



GREATER PORTLAND ECONOMIC
DEVELOPMENT DISTRICT (GPEDD)

Economic Recovery Plan

Specific actions to spur an
equitable recovery



GREATER PORTLAND ECONOMIC DEVELOPMENT DISTRICT

Four-County
Bi-State Region



How the Greater Portland Economic Recovery plan coincides with federal relief

- Developed in conjunction with the longer term Comprehensive Economic Development Strategy (CEDS), also led by GPEDD and Metro.
- Funded in part by the U.S. Economic Development Administration's Coronavirus Aid Relief, and Economic Security (CARES) Act for economic development assistance programs to help communities respond to the coronavirus.



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Stakeholders

During June and July 2020, the consultant team and Metro and GPI staff met with the following stakeholders to inform recommended priorities and actions:

40 Microenterprise and consumer-oriented businesses

12 Childcare providers

Nita Shah

Micro Enterprise Services of Oregon

Andrew Zimmerman

Craft3

Lynn Renken

Mercy Corps

Maribel De Leon

Ivette Heredia

Adelante Mujeres

Jasmine Agnor

Oregon Manufacturing Extension
Partnership

Jana Bitton

Oregon Center for Nursing

Kenechi Onyeagusi

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Clackamas Workforce Partnership

Kevin Perkey

Workforce Southwest Washington

Andrew McGough

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Tim Williams

Oregon Film

Scott Bailey

Washington Employment Security
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Jerry Johnson

Johnson Economics

Shannon Stadey

City of Gresham

Lloyd Purdy

City of Tigard

In April 2020, GPEDD began to see the unprecedented impacts of COVID-19 on our region's economy.

At this unprecedented time, we aspired to help our region recover.

The Portland-Vancouver-Hillsboro Metro area lost over

144,000

jobs in one month.



An estimated

30%

of the region's small businesses were closed.

The Greater Portland region faces an unprecedented economic crisis

- Highest number of unemployment claims since the Great Depression

- Many small business owners have lost their business or are expecting their businesses to fail due to the COVID-19 pandemic.



Impacts on marginalized individuals and businesses



The pandemic has exacerbated the historic structural barriers that lead to inequalities in skills attainment, education, income and ultimately, wealth creation.

01

Existing disparities worsened for persons of color and businesses they own.

02

Workers in lower-paying occupational groups, female workers, and workers with lower educational levels were also severely impacted.

03

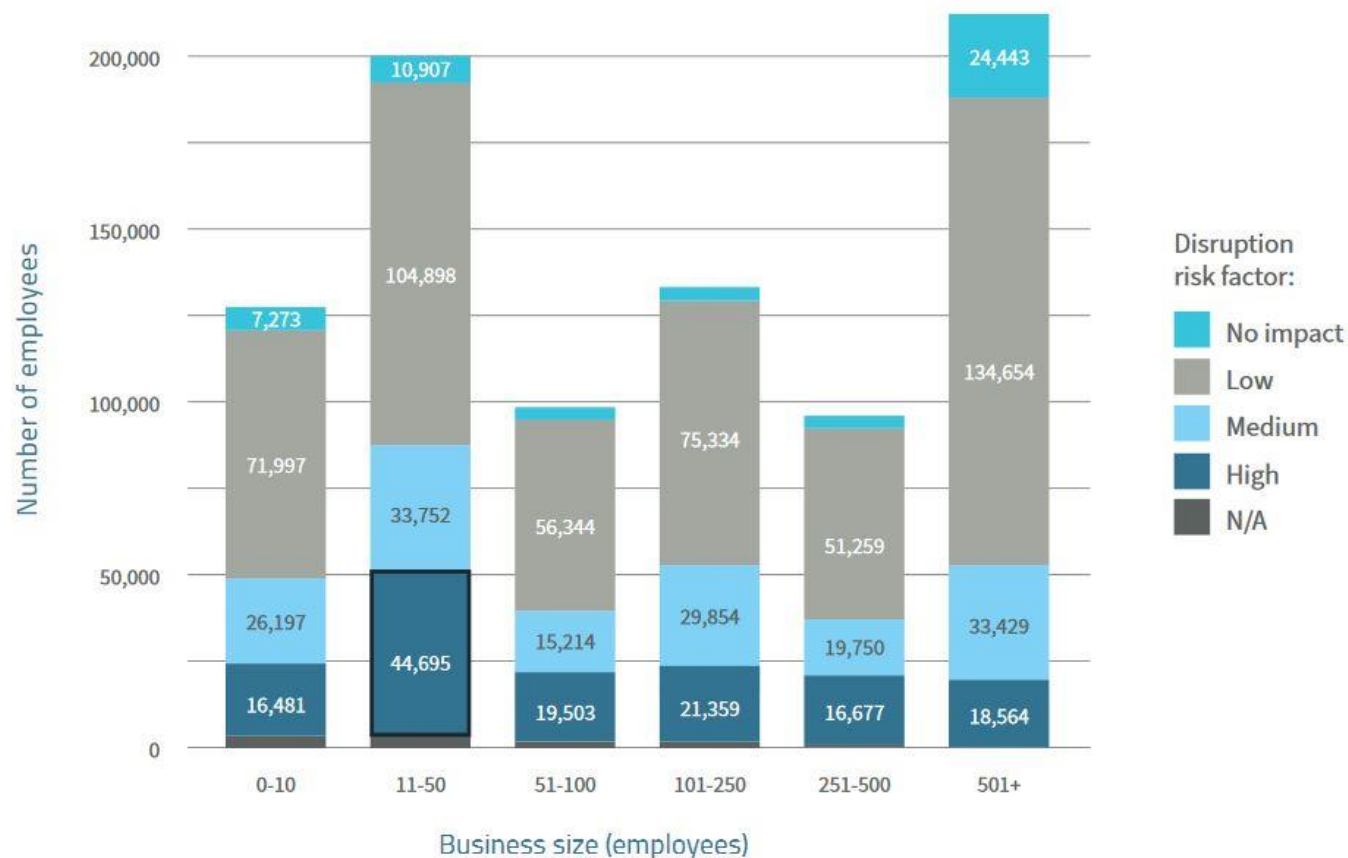
These systemic issues have been developing over decades and are key vulnerabilities that limit economic growth and resilience.

