



**ECONOMIC DEVELOPMENT COMMISSION
MEETING AGENDA**

May 27th, 2020 7:30 AM – 9:30 AM

Virtual Meeting via ZOOM

7:30	Call to Order and Introductions:	John LaMotte, EDC Chair
7:35	Commissioner Insights:	Board of County Commissioners
7:45	Community Update:	John LaMotte, EDC Chair
	<i>Clackamas County Industry Labor Force Update</i>	Lynn Wallis, Oregon Employment Department, Research Division
	<i>Clackamas County Workforce Update</i>	Bridget Dazey, Executive Director, Clackamas Workforce Partnership
	<i>Clackamas County Tourism Update</i>	Samara Phelps, Tourism Program Manager, Clackamas County
8:00	Presentations:	John LaMotte, EDC Chair
	<ul style="list-style-type: none">• <i>CEDS Resiliency Strategy</i>	Matt Miller, Director, Greater Portland INC, Interim President & CEO Brittany Bagent, Vice President of Strategy, Greater Portland INC
	<ul style="list-style-type: none">• <i>How is the County Approaching Resiliency, Recovery and Reopening</i>	Jay Wilson, Strategic Program Coordinator, Clackamas County Molly Bradley, Strategic Program Coordinator, Clackamas County
8:40	Break-Out Room <i>How to Foster a Culture of Resiliency in the Business Community</i>	All
9:05	Member Updates	All
9:30	Adjourn	All

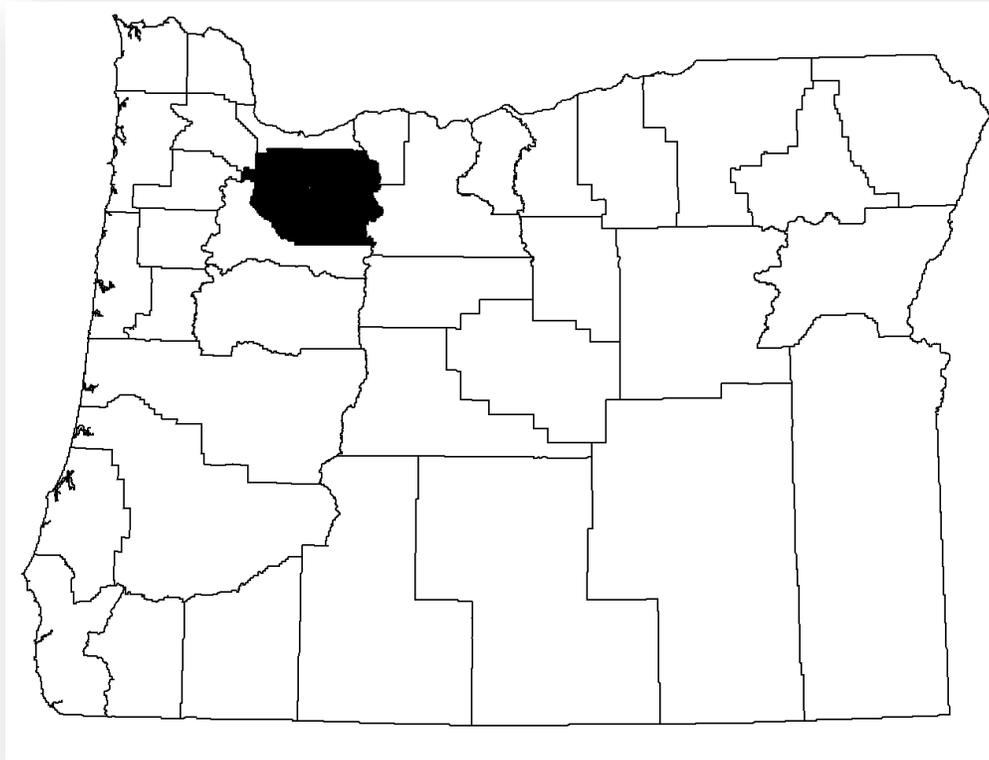
Next Meeting:

June 24, 2020

7:30 AM - 9:30 AM

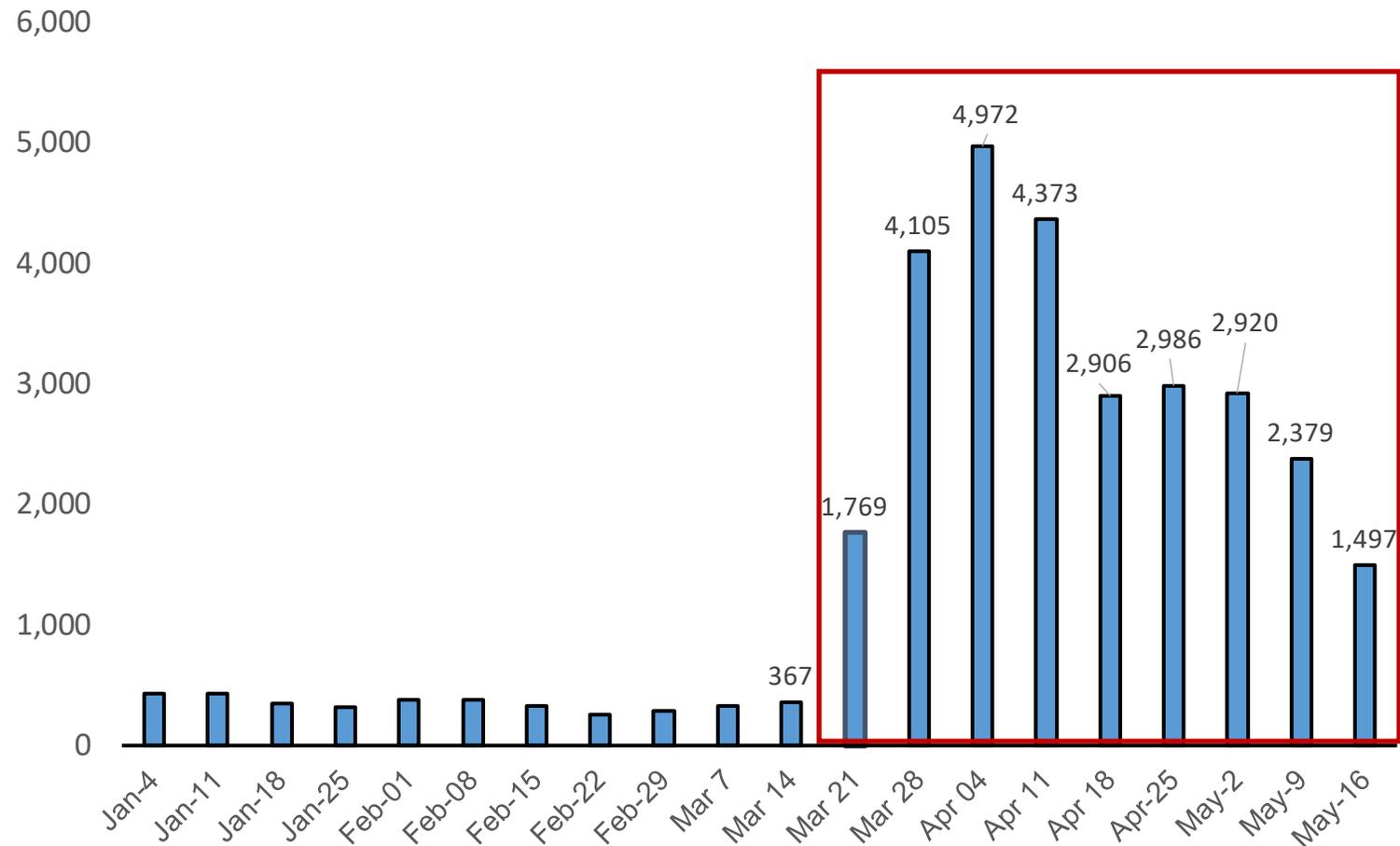
What a Shock to the Economy Looks Like in Clackamas County

