

# Working there with innovation and opportunity

## Economic Value Atlas 2016-18

*Strengthening our regional economy means growing new industries, supporting local business, creating connected communities with access to family-wage jobs, and building opportunity for all.*

*The vision of the Economic Value Atlas is to establish tools and analysis that aligns planning, infrastructure, and economic development to build agreement on investments to strengthen our regional economy.*



## Shared Economic Challenge

Our region's dedication to creating a great quality of life has brought an influx of new residents and rapid job growth. This growth challenges the region's livability with cost of living and equity concerns, wage disparities, challenging commutes, and fewer affordable housing options. Our firms can't always find the workers they need or move goods and people efficiently.

We have robust land use and transportation planning, but we also need to ensure our economy thrives. We need to think about where businesses are growing, what they need, how people get there, and how products get to market. This goes beyond raw job numbers and acreage to creating a place that attracts business and talent.

*The Economic Value Atlas will inform policy and investment to support growing industries and create access to family wage jobs and opportunities for all.*

## Opportunities for partnership, implementation, and investment

By sharing resources and information at a regional scale we will be able to build and leverage distinct competitive advantages for communities and industries. The Economic Value Atlas will provide a solid data foundation for activities such as:

- Define potential areas for partners to collaborate and develop shared investment strategies.
- Provide a data picture of the regional economy to align investments to achieve the coordinated vision between Greater Portland 2020, the 2040 Growth Concept and the Regional Transportation Plan.
- Pinpoint areas of focus for regional investment bridging local and regional economic development aspirations.
- Outline a path forward to pursue policy, actions, and investment that help secure these outcomes.

### Key advantages of the Economic Value Atlas

1. New mapping and discoveries about our regional economic landscape
2. Links investments to local and regional economic conditions and outcomes
3. Informs policy – provides a foundation for decision makers to understand the impacts of investment choices



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Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy and sustainable transportation and living choices for people and businesses in the region. Voters have asked Metro to help with the challenges and opportunities that affect the 25 cities and three counties in the Portland metropolitan area.

A regional approach simply makes sense when it comes to providing services, operating venues and making decisions about how the region grows. Metro works with communities to support a resilient economy, keep nature close by and respond to a changing climate. Together we're making a great place, now and for generations to come.

**Metro Council President**  
Tom Hughes

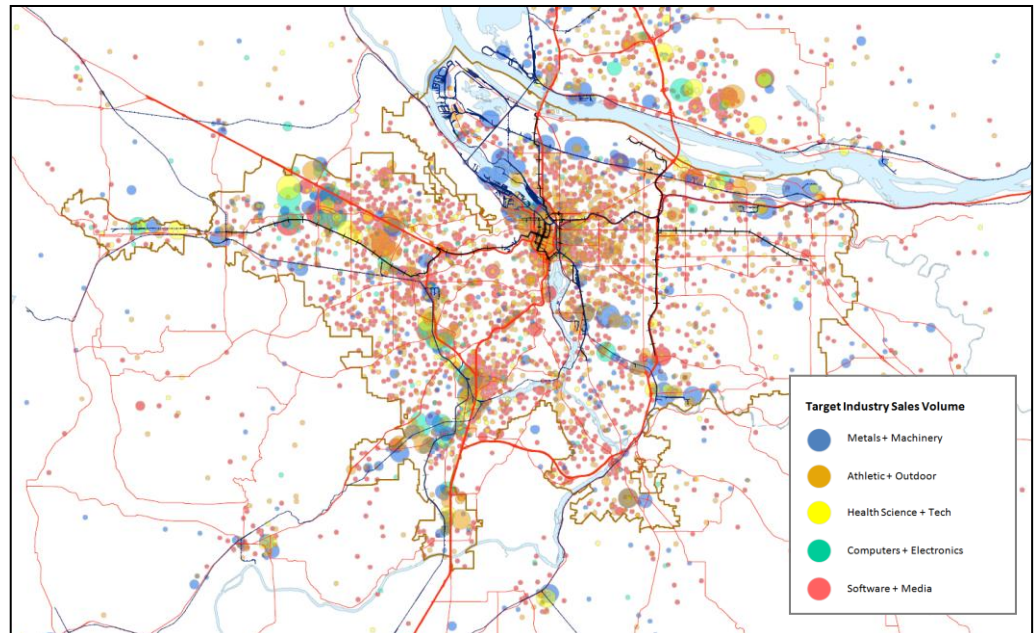
**Metro Council**  
Shirley Craddick, District 1  
Carlotta Collette, District 2  
Craig Dirksen, District 3  
Kathryn Harrington, District 4  
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*Mapping our economic landscape to inform policy and decisions*

## Event series

The project began with a kick-off event series in 2016 that established links to national economic leaders. Discussion topics included:

- Leveraging global trends to secure new investments, growing new business and innovating in thriving industry sectors.
- Building on local community assets and improving access to opportunity for diverse populations.
- Making wise investments in infrastructure to support our regional economy.

## Timeline of activities

### Spring 2016 – Spring 2017

Phase 1 | Startup and Partner Engagement

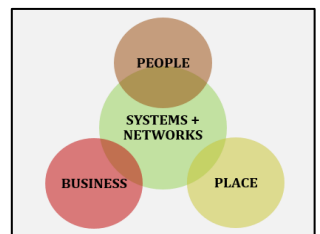
- Economic Development Listening Tour
- Kick-Off Event Series and Task Force Formation
- Initiate Regional Market Assessment
- Draft Analysis Framework



### Spring – Winter 2017

Phase 2 | Analysis and Tool Development

- Final Market Assessment
- Early spatial mapping and tool development
- External review and refinement



### 2018

Phase 3 | Delivery and Implementation

- Final Economic Value Atlas and Mapping Tool
- Implementation Plan and Applications



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