



Metro

600 NE Grand Ave.
Portland, OR 97232-2736

Metro Policy Advisory Committee (MPAC)

agenda

Wednesday, January 22, 2020

5:00 PM

Metro Regional Center, Council chamber

1. Call To Order, Declaration of a Quorum & Introductions (5:00 PM)

2. Public Communication on Agenda Items (5:05 PM)

3. Council Update (5:10 PM)

3.1 Annual Report on Title 4 Amendments

[COM](#)

[18-0306](#)

Attachments: [Memo: Annual Report on Title 4 Amendments](#)

4. Consent Agenda (5:15 PM)

4.1 Consideration of November 13, 2019 MPAC Minutes

[18-5323](#)

Attachments: [November 13, 2019 Minutes](#)

4.2 Consideration of December 11, 2019 MPAC Minutes

[18-5354](#)

Attachments: [December 11, 2019 Minutes](#)

5. Information/Discussion Items

5.1 Building Power In Community: People-Centered,
Place-Based Development (5:20 PM)

[COM](#)

[18-0304](#)

Presenter(s): Carol Naughton, Purpose Built Communities
Tory Campbell, Prosper Portland
Centro Cultural
Fourth Plain Forward
Rosewood Initiative
Native American Youth and Family Center

Attachments: [MPAC Worksheet](#)
[Building Power in Community Invitation](#)
[Building Power in Community Flier](#)

6. Adjourn (7:00 PM)

Upcoming MPAC Meetings:

- *Wednesday, February 12, 2020*
- *Wednesday, February 26, 2020*
- *Wednesday, March 11, 2020*

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Ogeysiiska takooris la'aanta ee Metro

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សេចក្តីជូនដំណឹងអំពីការមិនរើសអើងរបស់ Metro

ការការពារសិទ្ធិពលរដ្ឋរបស់ ៗ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro ឬដើម្បីទទួលបានកាតបណ្តឹងរើសអើងសូមចូលទស្សនាក្រុមការងារ www.oregonmetro.gov/civilrights។ បើលោកអ្នកត្រូវការអ្នកបកប្រែភាសានៅពេលអង្គប្រជុំសាធារណៈ សូមទូរស័ព្ទមកលេខ 503-797-1700 (ម៉ោង 8 ព្រឹកដល់ម៉ោង 5 ល្ងាច ថ្ងៃធ្វើការ) ប្រាំពីរថ្ងៃ មុនថ្ងៃប្រជុំដើម្បីអាចឲ្យគេសម្រួលតាមសំណើរបស់លោកអ្នក។

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***3.1 Annual Report on Title 4
Amendments***

Council Update

Metro Policy Advisory Committee
Wednesday, January 22, 2020
Metro Regional Center, Council Chamber

Memo



Metro

600 NE Grand Ave.
Portland, OR 97232-2736

Date: January 3, 2020
To: Metro Council and the Metro Policy Advisory Committee
From: Andrew Scott, Interim Chief Operating Officer
Subject: Annual report on amendments to the Title 4 Employment and Industrial Areas Map

Background

Title 4 (Industrial and Other Employment Areas) of the Urban Growth Management Functional Plan seeks to improve the region's economy by protecting a supply of sites for employment by limiting the types and scale of non-industrial uses in Regionally Significant Industrial Areas, Industrial Areas, and Employment Areas. Those areas are depicted on the Employment and Industrial Areas Map.

Title 4 sets forth several avenues for amending the map, either through a Metro Council ordinance or through an executive order, depending on the circumstances. Title 4 requires that, by January 31 of each year, Metro's Chief Operating Officer submit a written report to the Council and MPAC on the cumulative effects on employment land in the region of amendments to the Employment and Industrial Areas Map during the preceding year. This memo constitutes the report for 2019.

Title 4 map amendments in 2018

There were no amendments made to the Title 4 Map in 2019 either by the Council or through executive order.

Councilors may be aware of some city or county rezonings from industrial to other uses that occurred during 2019. None of those rezonings were found to be in conflict with Title 4, so amendments to the Title 4 Map were not necessary or requested by cities or counties.

Chief Operating Officer recommendations

I do not, at this time, recommend changes to Title 4 policies. However, the intended refresh of the 2040 Growth Concept and its work program on the future of the economy may eventually lead to policy and regulatory updates for Metro Council consideration.

4.1 Consideration of November 13, 2019 Minutes
Consent Agenda

Metro Policy Advisory Committee
Wednesday, January 22, 2020
Metro Regional Center, Council Chamber



600 NE Grand Ave.
Portland, OR 97232-2736
oregonmetro.gov

METRO POLICY ADVISORY COMMITTEE (MPAC)

Meeting Minutes

November 13, 2019

Metro Regional Center, Council Chamber

MEMBERS PRESENT

Martha Schrader
Susheela Jayapal
Christine Lewis
Juan Carlos González
Sam Chase
Don Trotter

Amanda Fritz
Denny Dole

Theresa M. Kohlhoff
Gordon Hovies
Mark Watson

Jerry Hinton
Peter Truax
Dick Schouten
Mark Gamba
Linda Glover
Rachael Lyles Smith

AFFILIATION

Clackamas County
Multnomah County
Metro Council
Metro Council
Metro Council
Clackamas County Fire District #1, Special Districts in Clackamas County
City of Portland
City of Beaverton, Second Largest City in Washington County
City of Lake Oswego, Largest City in Clackamas County
Tualatin Valley Fire & Rescue, Special Districts in Washington County
Hillsboro School District Board of Directors,
Governing Body of a School District
City of Gresham, Second Largest City in Multnomah County
City of Forest Grove, Other Cities in Washington County
Washington County
City of Milwaukie, Other Cities in Clackamas County
City of Vancouver
City of Oregon City, Second Largest City in Clackamas County

ALTERNATES PRESENT

Gretchen Buehner
Colin Rowan
Jennifer Donnelly
Kirstin Green

AFFILIATION

City of King City, Other Cities in Washington County
Multnomah County Drainage District
Oregon Department of Land Conservation and Development
Oregon Department of Land Conservation and Development

MEMBERS EXCUSED

Terri Preeg Riggsby
Ed Gronke

AFFILIATION

West Multnomah Soil & Water Conservation District , Special Districts in
Multnomah County
Citizen of Clackamas County

OTHERS PRESENT: Adam Barber, Jeff Owen, Dee Anders and Laura Weisel

STAFF: Sara Farrokhzadian, Marlene Guzman, Valeria Vidal, Lisa Miles, Andy Shaw, Jes Larson, Megan Gibb, Claire Rischiotto and Tim O'Brien

1. CALL TO ORDER, INTRODUCTIONS, CHAIR COMMUNICATIONS

Chair Schrader called meeting to order at 5:04 PM.

2. PUBLIC COMMUNICATIONS ON AGENDA ITEMS

There were none

2. COUNCIL UPDATE

Councilor Juan Carlos González provided an update on Metro's parks and nature bond measure which earned support from 67 percent of Metro-regional voters. He noted that this included 62 percent support from Clackamas and Washington Counties. Councilor González explained that this bond allowed Metro to invest \$475 million in the regional park system. He explained Metro's parks and nature bond measures ensured that historically marginalized communities benefited from investments in nature. Councilor González announced that Metro reached an agreement to create the West transfer station, a new garbage and recycling facility in Washington County. He also remarked that the Oregon Zoo's Zoolights event began on November 29.

4. CONSENT AGENDA

MOTION: Mayor Denny Dole moved and Mayor Peter Truax seconded, to approve the consent agenda.

ACTION: With all in favor, motion passed.

5. **INFORMATION/DISCUSSION ITEMS**

5.1 Update on 2040 Planning and Development Grants

Chair Schrader introduced the presenter Ms. Lisa Miles, Principal Regional Planner, and Tim O'Brien, Principal Regional Planner, to provide an update on the 2040 Planning and Development Grants.

Key elements of the presentation included:

Ms. Miles provided an overview of the grant program and noted the program mission. She detailed that the program mission aimed to remove barriers to development and enable existing developed sites to be redeveloped. Ms. Miles explained that the program mission had evolved by expanding its response to local and regional development priorities.

Ms. Miles outlined the 2018 Program Policy changes, including allowing private entities to apply for grants and revising definitions of equitable development projects. She shared the 2019 Screening Committee recommendations which aimed to refine the program to better achieve Metro's equity objectives. Ms. Miles explained that the committee recommended Metro to cultivate applications based off of equity driven community entities.

Mr. O'Brien explained Metro's efforts to streamline the 2040 Planning and Development Grant program to better align with the Metro Council's urban growth management policy decisions. He noted that the program will reserve 25 percent of annual grant funds for new area planning grants. Mr. O'Brien stated that concept planning grants applications were accepted annually and reviewed by Metro staff before being recommended to the Council. He shared that proposals for the comprehensive planning grants were submitted as part of the urban growth management decision process.

Mr. O'Brien noted proposed changes to Metro's equitable development approach. He emphasized that Metro aimed to select the most impactful project concepts and partnerships. Mr. O'Brien expressed that as part of the proposed changes Metro focused on fewer grants to foster deeper and more successful partnerships. He explained that community engagement grants supported inclusive and equitable engagement practices. Mr. O'Brien provided an overview of the anticipated schedule for the 2040 Planning and Development Grant program.

Member discussion included:

- Commissioner Dick Schouten asked about the Construction Excise Tax and the sunset provision (CET). Ms. Miles noted that when the CET was originally put into place there was a sunset provision, which set an expiration date for the tax. She explained that in the 2018 program policy changes Metro removed the CET sunset provision from Metro code.
- Mayor Denny Dole asked about how the grant categories were determined. Ms. Miles noted that the categories were determined from feedback provided by Metro's steering committee and grantees.
- Commissioner Susheela Jayapal expressed her appreciation Metro's program updates.
- Mark Watson asked if Metro received more comprehensive planning Grant applications in the 2019 cycle. Mr. O'Brien noted that Metro did not expect additional comprehensive planning applications until the next urban growth management decision process.
- Chair Schrader asked about the screening committee and its members. Ms. Miles noted that the committee included nine individuals from across the region from a variety of backgrounds. Chair Schrader asked about the criteria for selecting screening committee members. Ms. Miles noted that Metro's criteria is listed in its administrative rules. Chair Schrader asked the presenters to provide examples of equitable development. Ms. Miles provided examples of equitable development projects, including Metro's partnership with Prosper Portland and the Cully neighborhood.

5.2 Regional Transportation Funding Measure Update

Chair Schrader introduced Mr. Andy Shaw, Policy Advisor IV and Ms. Margi Bradway, Deputy Director of Planning and Development Department, to present on the Regional Transportation Funding Measure Update.

Key elements of the presentation included:

Mr. Shaw highlighted Metro's commitments to affordable housing, protecting parks and providing reliable transportation. He explained that the Regional Transportation Measure Update focused on priority corridors & regional programs.

Ms. Bradway provided an overview of the Regional Transportation Plan and the 19,000 public comments that influenced the plan. She explained several priorities referenced in the 2018 Regional Transportation Plan, including gathering funding for transit, highways, roads and bridges.

Mr. Shaw explained Council direction on the Regional Transportation Funding Measure and its aim to advance regional policy. He also provided an overview of the measures structure, including its approach to ranking potential corridor projects into several tiers. Mr. Shaw also covered the measures' stakeholder engagement approach, which consisted of an online survey, Local Investment Teams and community partnerships. He provided an overview of the measures' projected timeline. Mr. Shaw reminded MPAC members about the Transportation Funding Task Force structure and approach. He discussed the priority outcomes and corridors identified by the Task Force and Council.

Ms. Bradway explained the initial staff recommendation which accounted for a performance-based analysis, Council/Task Force outcomes as well as LIT/community input. She provided an overview of the staff tier 1 project recommendation which proposed \$3.11 billion in corridor funding and \$2.13 billion in leveraged funds. Ms. Bradway provided potential benefits of the staff tier 1 recommendation, including investments in transit and equity focus areas.

Mr. Shaw noted that Metro had set aside 2 percent of each corridors' funding to work with community partners to create anti-displacement and equitable development strategies. He conveyed that this allocation was to ensure that investments do not contribute to displacement in the region. Mr. Shaw shared next steps for the projects and shared that on December 11 and January 15 the Task Force conducted a revenue discussion.

Member discussion included:

- Commissioner Rachel Lyles Smith expressed her appreciation for the presentation. She asked if Metro planned to open up opportunities for new tier two projects. Mr. Shaw noted that Metro asked local jurisdictions who were interested in advancing tier two projects to share information on potential risks and partners. He noted that the Task Force received six new proposals.
 - Mr. Watson asked about the transformative nature of the tier 1 projects. Mr. Shaw noted that Metro aimed to consider how the Regional Transportation Measures partnered with both state and federal funding. Mr. Watson asked if Metro was hoping for a revolutionary concept to deal with the constraints on the transportation system. Ms. Bradway noted that Metro aimed to balance grappling with state of repair issues and technological innovation. She explained efforts to implement Transit Single Priority (TSP) as a way to improve transit reliability through technological innovation.
-

- Commissioner Dick Schouten asked if the Metro had implemented TSP throughout the region and he noted the success of Eugene's Bus Rapid Transit (BRT) system. Ms. Bradway noted that Metro is exploring BRT and articulated buses. Commissioner Schouten asked about ODOT's efforts to adopt Metro's urban design standards. Ms. Bradway explained that she and Metro Council President Lynn Peterson approached ODOT leadership and suggested that they adopt Metro's urban design standards as a pilot.
- Chair Schrader asked about how Metro addressed the lack of transportation connections between the Eastern and Western parts of the region. Mr. Shaw noted that the Burnside Bridge was identified as a key regional lifeline in the event of an emergency. Chair Schrader asked if Metro could provide more information on relevant land use practices for successful corridors.

5.3 Housing Implementation and Communications Update

Chair Schrader introduced Jes Larson, Principal Regional Planner and Valeria Vidal, Associate Management Analyst, to present on the Housing Implementation and Communications Update.

Key elements of the presentation included:

Ms. Vidal provided an overview of Metro's Affordable Housing Bond. She noted the seven eligible implementation partners, including Beaverton, Clackamas County, Gresham, Hillsboro, Home Forward, Portland, Washington County and Metro's Site Acquisition Program.

Ms. Vidal stated that the Metro Council adopted a framework to guide program implementation. She explained the implementation strategy requirements, including creating a development plan, establishing strategies for advancing racial equity and engaging historically marginalized communities. Ms. Vidal shared the implementation schedule which consisted of developing and reviewing Local Implementation Strategies. She emphasized that Metro's Oversight Committee had approved 7 out of 8 Local Implementation Strategies and made recommendations to the Metro Council. Ms. Vidal highlighted several Metro Affordable Housing Bond Phase 1 projects, including "The Mary Ann" apartments in Downtown Beaverton.

