



Metro



**Growth Concept Refresh / Planning for a New Economy**  
May 14, 2019 Metro Council work session

# Why now?

- Our regional plan is almost a quarter century old
- The economy has changed
- We need to incorporate:
  - Racial equity
  - Additional climate change mitigation
  - Climate adaptation
  - Resilience



# Another era: stills from a 1995 vintage Growth Concept video



# New houses were... modest

64 LOTS  
WALLED COMMUNITY  
RANGING FROM 5,500-10,000 SQ FT  
Prices start at **\$28,500**



# Portland was overrun by hipsters with beards.



**Apparently, there was traffic then.**



# Geese were friendly??



**Metro had a growth management  
hotline.**



**call  
Metro's  
Growth Management  
Hotline  
797-1888**

# Elected officials saw the value of planning for a desired future



# The region made choices to shape the future



# Still, some concerns remain



# Remember when people drove their own cars?



# Remember when we had few plans for adapting to extreme summer heat?



# Or frequent winter flooding?



# Remember when there were few trees or parks in east county and Aloha?



# Remember when a full-time job didn't pay the rent?



# Remember when there were racial disparities in housing opportunities?



# What should be addressed in a long-range regional plan?



# Staff recommendations: themes

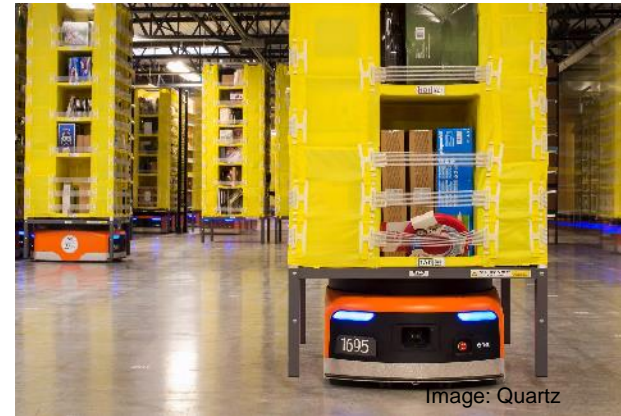
Planning for a New Economy

Great Places

Community Resilience



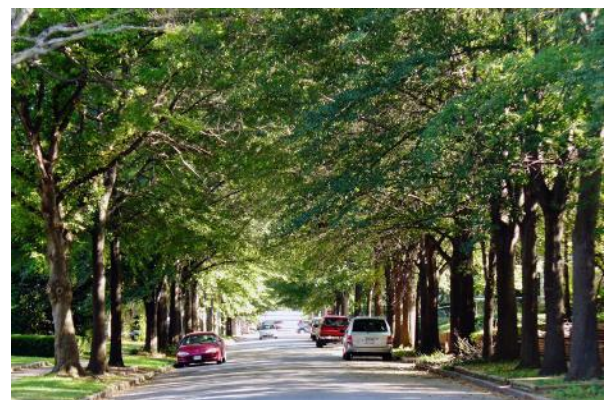
# Proposed theme: Planning for a New Economy



# Proposed theme: Great Places



# Proposed theme: Community Resilience



# Proposed program phasing

## Phase 1

- Understand the trends, including economic trends
- July 2019 – June 2020

## Phase 2

- Update the Future Vision
- July 2020 – June 2021

## Phase 3

- Engage the public to update the Growth Concept
- July 2021 – December 2022

## Phase 4

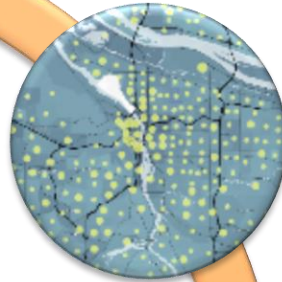
- Set the path forward
- Jan 2023 – summer 2023

# Questions for Council

1. Do the proposed program goals describe and capture the Council's direction appropriately?
2. Do the proposed themes and topics encompass the issues the Council would like to address in a Growth Concept Refresh?
3. Does the proposed timeline and phasing of work make sense to Council and align with other priorities?
4. Does Council wish to provide preliminary direction on public engagement to inform future phases of work program development?

