

MAKING A
GREAT
PLACE



FOTA Geographic Boundary and Income Eligibility Updates

Metro Council Work Session

December 17, 2015

Scott Robinson

Metro Deputy Chief Operating Officer

First Opportunity Target Area (FOTA)

- MERC venues
 - Created upon completion of convention center construction
 - Expanded and adapted over time
 - Hiring program focused on N/NE Portland community; contracting added later
 - Varying degrees of effectiveness
- 

2014 Cogan Owens Greene study

Recommendations:

- Hiring at MERC venues only
- Original intended beneficiaries
- Social equity in procurement
- Intermediaries for outreach and recruitment
- Tracking, reporting and accountability
- **Community task force to update boundaries and income eligibility thresholds**

FOTA Task Force | Purpose

- Demographic shifts and economic changes due to gentrification
- FOTA Task Force
- Met June – October 2015

FOTA Task Force | Membership

Rukaiyah Adams

Margaret Carter

Elisa Dozono

John Gardner

Terry Goldman

Nkenge Harmon-Johnson

Ray Leary

Karis Stoudamire-Phillips

Jeana Woolley



FOTA Task Force | Charge

Provide recommendations to GM of Visitor Venues:

- Update geographic boundary
- Revise income eligibility threshold

Current FOTA program:

Geographic boundary:

I-84 to south
Willamette River to west
N/NE Columbia Blvd to north
NE 42nd Ave to east

Income eligibility threshold:

Up to \$25,000 annual salary
for an individual
Up to \$40,000 annual salary
for family of 4

FOTA Task Force | Analysis

- Demographic maps, data and trends
- Income evaluation tools
- MERC job classifications
- FOTA and EEO employment history
- Metro/MERC employee info by race
- Metro's DEI program

New Income Eligibility Thresholds

Increase income eligibility threshold to:

- \$47,000 annual income (up to 2)
- \$65,000 annual income (3+)

