization through a series of workshops that help staff identify how to track energy, how to relay that information in a meaningful way, and provide feedback to an individual on their work.

The next evolution in energy management is focusing not just on what facilities can do to save energy, but how organizations collaborate and prioritize energy management so that energy is not used when it's not needed operationally. SEM teaches industry best practices, organizing teams and aligning them with executive level support and to host effective conversations about behavior around energy use, its cost, and its impact to the environment and our community. Small O&M efforts do take collaboration and cooperation and management level support.

I would like to equate -- this is my favorite analogy -- I would like to equate the program to a familiar analogy. Capital improvements are like giving somebody a fish. Strategic Energy Management is like teaching them how to fish, except you not only get to teach them how to fish, you also teach them how to fillet the fish, cook the fish, and eat the fish before it goes bad. Not unlike an efficient piece of new equipment that if not well maintained actually goes bad earlier than it should.

So, what has Facilities learned? We've learned four main lessons. The first is that behavior change is hard, but by tracking energy use and being able to show how an individual's actions can actually change energy in a building, you get more buy-in. You need to be able to show individuals their actions and how it changes the energy. By showing this, they're actually able and they are given an apple that they can feel and touch, except this apple is called energy. They see the change, they see the bite out of the apple. So, without this amazing support and actions from our maintenance technicians, we can't see this. And I'd like to thank them right now for everything that they do to actually make this change.

The second lesson we learned is that not every action is going to create energy change, but you don't know unless you try it and track it. For instance, when I first came to the City, we performed a water audit on one of our buildings. We found a water source heat pump malfunctioning. It was flushing six gallons of water down the drain per minute. Left unchecked, this could have cost the City \$30,000 per year. But with 15 maintenance

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technicians that cover over 200,000 square feet per technician, you can't expect them to find every piece of malfunctioning equipment. But by tracking energy usage, that's definitely something that we can check on and start looking for solutions right away.

The third lesson learned is you definitely need management, and support is necessary. In order to create change, it takes an entire organization. It's one thing to tell somebody to do something, but it's quite another to commit to an idea and actually change your own behavior. I would like to thank Facilities Services manager Bob Kieta and our Bureau Director Bryant Enge for recognizing an opportunity and believing in a program that Dave Tooze from BPS brought to my attention. Without their support, this could not have been done.

The fourth and final lesson that we've learned is that every little bit counts. We need support from you, our tenants. As Facilities Services continues to redefine the way we look at energy, we need tenants being willing to change their behavior as well. Think about how your actions and how your cubicle affect energy use.

The actions you can take are simple. Think about what you do when you leave a room. Turn off the light. When you go home, turn off your computer. When you leave for the day, unplug your smartphone charger. And then, finally, think about whether or not you really need the mini fridge that's secretly stashed underneath your desk for your personally refrigerated items. Could you put them in the community refrigerator? In fact, if you have energy efficiency ideas, please bring them to our attention. We will work with you to see how we can get them implemented.

In closing, I'd like to add that City of Portland is not the only organization participating in Energy Trust of Oregon's SEM program. There are both public and private organizations working together in cohorts throughout the state, facing the same challenges but also exceeding the same results. In fact, Portland public parks and Multnomah County have just started on this wonderful adventure as well. I'd like to thank them for being here in the audience to show their support today. SEM has helped them start to put the structure in place, and now they will be able to achieve savings beyond the large investment that capital projects do. They need your support, too, in order to make a change.

Next up, I would like to introduce Peter West with the Energy Trust of Oregon who is going to explain a little more about the program and present us with a check.

Peter West: Yes -- excuse me, I have to apologize, it's not the right way to start a presentation, but it's spring and I have that nasal drip that bedevils some of us. Good afternoon, Commissioners, thanks for having us. Of course, it's a pleasure to be here and it's a pleasure at the end of this to actually close it with a check. It's delightful.

First thing's first. I'm going to talk a little about partnership today and a lot about team work, and I want to thank Wendy and Bryant for the whole team that they bring forward. There is nothing Energy Trust does -- there's absolutely nothing when I talk about our accomplishments that isn't an "our" accomplishments. We do this statewide and we do this with partners, from homeowners to businesses. We do not lift the screwdriver, we do not screw in the bulb. It's teams like this that -- you know, we bring the idea, and then you take it from there. And that's a wonderful thing.

I would also like to thank my team, Kathleen Belkhat, Ed Wales, and Jay Ward here; and Jim Volkman and Skip Schick from the strategic energy group. Of course, PGE and PacifiCorp and Northwest Natural representatives -- I haven't seen them behind me, but if they're here, they're part of our partners as well.