# Exploring the Future of Our Regional Economy

Charting A New  
Approach To  
Land Use +  
Planning For  
The New  
Economy



**How are we using  
our land today and  
what do we expect  
our economy to  
look like?**

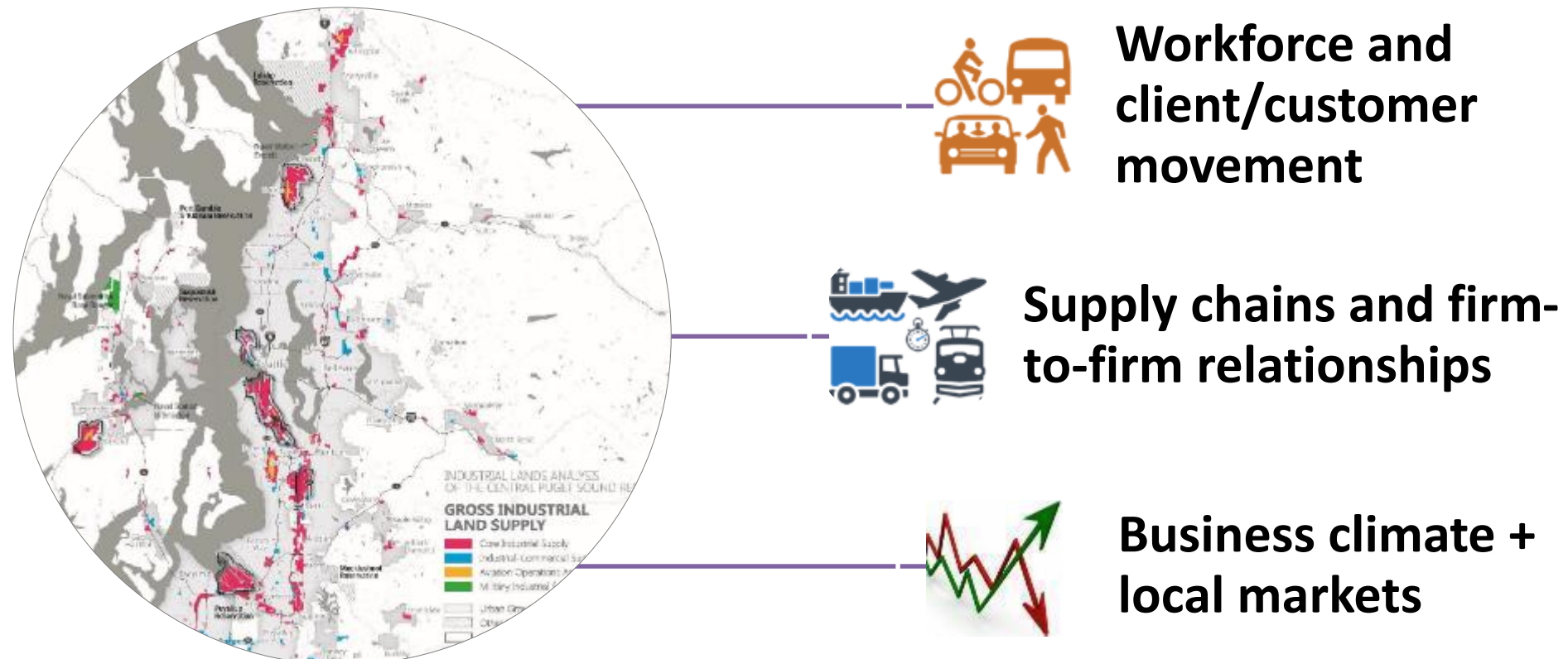


**How do disruptive  
economic trends  
change these  
expectations?**



**What can we test  
now? How can we  
advance a more  
strategic  
approach?**

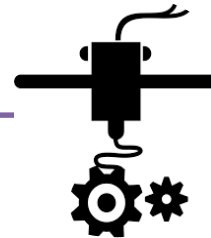
# What's the role of different areas in the region's economy?