Ms. Larson shared Metro and DHM's public opinion research on affordable housing. She provided background on the research and more information on the research's purpose. Mr. Larson stated that the research aimed to understand which messages about affordable housing were most effective. She remarked that DHM Research Panel survey was an online tool used to understand opinions about regional and statewide policy.

Ms. Larson shared several questions and voters initial responses to those questions. She noted that most people tended to agree with the following statement: "I support building more affordable housing in my neighborhood." Ms. Larson also indicated that the voters also tended to agree that "more housing option provide shelter for those in need and keep our neighborhoods safe and enjoyable for everyone." She also highlighted a few messages that were less effective, such as the following statement: "more affordable housing in my neighborhood would support local businesses."

Member discussion included:

- Councilor Gretchen Buehner asked if the survey had specific polling information that compared results between seniors and families. Ms. Larson stated that she was happy to provide more information in a later discussion.
- Councilor Theresa Kohlhoff asked the presenter to provide more insight into California's efforts in mandating specific affordable housing regulations. Chair Schrader noted that House Bill 2001 was discussed in the next MPAC meeting.

6.0 ADJOURN

Chair Schrader adjourned the meeting at 7:00 PM.

Respectfully Submitted,



Marlene Guzman
Recording Secretary

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF NOVEMBER 13, 2019

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
5.1	Presentation	11/13/19	Update on the 2040 Planning and Development Grants Presentation	111319m-01
5.2	Presentation	11/13/19	Regional Transportation Funding Measure Update Presentation	111319m-02
5.3	Presentation	11/13/19	Housing Bond Implementation and Communications Update	111319m-03

4.2 Consideration of December 11, 2019 Minutes
Consent Agenda

Metro Policy Advisory Committee
Wednesday, January 22, 2020
Metro Regional Center, Council Chamber



600 NE Grand Ave.
Portland, OR 97232-2736
oregonmetro.gov

METRO POLICY ADVISORY COMMITTEE (MPAC)

Meeting Minutes

December 11, 2019

Metro Regional Center, Council Chamber

MEMBERS PRESENT

Martha Schrader
Christine Lewis
Sam Chase
Juan Carlos González
Don Trotter

Amanda Fritz
Kathy Wai
Anthony Martin
Rachael Lyles Smith
Ed Gronke
Theresa M. Kohlhoff
Gordon Hovies
Jerry Hinton
Linda Glover

ALTERNATES PRESENT

Gretchen Buehner
Kirstin Greene

MEMBERS EXCUSED

Terri Preeg Riggsby

Susheela Jayapal
Peter Truax

AFFILIATION

Clackamas County
Metro Council
Metro Council
Metro Council
Clackamas County Fire District #1, Special Districts in Clackamas County
City of Portland
TriMet
City of Hillsboro, Largest City in Washington County
City of Oregon City, Second largest City in Clackamas County
Citizen of Clackamas County
City of Lake Oswego, Largest City in Clackamas County
Tualatin Valley Fire & Rescue, Special Districts in Washington County
City of Gresham, Second Largest City in Multnomah
City of Vancouver

AFFILIATION

City of King City, Other Cities in Washington County
Oregon Department of Land Conservation and Development

AFFILIATION

West Multnomah Soil & Water Conservation District , Special Districts in Multnomah County
Multnomah County
City of Forest Grove, Other Cities in Washington County

OTHERS PRESENT: Tina Kotek, Madeline Kovacs, Tom Armstrong, Gordon Howard, Anna Slatinsky, Eli Spevak and Allan Lazo

STAFF: Marlene Guzman, Randy Tucker, Jes Larson, Paul Slyman, Rebecca Small, Ramona Perrault, Elissa Gertler, Lake McTighe and Margi Bradway.

1. CALL TO ORDER, INTRODUCTIONS, CHAIR COMMUNICATIONS

Chair Martha Schrader called meeting to order at 5:05 PM.

2. PUBLIC COMMUNICATIONS ON AGENDA ITEMS

There were none

2. COUNCIL UPDATE

Councilor Juan Carlos González noted that the Metro Council signed on to a letter from the Here Together coalition to support a structured effort to address homelessness in the region. He also explained that Metro responded to a Here Together letter by outlining possible steps forward, including a statewide initiative and a citizen-led initiative process. Councilor González discussed Metro's agreement with Multnomah County and the City of Portland on a new Visitor Fund intergovernmental agreement (IGA). He noted that this agreement dedicated more than \$2.5 million to homeless support services in Portland. Councilor González also noted that the revenue from the tourist tax was creating opportunities to support wrap-around services for individuals living in new affordable housing. He emphasized Metro's commitment to equity and investing in clean water, healthy wildlife habitat and access to nature through the parks and nature bond measure. Councilor González recognized Chair Schrader for her leadership as the MPAC chair. He presented a gift on behalf of Metro as an appreciation for her commitment.

4. CONSENT AGENDA

No quorum.

5. INFORMATION/DISCUSSION ITEMS

5.1 Implementation of "Middle Housing" Legislation (Oregon House Bill 2001)

Councilor Sam Chase introduced House Speaker Tina Kotek, Oregon House of Representatives. He presented the panelists Ms. Madeline Kovacs, of Sightline Institute, Mr. Tom Armstrong, of the Portland Bureau of Planning and Sustainability and Mr. Gordon Howard, of the Oregon Department of Land Conservation and Development (DLCD). Councilor Chase also presented speakers Ms. Anna Slatinsky, of Beaverton, Mr. Eli Spevak, of Orange Splot LLC; Portland Planning and Sustainability Commission as well as Mr. Allan Lazo, Fair Housing Council of Oregon.

Councilor Chase noted the impacts of House Bill 2001 and its efforts to address housing disparities. He also explained Housing Bill 2001's efforts to encourage collaboration between the public and private sector to address affordable housing needs. Councilor Chase expressed his appreciation for House Speaker Kotek's leadership in guiding House Bill 2001.

Key elements of the panelist included:

House Speaker Kotek provided an overview of House Bill 2001. She noted that housing supply was directly linked to housing affordability. She noted House Bill 2001's efforts to address housing supply disparities throughout the region and its commitment to land use guidelines. House Speaker Kotek noted that Oregon was in the implementation stage of House Bill 2001.

House Speaker Kotek noted that the bill had clear bipartisan support when it was completed. She described her collaboration with the League of Oregon Cities to ensure goals were aligned with local communities. House Speaker Kotek emphasized her efforts to make the bill achievable and equitable for local government entities. She explained that increasing housing supply improved long term housing affordability. House Speaker Kotek discussed efforts to reduce climate emissions by improving livability and walkability.

Ms. Kovacs introduced the panelists and provided an overview. Mr. Howard shared a brief presentation on the DLCD's efforts to implement House Bill 2001. He noted that House Bill 2001 mandated that the state permit duplexes on any lot or parcel that allow single-family residence. Mr. Howard added that House Bill 2001 must also allow triplexes, fourplexes, cottage clusters and townhouses in areas zoned for single family residence.

Mr. Howard noted that the DLCD adopted a model code required for Metro jurisdictions if local governments do not adopt their own compliant code. He explained that the bill also allowed for infrastructure-based time extension requests for areas with inadequate

infrastructure. Mr. Howard noted that jurisdictions must demonstrate and develop a plan of action to address inadequate infrastructure. He explained that the bill also provided technical assistance funds to develop middle housing codes and process infrastructure-based time extension requests.

Mr. Howard House Bill 2001 required rulemaking on middle housing rules, model code and infrastructure-based time extension requests. He explained that rulemaking on middle housing rules aimed to clarify what constituted a “reasonable regulation relating to siting and design.” Mr. Howard provided a timeline for the consultant assistance component of House Bill 2001 implementation. He shared other provisions from House Bill 2001, including limiting increased density expectation in aspects of urban growth management decisions.

Ms. Kovacs acted as the panelist moderator and asked the speakers to discuss the impacts of House Bill 2001 on different jurisdictions. Mr. Hovies noted that Oregon did not have access to a lot of data on the potential impacts. Ms. Kovacs asked the other panelists if Oregon was more likely to see duplexes in some cities than others. Mr. Armstrong noted that the City of Portland had allowed duplexes on corner lots. He noted that the City of Portland had identified challenges associated with development economics.

Ms. Kovacs asked about what kinds of developers will responded to the opportunities created by House Bill 2001. Mr. Spevak noted that small developments would respond to housing market changes. Ms. Kovacs noted that affordable housing developers supported House Bill 2001 and asked Ms. Slatinsky to share how it impacted Beaverton Community Development. She spoke about the housing flexibility that House Bill 2001 allowed for. Ms. Slatinsky emphasized the need to properly understand the concerns of community members when implementing House Bill 2001.

Ms. Kovacs asked about how House Bill 2001 helped address housing affordability. Mr. Lazo noted that the residential infill project helped reduce displacement in communities. He expressed concerns about the high risk of displacement in marginalized communities. Mr. Lazo also noted the House Bill 2001 reduced more displacement in less vulnerable communities. He recommended supporting broader solutions to address housing disparities. Mr. Spevak seconded Mr. Lazo’s comments about supporting broader solutions. Mr. Armstrong remarked that House Bill 2001 was likely to produce less expensive housing for the middle of the market. Ms. Slatinsky spoke to the importance of supporting broad solutions to protect renters and promote housing affordability.

Ms. Kovacs asked the panelists to share specific strategies that jurisdictions should adhere to while reviewing their zoning codes. Mr. Spevak pointed to the City of Tigard’s inclusive zoning regulations for a variety of housing types. Mr. Armstrong discussed policies that allowed two accessory dwelling units (ADU) on the same lot. Ms. Slatinsky

noted that the City of Beaverton aimed to provide housing affordability and housing flexibility.

Ms. Kovacs asked about what the panelists hoped the rulemaking process would address. Ms. Slatinsky noted that the City of Beaverton hoped that the rulemaking process provided more clarity.

Member discussion included:

- Mr. Ed Gronke raised concerns about the obstacles to building affordable housing, including land costs and system development charges. He asked the panelists to share how they handle obstacles associated with building affordable housing, such as system development charges. Mr. Armstrong noted that construction costs presented a larger obstacle to maintaining affordability when building new homes. He stated that House Bill 2001 was not an affordable housing program for low income households, instead it was an effort to support middle housing. Mr. Armstrong remarked that a variety of strategies were needed to tackle housing affordability. Ms. Slatinsky noted that broad strategies enabled community members to leverage public subsidies.
- Councilor Christine Lewis asked Mr. Howard if he had considered conducting planning commission education. She noted that not all cities had developed planning commissions. Mr. Howard noted that the Oregon Department of Land Conservation and Development was conducting public outreach to educate community members on House Bill 2001.
- Ms. Theresa Kohloff asked Mr. Howard to provide more specificity on the role of the model code. Mr. Howard noted that the details were developed in the rule making process to guide the minimum standards for compliant codes.
- Councilor Gretchen Buehner raised concerns about congestion issues in the City of King City. She noted that many jurisdictions do not have planning departments and required onsite support. Mr. Howard noted that Oregon Department of Land Conservation and Development was willing to organize public engagement.
- President Gordon Hovies raised concerns about on street parking and the lack of street access for emergency services. He suggested a property tax waiver and conducting effective outreach to address affordable housing needs.
- Councilor Anthony Martin raised concerns about policies that restrict accessory dwelling units (ADU).
- Ms. Kathy Wai asked about how public transit can be helpful in implementing House Bill 2001. She also asked about what the success of House Bill 2001 meant. Mr. Gordon noted the importance of increasing access to public transit in dense areas. He explained that success would be measured over a long period of time. Ms.

Slatinsky added that for the City of Beaverton success meant increased access to middle housing throughout the city.

- Ms. Buehner added the need for increased accessibility for people with disabilities. She asked panelists and builders to consider the accessibility needs for people with disabilities when building new units.

5.3 Designing Livable Streets and Trails Guide

Chair Schrader introduced Ms. Lake McTighe, Senior Transportation Planner, to present on Designing Livable Streets and Trails Guide. Ms. Elissa Gertler noted the Designing Livable Streets and Trails Guide was helpful for jurisdictions seeking Metro funding.

Key elements of the presentation included:

Ms. McTighe provided an overview of the guidelines for designing livable streets and trails. She noted that it provides guidance for regional streets and trails to help implement the 2040 Growth Concept and the Regional Transportation Plan. Ms. McTighe explained that agencies developing transportation projects funded by Metro used the guidelines to plan, design and construct their projects. She added that the guide was developed by regional partners and was available on Metro's website.

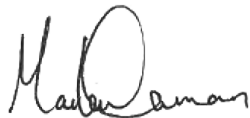
Member discussion included:

- Mr. Martin asked for clarification on the guidelines for receiving Metro Funding. Ms. Tighe noted that the Designing Livable Streets and Trials Guide formalized a process that was already in place.

6.0 ADJOURN

Chair Schrader adjourned the meeting at 7:05 PM.

Respectfully Submitted,



Marlene Guzman
Recording Secretary

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF DECEMBER 11, 2019

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT NO.
5.1	Presentation	12/11/19	Implementation of "Middle Housing" Legislation (Oregon House Bill 2001 Presentation	121119m-01
5.1	Handout	12/11/19	Key Elements of House Bill 2003 (Housing Needs) Handout	121119m-02
5.1	Handout	12/11/19	Key Elements of House Bill 2001 (Middle Housing) Handout	121119m-03
5.1	Handout	12/11/19	Housing Bill 2001: More Housing Choices for Oregonians Handout	121119m-04
5.1	Handout	12/11/19	House Bill 2003: Requiring Cities to Update Housing Needs Studies and Create Housing Production Strategies Handout	121119m-05
5.1	Presentation	12/11/19	Implementation of "Middle Housing" Legislation (Oregon House Bill 2001) Project Overview Presentation	121119m-06

***5.1 Building Power in Community:
People-Centered, Place-Based
Development***

Information/Discussion Items

Metro Policy Advisory Committee
Wednesday, January 22, 2020
Metro Regional Center, Council Chamber

MPAC Worksheet

Agenda Item Title:

Building Power In Community: People-Centered, Place-Based Development

Purpose/Objective

(what do you expect to accomplish by having the item on *this meeting's* agenda):(e.g. to discuss policy issues identified to date and provide direction to staff on these issues)

Metro Council – as part of its direction on its 2018 urban growth management decision – adopted Resolution No. 18-4914. Among other things, this resolution directed staff to return to the Metro Council in 2019 with two proposed work programs that: (a) apply the new Economic Value Atlas to address future regional employment trends, and (b) update the 2040 Growth Concept. As part of this work, Metro Council and regional leadership seeks to better understand the changing employment land needs in the context of growth management decisions.

