

The Oregonian

Chloe Eudaly upsets Steve Novick to win Portland City Council seat

By Brad Schmidt
November 8, 2016

Political novice Chloe Eudaly delivered Portland's most stunning City Council upset in three decades, knocking off Commissioner Steve Novick in Tuesday's election and ending incumbents' stronghold in re-election races.

Partial returns had Eudaly beating Novick, 53 percent to 45 percent. Eudaly built a lead of about 15,000 votes as of 9:30 p.m., with about 206,000 ballots cast.

Eudaly's victory marks Portland's most surprising upset since barkeep Bud Clark defeated incumbent Mayor Frank Ivancie in 1984. No Portland incumbent had lost re-election since 1992, and Novick's defeat represents a staggering free fall for a politician who breezed into office four years ago as a progressive darling.

Eudaly rose from political obscurity to defeat the politically vulnerable Novick, who wobbled through a first term while alienating voters and downtown power brokers. Eudaly, 46, becomes just the eighth woman elected to the City Council in Portland history – and she'll be the only member of next year's council to live on Portland's eastside.

"I spoke to something that Portlanders obviously want," Eudaly said Tuesday night from her celebration party in Southeast Portland. "I see myself as a step in the right direction as far as more diversity, and true representation, on City Council."

Novick all but conceded the race after the 8 p.m. results, saying Eudaly would fare better with late voters. Novick said that Eudaly ran a spirited, underdog race that resonated and that he couldn't overcome his past political missteps.

"To be honest, it's not really a surprise," Novick said. "I think it's a classic example of, you never get a second chance to make a first impression."

Novick found himself vulnerable after taunting voters to kick him out during the 2014 street-fee debacle. Novick failed to win a majority of votes in the May primary against nine challengers, becoming just the second city commissioner since 1994 forced into a general-election runoff.

Eudaly took second place in the nonpartisan race but finished a staggering 28 percentage points behind Novick.

That early advantage led to anything but a general election cakewalk.

A small bookstore owner, renter, and single mom with a disabled son, Eudaly wove stories of struggle into her campaign while riding a wave of angst over Portland's affordability crisis. She ran to Novick's left, calling for rent control and stronger safeguards for tenants, appealing to the city's creative class.

Despite raising just one-quarter of Novick's campaign money, Eudaly elevated her public profile through a grass-roots campaign that featured a memorable comic-book-style campaign flier and a strong social-media presence.

Novick began rebranding himself through contrition, including de facto apology statements in campaign materials. He tried to distance himself from inflammatory comments against the

business community and didn't highlight his signature accomplishment: passage of a 10-cent per-gallon gas tax.

Absent public polling, Novick remained the conventional-wisdom favorite in Portland's only City Council race this fall. But campaign aides sensed the race would be close.

Novick didn't do much to project a position of strength, declining to share details of his private polling.

Eudaly mounted a shoestring campaign targeting Portland's cash-strapped renters. She all but wrote off the West Hills crowd, focusing instead on her inner eastside base and expanding to far eastside voters who spurned Novick in the primary.

Marshall Runkel, Eudaly's campaign manager, credited the victory to a big surge in east Portland, the power of social media and Eudaly's hard work and genuineness as a candidate.

"I think she formed an authentic connection with the city," he said.

The Portland Tribune

Eudaly beats Novick for City Council

By Jim Redden

November 8, 2016

Commissioner Steve Novick conceded to challenger Chloe Eudaly within minutes of the polls closing Tuesday when they early results showed her leading by 52 percent to 46 percent.

"I hope that my voice is proof that grass roots campaigns can win," said Eudaly. "You don't need a half a million dollars and corporate interests"

Novick told supporters at his election night gathering that "You only get one chance to make a first impression, and I was not my best during the street fee debate." Novick alienated many Portlanders early in his term by pushing for a controversial street fee without putting it on the ballot.

Novick credited Eudaly with running a "fiesty" campaign and thanked his City Hall and campaign staff for their work.

Later results showed Eudaly leading by 53 percent to 45 percent.

Novick ran on his experience on the council, saying he had learned how to work with the other members and community partners to get things done. Eudaly, owner of the Reading Frenzy bookstore, mostly focused on the city's affordable housing crisis, calling for the council to immediately freeze rents and ban no-cause evictions, even though state law prohibits such local restrictions.

