

Portland Export and Freight Strategy Implementation (FY 14-15 \$100,000 PBOT Add Package)

This request funds additional staff resources to support the goals of the 2012 Greater Portland Export Initiative led by the Office of the Mayor and the Portland Development Commission to double the Portland region's exports in five years and add 113,000 family wage jobs.

A key component for achieving these goals is to provide the needed transportation infrastructure and programs to support the efficient movement of freight to and from key industrial and employment centers. The actions identified in the Greater Portland Export Initiative and the Portland Sustainable Freight Strategy are the roadmap to the City of Portland supporting greater exports.

Allocating additional staff resources for planning and project development activities will support the investment in Portland's freight infrastructure that is vital for maintaining a healthy regional economy and remaining competitive as a global trade gateway.

How does this request support a healthy economy?

Portland is an International Trade Gateway that relies upon freight mobility. Because of our strategic geographic location on the Pacific Rim with access to a deep-water and inland port system, international air connections and extensive road and rail infrastructure, the Portland region has historically been, and will remain a key gateway for international trade in the Pacific Northwest.

Projects and programs focused on freight mobility and access will have a direct impact on the economic growth of the City of Portland and the region and will generate increase taxes for the General Fund.

2012 Portland Export Initiative (in partnership with the Brookings Institute)

- The goal of the Export Initiative is to double exports in the next five years and create over 113,000 jobs across the Portland region.
- Between 2003 and 2010 export volumes increased 109%, creating over 45,000 new jobs and making Portland the second-fastest growing export market among the 100 largest metropolitan areas in the U.S.
- For every \$1 billion in exports, an average of 5,400 new jobs are created.
- Nearly one-fifth of the Portland metropolitan economy is generated by exports with the computer and electronics (C&E) industry accounting for 57% of the value of these exports.

2012 City of Portland Sustainable Freight Strategy

- Implements the recommended actions of the Climate Action Plan to:
 - Protect existing intermodal freight facilities and centrally located and regionally significant industrial areas that provide for efficient freight movement.
 - Work with the Portland Freight Committee to develop a plan for reducing freight-related emissions and improving freight efficiency.
- The Sustainable Freight Strategy recommends the following actions:
 - Prepare a comprehensive truck loading and parking plan for the Central City.
 - Develop a best practices street design guide for the safe and efficient movement of delivery vehicles.
 - Identify development incentives to encourage unattended delivery depots and other “last mile” delivery solutions.
 - Apply zoning provisions to allow centralized freight distribution districts to freely operate and to increase industrial-based employment densities.
 - Implement an off-hour delivery pilot program for the Central City.
 - Explore partnership opportunities to provide financial and other incentives to purchase/lease electric-hybrid delivery vehicles and install charging stations.
 - Coordinate with other City bureaus and outside agencies to develop strategies to increase the use of rail, barge and other multi-modal freight options.