# How do economic disruptions change our expectations?



**Automation and  
"Amazon" effect**



**Micro-scale  
manufacturing**



**Gig/sharing  
economy and co-  
working**

# What sites or policies can we test to set a new path forward?



**Retooling retail developments?**

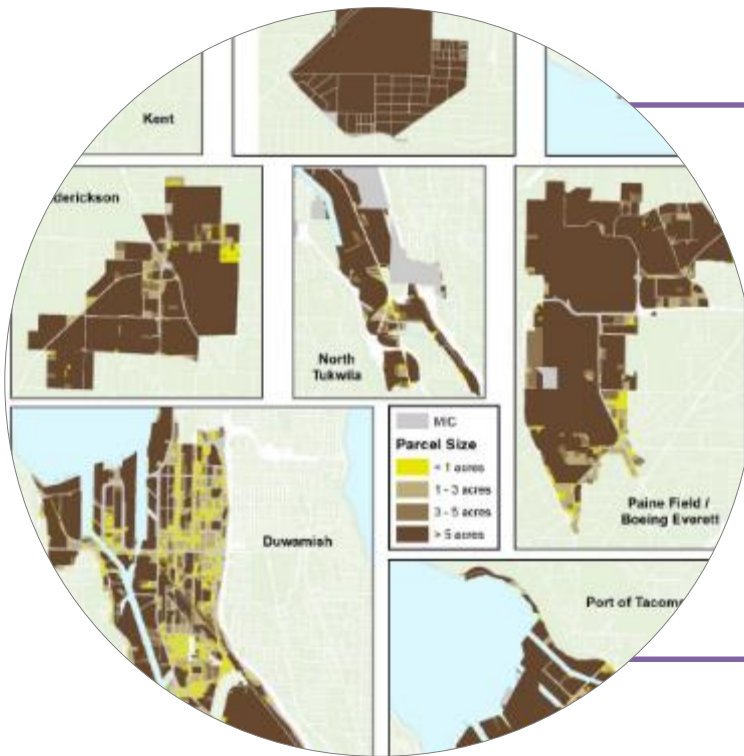


**“Makers” Scale Up?**

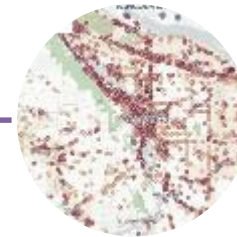


**Innovation quadrants/districts**

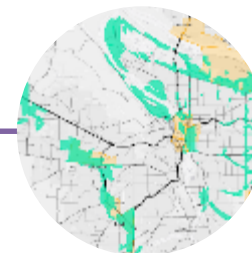
# What sites or policies can we test to set a new path forward?



