



Multnomah County Oregon

# Board of Commissioners & Agenda

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## BOARD OF COMMISSIONERS

### Diane Linn, Chair

501 SE Hawthorne Boulevard, Suite 600  
Portland, Or 97214

Phone: (503) 988-3308 FAX (503) 988-3093

Email: [mult.chair@co.multnomah.or.us](mailto:mult.chair@co.multnomah.or.us)

### Maria Rojo de Steffey, Commission Dist. 1

501 SE Hawthorne Boulevard, Suite 600  
Portland, Or 97214

Phone: (503) 988-5220 FAX (503) 988-5440

Email: [district1@co.multnomah.or.us](mailto:district1@co.multnomah.or.us)

### Serena Cruz, Commission Dist. 2

501 SE Hawthorne Boulevard, Suite 600  
Portland, Or 97214

Phone: (503) 988-5219 FAX (503) 988-5440

Email: [serena@co.multnomah.or.us](mailto:serena@co.multnomah.or.us)

### Lisa Naito, Commission Dist. 3

501 SE Hawthorne Boulevard, Suite 600  
Portland, Or 97214

Phone: (503) 988-5217 FAX (503) 988-5262

Email: [district3@co.multnomah.or.us](mailto:district3@co.multnomah.or.us)

### Lonnie Roberts, Commission Dist. 4

501 SE Hawthorne Boulevard, Suite 600  
Portland, Or 97214

Phone: (503) 988-5213 FAX (503) 988-5262

Email: [lonnie.j.roberts@co.multnomah.or.us](mailto:lonnie.j.roberts@co.multnomah.or.us)

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## JUNE 7 & 9, 2005 BOARD MEETINGS FASTLOOK AGENDA ITEMS OF INTEREST

|         |  |
|---------|--|
| Pg<br>2 | 9:30 a.m. Tuesday Comprehensive Economic Development Strategy Briefing   |
| Pg<br>2 | 10:30 a.m. Tuesday Transportation Program Capital Needs Briefing   |
| Pg<br>2 | 11:30 a.m. Tuesday Update on MHASD System of Care for Children and Families Plan   |
| Pg<br>2 | 9:30 a.m. Thursday Report on Local Action Plan on Global Warming/Resolution Setting Recycling Goals                              |
| Pg<br>3 | 10:00 a.m. Thursday Proclamation Recognizing Centennial of the Establishment of a Juvenile Court in Multnomah County             |
| Pg<br>3 | 10:40 a.m. Thursday First Reading and Possible Adoption of an Ordinance Related to Adoption of the Pleasant Valley Plan District |
| Pg<br>4 | 10:50 a.m. Thursday Briefing Regarding the Progress and Program for Springwater  |
| Pg<br>4 | 11:20 a.m. Thursday Executive Session  |

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Tuesday, June 7, 2005 - **9:30 AM**  
Multnomah Building, First Floor Commissioners Boardroom 100  
501 SE Hawthorne Boulevard, Portland

## **BOARD BRIEFINGS**

- B-1 Update on Federal Designation of the Metro Area as an Economic Development District through Preparation of a Comprehensive Economic Development Strategy for the Region. Presented by Rob Fussell and Bob Alexander. 1 HOUR REQUESTED.
- B-2 Transportation Program Capital Needs Briefing. Presented by Cecilia Johnson, Karen Schilling, Stan Ghezzi, Tom Hansell and Ed Abrahamson. 1 HOUR REQUESTED.
- B-3 Monthly Update on Mental Health and Addiction Services Division System of Care for Children and Families Plan. Presented by Nancy Winters, Godwin Nwerem and Amy Baker. 10 MINUTES REQUESTED.
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Thursday, June 9, 2005 - **9:30 AM**  
Multnomah Building, First Floor Commissioners Boardroom 100  
501 SE Hawthorne Boulevard, Portland

## **REGULAR MEETING**

### **REGULAR AGENDA - 9:30 AM** **PUBLIC COMMENT - 9:30 AM**

Opportunity for Public Comment on non-agenda matters. Testimony is limited to three minutes per person. Fill out a speaker form available in the Boardroom and turn it into the Board Clerk.

### **NON-DEPARTMENTAL - 9:30 AM**

- R-1 **9:30 AM TIME CERTAIN:** Progress Report on the Local Action Plan on Global Warming and RESOLUTION Setting Recycling Goals and Directing Preparation of a Waste Prevention and Recycling Plan for County Facilities. Presented by Commissioner Maria Rojo, Amy Joslin, Molly Chidsey, Michele Gardner, Mike Meinecke and Invited Guests. 30 MINUTES REQUESTED.

**DEPARTMENT OF COMMUNITY JUSTICE - 10:00 AM**

- R-2 **10:00 AM TIME CERTAIN:** PROCLAMATION in Observance of the Centennial of the Founding of Juvenile Court in Multnomah County and in the State of Oregon on Friday June 10, 2005, Honoring the Court for its Commitment to Improve the Lives of Children
- R-3 Budget Modification DCJ 17 Reclassifying an Office Assistant Senior to a Juvenile Records Technician, as Determined by the Class/Comp Unit of Central Human Resources

**NON-DEPARTMENTAL - 10:15 AM**

- R-4 Second Reading and Possible Adoption of an ORDINANCE Amending Multnomah County Code Chapter 3.253, Office of Citizen Involvement, and Declaring an Emergency
- R-5 RESOLUTION Establishing Fees and Charges for Chapter 27, Community Services, of the Multnomah County Code and Repealing Resolution No. 05-086
- R-6 RESOLUTION Establishing Fees and Charges for Chapter 29, Building Regulations, of the Multnomah County Code and Repealing Resolution No. 05-043
- R-7 RESOLUTION Establishing Fees and Charges for MCC 11.05 Land Use General Provisions, 11.15 Zoning, 11.45 Land Divisions, 37 Administration and Procedures, 38 Columbia River Gorge National Scenic Area, and Repealing Resolution No. 05-028
- R-8 RESOLUTION Opposing Reductions in Federal Support for Housing

