



REGIONAL COMPETITIVENESS (GP2020)

Successful regions compete on value.

- EMBRACE COMPLEX CHALLENGES
- REFINE OUR ECONOMIC DEVELOPMENT PRACTICE
- SEEK REGIONAL COLLABORATION FOR SCALABLE SOLUTIONS
- KNOW AND BUILD ON STRENGTHS
- CULTIVATE TRANSFORMATIVE LEADERSHIP

Economic Development 3.0

Regional Economic Development



GREATER PORTLAND 2020



ECONOMIC
GROWTH



DIVERSITY &
INCLUSION



EQUITY



**ECONOMIC
PROSPERITY
FOR ALL**

Focus on traded
sectors, value
added activities

Unemployed,
underemployed,
Communities of
Color

Capabilities,
opportunities for
upward mobility

 **GREATER
PORTLAND
20|20**
Greater Portland Economic
Development District

GREATER PORTLAND 2020 Framework

CHAMPIONS

Public Sector
Industry
Economic Development
Higher Education
Workforce Development
Chambers
Nonprofits
Federal Government
(144 Partners)

GP2020 PILLARS

PEOPLE

BUSINESS

PLACE

OUTCOMES

Quality jobs
Better standard of living
More even distribution of
wealth
Healthy, vibrant neighborhoods



