

## MPAC Worksheet

### Agenda Item Title:

Building Power In Community: People-Centered, Place-Based Development

### Purpose/Objective

(what do you expect to accomplish by having the item on *this meeting's* agenda):(e.g. to discuss policy issues identified to date and provide direction to staff on these issues)

Metro Council – as part of its direction on its 2018 urban growth management decision – adopted Resolution No. 18-4914. Among other things, this resolution directed staff to return to the Metro Council in 2019 with two proposed work programs that: (a) apply the new Economic Value Atlas to address future regional employment trends, and (b) update the 2040 Growth Concept. As part of this work, Metro Council and regional leadership seeks to better understand the changing employment land needs in the context of growth management decisions.

Metro staff is advancing on the Planning for Our Future Economy project, an effort that will be aligned with the development of the 5-year Comprehensive Economic Development Strategy and implemented in coordination with Greater Portland Inc. MPAC was briefed on this project and an initial panel was held in October 2019 to share insights about what our region can do to pivot to the future economy from the perspective of entrepreneurs, business accelerators, real estate investors, and lenders. Additional panels will be held to represent specific industry sectors as well as key trends and disruptions in the region's economy.

This event represents an opportunity to further explore the challenges and opportunities of community-led economic development and place-making. MPAC will be joined by Prosper Portland and Purpose Built Communities, as well as multiple community partners, to consider four local initiatives underway in the region:

- Centro Cultural – Downtown Cornelius Cultural District
- Fourth Plain Forward – Vancouver Washington
- Rosewood Initiative – Neighborhood Prosperity Initiative (NPI)
- Native American Youth and Family Center – 42<sup>nd</sup> Avenue and Cully NPIs

MPAC and other participants will come away from this meeting with a better understanding as to how Metro can support People-Centered, Place-Based Development approaches.

### Action Requested/Outcome

(What action do you want MPAC to take at *this meeting*? State the **policy** questions that need to be answered.)

MPAC will explore how it can provide staff with initial direction on how to support and incorporate lessons learned from community-based economic development approaches into the economic component of Metro's upcoming refresh of the 2040 Growth Concept, the region's 1995 conceptual plan for long-term growth. The following policy questions will be explored:

- **Creating a shared vision** – How can policy makers support community groups to create a shared vision for place-based development?

- **Enfranchisement and decision making structures** – How can decision making structures be redesigned to encourage more community involvement and to effectively share power?
- **Placemaking and rootedness** – How does place-based development improve other community outcomes?
- **Defining and expanding the boundaries of economic development** – How to advance an inclusive economic development approach that embraces the transitions in our society and prepares the region for the disruptions and challenges ahead?
- **Coalition and partnership building** – What is the next step in building the partnerships to carry this work forward?

**What has changed since MPAC last considered this issue/item?**

In October, MPAC was briefed on the Growth Concept 2040 Refresh and Planning for Our Future Economy project. This event is one of a series of panels and other events that explore approaches to planning and investment to respond to transitions, new thinking, and key disruptions in the regional economy. Additional panels will be held to represent specific industry sectors as well as key trends and disruptions in the region's economy.

**What packet material do you plan to include?**

(Must be provided 10 calendar days prior to the actual meeting for distribution)

Event Flyer - Building Power In Community: People-Centered, Place-Based Development