Metro staff is advancing on the Planning for Our Future Economy project, an effort that will be aligned with the development of the 5-year Comprehensive Economic Development Strategy and implemented in coordination with Greater Portland Inc. MPAC was briefed on this project and an initial panel was held in October 2019 to share insights about what our region can do to pivot to the future economy from the perspective of entrepreneurs, business accelerators, real estate investors, and lenders. Additional panels will be held to represent specific industry sectors as well as key trends and disruptions in the region's economy.

This event represents an opportunity to further explore the challenges and opportunities of community-led economic development and place-making. MPAC will be joined by Prosper Portland and Purpose Built Communities, as well as multiple community partners, to consider four local initiatives underway in the region:

- Centro Cultural – Downtown Cornelius Cultural District
- Fourth Plain Forward – Vancouver Washington
- Rosewood Initiative – Neighborhood Prosperity Initiative (NPI)
- Native American Youth and Family Center – 42nd Avenue and Cully NPIs

MPAC and other participants will come away from this meeting with a better understanding as to how Metro can support People-Centered, Place-Based Development approaches.

Action Requested/Outcome

(What action do you want MPAC to take at *this meeting*? State the **policy** questions that need to be answered.)

MPAC will explore how it can provide staff with initial direction on how to support and incorporate lessons learned from community-based economic development approaches into the economic component of Metro's upcoming refresh of the 2040 Growth Concept, the region's 1995 conceptual plan for long-term growth. The following policy questions will be explored:

- **Creating a shared vision** – How can policy makers support community groups to create a shared vision for place-based development?

- **Enfranchisement and decision making structures** – How can decision making structures be redesigned to encourage more community involvement and to effectively share power?
- **Placemaking and rootedness** – How does place-based development improve other community outcomes?
- **Defining and expanding the boundaries of economic development** – How to advance an inclusive economic development approach that embraces the transitions in our society and prepares the region for the disruptions and challenges ahead?
- **Coalition and partnership building** – What is the next step in building the partnerships to carry this work forward?



What has changed since MPAC last considered this issue/item?

In October, MPAC was briefed on the Growth Concept 2040 Refresh and Planning for Our Future Economy project. This event is one of a series of panels and other events that explore approaches to planning and investment to respond to transitions, new thinking, and key disruptions in the regional economy. Additional panels will be held to represent specific industry sectors as well as key trends and disruptions in the region's economy.

What packet material do you plan to include?

(Must be provided 10 calendar days prior to the actual meeting for distribution)

Event Flyer - Building Power In Community: People-Centered, Place-Based Development



On January 22nd, join Metro for...

BUILDING POWER IN COMMUNITY:

PEOPLE-CENTERED, PLACE-BASED DEVELOPMENT

Purpose Built Communities
'Lunch & Learn' with Carol Naughton

12-1 p.m.



RSVP

MPAC Presentation
Building Power in Community: people-
centered, place-based development

5-7 p.m.

RSVP

Metro Regional Center, 600 NE Grand Ave





Building power in community

Community-led organizations focus on people centered, place-based development

Wednesday, Jan. 22

Metro Regional Center, council chambers

**Noon to 1 p.m. | Lunch and learn
with Carol Naughton of Purpose
Built Communities**

Imagine breaking the cycle of intergenerational poverty. The Purpose Built vision guides neighborhood revitalization by creating pathways out of poverty for the lowest-income residents, and building strong, economically diverse communities.

Bring your lunch for an hour with Carol Naughton, President of Purpose Built Communities, a nonprofit organization dedicated to improving racial equity, economic mobility and health outcomes in communities across the country.



**5 to 7 p.m. | MPAC special
presentation**

Join the Metro Policy Advisory Committee to hear from four local groups on the challenges and opportunities of community-led place-making and development:

- Centro Cultural – Downtown Cornelius Cultural District
- Fourth Plain Forward – Vancouver Washington
- Rosewood Initiative – Neighborhood Prosperity Initiative (NPI)
- Native American Youth and Family Center – 42nd Avenue and Cully NPIs

For more information call
503-813-6893 or email
choya.renata@oregonmetro.gov

**Metro Regional Center
600 NE Grand Ave.**

Accessible entry through the plaza on north side of building, off Irving Street. There are elevators, accessible bathrooms and ample room for traveling through the building. Some armless chairs are available.

Materials following this page were distributed at the meeting.

PLACE-BASED ECONOMIC DEVELOPMENT

WITH CULLY BLVD. ALLIANCE AND OUR 42ND AVENUE





NAYA
FAMILY
CENTER

HISTORY

The Native American Youth and Family Center was founded by parent and Elder volunteers in 1974, and incorporated as a 501(c)(3) non-profit organization in 1994. Throughout our history, we've sustained our diverse traditions while expanding and modernizing our programs and services to meet the needs of our people. We serve self-identified Native Americans, infant to Elder, from across the Portland, Oregon, metropolitan area.

In 2014, we celebrated our 40th year of bringing our community together to sustain tradition and provide mutual support. Read our special edition newsletter, "Celebrating 40 Years of Service" to learn more.

NAYA Family Center strives to fulfill its mission: "to enhance the diverse strengths of our youth and families in partnership with the community through cultural identity and education." As an urban Indian agency, NAYA Family Center impacts the lives of over 10,000 individuals from over 380 tribal backgrounds annually.

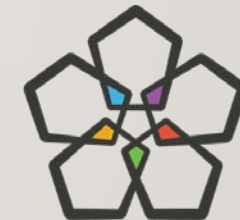
Neighborhood Prosperity Network

Program:

- Community led economic development
- Place based
- Target population focused

Prosper Portland Support

- Thought partner
- Resource connector
- Financial support



PROSPER
PORTLAND

Building an Equitable Economy



Community Development

Placed Based, Community Driven Prosperity



The Cully Blvd Alliance (CBA) was formed to create an inclusive, sustainable, and economically equitable economy built on locally-rooted small business ownership. We envision Cully a neighborhood in outer NE Portland to be a place in which one could live, work, and thrive.

Strengthening Existing Businesses: In order to support and stabilize those currently running businesses along Cully Blvd, the CBA launched its updated District Improvement Grant Program. This program is specifically designed to support minority and/or women owned business with structural repairs and improvements. To date our organizations investment of roughly \$200,000 has led to over a half million dollars in repairs and upgrades to 7 businesses that are minority and/or women owned.

Supporting the Community: Small business owners, specifically those of that speak English as a second language often lack the time, knowhow, and/or connections needed to engage properly with local government. CBA staff and its community based leadership often work as a liaison between Cully business owners and these entities. Local government agencies in turn support the NPN's efforts by sharing their locally generated revenue with CBA in order to staff its day to day operations.

Revenue share provided by:



Neighborhood Prosperity Network



Our 42nd Ave is economic development by the community, for the community. Our 42nd Ave is a collection of residents, business owners, local employees, commercial property owners, and others who have partnered to ensure that economic change benefits the people of 42nd Avenue in an inclusive way. We are a connecting point and a conduit for community collaboration.

Property Development: Our 42nd Ave has worked to create approximately 24,000 sq. ft. of inclusive entrepreneurship space, housing 16 businesses owned by people of color, women, and entrepreneurs facing barriers to securing commercial space. Collectively, these businesses employ more than 170 people, many of whom have been hired through aligned employment services at PCC Metro. Our 42nd Ave is continuing to develop additional entrepreneurship space through property management, master leases and property ownership to support a complete prosperity pipeline for underserved entrepreneurs and job seekers.



(Com)Motion: A community-led movement studio built and operated by Our 42nd Avenue
commotionpdx.org

Go42! A business start-up space, with support and networking space for entrepreneurs of the 42nd Avenue community.

Tissue Lab: Commercial building retrofitted by Our42nd into affordable retail & office space.

Supported by:



Neighborhood Prosperity Network

Strategic Partnerships



Business Technical Assistance

One-on-one business coaching and resource navigation for entrepreneurs living and/or working in the Cully neighborhood

Workforce Solutions

One on one employment support for job seekers

Small business support: Recruitment and placement



Exploring a Community Lead TIF District

Participating Groups:



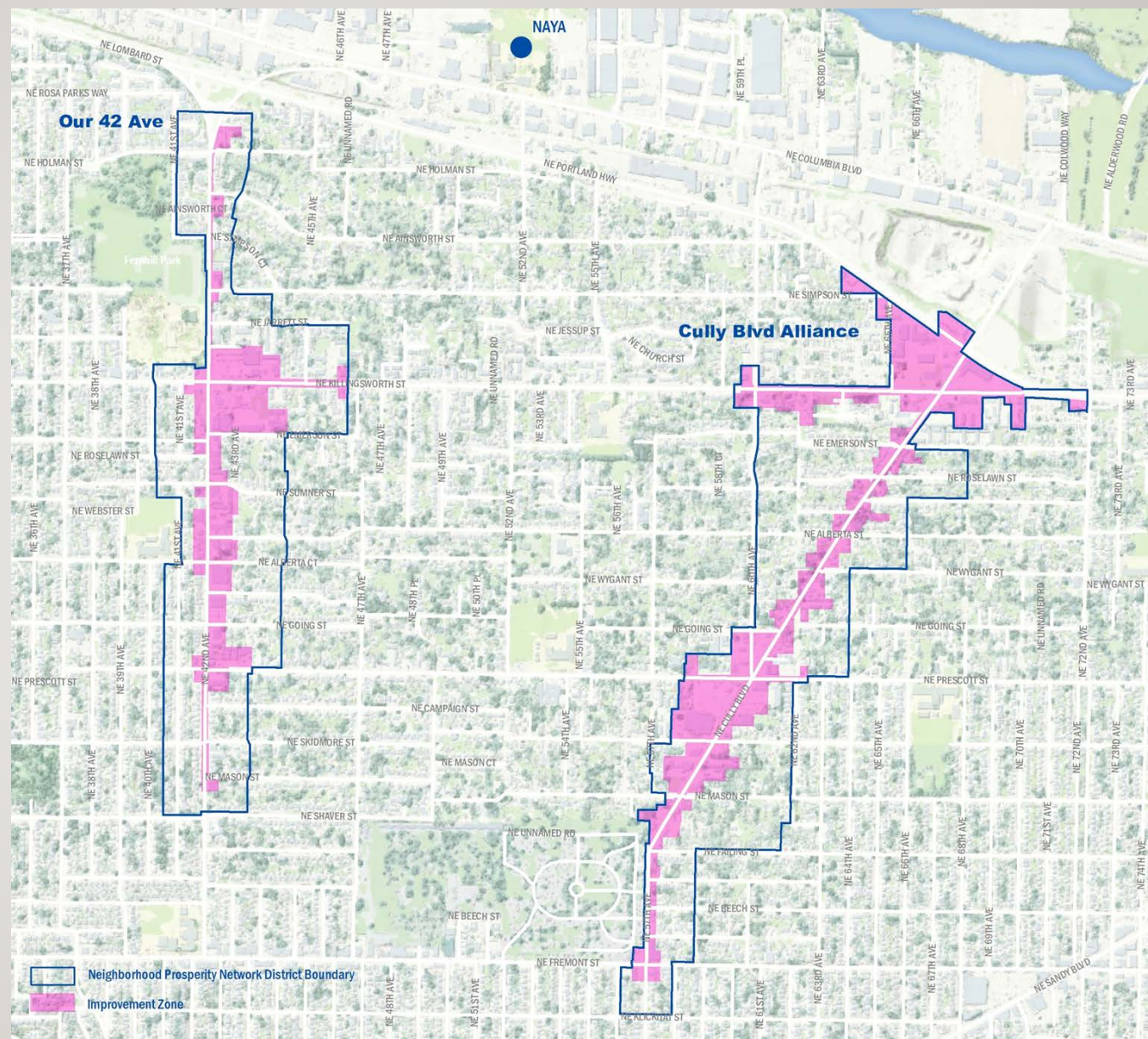
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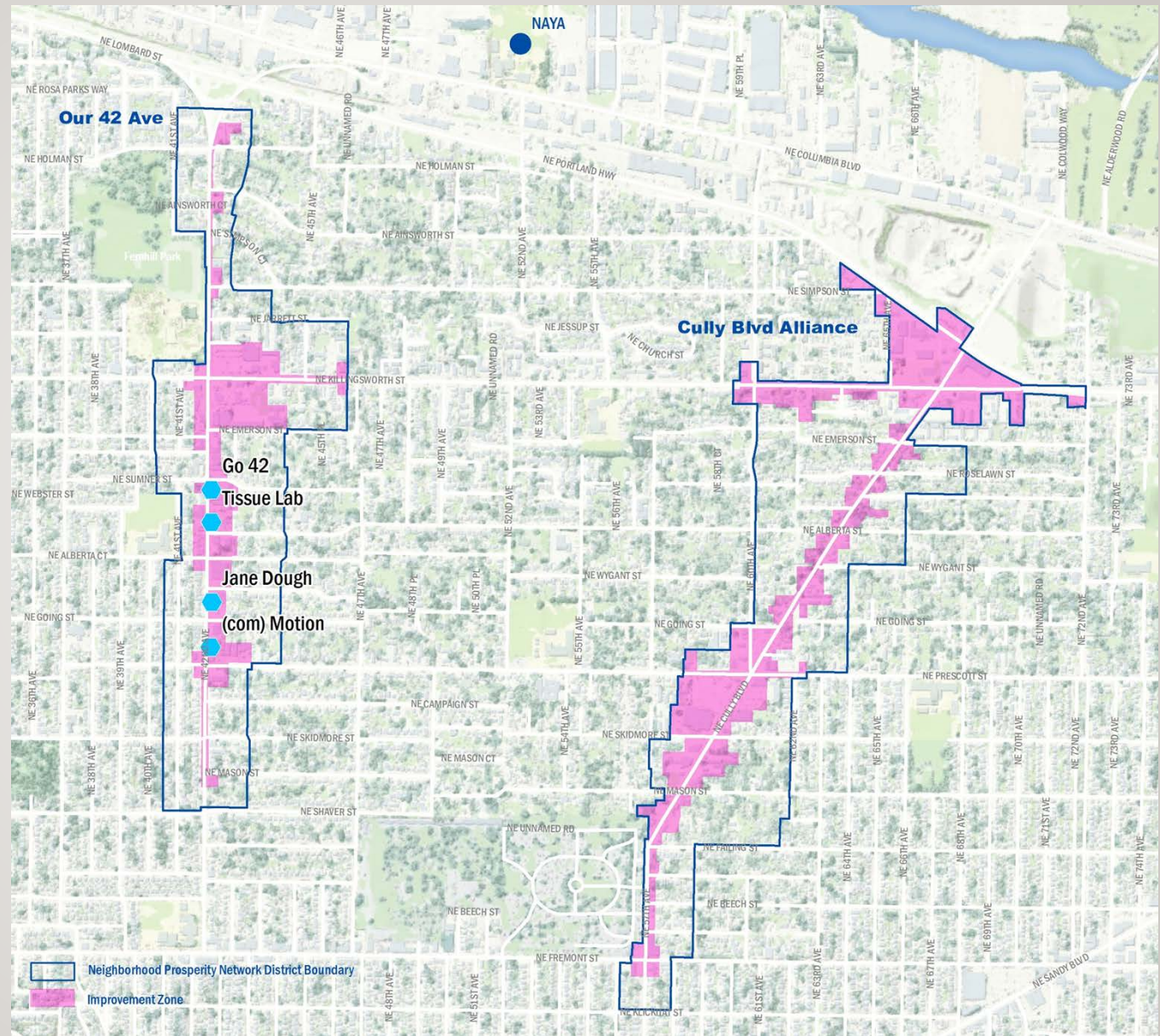
We love our neighborhood, & together we can shape its future

Cully is a diverse, vibrant place full of creative, compassionate people from all walks of life. However, rising rents and property values are threatening our community — especially low-income households and people of color who are being displaced. We don't have to stand by and allow this to happen. A coalition of seven non-profit organizations, all based here in Cully, is determined that we can shape the future of our neighborhood to preserve and create opportunities for those who would otherwise be priced-out and locked-out by market forces. In order to respond to this challenge, our organizations will work together in 2019 to explore the potential creation of a new, community-controlled "tax increment financing" (TIF) district in the Cully neighborhood.

