

# Portland Economic Value Atlas

BROOKINGS

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Portland, OR  
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**1**

**Economic Context**

**2**

**Building a New Normal**

**3**

**Implementing the Atlas**

1

Economic Context

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# Metro areas need assets to deliver global economic competitiveness



Innovative



Integrated



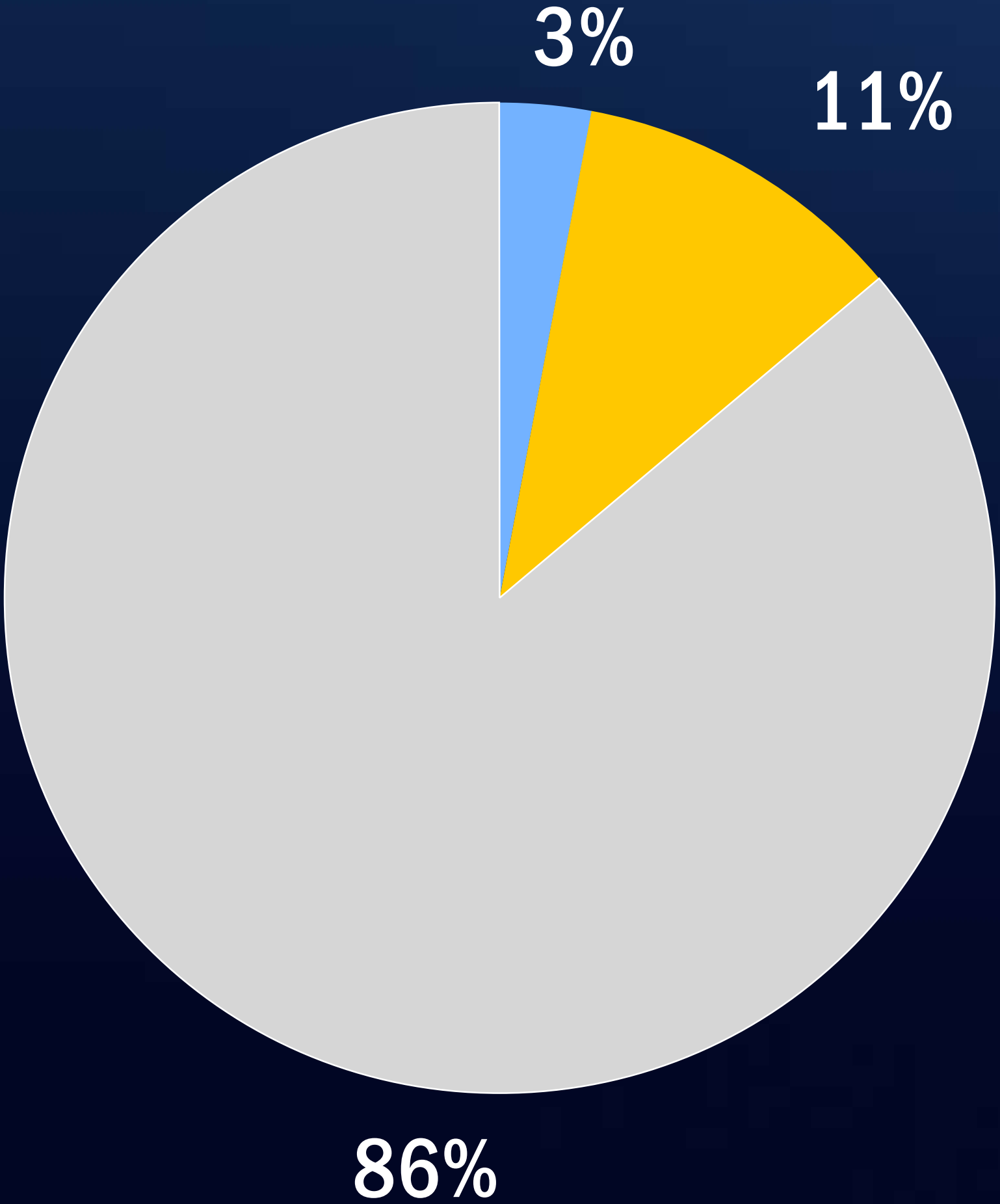
Digitalized



Productive



# A small fraction of jobs are attracted from out-of-state



3%

from out-of-state relocations

11%

from out-of-state expansions

86%

from in-state startups and expansions

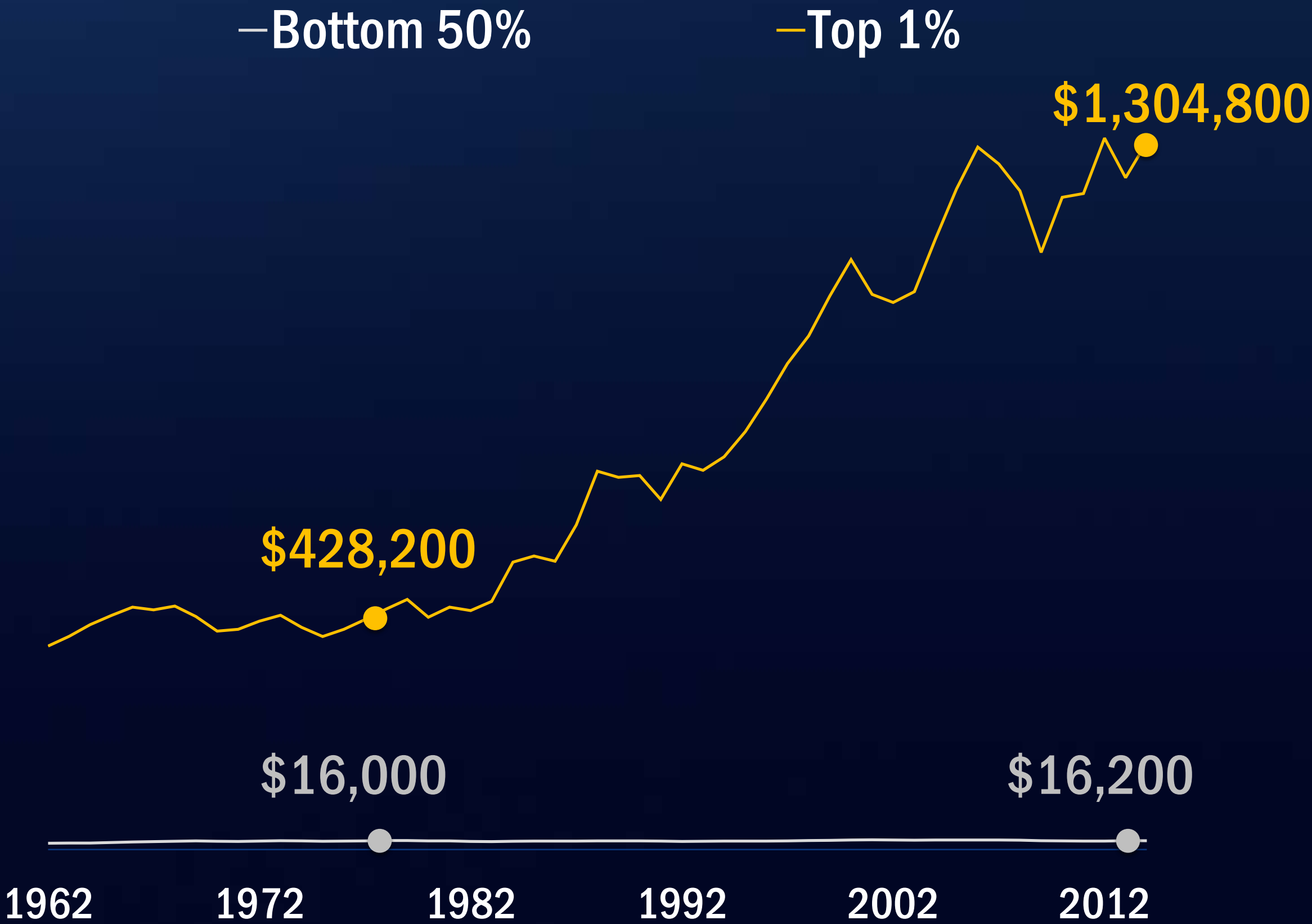
# New pressures around pathways to opportunity

