

APPENDIX B

GREATER PORTLAND COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

REGIONAL BENCHMARKS

The benchmarking data allows the region to evaluate progress in achieving the strategy goals on an annual basis. Recognizing that there is a significant amount of data that can be utilized, the region deliberately selected a limited number of data points that could be easily communicated to the general public as a metric for determining advancement.

To provide context regarding the region’s progress, it is necessary to compare the data with different peer regions. To have comparable data across regions, the data must be publicly available on a regional level. Some additional benchmark data points were selected to determine improvement in specific strategy objectives, but are only available within the region. These are noted and will be provided by Metro as available. The comparable peer regions were determined by stakeholders considering the following factors:

- Population size
- Size of city in relation to MSA
- Population growth from 2000 – 2017
- Millennial population growth
- Frequent peer competing for site section prospects
- Aspirational region

| Data Point | Source |
|---|--|
| GOAL 1: FOSTER UPWARD ECONOMIC MOBILITY | |
| Median Household Income and earnings (by race/gender and by quintile) | Census |
| Educational attainment (by race/gender) | Census |
| SNAP eligibility for households | ACS |
| Poverty rate (Peer region comparison and by race/gender) | Census |
| Home ownership by race | ACS |
| Equitable Wealth Distribution* | Metro (as available) |
| GOAL 2: SUPPORT A COMPETITIVE ECONOMY | |
| Change in total jobs (total and by industry) | BLS |
| New Business Establishments (total and by industry) | Census Business Patterns |
| GRP, per capita | BEA |
| Export value, growth, % GRP | International Trade Administration |
| Overnight person-trips + visitor spending* | Port of Portland, Travel Portland, Visit Vancouver |

| GOAL 3: BUILD A RESILIENT REGION | |
|---|----------------------|
| Racial composition, foreign born residents – total number of new people | Census |
| Median housing + rent value | ACS |
| Housing cost burden | ACS |
| Air Quality | DEQ |
| Access to health insurance | Census |
| Access to health care* | Metro (as available) |
| Childcare measure number of workers, facilities, and cost* | Metro (as available) |

* May not be able to compare with peer regions, but show for regional progress

Peer regions for data comparison

| This year Rank | Region | Current year change (number) | % Change from last year | Rank last year |
|----------------|----------------|------------------------------|-------------------------|----------------|
| 1 | Seattle | | | |
| 2 | Portland | | | |
| 3 | Denver | | | |
| 4 | Minneapolis | | | |
| 5 | Nashville | | | |
| 6 | Pittsburgh | | | |
| 7 | Salt Lake City | | | |
| 8 | Boise | | | |
| 9 | San Diego | | | |
| 10 | Phoenix | | | |