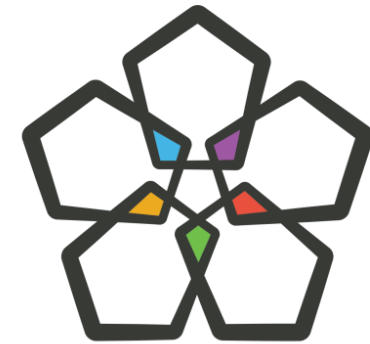


Economic Recovery Task Force

Tory Campbell, Economic Development Director



PROSPER
PORTLAND



Economic Shutdown

- Relief & Stabilization



Economic Reopening

- Adaptation & Stimulus



Economic Recovery

- Competitiveness & Inclusion

Key Priorities:

March – May 2020

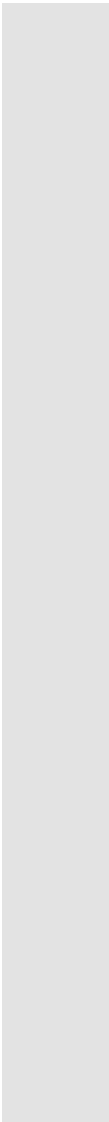
- Connections to CARES & Communication Campaigns
- Establish workgroups to provide recommendations and refine and implement equity lens
- Create a small business relief fund, launch phase one loan and grant awards. Pursue additional resources for the fund
- Establish strategy to deploy federal resources and refine legislative agenda
- Develop roadmap and plan for reopening



Portland Small Business Relief Fund



Portland Small Business Relief Fund

- **Purpose:** Provide small grants and no interest loans to COVID-19 impacted small businesses; provide interim relief and enable them to retain their business and employees.
 - \$1.4M available for grants up to \$10,000
 - \$1M available for zero-interest loans up to \$50,000
- 

Application Criteria

Grant Program

Requirements

- ≤ \$2 million or less in annual gross revenue

Loan Program

Requirements

- ≤ \$5 million or less in annual gross revenue

Shared Requirements

- Business is public-facing and directly impacted by new public health requirements related to COVID-19 pandemic **OR**
- Business has experienced 25% or more decline in revenue since Feb 1, 2020
- Less than 50 employees
- Business is primary source of income for business owner(s)
- Operating in City of Portland as a business since July 1, 2019