Firm Level Productivity  
Manufacturing, 2000-2015



Source: OECD

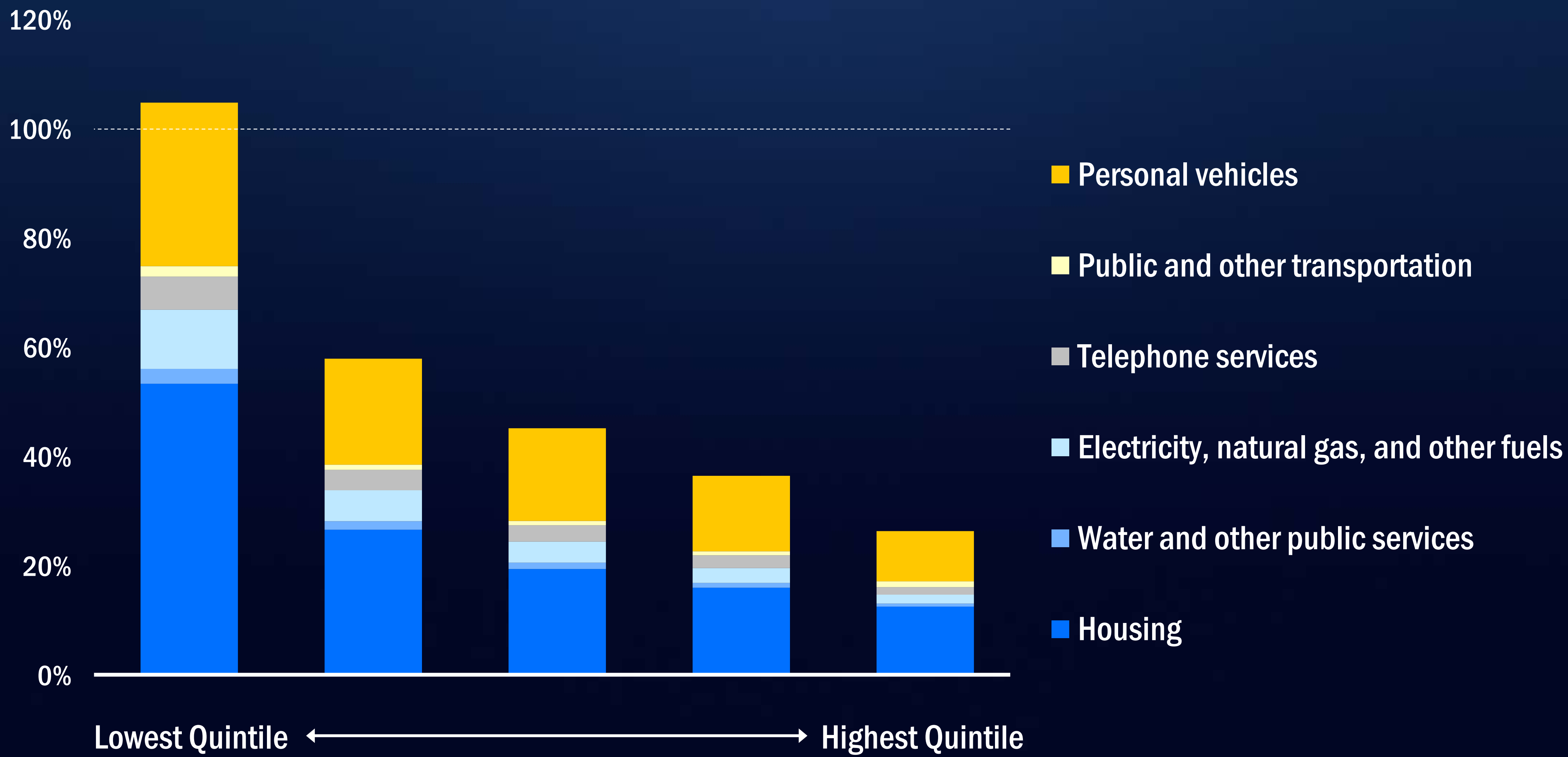
U.S. average pre-tax income, 2014 dollars



Source: Piketty, Saez and Gucman

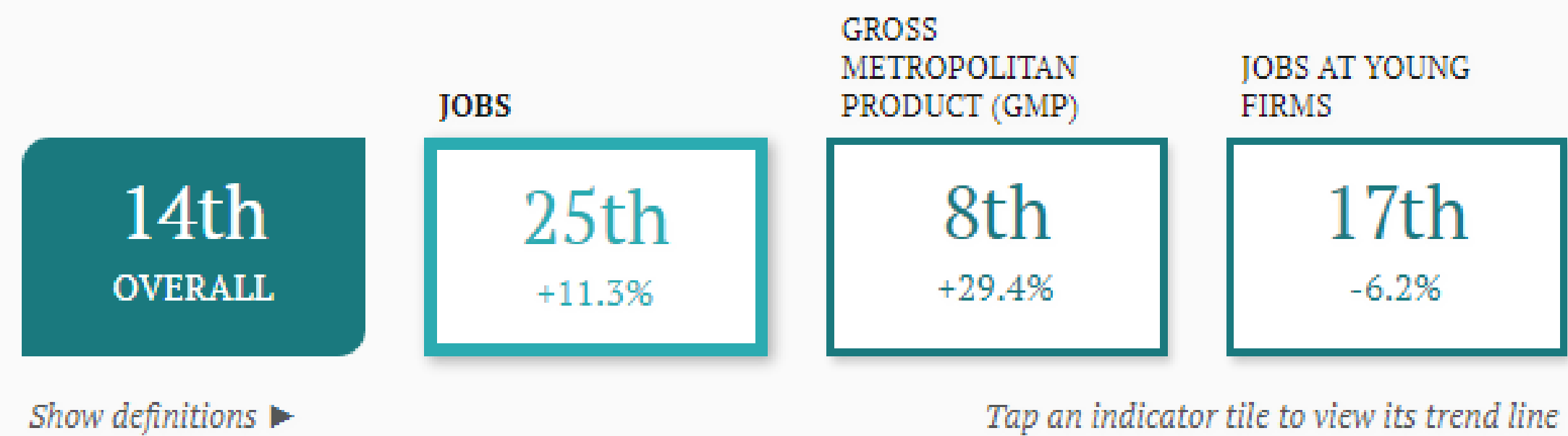
# The built environment only intensifies economic disparity

Share of after-tax income spent on infrastructure services, by income quintile, 2016



# Growth

in the Portland metropolitan area, 2006–16

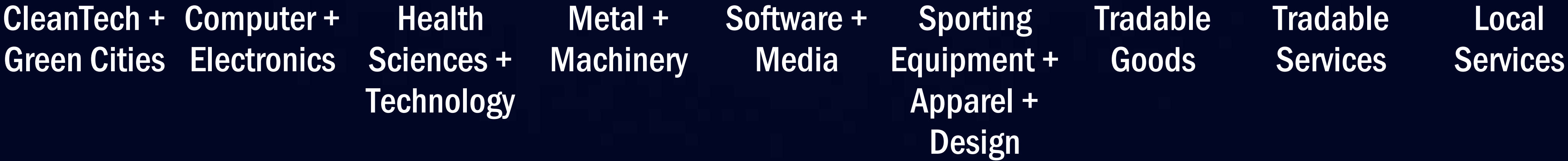




# Focus Clusters' Jobs Are Extremely Productive

Per Worker

\$400,000  
\$350,000  
\$300,000  
\$250,000  
\$200,000  
\$150,000  
\$100,000  
\$50,000  
\$0

