

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF DESIGNATING ) Resolution No. 08-3950  
COUNCIL PROJECTS AND CONFIRMING )  
LEAD COUNCILOR AND COUNCIL ) Introduced by Councilors Rod Park and  
LIAISON FOR EMPLOYMENT AND ) Carl Hosticka  
ECONOMIC TRENDS WORK )

WHEREAS, the development and/or implementation of certain Metro Council projects have policy implications that require the attention of the Metro Council; and

WHEREAS, some projects with policy implications are of a scope and complexity that, for purposes of efficiency, benefit from the focused attention of a subset of the Council and are called "Council Projects"; and

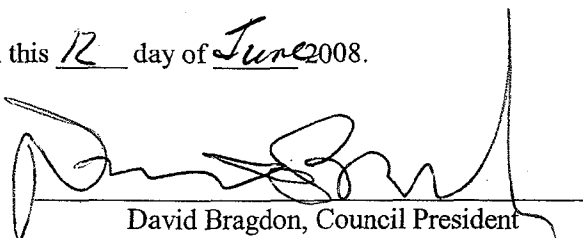
WHEREAS, members of the Council have identified such projects; and

WHEREAS, the projects identified have been defined and put forth in the form of project proposal, included in Exhibit A; and

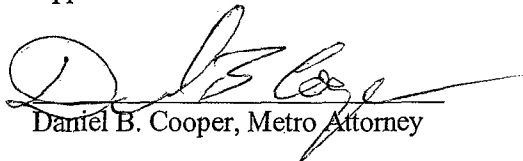
WHEREAS, the Council President, working with members of the council, has designated specific councilors to play lead and/or liaison roles on projects as specified in Exhibit A: now therefore

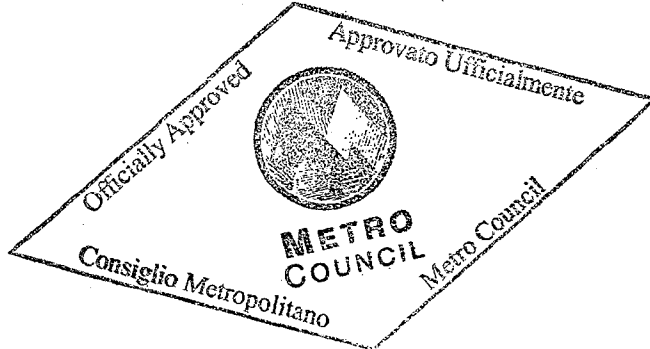
BE IT RESOLVED that the Metro Council confirms the project proposal, including the designation of projects, project definitions, lead councilor assignments, and councilor liaison assignment as specified in Exhibit A.

ADOPTED by the Metro Council this 12 day of June 2008.

  
David Bragdon, Council President

Approved as to Form:

  
Daniel B. Cooper, Metro Attorney



## **Metro Council Project Proposal May 20, 2008**

- 1) **Project Title:** Economic and Employment Trends Work
- 2) **Lead Councilor:** Rod Park
- 3) **Council Liaisons:** Carl Hosticka
- 4) **Project Begin Date:** May 14, 2008
- 5) **Estimated Date of Completion:** June 2009
- 6) **Project Description**

Metro's Making the Greatest Place initiative is an effort to develop policies tools and investments that support vibrant communities across the region. The employment sector is a key component of vibrant communities. Decisions over the next few years will affect the location, type and physical site configuration of future jobs. We need to better understand the trends facing the region, the choices and trade-offs these trends present and the tools that can be used to support or redirect the employment patterns to support economic opportunity and a prosperous region.

Data from the last 10 years show that:

- Though job growth has been strong in designated employment and industrial areas, job growth has not occurred in the regional centers and corridors as expected – we need to better understand what types of investments have worked to locate jobs in centers and corridors.
- Employment development patterns continue to be some of the lowest density uses – we need to understand what factors can contribute to site

development patterns that use resources more efficiently and how to encourage such development.