Energy Trust is a nonprofit born in 2003 to be a statewide purveyor of energy efficiency and renewable energy on homes, businesses, and industry. The idea was to instead of having four programs around the state between Cascade Natural Gas, PGE,

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Northwest Natural, and PacifiCorp -- have one. And have a unified voice to be a trusted, nonbiased party to tell you how to do and what to do to lower your bill and clean up your energy. Of course, our funders are those four utilities, and obviously you don't get here without doing it in partnership with them.

Over the time I've been at Energy Trust, we have saved and generated the equivalent of one large power plant. Our goal over the next 10 years is to do the same. That one large power plant we helped avoid has saved people on bills a cumulative \$1.7 billion to date. If we do nothing more, those savings will continue -- because those projects will continue, these savings will continue. Smart people will still be finding good things to do, even if we don't have a check because they're dedicated public folks who are dedicated to their industry. That'll grow to almost \$4 billion. You take that and you cycle it around to the economy -- because we're buying locally, not from Wyoming and Ontario and elsewhere -- it becomes \$3 billion to the Oregon economy. Oregon and the whole. It's a powerful, powerful statement.

What we do is something fairly unique. With utilities, we go back to the customers, you buy power from the utility but you're also the supplier to the utility. The power you supply back we're getting at half the rate of building new facilities. You're forestalling building more power plants, you're forestalling a deeper CO2 footprint. These are powerful things and this is why we do it together.

But to you, I actually want to acknowledge we started one of our earliest programs with municipalities -- it was one you ran for us. It was LED street lighting. And Dave Tooze has a lot of history with this, and I get to acknowledge him twice and it's great to see him here.

In the 12 years we've been working with the City of Portland from that project through to today, we've done 87 different efficiency and renewable projects with you. We've invested two million in what you've done, and you've invested another eight million, almost nine million. And today, annually, you save 20 million kilowatt hours a year and 140,000 therms. If we do nothing more for the next 10 years, you're going to get another 200 million kilowatt hours of savings and another 1.4 million therms saved. It's a lot of money. That's a lot of money that has been taken off of the bill on behalf of the citizens of Portland.

The facilities group -- let me step back a minute. Why SEM? In 2009, we launched it when the economy tanked and businesses had no money -- no capital, no anything. And we jumped in and borrowed from a thing called lean manufacturing. And that lean manufacturing principle is to embed this, embed it into what you're doing. And we have found that this principle of SEM apply to how you now look at capital expenditures for energy efficiency and renewable energy.

What it does is create a culture of efficiency, that you continue to produce the savings, you continue to find the budgetary savings not just the one or two years you have been doing here, but it extends on. It influences how you look at what you do. Why? Because it gives you the tools not just to pester your coworker, but to measure and analyze and verify what you have. To know what should be at the top of the list, what gives you the biggest bang for the buck.

The other thing it does with that awareness and that technical ability is it creates what we call a culture of learning, and it is wonderful to work with an organization that has that ethic of culture of learning. You have the institutional knowledge and the strength to get there. So, this particular project -- it wasn't in the 20 million I was talking about. What you've done -- and what Wendy and Bryant have led -- are savings of 1.3 million kilowatt hours, which is 9% reduction in the bills for the 10 buildings you looked at. So, you looked at 10, and you got 9% reduction -- that's strong. And that's just from doing the simple tools

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of awareness, modeling, measuring, and driving this forward. A lot in behavior and a lot in maintenance, but it's very low cost. That \$1.3 million -- obviously it's a benefit to the rest of us, but it doesn't stop. Well, it does stop. It does stop if you are not persistent. It stops if you don't allocate the budget and time for it.

We have done a number of projects with -- I'm sorry, I didn't advance this. Here's the list of all of the other folks we have been -- a partial list of SEMs, Strategic Energy Management. Each of these firms and municipalities, from -- and counties, from Clackamas, to Washington, Albany to Yoshida to well, a whole host. You saw them all. They found that unless you dedicate an individual or individuals and empower them with a team and give them the time and the budget to go after these savings, the future dissipates and you can't stay on that path.

So, think about this. I know you are coming up on your budget and that's my pitch -- I did lobbying, so I have to do a pitch. But you can't -- it's probably your biggest bang for the buck. Keeping that culture of efficiency, keeping that culture of learning going is a powerful thing, and we get there one step at a time, one step at a time. We're not going to get to our power plant unless you can get there with us.

