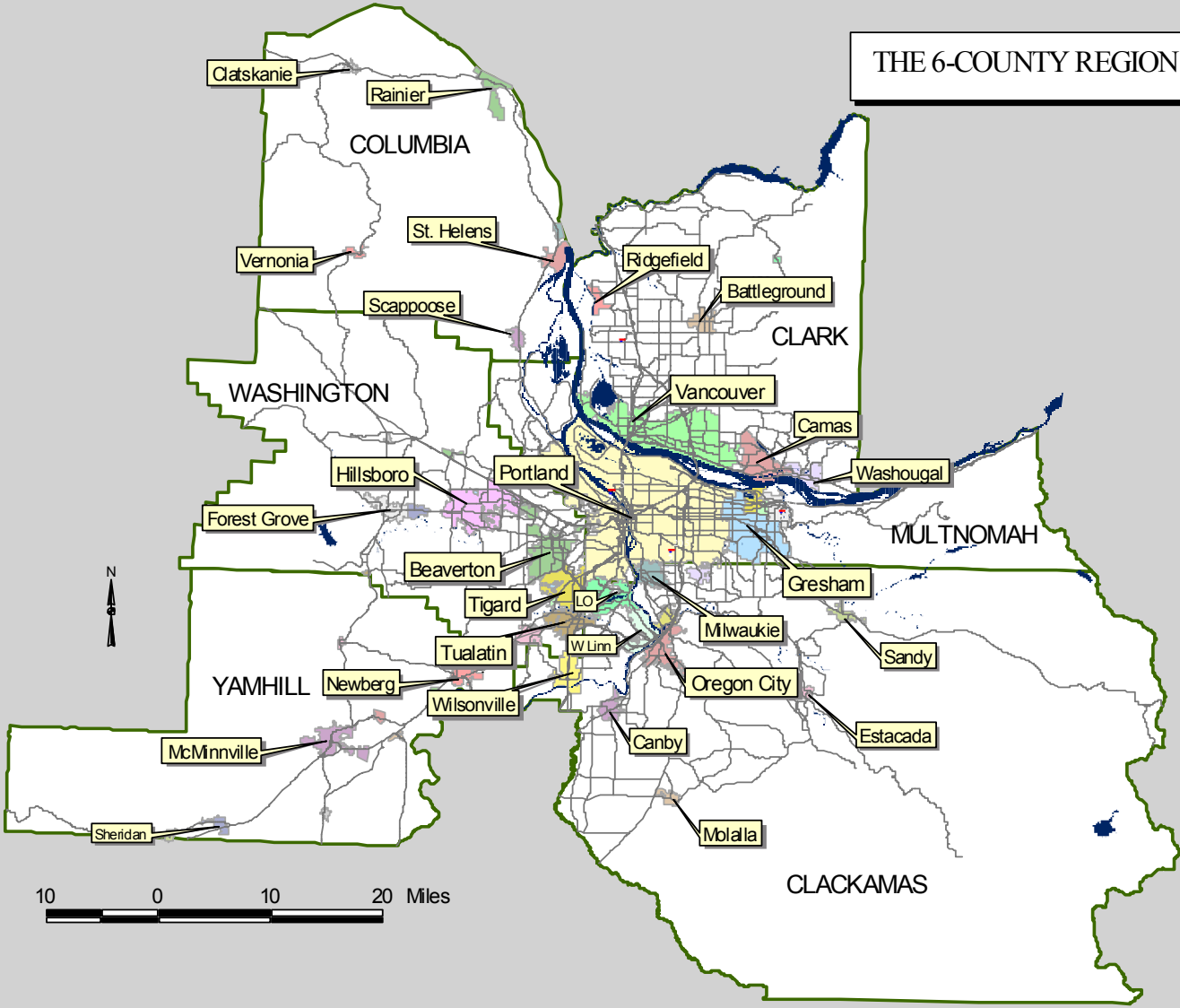


Metropolitan Economic Policy
Task Force:
Findings and Key Themes, and
Next Steps

MPAC
April 23, 2003

THE 6-COUNTY REGION



10 0 10 20 Miles

Task Force Membership:

Bistate, Public/Private

- Rob Drake, Chair
- David Bragdon
- Jess Carreon
- Michael Jordan
- Vera Katz
- Craig Pridemore
- Don Mazziotti
- Diane Vines
- Bill Wyatt
- John Castles
- Steve Clark
- Eric Hovee
- Ron Johnson
- Kim Kimbrough
- Kathy Long Holland
- Carl Talton
- Bob Terry
- Jose Tornero
- Rick Williams