THREE CORE STRATEGIES



PEOPLE

RECRUIT, DEVELOP, AND ADVANCE THE REGION'S TALENT



BUSINESS

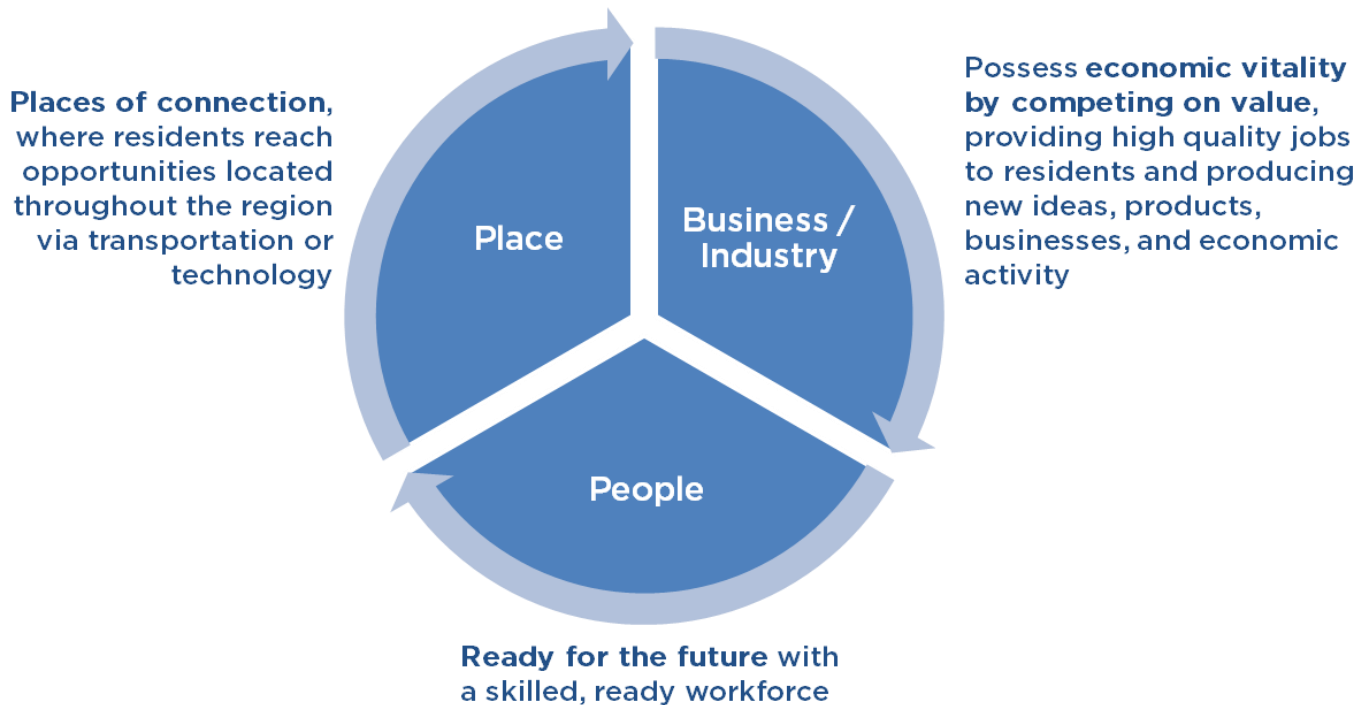
GROW BUSINESS AND PIONEER INNOVATION



PLACE

IMPROVE INFRASTRUCTURE TO MEET THE NEEDS OF PEOPLE,
BUSINESS, AND INNOVATION

Complex *and* Interrelated Problems... and Opportunities





People

Recruit, develop and advance the region's talent while supporting equity and access.

Objectives

- Align workforce development capacity, resources and energy.
- Attract and embrace diverse talent.
- Foster equity and access.
- Build a framework for access to economic opportunities, and identify/eliminate hurdles to quality employment.



People/Workforce & Talent Focused -Regional Performance Metrics (9 out of 24 metrics)

- Share of students engaged in career pathway program.
- Number of businesses engaged in career pathway education programs and curricula.
- Percent unemployed.
- Percent of personal income derived from wages.
- Percent of adults 25 and over with postsecondary degree (associates or higher).
- Median household income.
- Percent of transit riders with at least one-hour commute to work.
- Number and type of short-term actions executed and/or developed into projects.
- Number of expanded/added transit routes to connect more workers to jobs.



Business

Grow business and pioneer innovation.

Objectives

- Grow and recruit businesses.
- Expand global reach and investment.
- Advance policy solutions to competitive issues.
- Advance greater Portland's innovation infrastructure.



Business & Innovation Focused - Regional Performance Metrics

(9 out of 13 metrics)

- Regional employment
- Employment by industry
- Productivity (gross metro product) per worker
- Employment in traded sectors
- Productivity in target sectors
- Number of new startups in high-tech industry
- Number of commercialization licenses
- Total higher education R&D expenditures
- Startups spun off from university technologies



Place

Improve infrastructure to meet the needs of people, business, and innovation.

Objective

- Accelerate site and infrastructure opportunities.
- ID future needs for jobs-ready industrial and employment lands
- Address the regional housing supply and affordability
- Plan for Greater Portland's economic resiliency.



Place & Infrastructure Focused - Regional Performance Metrics (7 out of 18 metrics)

- Port of Portland exports
- Port of Vancouver exports
- Aggregate congestion costs
- Commute time
- Volume of vehicles between Vancouver and Portland
- Housing affordability index
- Renters spending 30% or more of income on rent

Aligning Regional Action

GP2020 Strategy	GP2020 Projects	Partners
PEOPLE	<ul style="list-style-type: none">• Diversity in Leadership Learning Series,• Regional Equity Charter• Talent Retention Strategy	Partners in Diversity, Work Systems
BUSINESS	<ul style="list-style-type: none">• Brookings Global Cities Initiative with JPMC• Growing Small Businesses Globally• Regional Mobility Tech Challenge• Cluster Analysis & Strategy	SBDC, SBA, US Commercial Service TAO, PSU, TriMet
PLACE	<ul style="list-style-type: none">• Regional Industrial Lands Supply• Adaptive Reuse Strategy• Economic Value Atlas	Metro, PGE, RTC Brownfield Coalition

GREATER PORTLAND 2020



CIVIC INNOVATION NW

The Columbia-Willamette Workforce Collaborative



JPMORGAN CHASE & CO.



Portland General Electric



DAIMLER

Daimler Trucks North America



PRODUCE ROW
PROPERTY MANAGEMENT





THREE CORE STRATEGIES



PEOPLE

RECRUIT, DEVELOP, AND ADVANCE THE REGION'S TALENT



BUSINESS

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PLACE

IMPROVE INFRASTRUCTURE TO MEET THE NEEDS OF PEOPLE,
BUSINESS, AND INNOVATION

QUESTIONS + THANK YOU



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