May 27, 2020

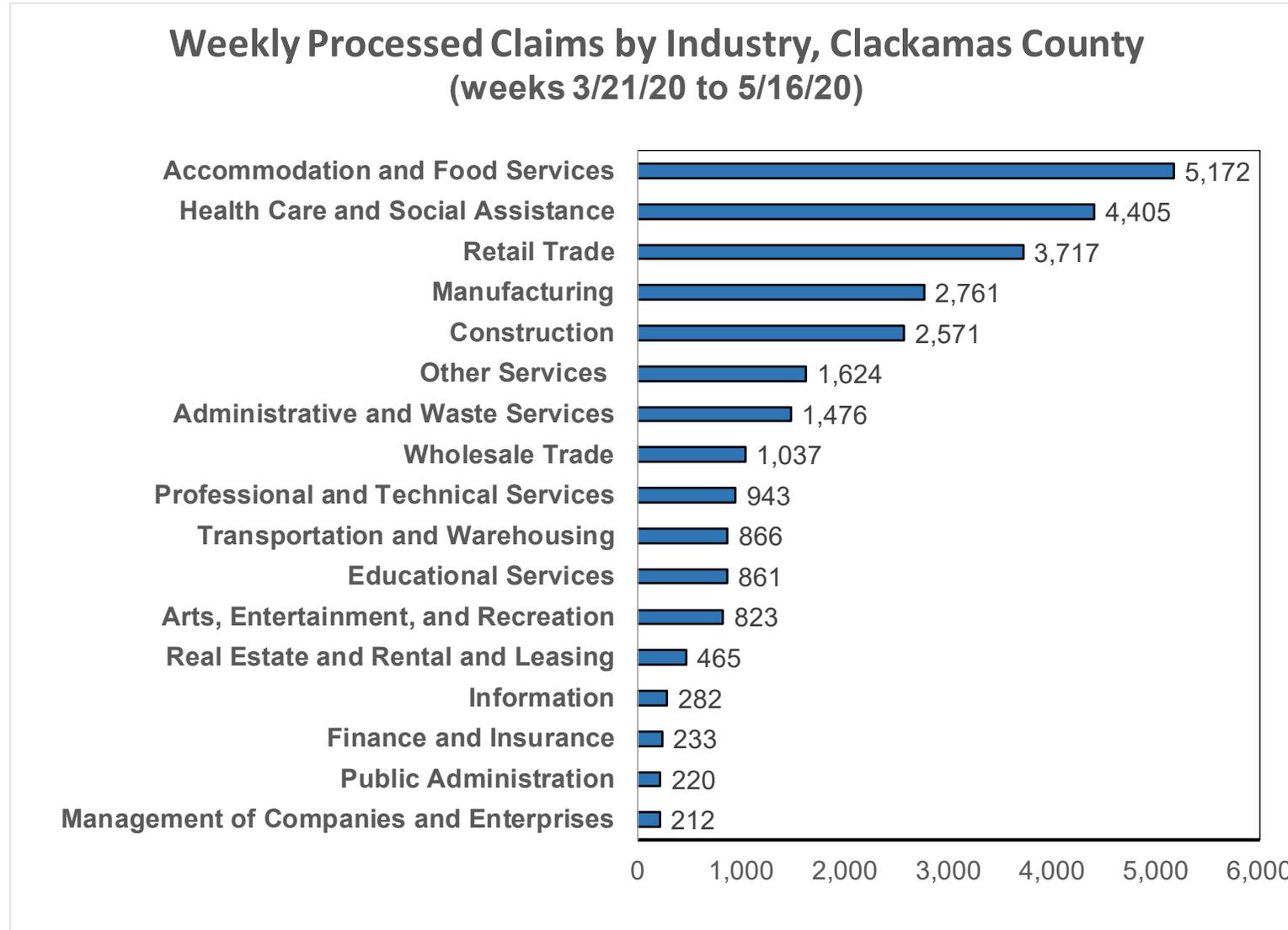


Currently, 27,907 initial unemployment claims have been processed from residents in Clackamas County for the nine week period from March 21 to May 16. This does not count the number of self-employed or gig workers who are now allowed to file for unemployment benefits through the PUA.

Unemployment Insurance Initial Weekly Claims Clackamas County: Jan/04/20 to May/16/20



Industries hardest hit by layoffs include: accommodation and food services, health care and social assistance, retail trade, manufacturing, and construction.

