

# PDC

## PORTLAND DEVELOPMENT COMMISSION

**DATE:** May 12, 2010  
**TO:** Board of Commissioners  
**FROM:** Bruce A. Warner, Executive Director  
**SUBJECT:** Report Number 10-42  
Executive Director Report

### **BOARD ACTION REQUESTED**

None – Information only

### **Administration Update/Management Issues**

On April 15 I called the organization together to make the formal announcement that layoff notices would be given that day to 11 employees; and an additional four LTE employees would not have their terms extended beyond their employment end-dates. It was a difficult day for the entire organization. Our goal has been to give the affected employees as much notice as possible so they can make plans past their last day of employment on June 30. Human Resources has been reaching out to counsel each employee on transition programs available, they are conducting workshops on resume writing and interviewing skills, and have been reminding staff about the Employee Assistance Program which offers free counseling for them and their families. Departments that are losing these valuable employees are now assessing staffing to determine how work will move forward with this loss of personnel. PDC is committed to making every effort to support our employees during these difficult times.

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Staff celebrated the 40<sup>th</sup> anniversary of Earth Day on April 22 and I would like to thank Commissioner Steve Straus for being our morning key-note speaker. Steve kicked things off with an excellent presentation on the SW 12<sup>th</sup> and Washington building – also known as the Indigo. The Indigo is the largest mixed-use LEED Platinum building in the world. Steve is a committed and passionate speaker on issues of conservation and taking care of planet Earth – and staff found his remarks very motivating. I would also like to thank Cindy Bethell and PDC's Green Team for putting together the Earth Day programs at both the Old Town office and at the Portland Housing Bureau office. PDC staff will tour the Indigo with Steve, Mark Edlen and Patrick Wilde (both of Gerding Edlen) on May 26 over the noon hour.

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Portland continues to rack up “green city” credentials with the recent awarding of LEED Gold certification to Ziba Design's headquarters building at NW 9<sup>th</sup> and Lovejoy. Ziba's headquarters was built with financial assistance from PDC. In addition, on April 6 at the 2010 Brownfields Conference, PDC received the Oregon Brownfields Award for its work on the Station Place redevelopment – which includes Ziba, Station Place Garage and Station Place Tower senior housing. Ziba's headquarters is built on a former brownfield site near the Union Station rail yards and features reclaimed wood, concrete floors, large windows for natural light and a rooftop vegetable garden.

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Despite the recession that has gripped our region, there is an impressive array of projects vying for the Daily Journal of Commerce's 2010 Top Projects competition. A total of 97 finalists are being judged on scope of work, challenges and obstacles, budget and schedule, and quality. Finalists will be announced on May 20. Projects in the running that PDC has involvement with include Patton Park Apartments, Shaver Green Apartments, Ziba World Headquarters, The Indigo (12 West), Mercy Corps Headquarters and Waterfront Park Improvements (Saturday Market site and Naito Legacy Fountain.) I will report back next month on the winners.

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Notable projects and meetings I was involved in recently are:

- Attended Portland Business Alliance Board meeting
- Attended monthly Planning and Development Directors meeting
- Attended meeting of the Portland Plan Advisory Group
- Attended "Celebration of Growth" event at Stoel Rives law offices w/Mayor's office representative
- Met with John Jackley and Erin Flynn regarding Cincinnati delegation visit on May 3
- Introduced and attended employee brown bag with Carlotta Collette, Metro Counselor, District 2
- Attended meeting of the Lloyd Executive Partnership Team
- Additional meetings were held with all members of City Council and the PDC Board; Margaret VanVliet (Portland Housing Bureau); Yvonne Deckard (City of Portland HR), Dean Marriott (Bur. of Environmental Services), Phil Kalberer, Lynn Peterson (Chair, Clackamas County), and Brian Carolin (Sr. VP Sales, Nissan N. America).

**Attachment A** to this report is the regular monthly update of combined journey and apprentice workforce diversity hours worked for PDC and City of Portland South Waterfront projects. The information presented is fiscal year-to-date.