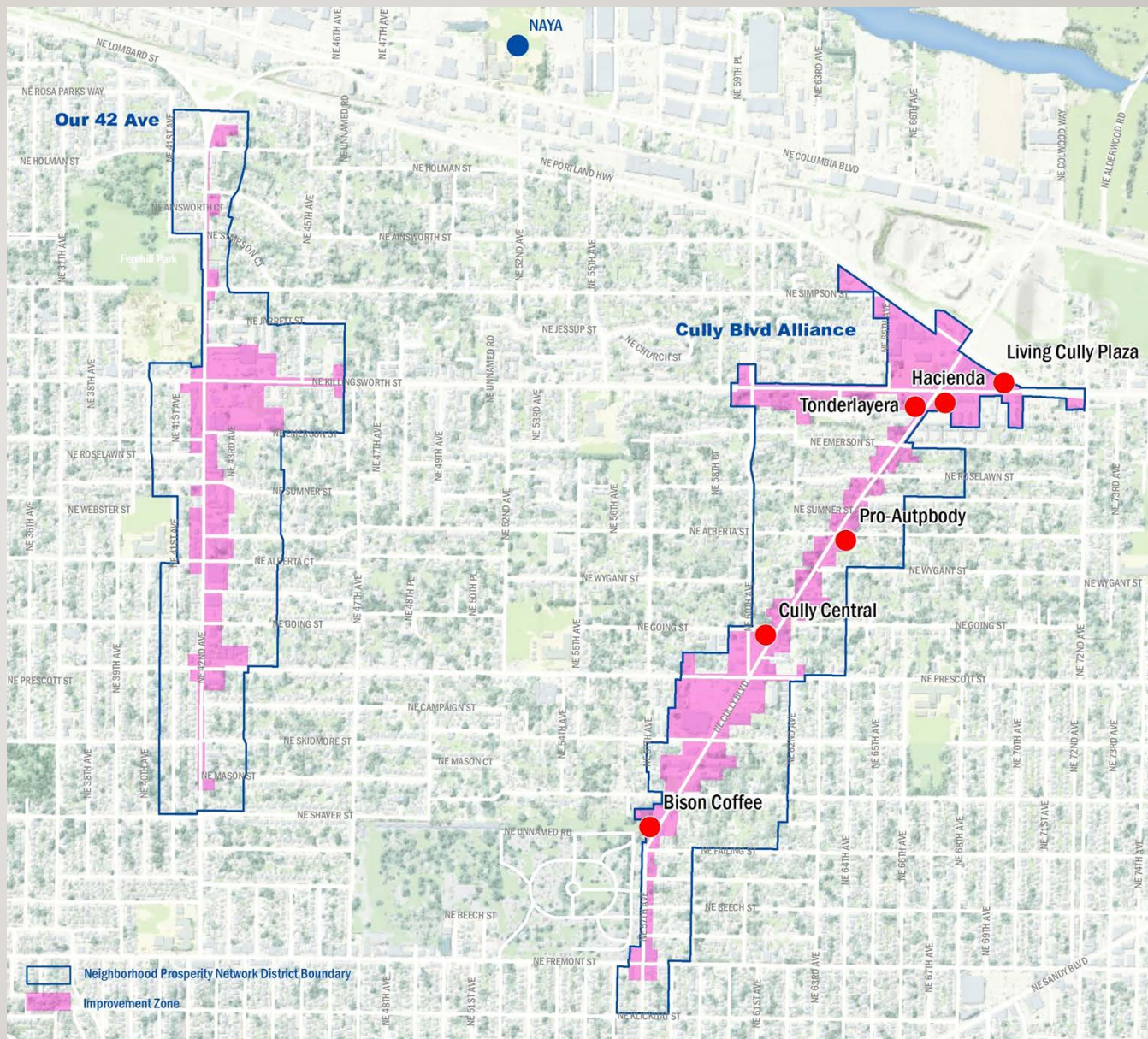
**42nd
Ave**



42nd
Ave



**42nd
Ave**



Affordable Housing

300+ new affordable units coming to Cully!



NESIKA ILLAHEE

A collaboration between the Native American Youth and Family Center, Native American Rehabilitation Association of the Northwest, Community Development Partners, and the Confederated Tribes of Siletz Indians will create 59 units of affordable housing in Portland's Cully Neighborhood. Located at 6300 NE 42nd Ave



5827 NE Prescott Street

Funded largely in part by the Portland housing bureau housing bond funds NAYA and its partners will build 55 affordable units in an area that is near transit, grocery, parks, and local elementary schools.

GOING 42

56 low income units in the heart of the Our42nd Prosperity district, that include several spaces in which local artisans can live and work.



Las Adelitas

6723 NE Killingsworth

Will be an 141 unit building at the site of the former Sugar Shack strip club on NE Killingsworth and Cully. This award represents a milestone in the Cully neighborhood's years-long effort to shut down the notorious Sugar Shack and convert the property into a positive, life-giving space.



In September Portland Mayor Ted Wheeler announced the funding two separate affordable housing proposals in the Cully neighborhood (Las Adelitas and 5827 NE Prescott) via Portland's Affordable Housing Bond. Combined, these projects will create 151 permanently affordable units to low-income Cully households, ranging from studios to three-bedroom apartments.

The Portland Housing Bond was approved by voters in 2016 and to date awarded bond funds are set to create 1,424 new units city wide.



Community Investment

Large scale improvements

Parks



Cully Park 5810 NE 72nd Ave

Once a landfill is now a 25 acre park in Cully, Portland's most park deprived neighborhood. Cully Park an area that once repository for refuse, is now an opportunity for people in the community to grow and thrive.

K'unamokwst Park 5200 NE Alberta

K'unamokwst Park (pronounced KAHN-ah-mockst) meaning "together" in Chinook wawa is City of Portland's first developed park in Cully. This 2.4 acre park opened in Spring of 2015.



Schools



PCC Workforce Training Center

This planned redevelopment 42nd Ave will continue to offer existing programs and as well as additional services current served by locations utilizing the opportunity center model. this site as well. Budget \$32,500,000

De La Salle North

De La Salle North Catholic High School will be coming to Cully! Currently 73% of the student population identify as black or Latino, many come from low-income families, and 95% of those who stay for four years graduate and get into college.



Community Collaboration

A neighborhood lead by its residents



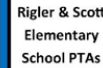
Working together to fight displacement

Formed in 2010 is a collaborative effort among Habitat for Humanity Portland/Metro East, Hacienda CDC, NAYA Family Center, and Verde.

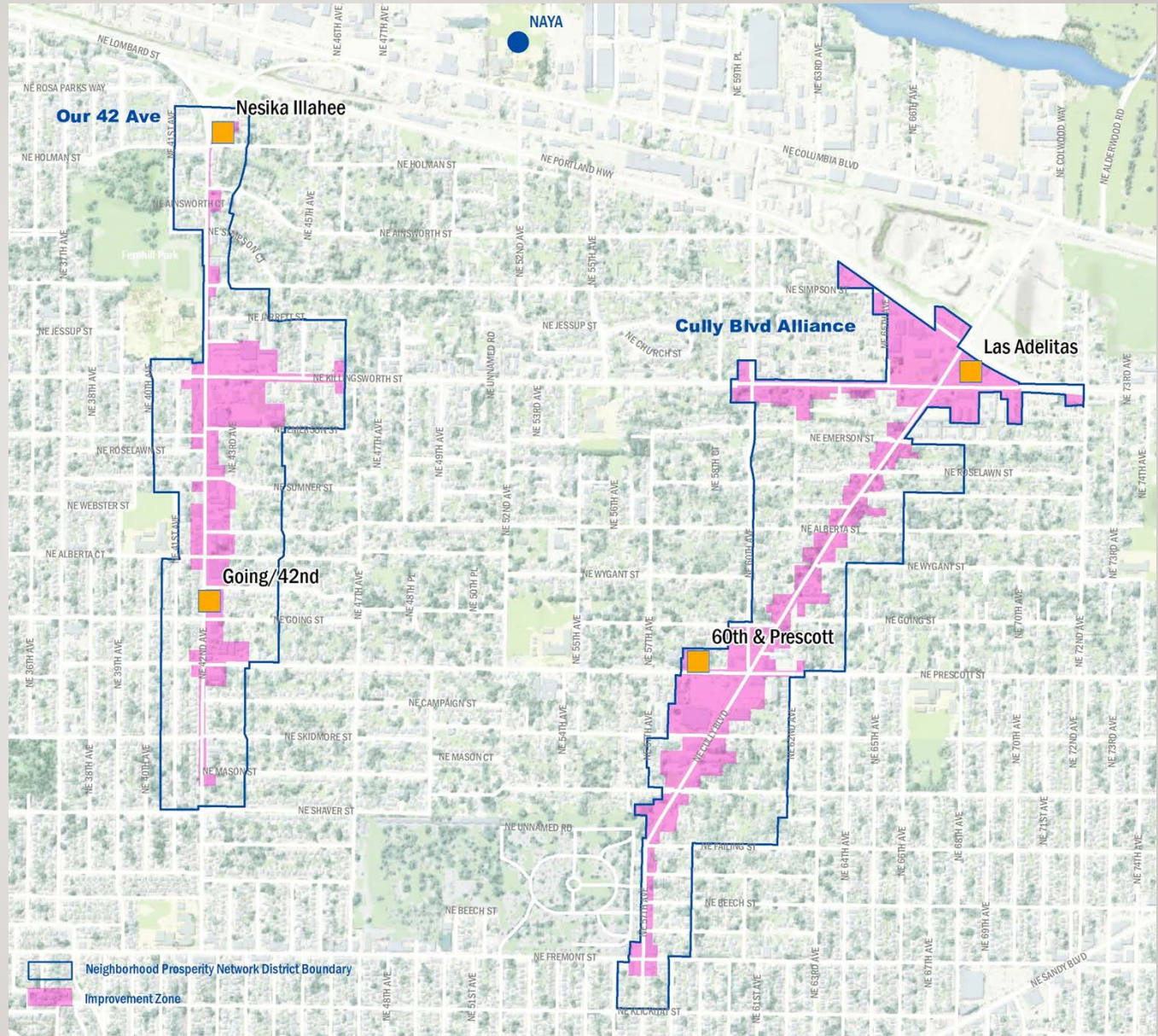
Together Living Cully partners create economic, ecological and social benefit for Cully residents, particularly low-income and people of color, by: increasing job opportunities and building earnings for residents and neighborhood small businesses, providing opportunities for engagement, collective action and cultural expression, expanding safe, high-quality affordable housing in the neighborhood, increasing natural and built investment including parks, trails and healthy housing, and to working to ensure low levels of involuntary displacement from the neighborhood



