Metro + Our Economy: Building An Economic Value Atlas
Our Economic Values

PEOPLE
(Inclusivity, Talent Development, + Workforce Skills)

SYSTEMS + NETWORKS
(Access, Connectivity + Resilience)

BUSINESS
(Business Growth, Productivity, Innovation + Competitiveness)

PLACE
(Growth Capacity + Localized Assets)
Businesses need support for entrepreneurs and research innovations that respond to increasing demands for new technology and productivity.
People

Businesses need diverse talent and their people need an inclusive economy with opportunities to build skills to meet industry demand.
Place

Businesses need accessible, affordable, and livable communities to attract and retain talent.
Systems + Networks

Businesses need an efficient, accessible and resilient infrastructure system for goods and workers.
Economic Value Atlas

A collaborative project that seeks to establish tools and analysis aligning planning, infrastructure, and economic development to build agreement on investments to strengthen our regional economy.
Project Schedule

**Economic Value Atlas (EVA)**

- Summer 2017 – **Market Assessment**
- Fall 2017 – **Data Preparation + Economic Indicators**
- Winter 2017-18 – **Economic Value Atlas**
- Spring 2018 – **Final Report + Presentation**
- Summer 2018 – **Implementation**
Project Objectives

• Provide a data picture of the regional economy we can use to align investments

• Pinpoint areas of focus for regional investment bridging local and regional economic development aspirations

• Outline a path forward to pursue policy, actions, and investment that help secure these outcomes
Measuring “Inclusive Economies” in Metropolitan America (Brookings MPP + Rockefeller Foundation, 2016)

High Ranking Region for Inclusive Economy Measures:
More Growth + Less Equity

https://www.brookings.edu/blog/the-avenue/2016/05/12/measuring-inclusive-economies-in-metropolitan-america/
A Data Picture to Pinpoint Areas of Focus for Investment

SAMPLE: Metro Context Tool
Bridging Local + Regional Economic Aspirations

SAMPLE: Rockwood Rising Project
Aligning Investments to Realize Economic Aspirations

SAMPLE: Tigard Hunziker Industrial Area Infrastructure Project

Local Infrastructure Investment

Alignment to District + City Economic Aspirations

Alignment With County and Regional Investments

FIGURE 2

Land Use: Vitality and Livability

Light rail options for alignments, stations, park-and-ride lots and an operating and maintenance facility

Cl意向 crossing, Ash Ave, or Wall Street
A Path Forward For Plans, Policies, + Actions

SAMPLE: Puget Sound Industrial Area Planning

• **Understand existing tenants**, private site improvements + firm interdependencies
• Consider prospects for **certain industry operations in non-industrial areas**
• **Analyze** available building area; development transactions/pipeline; and lease, absorption and vacancy rates
• **Further classify industrial zones**, while maintaining flexibility/interchangeable nature of land supply for certain industry operations
• **Use firm prospects and development market trends to set development goals** + prioritize mobility/access improvements