**DEPARTMENT OF BUSINESS AND COMMUNITY SERVICES - 10:30 AM**

- R-9 RESOLUTION Adopting the 2004-2005 Multnomah County Supplemental Budget and Making Appropriations as Required by ORS 294.480
- R-10 Amendment to Government Expenditure Contract (190 Agreement) 4600003426 with the City of Portland, Adding the Pleasant Valley Plan District to the Areas Subject to the 2002 Intergovernmental Agreement that Transferred Land Use Planning Responsibilities for Certain Unincorporated Areas to the City of Portland

- R-11 First Reading and Possible Adoption of a Proposed ORDINANCE Amending County Land Use Code, Plans and Maps to Adopt Portland's Recent Land Use Code, Plan and Map Revisions Related to the Adoption of the Pleasant Valley Plan District in Compliance with Metro's Functional Plan and Declaring an Emergency

**DEPARTMENT OF HEALTH - 10:45 AM**

- R-12 NOTICE OF INTENT to Submit a Proposal to the National Library of Medicine AIDS Community Outreach Grant Competition
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Thursday, June 9, 2005 - 10:50 AM  
(OR IMMEDIATELY FOLLOWING REGULAR MEETING)  
Multnomah Building, First Floor Commissioners Boardroom 100  
501 SE Hawthorne Boulevard, Portland

**BOARD BRIEFING**

- B-4 Briefing Regarding the Progress and Program for Springwater. Presented by Terry Vandercooy, City of Gresham, and Ed Abrahamson, Multnomah County. 30 MINUTES REQUESTED.
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Thursday, June 9, 2005 - 11:20 AM  
(OR IMMEDIATELY FOLLOWING BOARD BRIEFINGS)  
Multnomah Building, First Floor Commissioners Conference Room 112  
501 SE Hawthorne Boulevard, Portland

**EXECUTIVE SESSION**

- E-1 The Multnomah County Board of Commissioners Will Meet in Executive Session Pursuant to ORS 192.660(2)(h). Only Representatives of the News Media and Designated Staff are allowed to Attend. Representatives of the News Media and All Other Attendees are Specifically Directed Not to Disclose Information that is the Subject of the Executive Session. No Final Decision will be made in the Executive Session. Presented by Agnes Sowle. 15-30 MINUTES REQUESTED.



# MULTNOMAH COUNTY OREGON

BOARD OF COUNTY COMMISSIONERS  
501 S.E. HAWTHORNE BLVD., Room 600  
PORTLAND, OREGON 97204  
(503) 988-5217

LISA NAITO • DISTRICT 3 COMMISSIONER

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## MEMORANDUM

TO: Chair Diane Linn  
Commissioner Maria Rojo de Steffey  
Commissioner Serena Cruz  
Commissioner Lonnie Roberts  
Board Clerk Deb Bogstad

FROM: Carol Wessinger  
Staff to Commissioner Lisa Naito

DATE: April 8, 2005

RE: Commissioner Naito will be unable to attend the June 7, 2005 Board Briefing and the June 9, 2005 Board Meeting.

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Commissioner Lisa Naito will be out of the Country and will be unable to participate by phone.

Thank you,  
Carol Wessinger



**MULTNOMAH COUNTY  
AGENDA PLACEMENT REQUEST**

**Board Clerk Use Only**

**Meeting Date:** 06/09/05  
**Agenda Item #:** B-1  
**Est. Start Time:** 9:30 AM  
**Date Submitted:** 06/01/05

**BUDGET MODIFICATION:** -

**Agenda Title:** **Update on Federal Designation of the Metro Area as an Economic Development District (EDD) through Preparation of a Comprehensive Economic Development Strategy (CEDS) for the Region**

*Note: If Ordinance, Resolution, Order or Proclamation, provide exact title. For all other submissions, provide a clearly written title.*

|                        |  |                        |                       |
|------------------------|--|------------------------|-----------------------|
| <b>Date Requested:</b> | <u>6/7/05</u>  | <b>Time Requested:</b> | <u>30 minutes</u>     |
| <b>Department:</b>     | <u>Non-Departmental</u>  | <b>Division:</b>       | <u>Chair's Office</u> |
| <b>Contact(s):</b>     | <u>Rob Fussell</u>   |                        |                       |
| <b>Phone:</b>          | <u>503/988-3971</u>  | <b>Ext.</b>            | <u>83971</u>          |
|                        |  | <b>I/O Address:</b>    | <u>503/600</u>        |
| <b>Presenter(s):</b>   | <u>Rob Fussell and Bob Alexander (Portland Development Commission)</u> |                        |                       |

**General Information**

**1. What action are you requesting from the Board?**

No action. Informational only.

**2. Please provide sufficient background information for the Board and the public to understand this issue.**

Over the past few years several significant economic changes have affected the Portland-Vancouver metro region; these changes include the globalization of economic activity, the explosion of new technologies, and a recent economic recession. A notable outcome of this recession was Oregon's ranking at the top of the unemployment list month after month. This economic downturn has triggered the region's eligibility for economic assistance through the Economic Development Administration (EDA) That eligibility, however, is contingent on having an EDD. Before a region can form an EDD, it must complete a CEDS, a plan for economic development aimed at creating jobs, diversifying and strengthening the economy, and improving the quality of life. This is consistent with the direction of Multnomah County's Thriving Economy Priority adopted by the Board. To accomplish creation of a CEDS, a Federal Grant to fund development of the CEDS was

secured by The Regional Economic Development Partners. ECONORTWEST over the past year has shepherded a process which has produced a draft of the CEDS. At this point in the process the draft is being presented to elected government officials for their information and input.

**3. Explain the fiscal impact (current year and ongoing).**

There is no fiscal impact on Multnomah County.

**4. Explain any legal and/or policy issues involved.**

Nothing legal or policy issues at this time.

