

Economic Value Atlas

MC Work Session: February 14, 2017

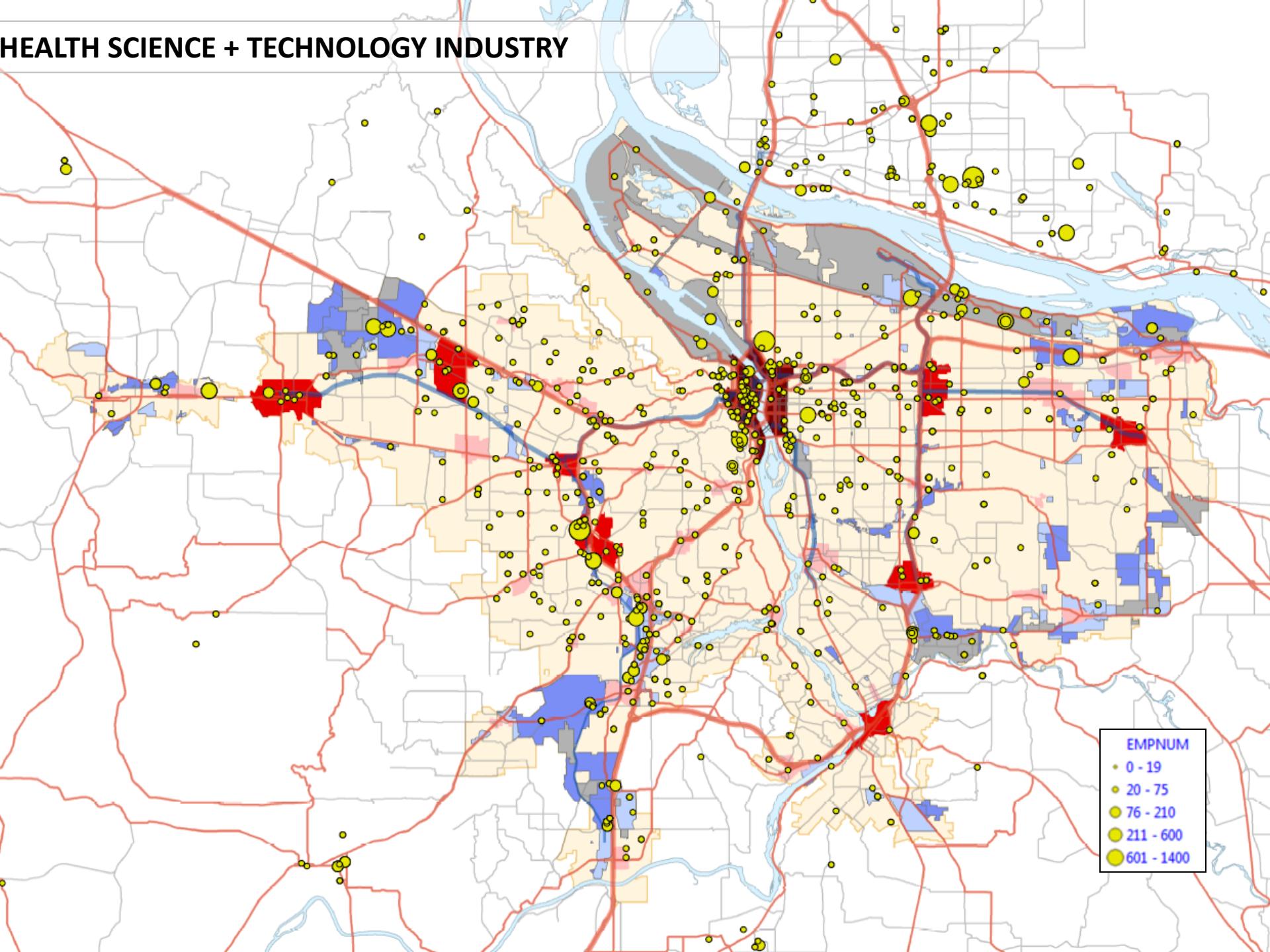
Economic Value Atlas

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.