Portland Small Business Relief Fund Grants

8,777 applications received

280 grants awarded

90%
to People of Color

61%
to women

\$2,500
133 grants

\$5,000
94 grants

\$10,000
53 grants

Portland Small Business Relief Loan Summary

3,000

applications received

29

loans recommended

60%

to People of Color

70%

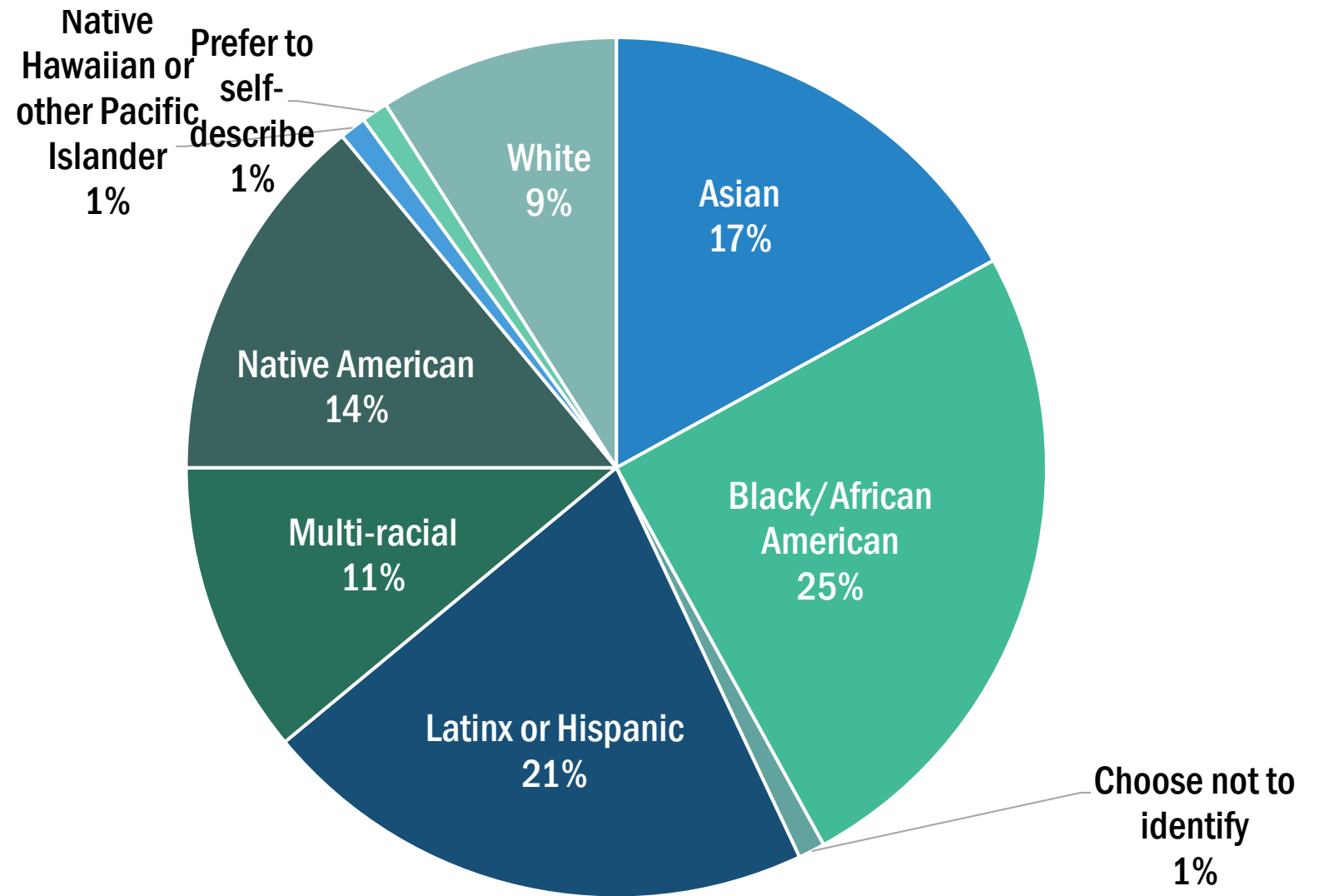
to women

100%

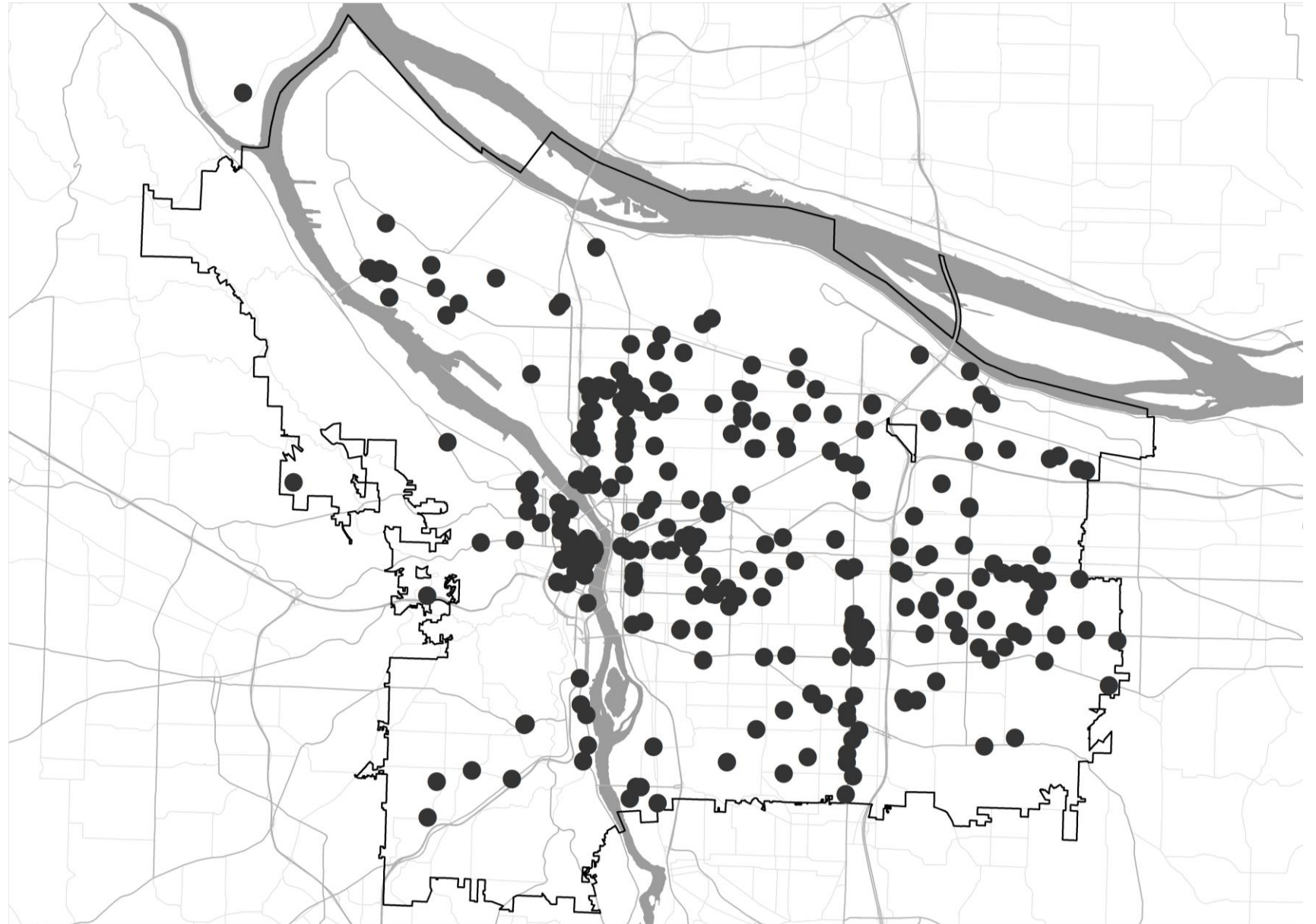
6 or more employees

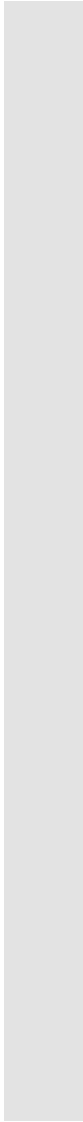

Small Business Relief Fund Awardees

RACE / ETHNICITY OF RECIPIENTS



Small Business Relief Fund Awardees BUSINESS LOCATION





Racial Equity & Vulnerability Lens

Leading with a Racial Equity Lens

Economic Impact and Intervention Task Force

Equity and Vulnerability Lens

Addressing
the digital
divide

Reducing
Commercial
Evictions

Evaluating
City
Practices

Support for
Displaced
Workers

Equity & Vulnerability Lens: High Level Questions

- 1.What communities will be most impacted by our recommendations?
- 2.What are the historical relationships with impacted communities? How do we work to rebuild broken trust?
- 3.In what ways have we authentically engaged and informed impacted communities?
- 4.What internal and external factors (policies, practices, procedures, organizational structures) are perpetuating existing inequities or creating new ones?
- 5.How will impacts be evaluated?
- 6.Does the recommendation being made ignore or worsen existing disparities or produce other unintended consequences?