### Urban Development Dept.

#### Business and Industry Team

**Software Industry Survey Launched**—As part of the software cluster development strategy, PDC has initiated a survey of local companies, with the help of service provider I-OP. Half of those responding thus far are high-level executives or the CEOs of their companies. The survey essentially takes the pulse of the local tech community – open source, app development, Web apps, the full range of large companies and tiny start-ups – to help identify the who-what-where-and-how of the city's support of this industry. Results of the survey will be shared with the respondents, and the current work will be followed up with subsequent surveying to fine-tune the next steps.

**Staff Meets with Nike; Design Center Work Progresses**—Urban Development Department staff joined Kimberly Schneider of the mayor's office at a meeting with Nike and provided company representatives with an overview of the city's economic development strategy and PDC's work with industry clusters. Discussion focused on ways to engage Nike with this work, and the group was able to identify several potential opportunities for collaboration, including the

activewear jobs project, the Portland Center for Design and Innovation (PCDI) and related research around green materials and design. The PCDI work is moving ahead, with bylaws drafted and the PCDI name filed with the Secretary of State's office. The Center's board is in the development and fundraising phase, with the goal of holding an initial board meeting by the end of May.

**London-based Business Expands to Portland**—Splash (London) is an international design and production agency that works with leading brand owners and agencies, helping clients create, produce and manage global advertising campaigns across multiple channels. The company is an independent provider of marketing management systems; enabling clients to drive efficiency and brand consistency across the communications supply chain. After considering a number of cities around the United States, Splash has decided to expand into the Pacific Northwest by opening a production facility in Portland. Splash (Northwest) services will differ slightly from those offered by the parent company: while the London office focuses on artwork adaptation and preparing files for press advertising (which requires outsourcing much of the production), the Portland office will focus on commercial photography services, creative retouching and digital advertising production, and intends to do any/all production work in-house. With tenant improvement assistance from the PDC, Splash is leasing a 2,902 square feet office and production space in the Eastbank Commerce Center in the Central Eastside URA, and anticipates hiring up to 10 full-time employees.

#### Urban Development Dept.

#### Neighborhood Team

**Gateway Redevelopment and Neighborhood Park Project**—In February, PDC released an RFP for Design and Development Feasibility Services for the Gateway Redevelopment and Neighborhood Park Project. Located at NE 106<sup>th</sup> and Halsey in the Gateway Regional Center URA, this four-acre site acquired by PDC in 2008 is anticipated to become a three-acre neighborhood park, with one acre of complementary mixed-use development. PDC received seven qualified responses to the RFP, which required that the team included a developer for feasibility consulting. A six-member selection committee recommended, and PDC selected, a team led by Mayer/Reed (landscape architects), partnered with Kemper Co. (local mixed-use developer), The Myrhe Group Architects and The Leland Consulting Group. The park design and development feasibility phase of the project is anticipated to begin in April and conclude in October. As a major, catalytic project in Gateway, the park is likely to generate a great deal of excitement and foster opportunities for community input.

**Denver Avenue Streetscape Construction Phase 1 Complete**—The first phase of streetscape improvements has been completed along the four-and-one-half block stretch of Denver Avenue from North Interstate Avenue to North Watts Street. The completed makeover includes widened sidewalks with patterned accents, new street trees, street level pedestrian lighting, carved stone benches, storm-water treatment planters, and public art. The purpose of the project is to support continued revitalization of the historic Kenton business district. The Denver Ave. will be repaved with concrete in fall 2010 as Phase II of the project and will be closed in one-block segments to accommodate construction of the new distinctive concrete surface. Temporary traffic detours will be in place during the block closures and the sidewalks will remain open. PDC is funding this \$2.85 million overhaul of the street and adjacent sidewalks and the Portland Bureau of Transportation (PBOT) is managing construction. Helping small businesses along Denver Avenue during construction has been a top priority for the Interstate Corridor Urban Renewal Area. As part of this "open for business" effort, PDC and PBOT have promoted local merchants using traditional and social media as well as a coupon

booklet offering a variety of discounts from area businesses, from savings on coffee and hair care to discounts on car repairs. Access has been maintained to all area businesses in the area during construction with ramps and signage provided to assist shoppers and retailers. The Kenton neighborhood will hold a street fair on Saturday May 22<sup>nd</sup> to showcase the improvements and area businesses.

