



PROSPER
PORTLAND
Building an Equitable Economy

DATE: March 9, 2022
TO: Board of Commissioners
FROM: Kimberly Branam, Executive Director
SUBJECT: Report Number 22-11
Update on the Inclusive Economic Development Strategy

BRIEF DESCRIPTION OF INFORMATION ITEM

No action is requested; this update is informational only.

At the March 9, 2022, Prosper Portland Board of Commissioners (Board) meeting, staff will provide an update on the creation of the city's Inclusive Economic Development Strategy (IEDS). The IEDS will establish a roadmap for creating widely shared economic prosperity that is grounded in racial equity and the transition to a zero-carbon economy. The objective of this work is to identify key policies, approaches, partnerships, and investments necessary to achieve inclusive, sustainable economic growth goals in the next three to five years.

STRATEGIC PLAN ALIGNMENT AND OUTCOMES

The IEDS will build upon Prosper Portland's 2015-2020 Strategic Plan (Strategic Plan), while ensuring that racial equity and climate resiliency are central to development and implementation of the strategy. Staff are utilizing a unique request for proposal (RFP) process to assemble a consulting team that will include a Project Management and Economic Analysis consultant, a Communication & Engagement team, an Equity and Inclusion Advisor, and a Climate Resiliency and Adaptation Advisor. All consultants are expected to collaborate to ensure an inclusive and forward-thinking strategy.

BACKGROUND AND CONTEXT

Under the leadership of Mayor Ted Wheeler, staff from Prosper Portland, the City of Portland Bureau of Planning and Sustainability, and a multi-disciplinary consulting team will work collaboratively to develop the IEDS. Addressing opportunities for people, businesses, and place – including individual economic mobility, business growth, and urban competitiveness – through the lens of racial equity and climate resilience, the strategy will be informed by prior efforts, including Prosper Portland's Strategic Plan and Greater Portland Inc's Comprehensive Economic Development Strategy.

Envisioning Portland as a resilient, globally competitive city where everyone can reach their full potential, the recommendations will be centered in racial equity and inclusion and grounded in

the transition to a zero-carbon economy. The IEDS will recommend key priorities to address root causes of racial economic disparities in both the short and longer term and will ultimately inform a future implementation plan. By analyzing climate policies and trends, the strategy seeks to ensure that firms and industries seize economic opportunities and mitigate economic disruptions and costs related to climate change.

Mayor Wheeler has invited approximately 25 individuals with a diverse range of expertise and experiences to serve on a Steering Committee (see Attachment A) to advise on the development of the strategy. The Steering Committee will convene for a kick-off meeting in early April and will likely meet six times over the subsequent six months.

Community engagement planning has commenced and is expected to continue through strategy development and adoption. In addition to the Steering Committee, a Leadership Roundtable and Focus Groups will inform the strategy development. Staff will regularly update the Prosper Portland Board on strategy development and engagement opportunities.

Staff anticipate delivery of a final strategy document for adoption by Portland City Council by fall 2022.

EQUITY IMPACT

In addition to centering racial equity from planning to implementation, the IEDS consulting team will include a dedicated Equity and Inclusion Advisor to ensure equity is centered throughout planning and development of the strategy.

The consulting team will also include dedicated staff to plan for and conduct extensive community engagement, alongside Prosper Portland staff. Additionally, the consulting team will lead development and implementation of a communications plan that will intentionally seek to engage vulnerable Portlanders and impacted communities.

ATTACHMENTS

- A. Steering Committee Members

Steering Committee Members

Mayor Ted Wheeler

Tavo Cruz, *Prosper Portland Board Chair*

James Paulson, *WSI Board Chair*

Adam Zimmerman, *CEO Craft3*

Alando Simpson, *PBA Board, City of Roses & Recycling*

Ali Saalabian, *Silver Eagle*

Andrew Speer, *MHCC Commissioner, Charter Commission, PGE*

Angela Jackson, *PSU, Seed Fund*

Bridgid Blackburn, *BBPDX Board, CEO of Cargo, CEIC*

Carlo Quinonez, *HMCC Board, Nike*

Chabre Vickers, *NAYA Board, Wells Fargo*

Dan Mehls, *GPI Board + Mortenson*

Desirée Williams-Rajee, *Verde Chair, Kapwa Consulting*

Grace Hendrix, *Business Advisor, APANO, small business owner*

Eddie Sherman, *ONAC + NAYA Board, Against the Current*

Edward Feser, *OSU Provost*

Eric Cress, *CEIC Board Chair, UDP*

Felisa Haggins, *SEIU*

Jill Sherman, *Co-founder of Edlen & Co.*

Katherine Lam, *Port Commissioner + Bambuza Hospitality Group*

Kurt Huffman, *Chef's Table + Travel Portland*

Stephanie Copeland-Weber, *Ruby President*

Nidal Kahl, *Venture Portland Board, GABA Chair, Biogen Lab Dev*

Nolan Leinhart, *ZGF, AVT Board, ULI*

Peter Andrews, *Action Table Chair + Melvin Mark*

Sabrina Wilson, *Rosewood Initiative*

Su Embree, *OCF Trustee, ELI & SINE, Former CEO of DHM*