Industries at high risk of disruption due to pandemic and recession	3-digit NAICS code
Food & drink establishments	772
Amusement & recreation	713
Automotive	441
Accommodation	721
Healthcare stores	446
Air transportation*	481
Furniture stores	442
Electronics & appliances	443
Performing arts & sports	711
Film & recording*	512
Transit	485
Museums, parks & zoos	712
Tour companies	487

*represents industries in traded clusters.

DISRUPTION RISK BY BUSINESS SIZE

Portland metro tri-county area



Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages (QCEW) 4Q2018, ECONorthwest Analysis.



Vision

As a community, the Greater Portland region will recover from the COVID-19 pandemic stronger, more resilient, and more equitable with an urgent focus on building opportunities for Black, Indigenous, and People of Color (BIPOC) and their businesses, as they have been hit hardest.

Guiding values

The guiding values set the foundation for how the region will implement the vision of the Greater Portland Economic Recovery Plan.



REMOVE BARRIERS AND BUILD TRUST

To advance racial equity for underserved and under-resourced populations



WORK TOGETHER

Through regional collaboration and communication to strengthen all of our communities



TAKE URGENT ACTION

For businesses and people in need



LEAD WITH HEALTH

Prioritize public health



INVEST STRATEGICALLY

Data will inform priorities for action

Adaptable framework for action

- Throughout the development of the plan, stakeholders consistently conveyed the need to respond urgently to help those that have been impacted.
- Data-driven insights, validated by broad stakeholder input, defined the Recovery Plan development.
- **Six main priorities** were determined to warrant regional investment of time and funds.
- The Plan is an adaptable framework that explains why the priorities were selected and the process to address them.

Adaptable framework for action

The action matrix

A set of immediate actions recommended by small business owners and experts working directly with impacted individuals

Equitable accountability

Required documentation of the number of BIPOC and overall businesses and individuals that will be served by specific actions

Lead organizations

Prioritized actions each have a recommended Lead Organization that will serve as the champion for implementation or host the program and key point of contact to determine progress.

Implementation Task Force

To guide implementation, a Task Force will work with GPEDD and Metro staff. The Task Force may include three to four individuals who will champion the three target areas.

Project principles

These principles serve as a critical foundation in developing *and* implementing those more detailed Priorities and Actions of the Plan.



Leading with equity

Our equity lens represents the long-standing commitment of the regional partners' leadership and consulting team to equitable growth and recovery



Prioritizing public health

The region will work collaboratively with state employees to improve the health of the regional economy in conjunction with the health of the residents.



Engaging the private sector

Addressing barriers in hiring, retaining, and promoting BIPOC employees through culture change, relationships with communities, and public accountability can help impacted workers get back to work sooner and for the longer-term.