**Gateway Business Development Strategy**—The creation of a business development strategy for the Gateway area is under way, led by Applied Development Economics (ADE), a consulting firm based in California with extensive experience in developing business attraction and retention strategies. ADE will be working closely with Marketek and Parametrix, two local consulting firms with experience and knowledge of the Gateway area. The work will encompass four key elements: assess and strategize the Gateway area’s transformation into a high job-density “Regional Center”; determine how to grow existing businesses, attract new businesses and create jobs; determine the most effective tools and resources to grow businesses; and develop an implementation plan for public and private sectors to follow. A citizen advisory committee will be formed to guide PDC and the consultant team; completion of the final report is expected in October 2010.

#### Urban Development Dept.

#### Central City Team

**Rose Quarter Development and Memorial Coliseum Reuse**—On April 14, City Council unanimously approved the recommendation and aspirational statement presented by the Rose Quarter Stakeholder Advisory Committee (RQSAC). The recommendation requested the Council to invite the following Coliseum reuse concepts to the RFP process: Veterans Memorial Arts and Athletic Center (VMAAC), the Memorial Athletic and Recreation Center (MARC), and the Trail Blazers and Winterhawks Concept; and to direct further refinement of the concepts in the RFP process based on the RQSAC aspirational statement. The RQSAC also recommended that the following concepts serve as alternates if one or more of the three selected concept proposers elect not to continue with the RFP process: Rose Quarter Community Crossroads (first position), and Portland Action Sports Complex (second position). Five of the 30 voting members of the RQSAC recommended a Minority Report, presented by Tony Stacy, Dean Gisvold and Will Macht. The RQSAC displayed an impressive depth of understanding, thoughtful consideration of issues, and commitment to this highly visible and complex project. City Council approval came after a lengthy and probing discussion session that demonstrated the importance of this project to the citizens of Portland.

RFP submittals are due June 1 and the proposal evaluation process will begin almost immediately after the submittal deadline. Sam Brooks, Rosemary Colliver, Will Macht, Brian Owendoff, Lillian Karabaic, Carolyn Briggs and Jeff Miller have been appointed to serve as the SAC proposal evaluation subcommittee. They will work through the detailed RFP evaluation together and present their findings to the full SAC as a starting point for a recommendation. The full SAC recommendation will go before the City Council for final selection.

On a project-related side note, PDC and the Bureau of Planning and Sustainability have partnered on an analysis of the Memorial Coliseum as a candidate for solar energy. The [Solar Structural Report](#) is available online in the project library.

**PDC Takes Title to Grove Hotel**—On April 15, the Housing Authority of Portland (HAP) transferred title of the Grove Hotel to PDC per the Purchase and Sale Agreement executed August 28, 2008. In the agreement, PDC loaned HAP \$3.4 million to purchase and rehabilitate

the building as interim housing for Central City Concern's Housing Rapid Response Program until their space in the Golden West becomes available. In exchange for the title, PDC has forgiven HAP's debt. The acquisition was part of a larger plan that included the construction of the Resource Access Center (RAC), the new Blanchet House, and the county's new Bridgeview housing facility. The RAC facility is the replacement housing for the Grove Hotel. Central City Concern (CCC) has a master lease for the residential portion and PDC now has the leases on the two occupied commercial spaces. When CCC moves its clients to the Golden West Hotel property in July 2010, PDC will relocate eight residential tenants that occupied the building when HAP took title. The two commercial tenants will remain for the near future. When the residential portion of the building is vacant, PDC will close the building, but continue to provide security and maintain fire alarm and sprinkler systems. PDC is currently in discussion with the abutting property owner about his interest in acquiring the building and rehabilitating it with a new adaptive reuse.

