



600 NE Grand Ave.
Portland, OR 97232-2736

Council work session agenda

Tuesday, April 5, 2022

11:45 AM

<https://zoom.us/j/615079992> (Webinar ID:
615079992) or 877-853-5257 (toll free)

Please note: To limit the spread of COVID-19, Metro Regional Center is now closed to the public. This work session will be held electronically.

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If you wish to attend the meeting, but do not have the ability to attend by phone or computer, please contact the Legislative Coordinator at least 24 hours before the noticed meeting time by phone at 503-797-1916 or email at legislativecoordinator@oregonmetro.gov.

11:45 Call to Order and Roll Call

Work session topics:

11:50 Expert Panel on Recruiting and Siting Industry within the Region

[RES 22-6701](#)

Presenter(s): Andy Shaw (he/him), Metro
Monique Claiborne (she/her), GPI
Stuart Skaug, NAIOP
Keith Leavitt (he/him), Port of Portland

Attachments: [Worksheet](#)

1:05 Chief Operating Officer Communication

1:15 Councilor Communication

Adjourn

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Metro fully complies with Title VI of the Civil Rights Act of 1964 and related statutes that ban discrimination. If any person believes they have been discriminated against regarding the receipt of benefits or services because of race, color, national origin, sex, age or disability, they have the right to file a complaint with Metro. For information on Metro’s civil rights program, or to obtain a discrimination complaint form, visit www.oregonmetro.gov/civilrights or call 503-797-1536. Metro provides services or accommodations upon request to persons with disabilities and people who need an interpreter at public meetings. If you need a sign language interpreter, communication aid or language assistance, call 503-797-1700 or TDD/TTY 503-797-1804 (8 a.m. to 5 p.m. weekdays) 5 business days before the meeting. All Metro meetings are wheelchair accessible. For up-to-date public transportation information, visit TriMet’s website at www.trimet.org.

Thông báo về sự Metro không kỳ thị của

Metro tôn trọng dân quyền. Muốn biết thêm thông tin về chương trình dân quyền của Metro, hoặc muốn lấy đơn khiếu nại về sự kỳ thị, xin xem trong www.oregonmetro.gov/civilrights. Nếu quý vị cần thông dịch viên ra dấu bằng tay, trợ giúp về tiếp xúc hay ngôn ngữ, xin gọi số 503-797-1700 (từ 8 giờ sáng đến 5 giờ chiều vào những ngày thường) trước buổi họp 5 ngày làm việc.

Повідомлення Metro про заборону дискримінації

Metro з повагою ставиться до громадянських прав. Для отримання інформації про програму Metro із захисту громадянських прав або форми скарги про дискримінацію відвідайте сайт www.oregonmetro.gov/civilrights. або Якщо вам потрібен перекладач на зборах, для задоволення вашого запиту зателефонуйте за номером 503-797-1700 з 8.00 до 17.00 у робочі дні за п'ять робочих днів до зборів.

Metro 的不歧視公告

尊重民權。欲瞭解Metro民權計畫的詳情，或獲取歧視投訴表，請瀏覽網站 www.oregonmetro.gov/civilrights。如果您需要口譯方可參加公共會議，請在會議召開前5個營業日撥打503-797-1700（工作日上午8點至下午5點），以便我們滿足您的要求。

Ogeysiiska takooris la'aanta ee Metro

Metro waxay ixtiraamtaa xuquuqda madaniga. Si aad u heshid macluumaad ku saabsan barnaamijka xuquuqda madaniga ee Metro, ama aad u heshid warqadda ka cabashada takoorista, booqo www.oregonmetro.gov/civilrights. Haddii aad u baahin tahay turjubaan si aad uga qaybqaadatid kullanka dadweynaha, wac 503-797-1700 (8 gallinka hore illaa 5 gallinka dambe maalmaha shaqada) shan maalmo shaqo ka hor kullanka si loo tixgaliyo codsashadaada.

Metro의 차별 금지 관련 통지서

Metro의 시민권 프로그램에 대한 정보 또는 차별 항의서 양식을 얻으려면, 또는 차별에 대한 불만을 신고 할 수 www.oregonmetro.gov/civilrights. 당신의 언어 지원이 필요한 경우, 회의에 앞서 5 영업일 (오후 5시 주중에 오전 8시) 503-797-1700를 호출합니다.

