



**BI-STATE COORDINATION COMMITTEE
MEETING SUMMARY
July 10, 2014
Metro Council Chamber**

Members Present: Tom Hughes, Jules Bailey, Nancy Baker, Philip Johnson, Rian Windsheimer, Alan Lehto, Jeff Hamm, Jack Burkman

Staff Present: Andy Cotugno, Sheila Martin, Matt Ransom, Frankie Lewington

Metro Council President Tom Hughes called the meeting to order at 9:33 A.M.

1. WELCOME AND INTRODUCTIONS

Each member introduced him/herself to the group and noted which jurisdiction or organization they represented.

2. REVIEW OF MINUTES FOR MAY 1, 2014 MEETING

There was one correction submitted by Mr. Lehto which was made to the minutes. Mr. Burkman made a motion to approve the minutes from the last meeting, Ms. Baker seconded. The motion was passed unanimously.

3. REGIONAL ECONOMIC DEVELOPMENT AND WORKFORCE PLANNING AND INITIATIVES

Regional Industry Clusters

The first presentation, given by Sheila Martin, Director of the Institute for Metropolitan Studies at PSU, gave an overview of the region's industry clusters. Her presentation focused on how our region is internally connected through people, commuting, migration, changing demographics and the economy – specifically employment throughout the region's industry clusters.

Ms. Martin emphasized that economic policy made in one jurisdiction affects every other jurisdiction in our region, whether it be roads, workforce, housing, etc. Because the federal government has been unable to move forward with effective policies, regions have had to take it upon themselves to solve their economic issues.

Ms. Martin also noted that to be a vibrant economic region, we must be socially connected. Ms. Martin emphasized that meeting new people and sharing each other's experiences breed not only strong economic connections but strong social connections as well (i.e. theater, restaurants, shopping, etc.)

Ms. Martin then gave brief overviews of the significant traded sector clusters in our region with high-growth and high-wage potential:

Clean technology: Region has a competitive advantage in designing clean power and presence of consulting services. The Greater Portland region's advantage in this industry lies with a history of environmental stewardship and a workforce skilled in semiconductor production.

Software: The Greater Portland region has a reputation for open source innovation, however local employees have relatively low salaries compared to other west coast cities. There is the opportunity for growth with entrepreneurial efforts of our open source industry.

Athletic outdoor: Nike, Jansport, Columbia Sportswear take advantage of the region's design talent and strong customer support along with other advantages such as the advertising workforce

Advanced manufacturing: The region has advantage in high wage knowledge intensive industries. This evolved from an overlap of metals, machinery and other high tech industries based around the region.

Turning her attention to the maps, Ms. Martin pointed out that there is more employment in industrial areas and concentrations are where we expect them – along rivers, highways and other highly industrialized parts of region.

To conclude the presentation, Ms. Martin reiterated that because these industries are regional in nature, economic development policies should reflect that, such as GPI's current efforts. She also noted that it's important to track policy at the local level that might be affecting regional policy. In closing, Ms. Martin emphasized the cost of collaboration and coordinating policies that support the growth of these clusters is outweighed by the benefits to our region.

Mr. Andy Cotugno noted that the employment discussed in the presentation is industrial which to a large degree is not compatible with development in centers. He noted that retail and office are compatible with centers but not accounted for in this industrial analysis. Additionally, he pointed out that he would like to see more of the jobs discussed in the presentation located in regional centers and Portland's city center.

Mr. Alan Lehto mentioned that the yellow and red maps could be misleading because it doesn't identify density, just number of employees. He noted downtown Portland barely stood out at all and doesn't compare to Intel because of the analysis zone size. Mr. Lehto also pointed out the importance of providing good transportation to those manufacturing jobs.

Mr. Tom Hughes stated that the map on the front that delineates commercial, industrial and mixed-use residential jobs looks like the Metro 2040 map. He mentioned that the centers have clustered economic activity around them with projected and planned density figures.

Ms. Martin emphasized that the map referred to was strictly a zoning map and doesn't reflect actual locations of current employment while Figure 2 (the yellow and red map) shows what the zoning aspires to.