**Lloyd Eco District Moves Ahead** - Oregon Solutions, a State of Oregon-funded organization associated with the National Policy Consensus Center at Portland State University, has finalized an assessment of the potential of a Lloyd Eco District. The development of the district is a public-private partnership, with project sponsors PDC, METRO, City of Portland, Portland Sustainability Institute (PoSI) and Lloyd Transportation Management Association (Lloyd TMA)/Business Improvement District (Lloyd BID) working extensively with local stakeholders and other local and state agencies. Their work over the past year was to develop and prioritize district sustainability goals, prioritize potential projects, and develop principles of sustainable district management and investment .

In late April, coinciding with the celebration of Earth Day, the project sponsors signed a Declaration of Cooperation committing resources to sustain the district formation/ feasibility effort. This support will be matched by resources from the Lloyd BID/TMA, METRO, PoSI and the City of Portland for a total of approximately \$300,000 per year for three years. Funds will be directed toward three showcase projects: stormwater management district-wide, district energy, and a multi-URA food waste study. PoSI, in cooperation with PDC, will lead the three-year Lloyd EcoDistrict Pilot to achieve the goals and objectives set forth in the Oregon Solution process and move the Lloyd District towards a more district-wide sustainable neighborhood.

**PDC Aids Hung Far Low Sign Reconstruction and Installation**—PDC recently approved a grant of up to \$45,777 to property owner Joanne Hong to reconstruct and reinstall the iconic Hung Far Low sign at the Hung Far Low building in Old Town/Chinatown (102-112 NW 4<sup>th</sup> Avenue in the River District URA). The sign, which heralded the restaurant of the same name since the restaurant's opening in 1929, was removed in 2008 for safety reasons. Fundraising efforts to re-erect the sign have been under way since early 2009, but a gap remained between the money raised and the property owner's ability to finance the balance of the sign project. PDC is pleased to be able to help return this highly visible and popular symbol to the neighborhood.

#### **Urban Development Dept.**

#### **Cross Functional Work**

**EOI Business Recognition Lunch**—With a grant from the NW Area Foundation, the Economic Opportunity Initiative (EOI) hosted an appreciation lunch on April 20 at the Governor Hotel, honoring its business partners in 24 workforce projects. Mayor Adams thanked all the businesses and urged them to tell a friend about the benefits of working with EOI. Keynote Speaker Tom Higgins spoke from the national perspective about partnerships between businesses, non-profits and government. Higgins was the founding publisher and president of

the Portland Business Journal, and founding editor of the national publication Healthweek, before going on to work as an executive with Southern California Edison, Blue Cross Blue Shield, Businesses for Social Responsibility and Prosetta Corporation. PDC's John Jackley moderated a panel of major EOI partners including The Standard, Rejuvenation Hardware, KGW-TV and Dave's Killer Bread.

**Best Practices Trip to Europe Focuses on Green Innovation**—PDC representatives, SERA Architects, Gerding Edlen Development, GBD Architects, P+OSI and Oregon BEST recently completed a business development trip to Paris (with their return complicated by the ash from the volcano in Iceland.) The trip included three days of meetings and tours with Intel, Bouygues Immobilier (France's leading property developer) and other partners in the G.I.E. Consortium (a group of major global corporations committed to technologies and innovations in sustainable development) in Paris and the Parisian suburbs; and a visit to the first "green office" energy-positive office building developed by Bouygues Immobilier which will open in June 2010. The trip was a rich source of lessons learned that will impact design decisions as well as corporate partnership structures for the Oregon Sustainability Center. Other anticipated outcomes also include a potential MOU between Intel and Oregon Sustainability Center, and a visit to Portland this summer by Bouygues Immobilier and G.I.E. Consortium.

