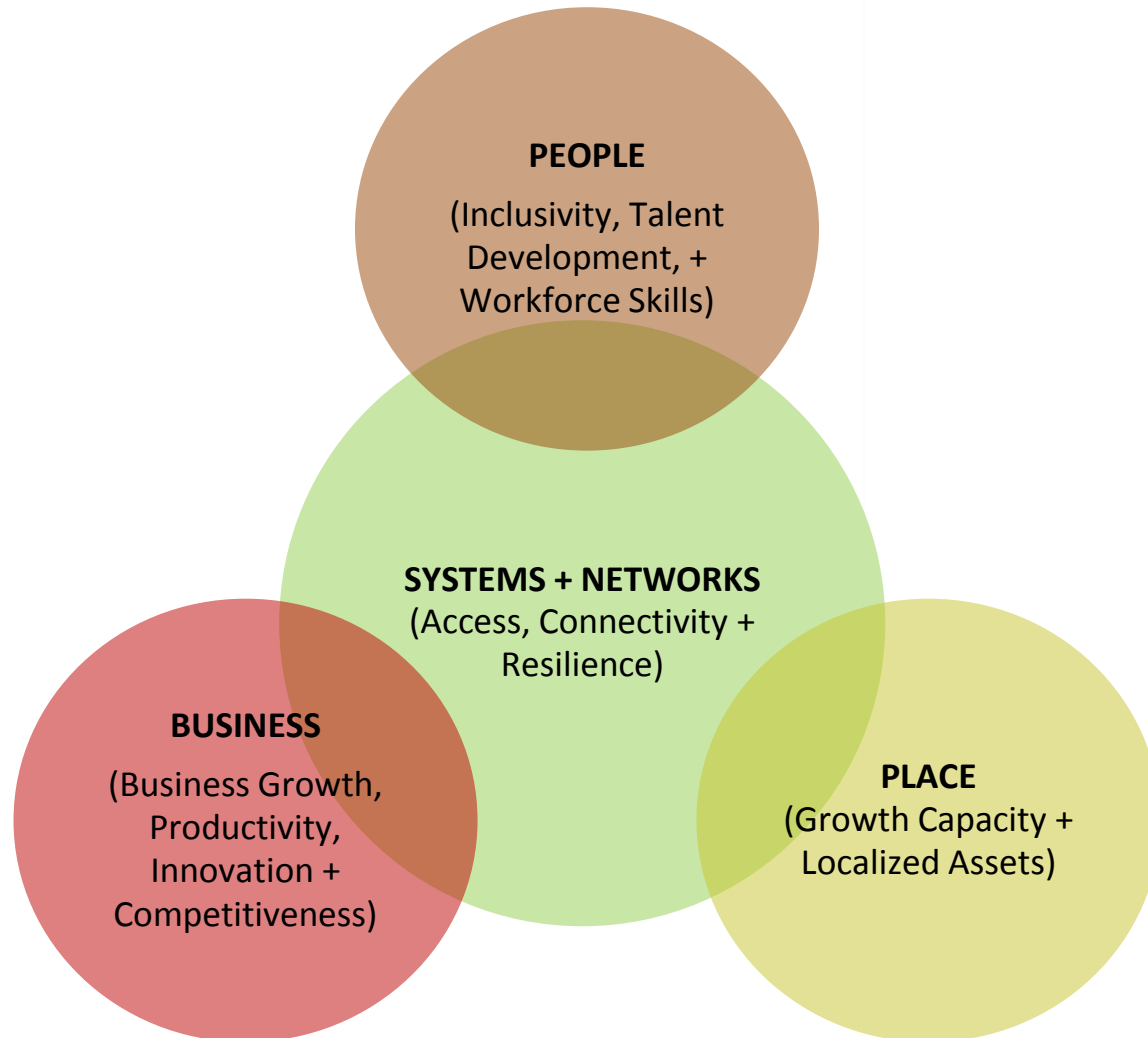




Metro

# Metro + Our Economy: Building An Economic Value Atlas

# Our Economic Values



# Business

Businesses need support for entrepreneurs and research innovations that respond to increasing demands for new technology and productivity



**JOB +  
FIRM GROWTH**



**OUTPUT +  
PRODUCTIVITY**



**INNOVATION +  
ENTREPRENEURSHIP**



**MARKET  
COMPETITIVENESS**

# People

Businesses need diverse talent and their people need an inclusive economy with opportunities to build skills to meet industry demand