Metroの差別禁止通知

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សេចក្តីជូនដំណឹងអំពីការមិនរើសអើងរបស់ Metro

ការគោរពសិទ្ធិពលរដ្ឋរបស់ ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro ឬស្នើសុំទទួលបានកម្មប្រព័ន្ធរើសអើងសូមចូលទស្សនាគេហទំព័រ www.oregonmetro.gov/civilrights។ បើលោកអ្នកត្រូវការអ្នកបកប្រែភាសានៅពេលអង្គប្រជុំសាធារណៈ សូមទូរស័ព្ទមកលេខ 503-797-1700 (ម៉ោង 8 ព្រឹកដល់ម៉ោង 5 ល្ងាច ថ្ងៃធ្វើការ) ប្រាំពីរថ្ងៃ ថ្ងៃធ្វើការ មុនថ្ងៃប្រជុំស្នើសុំអង្គប្រជុំសាធារណៈរបស់លោកអ្នក ។

إشعار بعدم التمييز من Metro

تحتزم Metro الحقوق المدنية. للمزيد من المعلومات حول برنامج Metro للحقوق المدنية أو لإيداع شكوى ضد التمييز، يُرجى زيارة الموقع الإلكتروني www.oregonmetro.gov/civilrights. إن كنت بحاجة إلى مساعدة في اللغة، يجب عليك الاتصال مقدماً برقم الهاتف 503-797-1700 (من الساعة 8 صباحاً حتى الساعة 5 مساءً، أيام الاثنين إلى الجمعة) قبل خمسة (5) أيام عمل من موعد الاجتماع.

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Iginagalang ng Metro ang mga karapatang sibil. Para sa impormasyon tungkol sa programa ng Metro sa mga karapatang sibil, o upang makakuha ng porma ng reklamo sa diskriminasyon, bisitahin ang www.oregonmetro.gov/civilrights. Kung kailangan ninyo ng interpreter ng wika sa isang pampublikong pulong, tumawag sa 503-797-1700 (8 a.m. hanggang 5 p.m. Lunes hanggang Biyernes) lima araw ng trabaho bago ang pulong upang mapagbigyan ang inyong kahilingan.

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Уведомление о недопущении дискриминации от Metro

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Avizul Metro privind nediscriminarea

Metro respectă drepturile civile. Pentru informații cu privire la programul Metro pentru drepturi civile sau pentru a obține un formular de reclamație împotriva discriminării, vizitați www.oregonmetro.gov/civilrights. Dacă aveți nevoie de un interpret de limbă la o ședință publică, sunați la 503-797-1700 (între orele 8 și 5, în timpul zilelor lucrătoare) cu cinci zile lucrătoare înainte de ședință, pentru a putea să vă răspunde în mod favorabil la cerere.

Metro txoj kev ntxub ntxaug daim ntawv ceeb toom

Metro tributes cai. Rau cov lus qhia txog Metro txoj cai kev pab, los yog kom sau ib daim ntawv tsis txaus siab, mus saib www.oregonmetro.gov/civilrights. Yog hais tias koj xav tau lus kev pab, hu rau 503-797-1700 (8 teev saww ntxov txog 5 teev tsaus ntuj weekdays) 5 hnub ua hauj lwm ua ntej ntwam lub rooj sib tham.

**Expert Panel on Recruiting and Siting Industry within the
Region**

Work Session Topics

Metro Council Work Session
Thursday, April 5th, 2022

EXPERT PANEL ON RECRUITING AND SITING INDUSTRY WITHIN THE REGION

Date: 3/23/2022

Department: GAPD & Council Office

Meeting Date: 4/5/2022

Prepared by: Andy Shaw & Andrea
Celentano

Presenter(s) (if applicable): Andy Shaw
Greater Portland Inc. - Monique Claiborne
NAIOP – Commercial Real Estate
Development Association - Stuart Skaug &
Gabriela Frask
Port of Portland - Keith Leavitt

Length: 75 mins

ISSUE STATEMENT

Recruiting and siting new industrial businesses and securing locations for retention and expansion within the region are key factors in job creation and economic development. The recruitment of new traded-sector and industrial businesses can provide supplying and servicing opportunities for our existing businesses – the local sector where the majority of job growth occurs. Expanding the availability and development capacity of our land couples with investments in our entrepreneurs, workers and their families as well as efforts to build out our infrastructure and innovation assets to support the region’s ability to thrive and remain attractive for business retention, expansion and recruitment.

Understanding the needs of companies looking to expand or exploring siting in the greater Portland region, as well as the wide array of challenges of getting land prepared for development will help prepare Metro to make informed decisions about the direction of future projects and initiatives, as well as future land use planning decisions.

ACTION REQUESTED

No action is needed at this time. This item is being brought to the Council to help inform and further the conversation about site readiness, economic development, and family-wage job creation throughout the region.

