Proposed Parkrose Forward Enhanced Services District (ESD):

An ESD can generate district-specific funding that is reinvested back into the community via programs to improve community resiliency, district vitality, and economic development.

Presenters

- Hector Marquez
  - Historic Parkrose – Executive Director
- Olivia Spitzer
  - Parkrose Forward ESD Ratepayer Board of Directors – Co-Chair
- Charles McGee
  - Parkrose Forward ESD Ratepayer Board of Directors – Co-Chair
- Devin Reynolds
  - City of Portland - ESD Coordinator
- Roger Koppy
  - City of Portland - Revenue & Tax Specialist

Parkrose Requests City Support for ESD Establishment.

Parkrose Requests Support

ESD Exploration Support Requested

- In May of 2025, Historic Parkrose, a non-profit that has served the Parkrose community since 2012, requested City support in exploring the creation of a new ESD.
- Historic Parkrose cited the following reasons:
  - History of being underinvested in, and underserved by the City
  - Lack of reliable and adequate long-term funding to support the district
  - A desire to lead their own community investment efforts rather than wait for the City to provide them.
- Historic Parkrose began their ESD exploration efforts in June 2025 and used the City-recommended ESD Petition Packet.

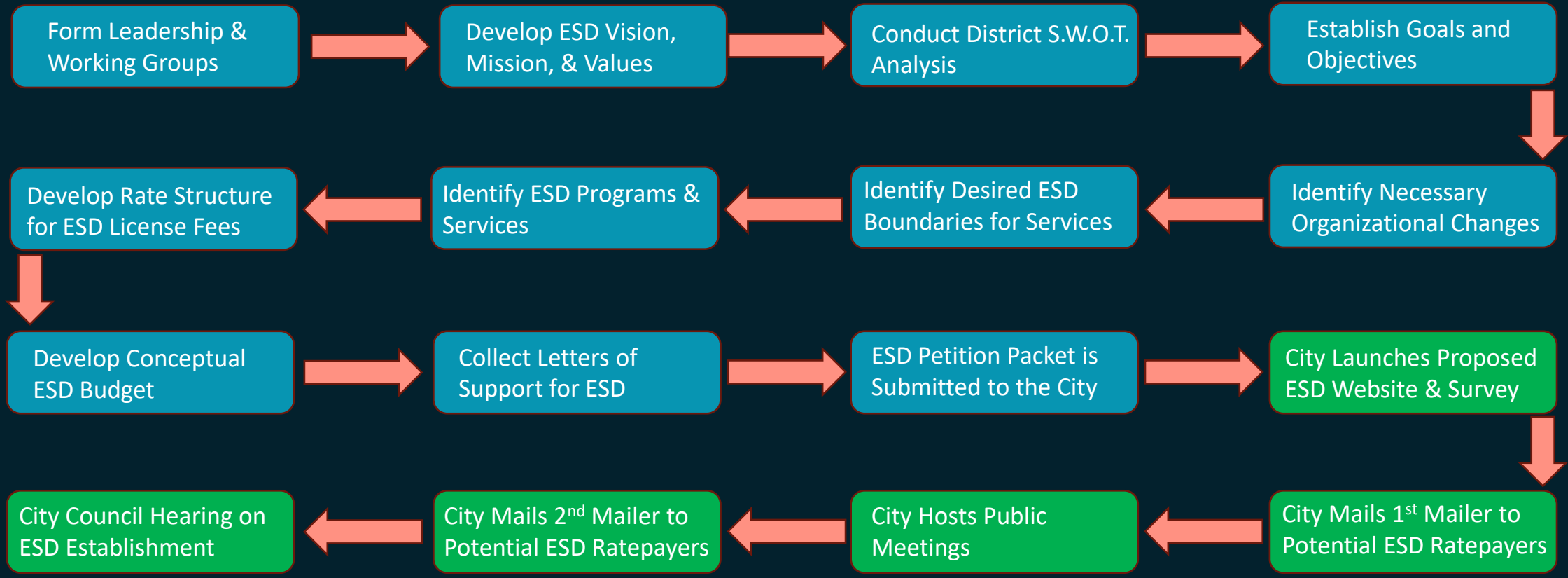
Parkrose Requests Support

ESD Exploration Pathway

- The ESD Petition Packet is the City-recommended process for establishing, expanding, and/or renewing an ESD.
- The ESD Petition Packet provides a step-by-step guide that requests a petitioning organization to form a Leadership and Working Groups composed of potential ratepayers and community stakeholders, to guide a district's efforts in outlining the following:
  - Mission, vision, values, and guiding principles
  - District S.W.O.T. analysis
  - Proposed ESD boundaries, services, and budget
  - Community outreach and engagement efforts
  - Letters of support
  - Ratepayer list with estimated year-one assessments