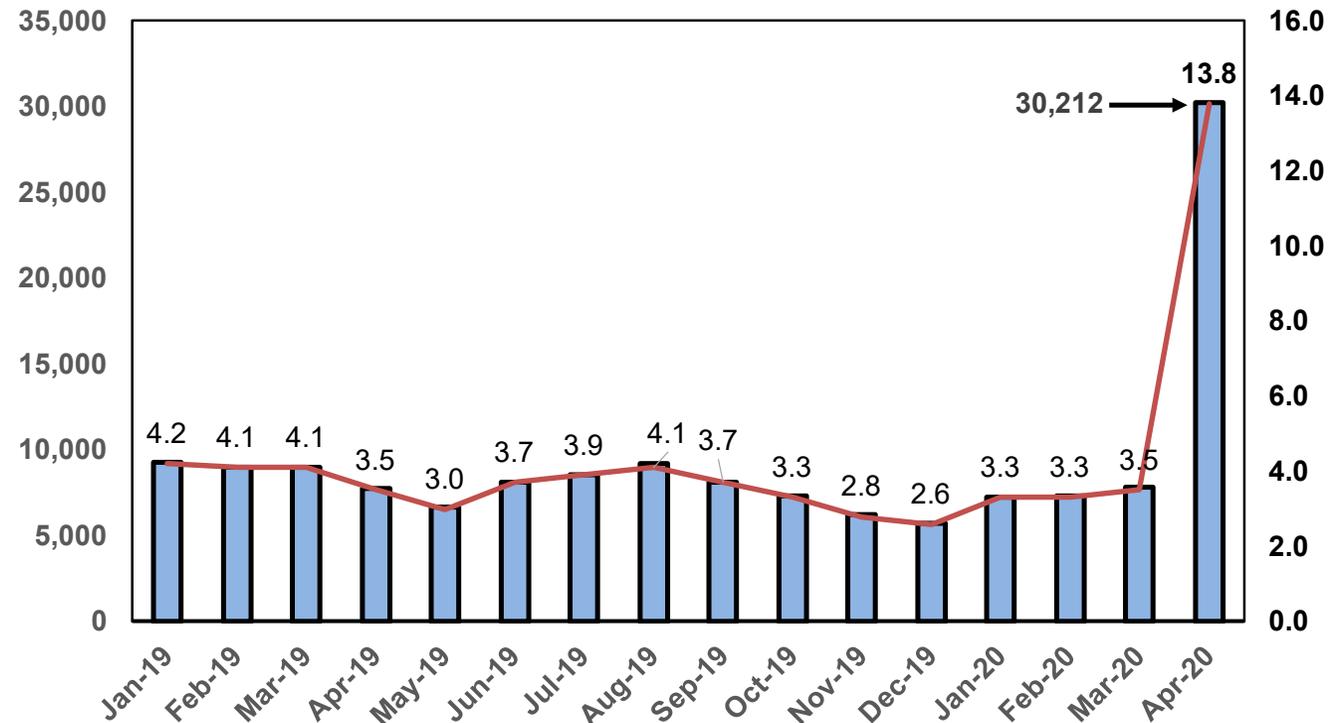


Unemployment data is now available for April

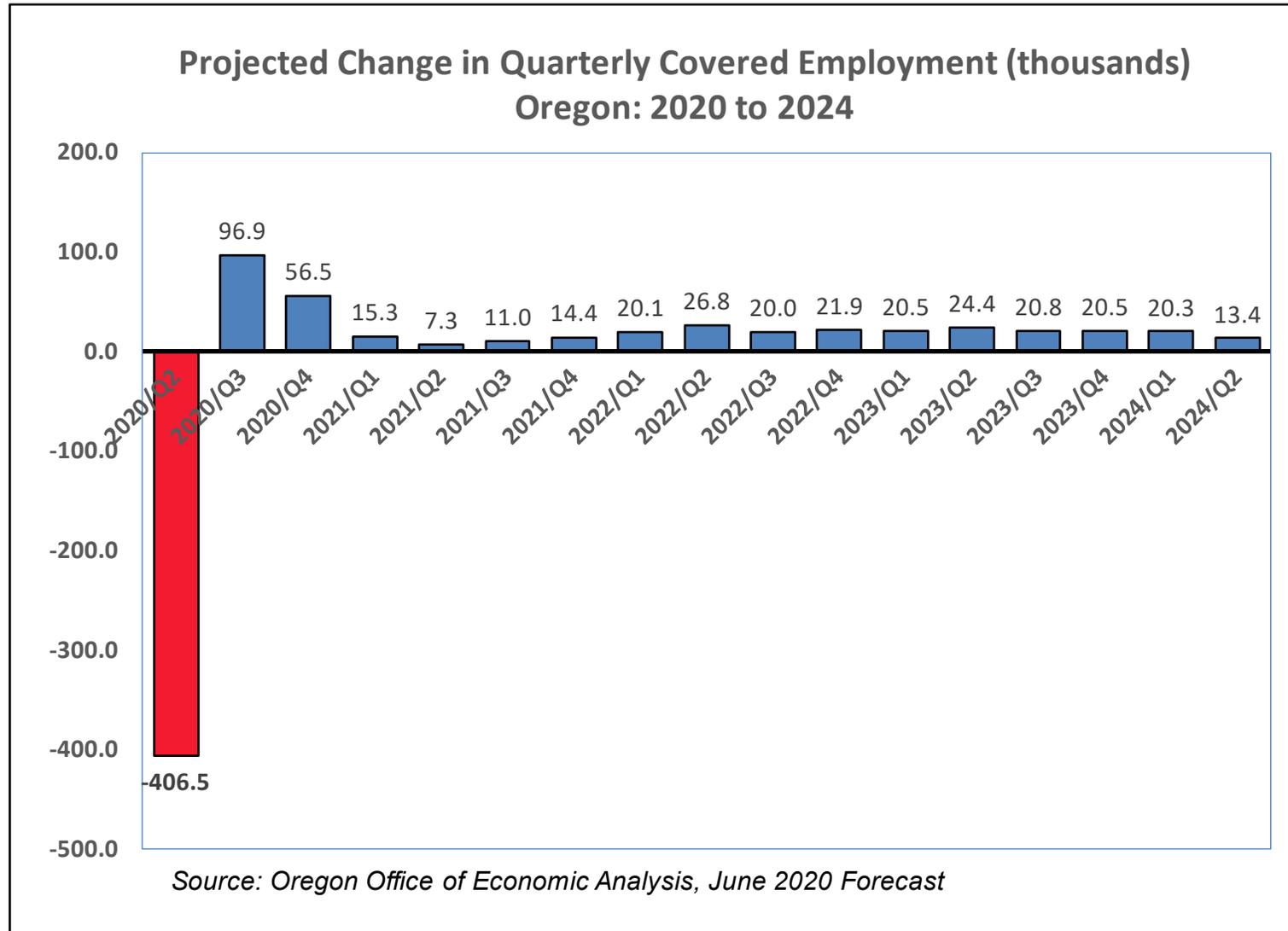
The unemployment rate for Clackamas County jumped to a high of 13.8 percent in April from 3.5 percent in the previous month. This unemployment rate translates to a total of 30,212 Clackamas County residents unemployed in April which was 22,206 more than in March.

Unemployed Level and Unemployment Rate Clackamas County (January 2019 to April 2020)

■ Number Unemployed (left) — Unemployment Rate (right)



The latest OEA forecast shows Oregon loosing over 406,000 jobs in the second quarter of 2020.



- Over one-third (38%) of jobs lost 2020/Q2 are expected to be recovered in the second half of 2020.
- The total number of job losses projected in 2020/Q2 may not be recovered until 2024/Q2.



GREATER PORTLAND INC

Comprehensive
Economic
Development Strategy



ECONOMIC DEVELOPMENT

THE THREE-LEGGED STOOL



THEN

Traditional 'Three Legs of the Stool' Focus



NOW

Expanded Focus Integrates Talent and Placemaking

WHO WE ARE

GREATER PORTLAND REGION

Portland-Vancouver MSA

- 2.5M population
- 2 states
- 7 counties
- 6 port districts
- 102 cities





WHAT WE DO

PROGRAMS & INITIATIVES

- ▲ **Recruitment & Marketing**
Proactive domestic and international business development
- ▲ **Community Assistance**
BRE support, marketing, research, land use and strategic planning
- ▲ **Competitiveness Programming**
Growing Small Businesses Globally, Employment Lands Toolkit
- ▲ **Comprehensive Economic Development Strategy**
Regional five-year strategy for the four-county economic development district
- ▲ **Capacity Building and Convening**
Ambassadors, International Investment Committee, Higher Education Committee, and many more!

GPI 2020 DASHBOARD
Summary of Work Plan Metrics

APRIL 2020

	2019 ACTUAL	2020 ANNUAL METRICS			YTD ¹ EXPECTED	YTD ² ACTUAL	DESCRIPTION
		THRESHOLD	TARGET	STRETCH			
1 BUSINESS DEVELOPMENT							
A Total Number of New Qualified Prospects	52	41	45	50	15	17	Number of new companies that have shortlisted the region since Jan 1, 2019
B Total Number of Jobs	213	160	213	266	71	56	Number of new jobs created resulting from GPI's assistance to companies
C Total Direct-company Contacts	259	100	125	150	42	60	Number of times outreach made to targeted company, traded-sector or C-level contacts
D Community and Investor Assists	94	60	70	80	23	36	Number of instances that GPI has provided assistance (i.e. research/data analysis, market intelligence, requested help with company visits), to communities and private-sector investors in support of economic development, business retention/expansion or business-related efforts
2 MARKETING + COMMUNICATIONS							
A Total Number of Marketing Recruitment Contacts	6,189	4,250	4,373	5,200	1,458	1,247	Number of companies or individuals that GPI has made direct contact with through marketing and sales
B Total Earned Media Impressions	245M	53M	59M	65M	19.6M	1.4M	Number of people who may have seen/heard an article in print, radio, podcast, TV or online news source
C Total Owned Media Impressions	N/A	22,500 405,000	30,000 540,000	37,500 675,000	10,000 180,000	35,000 248,000	Reach of GPI website (sessions) and social media (on four platforms)
3 REGIONAL STRATEGY & COMPETITIVENESS							
A Small Cities Consortium Satisfaction	N/A	80%	90%	100%	-	N/A	Level of satisfaction that Small Cities Consortium members have with GPI's services. Based on year-end satisfaction survey.
B Community Partners Engaged via CEDS	N/A	400	450	500	150	214	Individual partners engaged the development of the next regional strategy
C Community Partner Organizations Engaged via CEDS	N/A	2	3	5	1	10	Public and private organizations substantially engaged in the development of the next regional strategy in all 4 GPEDD Counties (Clackamas, Multnomah, and Washington Counties in Oregon and Clark County, Washington)
4 STAKEHOLDER RELATIONS							
A EDP Satisfaction with Economic & Business Development Services	94%	80%	90%	100%	-	N/A	Level of satisfaction that local Economic Development Professionals have with GPI's services. Based on year-end satisfaction survey.
B New Revenue Target	\$100.6	\$100k	\$125K	\$150K	\$41.6k	\$35.8k	Revenue (cash) from new or increased investment since Jan 1, 2019