IDENTIFIED POLICY OUTCOMES

The goal of this work session is to inform Metro Council about efforts, both successes and challenges of recruiting and siting industry in the region.

POLICY QUESTION(S)

How can Metro Council respond to the needs of industry and work to support the region’s economic vitality and job creation?

POLICY OPTIONS FOR COUNCIL TO CONSIDER

NA

STAFF RECOMMENDATIONS

NA

STRATEGIC CONTEXT & FRAMING COUNCIL DISCUSSION

Metro's work in economic development and land readiness has included long-term employment forecasting in support of urban growth management, managing urban growth boundary expansions for employment, working in collaboration to establish and update an inventory of regional industrial land readiness, forming and leading a brownfields coalition to obtain increased funding for assessment and cleanup, and advocating for the creation and funding of the Oregon Industrial Land Readiness program. This expert panel will help to inform Metro Council of current and continuing challenges to the availability of development-ready industrial land. Diverse stakeholder perspectives will help Council in the upcoming Urban Growth Management decision as well as ongoing work to promote funding to get regional industrial lands ready for development.

Specifically, industry experts during this session will discuss recruiting and siting business within the region. This panel will highlight industry perspectives, market trends, and provide examples of successes and challenges.

BACKGROUND

Our first panel focused on industry and manufacturing and included perspectives from Willamette Technical Fabricators, Oregon Business & Industry, and ECONorthwest. This panel highlighted barriers to development within the region, including site readiness, available land, and workforce readiness (training, education, and outreach).

Our second panel presented Council the Site Readiness Toolkit developed in 2020 by the Port of Portland in partnership with Metro staff and 13 other jurisdictions in the region. The toolkit identifies barriers to development and includes roadmaps to determine specific tools and revenue returns available in support of site development.

ATTACHMENTS

Slides to be sent before presentation.

[For work session:]

- Is legislation required for Council action? Yes x No
- If yes, is draft legislation attached? Yes No
- What other materials are you presenting today? Slides to be sent before meeting

Materials following this page were distributed at the meeting.



GREATER PORTLAND INC
RECRUITMENT STRATEGY &
ECONOMIC DEVELOPMENT



GREATER
PORTLAND

WHO WE ARE



Greater Portland Inc is the only public-private partnership working to attract businesses to the entire Greater Portland region.

We also responsible for developing the 5-year Comprehensive Economic Development Strategy (CEDS).

80+ Investors
7 Counties



TRADED SECTOR VS. LOCAL SECTOR

Traded-sector companies are those that sell their output in competition with businesses in other states and countries. Local-sector companies sell their goods and services primarily and exclusively in a local market.

Traded-sector companies bring money into the region, whereas local-sector companies keep local money at home.



REGIONAL OVERVIEW



Our Top Industries

Computers & Electronics

Local jobs: 42,000

Local employers: 359

Food & Beverage

Local jobs: 30,000

Local employers: 832

Design & Media

Local jobs: 33,000

Local employers: 2,531

Apparel & Outdoor

Local jobs: 21,000

Local employers: 518

Software

Local jobs: 35,000

Local employers: 4,282

Bioscience

Local jobs: 7,800

Local employers: 208

Climate Tech

Local jobs: 14,000

Local employers: 843

Metals & Machinery

Local jobs: 23,000

Local employers: 574

BUSINESS DEVELOPMENT



Companies

Site Selectors
and
Commercial
Real Estate

Local Partners
*(Chambers of
Commerce,
banks, law firms,
university tech
transfer offices)*

Foreign
Government,
Consulates,
Trade and
Investment
Promotion
Agencies

Local HQs and
Supply Chain
Companies

STRATEGIES FOR BUSINESS ATTRACTION



1. Industry Needs Assessment & Target Market
2. Data Driven Digital Capabilities
3. Verified Industrial Properties
4. Targeted Outreach
5. Inbound Marketing Events

2021 REGIONAL IMPACT



Business Recruitment

Recruited 592 jobs to Portland Metro

\$34.2M in direct income

244 indirect jobs

\$128.4M in sales & output

CEDS

Unanimously adopted CEDS for region 2022-2027

GPI will lead 9 of the 44 action items

CHALLENGES



Our region's challenges affect our business recruitment efforts.

Immediate

1. Homelessness
2. Trash & Debris
3. Public Safety & Crime

Long-term

1. Industrial land supply

CONTACT US



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SITES BY TIER

	2011 Inventory	2014 Inventory	2017 Inventory	2022 Inventory
Tier 1	9	14	10	2
Tier 2	16	17	11	6
Tier 3	31	23	26	20
Total	56 sites	54 sites	47 sites	28