City Oversight & Support

ESD Petition Packet Workflow



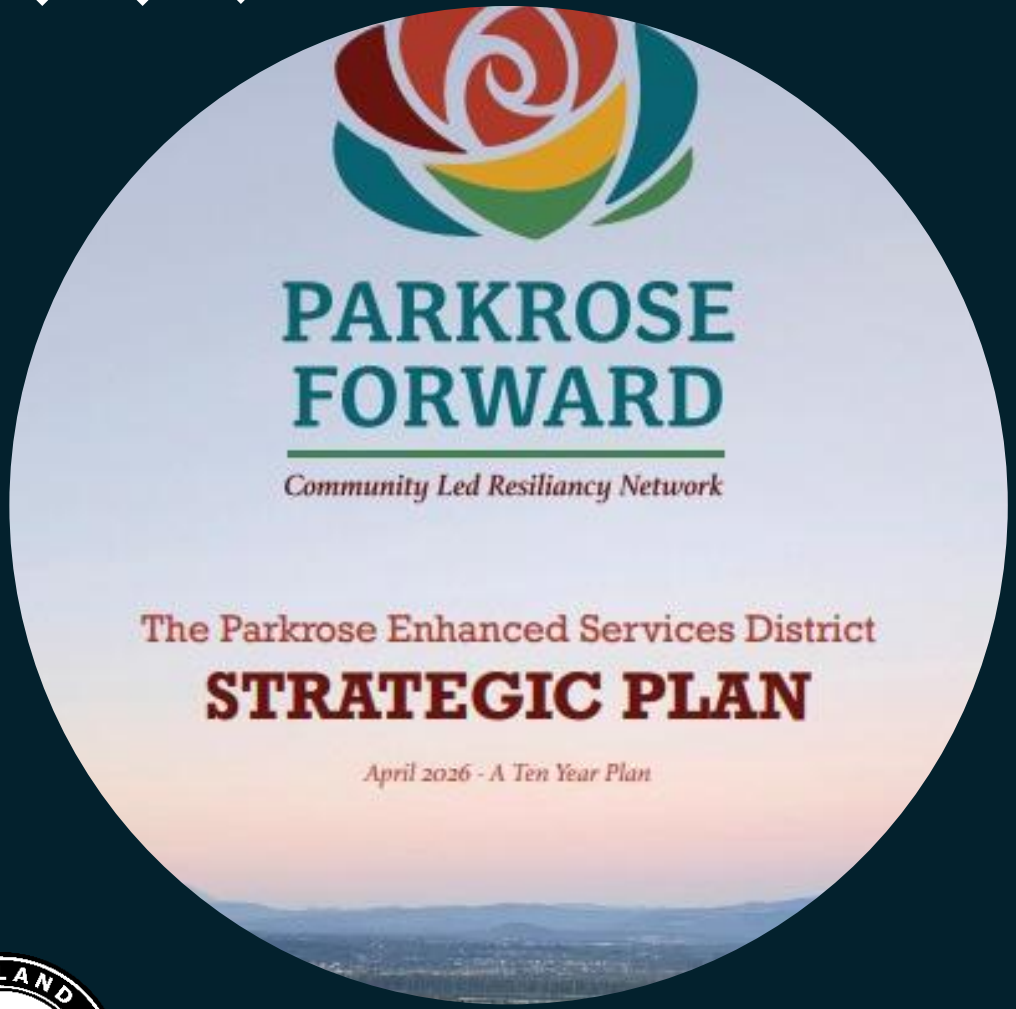
Community-Driven Work

City-Driven Work

*Robust community outreach & engagement is encouraged at each step during the Community-driven work and should lead to a community-supported ESD proposal.