Work Groups

Work Groups

Addressing the Digital Divide

Reducing Commercial Evictions

Evaluating City Practices – Permitting & Construction

Evaluating City Practices – Supporting Local Businesses

Evaluating City Practices - Supporting Non-profits & the Arts

Supporting Portlanders Ineligible for Unemployment Insurance



Portland Re-emergence & Local Businesses Engagement

Portland Re-emergence Listening Sessions

Goals:

- Share information about new health requirements and understand business community's questions and concerns
- Identify reopening challenges and opportunities from different industry segments & culturally specific communities
- Partner with culturally-specific and industry-specific leaders to host a diverse array of business voices.
- Incorporate business voices using Equity & Vulnerability Lens

Next Steps

Hold listening sessions for **Group 1**

(May-June)

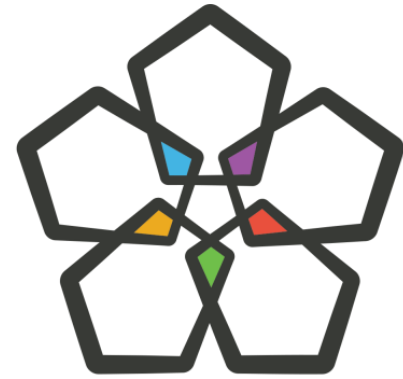
Host listening sessions for **Group 2**

(July)

Industry or Community	Phase
Restaurants	Group 1
Retail	Group 1
Childcare	Group 1
Gyms	Group 1
Personal Services – Nail Salons, Barbershops, etc.	Group 1
Native American	Group 1
African American	Group 1
Latinx	Group 1
Immigrant – non Latinx	Group 1
Asian & Pacific Islander	Group 1
Green Cities	Group 2
Technology & Media	Group 2
Manufacturing	Group 2
Athletic & Outdoor	Group 2
Venues	Group 2
Event planners & catering	Group 2
Hotels & Hospitality	Group 2
Performing Arts & Non-Profits	Group 2
Construction	Group 2
Professional Services – Legal, accounting, insurance, etc.	Group 2

Discussion & Questions

Please use the chat function or “raise your hand” for questions & comments.



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Small Business Relief Fund Grant Summary



\$2,500

100



\$5,000

70



\$10,000

40

8,777 Applications received

210 Grants Awarded

90% People of color

61% Women

Supplemental Information

Loan Program: Equity & Impact Priorities

Equity & Inclusion

- At least 50% of the business is owned by a person of color
- More than 24% of the business's employees are people of color
- At least 50% of the business is owned by a woman
- Business provides other community access opportunities

Quality Jobs

- 50% or more of employees are paid a salary of \$45,780 or higher

Underserved Communities

- Located in or serving East Portland, North/Northeast Portland, Old Town/Chinatown

Process of “Reopening”

Raihana Ansary, State
of Oregon

Kim Melton,
Multnomah County

Tory
Campbell, Prosper
Portland

Leading with Racial Equity Work Group Members

- Anthony Deloney, Self Enhancement Inc
- Benjamin Duncan, Multnomah County Office of Diversity & Equity
- Carmen Castro, Hispanic Metropolitan Chamber of Commerce
- E.D. Mondaine, National Association for the Advancement of Colored People
- James Parker, Oregon Native American Chamber
- Jan Mason, Philippine American Chamber of Commerce
- Juan Barraza, Portland State Center for Entrepreneurship
- Kenechi Onyeagusi, Professional Business Development Group
- Matthew Serres, Disability Rights Oregon
- Rana Uzzaman, Portland YouthBuilders & Prosper Portland Council for Economic & Racial Equity
- Robin Wang, Vibrant Future / Formerly Ascent Funding
- Victoria Lara, Lara Media Services
- Yuri Sernande, Asian Pacific American Chamber of Commerce

City Staff:

- Andrea Pastor, BPS – Bureau of Planning and Sustainability
- Claire Adamsick, Office of Commissioner Fritz
- **Dr. Markisha Smith**, OEHR – Office of Equity and Human Rights
- Derek Bradley, Office of Commissioner Hardesty
- Hannah Holloway, Office of Commissioner Chloe Eudaly
- Khanh Tran, Mayor's Office
- **Mayra Arreola**, Prosper Portland

Highlights from April 20th Task Force

- Define, explore and refine equity in each context/ supported and executed upon consistently
- What does accountability look like for workgroups? (when details have already been developed)
- Equity workgroup should remain as a resource to support work moving forward
- Define measurable outcomes from lens. Outcome vs. process elements.
- Define what we mean by engagement
- More data at the national level and disaggregated
- High Level Equity questions don't call out race/ethnicity, ability, or any other underrepresented communities directly

Reducing Commercial Evictions Work Group Members

- **Edy Martinez**, NAYA
- **Eric Cress**, Urban Development Partners
- Jacob Falkinburg , Venture Portland
- Jeana Woolley. JM Woolley and Associates
- Jim Mark, Melvin Mark
- John Wasiutynski , Multnomah County
- Kate Fagerholm, Metro
- Kate Merrill, Central Eastside Industrial Council
- Kelly Ross, NAIOP Oregon
- Lyndsey Westgaard, Commercial Association of Brokers
- Michele Reeves, Civilis Consultants
- Randy Miller, Produce Row
- Rebecca Stavenjord, Multnomah County, Dist 4
- Sce Pike, IOTAS
- Susan Steward, BOMA
- Teresa Carr, Port of Portland

City Staff:

- Andrés Owill, Office of Commissioner Eudaly
- Asena Lawrence, Mayor's Office
- **Joana Filgueiras**, Prosper Portland
- Lisa Abuaf, Prosper Portland
- Matthew Tschabold, Portland Housing Bureau
- Pauline Goble, City Office of Management & Finance Facilities

Evaluating City Practices – Permitting & Construction Work Group Members

- Amy Ruiz, Smart Growth Oregon
- Dietrich Weiland, Mackenzie
- Ellen Miller, Oregon Homebuilders Association
- Emerald Bogue, Port of Portland
- Ezra Hammer, Oregon Homebuilders Association
- Jan Mason, Mackenzie & Philippine American Chamber of Commerce
- Jill Sherman, Gerding Edlen
- Jon Issacs, Portland Business Alliance
- Keith Lachowicz, Regional Arts and Culture Council
- Kenechi Onyeagusi, Professional Business Development Group
- Mark Long, Oregon Homebuilders Association
- Mike Salsgiver, Associated General Contractors Oregon-Columbia Chapter
- Nate McCoy, NAMCO
- Paul Slyman, Metro
- **Rana Uzzaman**, Portland YouthBuilders & Council for Economic & Racial Equity
- Susan Steward, BOMA
- **Willy Myers**, Columbia Pacific Building Trades Council

City Staff:

Amanda Watson, Mayor's Office

Andy Peterson, Bureau of Development Services

Dan Spero, Prosper Portland

Eric Engstrom, Bureau of Planning and Sustainability

Kathleen Brenes, City Procurement

John Cardenas, Prosper Portland

Josh Harwood, City of Portland Budget Office

Karl Dinkelspiel, Prosper Portland

Karl Lisle, City of Portland, Office of Management and Finance

Matt Tschabold, Portland Housing Bureau

Evaluating City Practices – Supporting Local Businesses Work Group Members

- Amanda Lowthian, Travel Portland
- Ashley Henry, BBPDX
- Christine Chin-Ryan, Business Owner
- Daniel Klinkert, OT Community Association
- **Duncan Hwang**, APANO
- Ed Ariniello, US Outdoor Store
- Evelyn Liu, APACC
- Jeff Miller, Travel Portland
- Johnell Bell, Business Owner
- Lizzy Caston, BBPDX
- Mark Darienzo, Jobs with Justice
- Mitch Daugherty, Built Oregon
- Rebecca Stavenjord, Multnomah County
- Ricardo Lujan-Valerio, Latino Network
- Rick Turoczy, Portland Incubator Experiment
- Sarah Shaoul, Business Owner
- **Skip Newberry**, Technology Association of Oregon
- Stephen Green, BICEP
- Teri Karren-Keith, Beneficial Bank