**5. Explain any citizen and/or other government participation that has or will take place.**

Chair Linn has served on the steering committee. CEDS is, first and foremost a plan. Formation of the draft has involved written community surveys and public hearings. There will be many opportunities for business leaders, local government representatives, and the general public to contribute to the economic development strategies suggested in the Plan. Once the plan is complete in Fall 2005, there will continue to be ways to be involved. The plan will be updated regularly, and will involve public and private sectors at each step along the way.

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**Required Signatures**

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**Department/  
Agency Director:**



**Date:** 6/1/2005

**Budget Analyst:**

**Date:**

**Department HR:**

**Date:**

**Countywide HR:**

**Date:**

# Building a Better Economic Future for Chapter 1 the Portland-Vancouver Region/DRAFT

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This document, the *Comprehensive Economic Development Strategy* (CEDS), describes economic conditions for the Portland-Vancouver metropolitan region, the essential elements of previous economic development plans around the region, and broad strategies and specific actions of importance to the regional economy. It meets the requirements of the Economic Development Administration of the U.S. Department of Commerce, which funded much of the work necessary to prepare this document.

Meeting those requirements makes the region eligible for some potential federal funding. More importantly, the purpose of this document is to provide technical information that can contribute to the preparation of a *Regional Business Plan*, which public and private groups hope to have ready by the end of 2005. This chapter describes the relationship of the CEDS to the Regional Business Plan in more detail.

This introductory chapter has four sections:

- **Why create a regional economic development strategy?** describes the reasons for pursuing a Regional Business Plan, and how this document contributes to that effort and other objectives.
- **The CEDS report and process** describes the overall purpose and framework for the report, and the role of the Strategy Committee and the subcommittees in completing the CEDS report.
- **Framework for the economic analysis** describes the steps taken to develop the CEDS, and describes the organization of the action plan.
- **Organization of this report** describes the chapters and appendices in this report.

## WHY CREATE A REGIONAL ECONOMIC DEVELOPMENT STRATEGY?

Over the past few years, several significant economic changes have affected the Portland-Vancouver metropolitan region; these changes include the globalization of economic activity, the explosion of new technologies, and a recent economic recession. The region faces new challenges and opportunities for achieving and sustaining economic prosperity.

The region need not view these challenges with fear and in desperation. If businesses and governments in the region are intentional and forward looking about economic prospects, and if they make the right choices and investments, then the Portland-Vancouver region can be among the most prosperous and livable in the world.

A paradox of globalization is that it makes local place characteristics more important, rather than less important. The Portland-Vancouver metropolitan region has always had a strong sense of its distinctiveness, an independent streak that leads it to pioneer its own ways of doing things rather than simply following the crowd. There are now several such pioneering efforts coming together to build a better regional economic future.

Those efforts are building on previous work in an attempt to more fully integrate economic considerations with all of the other planning activities taking place in the region. Such integration is not only possible; it is essential. Increasingly, a region's chief economic assets are its people, its knowledge base, its distinctive quality of life, and its infrastructure. A successful economy depends on a talented, innovative populace; vibrant, desirable communities; and well-functioning transportation and other public facilities and services.

Metropolitan areas are the critical geographies for economic activity in the global marketplace. The lowering of trade barriers and the growth of international trade have lessened the importance of national boundaries. Most states are too large and diverse to create truly integrated strategies for economic development; most cities are too small to be able to provide or coordinate all the economic activity of a regional economy. Metropolitan regions, and the different industry clusters that give a region a comparative advantage over other metropolitan areas, are the critical drivers of economic success.

Regional coordination makes economic sense, because economic activities do not follow political boundaries. People, goods, services, and resources move across the region, indifferent to local boundaries. The Cities of Portland and Vancouver and their surrounding suburbs are economically interdependent.

Both businesses and governments are increasingly interested in improving the quality and use of the resources that allow a regional economy to perform and compete well. There is a growing agreement that businesses have to coordinate with each other, governments have to coordinate with each other (across state, city, county, and special-district boundaries), and business and government have to coordinate with each other.

Such coordination does not necessarily require new regional agencies or organizations. It probably does require, as a starting point, institutional arrangements to facilitate communication between private and public entities.

Other regions in the country and in the world have the institutional structures in place to work together to achieve a globally competitive regional economy. In such regions, existing agencies and organizations (both public and private) have some common ideas about economic conditions, opportunities, and strategies. Appendix A describes what these other regions are doing and details the institutional structures that make their planning efforts successful.

Leaders in both the public and private sectors of the Portland-Vancouver region have realized that, to be competitive in this environment, they too must

develop the institutional arrangements that allow them to discuss and agreed upon a set of priorities for business organizations and government agencies.

Getting to agreement about the ideas requires both fact finding and evaluation. For agreement to be reached and remembered, ideas must be written down. That reasoning lead business and government leaders in the region to attempt to create what is now referred to as *the Regional Business Plan* for the Portland-Vancouver metropolitan region.

The Regional Business Plan is being developed through a public- private partnership. It will build on the economic strategies and analysis undertaken by the City of Portland, the City of Vancouver, Clackamas County, the Westside Economic Alliance, and other statewide efforts like the Oregon Business Plan. The initial efforts of developing the Regional Business Plan are being led by the region's private-sector business organizations. Their effort will be expanded to include the region's public sector leaders, who are viewed as important partners in any effort to address the region's economic future.

The public sector is assembling a document that describes economic conditions for the Portland-Vancouver metropolitan region, captures the essential elements of previous economic development plans around the region, and discusses broad strategies and specific actions of importance to the regional economy. This report is that document. It is called the *Comprehensive Economic Development Strategy* (CEDS) to comply with the requirements of the Economic Development Administration (EDA) of the U.S. Department of Commerce, which funded much of the work necessary to assemble the information in this document. Meeting those requirements has some potential funding advantages, but more important is the information this evaluation provides toward the preparation of the Regional Business Plan.

The CEDS analyzes economic and community development problems and opportunities at a critical juncture in the region's economic growth cycle. The timing is right to create a strategy to guide the region's future growth. A changing global economy and the need to respond to recession contribute to the need to develop an approach to economic development that recognizes the unique characteristics of the Portland-Vancouver metropolitan region. Developing, getting agreement on, and documenting that approach is the goal of the Regional Business Plan.