**Revisiting  
industrial and  
employment  
land policies and  
zoning**

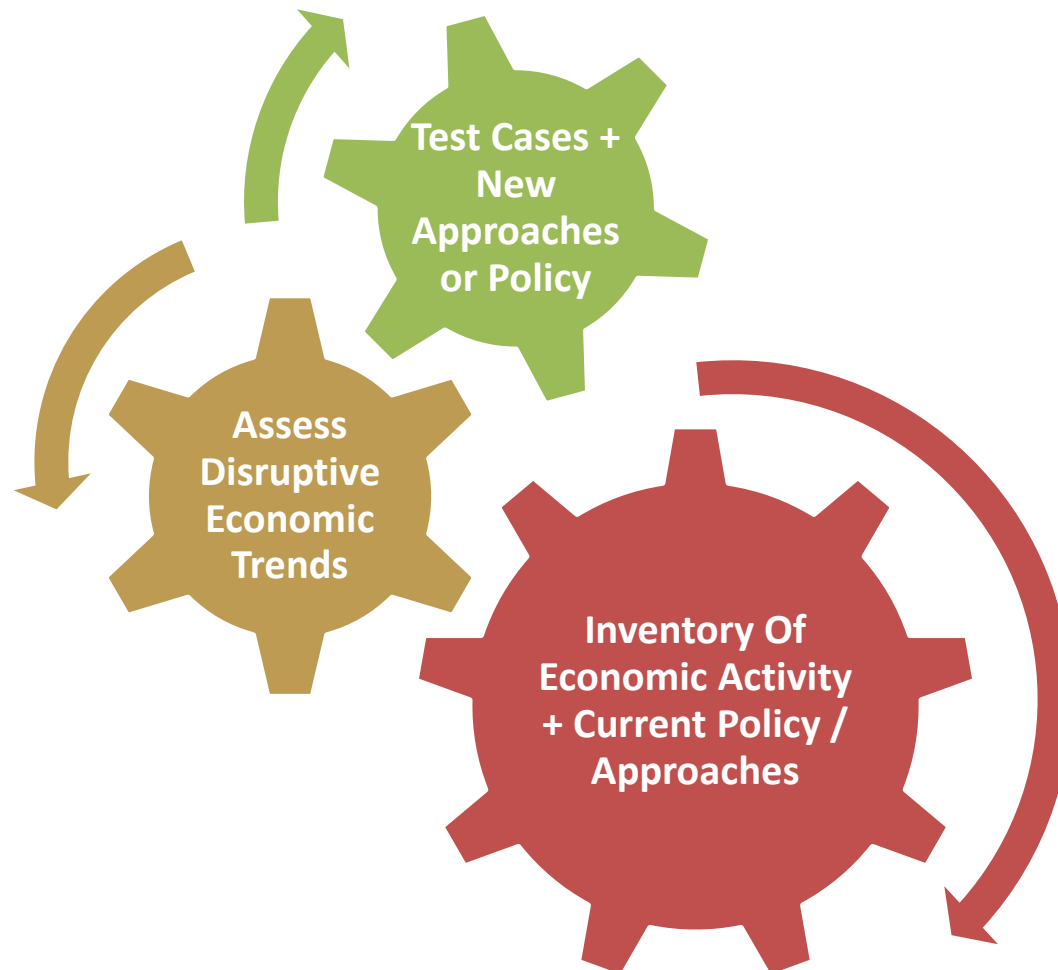


**Building and  
leveraging new tools  
for site readiness and  
brownfields  
redevelopment**

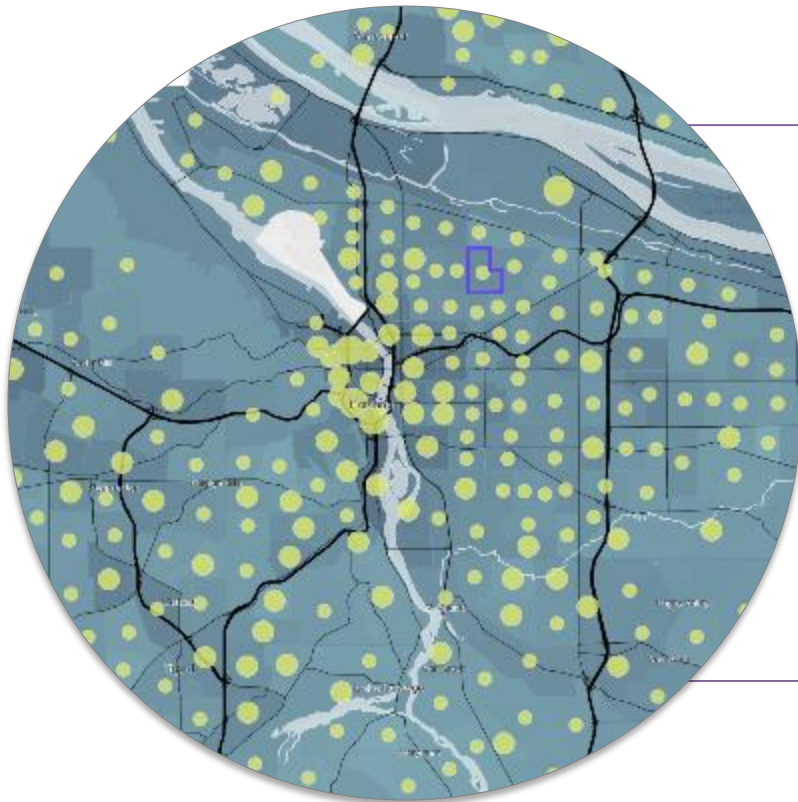


**Working with  
partners to  
form economic  
districts/areas  
of focus**

# Planning for a New Economy



# Shared Economic Values from Economic Value Atlas



**Business:** job activity, market connectivity, target industries, and labor access



**People:** diversity, inclusivity, and job access



**Place:** developability, livability, affordability, and market activity

# Economic Value Atlas

**A collaborative project to establish tools and analysis aligning planning, infrastructure, and economic development to build agreement on investments to strengthen our regional economy.**

