

## THE PORTLAND PLAN

### Portland Plan Fairs: Economic Prosperity and Affordability General Strategy Survey Results

During the Portland Plan fairs in March 2011, in addition to speaking with staff, writing ideas down on chart packs and participating in breakout discussion sessions, attendees were provided with the opportunity to provide feedback via two surveys: a general survey and a quick start actions survey.

Two surveys were developed for each draft strategy, (Education, Economic Prosperity and Affordability and Healthy Connected Neighborhoods) and for the Equity Initiative.

The results provided below are from the **Economic Prosperity and Affordability General Surveys** distributed and collected during the Portland Plan fairs. A separate survey on proposed Quick Start Actions was also provided. Those results can be found in a separate document. Survey responses to the other strategies are also available in separate documents.

#### ECONOMIC PROSPERITY AND AFFORDABILITY STRATEGY QUESTIONS

1. This strategy recommends focusing actions and investments in areas that improve business success and living wage job growth and household prosperity.
  - A. Business Success and Living Wage Job Growth -- Do you agree these areas of focus will help Portland reach its prosperity and affordability goals for 2035?

| 1. | Traded sector job growth<br><i>14 surveys received; 13 responses to this question</i>                                                                                                                                                            | Correct Direction           | Neutral                   | Wrong Direction          |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|---------------------------|--------------------------|
|    | Create a competitive business environment; business retention, expansion and investment; alignment of workforce training to match the needs of key industries.                                                                                   | <b>85%</b><br>11 Responses  | <b>15%</b><br>2 Responses | <b>0%</b><br>0 Responses |
| 2. | Urban innovation<br><i>14 surveys received; 13 responses to this question</i>                                                                                                                                                                    | Correct Direction           | Neutral                   | Wrong Direction          |
|    | Support the commercialization of new technologies; produce a "next generation" urban environment; and support and recruit businesses that design, apply and manufacture products and systems for clean energy and water and building efficiency. | <b>92%</b><br>12 Responses  | <b>8%</b><br>1 Response   | <b>0%</b><br>0 Responses |
| 3. | Trade gateways and freight mobility<br><i>14 surveys received; 13 responses to this question</i>                                                                                                                                                 | Correct Direction           | Neutral                   | Wrong Direction          |
|    | Improve freight distribution facilities, like the harbor and airport, and invest in infrastructure that keeps Portland's ports competitive.                                                                                                      | <b>100%</b><br>13 Responses | <b>0%</b><br>0 Responses  | <b>0%</b><br>0 Responses |
| 4. | Growing employment districts<br><i>14 surveys received; 13 responses to this question</i>                                                                                                                                                        | Correct Direction           | Neutral                   | Wrong Direction          |
|    | Transform brownfields and constrained land into market-ready sites and support the needs of institutional campuses, like hospitals and educational facilities, to support job growth.                                                            | <b>77%</b><br>10 Responses  | <b>23%</b><br>3 Responses | <b>0%</b><br>0 Responses |

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#### B. Household Prosperity -- Do you agree that these areas of focus will help Portland reach its prosperity and affordability goals for 2035?

|    |                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                        |                                             |                                                    |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|---------------------------------------------|----------------------------------------------------|
| 1. | <b>Access to housing</b><br><i>14 surveys received; 13 responses to this question</i><br>Ensure that households of all incomes are located near services; remove barriers to fair housing; maintain and build low- and moderate-income housing that meets the evolving needs of the population; align policies and programs so that middle-, moderate-, low-, fixed- and no-income housing needs are met effectively and efficiently. | <b>Correct Direction</b><br><b>77%</b><br>10 Responses | <b>Neutral</b><br><b>23%</b><br>3 Responses | <b>Wrong Direction</b><br><b>0%</b><br>0 Responses |
| 2. | <b>Education and job training</b><br><i>14 surveys received; 13 responses to this question</i><br>Align training and education with industry needs.                                                                                                                                                                                                                                                                                   | <b>Correct Direction</b><br><b>77%</b><br>10 Responses | <b>Neutral</b><br><b>23%</b><br>3 Responses | <b>Wrong Direction</b><br><b>0%</b><br>0 Responses |
| 3. | <b>Neighborhood business vitality</b><br><i>14 surveys received; 13 responses to this question</i><br>Increase neighborhood business development through technical and networking assistance for business districts and community groups; strengthen neighborhood business districts.                                                                                                                                                 | <b>Correct Direction</b><br><b>85%</b><br>11 Responses | <b>Neutral</b><br><b>15%</b><br>2 Responses | <b>Wrong Direction</b><br><b>0%</b><br>0 Responses |
| 4. | <b>Household economic security</b><br><i>14 surveys received; 13 responses to this question</i><br>Increase the number of households in Portland that can meet their basic needs through employment assistance; remove barriers to childcare, other basic services and job training.                                                                                                                                                  | <b>Correct Direction</b><br><b>92%</b><br>12 Responses | <b>Neutral</b><br><b>8%</b><br>1 Response   | <b>Wrong Direction</b><br><b>0%</b><br>0 Responses |