Both public-sector and private-sector activities are essential to the development of the Regional Business Plan. Many people from organizations in both sectors are working in close collaboration to develop the plan. It is expected that the Regional Business Plan will be completed by the end of 2005.

## **THE CEDS REPORT AND PROCESS**

The purpose of this report is to provide businesses, governments, and residents of the Portland-Vancouver metropolitan area with a comprehensive analysis of the region's economic health, and to outline a strategy for an economic

future that people and organizations throughout the region will embrace, refine, and implement in the years ahead.

In addition to its local use, this report will be provided to the Economic Development Administration (EDA) as part of an application for further federal assistance to help develop the metropolitan economy. Because the Portland-Vancouver region has some of the highest unemployment rates in the nation, it has become eligible for federal economic assistance through the EDA. That eligibility, however, is contingent on having a plan and organizational structure (Economic Development District (EDD)) consistent with EDA guidelines. A key purpose of this project is to do the work required to apply for and receive an EDD designation.

The technical and institutional work that the CEDS comprises would not have been possible without a grant from the EDA for Community and Regional Economic Development Capacity Building grant. The EDA awarded this grant to the Portland Regional Partners for Business<sup>1</sup> in early 2004. With this grant, the Regional Partners contracted a consultant team, lead by ECONorthwest, to complete the analysis and manage the process of developing the CEDS. Other members of the consultant team include Impresa Consulting, the Institute of Metropolitan Studies at Portland State University, and FutureWorks.

One of EDA's requirements for the development of a CEDS is that an advisory committee—a CEDS *Strategy Committee*—be formed.<sup>2</sup> The Strategy Committee is the primary vehicle for public involvement in the creation of the CEDS. EDA guidelines ask that the composition of the Strategy Committee be generally representative of the region, and include representatives of governments, interest groups, and industry sectors. The purpose of the Strategy Committee is to oversee the development and provide final approval of the CEDS. The Strategy Committee members are listed in Appendix B.

## THE OREGON BUSINESS PLAN FRAMEWORK

The CEDS builds on the finding of many existing business and economic development plans. Its organizational framework, however, draws from the Oregon Business Plan.<sup>3</sup> The Strategy Committee concluded that the Plan's focus on a few key *initiatives* (actions), on a broad and long-range strategies, and on a few key categories of actions and strategies made sense in general and would make sense for the Portland-Vancouver region. The Plan is structured around the "Four Ps for Prosperity," described as follows:

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<sup>1</sup> The Regional Partners is a public-private partnership composed of organizations from six counties in the Portland-Vancouver region. It focuses on shared economic priorities, and works to implement business retention, expansion and recruitment, as well as marketing strategies and recommendations for policy development.

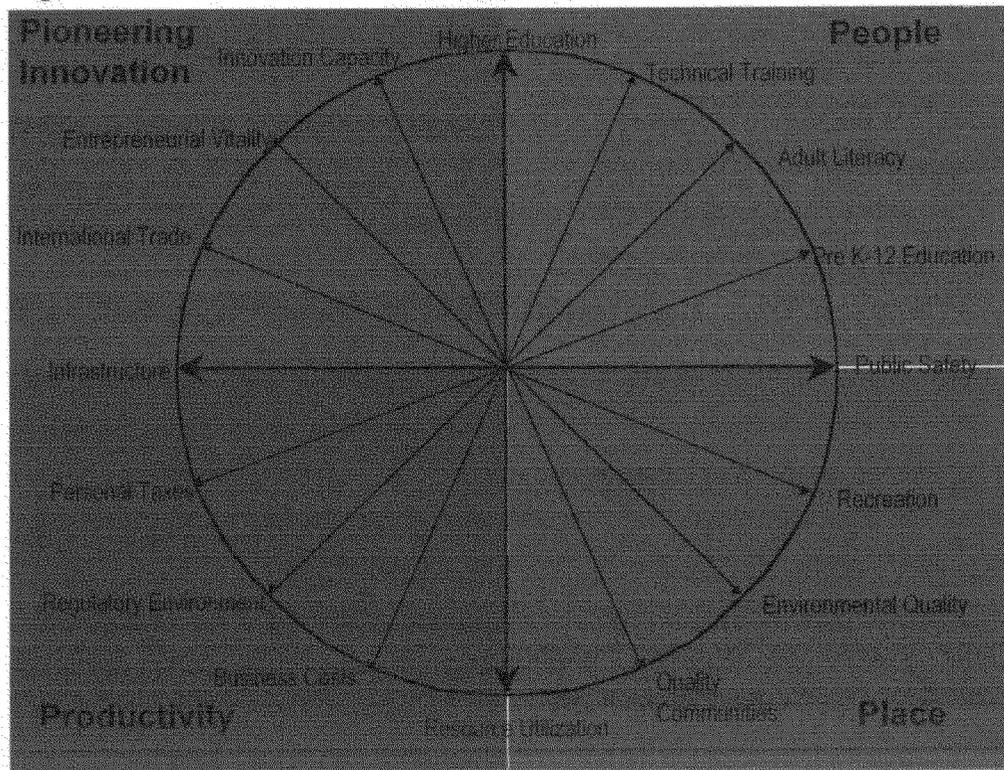
<sup>2</sup> The term *Steering Committee* would more accurately describe the Committee, because the group looks at more than just the strategies that emerge toward the end of the CEDS process. This report is, however, a CEDS study, and EDA has defined the terms of its requirements. Thus, throughout this report, the term *Strategy Committee* refers to the group that monitors the process and provides approval of the CEDS.

<sup>3</sup> The Oregon Business Plan was developed by key public and private decisionmakers from throughout Oregon, along with extensive public involvement.

To create the uniquely supportive environment needed by competitive Oregon businesses, Oregon should focus on what might be called the Four Ps for Prosperity—*pioneering innovation, people, place, and productivity*. All industries need these supportive conditions in different degrees and ways.<sup>4</sup>

Figure 1-1 provides an overview of the Four-P framework.