From Paris, PDC staff continued on to Germany and the Saxony region, and met with SolarWorld management in Freiberg, Germany to tour their facilities and discuss the Oregon Sustainability Center. Staff also met with senior management at IAV (one of the leading engineering providers to the automotive industry) in Berlin to discuss a pilot project in Portland for electric vehicles using the in-road charging technology that has been developed by IAV's Technology division. Staff met with Apricum Consulting in Berlin to discuss Portland participation in the invitation-only Clean Tech World fair and conference (September 2010). Staff went to Dresden with Washington Post columnist Katherine Salant to visit green building projects and discuss German and E.U. programs for investing in green building and energy efficiency products. This may lead to Salant coming to Portland to write about the city's residential energy efficiency and green building leadership. Other anticipated outcomes: MOU between SolarWorld and Oregon Sustainability Center for photovoltaic integration into building; and continued discussions with IAV around the pilot project with a potential Portland visit during summer 2010.

### **Housing Update**

**The Glen at Mt. Scott Apartments Closing**—PDC Housing/Portland Housing Bureau is providing \$3.4 million of Lents URA tax increment funding to assist Rose CDC acquire and rehab the 40 unit Glen at Mt Scott Apartments located at 7901 SE 92<sup>nd</sup> Avenue. The project is located close to the Green Line Max stop and Kelly Elementary School. The project will undergo a major rehabilitation and the project will meet TIF set-aside goals and provide an estimated 55 new prevailing wage jobs. In addition, the project will include many sustainable features and exceed business equity goals. Financing was closed on April 16, 2010.

**Exeter Fessenden Groundbreaking**—The Portland Community Reinvestment Initiative (PCRI) Exeter Fessenden Home ownership development, now renamed the PCRI Target Homes, had a ground breaking ceremony on April 18 to honor PCRI's first home ownership project. Two abandoned homes are being demolished and four, 1,588 square foot three-bedroom attached homes will be built. Financing closed on March providing \$1.1 million of Interstate Corridor tax increment construction financing. Of this amount, \$300,000 will remain as a permanent subsidy to make the homes more affordable at 80 percent median family income (MFI) and below with a focus on families that have been previously displaced from North/Northeast Portland.

The project will remove blight, include many sustainable features and is expected to meet business equity goals.

**Ivy City Homes**—On April 7, a \$585,905 predevelopment loan was closed for Ivy City Homes. Ivy City Homes is a proposed 30-unit affordable for-sale housing project to be located in the Oregon Convention Center URA at 3368 NE MLK Jr. Blvd. on the site of the former Grant Warehouse. The current plan is for 10 of the units to be live/work or flex space, and the remaining 20 units will be residential townhomes. Estimated total development costs are \$8.4 million.

**Block 49**—The 209-unit Block 49 affordable rental housing project planned for the PDC- owned property at 650 SW Lowell Street in the South Waterfront Central District of the North Macadam urban renewal area is expected to begin construction in late 2010. Staff from PDC, Portland Housing Bureau (PHB) and Office of Management and Finance are currently finalizing the TIF housing set-aside budget recommendations for the project. PHB staff will work with the developer, Williams and Dame Development, in May and June to identify a non-profit affordable housing and services organization to be the long-term owner and operator of the project. The project's construction bidding and financing will be finalized and reviewed by PDC and PHB investment committees in July. PDC Board and City Council action on the project are expected in September with construction expected to begin in November.

**Neighborhood Housing Programs Update**—PDC/PHB announced major changes to the Neighborhood Housing Program (NHP), which is now a section of the Portland Housing Bureau. The city is facing financial challenges due to the continuing economic crisis. At PHB, the biggest challenge is a steep decline in Tax Increment Financing (TIF) in the coming years. To maintain critical programs and services amidst shrinking resources, there will be a change in program offerings. Immediately, first mortgage loan products will no longer be offered by PDC/PHB. Downpayment assistance and home repair funding in the Lents Town Center and Interstate Corridor Urban Renewal Areas will continue to be offered. However, because the City of Portland budget process is still ongoing, amounts allocated for homeownership assistance programs have not yet been finalized. PHB anticipates having more specific information on funding availability by late May.

## Communications and Business Equity

### Professional Services Section

#### **Contract Compliance**

Disparity Study: The disparity study draft and final dates have changed due to the addition of Professional Services by the City. A portion of preliminary data will be available in July. BBC will then be forwarding the various sections as the information is ready. All draft information should be available in September and after both PDC and the City have completed the review, BBC will coordinate a community to gather more input prior to the official release.