Request for ESD Establishment

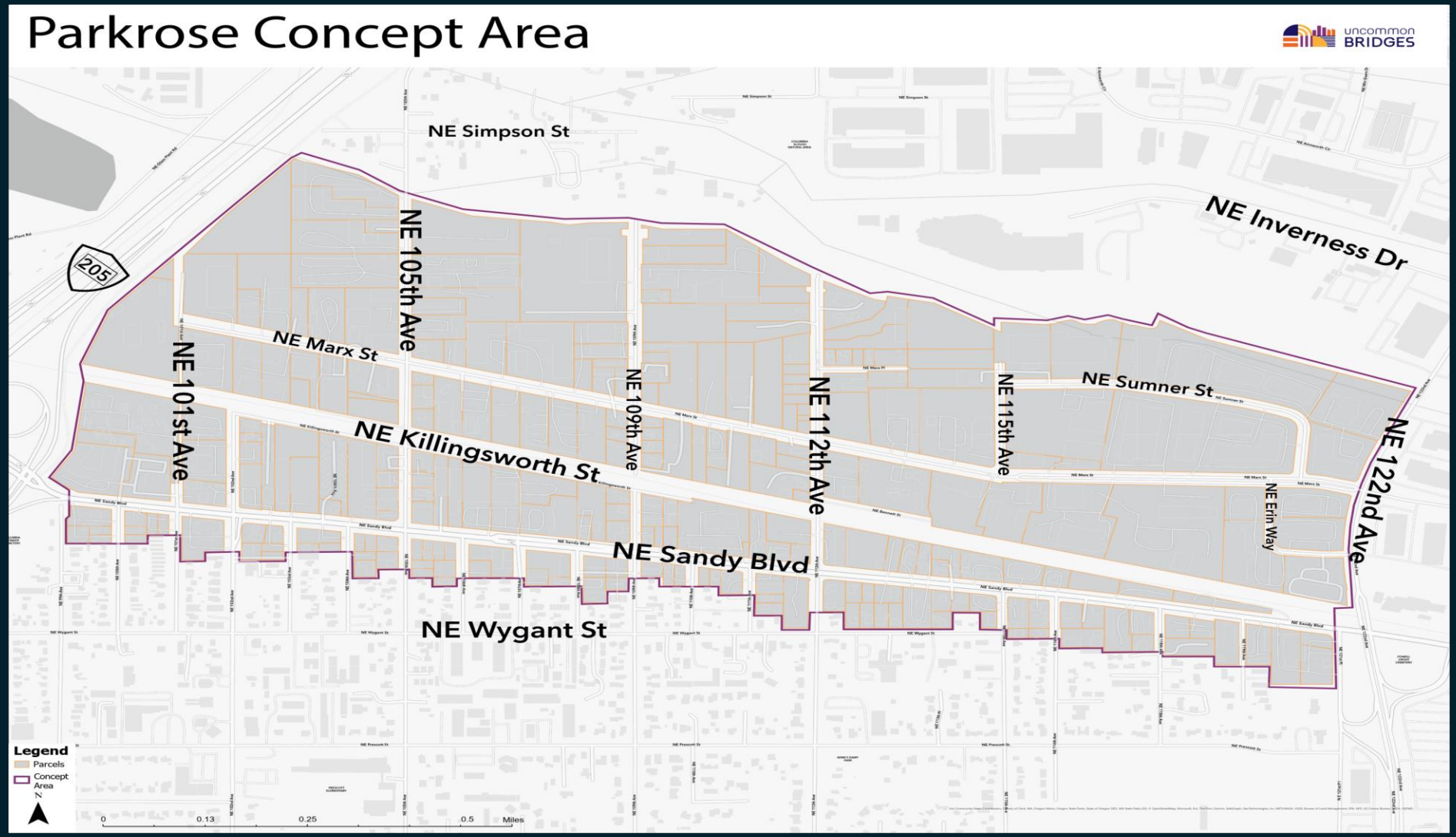
Parkrose Forward ESD Petition Packet



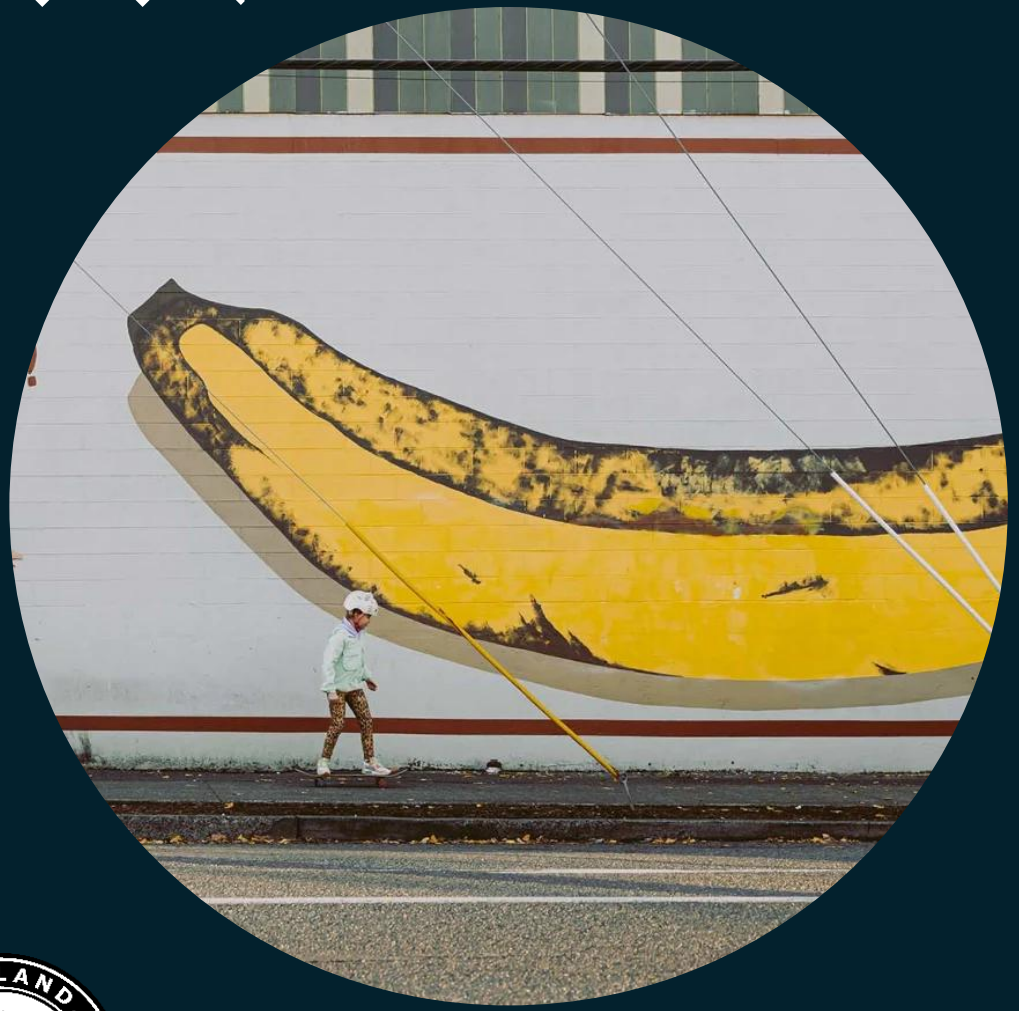
- The Parkrose Forward ESD Petition Packet was submitted to the City on April 8, 2026 and incorporated all City-recommended components including:
  - Proposed programs and services
    - District cleaning
    - Ambassadors and outreach services
    - Business engagement and support programs
    - District advocacy
  - Proposed boundaries
  - Proposed year-one budget of approximately $600,000
    - Actual budget is likely to be closer to $644,000
  - Community outreach and engagement efforts
  - Open letter of support with 34 signees

Request for ESD Establishment

Proposed Parkrose Forward ESD Map



Request for ESD Establishment



Property Management License Fee (PMLF) Proposed by Historic Parkrose and Parkrose Forward Strategic Leadership.

- For **NON-RESIDENTIAL** properties:
  - (square root of building square feet x $20.00) + (square root of parcel square feet x $8.00) = property management license fee (PMLF Total)
- For **RESIDENTIAL** properties (excluding owner-occupied dwelling units with their own water service and owner-occupied dwelling units in duplexes, triplexes, and fourplexes):
  - Using the formula above, take the lesser of;
    - Apply a $150 per unit/year rate cap for all units that do not qualify as low-income units
    - Apply a $35 per unit/year rate cap for all units that qualify as low-income units
- PMLF adjusted for inflation annually (min of 2.5% and max of 6.5%)

Community Outreach & Engagement Efforts.