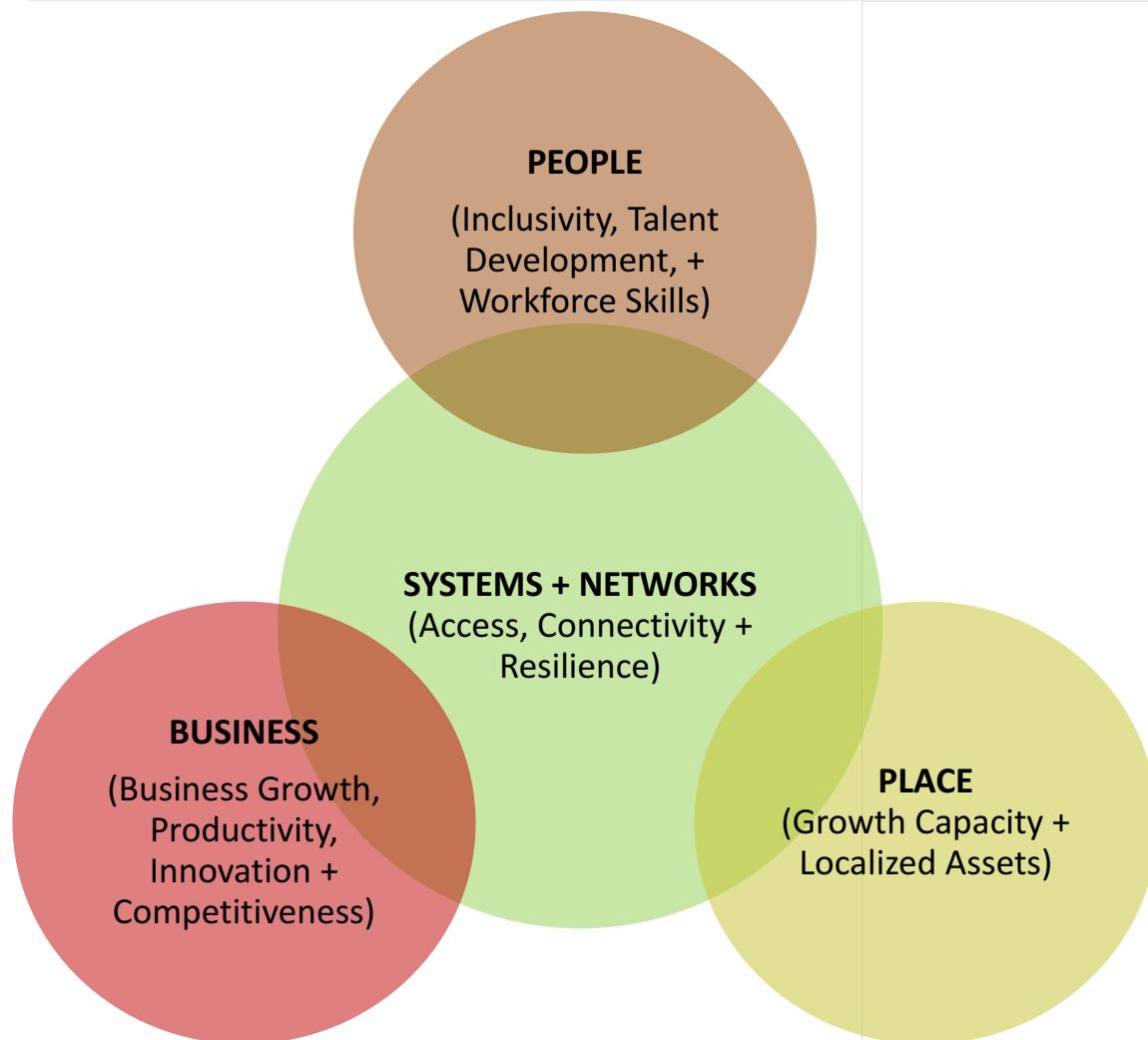
Project Objectives

- 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

HEALTH SCIENCE + TECHNOLOGY INDUSTRY



Our Economic Values



Visualization of Economic Conditions + Values

Screenshot of the Metro Context Tool - State of the Centers interface.

Model Controls:

- Choose weights to re-run the model.
- Bicycle Access: 2
- People per Acre: 1
- Transit Access: 5
- Urban Living Infra.: 4
- Sidewalk Density: 3
- Access to Parks: 5
- Block Size: 3

Feature Fill:

Map Tips:

Grid Layer:

Basemap:

- Metro Basemap
- 2009 Air Photo

Table:

ID	Bike Access*2	People/Acre	Transit Access*5	Urban Living Infra.*4	Sidewalk Density*3	Park Access*5	Block Size*3	Sum	CompositeScore
41051004500	3.36	2.35	1.74	1.64	3.33	3.95	2.92	19.29	46
41051004601	4.42	1.39	1.33	1.07	1.98	4.75	2.16	17.1	39
41051004602	4.24	1.63	1.77	1.03	3.02	4.42	3.03	19.14	46
41051004700	4.59	3.16	1.99	2.43	4.68	4.83	3.86	25.54	68
41051004800	5	4	3.17	3.98	5	4.76	4.15	30.06	86
41051004900	4.50	3.9	3	3.15	4.90	4.65	4.28	28.56	80

Record: << < > >> Records (0 out of 323 Selected) Options...