Stakeholder + Community Engagement

Purpose and Goals

Deepen trust, credibility, and relationships with Economic Recovery Plan stakeholders and BIPOC organizational leaders.

Design planning and process development exercises that **honor transparency, reciprocity, and communities most impacted.**

Facilitate inclusive and meaningful engagement sessions that **demonstrate shared-leadership and co-creation.**

Engagement with BIPOC Leaders

Key Objective

The discovery phase was **designed to provide a safe, caucused space for BIPOC leaders to share input and strategic direction** on the Economic Recovery Plan.

- **Informational interviews** with (5) BIPOC organizational leaders (Sept. 2020)
- **Deep Listening Session #1** (Oct. 2020)
- **Recommended Actions** for Economic Recovery Plan (Oct. 2020)

Key Findings + Recommendations

Consult BIPOC organizational leaders early and/or at the onset of plan and process development.

Honor the time and expertise of BIPOC SMEs/leaders through organizational capacity-building strategies and resourcing.

Co-create long-term and sustainable solutions with communities most impacted and the organizations that serve them.

Measure and analyze outcomes of previous plans against newly proposed strategies and actions to evaluate success and equitable outcomes.

Ongoing Engagement

Next Steps

To support the development of the Comprehensive Economic Development Strategy (CEDS), **discovery and tailored engagement with BIPOC leaders will continue through February 2021.**

- **Deep Listening Session #2** (Jan. 2021)
- **Recommended Actions Matrix Summary** for CEDS (Feb. 2021)

Target impact areas

Recommended action example:

Over 40 microenterprise businesses, many consumer-oriented, conveyed in a meeting hosted by Microenterprise Services of Oregon (MESO) that they need help with three core areas:

- Rent relief
- Skills to expand into a digital market place
- Consistent regulations across the region.



Helping small businesses recover & grow

Greater Portland Economic Recovery Plan



Target impact areas

Recommended action examples:

- To help individuals find new jobs during the pandemic, an enhanced bi-state virtual platform that broadens access to the public workforce system is necessary.
- Facilitate connections between the private sector, anchor institutions, public agencies, unions and community-based organizations to help advance economic mobility for BIPOC workers, such as career pathways and hiring practices.

A woman with dark hair, wearing a white long-sleeved shirt and a blue apron, is holding a white sign with the word 'OPEN' in blue capital letters. She is standing in front of a green door. The background is slightly blurred, showing an outdoor setting with trees and a building.

Advancing economic mobility for individuals

Greater Portland Economic Recovery Plan



Target impact areas

Recommended action example:

More than 10 child care providers shared insights regarding the challenges in maintaining their operations and adequately paying staff.

- Address providers' needs for continued delivery of PPE, cleaning and general supplies, and food to off-set operation costs.
- Provide grants to pay for facility renovations, furniture and supplies required through new COVID safety regulations to help maintain healthy operations.
- Provide grant support to provide teacher hazard pay as an important action to maintain viable operations.

Supporting families & children

Greater Portland
Economic Recovery Plan



Implementation

- Social media tool kit
- Implementation Task Force
- Community partner presentations
- New projects





Help guide our region's recovery

Can your organization step up and lead one of the 14 actions identified in the [Greater Portland Economic Recovery Plan](#) still in need of a champion? Or is your organization already pursuing related actions? We want to connect!

- Visit the [Greater Portland Inc](#) [or Metro](#) [economic recovery websites](#)
- Email:
 - Brittany Bagent at brittany.bagent@greaterportlandinc.com
 - Jeff Raker at jeffrey.raker@oregonmetro.gov

Next steps

Integration back into the Comprehensive Economic Development Strategy (CEDS)

- CEDS is an action-oriented strategy for regional economic development.
- It is the result of a regionally-owned planning process designed to build capacity and guide the economic prosperity and resiliency of our region.
- GPEDD develops the region's CEDS **every five years**; it is currently underway and being developed in direct partnership with Metro.

Role of Regional Entities in Economic Recovery

- Regional political leadership is key to maintaining the momentum needed to move from planning to action
- Port's interest in and activities to support equitable economic recovery
- Alignment regionally on economic issues
- Federal Approach

Staff Recommendations

- Metro continues to coordinate efforts and support implementation of the Greater Portland Economic Recovery Plan.
- Metro Council consider sending a letter to the GPEDD affirming and articulating Metro's commitment to playing a leadership role in implementing the Economic Recovery Plan.

Discussion

- How should Metro Council and staff continue to be engaged in implementing the Economic Recovery Strategy?
- What Metro priorities should be included in the CEDS? What Metro policies do we want the CEDS to help inform?