

# METRO COUNCIL

## Work Session Worksheet

**PRESENTATION DATE:** 6/27/2017

**LENGTH:** 30 Minutes

**PRESENTATION TITLE:** GPI and Metro Collaboration

**DEPARTMENT:** Planning & Development

**PRESENTER(S):**

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### WORK SESSION PURPOSE & DESIRED OUTCOMES

- Purpose: Discuss current and potential opportunities to align Greater Portland Inc. (GPI) and Metro activities to support the region's economy.
- Outcome: Further Metro Council's understanding of how Metro and GPI staff are working together to leverage joint activities.

### TOPIC BACKGROUND & FRAMING THE WORK SESSION DISCUSSION

#### Metro and Our Economy

In addition to other important elements, Metro's six desired outcomes call for current and future residents to benefit from the region's sustained economic competitiveness and prosperity and for equity to exist relative to the benefits and burdens of growth and change to the region's communities. Economic and workforce development serve a crucial role in fulfilling these shared regional values and supporting the vitality of the Portland-Vancouver region. Proactive steps are needed to advance outcomes specific to the region's economic needs, including:

- Competitive business productivity and efficiencies
- Inclusive economic opportunity and financial security.
- Vibrant, interconnected communities that attract and grow business and talent.
- Resilient asset and systems management.

#### *Economic Value Atlas (EVA)*

Metro has initiated efforts in support of economic development activities by working together with key partners and stakeholders to develop an Economic Value Atlas (EVA). The EVA is a collaborative project to establish tools and an analytical framework to align the region's planning and infrastructure investment with economic development to strengthen our regional economy. It will provide a data picture of the regional economy we can use to align investments. The EVA will be a tool that can be used to help inform future investment decisions by defining outcomes to be achieved to support the economy across the region. It can also help identify future investment areas, where regional attention can support local partners to establish needed infrastructure, strategies, or policy changes to create beneficial economic outcomes. Metro's EVA work is supported by a significant partnership with The Brookings Institution.

#### Greater Portland Inc. and Our Economy

GPI provides support and services to companies seeking to relocate or expand in the region. GPI is supported by a public-private partnership involving more than 70 public-sector partners and private investors who are committed to advancing regional economic development through job growth and investment. GPI also serves as the Greater Portland Economic Development District

(GPEDD). The GPEDD is a not-for-profit organization working in Clackamas, Multnomah, and Washington counties in Oregon and Clark County in Washington. As the region's Economic Development District, GPI is directed by the Economic Development Administration (EDA) to develop and implement Greater Portland 2020 (GP2020) - the Comprehensive Economic Development Strategy (CEDS) for the region. GPI ensures that local economic development efforts are coordinated in pursuing business recruitment and retention, the region remains competitive relative to other markets, and engages in marketing activities that highlight the region's advantages nationally and internationally.

### ***Greater Portland 2020 (GP2020)***

GP2020 is a five-year, comprehensive economic development strategy to put the region on a path to shared economic prosperity. The plan calls for economic growth, while recognizing equal value in pursuing investments in social equity, diversity and inclusion to achieve its vision. The GP2020 strategy aligns business, education and civic leaders around regional economic priorities, pursuing results-oriented collaboration to implement the plan.

A set of three strategies have been enacted to pursue this vision and indicators have been established to track progress on each strategy as well as the overall plan:

1. **People** – Recruit, develop, and advance the region's talent.
1. **Business** – Grow business and pioneer innovation.
2. **Place** – Improve infrastructure to meet the needs of people, business, and innovation

### **GPI and Metro Collaboration**

Metro is renowned for its efforts to direct growth and support place-making by aligning transportation and land use investments. GPI and its link with economic development professionals provides a better understanding about larger market forces and what is currently needed to grow existing and bring new businesses to the region. Together, Metro and GPI are better able to pursue implementation efforts that reach a wider group of stakeholders and set a course to achieve targeted aspirations for economic competitiveness and prosperity based on inclusion, equity, and advancement for communities throughout the region.

### ***Metro Involvement in GPI Activities***

Through its membership with GPI, the Metro Council is represented on the GPEDD board. Metro staff have served on the CEDS Strategy Committee, participate in monthly Economic Development Professional meetings, and GP2020 Workgroups specific to each of the above Strategies (People, Business, and Place). Metro's membership with GPI leverages the region's economic development expertise to build a better understanding of the regional economy to ensure the region's investments are responsive to changing economic and workforce conditions. The EVA supports GP2020 implementation by ensuring the strategy informs public investments and by visually exhibiting how these economic conditions and competitive advantages are distributed in local communities throughout the region.

### ***GPI Involvement in Metro Activities***

GPI leadership and staff have participated heavily in the early development of the EVA. GPI co-hosted the launch and the organization's ongoing involvement will ensure economic development professionals are knowledgeable about the tool and can apply it in local community and business development. The EVA benefits from the region's CEDS (GP2020) through its framing of economic conditions, stated objectives for economic development, comparative economic indicators region-to-region, and the involvement of GPI partners with infrequent interaction in Metro's activities - an essential link to local economic development professionals and the private sector.

Additionally, intermittent collaborations on spatial analysis (e.g. mapping foreign direct investment activities in the region) and data sharing has supported each organizations' initiatives and the organizations regularly provide letters of support when pursuing financial resources from higher level federal, state, and philanthropic resources.

***Next Steps to Explore***

Metro and GPI are exploring how to leverage this existing collaboration on the EVA and GP2020 and deepen our partnership on these and other initiatives. Next steps to be discussed include:

- a) more formalized data resource sharing and alignment on analytical activities,
- b) establishing agreements for ongoing staff-to-staff partnerships and communication,
- c) collectively pursuing federal, state, and philanthropic resources in support of complementary initiatives, and
- d) foster additional private sector interest and involvement with Metro activities.

**QUESTIONS FOR COUNCIL CONSIDERATION**

- Are there other opportunities Metro Council would like staff to pursue in collaboration with GPI?
- What questions does Council have for staff?

**PACKET MATERIALS**

Would legislation be required for Council action ☐ Yes ☒ No

If yes, is draft legislation attached? ☐ Yes ☐ No

What other materials are you presenting today?