Business and Workforce Equity Policy Amendment: Administrative changes to the Policy were presented to the Board at the April 28<sup>th</sup> meeting. Changes to the Policy are outlined below:

- Clarification language to address Policy application to Intergovernmental Agreements
- Added a subcontractor "Prompt Payment" requirement
- Removed the Project Apprenticeship and Equity Agreement requirement

Functions Attended by Staff:

- Presented a Turner School of Construction Management Public Contracting Session
- Attended the Turner School of Construction Management graduation
- OAME Contractors Meeting
- Philippine Chamber meeting
- ONACC Luncheon
- Women in Trades Career Fair

**Procurement**

Personal Services:

Solicitations were issued for:

- RFP 09-41 – HVAC Repair & Maintenance

Responses were received and are being evaluated for:

- RFP 09-28- State of Entrepreneurship in Portland
- RFP 09-35– Gateway Neighborhood Park & Redevelopment

Contracts were executed with:

- i-OP Services - Software Industry Survey
- Sergeant's Towing – Towing Services
- University of Portland – State of Entrepreneurship in Portland
- Gregg Baum – Legal Services
- Champion Exposition Services – Conference (Exhibit Rental)
- Marketek – Community Economic Development Roadmap
- Marsh USA – Agent of record, Insurance

Amendments were executed for:

- City Center Parking – Eastbank Esplanade, etc. lots
- Star Park – North Mac, Block 49 lot

Flexible Services:

Solicitations were issued for:

- RFQ 09-32 Architecture Storefront Services
- RFQ 09-33 Economic Development, Market Analysis and Research Services
- RFQ 09-34 Real Estate Appraisal Services

Responses were received and were evaluated for:

- RFQ 09-16- Real Estate Landscape Maintenance Services Analysis and Research

Contracts were executed with:

- Cogan Owens Cogan - Land Use Planning / Permitting Services
- Group MacKenzie - Land Use Planning / Permitting Services
- Otak, Inc. - Land Use Planning / Permitting Services
- Winterbrook - Land Use Planning / Permitting Services
- Hein Consulting Group - Labor/Management Committee Facilitation & Services
- Portland Habilitation Center – Real Estate Landscape Maintenance
- Greener Ventures - Real Estate Landscape Maintenance
- Teufel Nursery - Real Estate Landscape Maintenance
- Weller Construction - Real Estate Landscape Maintenance



Amendments were executed for:

- Netcompliance Environmental
- AMEC Earth & Environmental
- Adecco, Inc.
- Harbor Securities, Inc.
- Northwest Protective Services

Construction Services:

Solicitations are pending for:

- Sizzler Building Abatement
- Sizzler Building Demolition
- Bouskey Underground Storage Tank Removal
- Bouskey Building Abatement
- Bouskey Building Demolition
- Old Firehouse Roof Repair

Contracts awarded:

- Bingo Site Environmental Cleanup (Gateway Park)
- PSU Wet Lab

**Prevailing Wage**

The Prevailing Wage Team is currently monitoring nine BOLI projects, five Davis-Bacon projects and two PDC Construction Wage projects. The team also continues to assist the Professional Services Team to draft and process Flexible Services contracts. Following is a list of the current projects.

**BOLI**

- Max Retail Micro Tunnel
- Max Station Retail
- New Avenues for Youth
- Rose Quarter Housing
- PSU Wet Lab
- Admiral Apartments
- Clifford Apartments
- Pearl Family Housing
- Waterfront Park Landscape

**Davis-Bacon**

- Roselyn Apartments
- Bingo Site Environmental Cleanup
- Tistilal Village
- Walnut Park
- Heywitt Place

**PDC Wage**

- 3620 NE MLK UST Tank Removal
- Sizzler Abatement

## **Lawson Financial System**

The Lawson Distributed Purchase Order project is in jeopardy due to resource constraints. The project implementation date has been moved to June 1, 2010 to determine if implementation and future support will be possible. Any further work on the Lawson Purchasing Module may be eliminated due to lack of resources.