**WORKFORCE  
CAPACITY**



**INCLUSION +  
COMMUNITY STABILITY**



**DIVERSITY +  
EQUITY**



**HEALTH +  
SAFETY**



# Place

Businesses need accessible, affordable, and livable communities to attract and retain talent



**DEVELOPMENT CAPACITY**



**AFFORDABILITY**



**COMMUNITY ASSETS**



**GROWTH PROJECTION**



# Systems + Networks

Businesses need an efficient, accessible and resilient infrastructure system for goods and workers



**GOODS MOVEMENT**



**PEOPLE MOVEMENT**



**ACCESS + CONNECTIVITY**



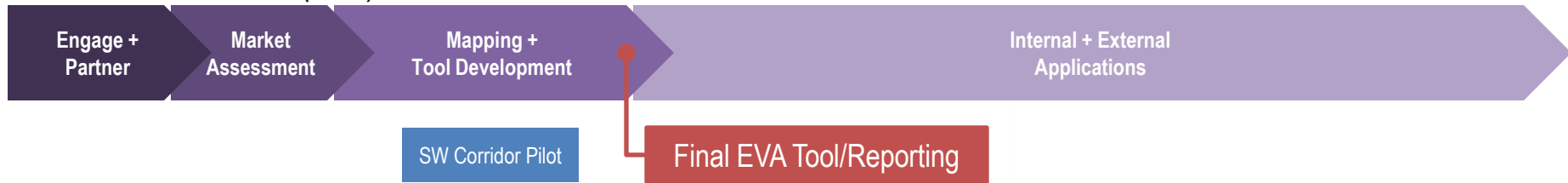
**RESILIENCE**

# Economic Value Atlas

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

# Project Schedule

## *Economic Value Atlas (EVA)*



- Spring 2017– **Market Assessment**
- Fall 2017 – **Data Preparation + Economic Indicators**
- Winter 2017-18 – **Economic Value Atlas**
- Spring 2018 – **Final Report + Presentation**
- Summer 2018 – **Implementation**

# Project Objectives

- Provide a data picture of the regional economy we can use to align investments
- 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

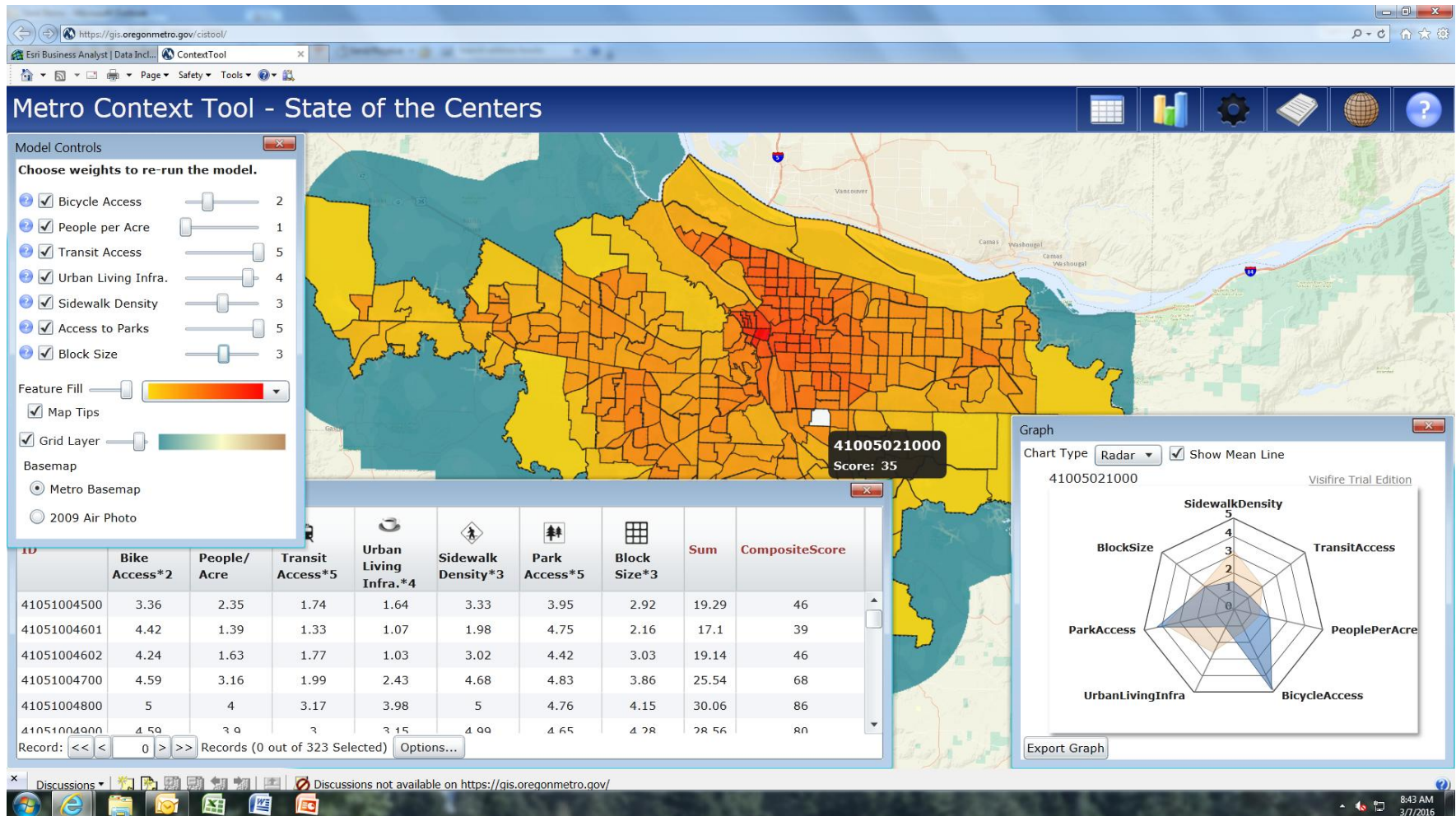
# Bridging Local + Regional Economic Aspirations