**Figure 1-1. The Four Ps for prosperity**



Source: Oregon Business Plan, 2003

The Oregon Business Plan describes the Four Ps as follows<sup>5</sup>:

- **Pioneering Innovation.** Oregon’s economic vitality is propelled by knowledge-based industries; providing support for these innovative industries is critical. Necessary infrastructure for knowledge-based industries includes critical mass in ideas, research, product and process innovation, and market creation.
- **People.** Skilled and talented people are key to the success of knowledge-based industries and, consequently, are prerequisites for successful

<sup>4</sup> Oregon Business Plan, “Executive summary: Stepping up: A plan for growing quality jobs and statewide prosperity” January 20, 2003.

<sup>5</sup> Summarized from: Oregon Business Plan, “Executive summary: Stepping up: A plan for growing quality jobs and statewide prosperity” January 20, 2003.

pioneering innovation. Education and training are essential infrastructure for this aspect of our economy because they help develop, attract, and retain knowledge workers.

- **Place.** Quality of life helps to attract and retain talented people who drive our economy and enrich our communities with ideas, knowledge, skills, and investment. In short, a quality place helps to attract quality people, who drive pioneering innovation.
- **Productivity.** The cost and availability of a range of public and private services influence the competitiveness of Oregon businesses in national and international markets. The infrastructure that helps businesses increase efficiencies, hold down costs, and attract investment and expansion includes reliable transportation and port facilities, energy at competitive rates, adequate access to natural resources, and manageable costs in taxes and regulatory compliance.

The Strategy Committee adopted this framework for the CEDS.

## **SUBCOMMITTEE WORK**

The Strategy Committee created three subcommittees composed of Strategy Committee members to develop strategies and action for the CEDS. The subcommittees were able to provide insight on community and business issues, policies, and programs related to economic development activities. The three subcommittees were:

- **Institutional arrangements.** The composition of the Economic Development District Board (an EDA requirement for federal funding), and how that Board might interact with whatever institutional arrangements come out of the Regional Business Plan.
- **People / Place.** Goals, strategies, and actions related to these economic factors.
- **Productivity / Pioneering Innovation.** Goals, strategies, and actions related to these economic factors.

In addition, the CEDS Strategy Committee and its consultants worked closely with the organizations involved in the Regional Business Plan. The Regional Business Plan is led by business associations and chambers of commerce. Staff working on the Regional Business Plan are coordinating with staff working on the CEDS so that the Regional Business Plan can take advantage of information in the CEDS about vision, past and likely future economic conditions and performance, public opinion, and possible strategies and actions. The Regional Business Plan will be completed after the CEDS (the Regional Business Plan is scheduled to be completed by November 2005, the CEDS was completed in August 2005).

# FRAMEWORK FOR THE ECONOMIC ANALYSIS

## STEPS IN DEVELOPING THE CEDS

The research plan for this CEDS consisted of the following tasks:

- **Compile existing data.** Much has already been written about the Portland-Vancouver regional economy. The consultant team reviewed existing reports, extracted relevant data, and compiled it into this CEDS document.
- **Conduct surveys and interviews.** The consultant team conducted an internet survey and conducted 20 in-depth interviews to determine the perceived economic development opportunities and challenges to respondents organization, and proposed strategies to address those challenges.
- **Review existing economic development plans.** The consultant team reviewed other plans within the Portland Metropolitan region to identify opportunities for coordination and to eliminate duplication of efforts.
- **Review CEDS with Strategy Committee and subcommittees.** The consultants and PDC staff met with the Strategy Committee in four work sessions. Staff presented the analysis to the Committee, and the Committee worked to identify regional economic development vision, goals, objectives, and action items, both as a full committee and in subcommittee meetings.
- **Incorporate public opinion.** The consultant team and PDC staff worked with Strategy Committee members to disseminate information about the process to member organizations and receive feedback. A full description of the public involvement process is in Appendix B.

Appendix C provides a description of how this document meets the EDA requirements.

## DEFINITIONS

### THE PORTLAND-VANCOUVER REGION

The region is defined as all of Multnomah and Clackamas Counties along with portions of Washington County and Clark County in Washington State. The rest of this study refers to this four-county metropolitan area as “the Portland-Vancouver metropolitan region,” or just “the region.”

The data sources used in this analysis do not always define the region in exactly the way described above. This report notes the geography covered by each data source, and, if different from the regional definition above, the report describes how that difference may or may not impact the conclusions in the analysis.

# DEVELOPING A REGIONAL BUSINESS PLAN

## Why think regionally about economic development?

Regions—not states or cities—are the essential geography for economic development and competition. Within regions, a few clusters of industrial activities (e.g., high-tech, metals, transportation equipment) provide specialized goods and services that are in high demand outside of the region. Purchases of those goods brings money into the regional economy and fuels economic development.

The economy of the Portland-Vancouver region (Clark, Clackamas, Multnomah, and Washington Counties) is changing; globalization of economic activity has accelerated the rate of that change. Leaders in both the public and private sectors realize they must work together to keep the region competitive. Public and private investments across the region to create a strong and prosperous economy should support one another and aim for common objectives.



existed, operated in cities or counties. Those agencies communicated occasionally with business groups, but had few strong and long-term partnerships.

That changed gradually. Economic development agencies saw the need to coordinate at a regional level. That coordination was at first informal. In the Portland-Vancouver region, the Portland Regional Partners for Business formed as a public-private partnership focusing on shared economic priorities for the six-county region.

Now businesses in the region are organizing to create a Regional Business Plan as the next step in getting a regional strategy for private and public investment. In support of that effort, the public sector is simultaneously preparing a Comprehensive Economic Development Strategy (CEDS) and a Regional Business Plan. The CEDS will provide technical and policy information to the Regional Business Plan process.

