

# 2011

# Jobs Summit ACTION PLAN

## VISION

Create a vibrant and prosperous regional economy that generates family-wage jobs and sufficient tax revenues to support critical public services.

## INDICATORS OF SUCCESS

- **Positive private-sector job growth regionally, including Multnomah County.**  
*Goal: Private-sector job losses in Multnomah County stop, and the region overall adds 12,500 net new private sector jobs per year.*
- **Portland-metro average wages improve.**  
*Goal: Regional average wages exceed the national average by 2016.*
- **Portland-metro per capita income improves.**  
*Goal: Regional per capita income exceeds the national average by 2020.*

## NEAR-TERM ACTION ITEMS

### 1. Make improvement in the region's educational outcomes.

- Achieve restructuring of Oregon University System, improving the ability of the state's post-secondary institutions to innovate and manage their own destinies.
- Focus on near-term opportunities to grow PSU, maintain funding for Oregon InC., develop greater partnerships between PSU and OHSU, and to expand the partnerships community colleges have with both universities and K-12 systems.
- Adopt the Pre-K to Post-Graduate funding model at the state level, and reflect that continuum in education planning at the district level.
- Improve the quality of the K-12 system, working with education leaders, parents and unions, improved learning environments, effective spending plans, improved education standards, and other metrics.

**Lead:** Business organizations, PSU, OHSU, OUS, Oregon independent universities, PPS and other school districts

#### Metrics:

- Reform of OUS by 2011 Legislature in a manner that enables Portland-region universities to become more innovative and efficient in education delivery.
- Urban renewal funding for PSU expansion in a manner that expands PSU's role in the region's economic vitality, both in terms of educational output and business/job spin-offs.
- Expanded partnership between OHSU and PSU to improve research and development activities.
- P-20 funding model adopted at the state level, leading to increased coordination among different educational institutions at the local level and ensure implementation of Cradle-to Career framework is finalized in Multnomah County.

- PPS/Union agreement that focuses on educational quality, improved education standards and cost management, leading to improved graduation and college continuation rates.

**Timeframe:** 2011-2012

## **2. Improve the regional business climate and economic development agenda.**

- Complete merger of Greenlight Greater Portland and Regional Partners and develop a regional economic development strategy that achieves public and private buy-in.
- Develop and implement a public/private value of business campaign, which underscores the relationship between strong private-sector jobs and adequate funds for important public services.

**Lead:** The new public/private Greenlight Greater Portland, partnering with the Portland Business Alliance and other regional business associations.

### **Metrics:**

- Greenlight/Regional Partners merger is completed.
- Regional economic development strategy is developed and endorsed by key public and private entities.
- Value of jobs campaign is launched and annual polling shows public support for private sector job creation and retention.

**Timeframe:** 2011

## **3. Address issues related to regional employment land supply.**

- Create a regional inventory of employment lands which factors in relevant market concerns, including timeframe, infrastructure, environmental overlays, parcel size and constraints.

**Lead:** Portland Business Alliance and partner regional business organizations, Port of Portland, Metro

### **Metric:**

- Available land analysis, as well as analysis of cumulative impact of environmental/land-use regulations, completed and findings acknowledged in regional discussions regarding land availability and environmental regulation.

**Timeframe:** 2011

## **4. Address tax policy issues.**

- Achieve kicker reform, with assurance that funds not returned to taxpayers are dedicated to a state Rainy Day Fund reserve account that has strong safeguards for withdraw and use of the funds.
- Reduce the states capital gains taxes, tying reductions to investments in Oregon.

**Lead:** Oregon Business Council, Oregon Business Association, Associated Oregon Industries with support from the Portland Business Alliance and other partners.

**Metric:**

- Legislation is passed by 2011 Legislature that incorporates kicker reform and capital gains reductions into a broader tax package.

**Timeframe:** 2011

**5. Improve access to capital for small business and entrepreneurs to encourage innovation.**

- Create an access-to-capital team that will work with business and public leaders on addressing this issue.
- Streamline and support additional resources for small business education targeting how to access capital, take advantage of available resources and add jobs.

**Lead:** Portland Development Commission, Portland Business Alliance, Oregon Entrepreneurs Network and partner business organizations.

**Metric:**

- Team is created and yields substantive strategies for addressing access to capital issues, and implementation of those strategies is begun.
- Increased usage and awareness of programs like Small Business Development Center's Small Business Management II and III, Mercy Corps Northwest micro-loans and state programs.

**Timeframe:** 2011

*For a list of the other near-term action items identified by Jobs Summit attendees, go online to [www.valueofjobs.com](http://www.valueofjobs.com). These issues will be catalogued and pursued as appropriate.*

## **LONG-TERM ACTION ITEMS**

**1. Implement an integrated regional approach to economic development and job creation and retention.**

- Under the leadership of the new public/private Greenlight Greater Portland, implement a comprehensive regional economic development strategy that includes integrated recruitment activities, business/job retention efforts and marketing campaigns.
- Increase public and private funding for the new Greenlight Greater Portland.

**Lead:** Greenlight Greater Portland

**Metrics:**

- Regional economic development plan is implemented and job growth can be connected to the strategy.

**Timeframe:** 2012-2013

**2. Support the growth of PSU and OHSU in a manner the leads to increased innovation, business spin-offs and job growth due to research and development activities at the institutions.**

- Maintain funding for Oregon InC.
- Identify long-term funding strategy to support PSU growth.
- Identify barriers to commercializing research and development at PSU and OHSU and develop strategies to mitigate them.
- Work with other public universities with presence in the Portland region (OSU, UO, WSU, OIT) to maximize their opportunities to spin off businesses and create private sector jobs.

**Lead:** PSU, OHSU, Oregon independent and public universities, the Portland Business Alliance and other business organizations.

**Metrics:**

- Oregon InC. is funded.
- PSU develops and begins implementing a long-term plan for growth.
- Businesses are spun off from both OHSU and PSU and job growth can be tied to that activity.

**Timeline:** 2011-2013

**3. Overhaul the state's tax system to reduce reliance on income tax and improve revenue stability.**

- Complete research to frame the discussion.
- Develop public/private work group to design an overhaul plan.
- With public and private leaders as spokespeople, move the discussion forward with a time-certain date for seeking voter approval.

**Lead:** OBC, OBA, AOI and PBA with public sector leaders.

**Metrics:**

- Plan is developed.
- Message campaign is launched.
- Polling shows campaign is moving voters toward acceptance of a new tax system.

**Timeframe:** 2012-2014

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