Graph:

Chart Type: Radar Show Mean Line

Visifire Trial Edition

41005021000

Export Graph

PHASE 1

Engage + Partner

[SPRING 2016-SPRING 2017]

- ED Listening Tour
- Coordinate with Key Partners
- Speaker Event Series
- Establish EVA Task Force

PHASE 2

Economic Analysis

[SPRING – WINTER 2017]

- Market Assessment
- Establish Key Economic Indicators
- Early Mapping of Local Conditions
- Pilot in SW Corridor
- ROI on Existing Investments?

PHASE 3

Internal + External Applications

[2018]

- EVA Implementation Plan
- ID Future Investment Areas
- Incorporate Into 2018 RTP + MTIP
- Inform 2019-2020 RFFA

Project Startup

- **End of fund re-obligation process with ODOT (Aug 2015-2016)**
- RFP issued by ODOT (October 2016)
- Six proposals submitted (November 2016)
- Evaluation committee selection (December 2016)
- **Intent to Award Issued to Brookings Institute (Dec 2016)**
- **Contract negotiation now underway**

Phase 1: Engage + Partner

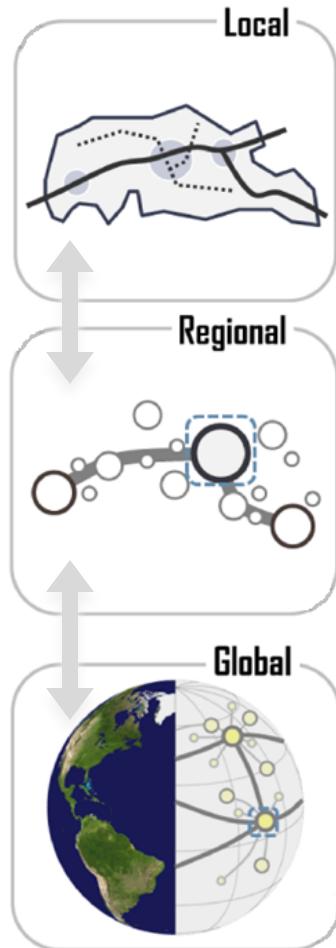
- EVA Listening Tour (Fall 2015-Spring 2016)
- Formation of EVA Task Force (Summer 2016)

PURPOSE: Inform Metro and its partners on the design + application of the EVA

MEMBERSHIP: 15-20 experts with diverse knowledge of economic issues, geographical perspective, sector, and discipline.

COMMITMENT: Participation in event series, 7-8 formal meetings, and relevant work sessions (Mar 2017 – Mar 2018)

Phase 1: EVA Speaker Events



EVENT #1 – Leveraging Local Assets to Build an Inclusive + Diverse Regional Economy
(September 7, 2016)

EVENT #2 – Investing Wisely to Support Our Regional Economy
(October 26, 2016)

EVENT #3 – Connecting Places to Global Opportunity through Public Investment
(February 15, 2017)

Event #1: People



Jennifer Bradley: Aspen Institute

- Inclusive economic development is “Building capacity of individuals to fully and creatively participate in economic and social life.”
- Inclusion is not an outcome, it is a design principle

Rockwood Rising:

- Local economic values guide project design
- Equity + empowerment principles affirmed at outset
- Applied racial equity lens with evaluative measures