City Staff:

- Asena Lawrence, Mayor's Office
- **Dan Spero, Prosper Portland**
- Jamey Duhamel, Comm. Eudaly's Office
- **Karl Dinkelspiel, Prosper Portland**
- Karl Lisle, Office of Management and Finance
- **Les Spitler, City Procurement**
- Matt Gierach, Debt Management
- **Shea Flaherty-Betin, Prosper Portland**

Addressing the Digital Divide Work Group Members

- **Alan Hipólito**, Verde/suma
- Adelle Pomeroy, Free Geek
- Alyshia Macaysa, SCPDX Equity Consulting Advisor
- Andrea Valderrama, Coalition of Communities of Color
- Andres Lopez, Coalition of Communities of Color
- Andrew McGough, Worksystems, Inc.
- Brian McGuirk, Multnomah County Library
- Cara Snow, Technology Association of Oregon
- Darren Harold-Golden, Urban League of Portland
- Don Wolff, Portland Public Schools
- Gabriela Rodriguez Beron, Technology Justice Advocate
- Jackie Murphy, NE STEAM Coalition
- Jessica Liu, MetroEast Community Media
- John Wasiutynski, Multnomah County
- Justen Harn, Open Signal
- Kaeti Namba, Native American Youth & Family Center (NAYA)
- Marcelino Alvarez, Fresh Consulting
- Matt Serres, Disability Rights Oregon
- Matthew Timberlake, Multnomah County Library
- Nandini Ranganathan, CETI
- Rick Turoczy, PIE
- Vena Rainwater
- Yvette Perez-Chavez, SCPDX Equity Consulting Advisor

City Staff:

- **Elisabeth Perez**, OCT
- **Kevin Martin**, BPS
- Christine Kendrick, BPS/Smart City PDX
- Christine Llobregat, BPS
- Danny Grady, BPS
- Jaimes Valdez, BPS/Portland Clean Energy Fund
- Jared Wiener, Prosper Portland/Tech Industry Lead
- Judith Mowry, Office of Equity and Human Rights
- Kenya Williams, Community & Civic Life
- Krista Gust, BPS
- Mayra Arreola, Prosper Portland
- Rebecca Gibbons, OCT Digital Inclusion Program Manager - DIN Coleader

Support for Displaced Workers Ineligible for Unemployment Insurance Work Group Members

- Adriana Miranda, Causa
- Alan Hipólito, Verde/Suma
- Aldo Medina, Hacienda CDC
- Andrea Valderrama, Coalition of Communities of Color
- Carmen Castro, Hispanic Metropolitan Chamber
- Jenny Lee, APANO
- Kelsey Provo, Innovation Law Lab
- Laura Hanson, Regional Disaster Preparedness Organization (RDPO)
- María García, New Portlanders Policy Commission
- Osmani R. Alcaraz-Ochoa, Voz Workers' Rights Education Project
- Ricardo Lujan-Valerio, Latino Network
- Román D. Hernández, Troutman Sanders, LLP

City Staff:

- Amy Fleck Rosete, Prosper Portland
- Andrés Oswill, Commissioner Eudaly's Office
- Asena Lawrence, Mayor's Office
- Derek Bradley, Commissioner Hardesty's Office
- Joseph Puente, Mayor's Office
- **Kelly Haines**, Worksystems, Inc.
- **Liza Morehead**, Worksystems, Inc.
- Stacy Cowan, OGR