## The Comprehensive Economic Development Strategy (CEDS)

The CEDS is a planning effort that is led by the public-sector and focused on assembling information relevant

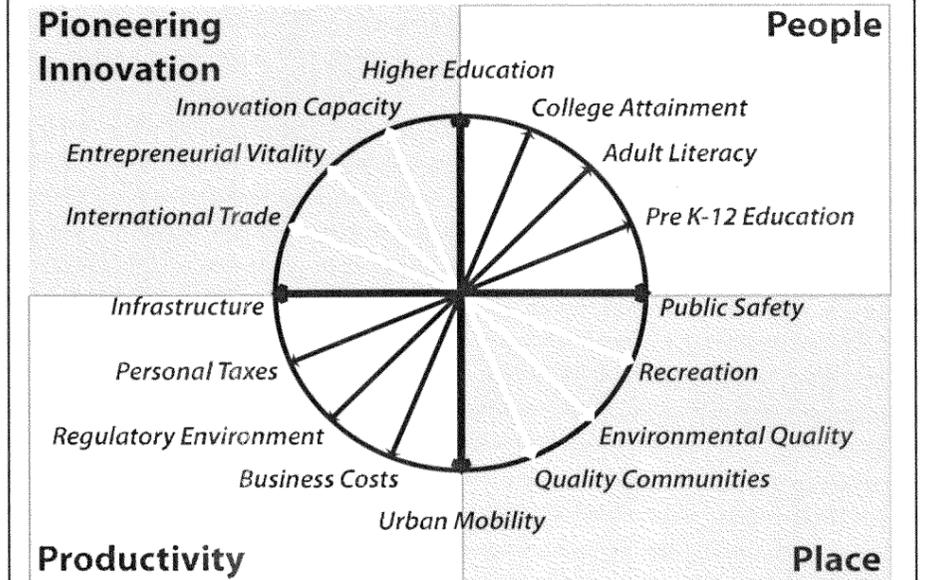
to making choices about public-sector actions on economic development. The CEDS process leads to a CEDS document report that describes economic conditions for the Portland-Vancouver metropolitan region, captures the essential elements of previous economic development plans around the region, and discusses broad strategies and specific actions of importance to the regional economy. The CEDS document report is organized along the lines of the Oregon Business Plan—it aims to increase economic prosperity by improving performance in four areas: Pioneering Innovation, Productivity, People, and Place (referred to as “the four Ps of Prosperity”). Figure 1 provides detail.

The CEDS effort is funded in large part by a grant from the Economic Development Administration (EDA) of the U.S. Department of Commerce. The CEDS process ran from February to June 2005, and will end in a CEDS report that was overseen by a diverse strategy committee that consisted of public- and private-sector leaders from around the region. Having a CEDS document has some potential advantages to the region for federal money; more important, however, is the information this evaluation provides toward the preparation of the Regional Business Plan.

## The Regional Business Plan

The Regional Business Plan is building on the information and framework in the CEDS. It is being developed through a public-private partnership. The initial efforts of developing the Regional Business Plan are being led by the region’s private-sector business organizations. Their effort will be expanded to include the region’s public sector leaders, who are viewed as important partners in any

Figure 1. The Four Ps of Prosperity



The CEDS builds on the finding of many existing business and economic development plans. Its organizational framework draws from the Four P framework adopted by the Oregon Business Plan (2003).

effort to address the region’s economic future. The Regional Business Plan is scheduled to be completed at the end of 2005.

Table 1 shows the schedule for the CEDS and the Regional Business Plan; it illustrates that the CEDS process and document is completed before, and feeds into, the Regional Business Plan.

## What happens next?

In July, the CEDS project team will ask the Clark, Clackamas, Multnomah, and Washington County Commissions and the Portland City Commissioners to adopt (by resolution) the CEDS and request the designation of an Economic Development District

(EDD) by the Economic Development Administration. The Regional Business Plan will incorporate information from the CEDS into its process, which will include a draft Regional Business Plan in the Fall. Once the Regional Business Plan is complete at the end of 2005, there will continue to be ways to be involved.

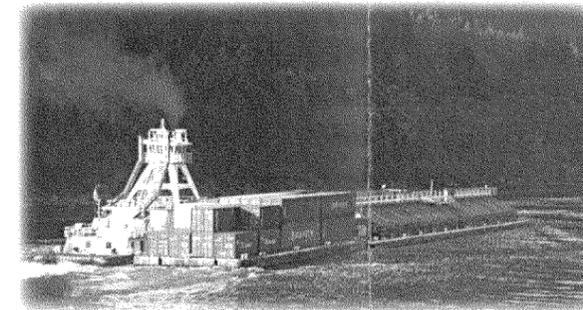


Table 1. Comprehensive Economic Development Strategy and Regional Business Plan Timeline, 2005

| Date             | Comprehensive Economic Development Strategy  | Regional Business Plan   |
|------------------|--|--|
| Jan - Mar 2005   | <ul style="list-style-type: none"> <li>Organization of Strategy Committee</li> <li>Preliminary data collection</li> </ul>  | <ul style="list-style-type: none"> <li>Outreach to business leaders</li> </ul>   |
| Apr - June 2005  | <ul style="list-style-type: none"> <li>Interviews and Surveys</li> <li>Data analysis</li> <li>Sub-Committee meetings</li> <li>Draft and final CEDS report</li> </ul> | <ul style="list-style-type: none"> <li>Identify issues and conduct task force research</li> <li>Regional meetings</li> </ul> |
| July - Sept 2005 | <ul style="list-style-type: none"> <li>Local adoption</li> <li>Federal application</li> </ul>  | <ul style="list-style-type: none"> <li>Regional meetings</li> </ul>  |
| Oct - Dec 2005   | <ul style="list-style-type: none"> <li>Formation of a board for the Economic Development District</li> <li>Integration in Regional Business Plan</li> </ul>          | <ul style="list-style-type: none"> <li>Task force report</li> <li>Regional Business Plan Public Meeting</li> </ul>           |

## What is the current and likely future economic context for the CEDS and Regional Business Plan?

The Portland-Vancouver is the 25th largest metropolitan economy in the country with a gross metropolitan product of approximately \$75 billion annually. Some of the strengths of the Portland-Vancouver region compared to other regions is that it is highly innovative, attracts well-educated young adults, and has a reputation for quality of place and livability. Areas for improvement include local system of K-12 education appears to be only average compared to other regions and cost of business is only average to other US metropolitan areas. Figure 2 shows the CEDS Strategy Committee perceptions of the region.

