

Economic Development Policy Expert Group (EDPEG): Summary of comments on preliminary policy concepts, June 20, 2012

At the June 20 EDPEG meeting, members were given green and red pens to comment on preliminary draft policy concepts – green to indicate positive aspects of draft concepts; and red negative. Member comments are summarized below as written. Green/red shading below represents text circled or underlined by members in green or red. Words with half-green, half-red shading were identified as positive by some members and negative by others. Member comments are shown in red or green italics.

A. Overall objectives for economic development

Economic development goal – Expand economic opportunities to support a socially and economically diverse population by prioritizing business *[economic?]* growth, a robust and resilient regional economy, and broadly accessible household prosperity.

Add job growth. Add “nimble” economy. Support small business. Does “business growth” refer to commercial growth - stand-in language for industrial growth? Business “and services.” Does this include attracting businesses from outside the region? Business growth is one of the highest priorities.

1. Traded sector business growth – Preliminary draft policy concept: Foster a competitive business environment for traded sector industries and export growth.

Include import substitution. Great. Leverage college/university expertise. 1, 2, and 3 all depend on world class accessible schools. Competitive with who, where?

2. Broad household prosperity and affordability – Preliminary draft policy concept: Expand economic opportunities to support an economically and socially diverse population.

K-12 schools important. Great. Create STEM Center on 2-year community college model. Expand existing programs?

3. Diverse, expanding city economy – Preliminary draft policy concept: Foster Portland's comparative location advantages, growth and diversity as Oregon's largest job center, creating 27% of the 7-county region's net new jobs.

Add business growth and capital investment. Add business expansion, ownership. 27% is too specific. Great. Expand on “comparative location advantages.” Jobs aren't equal - what types of jobs and located where? Workforce, health care, business prosperity, capital investment. Need to acknowledge rest of the state. Diversity is important. Need to say something about non-traded-sector jobs. Support for existing businesses that define Portland.

B. Land, transportation and public facilities

4. Urban land development – Preliminary draft policy concept: Provide **adequate**, *[ample? flexible?]* **competitive** *[attractive? market-ready?]* supplies of developable land to **support the economic health and targeted job growth of Portland's diverse employment areas**.

Define Portland's "diverse employment areas"? Create implementation policy strategies to optimize land supply. Include finance tools and partnering with policy description. Not just "adequate" supply. Address buildings, not just land. Address permitting. Add shovel-ready sites. Implementation rationale. Make sure to include institutional land supply – employment areas "and institutions". Is city set up to absorb work required to achieve goals? Add "while ensuring that surrounding populations are not unduly burdened" – mitigate. And create a government culture of positive support and facilitation. Recognize changes in "knowledge" market and consider land needs that may shift from traditional land-intensive uses. The land supply is what it is.

5. Transportation and public facilities – Preliminary draft policy concept: **Provide** *[Ensure? Prioritize? Expand and properly maintain]* **high quality, reliable public facilities and services to support the economic health and job growth opportunities of Portland's diverse employment areas**.

Add transportation and public services, not limited to public facilities. Connect Trimet to city's economic development in a more direct, sustainable way. Emphasize low-cost public services. Add freight access for all modes. Diversity of transportation. Focus investments on areas/populations who have historically been disadvantaged / low opportunity (e.g., low-income, no-car households).

C. Land use in employment areas

6. Central City – Preliminary draft policy concept: **Reinforce** *[Encourage? Foster?]* **the Central City's economic vitality and growth potential** as the **Columbia Basin's commercial office** hub and the metropolitan region's largest center of employment, high-density development, innovation, and 24-hour vitality.

Should Central City be emphasized at the expense of other areas? Not to the exclusion of neighborhoods. All "white collar" jobs – what about "blue collar" jobs? Introduce concept of headquarters location. Not office only. Add cultural, education center. Add seat of government. Need to revisit where employment areas are and sort out fragments.

7. Industrial areas – Preliminary draft policy concept: **Reinforce** *[Encourage? Support? Promote? Facilitate?]* **the traded sector competitiveness** and growth potential of **Portland's industrial areas** as the Columbia Basin's international trade and distribution hub and a regional center of **diverse industrial activity**.

Add retention. Add manufacturing/production center. Industrial headquarters. Ensure large parcels of industrial land.

8. Campus institutions – Preliminary draft policy concept: Foster [Encourage?] campus institutional development and the growth potential of Portland’s medical centers [hospitals?], colleges, and universities as essential service providers and core features of the expanding knowledge economy.

Knowledge economy reference could offend. Emphasize role as job creators. Acknowledge economic advantage of workforce development. Internships and apprenticeships. R&D and venture capital role. Recognize institutions as assets that contribute to livability. Reduce barriers to expansion.

9. Neighborhood centers and commercial corridors – Preliminary draft policy concept: Support [Encourage? Facilitate?] the development and citywide vitality of Portland’s neighborhood centers and commercial corridors to support [Encourage?] complete neighborhoods with safe and convenient access to [vital?] goods and services needed for daily life.

Replace “commercial corridors” with business corridors. Focus on high quality food access in blighted areas. Also support convenient access to employment. 20-minute neighborhoods.

Additional comments

- *Add A.4. Be real. What can the City do internally to become better at land and code administration and bureau coordination? Don’t adopt land use regulations that are not appropriate to the “ill” to be cured or cannot be realistically funded or administered by the City.*
- *Need to address job/business retention.*
- *Land use policy concepts by area need balance.*
- *Are we saying we want to take away from other Oregon communities? Not very team oriented. Statewide, Portland is already seen as not cooperating with other jurisdictions.*
- *It is important that the perception of Portland as business-growth oriented be developed and strengthened.*
- *Not much to dislike here. How do these concepts push the conversation forward?*