¹ Based on Target through December 31, 2020

² Through April 30, 2020

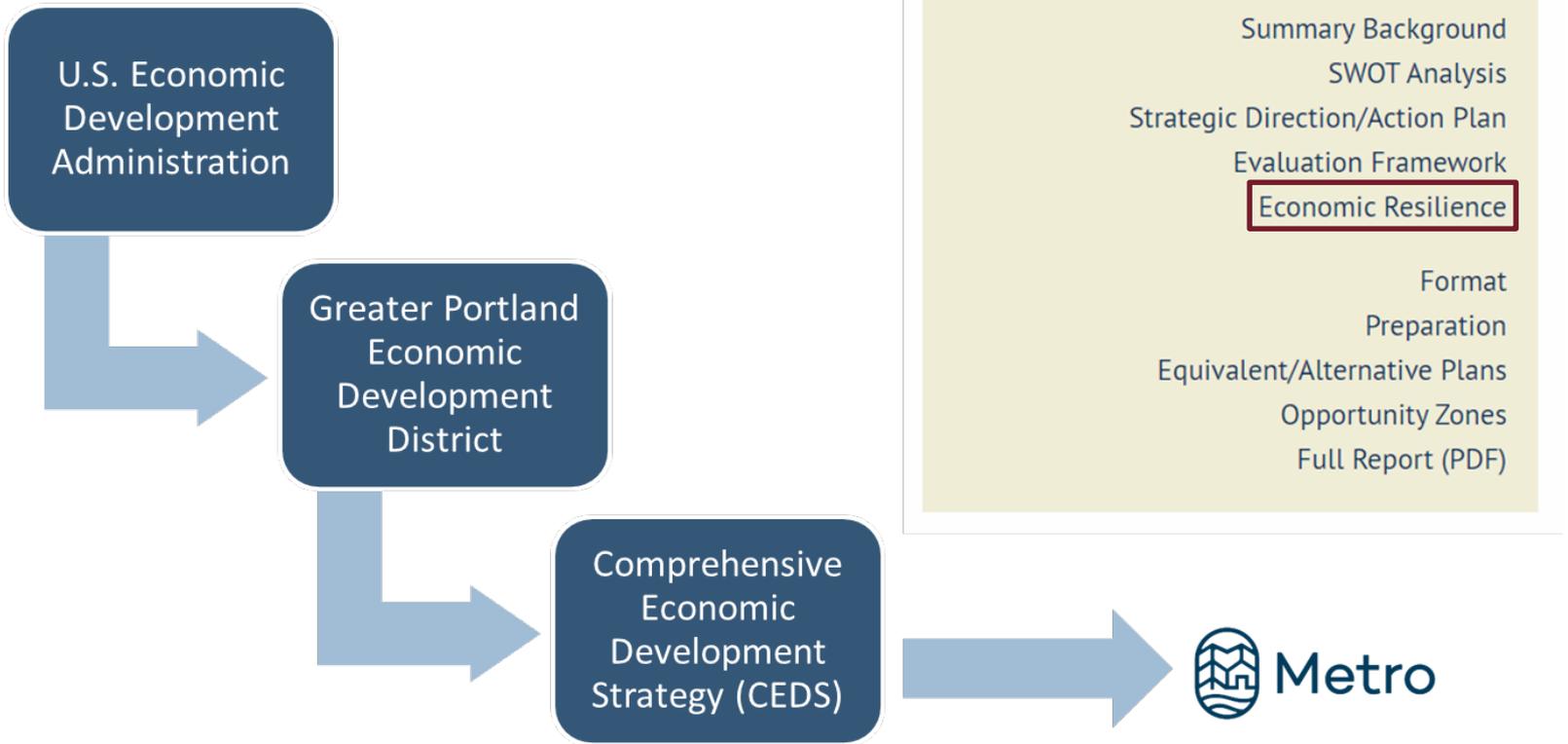
LEGEND

TARGET
 PARTIAL PROGRESS
 BELOW THRESHOLD



Regional Economic Strategy

Purpose and Structure



E·D·A | A bureau within the U.S. Department of Commerce
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS)

- Overview
- Content
 - Summary Background
 - SWOT Analysis
 - Strategic Direction/Action Plan
 - Evaluation Framework
 - Economic Resilience**
- Format
- Preparation
- Equivalent/Alternative Plans
- Opportunity Zones
- Full Report (PDF)



Pursuing Community Resilience: Challenges and Opportunities in the Age of Covid-19

Clackamas County Economic Development Commission
May 27, 2020

Jay Wilson
Resilience Coordinator

Molly Bradley
Community Planning Coordinator



Covid-19 Will Expose the Ghosts in the U.S. Economy

Even if they survive the lockdown, many U.S. businesses won't make it through the reopening.

By [Tyler Cowen](#)

May 19, 2020, 3:30 AM PDT



More ghost diners than real ones. *Photographer: Bryan Tarnowski/Bloomberg*

2,778 views | Apr 20, 2020, 11:34am EDT

From Response To Resilience: Economic Recovery Routes Beyond COVID-19



Kweilin Ellingrud Contributor ⓘ

Manufacturing

I cover transforming large-scale companies and workplace diversity.

f

t

in

As the world struggles to contain the spread of COVID-19, the immediate focus must be on saving lives—ensuring there is sufficient hospital capacity to treat patients, and enough accurate testing and contact-tracing capabilities to support thoughtful, data-driven policy decisions. Those will be critical as we also work toward safeguarding livelihoods and mitigating the economic impact.

