

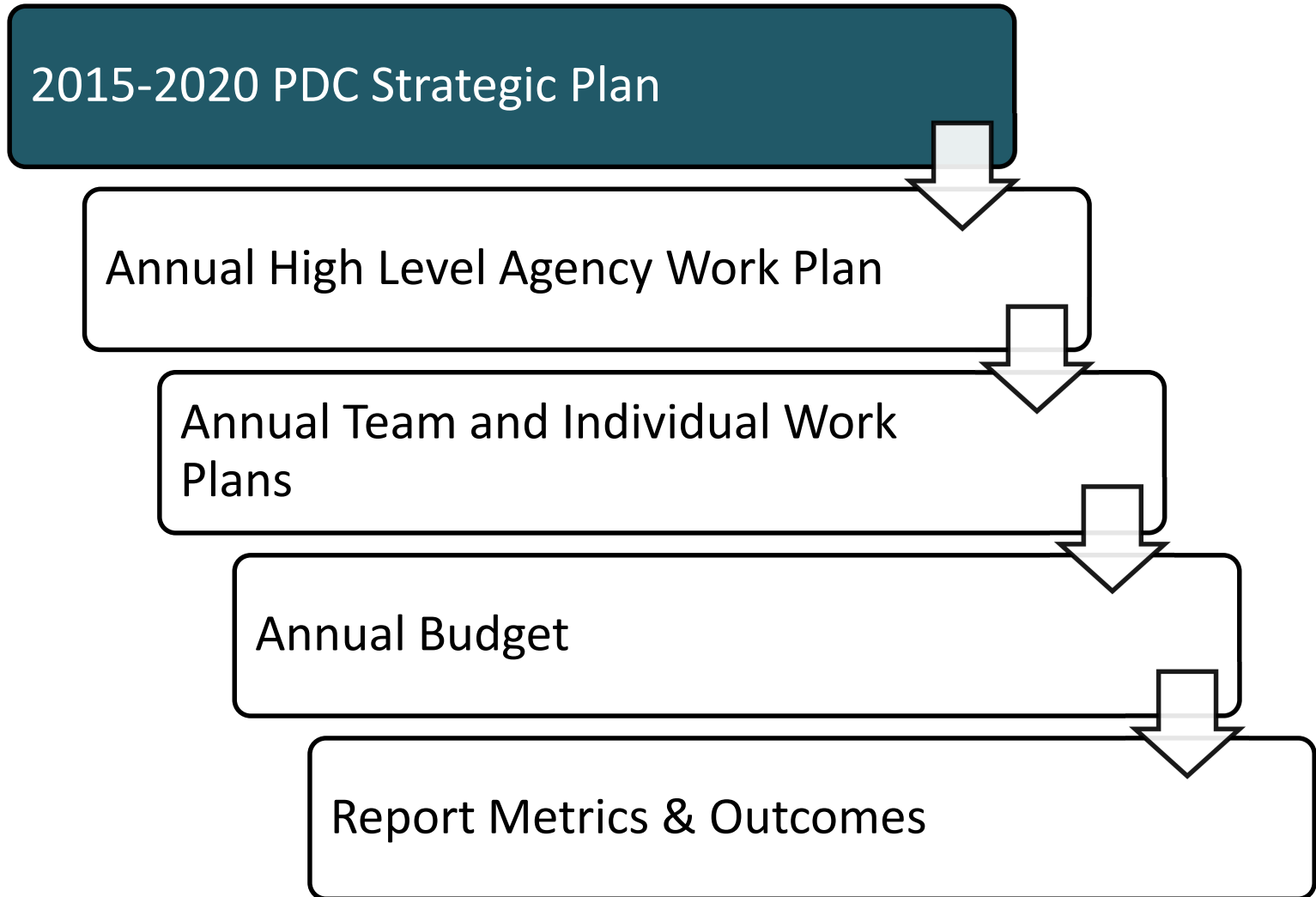


Report on the PDC 2015-2020 Strategic Plan

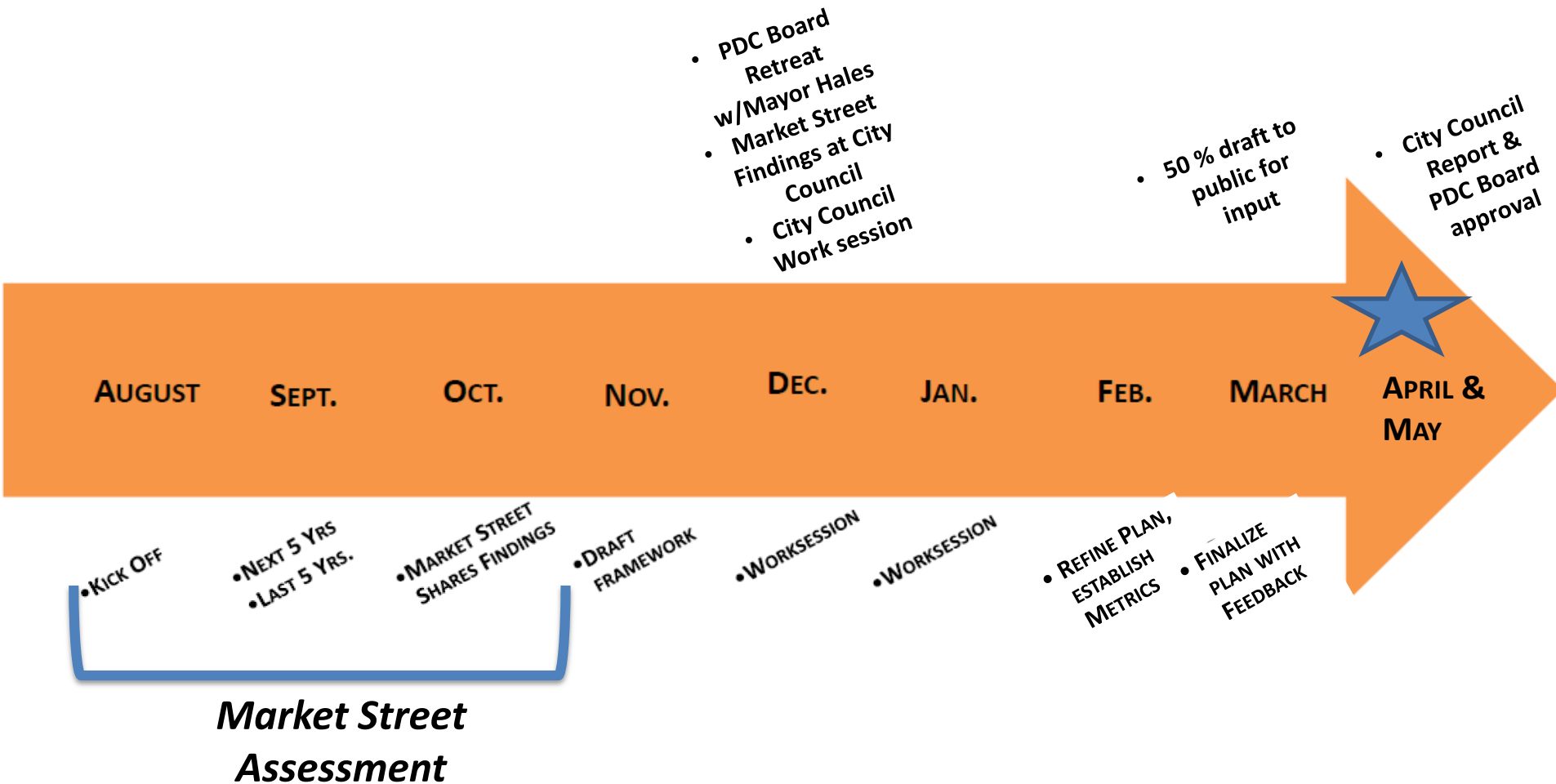
Portland City Council

May 6, 2015

Strategic Plan Purpose