Outreach & Engagement Efforts

Pre-ESD Petition Packet Submission

Community-driven outreach and engagement efforts

- Historic Parkrose and the Parkrose Forward Leadership Group conducted 46 meetings with key stakeholders, property owners, business leaders, and partner organizations as part of their outreach & engagement efforts.
- Meeting topics included:
  - Aligning priorities
  - Progress tracking and coordination
  - Proposed ESD services and boundaries
  - Proposed ESD rate structure and budget
- A Townhall was co-hosted with Councilor Avalos
- Door-to-door visits were conducted
- Social media posts across channels
- Mailers were sent out
- Email, podcast, and website campaigns

Outreach & Engagement Efforts

Post-ESD Petition Packet Submission

City-led outreach and engagement efforts

- April 2026
  - City-hosted “Proposed Parkrose Forward ESD” webpage launched
  - 1st. mailer sent to at least 272 addresses on April 8, 2026
  - Proposed ratepayer survey launched on April 8, 2026 and was open for over 60 days
  - 1st. City-led public meeting held on April 20, 2026
- May 2026
  - 2nd. City-led public meeting held on May 12, 2026
  - Continued efforts to capture potential ratepayer input via survey
- June 2026
  - Sole Source for ESD services posted on June 4, 2026
  - Proposed ratepayer survey closed June 15, 2026
  - 2nd. Mailer sent to at least 272 addresses on June 19, 2026
- July 2026
  - City Life Committee hearing on July 14, 2026

Next Steps.

Voices From the Community

Olivia Spitzer (Spitzer Tech)

Co-Chair of the Parkrose Forward Ratepayer Board of Directors

Olivia Spitzer is the Marketing and Networking lead at Spitzer Technology Consulting, where she helps translate technology into clear, approachable language for clients and the broader community. Olivia's work is valuable because they focus on practical, budget-conscious technology solutions with a personal touch, helping organizations keep their systems reliable, functional, and easy to use.

Charles McGee (Workplace Change)

Co-Chair of the Parkrose Forward Ratepayer Board of Directors

Charles McGee is a community-minded leader with Workplace Change, a people-centered HR firm that helps organizations build healthier, more inclusive, and more effective workplaces. Charles' work is valuable because they do not simply fill positions or solve isolated HR problems; they help organizations find the right people, strengthen leadership, repair workplace dynamics, and create systems rooted in fairness, transparency, inclusion, and accountability.

The Ordinances Before You

The City Council is requested to vote on two ordinances

- Ordinance (1 of 2)
  - Establish new Parkrose Forward ESD
    - City Code 6.06 text
    - Property management license fee
    - District boundaries
- Ordinance (2 of 2)
  - Authorize City Administrator to execute new contract between the City and Historic Parkrose
    - ESD contract outlines ESD programs and services to be provided to Parkrose Forward ESD ratepayers by Historic Parkrose

Next Steps

If both ordinances are approved by City Council

- Parkrose Forward ESD establishment
  - July 1, 2027
- Property management license fee notices mailed
  - May 2027
- Parkrose Forward will be approved for a 10-year lifecycle governed by:
  - Two five-year contracts with the City
  - City Code 6.06
  - An ESD Ratepayer Board of Directors
- Contractual ESD transparency at a glance:
  - Regularly hold Ratepayer Board meetings
  - ESD Coordinator sits on Ratepayer Board as Ex-Officio non-voting member
  - Quarterly ESD program reports shared publicly
  - ESD Annual Reports shared with City Council and public
  - Ratepayer Board holds at least one meeting open to all ratepayers annually

Thank You!

Contact Information

For all ESD Program questions, please reach out to ESD Coordinator:

- Devin Reynolds
- Devin.Reynolds@portlandoregon.gov

For all ESD Property Management License Fee or finance-related topics, please reach out to Revenue and Tax Specialist:

- Celita Holt
- Celita.Holt@portlandoregon.gov

For all Parkrose Forward ESD proposal questions, please reach out to Historic Parkrose:

- Hector Marquez
- hector@historicparkrose.com