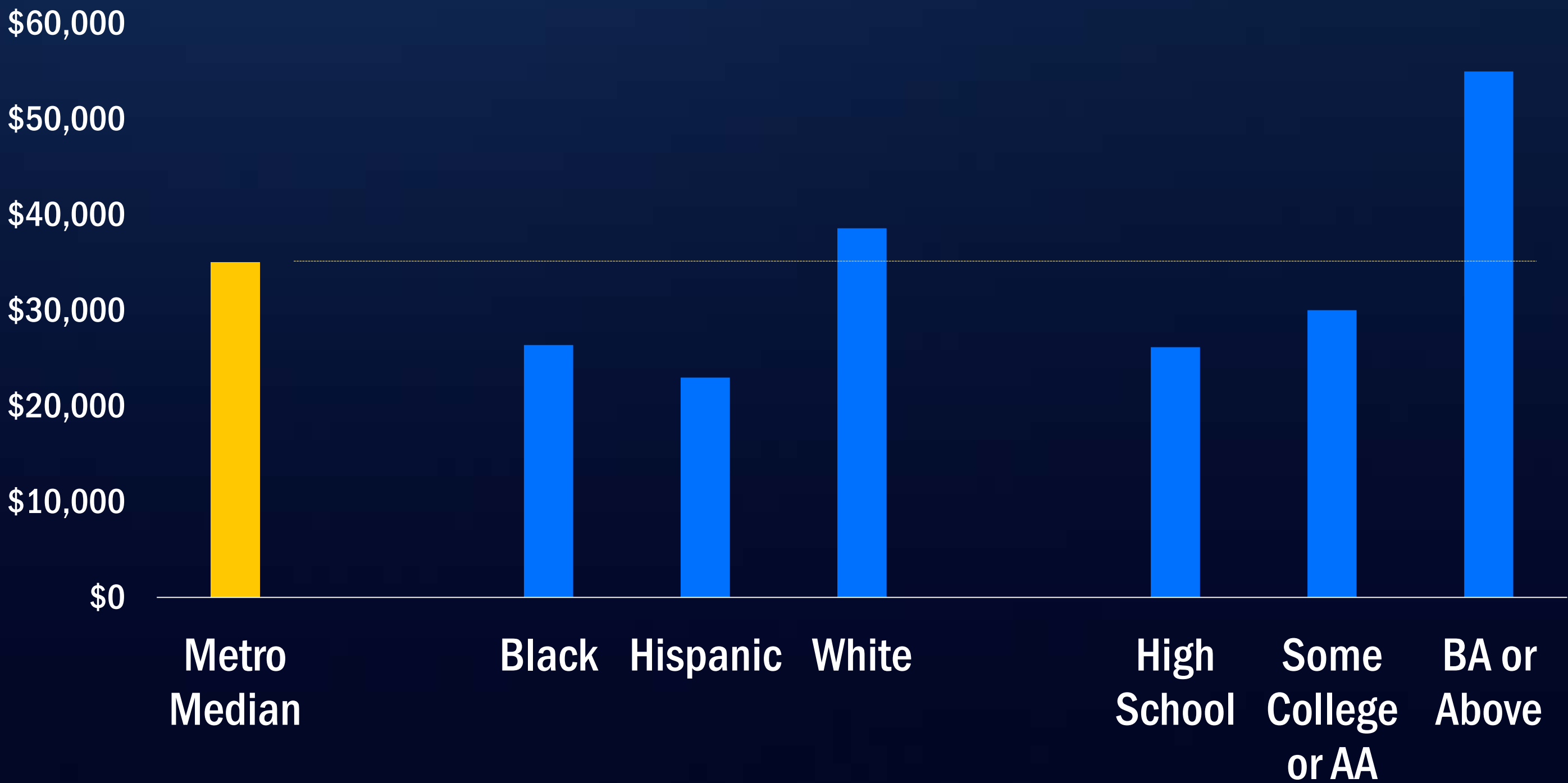


# Businesses Growing Older, Equity a Persistent Challenge

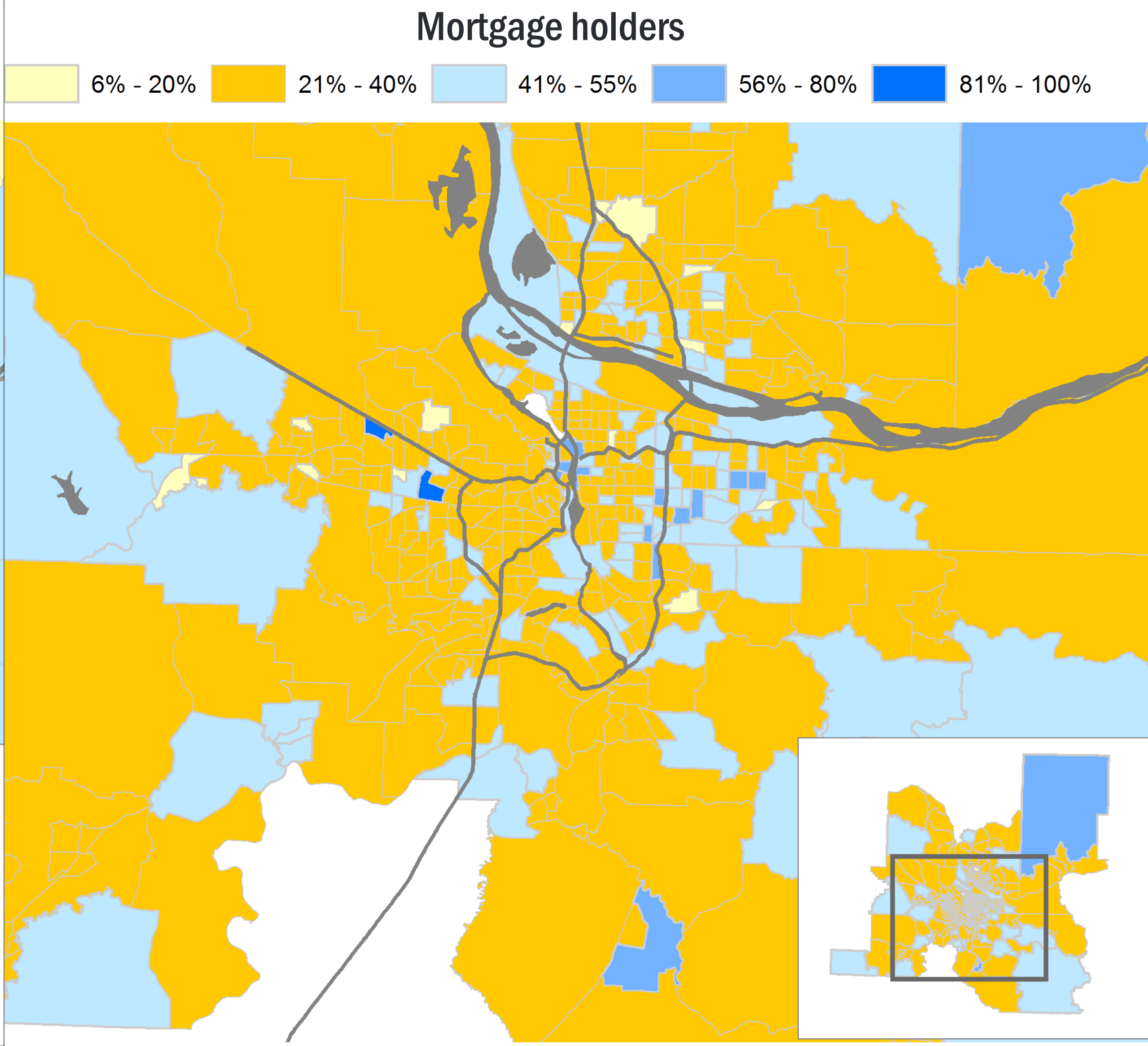
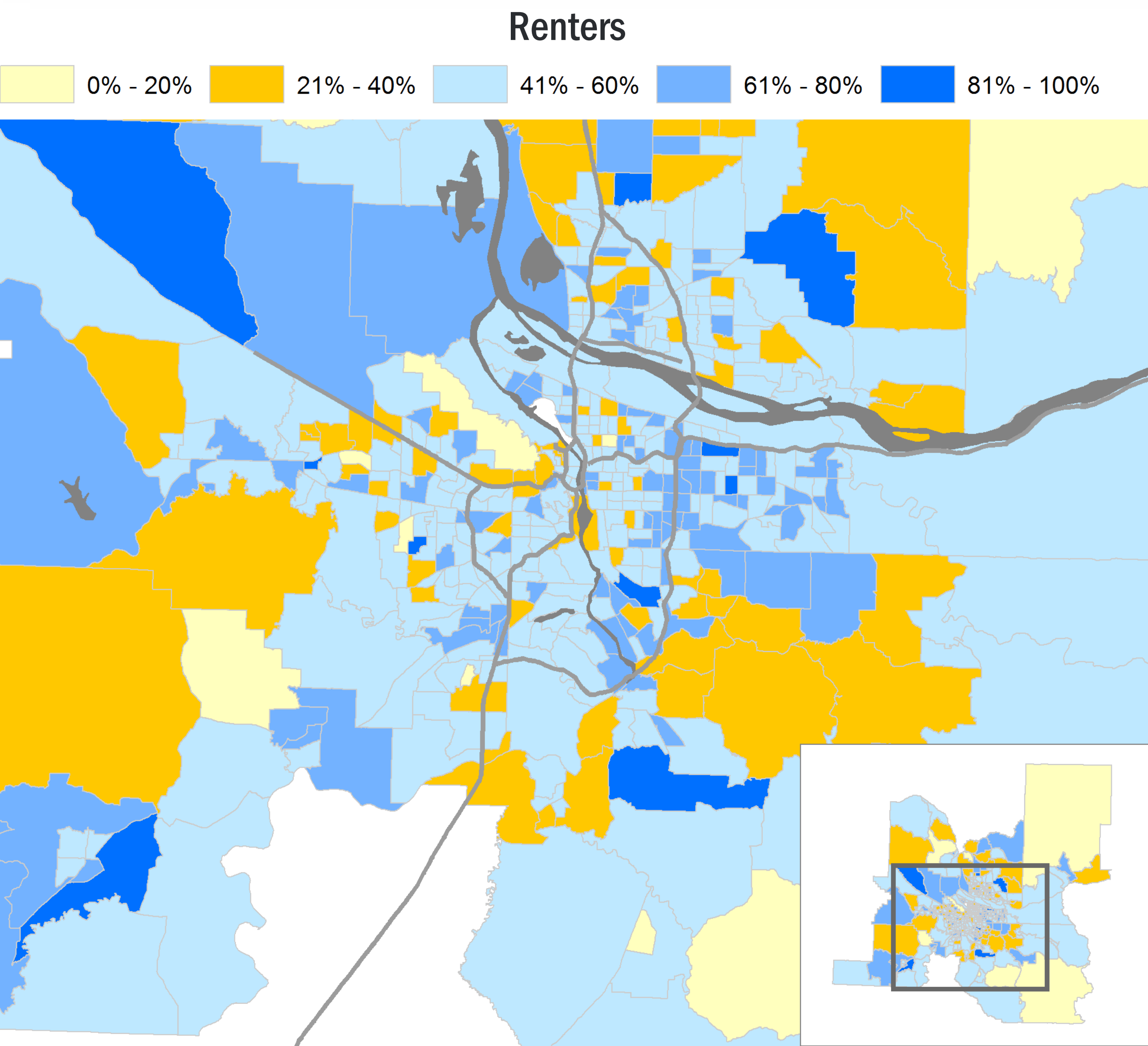
-7.5%