Outline

1. EOC – Response to Reopening
2. Emergency Phases
3. Mitigation
 - Cost and Benefits
4. Transition – Recovery to Resilience
 - Oregon Resilience Plan
 - NIST Resilience
5. Recovery Planning

Hazards



DISEASE



DROUGHT



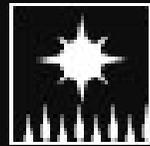
EARTHQUAKE



FIRE



FLOODING



HEAT



LANDSLIDE



LIGHTNING



HAZMAT -
POLLUTION



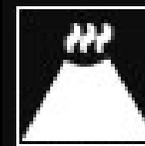
TERRORISM



TORNADO



TSUNAMI



VOLCANO



WIND



WINTER
WEATHER



Covid-19 Response to Reopening

EOC Activated on February, 28, 2020

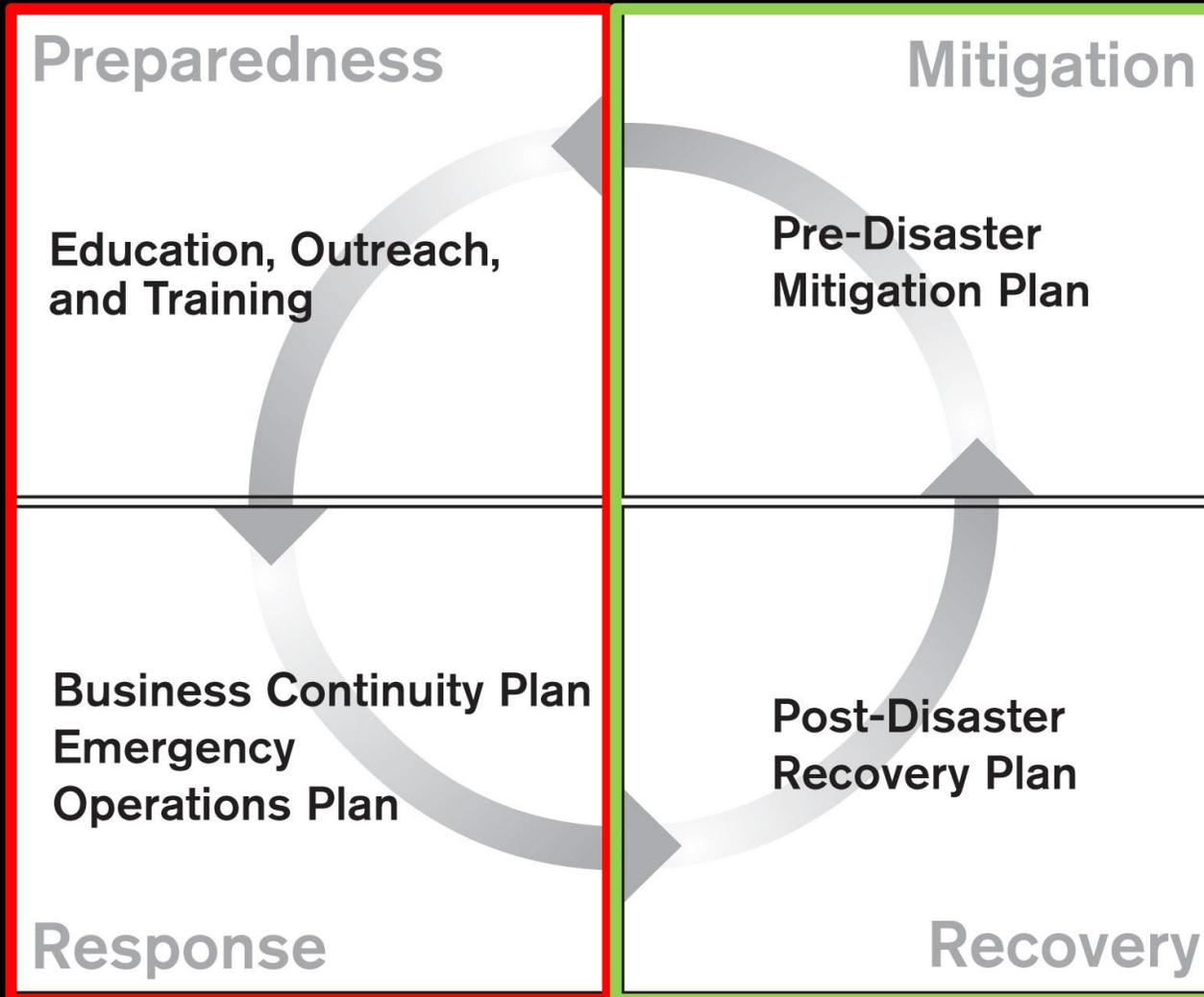
May 27 – Incident Period #69

Clackamas County
Phase I Reopening Application
May 2020



PHASE	DATE	UPDATES TO CURRENT STATE
0	May 1	Non-emergency procedures, medical & dental clinics – start at 50% (PPE dependent)
	May 5	Recreation where physical distancing can be followed (some state park day use areas and boat ramps, option for county/federal campgrounds)
	May 15	Open stand-alone retail – must follow OSHA guidelines: furniture stores, art galleries, jewelry shops, and boutiques. Open childcare, summer school, camps and youth programs (with limitations and specific guidelines)
I	May 19	Clackamas County will apply for Phase I Reopening, demonstrating the county's fulfillment of seven (7) pre-requisite criteria; Once approved, the County will open businesses, restaurants, bars, personal services, churches, theatres, health clubs while continuing to adhere to physical distancing restrictions on limiting capacity.
II	Phase II	After 21 days in Phase I, counties continuing to meet the prerequisites may be - able to enter Phase II; - Further expand gathering size, allow some office work, begin allowing visitation to congregate care.
III	Phase III	All large gatherings should be cancelled or significantly modified through at least September. Guidance on large gatherings scheduled for later in the fall will be provided this summer. - Concerts, conventions, festivals, live audiences sports will not be possible until a reliable treatment or prevention is available.

Planning for Disasters



➔ Resilience



MITIGATION

Pre-impact actions to reduce potential hazard effects or risk.

Protections are already in place at the time of impact.

PREPAREDNESS

Pre-impact actions that provide the resources needed at the time of impact.

Resources require post-impact action.



A new report from the National Institute of Building Sciences finds that for every dollar spent on federal grants aimed at improving disaster resilience, society saves six dollars. This return is higher than previously thought.

\$1:6

NADO Conference, March 19, 2018

Naomi Friedman, EDA
National Coordinator, Disaster Recovery and Resilience
Nfriedman@eda.gov
202-482-1978

➤ Opportunity to focus on Resilience through CEDS process

Responsibility for Disaster Safety

Personal → Family → Community

1. Awareness → Know Your Risk

2. Preparedness → What Will You Do?

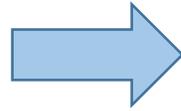
3. Risk Reduction → Minimize Losses

4. Recovery → Visioning
the Future



DRAFT Clackamas COVID-19 Recovery to Resilience (R2R) Timeline

Post-Reopening
June to December (optimistically)



Recovery Process
December through the dissemination of a vaccine and perhaps beyond (1 – 3 years).



Resilience Outcomes
Integration and implementation of resilience goals with existing plans, policies, and strategies (ongoing).