## What goals and actions should the region pursue?

Consistent with its conclusion about the importance to economic development of regional coordination, the traded sector, and clusters with comparative advantages relative to other regions, the broad goal for the CEDS is:

*The economy of the Portland-Vancouver region should develop to have multiple traded-sector clusters containing businesses that are global leaders in innovating new products and processes.*

Consistent with that goal are actions in five categories:

### Pioneering Innovation

- **Cluster innovation.** Work with the region's industry cluster organizations to develop cluster-specific innovation activities.
- **Entrepreneurial culture.** Promote the role of local entrepreneurs and measure their impact on the regional economy.
- **Knowledge creation.** Align the region's higher education resources to further the competitiveness of the region's traded-sector cluster businesses.
- **High-performance work organization.** Promote widespread adoption of high performance work organization in the manufacturing techniques in the region's private sector firms. Encourage the adoption of these practices within the public-sector.
- **Capital availability.** Encourage greater availability of the early-stage risk capital for new business formation and expansion.

### Productivity

- **Industry clusters.** Focus economic development efforts on established and emerging traded sector industry clusters.
- **Land supply.** Assure that there is sufficient land supply for the region's economy; emphasize the needs of traded sector industry clusters.
- **Transportation and other infrastructure.** Assure that the region's transportation and other infrastructure systems are adequate to efficiently meet the needs of the region's economy,
- **Tax and regulatory environment.** Work to minimize the tax and regulatory burdens imposed on the region's businesses, consistent with maintaining an adequate level of public service and a high quality of life.

### People

- **K-12 and higher education funding.** Advocate for secure funding for K-12 and higher education to ensure high-quality educational opportunities.
- **Workforce training.** Continue to seek additional funding for the development of workforce training opportunities and one-stop centers.
- **Awareness of existing opportunities.** Enhance awareness of existing educational and workforce training resources.
- **Skills gap analysis.** Identify skills gaps that exist among the region's workers.
- **Basic skills.** Increase the availability of remedial education and ESL programs.

### Place

- **Branding the region.** Encourage collaborative marketing of the area to create a "brand" to attract key clusters.
- **Land use balance: green spaces and economic opportunity.** Implement programs that enhance green spaces and recreational opportunities in the region while considering the importance of land for economic development opportunities.
- **Workforce housing.** Seek opportunities to develop workforce housing.
- **Neighborhood safety and improvement.** Support the formation of neighborhood associations and similar groups throughout the region that focus on neighborhood safety and other improvements.
- **Engaging younger workers.** Encourage the 25-35 year-old demographic to become more active in the region's civic and political life.

### Process

- **Market as a region.** Organizations should continue to market together to expand the region's markets.
- **Coordinate with Regional Business Plan efforts.** The CEDS should become part of the Regional Business Plan, with the EDD board operating as a subcommittee of the Regional Business Plan.
- **Monitor progress.** Continue to evaluate progress toward benchmarks on priority actions.

### CEDS Strategy Committee

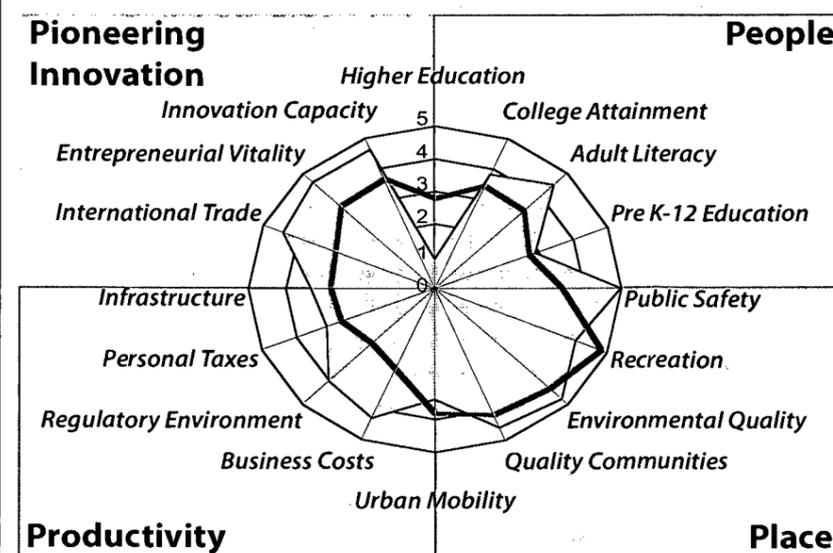
- Rob Drake, Mayor, City of Beaverton, and Chair of CEDS Strategy Committee
- Wilda Parks, Executive Director, North Clackamas Chamber of Commerce, and Vice-Chair of the CEDS Strategy Committee
- Charlie Allcock, Portland General Electric and Vice-Chair, Regional Partners
- Bob Alexander, Economic Development Director, Portland Development Commission
- David Bragdon, President, Metro, alternative representatives, Michael Wetter and Lydia Neill
- Gale Castillo, Executive Director, Hispanic Metropolitan Chamber, and chair of the People/Places subcommittee for this project
- Diane Linn, Chair, Multnomah County Commission, alternative representative, Rob Fussell
- David Marks, Clackamas County Business Association and Marks Metal Technology, and co-chair of the Pioneering Innovation/Productivity subcommittee for this project
- Sandra McDonough, President, Portland Business Alliance, alternative representatives, Greg Peden and Duke Sheperd
- Wally Mehrens, Executive Secretary, Columbia Pacific Building Trades
- Randy Miller, President, The Moore Company, and Portland Ambassadors, and co-chair of the Pioneering Innovation/Productivity subcommittee for this project
- Bart Phillips, Columbia River Economic Development Council
- Tom Potter, Mayor, City of Portland, alternative representative, Rochelle Lessner.
- Preston Pulliams, President, Portland Community College
- Doug Rux, Chair, Regional Partners and City of Tualatin
- Jonathan Schlueter, Executive Director, Westside Economic Alliance
- Martha Schrader, Commissioner, Clackamas County, alternative representative Renate Mengelberg
- Steve Stuart, Commissioner, Clark County
- Eric Underwood, East Metro Economic Alliance
- Duncan Wyse, President, Oregon Business Council