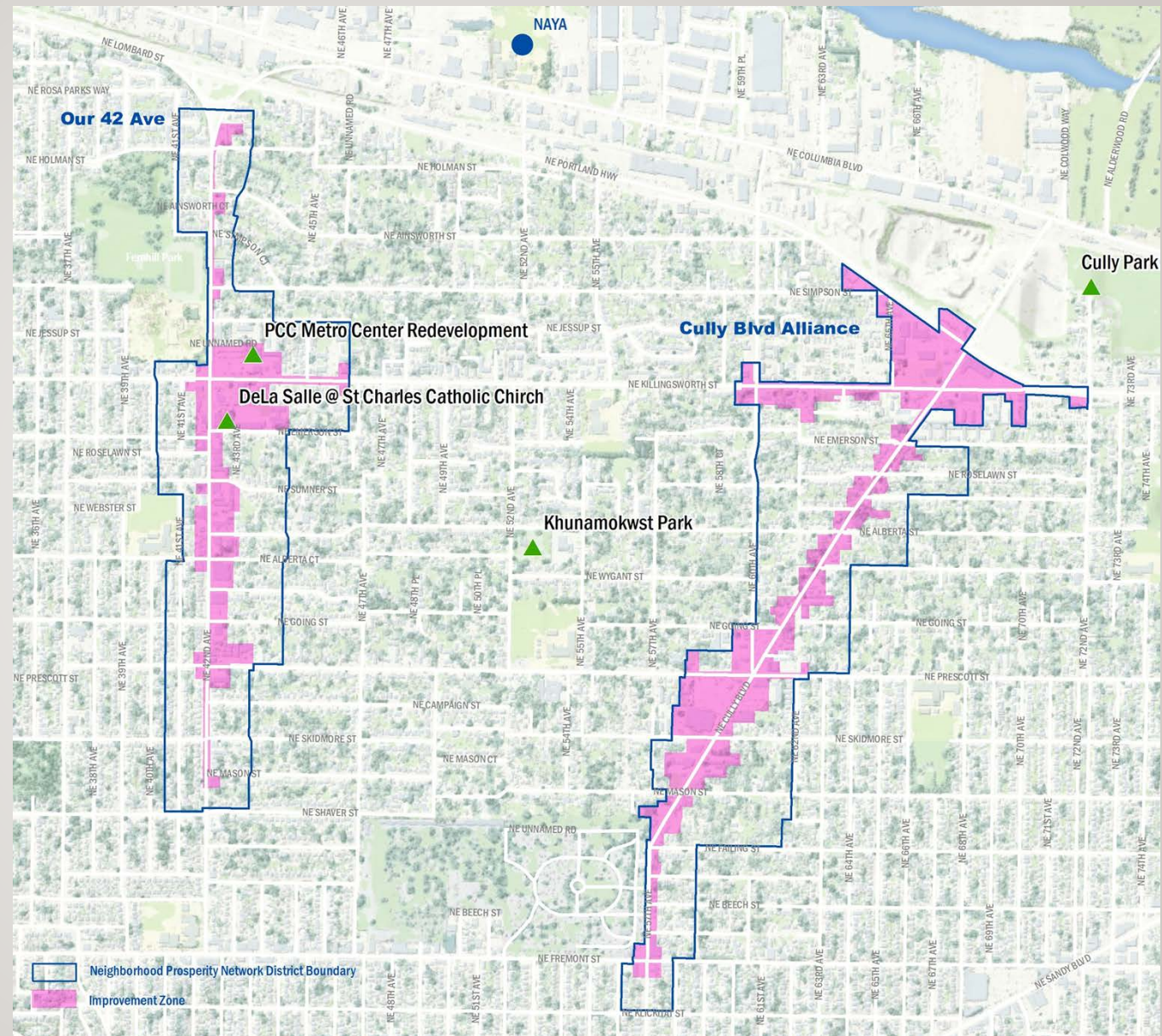
An Organized Community



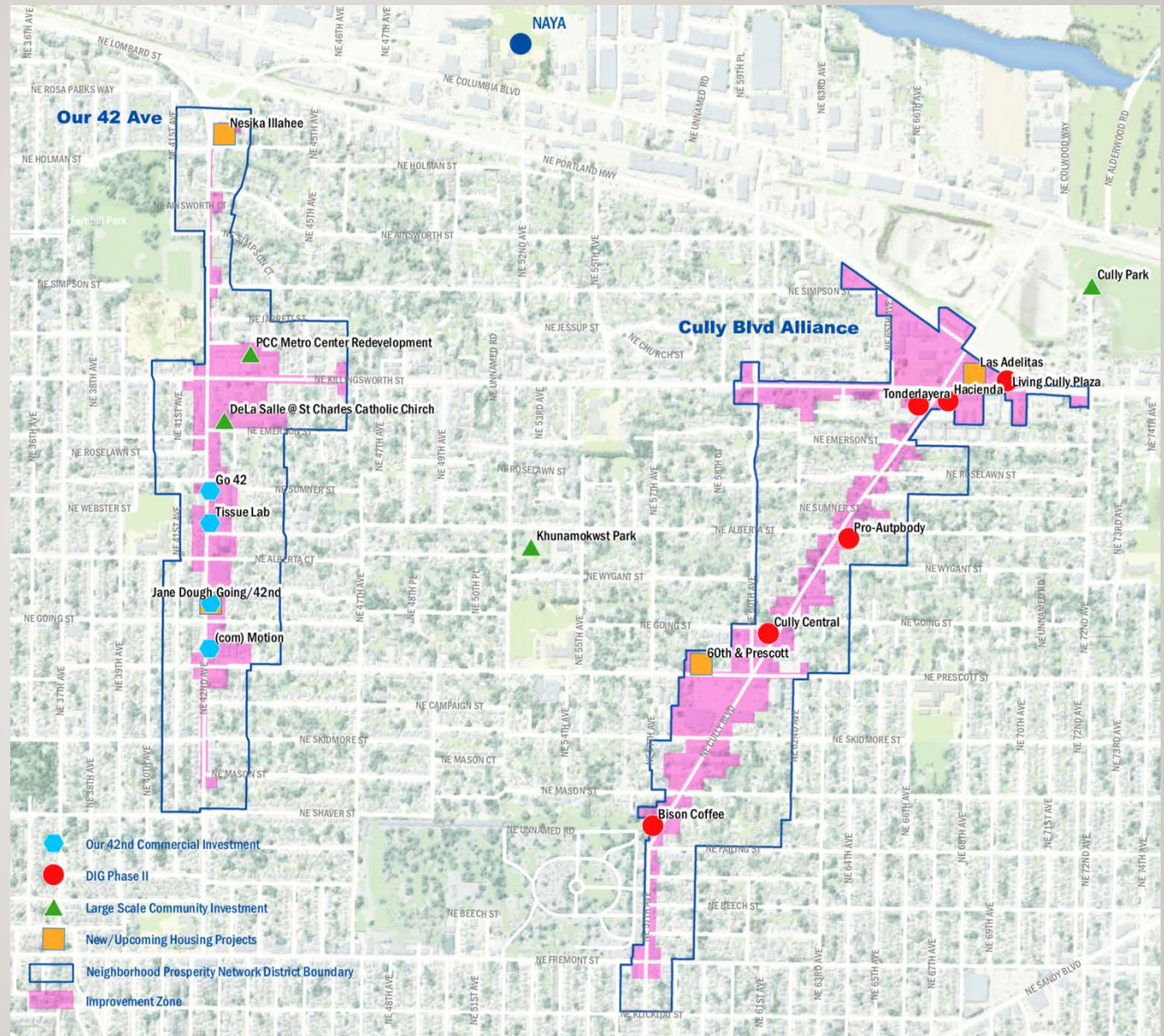
**42nd
Ave**



**42nd
Ave**



42nd Ave





El Distrito Cultural Community driven economic development

CENTRO CULTURAL DE WASHINGTON COUNTY

CITY OF CORNELIUS, OREGON



CENTRO

centrocultural.org



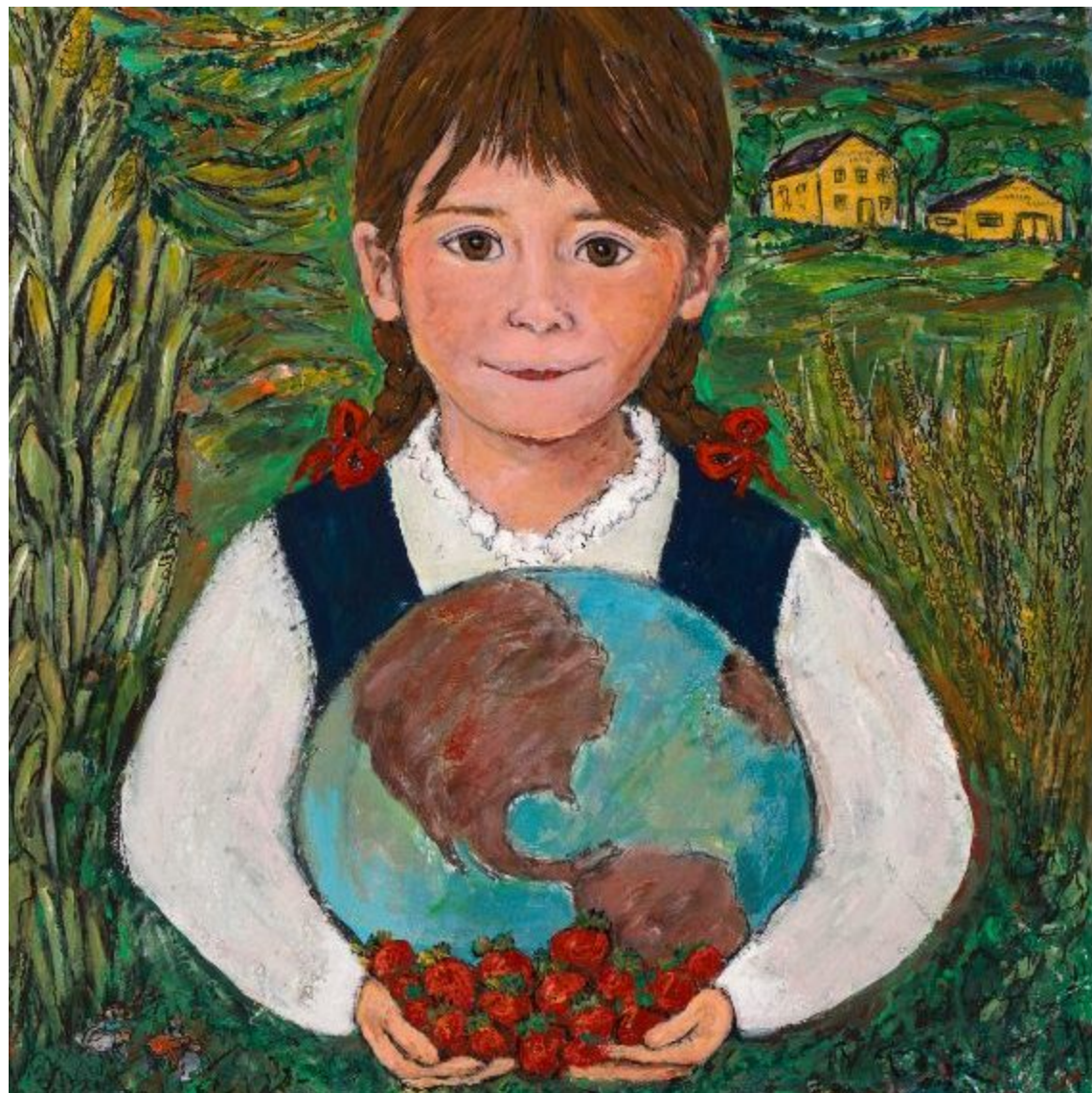
Our History

- ▶ Farmworker Families settled here in 1960's
- ▶ Centro founded in 1969
- ▶ Non-profit status in 1972
- ▶ Virginia Garcia dies in a labor camp
- ▶ Virginia Garcia Memorial Health Clinic established in Centro' garage
- ▶ Adelante Mujeres founded in 2004
- ▶ Centro the "hub of Latino culture" in Washington County

Original Centro building







Our grown children



Virginia Garcia Memorial
HEALTH CENTER



**ADELANTE
MUJERES**

EDUCATION • EMPOWERMENT • ENTERPRISE



1ST ANNUAL
ESAR CHAVEZ
DAY OF SERVICE
3-30-2018

CENTRO CULTURAL
DE WASHINGTON COUNTY





Our Present

- ▶ Cornelius Police Dept disbanded
 - ▶ City contract with Wash Co Sherriff's Dept
 - ▶ Repair and strengthen relationships with Latino community
 - ▶ Track and report on law enforcement metrics



Our Present

- ▶ Spanish language town halls
 - ▶ Opportunity for Spanish-speaking population to discuss issues with City
 - ▶ Held at and sponsored by Centro



Our Present

- ▶ All-America City
 - ▶ City's partnership with Centro led to many of the successes highlighted in AAC award
 - ▶ Centro staff joined City in Denver for award ceremony
 - ▶ Joint mission and AAC award evidence of strong partnership between City and Centro



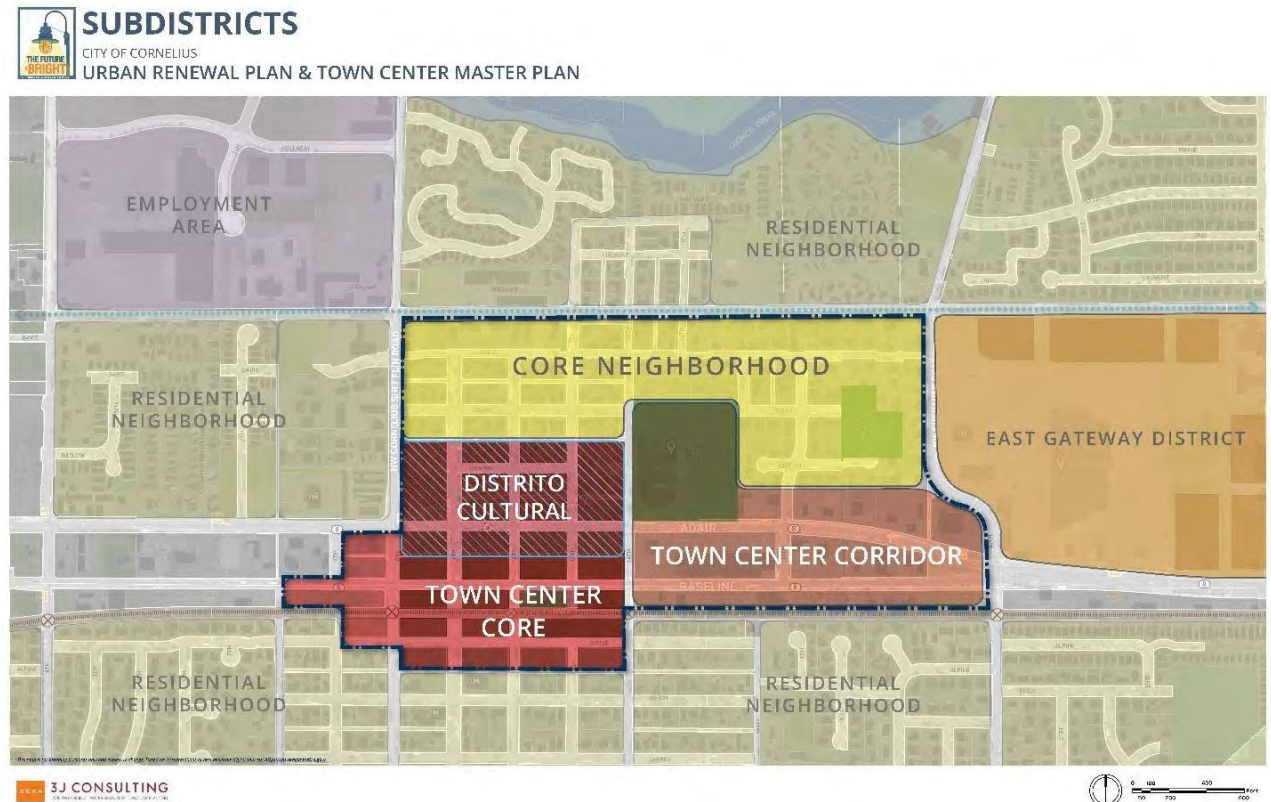
Our Present

- ▶ Cornelius Town Center Plan
 - ▶ City contracted with Centro to conduct Spanish language and culturally-conscious outreach
 - ▶ Project received OAPA award for public outreach and participation
 - ▶ Town Center Plan expressly representative of community input



Our Present

- ▶ Distrito Cultural
 - ▶ Special sub-district within Town Center
 - ▶ Highlights multicultural and agricultural heritage and community
 - ▶ Developed as a result of community feedback