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2. In order to be successful, the City and government partners will need to work in partnerships with community groups and individuals. Can you picture yourself, or an organization you're involved with or know about, playing a direct role in implementing the goals and actions of the Economic Prosperity and Affordability strategy?

**A. Describe how you might play a role:**

*14 surveys received; 6 responses to this question*

- Response 1:** Not sure, different opinions - continue to be locked out from the table at Boards, Commissions and Advisory Committees.
- Response 2:** A problem with government and mainstream institution leadership in these economic initiatives is that these systems are historically locked into race-based ways of doing the public's business, education of the public's children, administering the public's benefits and punishments.
- Response 3:** Multnomah County DCHS / SUN Division - help connect you to organizations and locations to communicate and get input from racial and language minority populations. (We work closely with cultural specific organizations and Coalition of Communities of Color.)
- Response 4:** As a community member and through employment at local nonprofit.
- Response 5:** Develop citywide broadband strategic plan.
- Response 6:** Regional approach, leadership

**B. List any organizations that you think could play an important role:**

*14 surveys received; 7 responses to this question*

- Response 1:** Neighborhood organizations
- Response 2:** IRCO, Hispanic Chamber of Commerce, Philippine American Chamber of Commerce, Asian American Chamber of Commerce, Mexican Consulate
- Response 3:** Oregon Hunger Relief Task Force / Partners for Hunger-free Oregon - food security aspect of basic needs - IRCO, El Programa Hispano, NAYA, NARA, SEI, ROSS, Impact NW, Neighborhood House.
- Response 4:** Human Solutions
- Response 5:** NP Greenway
- Response 6:** NW Access Network
- Response 7:** New Regional Economic Development Organizations (includes Climate Prosperity) - Metro

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3. Overall, do you think the Economic Prosperity and Affordability strategy is headed in the correct direction?

*14 surveys received; 11 responses to this question*

Right direction: 82%

Neutral: 0%

Don't know: 9%

Wrong direction: 9%

#### Is something critical missing?

*14 surveys received; 7 responses to this question*

**Response 1:** Listening to differing opinions and be willing to compromise.

**Response 2:** Tremendous familial ambition and entrepreneurial energy in the Asian and Latino communities - this is NOT captured if we continue these relationships, these distributions. Portland loses newcomer potential by folding our newcomer communities into more policies and practices specializing in "minority" programs.

**Response 3:** Suggestions - strengthen language in Education / Job training to include City support of knowledge / skill development within K-12 (particularly high school) school-day teaching and curriculum - that links to jobs, particularly "next generation" jobs (youth employment strategies BEYOND SUMMER.

**Response 4:** How to increase wages for people working locally since cost of living increases. Many folks bringing in out of state, wages that drive cost of living up but local wages have been stagnant.

**Response 5:** Lower taxes. People should keep more of what they earn.

**Response 6:** Technology / broadband component is not well-represented.

**Response 7:** Greenprint - I see that there is little reference to the Greenprint strategy (Climate Prosperity) in terms of workforce training, industry targeting, focus on conservation, fuel switching etc. Not all economic development is sustainable nor helps us achieve GHG emission reduction goals.

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4. Is there any additional information you would like to have to provide feedback? If yes, please describe below:

*14 surveys received; 3 responses to this question*

**Response 1:** The private sector needs to be allowed to create jobs without over-education. Any actions taken need to assess any negative impacts on private sector jobs. Example: the anti-car movement eliminates jobs in the private sector when the public sector creates taxpayer-subsidized jobs and jobs in the public sector.

**Response 2:** Stable housing affects educational outcomes - would be strong to add some language in housing security area that names low-income families with school-age children as focus population. Ensure some level of input for culturally specific / immigrant residents into the PLAN and its implementation (don't wait for implementation to engage) - before September.

**Response 3:** My property taxes are absurd.