MEPTF Charge

Review adopted and emerging local, regional, and state economic development strategies to identify:

- **Common themes,**
- **Possible conflicts and gaps, and**
- **Opportunities and best practices for linking economic development objectives to land use and transportation planning and implementing actions and investments in the Portland-Vancouver metropolitan area.**

Process

Receive background materials, inventory, and briefings	Nov. 02- Feb. 03	
Discuss & adopt findings	March 11	
Distill short- and long term objectives, roles, process	April 8	
Review 6-Month and 5-Year Action Plans from Regional Partners, Review Final Report	June 10	

Briefings

- **MEPTF received three briefings:**
- **Joe Cortright (Inventory analysis)**
- **Duncan Wyse (OBC)
Dave Chen (NEC)
Diane Vines (OUS/OCKED)**
- **Sheila Martin (Washington State)
Marty Brantley (OECDD)**

Strategy and Regions

- **Strategy is a means for differentiating the region from its competitors.**
- **Metropolitan regions are the essential units for analysis for economic development/Competition is global and among metropolitan areas.**
- **Clusters offer an important way to organize a strategy/intellectual assets are our future.**

Strategy and Regions

- **Most future economic growth will build on intrinsic strengths here now.**
- **Innovation is critical.**
- **Most incentives before jurisdictions promote competition rather than collaboration.**
- **Economic Development is Interdisciplinary/the Region's Economy is an "Ecosystem."**

Our Region:

- **Regional strategy should complement the economic development activities of both local and state government.**
- **Quality of life is a vital competitive advantage for this region, but not one that we are guaranteed to keep.**
- **The region lacks a clear articulation of its “brand” and a “brand manager.” A brand is crucial for communicating both within and outside our region.**

Our Region:

- **Both private and public sectors have key roles to play in developing and implementing a strategy, but most of all the strategy needs a champion.**
- **There is a need for broader agreement on our economic objectives for the metropolitan region. This should take the form of a regional economic development strategy developed through a participatory process.**

An Outline for a Strategy

...Differentiating this Metropolitan Area from Others AND the Intersection of the Themes are the Goals...

- **Clusters: grow and link clusters, understand competition**
- **Talent: establish “Pre-K through Gray” educational system, compete for talent**
- **Livability and Civic Culture: steward quality of life and sense of place**
- **Land/Infrastructure/Business Climate: our competitive position**



Livability and Civic Culture

- Maintain quality of life
- Vital urban centers
- Livable communities
- Benchmarks & Metrics

Clusters:
-Identification and organization
-Linking Clusters
-Competitor analysis

- Focus ED on clusters
- Knowledge-based / traded sector
- Innovation is key
- Business attraction, expansion, and retention
- Business development and entrepreneurship
- Robust capital formation
- Benchmarks & Metrics

Talent:
New...connecting up
Homegrown...
Education & Workforce Development

- Connecting workforce development with industry
- Building a skilled workforce
- Quality K-12
- Benchmarks & Metrics

Land, Infrastructure, Business Climate

- Transportation
- Telecommunication
- Adequate supply of land
- Business climate
- Streamlining regulatory and permitting process
- Benchmarks & Metrics

Organizational development:

- Business plan
- Communication strategy
- Public involvement
- Private sector leaders involved
- Consistent framework
- Workplan for long-term strategy

Vision:

- More diverse, stable & resilient economy**
- Knowledge-based ED**
- Regional cooperation**
- Balance growth and livability**
- Quality of life**
- Continuum of Opportunities**
- Better decision making**
- 50,000 net new jobs**
- Healthier & stronger regional community**
- Supportive business climate**
- Strategic differentiation**
- Collaborative culture**
- Stronger international links**

Process Elements

- **Regional Partners to provide leadership and coordination, will provide plan**
- **Short and Long-term initiatives to be carried out by a range of actors**
- **New initiatives to be developed to fill gaps, focus on collaboration**
- **6-Month Action Plan feeds into Long-Term Strategy**
- **Final Report: Findings, Gaps, Actions**

Need More Information?

- **Call Ethan Seltzer or Heike Mayer at the Institute of Portland Metropolitan Studies: 503-725-5170**
- **Contact the Regional Partners c/o Michael Ogan, PDC, 503-823-3309**
- **Check the Institute's Web Site:**
www.upa.pdx.edu/IMS/