So, on behalf of the Energy Trust, on behalf of Margie Harris and all of us here, I want to say thank you again and present you with this check for \$26,546. This represents the value of the savings and the effort you've done on behalf of all of us as ratepayers in Oregon. And it's a token in some respects, but it's powerful in another. Because what you've done is provide us a path to a cleaner and cheaper energy future. So, thank you. [applause] [photo taken]

Novick: It's kind of anti-climactic now that the check has been presented, but does anyone have anything further to say on this item? This is a wonderful event. I mean, obviously climate disruption is the greatest challenge that humanity has ever faced, but another huge challenge that we face at every level of government today is trying to preserve or restore trust in government, particularly trust in our ability to manage public money wisely. So, to be able to say that we have managed public money wisely and we're saving money and we're reducing carbon emissions is just a phenomenal thing to be able to say, and I really appreciate the Energy Trust and everybody in Facilities Services -- in particular, the maintenance technicians, and thanks for acknowledging them.

Saltzman: Do we have some of them here today?

Gibson: John Tomlin is here representing everybody. [laughs]

Saltzman: OK, thank you.

Fish: I'm curious -- who did the video?

Gibson: The Energy Trust of Oregon approached us due to our success to do the program, so they actually did the video.

Fish: Very well done.

Fritz: I'm looking at my colleagues on my left here, and I remember when in the 2012-13 budget, we -- under Mayor Adams -- looked forward to this program saving 2% and spent the money in advance. And I can't remember what we spent it on -- I'm wondering if anybody else can.

Saltzman: I can't remember either.

Novick: Probably spent it on art, didn't he? [laughter]

Fritz: I don't think so. And I remember feeling very skeptical at the time that this was actually going to come to be, so it's very gratifying to see that we in fact have done better than 2% in electricity savings. Did most of our buildings run on electricity or gas?

Gibson: The majority of the buildings that currently in the program -- so, of the 46 that Facilities Services owns and manages, only 10 of them are in the building. So, the savings

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we're receiving right now is from 10 of the buildings and that has a lot to do with the capacity of being able to track. And most of that is electricity, it's not gas.

Fritz: So they're heated with electricity.

Gibson: That's correct, yes -- most of them.

Fritz: Interesting.

Fish: One of you said we need to disconnect our smartphone chargers. Could someone amplify on that? Because my office may be one of the worst offenders on that, and I don't know that people realize that keeping them plugged in is a problem.

Gibson: Basically, any piece of equipment that you have plugged in pulls a phantom load. And the phantom load is not a lot, but added up by the city or by the City of Portland -- the greater large -- you start to add up those numbers. Any time you leave something plugged in it does pull a load, although it may be small, which is why it's called a phantom load.

Fish: Do you recommend, for example, that everyone turn off their computers when they go home?

Gibson: Yes, I do. And BTS will no longer say otherwise. We talked to them, and so -- they use to promote keeping them on at night due to patches and updates. And one of the things we did was we went through a process to look at whether or not there could be a PC management system put in place to kind of help people with that process. What we found actually was when we upgraded our computers a couple of years ago -- back in 2012 or something like that -- we switched to much more efficient computers, and I believe through that we saw a savings of \$60,000 or something. So, BTS has worked well with us to be able to see that savings. And so now, the best thing we can do is turn off our computers at night unless BTS tells us to leave them on overnight due to patches.

Fish: Well, I have a double incentive because every time I get a patch, it does something to my computer that I can't figure out -- no disrespect to BTS. So, turn off the computers, disconnect our chargers -- because I think a lot of us didn't know that -- I mean, I didn't know that -- mine is connected. Disconnect that, turn off the lights

Gibson: Mm-hmm.

Fish: What else?

Gibson: Basically, what I would do is look around your cubicle and figure out whether or not there's energy usage there. So, you have a monitor, you could turn off the monitor. Maybe you have an electronic photo display. Some people -- you could turn that off at night, too, or unplug it at night as well if it doesn't disrupt the photos. Things like that. Some people do have mini fridges underneath their desks -- those pull a lot of energy usage. Heaters -- if you do have them, you could unplug them. Hopefully, you don't. Fans - - things like that.

Fish: I think that's terrific. I don't think anyone has a mini fridge in my office but we'll certainly inventory that. [laughter] Thank you for an excellent presentation.

Fritz: Colleagues, I notice that the electricity savings is actually 8.9%, which is four times the savings that we were hoping to get, and that money is already spent. But that then goes to 1.3 million kilowatt hours. So, how much money does that translate into and can I spend that too, please? [laughter]

Gibson: That's the problem with the savings is that you don't actually see that money, you just never use it. [laughs] So it's never budgeted.

Fritz: Well, it must be in somebody's budget prospectively, right?

