

Broadway Corridor**Steering Committee Meeting #11****Prosper Portland, 222 NW Fifth Avenue, 1st Floor – Commission Conference Room**

Transit: MAX Green/Yellow/Orange lines near NW 5th and Couch; Bus lines nearby: 4/8/9/16/17/20/35/43/44/77

April 24, 2018, 2:00 pm – 5:00 pm**MEETING PURPOSE**

The purpose of the meeting is to:

- Reflect on developer selection process, clarify roles on the project, and next steps;
- Become familiar with the 2015 Climate Action Plan and how it relates to the Broadway Corridor project;
- Understand the financial, technical, and policy assumptions for the ~700 units of affordable housing planned for the Broadway Corridor project; and
- Explore an equity frame for addressing climate goals and affordable housing in this project

MEETING DESIRED OUTCOMES

- Learnings from the developer selection process
- Understanding of the next steps in our work together
- Understanding of the 2015 Climate Action Plan and how it relates to the Broadway Corridor project
- Understanding of the current affordable housing targets for the Broadway Corridor sites

MEETING ATTENDEES

Attached

SUMMARY MEETING NOTES

1. **Welcome & Introductions :** Jahmese Myres, ELP Advisors, initiated the meeting by introducing herself and the main purpose of the meeting, which was to reflect on the development selection process , clarify the various roles in the project, and provide an introduction to climate action plan and affordable housing considerations. Jahmese then invited non-committee members to introduce themselves. Jahmese then introduced a new Steering Committee member, Tony DeFalco who is replacing Alan Hipolito. Jahmese then invited Continuum Partners to the front of the room to make an introduction.

Mark Falcone, CEO and founder of Continuum Partners expressed his excitement for being selected as a development advisor and having the opportunity to learn from the Steering Committee. He was enthused and embraced the ambitious mission of the Broadway Corridor project. Donna Blair, Chief Operations Officer also thanked the Committee. She was also excited about the partnership that clearly resonates with Continuum Partners' current goals. She also noted that they have no preconceived ideas and want to listen and become good development partners. Frank Cannon, Development Director, also expressed his excitement to be part of this project that is a rare opportunity with the potential for a real impact in the community.

Next, Jahmese invited Committee Members to reflect on the group agreements and the yearlong process the Committee has been in engaged in so far. Reflections included:

- Appreciation for the level of respect and productivity to move forward throughout the process
- It is difficult to hold a long-term perspective in the face of short term and urgent needs
- Because it is difficult to maintain focus and improve the process over time with such a large group, the process could've benefited from more sharing and building relationships in such a long process
- The process was overwhelming and there was cognitive dissonance in trying to understand the end result

2. **Public Comment:** Jahmese opened up the floor for public comment and there was no public comment.

3. **Updates:** Kimberly Branam, Prosper Portland Executive Director, began by reflecting on the public forum and thanking members, especially those that took part in the evaluation committee. She also thanked staff as well as Lara Media and the Healthy Communities Coalition for bringing out community members to the candidates public forum. Next, Kimberly provided the following updates:

- Board approvals:
 - Continuum Partners was selected as the developer advisor for this project one month early due to the diligent efforts throughout this process.
 - ZGF's contract for the Broadway Corridor was approved for \$2.1 million
- Role clarification:
 - Prosper Portland will continue to lead the development planning process. The Steering Committee continues to play an important advising role. ZGF as a consultant to Prosper Portland will be putting together the USPS master plan and Broadway Corridor development strategy. Continuum will also be advising and will have a right to negotiate on the USPS site. Although the developer advisor is selected, there will still be many opportunities for local partnerships. Continuum did not come in with local partners because they wanted input from this Steering Committee.
- Opportunities for local developers, contractors, vendors, and future tenants
 - Members interested in an ad hoc group to shape the process on local opportunities should reach out to June.
- Broadway Corridor in the news:
 - Harbor of Hope will be locating a navigation center on the Prosper Portland-owned site located under the Broadway Bridge (Broadway Bridge site) and is currently anticipating a one-year lease with four annual lease renewals.
 - Compliance and feasibility research is being conducted on the USPS Office site to inform interim use and nothing is official yet.
 - Keith Edwards came forward during a Prosper Portland Board meeting with an idea to rename Union Station to the "A. Philip Randolph Memorial Union Station"

