

## IMPACT STATEMENT

**Legislation title:** Accept Report on the PDC 2015-2020 Strategic Plan

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**Purpose of proposed legislation and background information:**

Staff are presenting the PDC 2015-2020 Strategic Plan (Strategic Plan) to City Council for feedback prior to presenting the Strategic Plan to the PDC Board of Commissioners on May 13, 2015 for adoption. Staff last formally briefed City Council on the Strategic Plan at a December 16, 2014 work session.

**Financial and budgetary impacts:**

There are no direct financial implications from adopting the Strategic Plan. However, there are longer-term potential impacts in that 1.) The Strategic Plan that will guide and inform the annual budget process and 2.) The Strategic Plan sets a strategic direction whose objectives are not fully achievable with the current mix of PDC's funding resources.

**Community impacts and community involvement:**

The creation of the Strategic Plan relied on robust public participation. In the summer of 2014, City of Portland Mayor Charlie Hales assembled a twenty-member Steering Committee which met seven times over the course of the drafting of the Strategic Plan. The Steering Committee's role was to advise staff on developing a framework for the document, fleshing out objectives and outcomes, and meeting in smaller 'rump groups' to tackle specific topics, such as traded sector industry identification, sustainability considerations, and how to define middle-wage jobs.

To provide a high-level evaluation of the agency's economic and community economic development efforts over the past five years, PDC contracted with Market Street Services (Market Street), an Atlanta-based consulting firm specializing in economic development strategies. Market Street's review was both quantitative, assessing measurable data and metrics, and qualitative, interviewing approximately 40 individuals and organizations who have worked with PDC. In its December 2014 Implementation Assessment: Portland Economic Development Strategy and Neighborhood Economic Development Strategy, Market Street noted "the PDC approach to economic development at the city and neighborhood levels is far more comprehensive and in-depth than any public sector entity we have worked with in the past." However, Market Street also identified several shortcomings in PDC's work, most notably a disconnect between the agency's traded sector economic development and community-based, neighborhood economic development strategies.

Staff relied on PDC's network of public, private, non-profit, and institutional partners to provide input on the development of the Strategic Plan. These implementing and advisory bodies, numbering over 35, are identified on page two of the final document (see Exhibit A to the resolution).

To augment the Steering Committee and partner input, staff reached out to the broad Portland community through both traditional approaches and new technologies for public comment on the 50% draft in early 2015. Staff hosted two public open houses, the first on February 25 at PDC's offices in Old Town/Chinatown and the second on March 4 at the Immigrant and Refugee Community Organization in Gateway. Approximately 25 individuals attended each open house and were offered the opportunity to hear a presentation, view and comment on information boards, and interact directly with staff.

The new technologies staff employed to spread word of the public comment period were several. PDC sent an e-mail blast (e-blast) to over 3,000 individuals, posted the event to the agency FaceBook page, and tweeted to followers. In addition, PDC created an online forum for comments called PDC Town Hall, a web-based platform that allowed community members to both provide input on the Strategic Plan and view other individual's responses.

### **Budgetary Impact Worksheet**

**Does this action change appropriations?**

☐ **YES:** Please complete the information below.

☒ **NO:** Skip this section

<b>Fund</b>	<b>Fund Center</b>	<b>Commitment Item</b>	<b>Functional Area</b>	<b>Funded Program</b>	<b>Grant</b>	<b>Sponsored Program</b>	<b>Amount</b>