Gibson: As the budgeting process works, we actually do plan through the budgeting process on the amount of energy that we use. And so, what we do is like as that number start to go down, we factor that in over a three year [indistinguishable] for your rates, your tenant rates. So your tenant rates would either stay the same or go down.

Fritz: So, it actually gets distributed back to the bureaus that pay overhead.

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Gibson: Right. As basically the energy utility bill goes down, we don't increase or we would factor that in your rate.

Fritz: Great.

Enge: Commissioner, what you will see in this year's decision package from the Internal Business Services is a request to fund on a permanent basis -- and this is where we were talking about having a dedicated resource and persistence -- is to fund a full-time position and we would use -- reallocate -- as part of the budget process, we're reallocating the savings to fund this new position on a permanent basis. Here to for it's been a pilot program, and so we've been using other ways to fund this position. But now, what we're going to do -- we need to carry this forward and make it a formal program within Facilities Services.

Novick: Would that enable you to include more buildings in the program?

Gibson: Absolutely. I think that as capacity continues, we could continue to include more programs. What we're looking at is not just Strategic Energy Management, but strategic resource management. So eventually, we would like to include things like water, which is the example that I cited.

Fish: You read my mind. When you have some breathing room, let's talk water. Because we've now moved to paperless monthly billing, and that's an option.

Gibson: Right.

Fish: I have this dream that someday it will actually also tell you -- for example, if your consumption goes up by a certain amount, there'll be a flag and a possible warning, like, look for a leak or whatever. Or even perhaps on the positive side of the ledger, acknowledge that your consumption is down, and what the savings is as a way of actually driving home the conservation message. But we should be able to do a lot of things if we have electronic communication.

Gibson: It's all about knowledge. You have to provide people with the knowledge and information in order to get them to make the change, right? Which is what you're asking.

Fish: And if you don't provide historical context -- I mean, I get my monthly bill and -- you know, compared to what? I have to go on the website to see what my last bill was to then say am I above or below or you know, is there -- and I think over time, we're going to have the technology that allows us to send positive message, warning flags, and drive home our conservation messages. Of course, only in the water business does conservation work against ratepayers' interest in terms of costs. The irony of my business is if we're really successful, we'll be driving up your rates because we're a fixed-cost system, but we will be meeting other goals.

Gibson: Right. And what we're doing is looking at resources both natural and manmade. How do we reduce the amount of trash? In fact, we did a materials management assessment a couple of years ago on City Hall, and it basically came back saying if City Hall wanted to, they could be a zero waste building. It's just about the behavior in the building. A lot of it has to do with how tenants relate to a building.

Saltzman: It kind of reminds me, why did we recently switch our compost bins from paper and food waste to food waste only, and is it a good thing?

Gibson: Well, I would let the Bureau of Planning and Sustainability talk about that.

Saltzman: Is that them? [laughs]

Gibson: Yeah -- [laughs] -- they're the ones that do that.

Saltzman: We can talk to them about that.

Fritz: It's a lot more trash going in the trash.

Gibson: It does, which is why the best thing to do is just use reusables.

West: And Commissioner Fish -- just a nice nexus between saving water and saving energy. We have worked with the Water Bureau on distributing low flow shower heads and

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aerators. The less hot water you use, the more energy savings you have. Less water, less hot water, there's a nice nexus between two of those. Perhaps we can get on your app as you move forward in your electronic communication.

Fish: You know, we've got miles to travel. And we'll have two new leaders of the utilities starting this fall, so kind of a chance to start fresh and think about these things.

I think about six months ago, we came to Council with an idea that is pretty neat where a company approached us and said they wanted to run turbines through our water system to generate electricity. And why not? So, we have the water flow and they use it, they divert -- they change the pipe and generate electricity and that goes back into the grid. And you start thinking about those ideas and how they could grow exponentially. So, we look forward to having those conversations. Thank you.

West: Thank you.

Fritz: Have you sent a copy of this report to former Mayor Sam Adams in his new role in Washington, D.C.?

Gibson: No, we have not.

Fritz: Would you please do that? Because I think since he instigated this program, I for one need to say, "you were right" because I didn't think it was going to happen. I think he would be very glad to know and have a real life demonstration that he could then share with other cities that this is cost effective. It actually works out better. Some of the services -- as you just mentioned about lower hot water bills and such -- but LED lights are not only more cost effective and energy efficient, they actually light better. I think he would be very glad to know that this is such a success. Thank you for all of the work that you've all done.

Saltzman: Yeah, thank you.

Novick: Thank you very much. We are adjourned.

At 2:36 p.m., Council adjourned.