Evaluating City Practices – Supporting Non-Profits & the Arts Work Group Members

- Andre Middleton, Friends of Noise
- Andrea Valderrama, Coalition of Communities of Color
- Barbara Timper, Worksystems, Inc.
- Brian Berry, OMSI
- Pastor Ed Williams, Mt. Olivet Church
- Helen Deltoso, RACC
- **Madison Cario**, RACC
- Jeff Curtis, Portland Rose Festival
- Jenny Stadler , PHAME PDC
- Jim White, Non-Profit Association of Oregon
- Keith Lachowicz, RACC
- **Miranda Mishan**, NAYA
- Marcus Mundy, Coalition of Communities of Color
- Reed Broderson, Metro
- Robin Wang, Ascent Funding
- Rosaline Hui, Portland Chinese Times
- Scott Kerman, Blanchet House
- Scott Showalter, Oregon Symphony

City Staff:

Amanda Watson, Mayor Office

Andrés Oswill, Commissioner Eudaly's Office

Damian Crowder, Prosper Portland

Dana DeKlyen, Prosper Portland

Ginger Damron, Grants Office

Giyen Kim, Office of Management and Finance

Khanh Tran, Mayor's Office

Karl Dinkelspiel, Prosper Portland

Karl Lisle, Office of Management and Finance

Sue Lewis, Prosper Portland

Evaluating City Practices – Supporting Local Businesses

Context

- Keep working group focus on City procurement
- Utilize COVID Equity & Vulnerability lens

Accomplished

- Communications: Mayor regularly highlighting small businesses

Short Term

- Create a city priority to 'buy local'
- Adapt P-Card practices to 'buy local' priority
- Collect and analyze purchasing data for 'buying local.' Use data to direct decisions

Longer Term

- Expand small business navigation and focus on culturally specific and most needed services
- Greater use of equity lens implementing recent code changes for professional services and goods and services <\$150,000

Evaluating City Practices – Permitting & Construction

Context

- Prioritize equity in all work
- In particular: how does work benefit communities and workers of color?

Short Term

- Increased digitization at Permit Center + technical assistance
- Virtual neighborhood meetings allowed
- Increased flexibility for some permitting timelines
- Free COVID safety trainings by industry organizations
- Industry/OHSA sponsored COVID safety site consultations

Longer Term

- Waiving/reducing permit fees
- Pushing out dates for fee increases
- Approval of Residential In-Fill zoning/rules

Reducing Commercial Evictions

Key Actions/Takeaways

- FAQ completed, posted to Prosper Portland's website and included in the latest newsletter
- Co-chairs along with other partners created the United for Relief Coalition informed by the Task Force's discussions
- Webinar with a diverse panel happening at 3 PM – will be recorded and posted to resources page

Next Steps

- Translate the FAQ
- Continue conversations on bankruptcy and pressuring insurance companies
- Team to meet every other week

Addressing the Digital Divide

Key Actions

- Launched a pilot to distribute 100 “technology kits” -- chromebooks, software, internet connection and training -- to frontline organizations for distribution to community members
- Targeted outreach to ~70 frontline organizations and list serves
- Interest form posted on Smart Cities PDX website from April 17-22
- ~50 organizations requested ~3500 kits

Next Steps

- Complete pilot selection process and notify successful applicants
- Engage successful applicants to safely distribute the kits and support community recipients
- Identify opportunities to scale quickly, including resources for/donations of devices and internet access

Evaluating City Practices – Supporting Non-profits & the Arts

Context

- Organizations facing substantial budget cuts
- Non-profits and the arts important fabric of the city/communities
- Special difficulties created by social distancing

Near Term Actions

- Increased flexibility in City grants/contracts
- Prioritize culturally specific organizations and align with equity lens
- Create online information clearing house and data repository

Advocacy

- Save venues and places where people come together
- Increase City capacity for grant writing assistance
- Asset mapping

Support for Displaced Workers Ineligible for Unemployment Insurance

Takeaways

- Key question: How to use local resources to fill gaps where populations are prohibited from accessing? How to ensure inclusion with recovery?
- Undocumented Oregonians are most vulnerable: Can't access UI or other public benefits (e.g. housing, healthcare)
- Oregon Worker Relief Fund (OWRF): support at state level (thank you) and local funding contributions: \$2 MM
- Also need to support undocumented business owners who aren't covered by CARES