Mr. Jack Burkman asked if there was a historical picture to assess where we were and where we are now in terms of industrial employment location and zoning. Ms. Martin noted that the source of data does not go back earlier than the mid 90's but would look for the earliest map/source of data that would provide an informative historical comparison.

Mr. Lehto stated openly to the committee that it is important to find a role the committee can play moving forward to encourage more of these industry clusters to locate and attract a workforce because of the high-wage and high-tech elements of the region.

State of Regional Economy and Greater Portland 2020 Initiative

The second presentation, given by Janet LaBar, President and CEO of GPI, focused on the current state of the regional economy along with the rollout of the Greater Portland 2020 Initiative, the region's 5-year economic strategy. After providing a brief overview of her previous work experience, Ms. LaBar gave a snapshot of the region's economic welfare.

She noted that renewable and clean technology industries are thriving and that overall, 85,000 jobs have been recovered in the region since the great recession. This rate has outpaced the national average. National companies have also been expanding, with Nike being one example.

From her own observations, the Greater Portland region has a natural magnetism for attracting great people because of the quality of life. However, she noted that Greater Portland should be getting more looks by companies. Something is not quite connecting because with all that our region provides, there should be many more job opportunities.

She's been hearing stories where kids from the Pacific Northwest go to college and come back and cannot find jobs. She envisions GPI playing a role with regional partners in the next evolution of the region. The 2020 plan will be an economic development plan that is action-oriented.

Ms. LaBar went on to describe an "economic ecosystem" which includes human capital, infrastructure, workforce development, etc. However, she noted that GPI cannot take on all of these elements and nor is that their mission. The intent of the 2020 plan is to unite more than 100 regional organizations, inventory these efforts, and then centralize and create regional actions to address economic development.

Greater Portland competes with Austin, Nashville, and other growing markets. However, Ms. LaBar emphasized that economic competitiveness is global and that we cannot be left behind because everyone is stepping up their game. GPI is working with Market Street, a firm that offers strategic economic development services, to assist in the effort of assessing the assets of the Greater Portland region. This effort will identify strengths and gaps that GPI and its partners will focus in on.

Next year will be the roll out of 2020. Ms. LaBar stated that competition will be fierce and to attract high-wage employment and a skilled and intelligent workforce, regional collaboration and adhering to a robust economic development strategy will be vital to the success of Greater Portland.

Mr. Hughes mentioned the organizations of the region need to look at GPI as the convener of collaboration. GPI is first truly bi-state organization that we've had and both states have vested interests in what's going on with one another. The economic health of this region depends on the entire region, including Washington, and GPI is in a position to pull efforts together.

Mr. Burkman noted that we need to be competitive against other regions, not each other. Mr. Hughes agreed and referenced the Integra displacement from Portland to Vancouver where there

was not too much friction. GPI was integral in this smooth transition by reinforcing point that both states benefit from this regional economy.

Mr. Hamm noted that this philosophy was not universally shared and that for a successful regional economy, the message of collaboration needs to be reinforced. We need to continue to show how we're knit together.

Workforce Development Cooperative and Related Regional Workforce Initiatives

The final presentation, given by Jeanne Bennett, Executive Director of the Southwest Washington Workforce Development Council, was an overview of the Columbia-Willamette Workforce Collaborative, a partnership of the SWWDC, the Workforce Investment Council of Clackamas County and Worksystems, Inc. She gave a brief synopsis of each organization that makes up the Columbia-Willamette Workforce Collaborative.

The collaborative's mission is to support a qualified regional workforce. The collaborative works as the driver of regional workforce development, not job creation. The main challenge posed by Ms. Bennett was how to make jurisdictional boundaries disappear to ensure collaboration over state lines.

The collaborative has also had to deal with mounting challenges, including diminishing resources and worker and skills mismatch. Over the last ten years, money received from the federal government has been cut in half.

However, the Workforce Collaborative has grown through successes and failures. For example, Ms. Bennett noted that collaborative recently wrote a grant that was deemed a "big failure". Members worked through the issues and when the opportunity for another grant came about, the effort was turned out to be more successful. Ms. Bennett noted that with these types of failures, collaborative just gets stronger.

Between these three boards, \$30 million has been invested directly into community colleges, young people struggling in high school and those who need to attain additional works skills. This collaborative has been successful at getting federal grants and as noted by an employee within the Department of Labor, this is "some of the most innovative work that is being seen around country."