Employment at Young Firms  
2005 - 2015

Median income, 2016



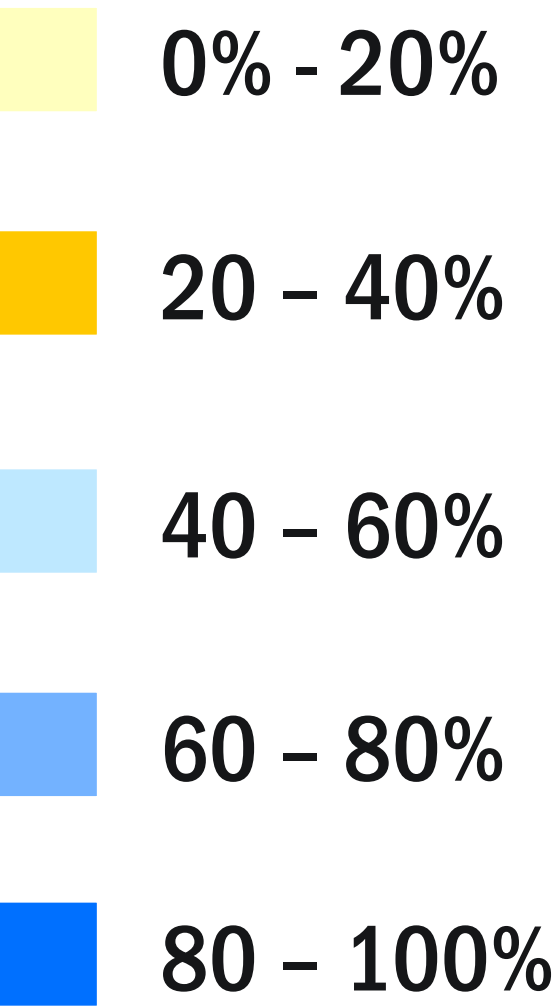
# Too many households spending +30% of income on housing