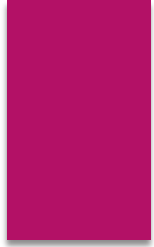




Our youngest child















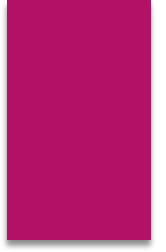


After hours















Our Future

- ▶ Distrito Cultural
 - ▶ Art
 - ▶ Signage
 - ▶ Infrastructure
 - ▶ Interpretive features
 - ▶ Capital investments
 - ▶ Multicultural businesses
 - ▶ Special business incentives
 - ▶ Façade improvement program



Our Future

- ▶ Distrito Cultural
 - ▶ A special district where all will feel welcome
 - ▶ A destination for residents and visitors
 - ▶ A unique place that distinguishes Cornelius from surrounding communities
 - ▶ Part of a larger effort toward empowerment for all community members



Our Future

- ▶ Empowerment
 - ▶ Promoting political and community leadership opportunities for all sectors of population
 - ▶ Continued engagement between Centro and City, including other partners
 - ▶ Support for self-determination through education, linkage to resources, and universal access



Our Future

- ▶ Continue to meet the needs of the community
- ▶ Focus on Economic Development, Workforce Training, Leadership
- ▶ Continue to honor our past to change our future
- ▶ 50th Anniversary Celebration 2022
- ▶ Capital Campaign to grow our impact

Our Motto

“Once social change begins, it cannot be reversed. You cannot un-educate the person who has learned to read. You cannot humiliate the person who feels pride. You cannot oppress the people who are not afraid anymore.” – Cesar Chavez



Fourth Plain Bl

Building Power in Community Place-Based Initiatives in Vancouver

Themes and Focus Areas

Creating a Shared Vision

- Introduction to Fourth Plain
- Health and Economic Disparities
- Fourth Plain Action Plan

Placemaking and Rootedness

- Fourth Plain Forward

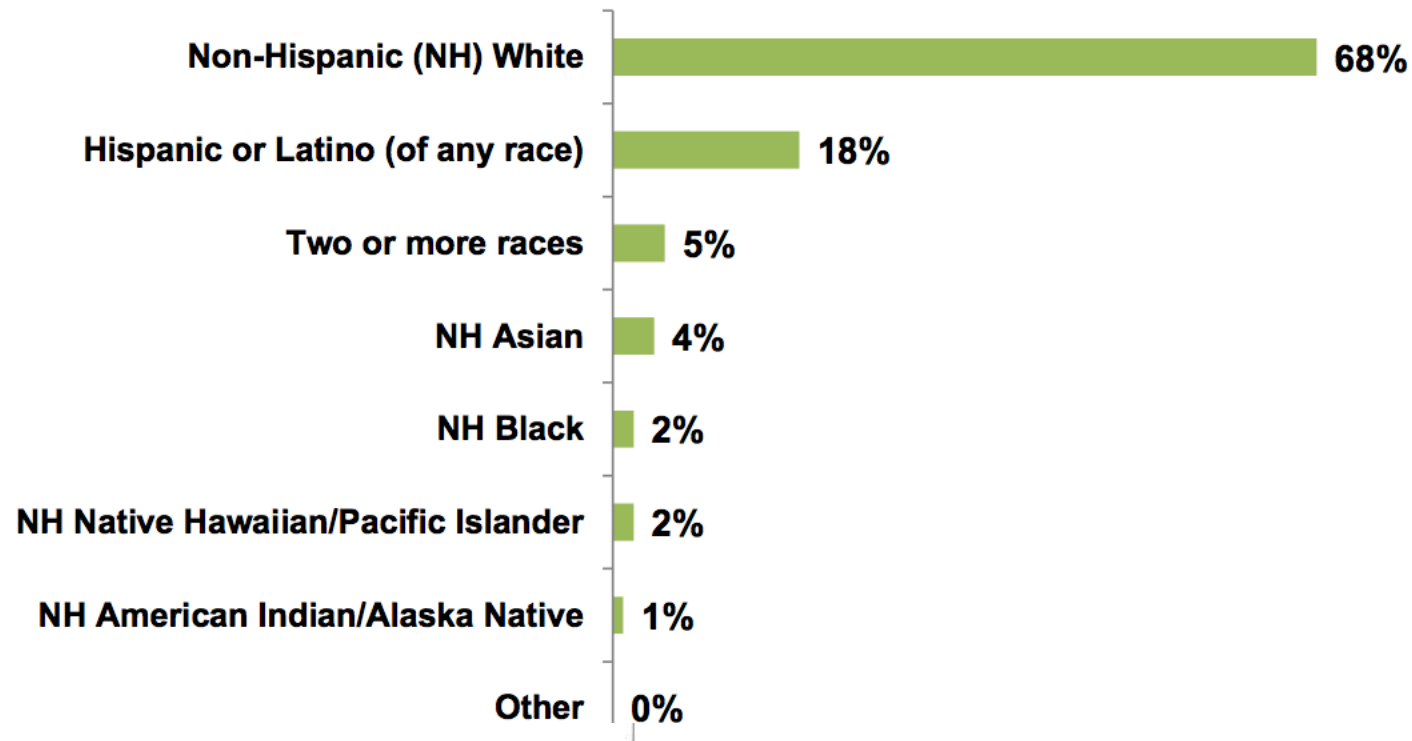
Coalition and Partner Building

- Fourth Plain Coalition
- Commons Project

Fourth Plain Corridor



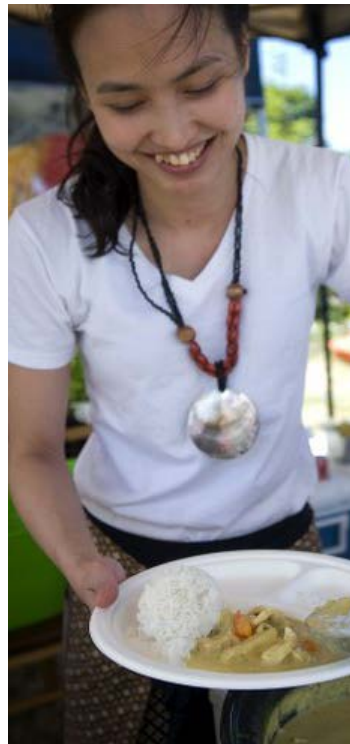
Fourth Plain Demographics



21% of Fourth Plain residents are
under 18 years
(~4,040 youth)

19% of Fourth Plain residents
are 60+ years
(~3,700 elderly)

17% of Fourth Plain residents
have a disability
(~3,400)



Health and Economic Disparities



15% of Fourth Plain residents lack a high school diploma, compared to **8%** of Clark County residents

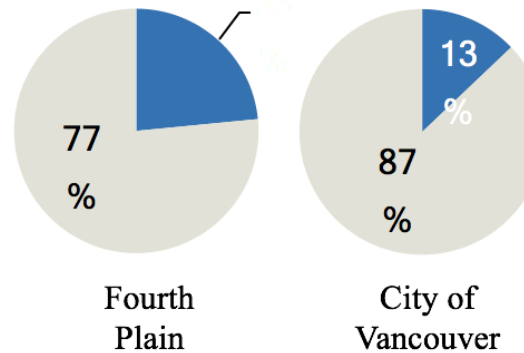


24% of Fourth Plain residents live below poverty, compared to **10%** of Clark County residents

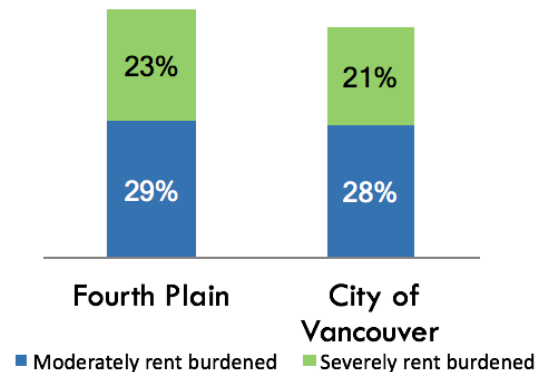


19% of Fourth Plain residents are uninsured, compared to **9%** of Clark County residents

Poverty



Rent Burden



Food Insecurity
Chronic Disease
Mental Health
Substance Use

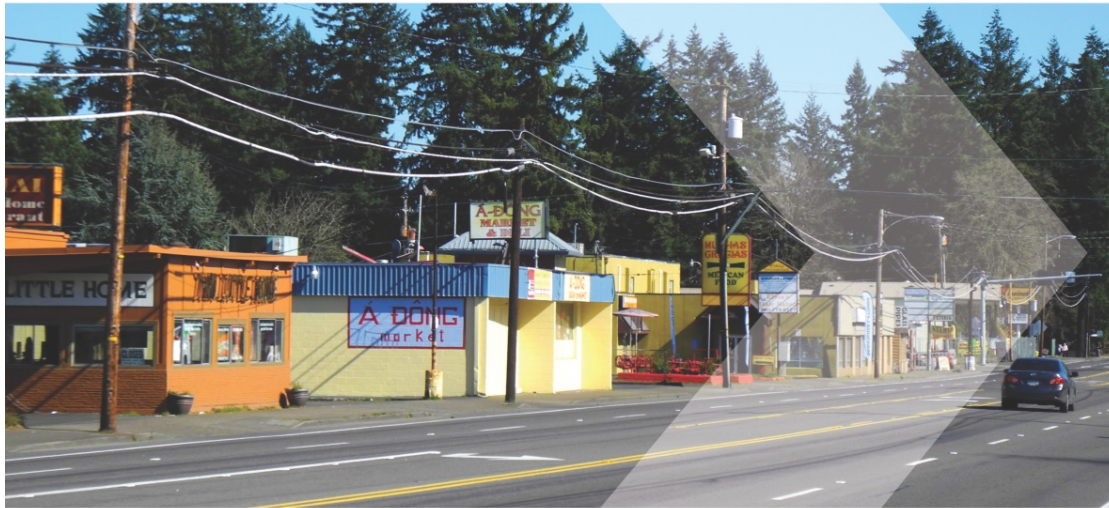


Creating a Shared Vision

Fourth Plain Action Plan



ACTION PLAN FOR VANCOUVER'S
MULTICULTURAL BUSINESS DISTRICT



Prioritize
pedestrian
safety

Foster inclusive
transit-oriented
development

Create a
growth pipeline
for food
entrepreneurs

Cultivate a
vibrant business
district

Stabilize and
grow small
businesses



KAISER PERMANENTE®

Healthy Eating Active Living Communities
Initiative



Placemaking and Rootedness

Fourth Plain Forward

To support the success of area residents, promote the unique identity of the International District, and work to improve the physical environment of the district.





Supporting Small Businesses



Building Community



Celebrating Culture Through Art



Coalition and Partner Building

Fourth Plain Coalition

Working toward an equitable, diverse, and thriving Fourth Plain corridor.

Promoting healthy environments, supporting families and strengthening the community.



workforce
SOUTHWEST WASHINGTON

VANCOUVER
PUBLIC SCHOOLS

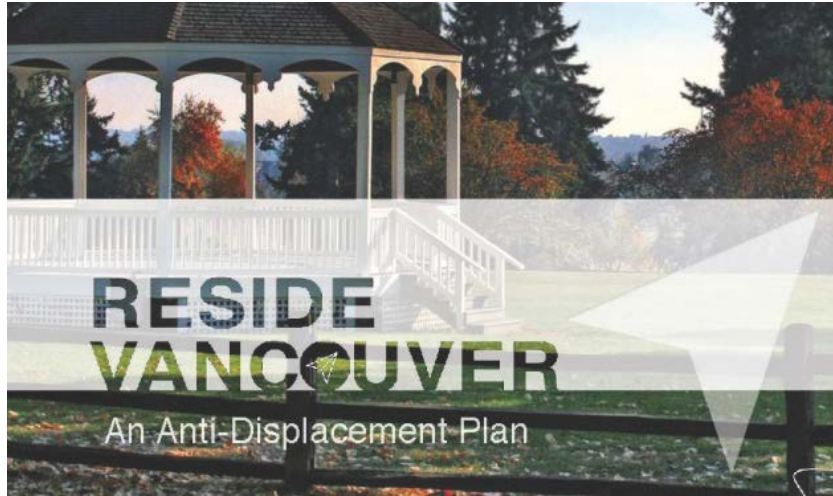


The
**BUILD
HEALTH**
Challenge®

Coalition Structure



Affordable Housing



Fourth Plain Commons

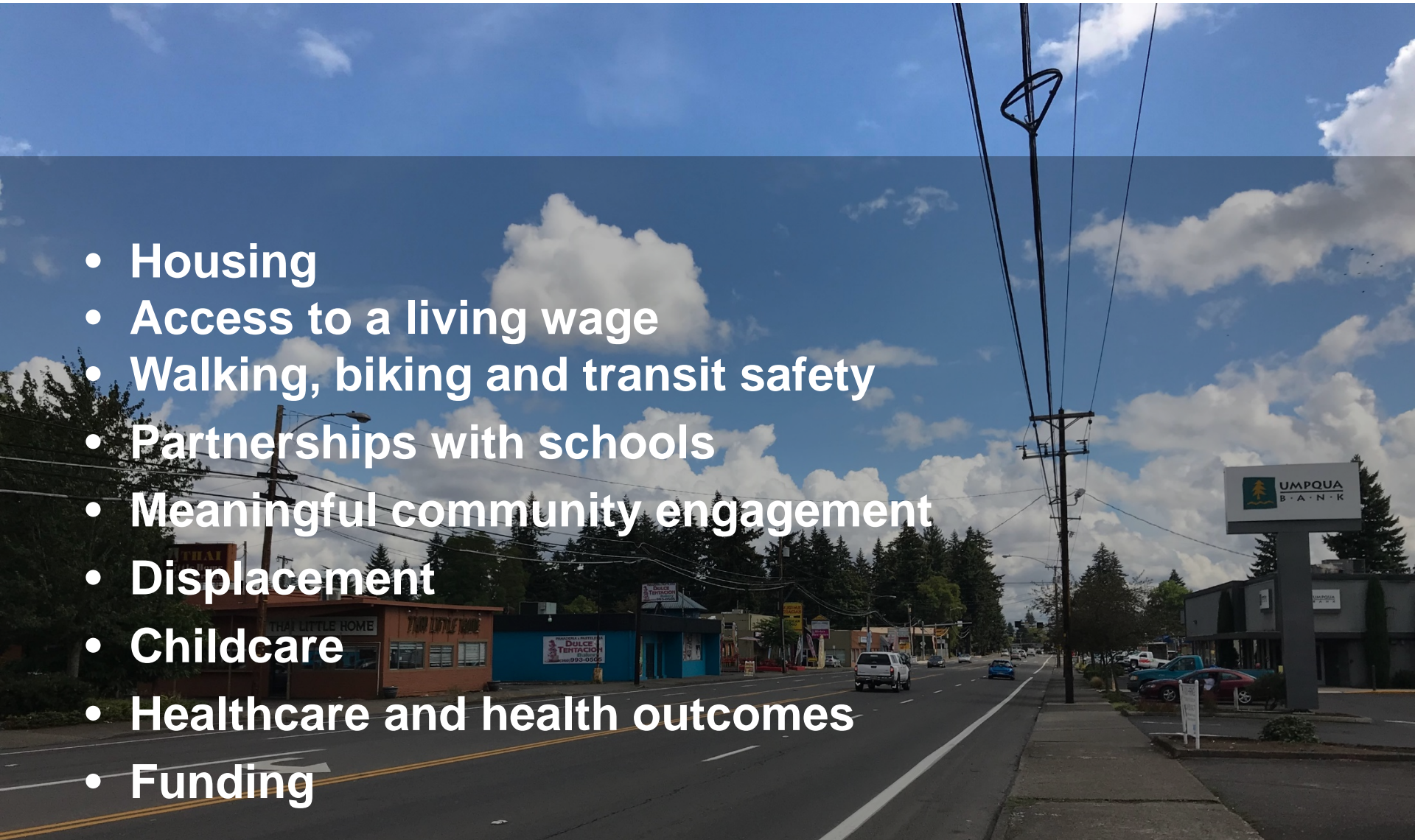


Fourth Plain Commons



Issues and Challenges

- Housing
- Access to a living wage
- Walking, biking and transit safety
- Partnerships with schools
- Meaningful community engagement
- Displacement
- Childcare
- Healthcare and health outcomes
- Funding





Our Vision

Questions?

