

# CENTRAL EASTSIDE: ENHANCED SERVICES DISTRICT

## FOR IMMEDIATE RELEASE

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## **Central Eastside Industrial Council Secures Unanimous City Council Approval to Form Enhanced Services District (ESD)**

Innovative ESD First in Portland in Nearly Two Decades

PORTLAND, OR – February 7, 2019 – Leaders of the Central Eastside Industrial District capped off a two-year effort to create an Enhanced Services District on Wednesday with unanimous City Council approval. With this new ESD Central Eastside's diverse mix of businesses, industries, creatives, makers, manufacturers, residents and advocates will contribute to an innovative environment that generates quality jobs, promotes a vibrant pedestrian experience and ensures a resilient, welcoming and connected community – creating a national model for a thriving urban industrial district.

### **A New Kind of ESD**

“Central Eastside is changing. A lot. We must harness new tools and revenue to address the biggest challenges facing our city today and in the future,” said Brad Malsin, President of the Central Eastside Industrial Council and the ESD Steering Committee. “We have big goals – increasing cleanliness, improving safety for all, managing parking and transportation demand, supporting innovation in all forms and ensuring Central Eastside is a great place to create, innovate, work, live and visit. By leading with our values and working with our partners at the City and County, district businesses and commercial property owners and advocates for Central Eastside's most vulnerable we created a truly innovative and precedent-setting ESD.”

### **Unique District, Innovative Services**

With nearly 1,200 commercial parcels (twice as many as Downtown Clean & Safe, Portland's oldest ESD), Central Eastside's ESD will generate \$1.2 million in Property Management License Fee assessments in Year 1 and an estimated \$4.1 million over the three-year life of the ESD (2019-2021). Funds will be spent on six distinct services including Sidewalk Operations, Parking and Transportation Management, Streetscape Improvement, Workforce and Community Innovation Fund and Advocacy/Administration including a Financial Reserve. Innovative ESD components include:

- Emphasis on peer-based employment opportunities for people experiencing, or at risk of, homelessness;
- Extensive and ongoing trauma-informed training for Sidewalk Operations staff co-delivered by housed and homeless trainers plus an embedded Crisis Worker trained in de-escalation;
- ‘Central Eastside Situational Protocol’ regarding involving law enforcement;
- Innovation Fund grants for district businesses implementing workforce development strategies including job training, apprenticeships and homeless-to-employment programs or community organizations providing services in the district that support ESD goals including peer-based waste collection or hygiene projects or public art; and
- Dedicated seats on Board of Directors and Safety for All Oversight Committee for individuals with a lived experience of housing insecurity and/or homelessness.

All services will launch 7/1/19 when the ESD officially goes into effect.

### **About Central Eastside Industrial Council**

Central Eastside Industrial Council (CEIC) promotes the businesses in the Central Eastside Industrial District which stretches between the Willamette River and SE 12<sup>th</sup> Avenue and from I-84 to Powell Boulevard. This all-volunteer organization represents nearly 1,500 businesses which provide more than 20,000 jobs. For more information visit [ceic.cc](http://ceic.cc).

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