## **Public Participation**

### **NNE Community Involvement Committee:**

- Prepared the April 21, 2010 meeting summary
- Prepared information packets for Community Involvement Committee and for community members
- Sent meeting notification and materials to NNE Community Involvement Committee and all interested parties
- Sent meeting notification and materials to ICURAC and interested parties, OCC URAC and interested parties and Martin Luther King Jr. Blvd. Advisory Committee
- Attended the meeting and tweeted significant information
- Continued to respond to requests via Twitter and email
- Once videos were posted to Facebook notified NNE Community Involvement Committee and all interested parties and send link to the site
- Updated the eblast list based on new requests
- Sent materials to members unable to attend the meeting
- Prepared a one page decision-making timeline and next steps for the committee
- Sent documents via email responding to the NECN complaint of lack of sufficient information regarding the NNE Study process

### **Central City URA Evaluation Committee:**

- Continued preparations for community outreach meetings once the “straw proposal” is developed and presented to the community
- Prepared an article on the project for the Old Town/Chinatown Crier, the neighborhood newsletter.

**URAC Support**—Public participation staff scheduled and provided notification of meetings, prepared agendas and materials and facilitated the following URAC meetings: Central Eastside, Gateway Regional Center, Interstate Corridor, Lents Town Center, North Macadam, and River District

### **In addition to working directly with URACs, staff:**

- Recruited URAC nominating committee in preparation for the annual election of officers
- Posted materials to the respective URA web pages
- Prepared notification for a Vanport PAC meeting in May, placed on calendars and sent to PAC members and interested parties
- Recruited IRCO representative to serve on the Gateway Regional Center URAC and prepared orientation materials and commission documents appointing to the PAC
- Facilitated the appointment of a new member to the Lents Town Center URAC
- Continued to support the efforts of the Foster-Woodstock Streetscape, Ramona Street and Entryways Design CAC and the creation of a final set of recommendations to be presented to the full URAC
- Participated in a focus group related to the expansion of Zenger Farm into the adjacent Furey property (owned by BES)

- Wrote a letter of support for the Civic Ecology Pilot Project grant application to be submitted by SERA Architects, in partnership with the Powellhurst-Gilbert Neighborhood Association
- Determined the steps in public participation work related to the 92/H Redevelopment Feasibility Study
- Finalized the draft North Macadam URAC Housing Committee and participated in meetings related to this committee
- Prepared a list of URAC members affiliated with institutions of higher education for UDD
- Reviewed BAM entries for the remainder of the year in order to better involve the URACs
- Provided information to the PIAC subcommittee on the PDC Board report format that includes a public participation impact statement
- Prepared Public Participation Plan for the Gateway Town Center URA Park Design and Development Project
- Finalized the Business Development Strategy (BDS), and finalized public participation plan for the Gateway Town Center URA. Coordinated, prepared CAC charter, and sent invitation letters to potential BDS CAC members

**Public Participation:**

- Prepared a history of the URAC policy, its implementation and the number of vacancies filled since 2006
- Photographed the Women in Trades event

**Diversity Efforts:**

- Translated into Spanish Commissioner Ferrán's monthly article for El Hispanic News
- Contacted staff from the Center of Intercultural Organizing, the Latino Network, and OPAL to explore the possibility of doing increased outreach about PDC's work to their non-geographic constituencies

**Administration**—Continued to manage flex service contracts for the N/NE Economic Development Initiative

**Public Affairs Section**

**Web Stats**

**March 26 – April 25, 2010**

**PDC.us redesign:**

In process of collecting and organizing content to populate the new web site

**FuturaPortland.com:**

Interactive page launched for Central City Study

**Web updates:**

pdc.us: 82 updates/additions/new pages

IRA intranet: 48 updates/additions/new pages

E-mail blasts: 34

E-mail invitation: EOI Business Recognition Luncheon

**PDC.us:**

Unique visitors: 19,460

Total visits: 25,866  
New visitors: 61%  
Average number of pages viewed: 3  
Most popular pages: PDC jobs, Main page, RFPs, Photos, Contact