- **Sydney Johnson**, District Program Coordinator, Fourth Plain Forward
 - info@fourthplainforward.org
- **Carmen McKibben**, Board Member, Fourth Plain Forward
 - vidaflare@gmail.com
- **Audrey Miller**, Board Member, Fourth Plain Forward
 - audreyannamiller89@gmail.com
- **Victor Caesar**, Development Projects Manager, Vancouver Housing Authority
 - vcaesar@vhausa.com
- **Lauren Henricksen**, Community Health Specialist, Clark County Public Health
 - Lauren.Henricksen@clark.wa.gov

Websites:

- cityofvancouver.us/fourthplainforward
- facebook.com/FourthPlainForward/
- fourthplainforward.org



 The
Rosewood
Initiative

**Building a safe, healthy, and
vibrant community where
neighbors can thrive together.**

Neighborhood Prosperity Network

- Community led economic development
- Place based
- Target population focused

Prosper Portland Support

- Thought partner
- Resource connector
- Financial support



PROSPER
PORTLAND

Building an Equitable Economy

Building Capacity



Connect

to build social cohesion by growing trust, hope, and capacity.



Partner

with 120+ organizations to engage and support community members.



Advocate

with neighbors as they build leadership to impact transformative change.

“Rosewood has created a platform for me to speak up and advocate for myself and for my community.”- Janet (23)

Community Engagement



- **Board**
- **Staff**
- **CAG**
- **Guerreras Latinas**
- **RIHO**
- **Volunteers**
- **Community Center**
- Feedback**



Vision

“Rosewood is a place where neighbors are proud to call home” - Jossie (23)

Neighbors want...

to feel accepted, welcome and safe in their community.

to have affordability, in housing and in life.

to see positive, healthy businesses and amenities that are easily accessible.

to celebrate their own cultures and learn about others.

to have a spectrum of services that will help them improve their lives.

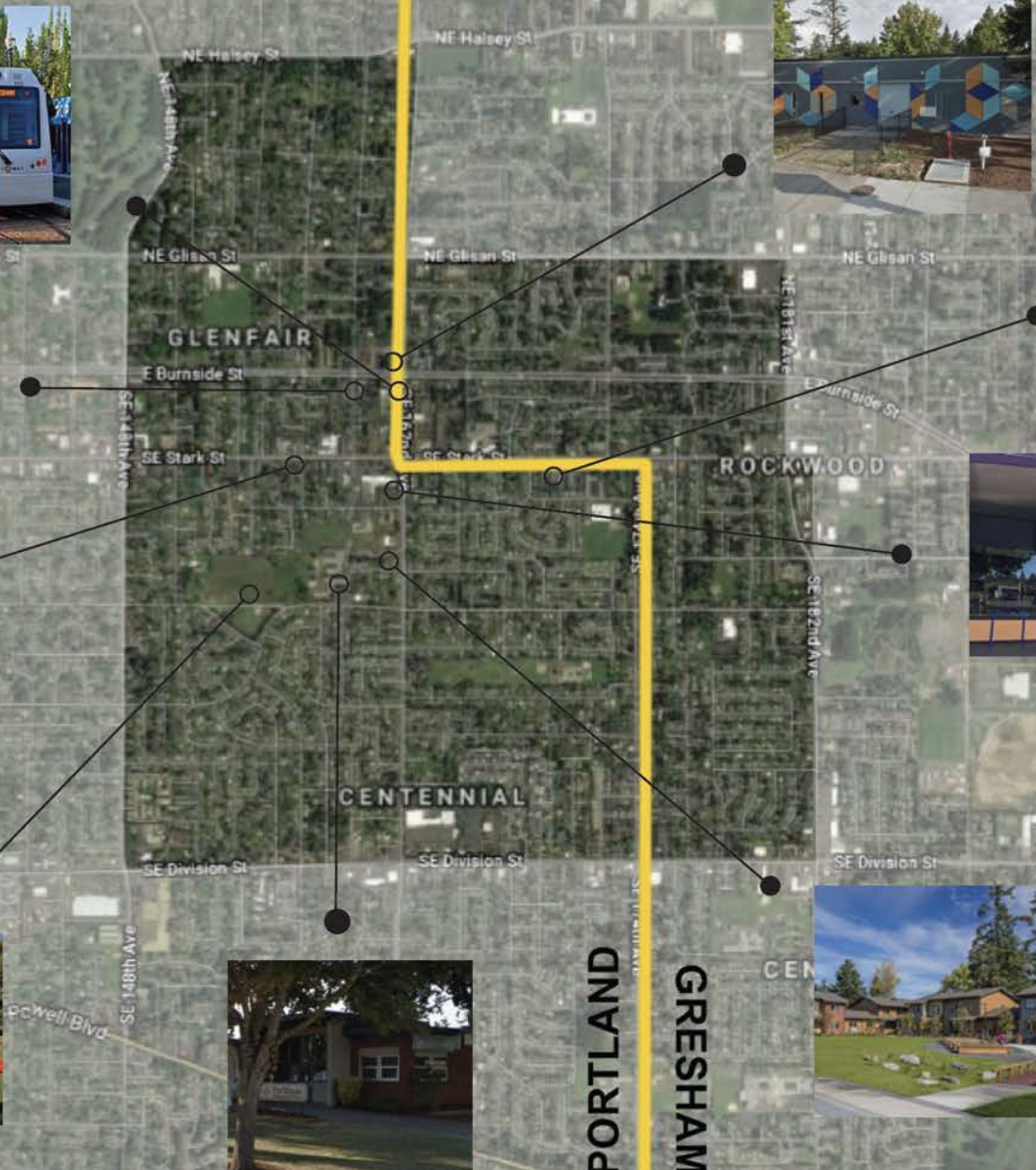
to have a beautiful community.

Guerreras Latinas



Rosewood is Where . . .

I-84



PORTLAND
GRESHAM



A group of diverse young children, including girls of various ethnicities, are smiling and looking towards the camera. They are sitting in rows, likely in a classroom. The children are wearing casual clothing like t-shirts and have various hairstyles and accessories like bows and hair ties.

Priorities:

- High quality and affordable early education
- High performing and seamless K-12 system
- Adult education opportunities

Education

Vision: An A+ seat for every child in the neighborhood from cradle to career and beyond.





Purpose Built Communities

A nationally replicated model of equitable
neighborhood revitalization

MPAC

Portland, OR

January 22, 2020

Purpose Built Communities

Purpose Built Communities helps local leaders revitalize neighborhoods to create greater racial equity, economic mobility, and improved health outcomes for families and children.



Poverty and place are tied together in America

- **13.8 million** Americans live in neighborhoods “devastated” by concentrated poverty (Jaworski, 2015)
- **72% increase** in the number of people living in high poverty neighborhoods since 2000
- **Zip code** has become the most accurate predictor of academic, economic and health outcomes
- **50%** of low income children live in concentrated poverty
- **86% of 3rd graders living in concentrated poverty are unable to read at grade level**
- Neighborhoods of concentrated poverty **didn't happen by accident**
- **Everyone** impacted by the effects of living in concentrated poverty



Purpose Built's Origin

East Lake Meadows – 1995

- 18x the national crime rate
- \$35M local drug trade
- 40% of units uninhabitable
- 5% of 5th graders meeting state math standards
- 30% high school graduation rate
- Median income: \$4,500
- 13% of adults working



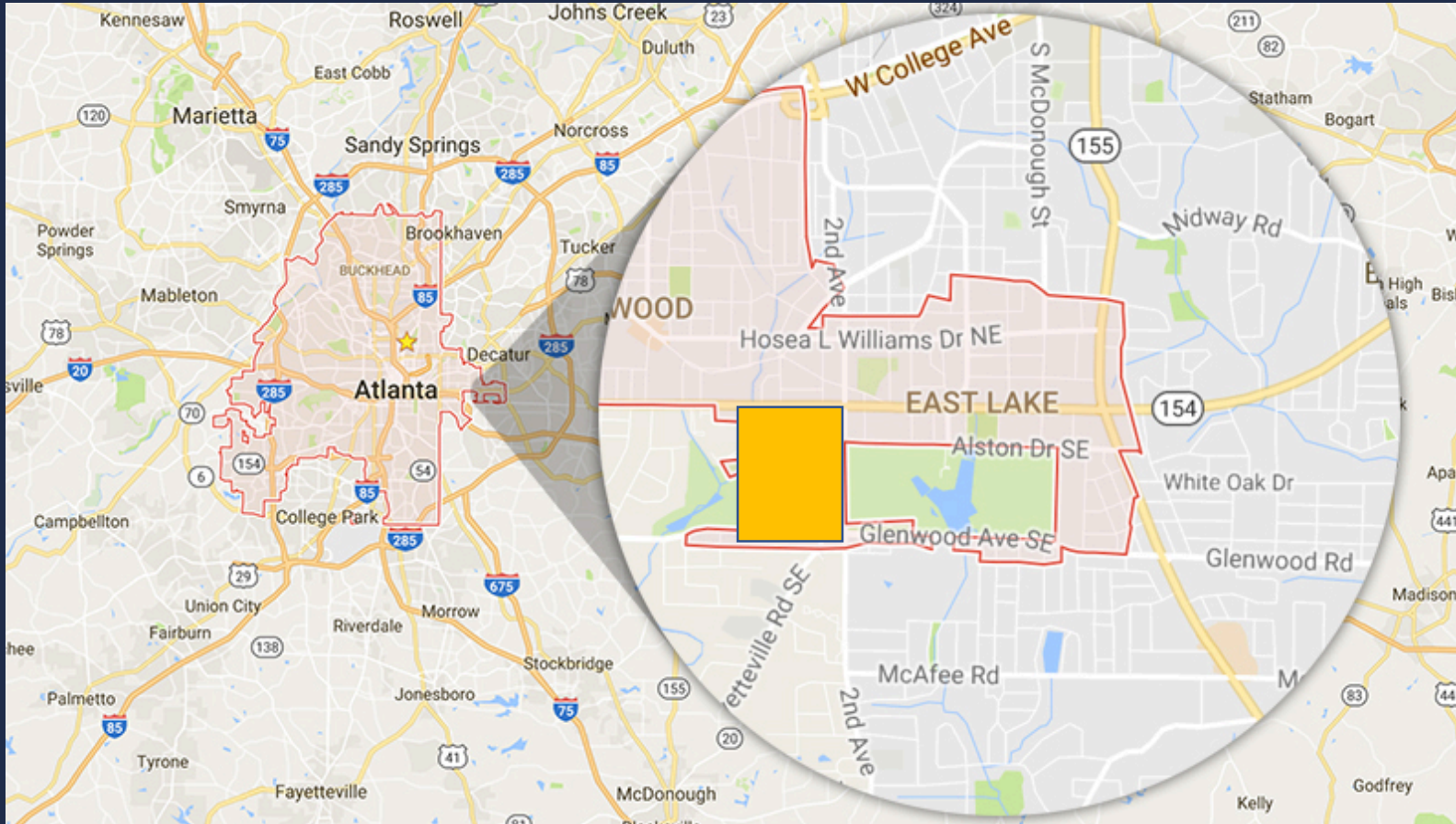


East Lake 2020

- 76% drop in crime
- 99% drop in violent crime
- 100% of eligible adults are working or in job training
- Income 5x higher for families receiving housing assistance
- 98.7% graduation rate over the past 4 years
- Elementary academy in top 3% in the state

Concentrated effort into a small area – a neighborhood

Target area of investment (less than 1 square mile)

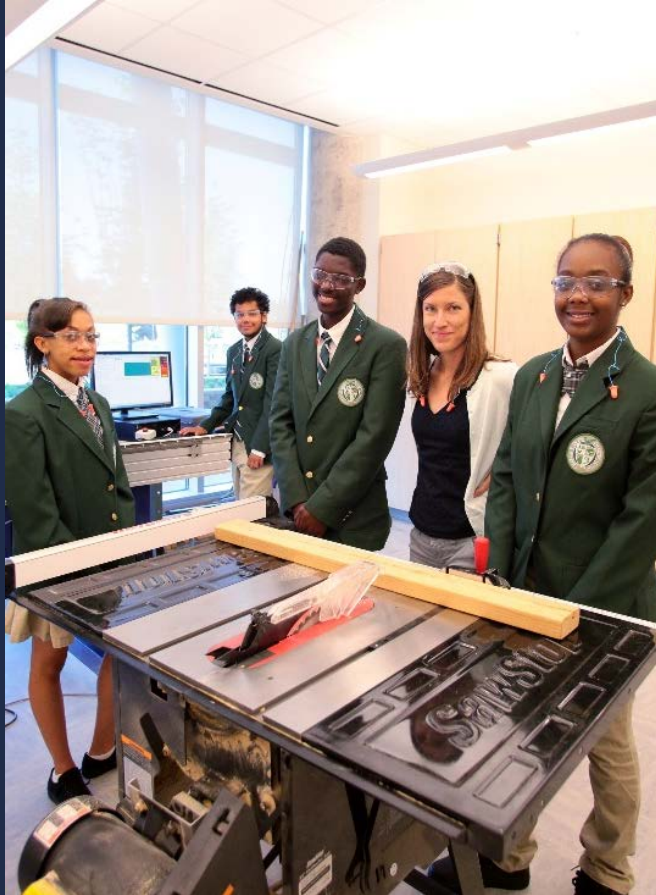


Replaced concentrated low-income housing with mixed-income housing

- Partnered with the Atlanta Housing Authority to turn East Lake Meadows into the Villages of East Lake, a mixed income housing development
- High standards in design, development, and operation
- Attracted over \$400M in additional investment to the neighborhood