Next Steps

- Support of City and Multnomah County
- \$10 MM secured from State
- Final recommendations complete
- Local funding needed
- Connect business recommendations with Local Business Workgroup
- Next meeting: Tuesday 5/5: 3-4pm

Additional Input Collected

Overall

- Good and important that we are leading with the lens, that we invested time with smart and informed community leaders that came up and we need to honor that.
- We can have good process and filters, but what matter is the impact. We are moving fast and that increases the need for the process to work.
- **Equity & Vulnerability Lens**
- Consider amending the document to include a specific lens on how communities are represented in each workgroup.

High level questions

- High level questions do not convey that they are rooted in racial equity/intersectionality. If it's shared on its own, they don't make sense.
- Be very clear about who we are talking about: BIPOC, women, people with disabilities, etc.

Equity and Vulnerability Lens

1. Set Equitable Outcomes. ~~Leadership communicates equitable outcomes to guide the analysis.~~ Work with the communities impacted to determine equitable outcomes to guide the analysis. Leadership communicates determined outcomes throughout the lifespan of the project for increased accountability and transparency.

Framing questions: Who will be most affected and what do we want to accomplish? What are our desired outcomes? What are the success indicators? How will we document learnings?

2. Collect and Analyze Data. Research and collect data on racial, disability, national origin, and gender disparities and identify those most impacted.

Framing questions: Which groups are deeply disadvantaged by the issues we are trying to address? How? Is there existing evidence of inequality, both qualitative and quantitative?

Equity and Vulnerability Lens

3. Understand Historical Context. Research the history of racial, disability, national origin, and gender injustice relevant to this proposal to better understand the root causes of disparities and which communities were most impacted.

Framing questions: Do we understand the historical relationship with affected communities? Have we built trust in past efforts? How are we building capacity in communities most impacted? Are we being diligent, intentional and thoughtful about the long-term capacity and infrastructure for communities? What are the expectations for partners in this work? Philanthropy? Corporations? Organizations? How does the equity lens apply with them?

Equity and Vulnerability Lens

4. Engage Those Most Impacted. Commit to more meaningful strategies for engagement, identify which communities, such as communities of color, the disability community, immigrant communities, women, and others may be impacted by the proposal, engage impacted communities in decision making and develop community ownership of the proposal.

Framing questions: Have deeply impacted communities been informed or are they represented in the development of this effort? What is the communication and engagement that is done? What is the mid or long-term approach of equity lens through the process? How is the communication effort and engagement measured?

5. Develop Racial, Disability, National Origin, and Gender Equity Strategies & Refine Outcomes. Identify potential impacts, who benefits and who is burdened, commit to strategies that advance racial, disability, national origin, and gender equity and mitigate harm, and refine the proposal's outcomes.

Framing questions: What internal or external factors are perpetuating existing inequities? What are the root causes? Are we addressing them through existing efforts? What are the barriers specific to advancing equity efforts? How do we refine the proposal with timely information that is coming up?

Equity and Vulnerability Lens

6. Implement Changes. Plan for implementation and identify what resources are needed to eliminate/decrease disparities and make necessary changes to the proposal.

Framing questions: How are we tracking and monitoring the impact of the proposed effort? During implementation, how are we planning to identify unintended impacts? How will we plan to prevent or minimize them? What kind of research or process to identify impacts? What is already in place to implement changes? How is this going to be measured? How are impacted communities informed of resources designed to eliminate/decrease disparities? How do we ensure that those resources are delivered to the communities most impacted?

7. Evaluate / Accountability / Report Back. Develop a system of evaluation including ongoing community partnerships and opportunities to make further changes.

Framing questions: How will we evaluate impacts? How are we going to assess stakeholder engagement? How will we identify who will benefit?