- Providing the resources needed for the 20 year estimates of demand has left designated employment land underutilized and subject to pressures for rezoning.
- The current planning horizon of 20 years does not allow for speedy and effective provision of the needs that vary greatly in the 3 – 5 year horizon, raising the need to explore strategies that can be more responsive, opportunistic and successful.
- The 50-year horizon for the Urban Reserves calls for a forecast that is more general than the forecast for the 20 year yet specific enough to inform the urban and rural reserve designations.
- Coordination between regional and local demand and capacity estimates has not been aligned for all industry sectors, resulting in different expectations and the need for a new coordination approach.
- Performance measures can be helpful to track progress on the employment strategies and we need to better determine what the best indicators are to use in this tracking.
- There is need to develop a new 20 year growth forecast that reflects the trends and ranges facing the region.
- Multiple stakeholders are engaged in estimates of economic and employment trends, demand and capacity, requiring review processes beyond those offered in the MPAC and JPACT forum.

The foregoing challenges are the basis of this work effort. Following are the principles that will guide this work program.

1. *Policies and tools should attract employment concentrations in centers and corridors to support efficient use of land and maximize transportation modes.*
2. *Designated Employment, Industrial, and Regionally Significant Industrial Areas remain a focal point and resource for meeting the region's employment forecasts.*
3. *In all employment areas, use of public and private investments should encourage more efficient building design and better orientation to support transit, walking and biking.*
4. *Tools that support workforce access and increase market share for employees are important, as are placemaking activities that support quality environments for the workforce.*
5. *Priorities are highest for tools that support sustainable businesses.*
6. *The planning horizon needs to be consistent with the level of certainty of the employment analysis -- the planning horizons in the 5-10 year can focus on*

*opportunities, 20 year on regional capacity and 50 year on urban reserve capacity.*

7. *Range forecasts will be used to articulate the factors and trends that affect employment projections*

## **7) Policy Questions**

- What economic trends could the region face and which trends are priorities to support and accommodate?
- What is the planning horizon to plan for to support the desirable trends?
- What combination of investments is needed to encourage jobs in centers, corridors and employment lands?
- What essential economic, location, urban form and other attributes of demand and capacity of employment land should be considered to support desirable trends in the short, 20 year and 50 year time?
- How can we encourage more efficient use of parcels?
- What are the right performance measures for monitoring growth management and efficient use of resources?

## **8) Outcomes**

Sustained economic competitiveness and prosperity through efficient and coordinated use of land, investments, transportation and other resources.

This work will produce:

- Trends (socio-economic, technological, real estate, and sustainable development) that can impact the economy of this region and trend priorities;
- Factors for use in local economic opportunity analysis to determine opportunities and barriers to accommodating trends and fostering economic prosperity;
- Sufficient characterization of demand and capacity attributes of employment land, job density determinants, and past and future absorption capacity of employment land to develop a new approach to defining capacity in the urban growth report;
- “Toolkit” that can make the use of employment land more efficient.
- Strategies for implementation
- Coordination between local Economic Opportunities Analysis as required by State statute and Goal 9 and regional forecasts of demand and capacity.

## 9) Connection to Council Goals and Objectives

The work involved in this effort are connected to the Council "Great Places" and "Economic Vitality" goals, and the following objectives:

- The region's centers and corridors are distinctive, attractive and efficient and while fully developed they are also continually and dynamically re-creating themselves.
- Land is available to meet the need for housing and employment
- The region's economy provides a plentiful supply of family wages jobs
- Access to jobs, services, centers and industrial areas is efficient

## 10) Resources Required / Budget Implications

Funding is available in the FY 07-08 budget to initiate this work and \$75,000 has been identified in the FY 0809 budget (including fund balance). Additional funding will be identified from a variety of sources, if needed, including contributions from local and state partners.