Differences matter

Jane Jacobs

“The greatest asset that a city can have is something that's different from every other place.”
“At the local level, fundamentally the most important economic development strategy is to attract and train smart people.”
Oregon Land Use Planning

▪ Legislature adopts pioneering 1973 statewide planning program (Senate Bill 100) to limit sprawl, protect forests and farms
▪ Legislation requires local plans to meet statewide goals; creates LCDC
▪ Urbanization now focused inside urban growth boundaries
The Oregon Land Use Planning Program

• Process Goals: Citizen Involvement, Planning

• Development Goals: Recreation, Economy, Housing, Public Facilities and Services, Transportation, Urbanization

• Conservation Goals: Agricultural Land, Forest Land, Open Space/Scenic/Historic Resources, Air/Water/Land Quality, Natural Hazards, Energy, Willamette River Greenway

• Coastal Goals
Oregon Statewide Land Use Planning
Goal 1: Citizen Involvement

- Provide for Widespread Citizen Involvement
- Assure Effective Two-way Communications between Citizens and Local Officials
- Involvement in All Phases of the Planning Process
- Assure that Technical Info is Understandable
- Assure that Citizens get Responses from Policy Makers
- Ensure Adequate Funding for the Citizen Involvement Program
Metro

• Established 1980
• 7-member Council
• Major Responsibilities: Solid Waste System, Regional Convention and Visitor Facilities, The Oregon Zoo, Regional Data Resource Center, Regional Transportation Planning, Regional Growth Management
• Establishment and Management of Regional Urban Growth Boundary
• Home Rule Charter/Functional Planning Power
Metro and the Oregon Land Use Program

• Only Cities and Counties can adopt Comprehensive Land Use Plans
• Metro provides an element of the comprehensive plans for cities and counties and coordinates those plans.
• Metro can adopt regional plans that require changes in the plans of cities and counties.
The “Why” of Portland Project

• Why did Portland make different choices than most American cities back in the 1970’s?
  – Created panels of people active in reshaping Portland to ask that question.
  – Conversations captured on video and used to distill the reasons why Portland behaved differently.
The “Why” of Portland Results

• No grand plan, but a grand discussion: what could make Portland the best “Portland” that it could be?
• People read Jane Jacobs and decided to save the City.
• An ongoing conversation about the city, all of it.
• It’s all about engagement. Leaders didn’t focus on “bricks and mortar” but on civic culture, and the need for tolerance.
• It was all about people: authenticity and the “Population Strategy.”
• The timing was wonderful! Money, counterculture, and “question authority.”
People Change Cities, Together

In fact, Nobel Laureate Elinor Ostrom demonstrated that, “No market can survive without extensive public goods provided by governmental agencies. No government can be efficient and equitable without considerable input from citizens. Synergetic outcomes can be fostered to a much greater extent than our academic barriers have let us contemplate.”

Ostrom, E. “Crossing the Great Divide: Coproduction, Synergy, and Development” World Development 1996
Policy Change

• In 1974, the City of Portland adopted an ordinance creating the Office of Neighborhood Associations and formally recognizing their role in organizing and articulating community concerns.

• “Neighborhood Association” defined in ordinance as “a group of people organized within the boundaries of one neighborhood for purpose of considering and acting upon a broad range of issues affecting neighborhood livability.” Associations sized for engagement, not service delivery.

• Council appropriates funds for office in city hall and contracts with district service organizations to support neighborhood organizing and action.
Guiding Principles

1. Economic Prosperity
2. Human Health
3. Environmental Health
4. Equity
5. Resilience
Growth Strategy

Default Growth  Corridor Growth  Hub Growth
Addresses Gaps

Frequent Transit

Complete Neighborhoods

Access to Jobs
Centers and Corridors
Central City

2035 Growth
42,484 jobs
(32% Portland)
37,528 units
(21% Portland)
There is work to be done...

- Housing
- Diversity, Equity, and Inclusion
- Homeless/Houseless Population
- Public Finance
- Economic Opportunity
- Environmental restoration
- Resilience
- Stewardship and Keeping Plans Alive
- Enlisting Newcomers/Maintaining Common Cause
  .....among others.....
Lessons

- **Participation Matters** — *Placemaking is about learning, not street furniture*
- **Planning Matters** — *You can change trends/trends are not destiny unless you make them so*
- **Good Things Take Time** — *Legacy unfolds slowly*
- **Authenticity Matters** — *Each Place must make its Own Successes*
- **A Place is Never Done...**
Share of workers commuting by bike

Portlanders' commute modes other than driving alone

The slow decline in Portlanders driving alone to work
Why Did Cycling Boom in Portland?

