Investment Areas

Partnerships, planning and implementation around targeted investment areas
Portland Metropolitan Region
Why shift a successful approach?

• Regional policies
• Local implementation
• Diminishing resources for public investment – focus on most ROI
• Creative financing strategies have to achieve multiple objectives
• Learning from the Yellow, Green and Orange MAX lines
What Can We Do Even Better?

- Complete the high capacity transit system
- Bus service enhancement
- Community equity
- Ensure desirable outcomes from transit investments
  - Connections to parks
  - Land use
  - Housing
  - Safety
Investment areas approach

• Public investments catalyze private development
• High capacity transit can be the largest public investment in an area, but isn’t always
• Leverage resources at all levels to maximize public benefit and return
• Shared investment strategies – align local, regional, state, federal, community and private interests to maximize benefits
East Metro Connections Plan
Current and potential investment areas

- Southwest Corridor
- Powell-Division Corridor
- McLoughlin
Powell-Division Transit and Development Project Overview

**Powell-Division Transit Project:** Connecting Communities to Education, Healthcare, and Jobs

**Portland State**
- SE Transportation Hub: Connects light rail, streetcar loop, bus lines, regional rail, OHSU, and PCC.

**Portland Community College Southeast Center**
- A new 40,000 sq. ft. building.
- A $30 million expansion.
- A 14,000 sq. ft. restaurant.

**Downtown Gresham**
- A gateway to Mt. Hood tourism.
- A 15,000 sq. ft. community center.
- A new 12-story dormitory.

**Mt. Hood Community College**
- A new 15,000 sq. ft. community center.
- A new 10,000 sq. ft. library.
- A new 10,000 sq. ft. fitness center.

**Innovation Quadrant**
- Portland's Innovation Quadrant enhances the connections and collaboration between higher education institutions, workforce development providers, and private sector partners that are currently located in four districts of the Central City.

**East Portland**
- With the recently completed East Portland in Motion Plan, the city has continued major projects.
- Major employers include:
  - Portland Health Science University: 13,500 employees
  - TriMet: 2,500 employees
  - Fred Meyer: 1,000 employees
  - Advanced Business Technologies: 500 employees
  - Mt. Hood Community College: 750 employees

**Quick Facts**
- More than 20 hospitals in the study area, including 31,000 beds.
- The study area encompasses the five largest metropolitan areas in Oregon.
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Build partnerships
Institutionalizing Empowerment

Committee structure:

Institutionalized public engagement

Expanded the values brought to bear in decision-making

Raised the accountability of agencies

Spectrum of public participation: International Association of Public Participation
A New Approach

• Present public input on par with technical findings
• Hear directly from communities engaged
• Consensus-based decision-making allows for skepticism and provokes constructive participation
Shared Investment Strategies
Investment in the Process

• Consensus reached on all decisions
• Unanimous willingness to continue on committee
• Advancement of equity actions
• Transit project on schedule
Investments in the Community

• Transit-oriented development opportunity at key location

• Community members involved in the development process

• Advancement of community-led vision for Jade District: interim community space
Investment Areas: beyond transportation

- Advancing economic development
- New tools for land readiness and brownfields
- Partnering with communities
- Strategies for future investment areas