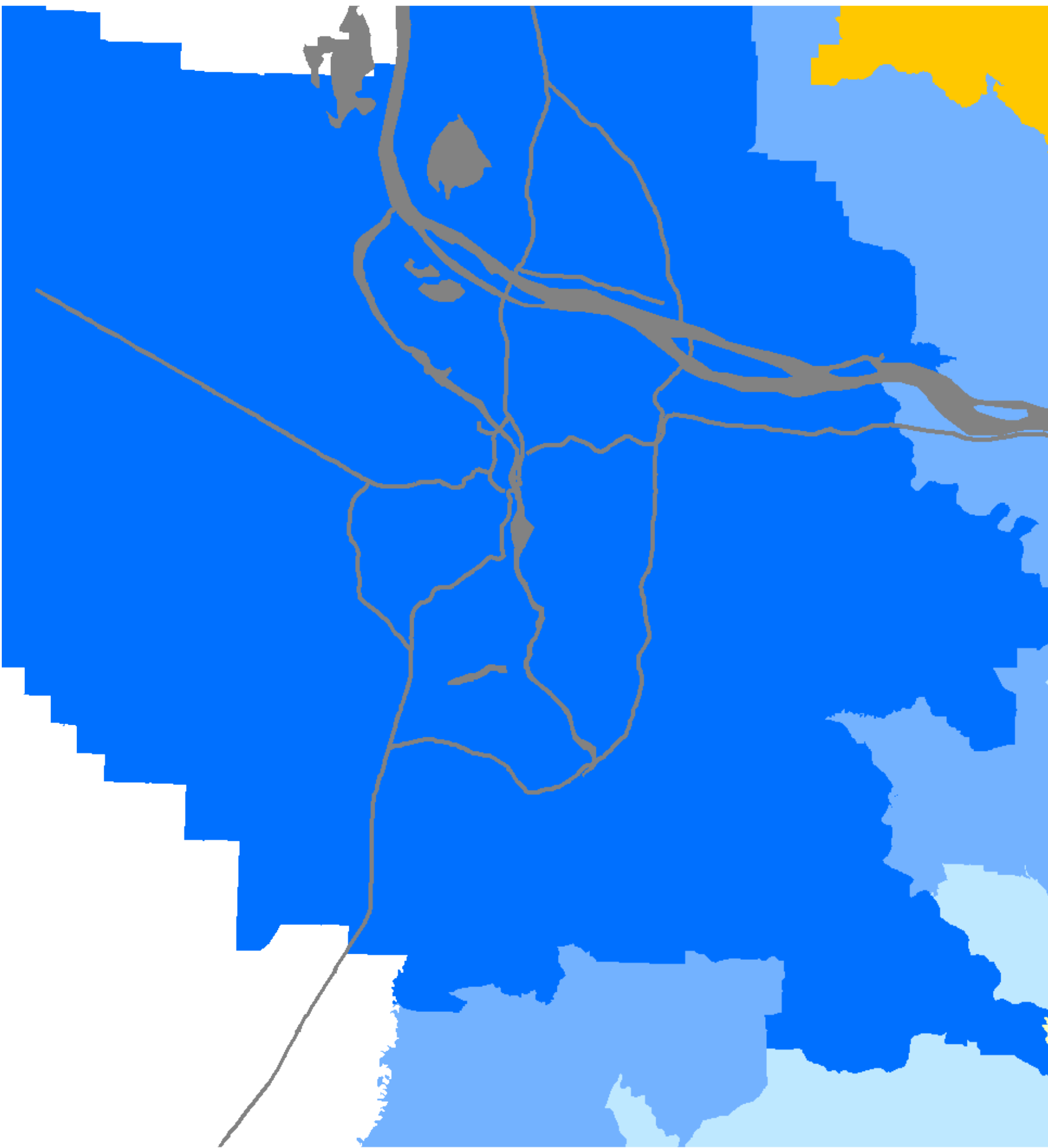


# Private driving still at a competitive advantage in many neighborhoods

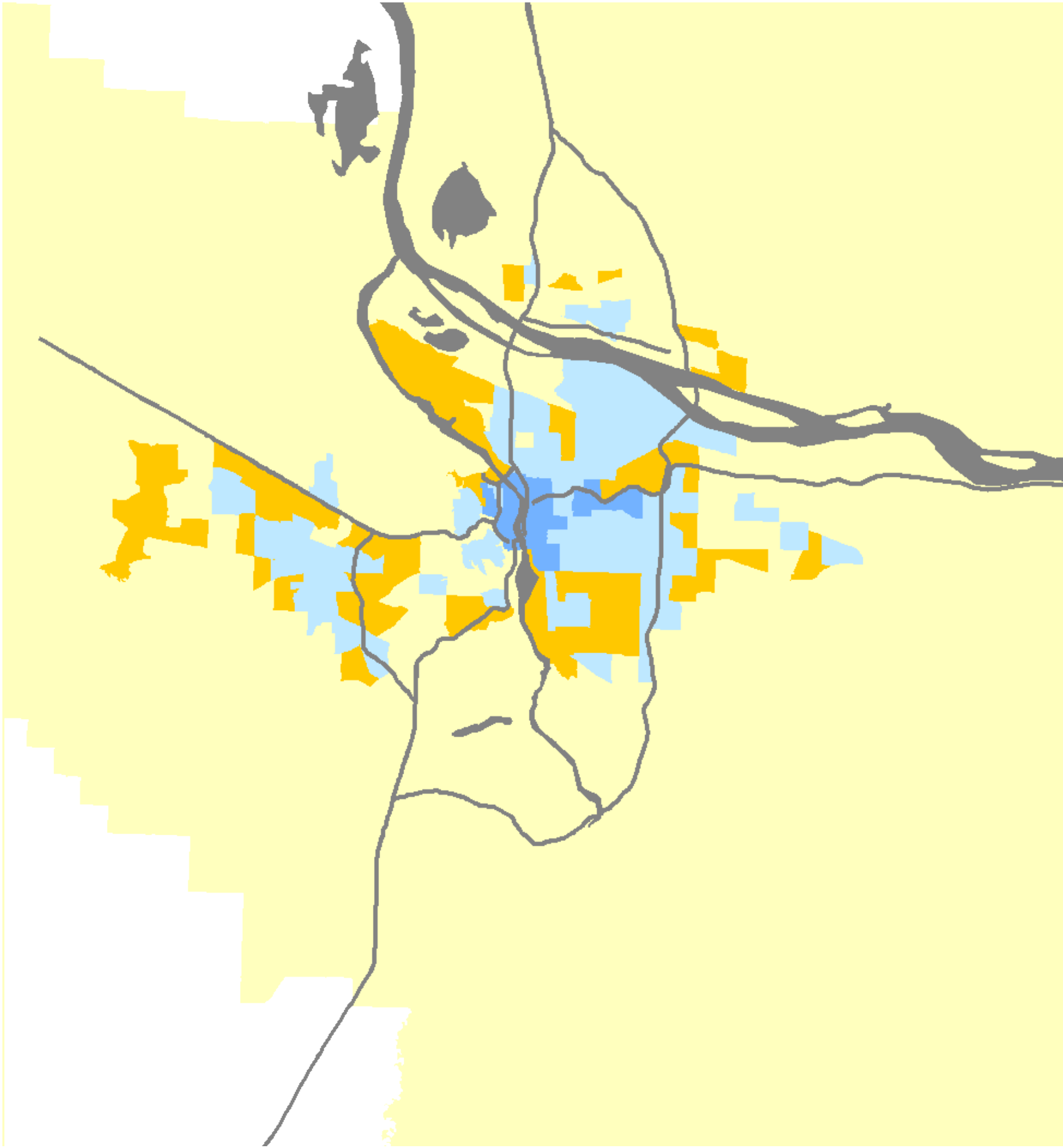
Share of Jobs  
Reachable in 60 mins



Morning peak auto travel times



Morning peak transit travel times



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# Economic development is limited by traditional approaches



