

WE ARE GREATER PORTLAND INC



RECRUITMENT   MARKETING   RESEARCH   COLLABORATION   CONVENING  
Positioning Greater Portland for Competitiveness and Prosperity





## 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

# 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



**The Columbia-Willamette Workforce Collaborative**



JPMORGAN CHASE & CO.



Portland General Electric



Daimler Trucks North America

PRODUCE ROW  
PROPERTY MANAGEMENT





## 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



## People/Workforce & Talent Focused

### Regional Performance Metrics

- 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.



## Business & Innovation Focused Regional Performance Metrics

- Regional employment
- Employment by industry
- Productivity (gross metro product) per worker
- Employment in traded sectors
- Productivity in target sectors

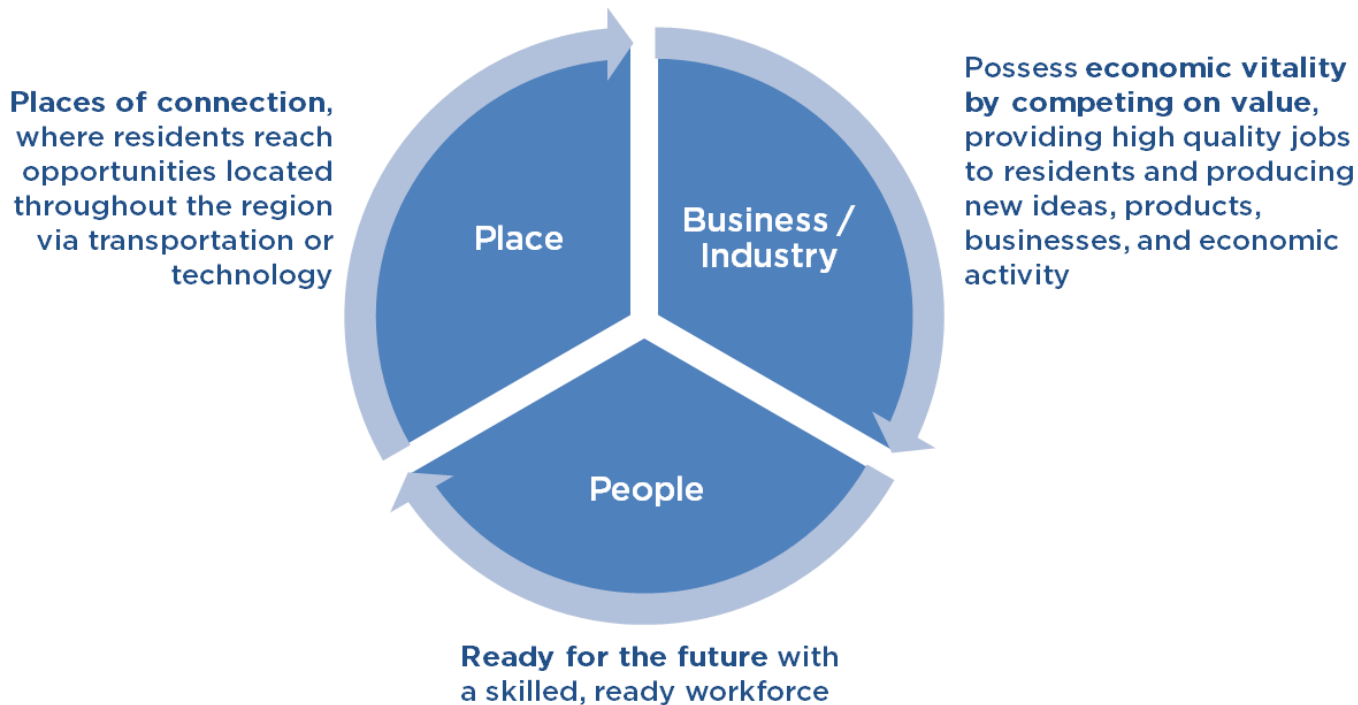


## Place & Infrastructure Focused

### Regional Performance Metrics

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

## Complex *and* Interrelated Problems... and Opportunities



## QUESTIONS + THANK YOU



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