Response - EOC



Transition

Policy Committee



Recovery - DRM



Establishing a Resilience Trajectory



Aligning Recovery Goals with County Visioning and Strategic Priorities

Performance Clackamas 2020

Strategic Priorities



Build Public Trust through Good Government



Grow a Vibrant Economy



Ensure Safe, Healthy, and Secure Communities



Build a Strong Infrastructure



Honor, Utilize, Promote and Invest in our Natural Resources

Performance Clackamas 2020: Strategic Plan

Policy lenses that will enhance the strategic priorities:

- **Equity, Diversity, and Inclusion**
- **Carbon Neutrality**, including developing and implementing a Climate Action Plan
- **Healthy and Active Lifestyle**, guiding housing, transportation, and land use policies and decisions
- **Family Stability**, including an emphasis on issues of domestic violence, homelessness and workforce development



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The Oregon Resilience Plan

The Oregon Resilience Plan

Reducing Risk and Improving Recovery
for the Next Cascadia Earthquake and Tsunami

Report to the
77th Legislative Assembly

from
Oregon Seismic Safety Policy
Advisory Commission (OSSPAC)



Salem, Oregon
February 2013

50-year Comprehensive Plan

- Cascadia Earthquake Scenario
- Business/Workforce Continuity
- Coastal Communities
- Critical & Essential Buildings
- Transportation
- Energy
- Information and Communication
- Water & Wastewater

- Save Lives, protect our economy, and preserve our communities;
- 169 Expert Volunteers;
- \$ Millions in donation of professional services over a year

Current Resilience Gap

Business can only tolerate **two to four weeks** of disruption of essential services

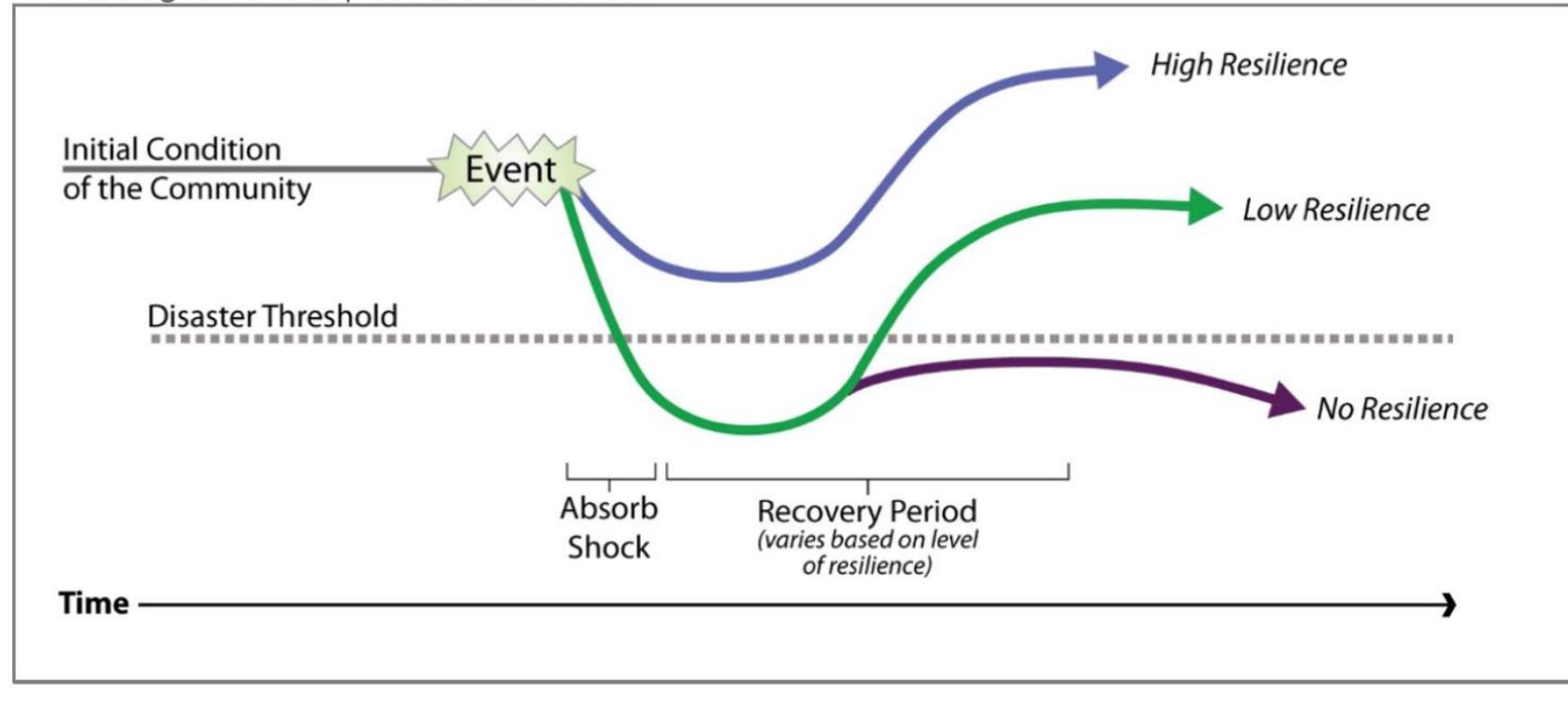
Critical Service	Zone	Estimated Time to Restore Service
Electricity	Valley	1 to 3 months
Electricity	Coast	3 to 6 months
Police and fire stations	Valley	2 to 4 months
Drinking water and sewer	Valley	1 month to 1 year
Drinking water and sewer	Coast	1 to 3 years
Top-priority highways (partial restoration)	Valley	6 to 12 months
Healthcare facilities	Valley	18 months
Healthcare facilities	Coast	3 years



ORP Definition of Resilience

Exhibit 2. Resilience and Recovery Trajectories

Source: Oregon Partnership for Disaster Resilience



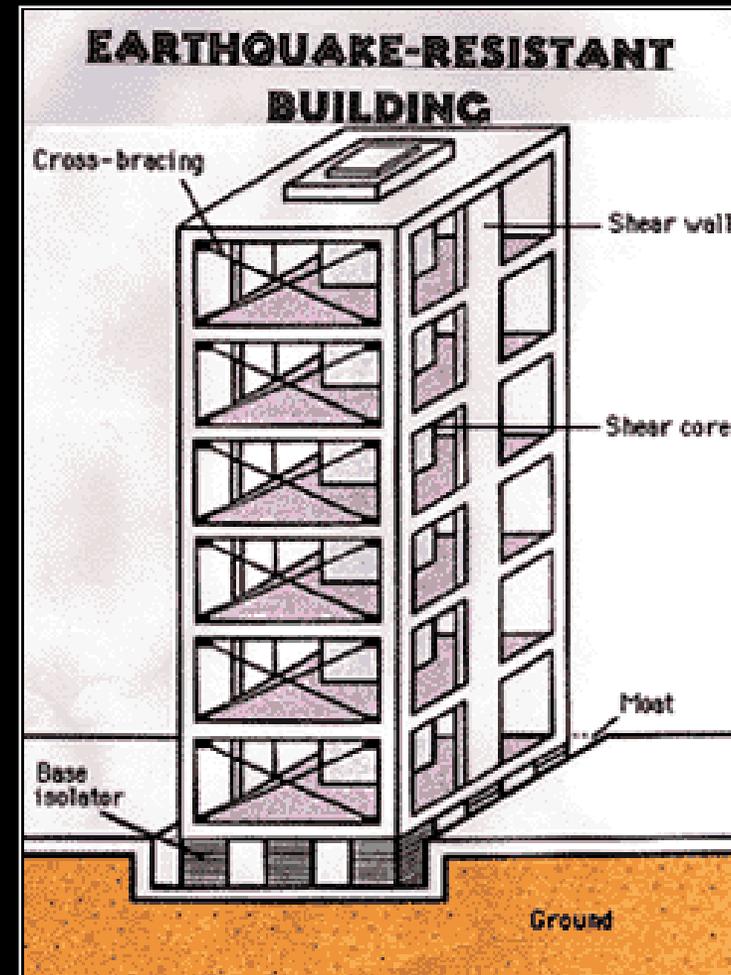
- **Resilience:** Save lives, Reduce Losses, Speed Recovery, & Rebuild Better
- Sustainability without **Resilience** is NOT sustainable!