**Short-term**



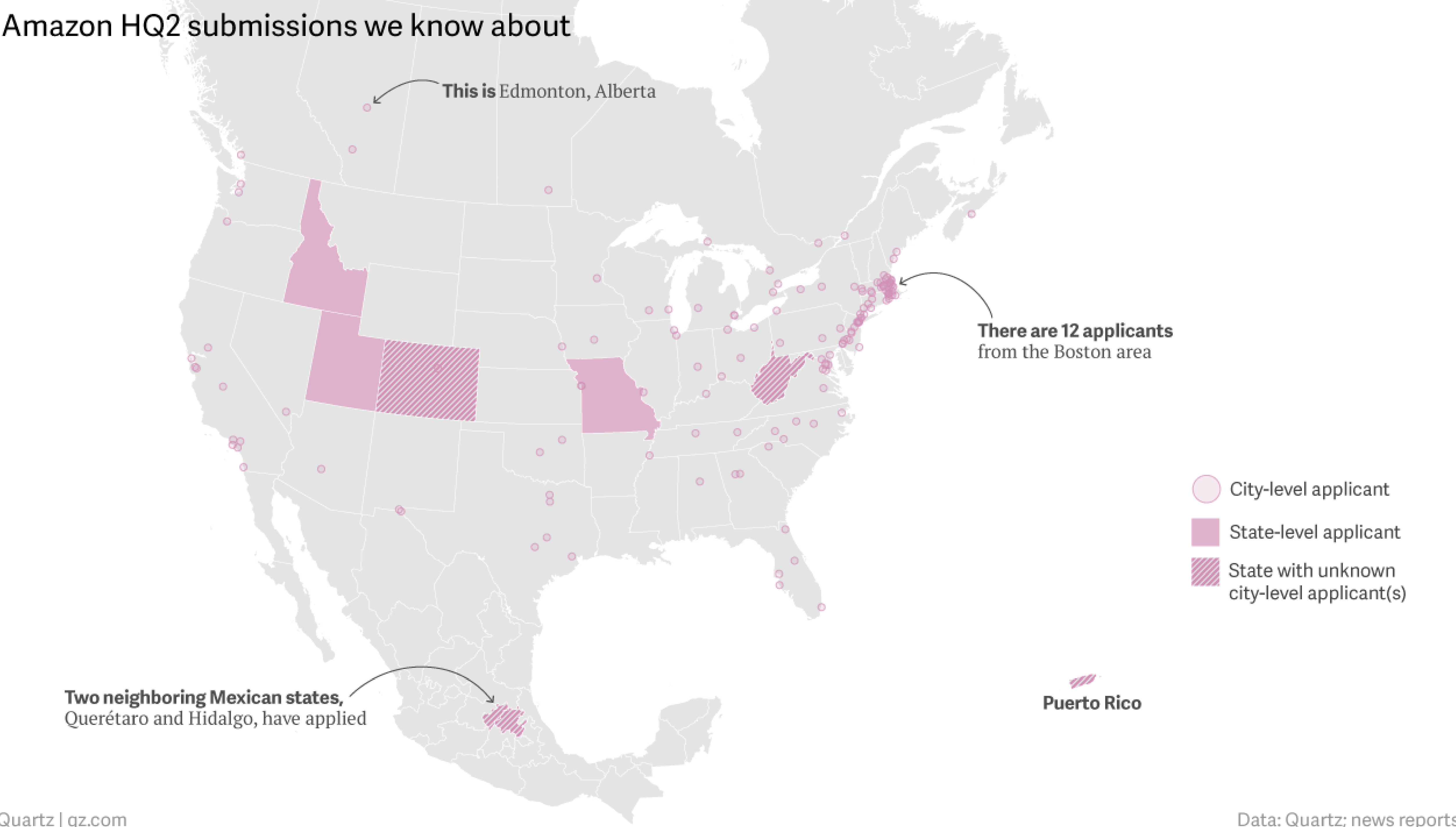
**Siloed**



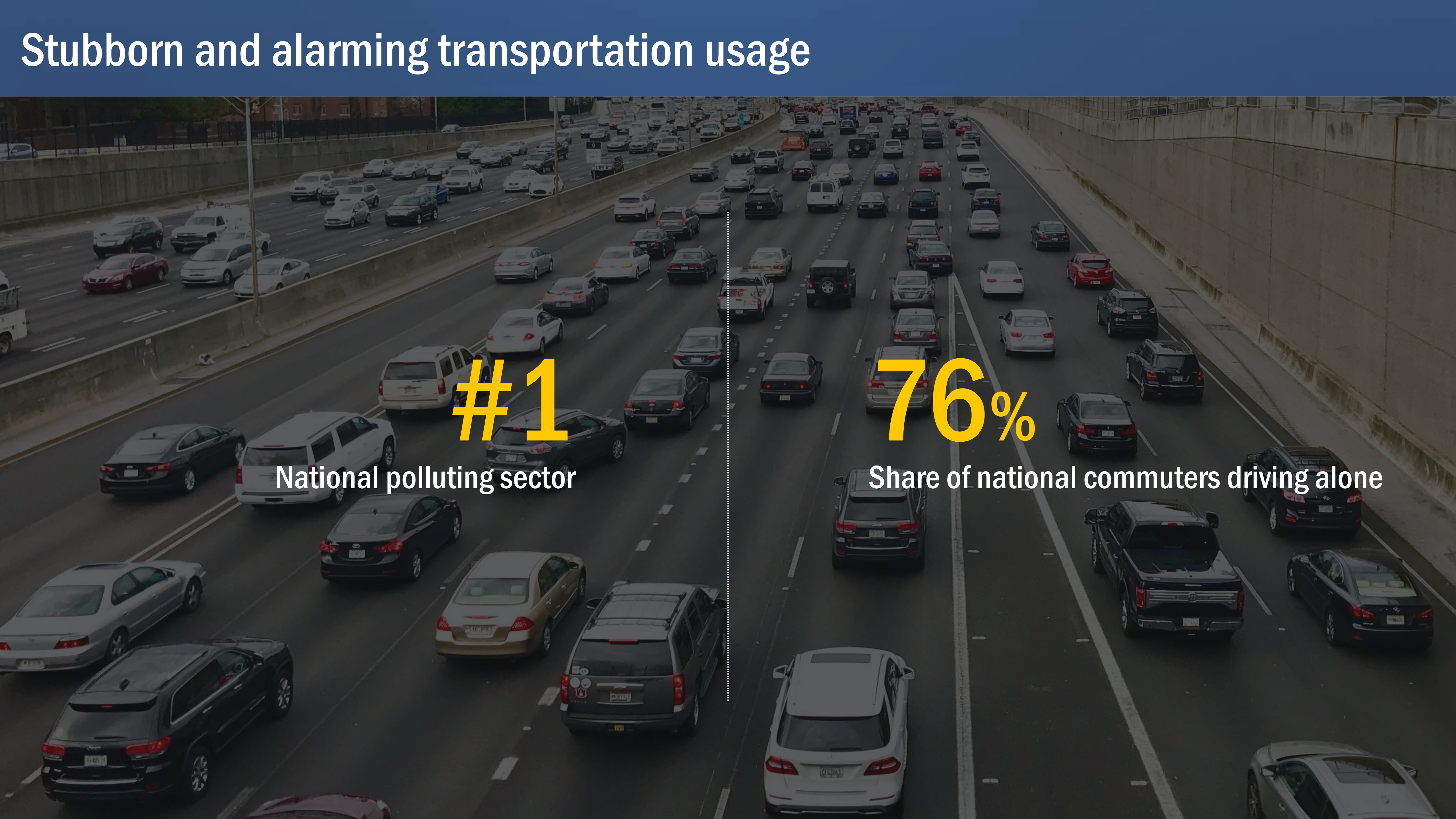
**Subsidy-driven**



# Amazon HQ2 submissions we know about







# Stubborn and alarming transportation usage

#1

National polluting sector

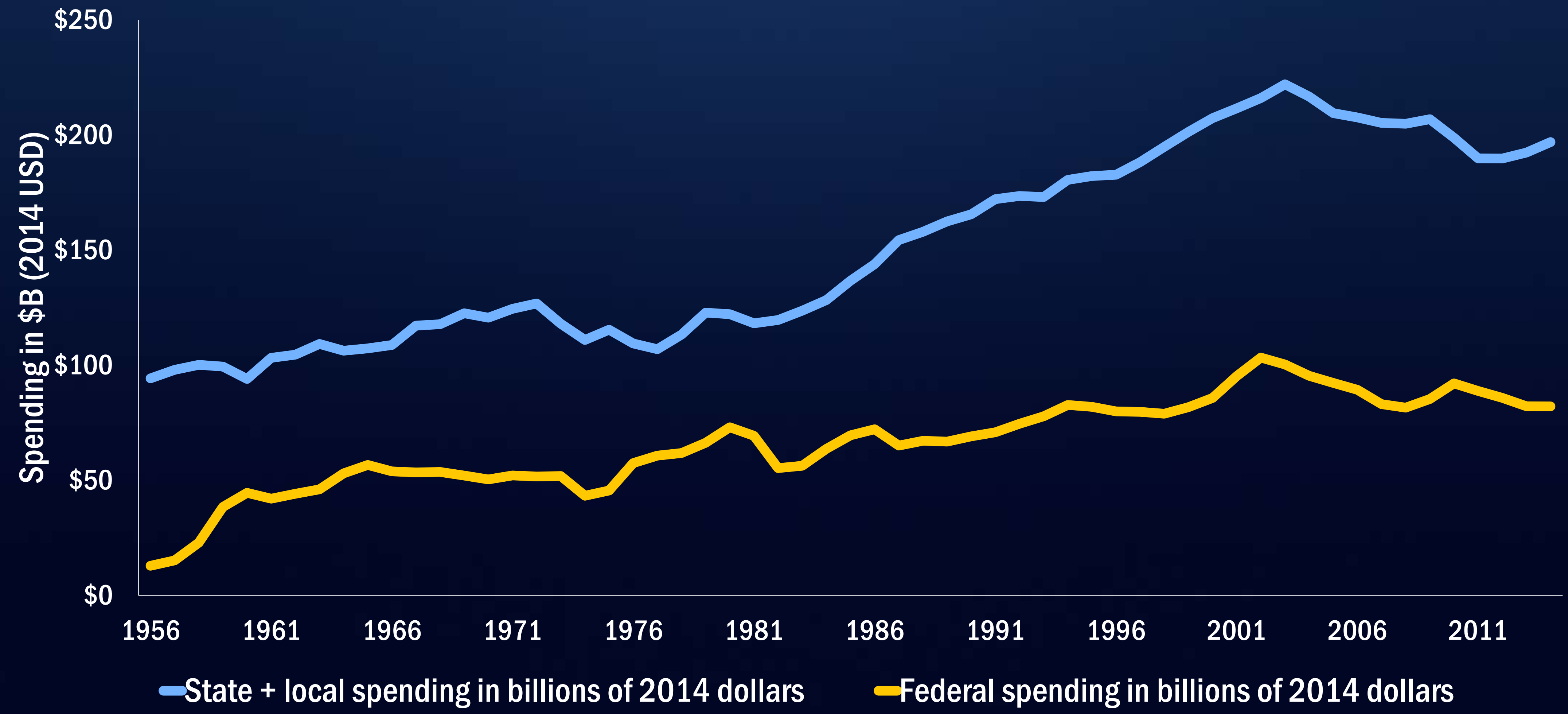
76%

Share of national commuters driving alone



# They have little choice with a shrinking federal role

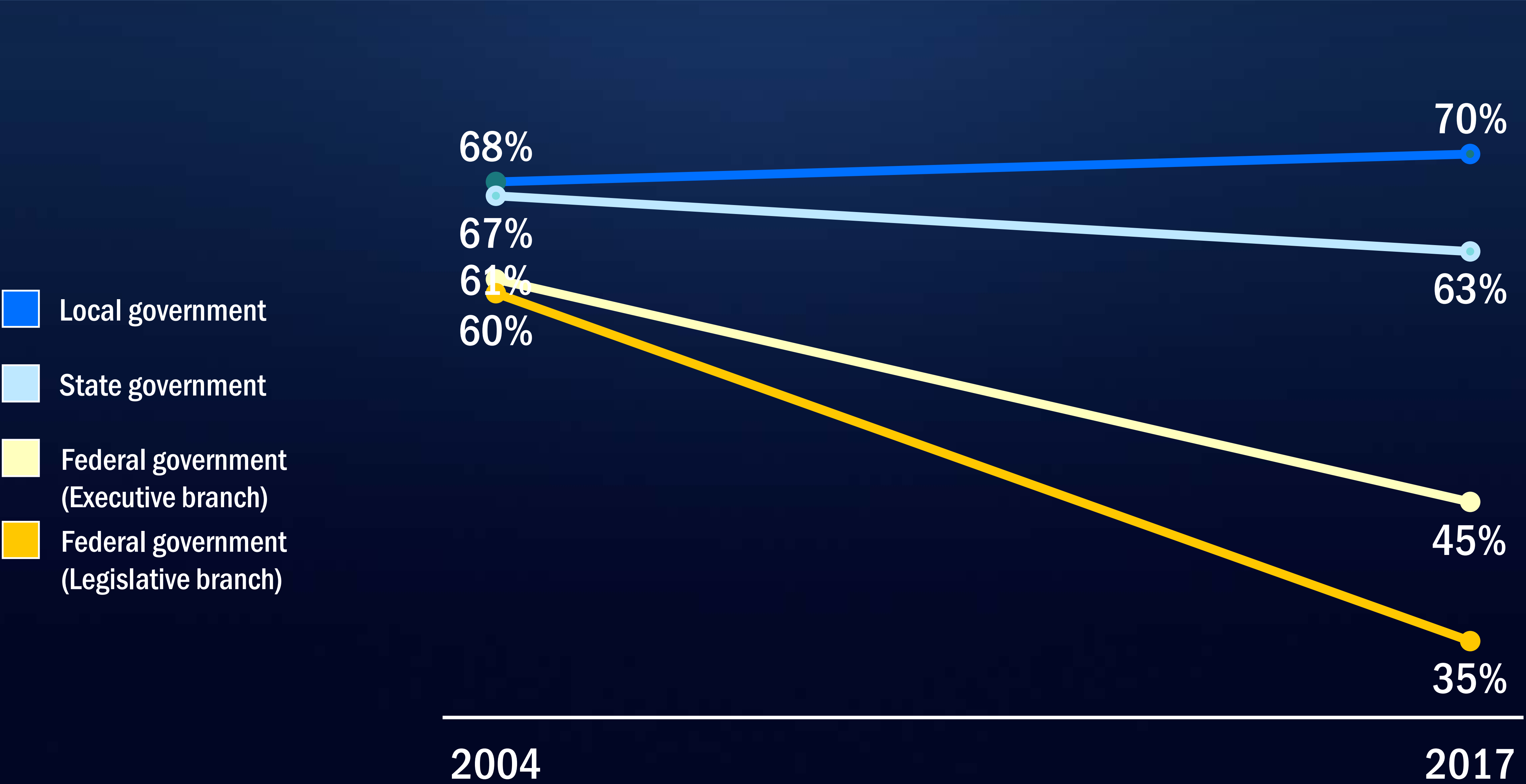
Federal vs. state and local spending on transportation infrastructure, 1956-2014