Five Possible Explanations:

• **Bike Fun!** ... Having fun with bikes together (PedalPalooza. shift2bikes.org)
• **Great City Staff** ... Enabled by committed elected leaders (Blumenauer).
• **Mature Communication Channels** ... Community radio, City SmartTrips program, BTA.org Bike Commute Challenge, ORBike.com, BikePortland.org
• **Active Activists** ... from neighborhood to street/corridor to region and state
• **A Positive Feedback Loop** ... Bikers beget bikers and business (bars, shops, large employers) and government follow

Source: BikePortland.org, July 2, 2013
Physical activity

- Compared to the average for the US, Portlanders are:
  - Twice as likely to go camping
  - 60% more likely to go hiking or backpacking
  - 40% more likely to golf or hunt
  - Region ranks last in theme park attendance
  - Oregonians rank lowest in sedentary life styles and 2nd highest of vigorous physical activity
In the late 60s the jogging craze takes off in many towns led by Eugene Oregon.

A guy starts selling Japanese running shoes out of the back of his Plymouth Valiant.
Of 51 largest Metros, Portland ranks:

- 4th in small businesses per capita
- 4th in self-employment rates
- 5th (smallest) in average firm size
- 7th in patents per capita
- 14th in venture capital per capita
Supermodel/economist Cindy Crawford

“Arugula is how I define cities. I go to a grocery store, and either you can get arugula or you can’t.”
Place of Birth

In 2014:

• Oregon - 54% Not born in the state
• Portland - 61% Not born in the state
• US (2010) – 41% Not born in state of Residence
Portland is 3rd best job market for 2017 college grads, most affordable on West Coast

- Online job search engine, ZipRecruiter, analyzed over 7 million active jobs in their database to find the top job markets for new college grads in 2017. They rated cities on the overall availability of entry-level college jobs and the ratio of open entry-level college jobs to the number of applicants for those jobs in each city.
- Portland ranked as the 3rd best city in the U.S. for new college grads in 2017. A record low unemployment rate of 3.5 percent and a booming technology sector are providing a plethora of opportunities for new grads, with employment in the information sector growing by 3.5 percent year-over-year in March.
- Portland’s median rent of $1,950 is the 8th most expensive of the top 20 cities on the list but is still less than half the median rent in San Francisco and more than 25 percent cheaper than Seattle, San Diego and San Jose, making Portland the most affordable option for new grads on the West Coast.

Source: JLL Research, ZipRecruiter, BLS
Transformational Growth
Portland Top 5 for High-Wage Job Growth, Increases in Educational Attainment, and Median Household Income Over Past Decade

Reshuffling the Deck
Change from 2007 to 2016, 100 Largest MSAs

Real Median Household Income

Change in Educational Attainment (ppt)
Share of 25-64 Year Olds with College Degree

\[ y = 1.7289x - 0.0598 \]
\[ R^2 = 0.2843 \]
Oregon’s Strengths

• Geographic location
• Business costs
  • Electricity. Relative costs to West Coast.
• Industries
  • Timber, Apparel/Design, Food/Beverage, Semiconductors, UAVs
• People
  • Ample supply of skilled workers
She Flies With Her Own Wings

Oregon Manufacturing Employment

<-- Manufacturing Share of All Jobs

Oregon Share of U.S. Mfg -->

Latest Data: March 2018 | Source: BLS, Oregon Employment Department, Oregon Office of Economic Analysis
Oregon’s Painful Transition

Changing of the Guard
Oregon Employment, 1976-2017

High-Tech

Forest Sector

More Data Available

Forecast -->


Oregon Employment Department, Oregon Office of Economic Analysis
Oregon Population Growth