The main goals of this effort are enhancing business engagement, increasing effectiveness, coordinating activities and resources, aligning workforce and economic development and, improving regional competitiveness.

Mr. Hughes stated that from polling data, it is difficult for some college graduates with limited technical skills to get jobs that are targeted through workforce development. Should region target college graduated with specific degrees?

Ms. Bennett addressed the concern and said a broad base of skills from college graduates is an important component for a region's economic success. She mentioned that Oregon State University has a one year computer programming program for anyone with BA/BS. This is a great platform for people to get other skills.

Mr. Jules Bailey noted that from his perspective, he liked seeing that workforce development drives economic development. He stressed the importance of engineers and welders alike. He also noted it's important to develop a strategy to take existing assets and what's being underutilized and use that to inform job and workforce training.

Prompted from the committee, Ms. Bennett noted that there are opportunities for workforce development online. One example she mentioned was a program that gave out "badges" for specific trainings. These badges can accumulate and work into credentials.

Worksystems, Inc. piloted the program and bought 10,000 licenses (4000 signed up in 48 hours). The program focused on learning how to code.

Mr. Burkman noted the conversation is leaning towards breaking away from traditional models.

Questions he brought in front of the committee were:

- How do you give credit for what workers already know?
- How to keep them more engaged?
 - Benefits of untraditional programs swing back and forth – students miss soft skills if they're not in classroom.
- How do we get people through quicker, more interested and into workforce?

Mr. Cotugno shared an example of a training curriculum within PCC but where residents of Clark County residents could register for same program – shows how collaborative efforts can work. Another example brought before the committee was a certified technician program where 5 community colleges joined together in proposal. They developed the same curriculum which means every student will have the same skills and same breadth of knowledge.

Mr. Hughes noted the common thread of economic development and an improving economy – we are better working together than against one another. This will be a healthy situation glad moving forward.

Mr. Burkman pointed out the main purpose for convening this committee was around bi-state transportation issues. However, these conversations highlight the need to help keep moving these efforts ahead from a broader bi-state perspective.

4. FUTURE MEETING AGENDA PLANNING

Mr. Hughes offered up discussion for future agenda topics to the committee. Mr. Cotugno brought back Ms. Martin to briefly discuss the Oregon/Washington Values and Beliefs survey results. Ms. Martin noted that the first part of survey was complete but did not want to present any of the data without interpretation. Ms. Martin asserted that the entire survey would be completed in the next couple months and she will check in with Adam Davis for updates.

Mr. Hamm sought out a potential presentation of alternative modes of transportation for commute trips.

Mr. Rian Windsheimer noted that a group in Tualatin, located at the Chamber of Commerce, developed a van pool at the WES Station to transport employers throughout different business locations in Tualatin. He emphasized moving past traditional providers and finding other opportunities to get to work.

Mr. Lehto noted that this service in Tualatin is paid for by federal funds directed through TriMet. TriMet funds a grant program for people who want service that do not already have access to TriMet fixed services. Mr. Burkman noted this was a rich topic that should be explored further.

Ms. Martin noted the evaluation of regional transportation governance models was not funded by OTREC. Data was gathered from websites of other bi-state MPO's. Information that was looked at included how governance structure was characterized and how different bi-state organizations governed transportation policies.

Mr. Windsheimer asked for clarification of this research and if there was a problem with current governance structure between WA and OR.

Mr. Burkman responded by saying this was a broad effort to improve upon ways to tackle issues from a bi-state perspective. This research is not a reflection on what is being done poorly but what could be more robust and efficient ways to govern and coordinate bi-state efforts.

Ms. Martin noted that she will be gathering information as background on this subject and Mr. Windsheimer offered to provide additional information. Mr. Cotugno reiterated that this effort is not looking for the best answer but just "looking around."

Mr. Matt Ransom noted an update of the linkage between RTC and RTP efforts would be appreciated. Mr. Cotugno suggested a regular status report on the CRC during the convening of this committee.

Following Mr. Cotugno's statement, Mr. Burkman suggested keeping a list of significant bi-state issues to stay up to date on.

Seeing no further business, the meeting was adjourned by Chair Tom Hughes at 11:04am