**Twitter:**

Followers: 1,352 (71 new followers)  
Tweets: 21 updates sent to followers this month

**Facebook:**

- PDC's page:  
Fans: 331 (34 new fans)  
Events: 8 upcoming events listed  
Videos/links: 12 links posted
- N/NE Economic Development Initiative's page:  
Fans: 307 (4 new fans)  
Events: 2 upcoming meetings listed  
Videos/photos/links: 6 links posted

**Video**

- We produced a video for Portland Sustainability Institute (POSI) about EcoDistricts. An EcoDistrict is a neighborhood or district with a commitment to improving its environmental performance that includes public engagement and self governance to make informed decisions about green building best practices. This is the first in a series of videos we will produce with POSI to help promote the Oregon Sustainability Center on PSU's campus. The next video will feature PSU President Wim Wivel, talking about the positive impact the Oregon Sustainability Center will have on the entire city.
- The Garfield Studios video features six live/work units located in the Interstate Corridor URA, two blocks from Vanport Square. Garfield Studios developers Beverly and Amy James Neel, received three types of assistance from the PDC. They used the Development Opportunities Services (DOS) program, Commercial Property Redevelopment Loan and a Storefront Improvement Loan.
- Queen Bee Creations has 14 employees and a large number of local vendors and suppliers. Their signature pvc-free faux leather handbags, wallets and purses are handmade in Portland and sold all over the world. Located in the Interstate URA, Queen Bee received a grant and loan package from PDC that consists of working capital, tenant improvement assistance and a storefront improvement matching grant. This is their first YouTube video and they are very happy with the finished product.
- The Mayor's office has re-posted the last 10 PDC videos to their Facebook page, the Mayor's economic development website and Twitter page. They are very happy with the focus our videos have placed on neighborhoods, diversity and jobs. To date we have 72 video on YouTube, 9 of which in other languages, 85 subscribers and 61,440 total views.

**Graphics**

- Block 49 two-pager
- Portland Center for Design and Innovation:  
Logo design for PCDI print and electronic communications

Photography  
Design two-pager print and electronic communication

-Photography:  
Kenton Library, Paul Bunyan, streetscape and new streetscape benches

-PDC *feature*:  
-Housing event signage  
-Postcard – Home repair loan programs  
-N/NE Q&A Postcard  
-Portland Art Dealers Association Ad  
-Economic Opportunity Initiative brochure  
-Small Business Quarterly( SBQ) four-pager  
-Goodness Ad

### **Event Coordination:**

The PDC-PSU urban renewal and redevelopment class is well underway.

### **Other Public Affairs Work in April**

- Edit/revise EOI program brochure
- Ad copy for Art Media ad in PADA guide
- Draft landing pages copy for PDC website redesign
- Press release on revised storefront program guidelines
- Press release on EOI business recognition luncheon
- Press release on regional Windpower team (sponsored by PDC)
- Edited OMF's Better Together story on Storefront program
- Response to Creative Cities Vitality Index survey (mayor's office)
- One-pager on Portland Center for Design & Innovation
- Script for Green Grant video
- 5 issues of PDC People – employee newsletter
- 5 brown bag presentations
- Coordinated April all-staff agenda and meeting
- Continuing to meet with communications staff from other bureaus to identify ways to sustain the Better Together campaign.
- Better Together TV spots (featuring Mayor Adams doing the voiceover) ran in April on KOIN Channel 6.
- Responded to 21 media inquiries
- Contractor continues working on redo of PDC.us.
- Working with PDC staff and Mayor's office on Rose Quarter and Memorial Coliseum redevelopment efforts
- Working with Public Participation and UDD on potential new central city URA
- Working with Public Participation and Resource Development on N/NE study efforts
- Working with PA and UDD staff in support of the Oregon Sustainability Center
- Working with PA and UDD staff in support of the Main Street Program.

### **ATTACHMENTS:**

A. South Waterfront Workforce Diversity Report