Novick was forced into the runoff election when he failed to receive over 50 percent of the vote in the May primary election. Eudaly faced him after squeezing into second place with 15 percent in the primary, edging out architect Stuart Emmons, who received 14 percent, when the final votes were counted.

The situation was far different than when Novick was easily elected to the council in the 2012 primary election with 76 percent of the vote. It is very unusual for incumbent council members to be forced into runoff elections. The only other recent example is Commissioner Amanda

Fritz, who was forced into a runoff in the 2012 general election by former state Rep. Mary Nolan, but rallied to defeat her by a margin of 60 percent to 40 percent.

Novick — a former environmental lawyer and state health administrator — out-raised Eudaly by more than four to one. The day before the general election, he reported raising \$427,363 in cash and in-kind contributions in 2016. That compares to just \$98,279 reported by Eudaly, who refused to accept contributions from corporations who do business with the city.

Because of her limited fundraising, Eudaly's campaign relied on social media and door-to-door canvassers who distributed a comic book about the city's affordable housing crisis by noted cartoonist Joe Sacco.

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Willamette Week

Mayor-Elect Ted Wheeler Has Bigger Problems Than Your Parking Space

*By Rachel Monahan
November 9, 2016*

Portland Mayor Charlie Hales won election in 2012 by promising to force real estate developers to include onsite parking when they build large apartment buildings.

But four years later, Hales is reversing that decision for buildings near bus and MAX lines. And his successor, Mayor-elect Ted Wheeler, agrees it's time to end the ban on apartments without parking near transit.

Wheeler's reasoning: As rents continue to rise, cutting the cost of building new apartments is more important than making sure residents have access to parking.

"Given our current housing situation, these are not good trade-offs," says Wheeler spokesman Michael Cox. "There are more sophisticated tools available to achieve our transit and parking management goals."

Hales last week proposed reversing the parking requirements he shepherded through the City Council in 2013. A vote could come as soon as Nov. 17.

Portland's current rules require developers in most areas of the city to build onsite parking if the building has more than 30 units. (Hales' proposed change would exempt buildings close to transit lines.)

The shift at City Hall signals that tenant advocates, transportation activists and urban planners have joined forces against a common enemy: cars.

"Since 2012, we have a more apparent housing crisis and good reason to believe that parking minimums make things worse," says Tony Jordan of Portlanders for Parking Reform, formed last year. "The short-term effect has been to suppress the supply of new housing."

Hales' reversal in the final months of his administration is a return to his roots as an advocate of dense commercial corridors.

As a city commissioner in 2000, Hales helped author city zoning rules allowing developers to build apartments without including onsite parking ("Block Busters," WW, Sept. 18, 2012).

But Hales changed his mind during a tight race for Portland mayor.

Richard Melo, who championed the case for more parking in the Richmond neighborhood as part of now-defunct Richmond Neighbors for Responsible Growth, noted there were no guarantees that limiting parking would solve the problem of high rents.

"You can look at all the apartments that have gone up on Division," he says. "They're among the most expensive in Portland. They aren't providing affordable housing by getting rid of parking."

The change comes as the city is pushing a plan for inclusionary zoning, which would require developers to build affordable housing at any large apartment building. Parking is one more cost that could dissuade developers from accepting those new terms, a draft study from EcoNorthwest finds.

Earlier this year, in a sign that a shift was underway, the City Council declined to institute parking requirements in Northwest Portland, despite neighborhood concern over parking woes. It's not certain that a parking-minimum reversal will pass City Hall before Wheeler arrives. All but one city commissioner declined to say how they're voting.

Commissioner Amanda Fritz says she's against repealing the minimums.

"What she has been hearing across the city in the neighborhoods is that people want more parking, not less," says Tim Crail, Fritz's chief of staff.

Commissioner Steve Novick, who has championed density along transit corridors, says he wants to ensure the Portland Bureau of Transportation is "on track" to manage parking in other ways before deciding.

"Parking minimums run counter to two of our primary policy goals: promoting housing affordability and reducing carbon emissions," he says.

But housing advocates see a changed political landscape.