Relationship Between Sustainability and Disaster Resilience



Source: Public Entity Research Institute



OSSPAC





NIST
**National Institute of
Standards and Technology**
U.S. Department of Commerce



10.6.	Social- and Economic-Based Community Metrics	24
10.7.	Links between the Social Institutions and the Built Environment	26
10.7.1.	Links between Buildings and Social Institutions	26
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10.7.6.	Links between Social Institutions and the Built Environment after a Disaster	33
10.8.	Community Performance Goals Based on Community Member Needs	33

<https://www.nist.gov/topics/community-resilience>

Value Proposition of Resilience

Investing in resilience is a national imperative and increasingly considered a basic business practice.

Dane Egli and Jared McKinney | September 2, 2015



Envision Utah poll shows Utah residents want greater 'resiliency' to disasters

By Amy Joi O'Donoghue, Deseret News

Follow @amyjoi16

Published: Saturday, Sept. 5 2015 3:00 p.m. MDT

Updated: Saturday, Sept. 5 2015 8:15 p.m. MDT



[View 36 photos »](#)

Police and fire crews work Tuesday, Sept. 1, 2015, to put out a fire burning in Cottonwood Heights.

Scott G Winterton, Deseret News

Summary

Catastrophic wildfires, rampant flooding or the "big" earthquake — all are disasters that threaten not only lives and homes, but test residents' ability to bounce back and resume

SALT LAKE CITY — A significant majority of Utah residents are willing to pay more for their homes and utilities if it means they have a greater ability to bounce back and resume their normal lives after a flood, fire or earthquake strikes.

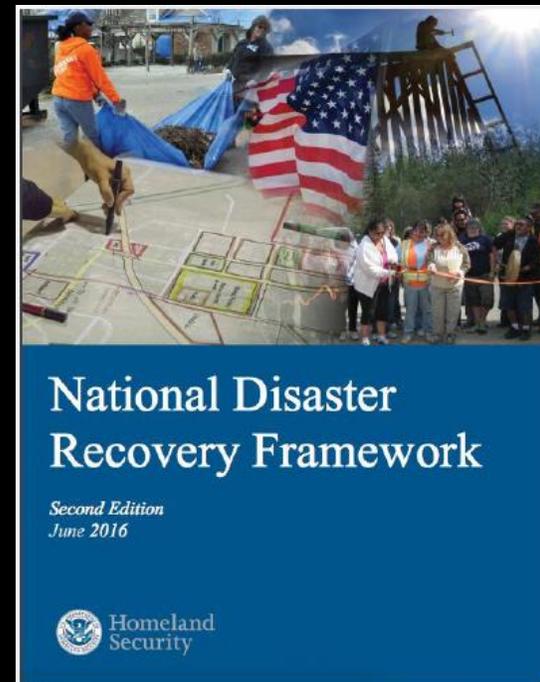
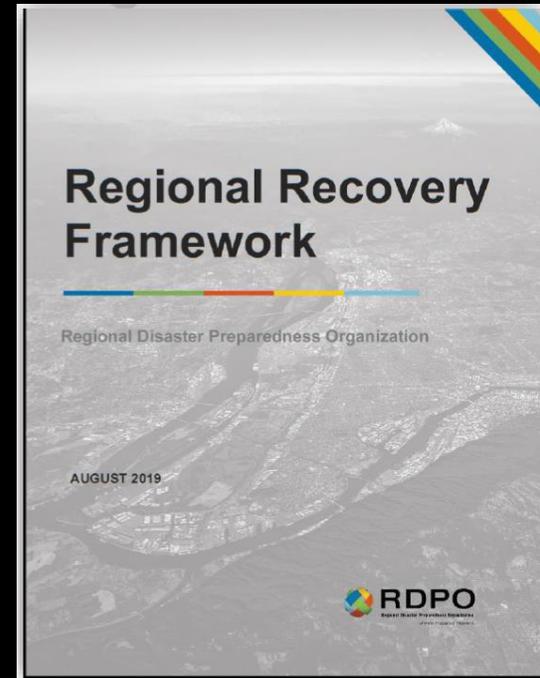
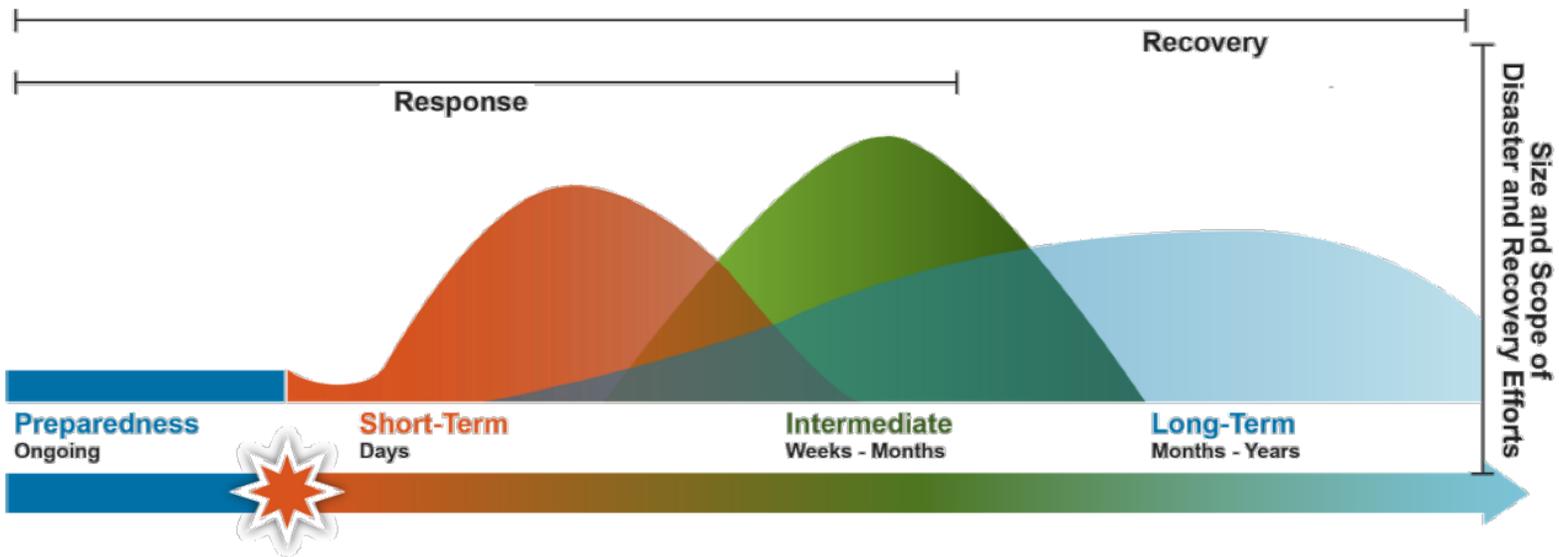


Regional Recovery Planning Framework

Recovery Process

Disaster operations vary based on the nature, scope, and complexity of the disaster. The timing of transitions between response, short-term, intermediate, and long-term recovery will vary based on the specific disaster. General depictions of the recovery phases and the recovery post-disaster planning process follow.

Recovery Phases



Planning for a 'new normal,' San Jose launches economic recovery council



by Janice Bitters

APRIL 17, 2020

Eventually, the council will include a total of 30 members, who will be announced in the next two weeks.

The members will be pulled from a variety of industries, including tech, auto dealers, financial institutions, manufacturing, airlines, hotels, developers, construction, higher education and health care.



Nicole Taylor, CEO for the Silicon Valley Community Foundation is one of five co-chairs for the new economic recovery council, announced Thursday. Photo by Janice Bitters

Muster the Will to Change - NOW



Onagawa, Japan, Photo: Jay Wilson, 2013

Thank You



Every person who lives or works in Clackamas County shares responsibility for minimizing the impact of disaster on our community.



