



**PROSPER**  
**PORTLAND**  
Building an Equitable Economy

**DATE:** January 16, 2019  
**TO:** Board of Commissioners  
**FROM:** Kimberly Branam, Executive Director  
**SUBJECT:** Report Number 19-03  
Update on Portland Means Progress

**BRIEF DESCRIPTION OF INFORMATION ITEM**

No action is requested; information only.

At the January 16, 2019 Prosper Portland Board of Commissioners (Board) meeting, staff will provide an update on Portland Means Progress, a city-wide economic prosperity initiative led by Mayor Ted Wheeler to help broaden economic opportunities to Portlanders. When formally launched in early 2019, Portland Means Progress will provide a public platform for businesses to commit to at least one of the following actions: i.) create work experience opportunities for underrepresented students, ii.) create culture change in their organizations by providing diversity training for staff, and iii.) support underrepresented small businesses through purchasing of goods and services.

**STRATEGIC PLAN ALIGNMENT AND OUTCOMES**

Portland Means Progress delivers on several Prosper Portland Strategic Plan goals, including quality job growth and business growth for Portlanders of color. Specifically, it delivers on a Strategic Plan action to negotiate industry-level commitments to diversify the workforce, establish career pathways, increase local hiring, and establish a standard form of recognition for businesses that provide high-quality employment opportunities.

**BACKGROUND AND CONTEXT**

Mayor Wheeler created the Council of Economic Advisors (CEA) in 2017 to advise the Mayor's Office, Worksystems, and Prosper Portland on collective economic development and workforce development priorities. The approximately 40-member CEA is comprised of leaders from business, non-profits, chambers of commerce, government, foundations, colleges, universities, and unions (see the CEA roster in Attachment A).

Over the course of 2017 and early 2018, the CEA identified the following three high-level priorities:

1. Inclusive Economic Growth and Job Creation
2. Inclusive Small Business Support
3. Youth Workforce Pipeline Development

To deliver on these priorities, staff from Prosper Portland, Worksystems, and the Mayor's Office collaborated with CEA to launch Portland Means Progress, an effort and public call-to-action for business, community, and government to work together to create an equitable economy.

The goal of Portland Means Progress is to align business and community in new ways by leveraging strengths of business and community to build new workforce and small business pipeline opportunities and change and adapt business culture. Through Portland Means Progress, businesses will commit to paying a minimum living wage of \$15 per hour, and taking at least one of the following actions:

- Create work experiences for through service providers that support underrepresented youth. Portland Means Progress will launch with the Emerging Leaders Internship Program and SummerWorks as partners for implementation.
- Create culture change within their organization by providing Diversity, Equity and Inclusion training for their staff and leadership. This action will be supported through the development of a toolkit and made available to businesses in early 2020.
- Support small businesses by purchasing goods and services from businesses owned by people of color, with companies self-reporting spending at minority-owned businesses.

### **EQUITY IMPACT**

Portland Means Progress is targeted at increasing private sector engagement to address systemic and persistent economic disparities in the city of Portland. All Portland Means Progress outcomes will be tracked and posted as a dashboard on a public-facing website.

### **ATTACHMENTS**

- A. CEA Roster

**Council of Economic Advisors Roster**

<b>Name</b>	<b>Title, Organization</b>
<b>Andrew Hoan</b>	President & CEO, Portland Business Alliance
<b>Annette Mattson</b>	Mt. Hood Community College Board
<b>Anthony Deloney</b>	Director of After School, Summer Programs, Self Enhancement Inc
<b>Alice Cuprill-Comas</b>	General Counsel, Oregon Health Science University
<b>Carl Talton</b>	Executive Chair, Portland Family of Funds
<b>Christian Kaylor</b>	Economist, State of Oregon
<b>Chuck Smith</b>	CEO, Black Parent Initiative
<b>Curtis Robinhold</b>	Executive Director, Port of Portland
<b>Diana Nunez</b>	President, Hispanic Metro Chamber
<b>Eric Cress</b>	Principal, Urban Development Partners
<b>Heather Hoell</b>	Executive Director, Venture Portland
<b>Janet LaBar</b>	President and CEO, Greater Portland Inc
<b>Jeana Wooley</b>	Owner, JM Wooley & Associates
<b>Jeff Miller</b>	President, Travel Portland
<b>Jill Mackie</b>	Senior VP, Vigor
<b>Jim Mark</b>	Chair, Portland Business Alliance
<b>Joe Cortright</b>	President, Impresa
<b>Joe McFerrin</b>	POIC/Rosemary Anderson & Black Male Achievement Initiative
<b>Jon Jensen</b>	Political Rep, IBEW Local 48
<b>Julia Brim-Edwards</b>	Sr. Director of Government and Public Affairs, Nike
<b>Juliana Lukasik</b>	Director, At Large Films
<b>Kanth Gopalpur</b>	Chair, Business Oregon Commission
<b>Ken Wright</b>	VP of Dental, Kaiser
<b>Lee Po Cha</b>	Executive Director, Immigrant Refugee Community Organization
<b>Mara Zepeda</b>	Co-Founder, Switchboard
<b>Marc Goldberg</b>	Associate VP of Workforce, Portland Community College
<b>Melissa Freeman</b>	Director of Strategic Partnerships, Oregon Community Foundation
<b>Michele Reeves</b>	Founder, Civilis Consultants
<b>Nancy Stueber</b>	President, OMSI
<b>Nate McCoy</b>	Executive Director, NAMC-Oregon
<b>Nitin Rai</b>	Founder, Elevate VC
<b>Paul Rosenbaum</b>	CEO, SWR Corporation
<b>Randy Miller</b>	President, Produce Row; Portland Ambassador Program
<b>Román Hernández</b>	Partner, K&L Gates
<b>Scé Pike</b>	Founder, IOTAS
<b>Skip Newberry</b>	President & CEO, Technology Association of Oregon
<b>Tavo Cruz</b>	Counsel, Farleigh Fada Witt; Chair, Prosper Portland Board
<b>Toya Fick</b>	Board, Meyer Memorial Trust
<b>Wally Van Walkenburg</b>	Partner, Stoel Rives