"It's an encouraging sign," says Ben Schonberger, a board member of Housing Land Advocates. "That argument [for parking] is harder to make when rents are rising and people are having a trouble finding housing."

Portland's \$258 Million Affordable Housing Bond is Cruising to Victory

*By Rachel Monahan
November 8, 2016*

For the first time, Portland voters appears to have passed a bond to fund the building of publicly owned housing, affordable to the lowest-income city residents.

Shortly after polls closed at 8 pm, Measure 26-179 showed overwhelming support, with 61 percent in favor and 38 percent opposed.

The \$258.4 million measure faced no organized opposition, and had widespread backing across Portland's political spectrum—from the powerful and relatively conservative Portland Business

Alliance to homeless advocates, such as the social service advocacy organization JOIN and the homeless newspaper Street Roots.

"We're ecstatic," says Israel Bayer of Street Roots. "Portlanders delivered a responding yes for affordable homes."

Bayer noted the Welcome Home Coalition plans to work to bring similar measures to other jurisdictions.

"We did it," says Jes Larson, director of the Welcome Home Coalition. "This is amazing. This so fantastic. We're getting ready to celebrate."

The Portland Housing Bureau, which will build and own the new housing, has a mixed record on managing public dollars. It has invested in projects that cost double or triple the projects built by unsubsidized developers.

As Portland has faced steadily climbing rents, and as a sizable homeless population camp out on city streets, elected officials championed the idea that Portland needed to build its own public housing for those who can't afford this city.

For the average Portland home—which for tax purposes is valued at roughly \$178,000—the tax will run \$75 a year over 20 years.

The new housing bond will go toward 1,300 units of housing over the next 20 years, meaning the cost is \$200,000 per unit. Many of these homes would go to people making less than 30 percent of area median income.

There's currently a 24,000-unit shortfall in affordable homes, according to city officials.

The bond's supporters raised half a million dollars in campaign donations to pass the measure.

Also on the city ballot is a 3 percent marijuana tax, which would generate \$3 million a year, according to current estimates.

The tax appears also assured of victory, with 69 percent for it and 30 percent against it.

Chloe Eudaly Defeats Steve Novick in Portland City Council Race

*By Beth Slovic
November 8, 2016*

Challenger Chloe Eudaly, a bookstore owner making her first bid for public office, leads Portland Commissioner Steve Novick in preliminary results in the Portland City Council race.

If she holds onto the lead, her victory would mark one of the most stunning upsets in Portland City Council history.

It's been 24 years since a candidate for the Portland City Council upset an incumbent. That's when newbie Charlie Hales beat Commissioner Dick Bogle for a seat at City Hall.

Eudaly's march to Portland City Hall was even more challenging because she rejected big money contributions when conventional wisdom says it takes a lot of cash to oust a sitting commissioner.

Novick raised close to \$600,000 for his re-election campaign compared with just \$100,000 for Eudaly.

Novick found himself in a November runoff because of significant voter dissatisfaction with him, largely because of his failed efforts to pass a Portland street fee.

Novick won less than 43 percent of the vote in May, meaning he failed to clear the 50 percent threshold necessary to win outright. Eudaly, by comparison, earned just 15 percent of the vote, barely making it into a second-place finish.

Novick appeared humbled by the results of the May primary. After failing to win the contest, he amped up his apologies, repeatedly acknowledging his mistakes as he tried and failed to pass a Portland street fee in his first term.

Huge cheers erupted at Eudaly's campaign party Tuesday when the first results rolled in, giving Eudaly 102,000 votes to Novick's 89,000.

Just before 8 pm when the first results rolled in, Eudaly said she was feeling good. "Until I checked out the national election, and then I wanted to curl up in a fetal position," she said.

Surrounded at Holocene by supporters and helium balloons that spelled C-H-L-O-E, the candidate said she felt she ran a great race. "And regardless of who wins, we're both better than Trump," she said.

Novick, meanwhile, conceded the race to reporters at Spirit of '77.

Around 8:30 p.m., Eudaly took the stage at Holocene to the sound of "Chloe, Chloe, Chloe" chants.

"I'm not starting a cult," she joked. "I'm just going to be our next city commissioner."

She would become only the eighth woman in the history of the city to do that.