Next, Jahmese asked Committee members to reflect on the developer selection process. Members shared the following:

Lack of clarity and understanding around recruitment and submission processes for the RFQ; Would have been great if the Committee had more time and more clarification on the criteria; There was curiosity around how the selection committee evaluated developers

- Response:
 - The RFQ was sent to a list of interested parties compiled over the years, developers from HR&A's network, recommended developers by executive committee, and developers who had entered into a CBA
 - Prosper Portland staff evaluated the 9 responses received based on the minimum criteria and 8 of the 9 applicants moved forward. Those 8 were then evaluated based on the 22 evaluation criteria. The evaluation committee identified the top 3 candidates.
 - Each evaluation committee member completed a forced ranking of all 8 responses and rated each candidate on a high, medium, and low scale for each evaluation criteria. These were used as a starting point for discussion to narrow the pool to 3 applicants.
- Public forum:
 - All developers should have been asked the same questions
 - It would also have been nice to have some clarity on developers' diversity and inclusion history
 - Well executed event, but could have improved on transparency of evaluation process
 - Not enough time to research the developers before the forum
 - Top trending questions on sli.do weren't asked, which tended to be questions about equity

- Response: question choice was based on commonality and some of these questions were rephrased to allow developers to reflect on their past experiences as this was a qualifications-based process

4. Climate Considerations for the Broadway Corridor: Alisa Kane, Bureau of Planning and Sustainability, was invited to speak on Portland's climate work particularly around the Climate Action Plan. Some of the main points included:

- The Climate Action Plan is Portland's roadmap for reducing carbon emissions 80% below 1990 levels. Currently, Portland is making great progress towards this goal, but continual reductions are necessary.
- Some of the city's biggest emissions come from power for homes and business but there are some efforts being taken to reduce these levels.
- The Broadway Corridor project could really set the tone for this type of future development that is beneficial to all.
- In climate change mitigation, we need to ensure that vulnerable communities aren't dually impacted.

Following the presentation, Jahmese asked audience members to reflect and discuss any questions they may have, especially in regards to putting low income community first. Some discussions included:

- Appreciation for Alisa's presentation and her efforts to connect something of such great significance through a people approach into this project
- Emphasis on the importance of affordable housing and the link between where someone lives and how far they must travel to work and ultimately, how this impacts communities
- Will be important to make connections to local community efforts and challenges in regards to climate
- Will be important to provide contracting opportunities to certified firms for this aspect of the project

5. Affordable Housing Program and Strategies: Dory Van Bockel, Portland Housing Bureau, presented on the affordable housing program assumptions for the Broadway Corridor. Some of the main points included:

- Area Median Income (AMI) is a metric essential in the understanding of affordable housing. At the Broadway Corridor, the primary focus will be around 60% AMI and below.
- For context around communities of color and affordable housing, on average, Black and Native American communities cannot afford to live in a 2 bedroom apartment. This makes it increasingly important that the right people benefit from affordable housing.
- On average, People of Color, single mothers, and foreign born Americans have much lower income, home ownership rates, wealth, and opportunities.
- Since 2000, Portland is continuing to see an increasing population, in turn creating greater disparities. In 2014, 1,828 multi-family units were added and permits were issued for another 4,236. However, we still need at least 10,000 more affordable housing units.
- In the Broadway Corridor project, the goal is to have 30% of residential development (as modelled in the Broadway Corridor Framework Plan) affordable to households earning 60% AMI and below (720 of 2400 units). These units will be delivered via the following in order to reduce the investment required by PHB and the impact to the underlying land value (and source of revenue for other community benefits):
 - Direct investment by PHB: approximately 530 units on PHB-controlled parcels
 - Inclusionary Housing: approximately 190 units via the inclusionary housing option requiring 10% of privately-developed residential units be affordable to households earning 60% AMI.

6. Introduction to Workgroups: Zeke provided a brief introduction to next month's discussion of workgroups. Work groups will allow more intensive and technical discussions to occur, as necessary to inform our work. The current workgroup structure idea is that workgroups will be created by area of expertise and will primarily analyze issues in that area and develop recommendations.

There will be five workgroups and the main purpose, who will be involved, how decision making will be governed will be thoroughly discussed in the next Committee meeting.