Implemented a cradle-to-college education pipeline



Launched Drew Charter School



Expanded high quality early learning (0-4)



Educational support services



Promoted community wellness with quality amenities and support services



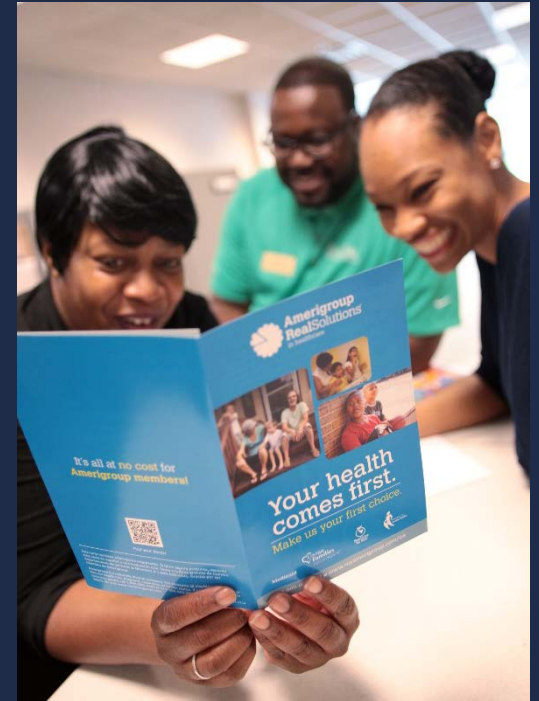
Full-service YMCA



**First Tee® of
Metro Atlanta
Program**



**Publix Grocery
Store and bank
branches –
SunTrust and
Wells Fargo**



**Resident Support
Services, Healthy
Connections**



Created a “Community Quarterback” Organization to knit it all together

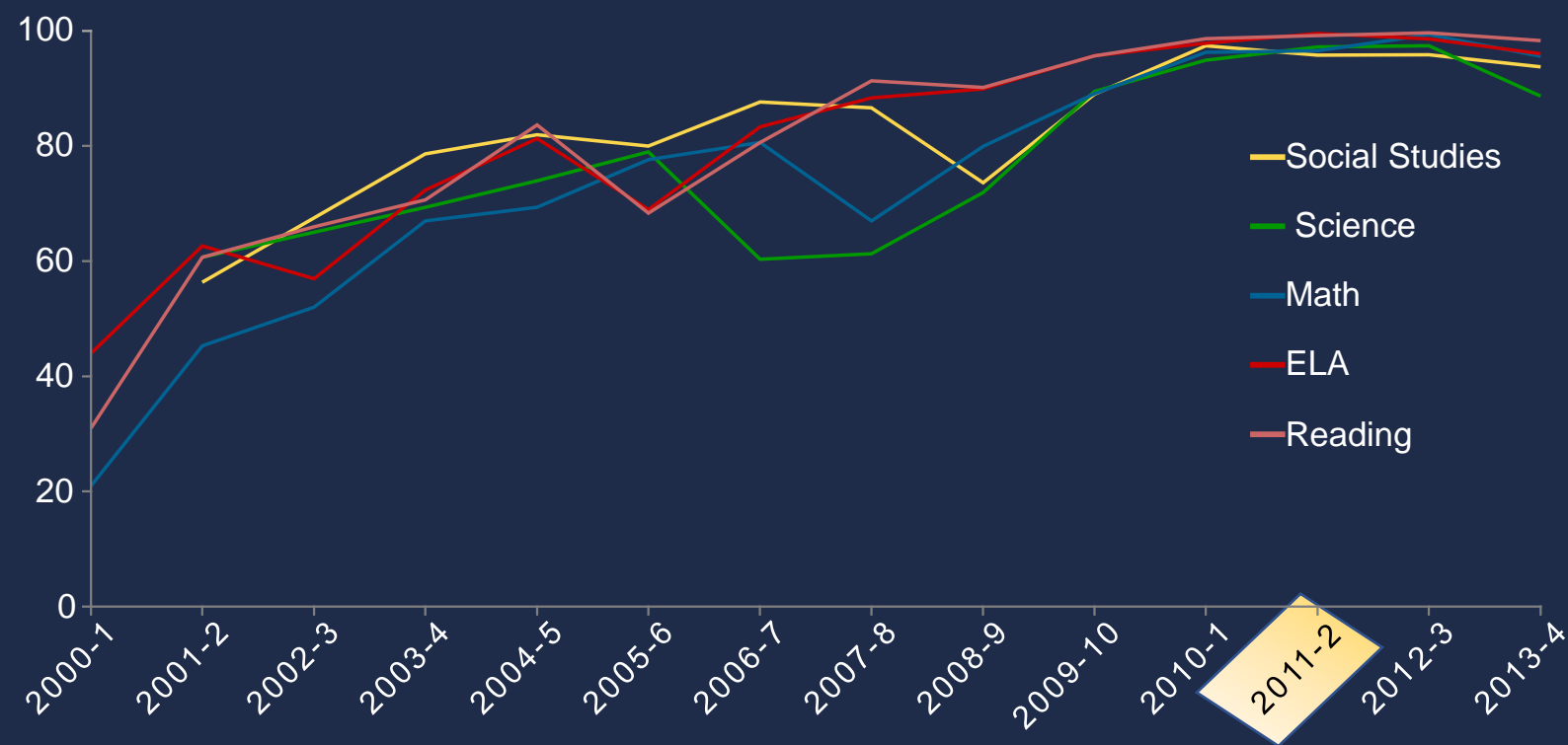
- Newly formed non-profit with a single focus
- Ensures that all programs are connected, coordinated and seamless
- Ensures both equity and excellence
- Ensures people in the target neighborhood are the ones served
- Braids a sustainable funding stream
- Serves as a single point of



Danny Shoy, President of the East Lake Foundation

School improvement tied to both school and community strategies

% Meets or Exceeds on the CRCT
Elementary School (grades 3-5)



Note: Decreases in % Meets and Exceeds were consistent with district and state trends (a result of changes made to the Georgia state standards and CRCT); Social Studies and Science were not assessed in 2000-01 and 2002-03; only 4th grade assessed in 2000-1 and 2002-3
Source: GDOE, 2013-14 CRCT Scores (<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/Assessment/Pages/CRCT-Statewide-Scores.aspx>, accessed 7/13/15).

The entire neighborhood has benefitted



\$1.6 billion

In residential real estate equity created in East Lake and Kirkwood since 1995



4x gain

Gain in existing home prices in East Lake 4x larger than that realized by the typical Atlanta homes



More options

New and more varied retail options



5x Gain in Incomes

Public housing residents' incomes 5x higher



Residents “owned” the transformation

Residents held leadership positions and...

had priority in relocation and new apartments.

Residents shared decision making with other partners...

and set the standards and expectations the team was held to.



Proven in Atlanta, the Purpose Built model is now being replicated across the country



- Comprehensive, integrated effort within a defined neighborhood
- Establish, nurture and protect...
 - high-quality mixed-income housing
 - birth-12th grade education pipeline
 - other programs and facilities that promote community wellness
- Long-term commitment with a focus on excellence, equity and access for neighborhood residents, especially lower-income families



Purpose Built helps local leaders break the cycle of poverty across America

We provide free consulting services to community leaders interested in implementing our model.



Neighborhood
identification and
assessment



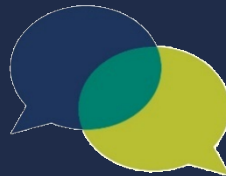
Real estate
acquisition and
housing financing
strategies



Charter school
planning and
school system
contracting



Community wellness
partnering and
strategy



Community
engagement and
communications



Lead organization
design and
implementation

Our Network Members learn from and leverage each others' efforts.



There are now 27 Network Members

Atlanta (East Lake), GA

Atlanta (Grove Park), GA

Atlanta (South Atlanta), GA

Birmingham, AL

Charlotte, NC

Columbus, GA

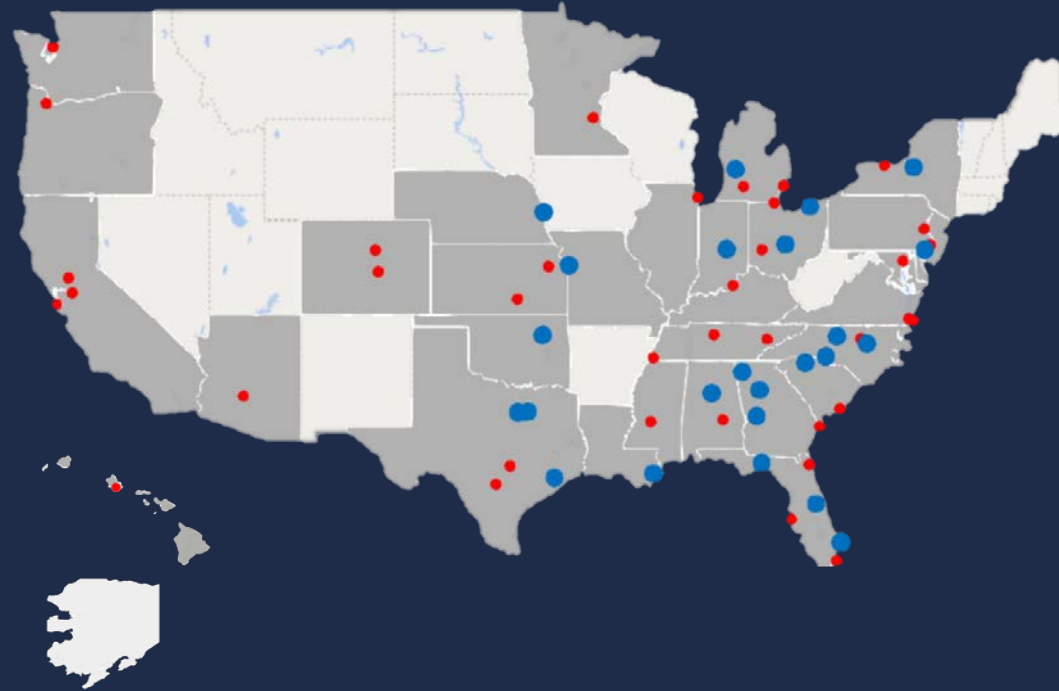
Columbus, OH

Cleveland (Buckeye-Woodhill), OH

Cleveland (Glenville-Circle North), OH

Dallas, TX

Fort Worth, TX



Omaha, NE

Orlando, FL

Raleigh, NC

Rome, GA

Spartanburg, SC

Syracuse, NY

Tallahassee, FL

Tulsa, OK

West Palm Beach, FL

Wilmington, DE

Winston Salem, NC

Grand Rapids, MI

Kansas City, MO

Houston, TX

New Orleans, LA

Indianapolis, IN



Advancing racial equity is central to everything we do

- Organizational Values:
“Neighborhoods become distressed for many reasons, but the heart of our work is to heal and restore those neighborhoods harmed by structural and institutional racism and inequity”
- Key Partnerships
 - Race Forward for staff PD and Network Member support
 - Frameworks to help with messaging
- Investments
 - Equity Fellowship Program for Network Members



We have to be mindful of concerns about gentrification

- There is a real risk that by creating healthy neighborhoods we will set off an investment cycle that reduces or eliminates affordability in a neighborhood
- Even in neighborhoods where affordability has been protected, there are changes in the cultural and political balance that can be uncomfortable and disruptive



Then we make the case for this approach

“Status quo is both stupid and expensive”

- Half of all the areas in the nation that gentrified between 1970 and 2010 were in three cities (NY, DC and Chicago) (Source: Cortright & Mahmoudi, 2014)
- For every low-income neighborhood that is gentrifying, there are 10 getting no investment

Displacement is a complicated thing

- Distressed neighborhoods have transiency rates in the 20-40% range; neighborhoods of last resort for families with children
- Transiency rates among low income residents go down once gentrification begins

In 2004, Columbia University economists Lance Freeman and Frank Braconi found that low-income residents of “gentrifying” neighborhoods were less likely to move out of the neighborhood than low-income residents of neighborhoods that had none of the typical hallmarks of gentrification.

Wealth gap is driven by lack of growth in residential equity

Median and average wealth, by race

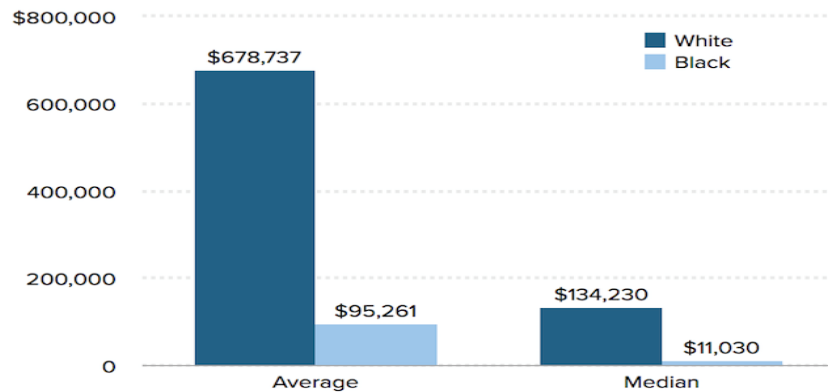


Chart Data

Source: Survey of Consumer Finance Combined Extract Data, 2013.

Economic Policy Institute

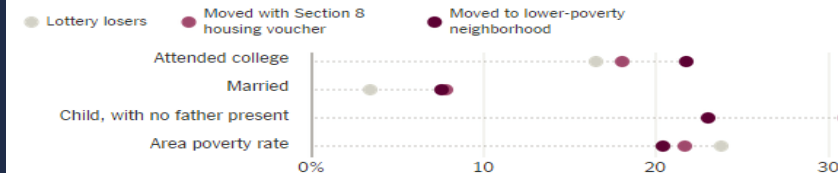
Children growing up in mixed income neighborhoods have better life outcomes

“There is strong evidence that when neighborhood disadvantage declines, the economic fortunes of black youth improve, and improve rather substantially.”

*Patrick Sharkey
Stuck in Place*

The Benefits of Moving to Opportunity

Children who moved to better neighborhoods in their preteen years enjoyed a variety of long-run advantages over those who did not.



Source: Raj Chetty, Nathaniel Hendren and Lawrence Katz

“only 16 percent of children raised in poor areas become economically successful adults.”

**U.S. Partnership on
Mobility from Poverty**





Thank you!

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