



A PBA AFFILIATE

Downtown Portland Clean & Safe Strategic Plan 2023-26

The Portland Business Alliance is the connection between the three corporate entities of the Portland Metro Chamber, Downtown Portland Clean & Safe, and the Charitable Institute that share a collective mission, vision, and values.

Downtown Portland Clean & Safe (DPCS) is the independent 501c3 direct-service organization that contracts with the City of Portland to provide enhanced services to the 213-block district. DPCS contracts with the Portland Metro Chamber to deliver on a scope of work. The mission of DPCS is to be the steward of downtown district property owners and managers financial contributions to ensure the cleanest, safest, most livable downtown. The following strategic plan services the mission of DPCS, as well as the shared mission, vision, and values of the Alliance.

Who we serve, our community: We serve the ratepayers of the 213-block district as represented by the board of directors that comprises a vast preponderance of the district license fees.

Urgently Re-Activate Downtown

(Downtown is the 213-block Enhanced Service District)

Urgent re-activation of Downtown as a thriving, 24/7 neighborhood where families, employers, and employees, can increasingly choose to live, work, play, and connect by providing direct services to make downtown clean, safe, diverse, and vibrant.

- Set annual goals to improve sentiments on downtown through the business census and survey such as feelings of cleanliness, safety, and services provided by the district, and concurrently;
- Develop a three-year tactical plan, synced to the five-year contract renewal date, to align resources and create operational efficiencies to strengthen direct services to improve sentiments.
- Increase investment in systemic change through collaboration with Portland Metro Chamber advocacy efforts by:
 - Working with advocacy team to hold the city accountable for basic services as outlined in the city's commitment to maintenance.
 - Working with advocacy team to advance annual policy objectives as determined by the board and staff.
 - Working with advocacy team to inform public policies, investments, and execution that provide for a well maintained, safe, and diverse downtown by:
- Reactivating downtown through programming and place-making activities such as:

- Expanding the Pop-Up Shop program while prioritizing diverse businesses.
 - Attracting ground floor retail and other street level programming through partnerships with My People's Market, Friends of Green Loop and others.
 - Work with partners to rebuild Central City Steering Committee and aligning with sister enhanced service districts.
 - Explore district expansion.
- Increase and formalize community engagement and education by establishing goals for communications channels and stakeholder education that aligns with direct services.
- Enhance board of director's positive and productive culture through board development by:
 - Revising Codes of Conduct and developing behavior expectations.
 - Establish committees to increase involvement such as:
 - Community Engagement Committee
 - Expansion Committee or Task Force
 - Other sector specific committees such as but not limited to Small Business and Downtown Residents