Jay Wilson
Resilience Coordinator
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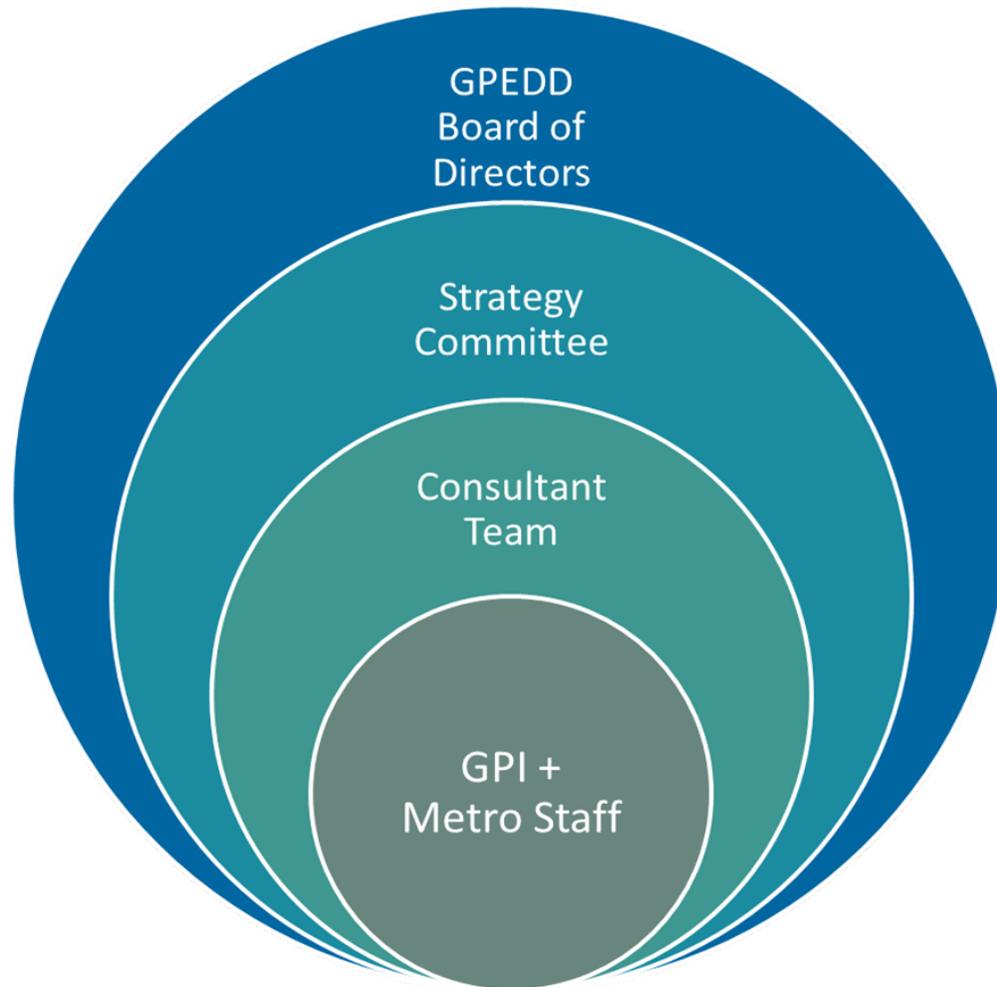
Molly Bradley
Community Planning Coordinator
mbradley@clackamas.us 503-650-3386

Breakout Session Questions

- How do you envision the Economic Development Commission's role in Covid-19 recovery?
- How do the 2020 Performance Clackamas Strategic Priorities apply to the EDC's recovery vision?
- How can the CEDS update become an opportunity to move towards resilience?



Roles and Responsibilities





Emerging Priorities to Consider

The planning groups appear to be aligned around these emerging priorities for investment and action, which GPI and Metro will continue to evolve as we get more input and move forward together:

We all want to build an inclusive, equitable, diverse, and resilient “place.”

We want to take bold, difficult leaps forward on strategic initiatives – together, aligned cross levels of government.

We will invest in our people and educational institutions so we can attract major employers and turn automation into an opportunity and not a threat.

We need to shape an ecosystem that enables entrepreneurs and mid-market companies to grow and thrive.

We need to better prepare and invest for disruptions to our future economy (Cascadia quake, transportation infrastructure, automation, climate change)

We must become more resilient by expanding our mix of industry clusters.

We will create a regulatory environment that ensures businesses can start and scale here – and our people can afford to stay and live a quality life.

We will build buy-in and capacity for implementation from the start of the planning process to ensure this effort is a success.



Benchmarking Profile:

Regional comparison across growth and resilience indicators

Atlanta
Austin
Denver
Las Vegas
Minneapolis
Nashville
Phoenix
Pittsburgh
Salt Lake City
San Diego
San Francisco
San Jose
Seattle

People + Diversity
Vitality
Innovation
Talent
Equity
Quality of Place

Proposed Clusters

State of Oregon	Greater Portland	CREDC	Prosper	EVA	CEDS – Proposed	Workforce
High Tech (C+E and Software)	Computers + Electronics	Computers + Electronics		Computers + Electronics	Computers + Electronics	High Tech
	Software + Media	Software	Technology + Media	Software + Media	Software	
Outdoor Gear + Apparel	Athletic + Outdoor		Athletic + Outdoor	Athletic + Outdoor	Athletic + Outdoor	
Advanced Manufacturing	Metals + Machinery	Metals + Machinery	Advanced Manufacturing	Metals + Machinery	Metals + Machinery	Advanced Manufacturing
	Health Sciences + Technology	Life Sciences	Biomedical	Health Sciences + Technology	Health Sciences + Technology	Health Care
	Clean Tech	Clean Tech	Green Cities	Clean Tech + Green Cities	Clean Tech	Clean Tech
Business Services (A&E, Marketing/ Design)					Design + Media	
Food + Beverage Manufacturing			Food and Beverage		Food + Beverage	
					Distribution + Ecommerce	Transportation and Freight
Forest Products						

Economic Disruptions

Topic Groups

1. Automation / E-Commerce
2. Gig / Sharing Economy, Remote Work, Co-Working
3. Natural and Economic Disasters (climate, pandemic, earthquake)

Dimensions

People

Business

Land



Economic Recovery

The Value of Collaborating Now

- ❑ Opportunity to **align common goals** to advance actions and policies to benefit our region
- ❑ **What would happen** if we didn't convene, coordinate, and collaborate now?
- ❑ Identify **regional strengths** that are occurring and leverage for the next stages of the crisis
- ❑ Opportunity to speak with **one voice** and display regional leadership
- ❑ Define and transition to a new normal which will require **regional systems change**

Project Timeline

Task	2020												2021			
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A
Task 1: Startup + Analysis		█	█	█												
Task 2: SWOT + Focus Groups				█	█	█	█									
Task 3: Economic Recovery						█	█	█	█							
Task 4: CEDS Vision + Action Plans									█	█	█	█				
Task 5: CEDS Evaluation Frames													█	█	█	█



Next Steps

May 27 – Strategy Committee (cluster discussion)

June 2 – Microenterprise town hall

June 11 – GPEDD Board Meeting

June 24 – Strategy Committee

Late June – Cluster and disruption focus groups

Early July – *Road to Recovery* webinar



Thank you!

Matt Miller

Interim President & CEO

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Brittany Bagent

Vice President of Strategy

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