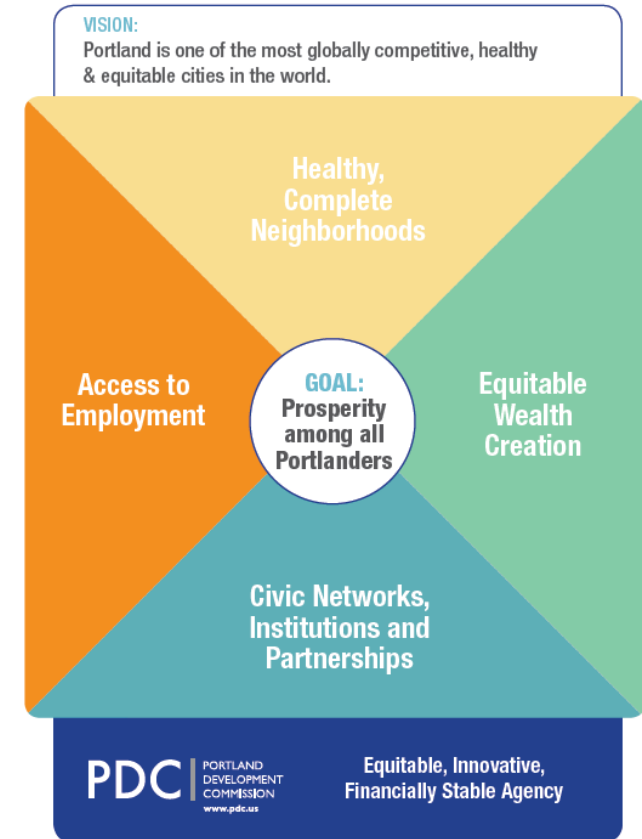


Strategic Planning Process

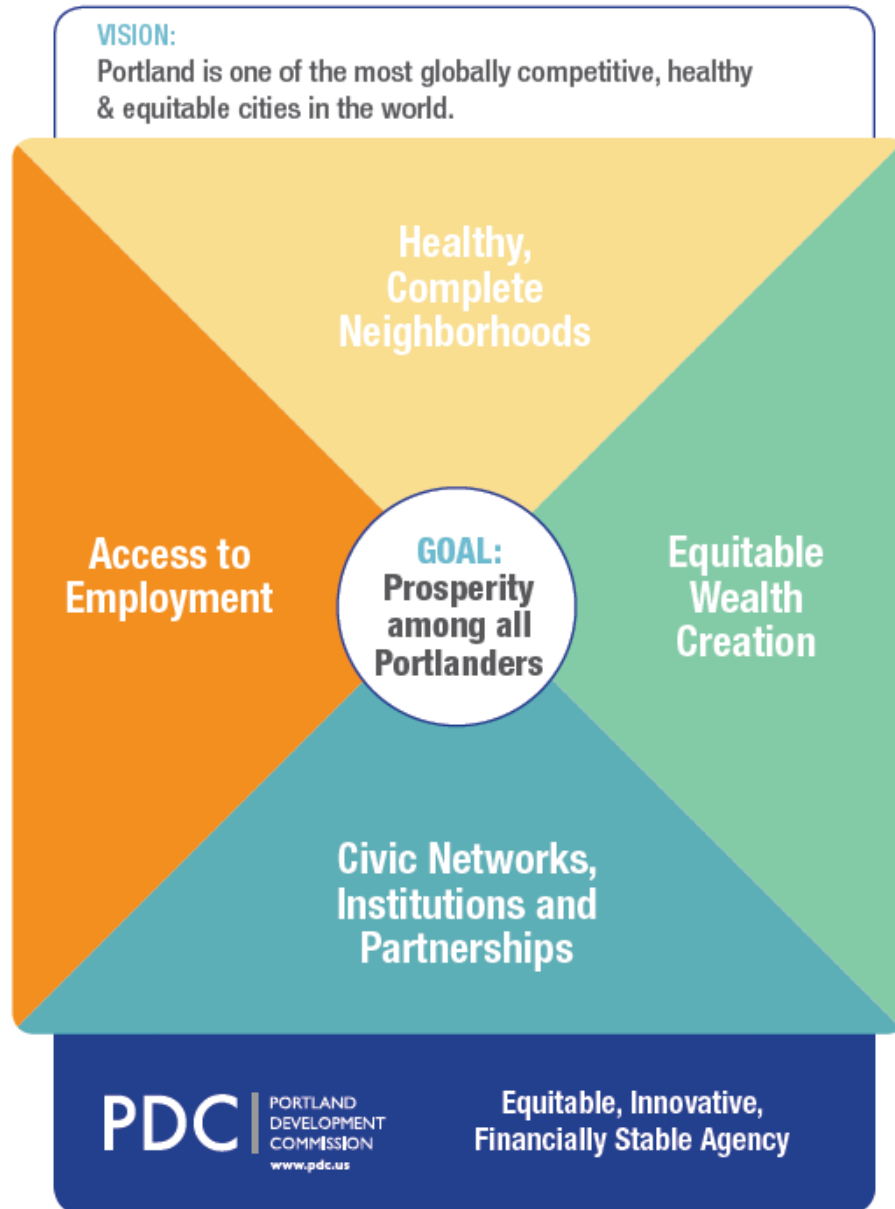


What Changed from 40 % – 50 %

- Incorporated feedback from sustainability group
- Selected target industry clusters
- Re-ordered goals and re-structured the document
- Added guiding values
- Updated metrics and included baselines and targets