## SAMPLE: Rockwood Rising Project



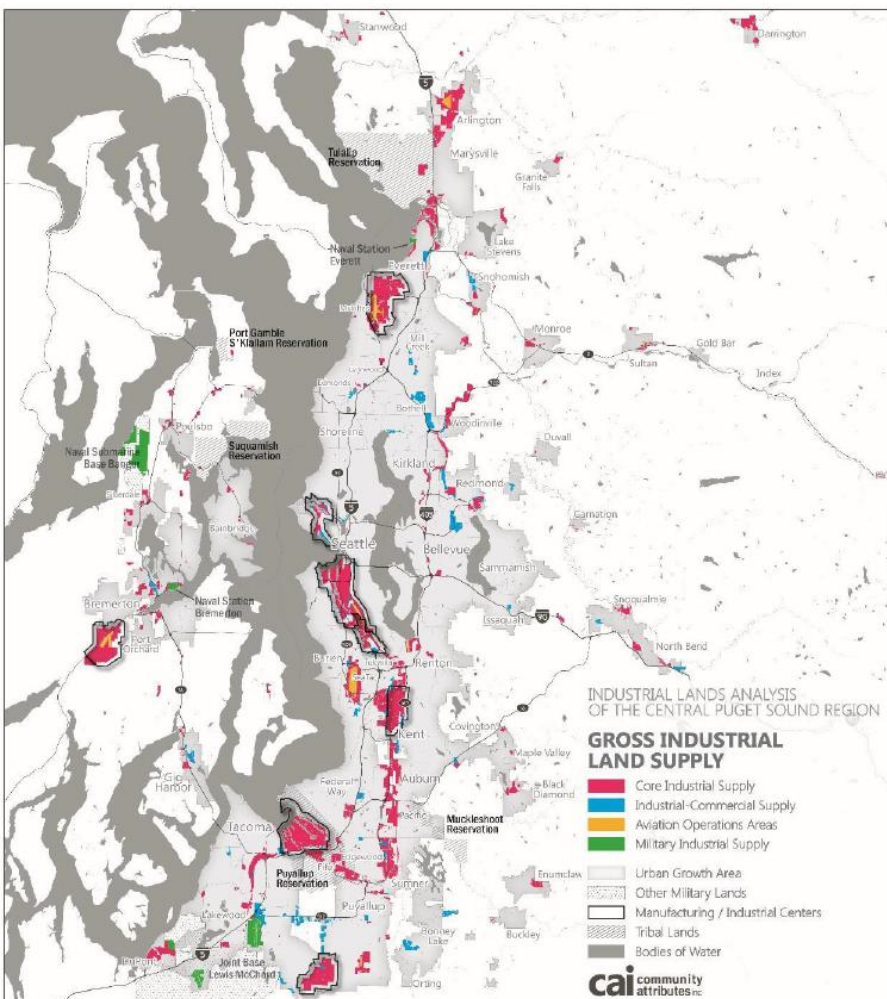
# A Data Picture to Pinpoint Areas of Focus for Investment