Source: Brookings analysis of Congressional Budget Office data



# Public trust is difficult to build, easy to lose



**There is thirst for a  
new model**

# **What the EVA Offers:** Responsive to Local Tastes



**Informed by Regional  
Collaboration**



**Aspirational Values Are  
the Foundation**



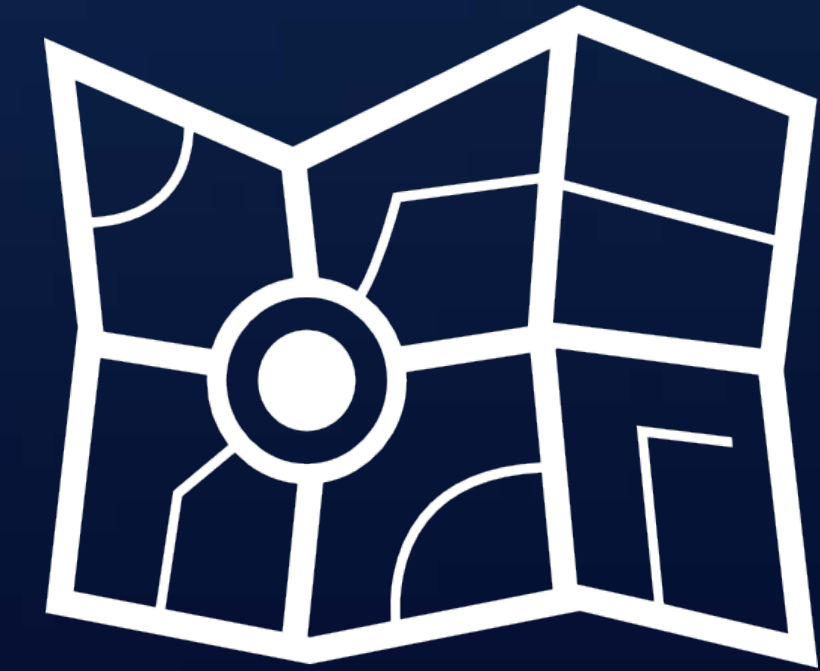
# **What the EVA Offers:** Promotes Accountability



**Consistent Measures  
and Benchmarking**



**Promotes Metro-to-Local  
Knowledge**



**Facilitates Map and  
Data Sharing**

# **What the EVA Offers:** Evergreen and Public by Design



**Compatible with Data  
Updates**



**Update Measures with  
Changing Regional Values**



**Built on Open Access  
Principles**

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# An effective Economic Value Atlas...



**Regional  
Objectives**



**Quantifiable  
Criteria**



**Built Environment**



# Add inputs to adopted policy frameworks



**Regional Transportation  
Plan**



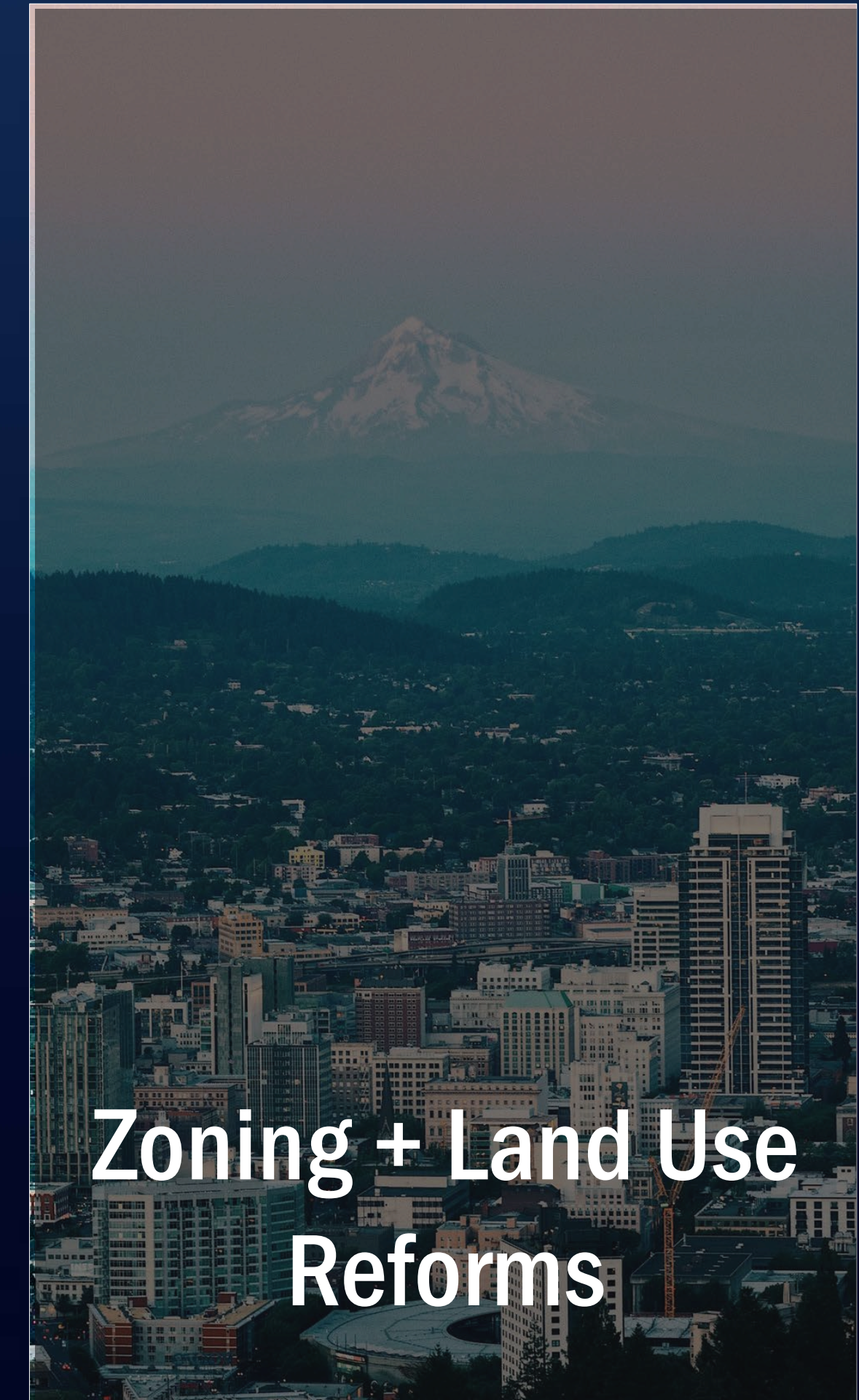
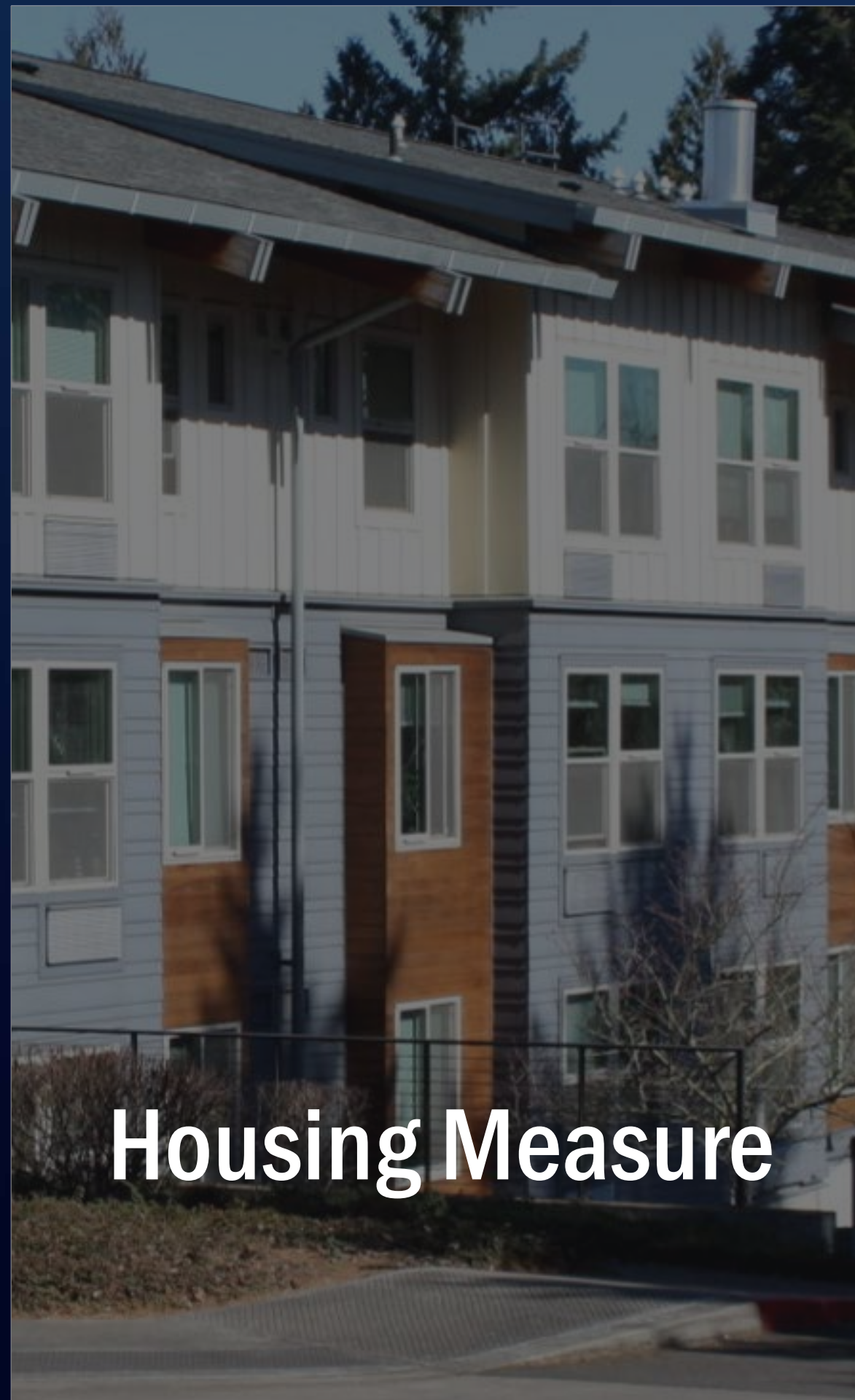
**Metropolitan  
Transportation  
Improvement Program**