Local-to-Regional Economic Values

Key CONCERNs & INTERESTS

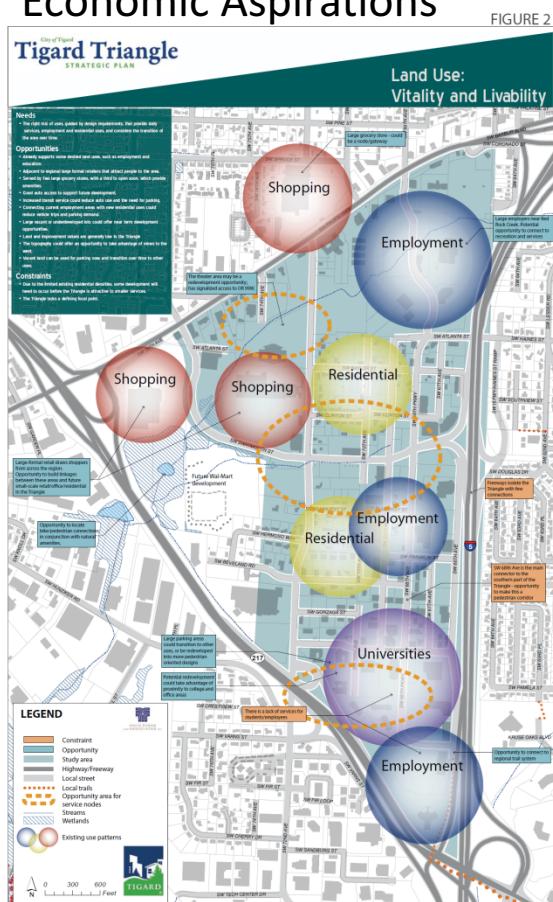


Event #2: Place

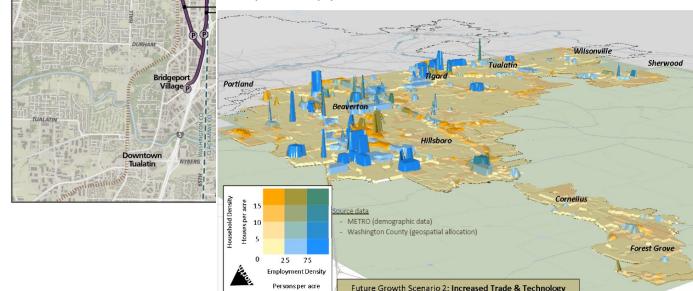
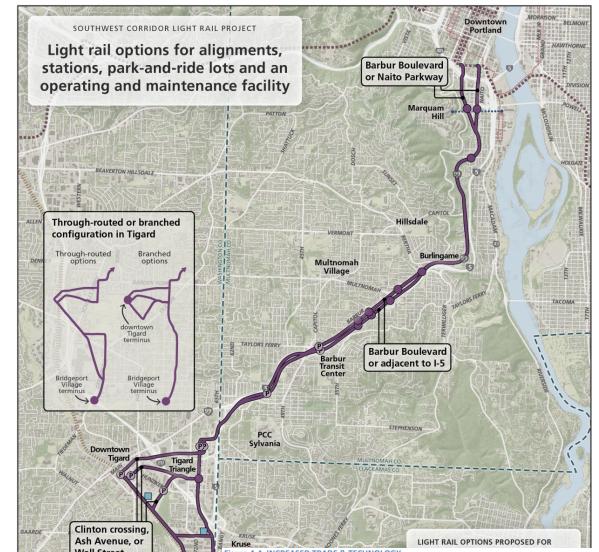
Hunziker Industrial Core Infrastructure Investment



Alignment to District + City Economic Aspirations



Alignment With County and Regional Investments



Event #3: Business

When: 2-6PM on February 15th, 2017

Session Focus: Enhancing economic value from the perspective of business and industry.

Guest Speaker: [Chris Mefford \(Community Attributes\)](#)

Site Tour: Columbia Corridor + Simplex Aerospace, Inc. (Leading aerospace design, manufacturing, and systems and equipment applications firm)

Work Session: Discuss place-based investments that attract outside investment and facilitate opportunities for local companies to engage in the global economy.

Phase 2: Project Scope

- Feb-Apr 2017 – **Market Assessment**
- Feb-Sep 2017 – **Data Preparation + Economic Indicators**
- Apr-Dec 2017 – **Economic Value Atlas**
- Dec 2017 – Apr 2018 – **Final Report + Presentation**
- Apr 2018 – Jun 2018 – **Implementation**

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Afternoon Discussion

- What are the existing and prospective business needs in the Columbia Corridor?
- Is there an optimal transformation for this area and others like it in the region?
- What related aspirations/outcomes are we most interested in?
- How can this information be used to guide place-based investments?

METRO BROWNFIELD TYPOLOGIES



BROWNFIELD TYPOLOGIES



SMALL COMMERCIAL SITE



INDUSTRIAL CONVERSION



ONGOING INDUSTRIAL



RURAL INDUSTRY

DESCRIPTION

Small sites such as gas stations and dry cleaners

Range of historical industrial uses in areas that have transitioned to commercial centers

Industrial sites in designated employment areas

Natural resource related sites near the edge of urban areas

METRO 2040 DESIGN TYPE

Cities, Town Centers & Corridors

Cities, Town & Neighborhood Centers

Employment Areas

Urban Fringe

TYPICAL SIZE

0-2 acres

1-20 acres

>5 acres

>10 acres

POTENTIAL RE-USE

Commercial, Multi-Family

Commercial, Mixed-Use

Industrial, Flex Space

Industrial, Agric.

PARCELS

1,798

77

300

135

ACRES

885

692

4078

633



MAUL
FOSTER
ALONGI