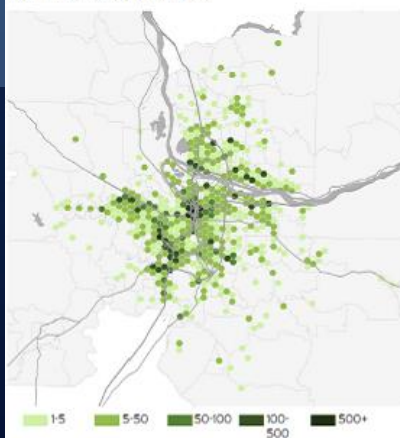
**<http://evatool.oregonmetro.gov/>**

**oregonmetro.gov**

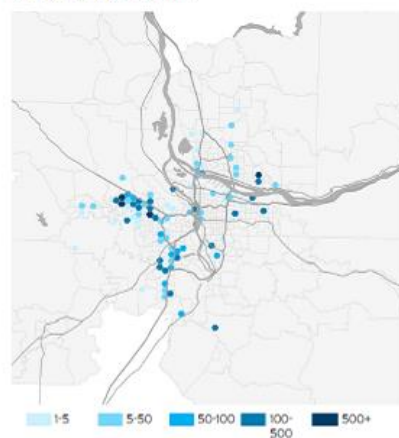


## Six focus clusters and other major industries, employment by area, METRO counties, 2015

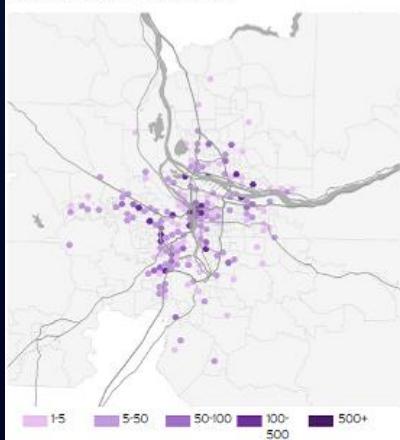
Clean Tech + Green Cities



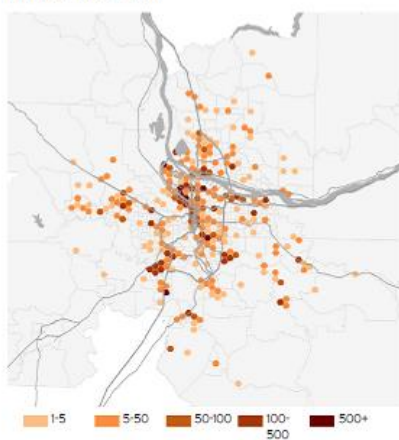
Computer + Electronics



Health Science + Technology



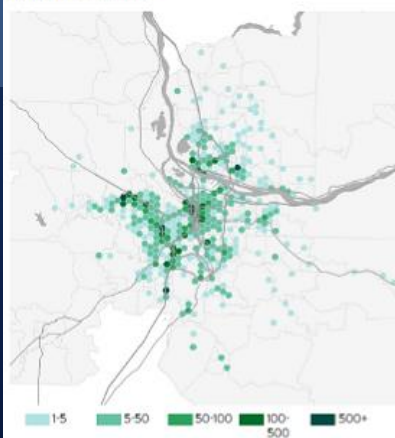
Metals + Machinery



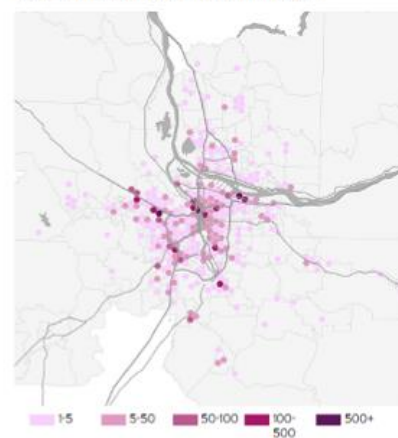
Source: Brookings analysis of InfoUSA data

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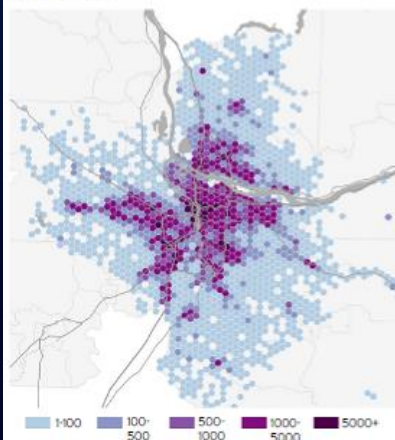
Software + Media



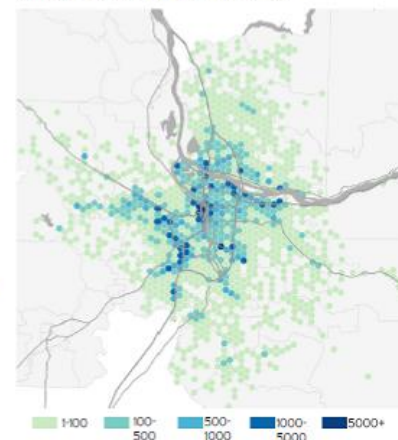
Sporting Equipment + Apparel + Design



Local Services



Tradable Services + Tradable Goods



Source: Brookings analysis of InfoUSA data

# Let's Visualize Economic Conditions + Values For Our Region