**Regional Flexible Funds  
Allocation**



# Include the EVA in future policies





# Secure resources to maintain the tool



**Funding**



**Staff Time +  
Knowledge**



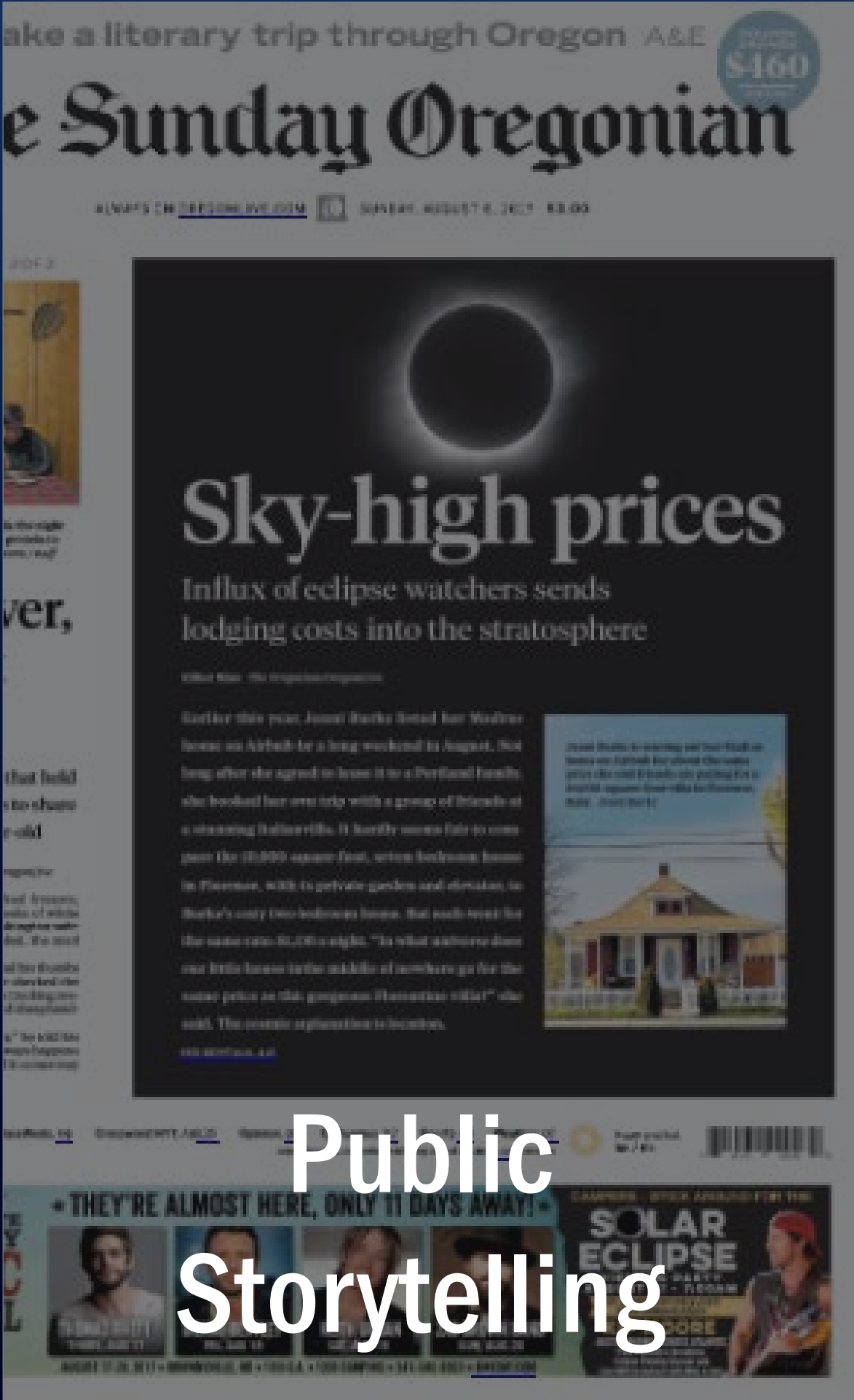
**Data Systems**



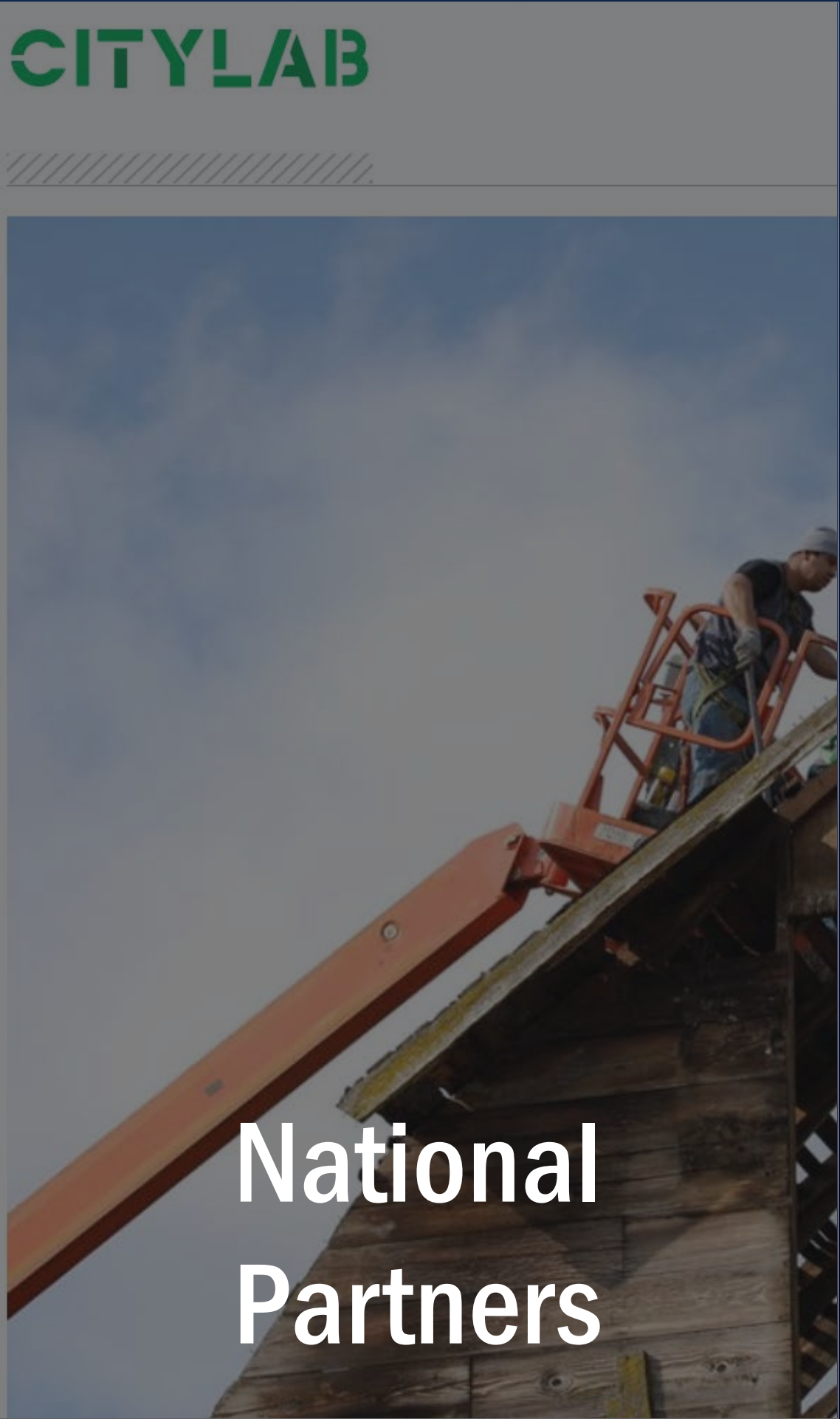
# Promote with partners and the public



Local Partners



Public Storytelling



National Partners

# Develop evaluation systems



**How did people use the system?**



**How will you update around new regional economic goals?**



**How did the EVA fail to inform current policies?**

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