### Project Team

- Elissa Gertler, Portland Development Commission
- Terry Moore, ECONorthwest
- Becky Steckler, ECONorthwest
- Lorelei Juntunen, ECONorthwest
- Joe Cortright, Imprensa
- Erin Flynn, FutureWorks
- Sheila Martin, Institute for Metropolitan Studies, PSU
- Sarah Heinike, Institute for Metropolitan Studies, PSU

For more information about this project, contact Elissa Gertler at (503) 823-3231.

**Figure 2. CEDS Strategy Committee perceptions vs. quantifiable data of the Portland-Vancouver region**



This figure shows how the CEDS Strategy Committee ranked (on a scale of 0 (lowest) to 5 (highest) the Portland-Vancouver region in the 4-P categories (the red line), compared to quantifiable measures (blue shaded area).

Quantifiable Measure  
Perceived



**MULTNOMAH COUNTY  
AGENDA PLACEMENT REQUEST**

**Board Clerk Use Only**

**Meeting Date:** 06/07/05  
**Agenda Item #:** B-2  
**Est. Start Time:** 10:30 AM  
**Date Submitted:** 04/07/05

**BUDGET MODIFICATION:** -

**Agenda Title:** **Briefing on Transportation Program Capital Needs**

*Note: If Ordinance, Resolution, Order or Proclamation, provide exact title. For all other submissions, provide a clearly written title.*

|                        |  |                        |                                    |
|------------------------|--|------------------------|------------------------------------|
| <b>Date Requested:</b> | <u>June 7, 2005</u>  | <b>Time Requested:</b> | <u>1 hour</u>                      |
| <b>Department:</b>     | <u>Business and Community Services</u>   | <b>Division:</b>       | <u>Land Use and Transportation</u> |
| <b>Contact(s):</b>     | <u>Ed Abrahamson</u>   |                        |                                    |
| <b>Phone:</b>          | <u>(503) 988-5050</u>  | <b>Ext.:</b>           | <u>29620</u>                       |
| <b>Presenter(s):</b>   | <u>Cecilia Johnson, Karen Schilling, Stan Ghezzi, Tom Hansell, Ed Abrahamson</u> |                        |                                    |

**General Information**

- 1. What action are you requesting from the Board?**  
Board briefing to review Transportation Program's Capital and Preservation funding needs.
- 2. Please provide sufficient background information for the Board and the public to understand this issue.**  
On April 5, 2005, the Department of Business and Community Development briefed the Board of County Commissioners on the Land Use and Transportation Program's financial needs for transportation capital, maintenance, preservation and operations. This briefing is to serve as a follow-up to the April 5 briefing, further discussing funding priorities and how new revenues might be applied.
- 3. Explain the fiscal impact (current year and ongoing).**  
Multnomah County must identify and secure additional revenues to construct capital improvements to maintain and preserve the transportation infrastructure. The County will be unable to assure its citizens a transportation system that provides mobility and accessibility to everyone, as well as an efficient transportation system without a secure revenue stream.

**4. Explain any legal and/or policy issues involved.**

Land Use and Transportation Program staff has been exploring funding options for the County. The Board will need to determine the direction the County should proceed to meet transportation funding needs.

**5. Explain any citizen and/or other government participation that has or will take place.**

A Board Briefing was held on April 5, 2005 to begin dialogue on the funding needs. This briefing is being held to continue those discussions. It is expected that, depending upon what direction the Board chooses, that there will be public input sought to determine the best course of action.

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**Required Signatures**

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**Department/  
Agency Director:**



**Date:** 04/12/05

**Budget Analyst:**

**Date:**

**Department HR:**

**Date:**

**Countywide HR:**

**Date:**



# MULTNOMAH COUNTY AGENDA PLACEMENT REQUEST

### Board Clerk Use Only

Meeting Date: 06/07/05  
 Agenda Item #: B-3  
 Est. Start Time: 11:30 AM  
 Date Submitted: 03/02/05

### BUDGET MODIFICATION:

**Agenda Title:** **Monthly Update on MHASD System of Care for Children and Families Plan**

*Note: If Ordinance, Resolution, Order or Proclamation, provide exact title. For all other submissions, provide a clearly written title.*

**Date Requested:** June 7, 2005      **Time Requested:** 10 Minutes  
**Department:** DCHS      **Division:** MHASD  
**Contact(s):** Nancy Winters  
**Phone:** 503.988.4055      **Ext.** 84055      **I/O Address:** 166/500  
**Presenter(s):** Nancy Winters, Godwin Nwerem, and Amy Baker

### General Information

1. **What action are you requesting from the Board?**  
None, briefing update only.
2. **Please provide sufficient background information for the Board and the public to understand this issue.**  
On February 24, 2005 staff from the Department of County Human Services Mental Health and Addictions Services Division provided the Board of County Commissioners a briefing regarding the MHASD System of Care for Children and Families Plan. During this briefing the Board requested the staff to give monthly updates on the progress of the Request for Proposal, clinical development, and community input and meetings. This will be the third of four meetings between March and June 2005.
3. **Explain the fiscal impact (current year and ongoing).**  
none
4. **Explain any legal and/or policy issues involved.**  
none

**5. Explain any citizen and/or other government participation that has or will take place.**

none

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**Required Signatures**

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**Department/  
Agency Director:**



**Date:** 03/02/05

**Budget Analyst:**

**Date:**

**Department HR:**

**Date:**

**Countywide HR:**

**Date:**