Tailwind: Migration

Net Migration  Natural Increase  Growth Rate (rhs)

Forecast -->

Last Actual: 2017  |  Source: Census, Portland State University, Oregon Office of Economic Analysis
People Move for Jobs

Reasons Households Move to Oregon
Working-Age Population, Income <$75,000

- Housing
- Jobs
- Family
- Other

Data: ASEC, 3 Yr Avg | Source: IPUMS-CPS, Oregon Office of Economic Analysis
Migration is for the Young

Who Moves to Oregon?
Net Domestic Migration by Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Migration Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children (0-17)</td>
<td>1,000</td>
</tr>
<tr>
<td>College Age (18-24)</td>
<td>5,000</td>
</tr>
<tr>
<td>Root Setting (25-34)</td>
<td>6,000</td>
</tr>
<tr>
<td>Prime Working (35-44)</td>
<td>4,000</td>
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<tr>
<td>Peak Earning (45-54)</td>
<td>3,000</td>
</tr>
<tr>
<td>Late Career (55-64)</td>
<td>2,000</td>
</tr>
<tr>
<td>Retiree (65+)</td>
<td>3,000</td>
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Data: 2012-2016 ACS | Source: Census, Oregon Office of Economic Analysis
The Young and the Restless

Portland's Apartment Demographics
Portland MSA Population for 20-34 Year Olds

Latest Data: 2016 | Source: Census, Portland State PRC, State of WA OFM, Oregon Office of Economic Analysis
Oregon's fastest demographic growth has been among younger adults, the 7th fastest growth in the US. Since 2010, Oregon has added 109,000 folks age 25 to 44. That’s more than: Missouri, Ohio, Arkansas, Indiana and New Mexico combined.

Population Growth - Age 25 to 44
Oregon Counties 2010 to 2017

<table>
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<tr>
<th>State</th>
<th>2010</th>
<th>2017</th>
<th>Change</th>
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<tr>
<td>Deschutes</td>
<td>34,000</td>
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<td>+224</td>
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After a couple years of adding more than 30,000 jobs on an annual basis, preliminary data shows the job growth rate has slowed somewhat over the last 24 months.

Portland Metro Employment Growth Year-over-year - 1992 to 2018

Employment Trends
May
Unemployment Rate
Portland Metro - Seasonally adjusted

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>5.4%</td>
</tr>
<tr>
<td>2016</td>
<td>4.7%</td>
</tr>
<tr>
<td>2017</td>
<td>3.8%</td>
</tr>
<tr>
<td>2018</td>
<td>3.7%</td>
</tr>
</tbody>
</table>

Employment Growth
Portland Metro

<table>
<thead>
<tr>
<th>Year</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>+29,700 (+2.5%)</td>
</tr>
<tr>
<td>2016</td>
<td>+22,900 (+1.0%)</td>
</tr>
<tr>
<td>2017</td>
<td>+19,800 (+1.0%)</td>
</tr>
<tr>
<td>2018</td>
<td>+7,200 (+0.4%)</td>
</tr>
</tbody>
</table>

Industry Growth
Portland Metro - May
Year-over-year growth (percentage)

<table>
<thead>
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<th>Sector</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare &amp; Social Assistance</td>
<td>+12,700 (+9.0%)</td>
</tr>
<tr>
<td>Construction</td>
<td>+4,500 (+6.7%)</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>+4,800 (+3.9%)</td>
</tr>
<tr>
<td>Information</td>
<td>+1,000 (+3.3%)</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>+1,700 (+2.4%)</td>
</tr>
<tr>
<td>Transportation &amp; Warehousing</td>
<td>+900 (+2.4%)</td>
</tr>
<tr>
<td>Leisure &amp; Hospitality</td>
<td>+2,900 (+2.4%)</td>
</tr>
<tr>
<td>Professional &amp; Business Services</td>
<td>+600 (+0.3%)</td>
</tr>
</tbody>
</table>

Want to join the distribution list? Have questions? E-mail me!
Christian R. Kaylor
Christian.R.Kaylor@oregon.gov