The Plan – 5 Related Objectives

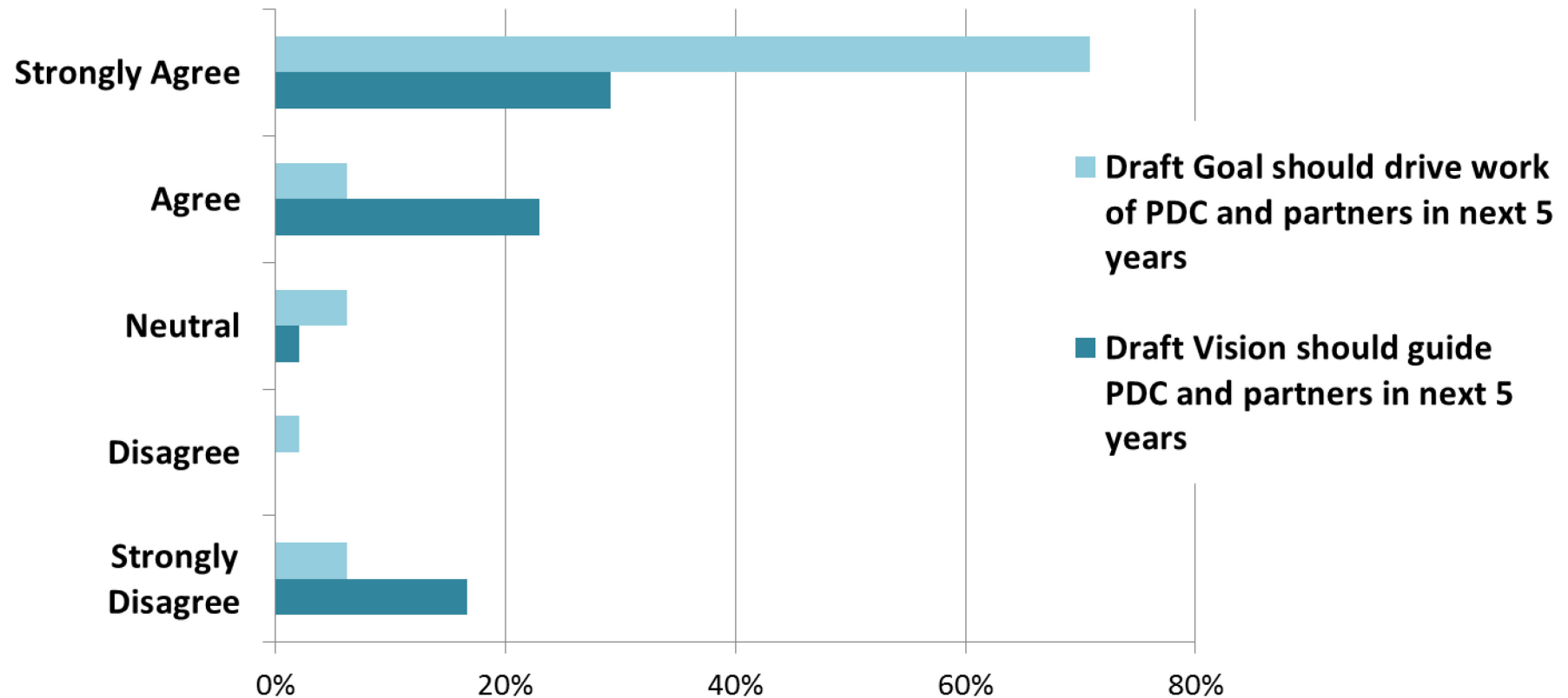


Input & Outreach

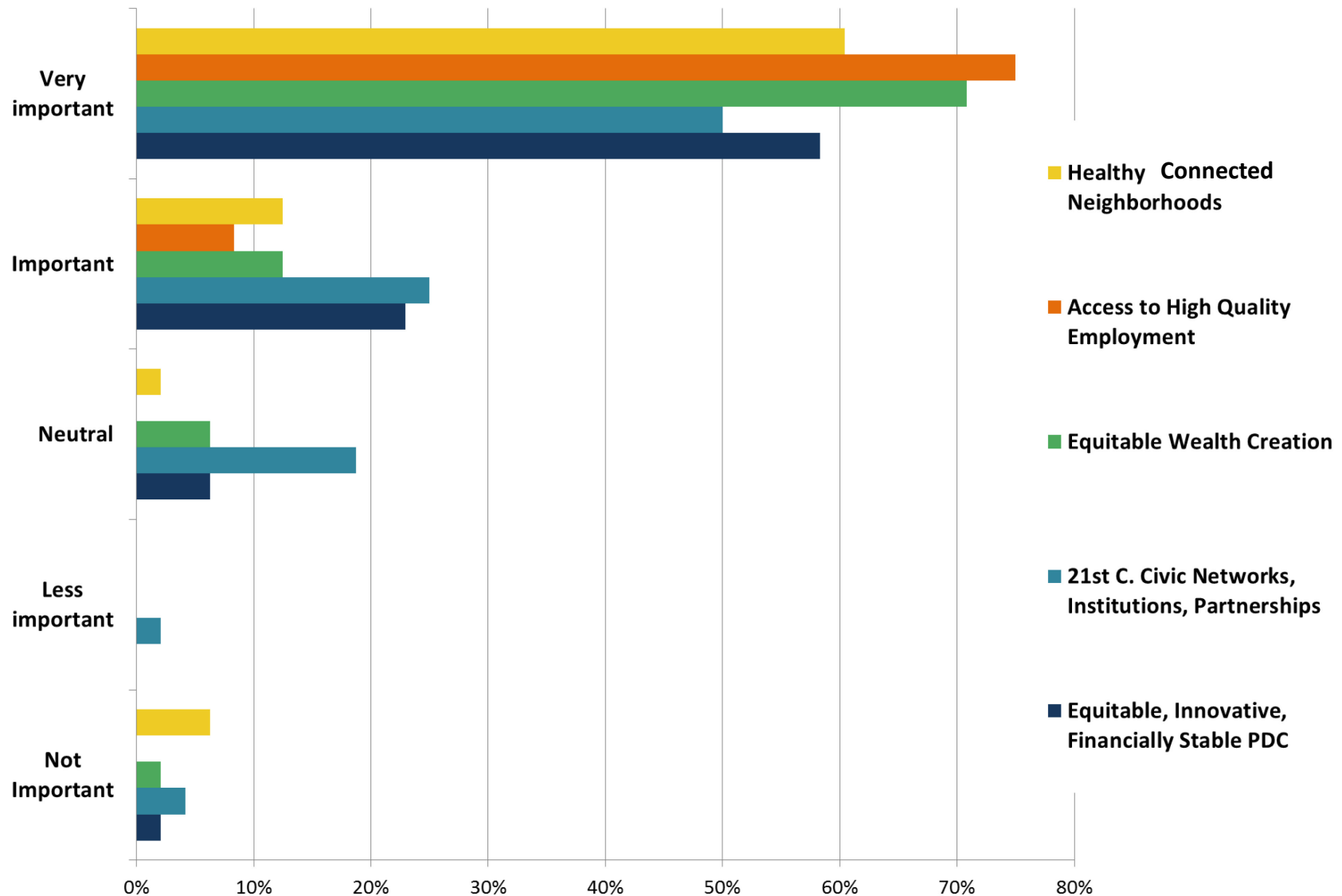
With 50% Draft

- Two public open houses
- Online forum – open through March 13
- Follow up meetings w/ partners and advisors
- Proactive outreach
 - CEIC, OT/CT CA, Lloyd BID/TMA,
 - Coalition of Communities of Color board
 - Construction Trades, NAMCO,
 - EPAP Economic Development Sub-Committee
 - Metro, Port of Portland, TriMet, Mult. County, Neighborhood District Coalitions
 - NPI/Main Street Network, Small Business Tech. Assistance, Workforce Development Providers, All Hands Raised
 - Portland Business Alliance
 - Traded sector industry association and partners
 - Venture Portland

PDC Town Hall & Open House Feedback



PDC Town Hall & Open House Feedback



Feedback on 50% Draft

- Recurrent themes:
 - Increase access to affordable housing
 - Commit to community involvement
 - Align with other plans
 - Appreciate the goal and holistic approach
 - Too many objectives, actions, metrics – simplify and prioritize; focus on areas of greatest influence
- Other specific feedback:
 - Add metric for East Portland to measure job or income growth (EPAP)
 - Appreciate broadened use of ‘neighborhoods,’ ways for stakeholders to engage with each other (NED LG)
 - Increase emphasis on link between large firms and small businesses (PBA)
 - Applaud Portland for wrestling with inclusive economic growth (Brookings)

Next Steps

A photograph of an outdoor event, likely a festival or fair. In the foreground, several large, glowing yellow paper lanterns are visible. A woman with dark hair tied back is looking towards the right. In the background, there is a green tent and a blue tent, with more lanterns hanging from the sky. The scene is set outdoors with trees in the distance.

PDC Board Action – May 13