Update annually per UW Self Sufficiency Index

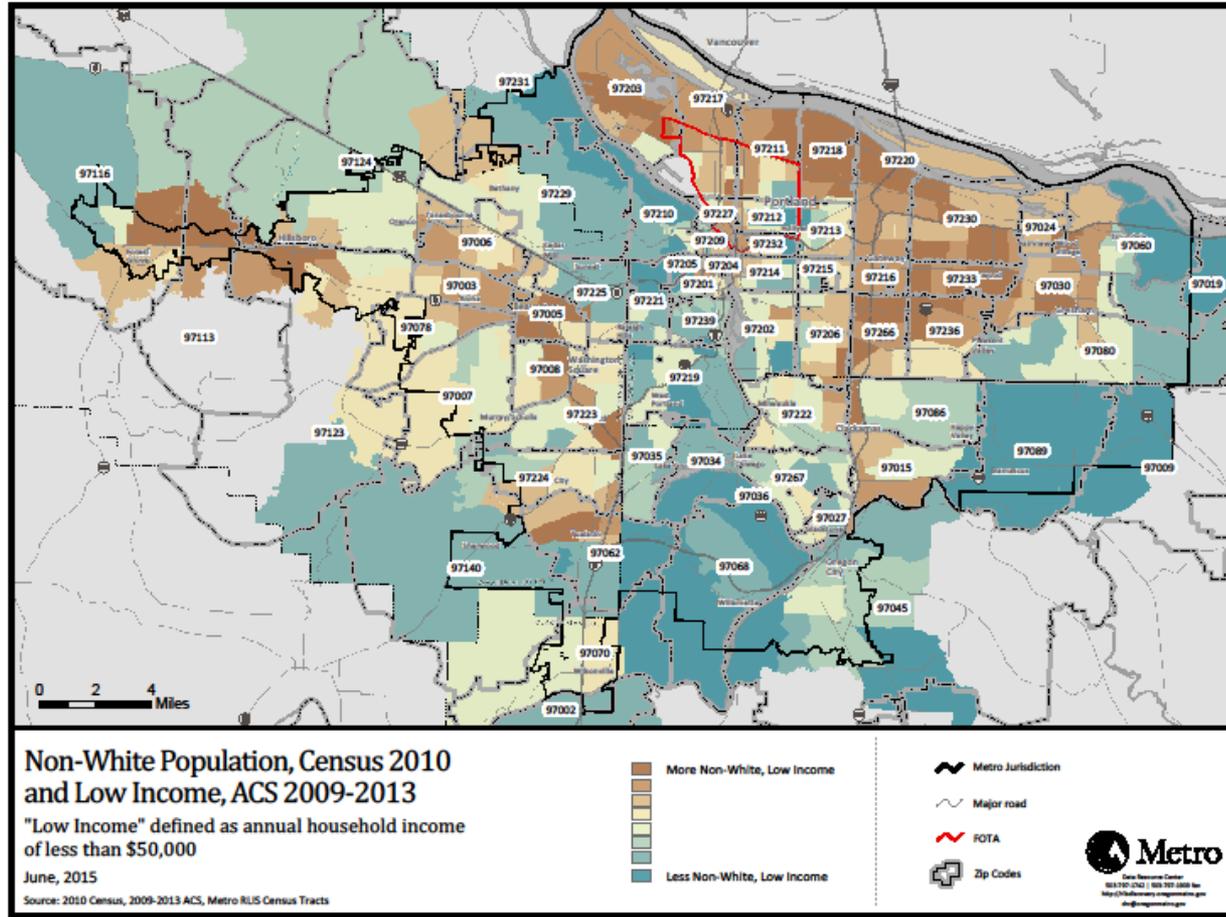


New Geographic Boundaries

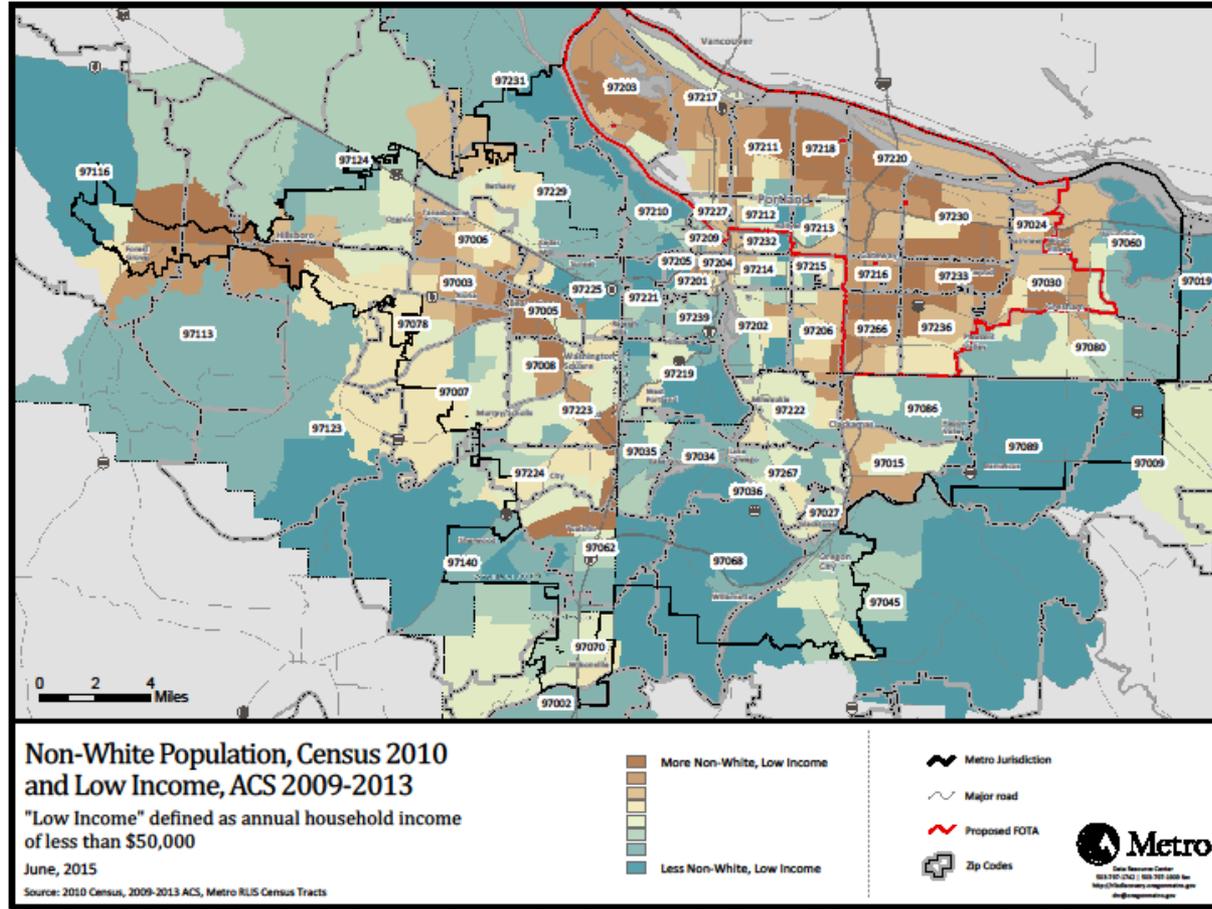
Expand geographic boundaries north
and east to include zip codes:

97024	97213	97227
97030	97216	97230
97203	97217	97233
97211	97218	97236
97212	97220	97266
	97220	

Historic FOTA Boundary



New FOTA Boundary



Meetings 5 and 6

Meeting 5:

- Broad overview of employee and business outreach
- Equity strategy and work to date
- Supplemental recommendation

Meeting 6:

- OCC hotel project
 - Minority employee and contracting opportunities
- 

Next Steps

- Employee outreach, recruitment, tracking and reporting processes
 - Enhanced outreach program
 - Community-based organizations
 - OCC hotel goals and targets
 - Systemic pipeline project
- 