## SAMPLE: Metro Context Tool



# A Path Forward For Plans, Policies, + Actions

## SAMPLE: Puget Sound Industrial Area Planning



- **Understand existing tenants**, private site improvements + firm interdependencies
- Consider prospects for **certain industry operations in non-industrial areas**
- **Analyze** available building area; development transactions/pipeline; and lease, absorption and vacancy rates
- **Further classify industrial zones**, while maintaining flexibility/interchangeable nature of land supply for certain industry operations
- **Use firm prospects and development market trends to set development goals +** prioritize mobility/access improvements

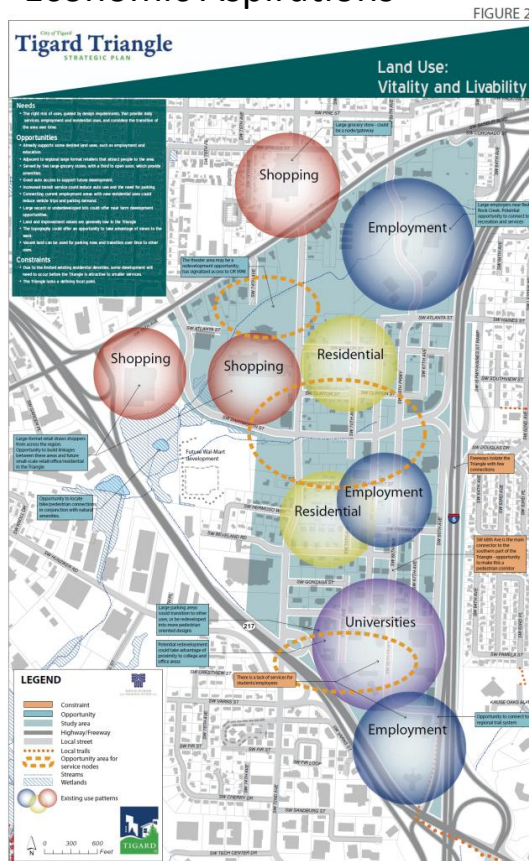
# Aligning Investments to Realize Economic Aspirations

## SAMPLE: Tigard Hunziker Industrial Area Infrastructure Project

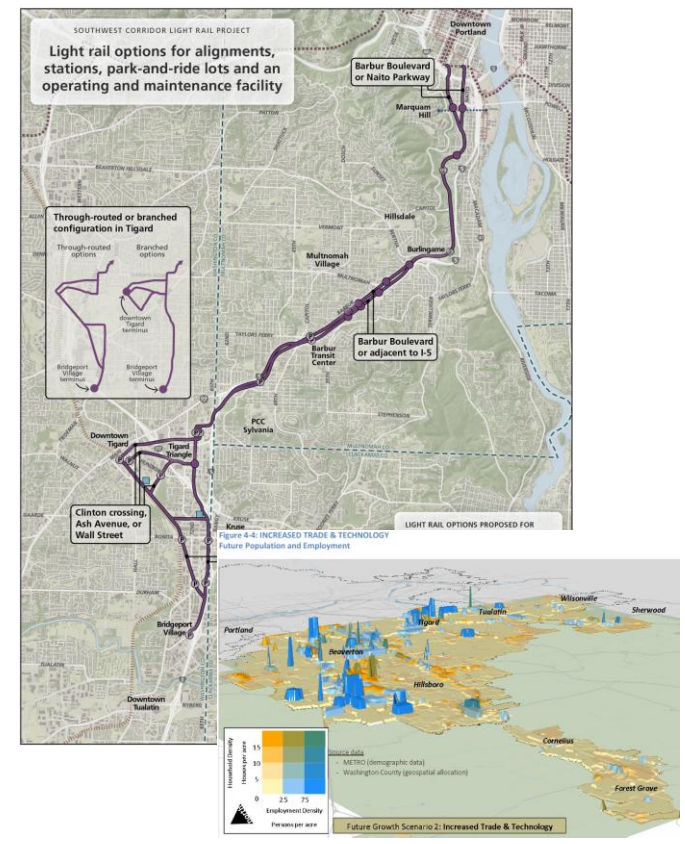
### Local Infrastructure Investment



### Alignment to District + City Economic Aspirations



### Alignment With County and Regional Investments



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