

# Economic Value Atlas: Introduction

November 19, 2020

Land Use Advisory Committee



# Today's Overview

- What is the Economic Value Atlas?
- Why are we doing this?
- Who is involved?
- Discussion: opportunities for LUAC

# What is the Economic Value Atlas?

- An online **interactive tool** that brings economic feedback into discussions about regional land use and infrastructure investments
- An **engagement process** to foster shared understanding and decision-making that supports regional values (such as equity)



# Economic Value Atlas v1.0: Portland Metro

- 2018-2019: Partnership between the Brookings Institution and Portland Metro
- Provides a data picture to support alignment between planning, infrastructure, and economic development to help build agreement on investments to strengthen their regional economy.

<https://evatool.oregonmetro.gov/>

<https://www.oregonmetro.gov/tools-partners/guides-and-tools/economic-value-atlas>

<https://www.brookings.edu/research/announcing-the-economic-value-atlas-a-new-approach-to-regional-transportation-and-land-use-planning/>

Measures

- BUSINESS
- PEOPLE
- Inclusivity
- Diversity
- Job Access
- PLACE

Low-wage jobs accessible in 30 minutes, all times + modes

Middle- and high-wage jobs accessible in 30 minutes, all times + modes

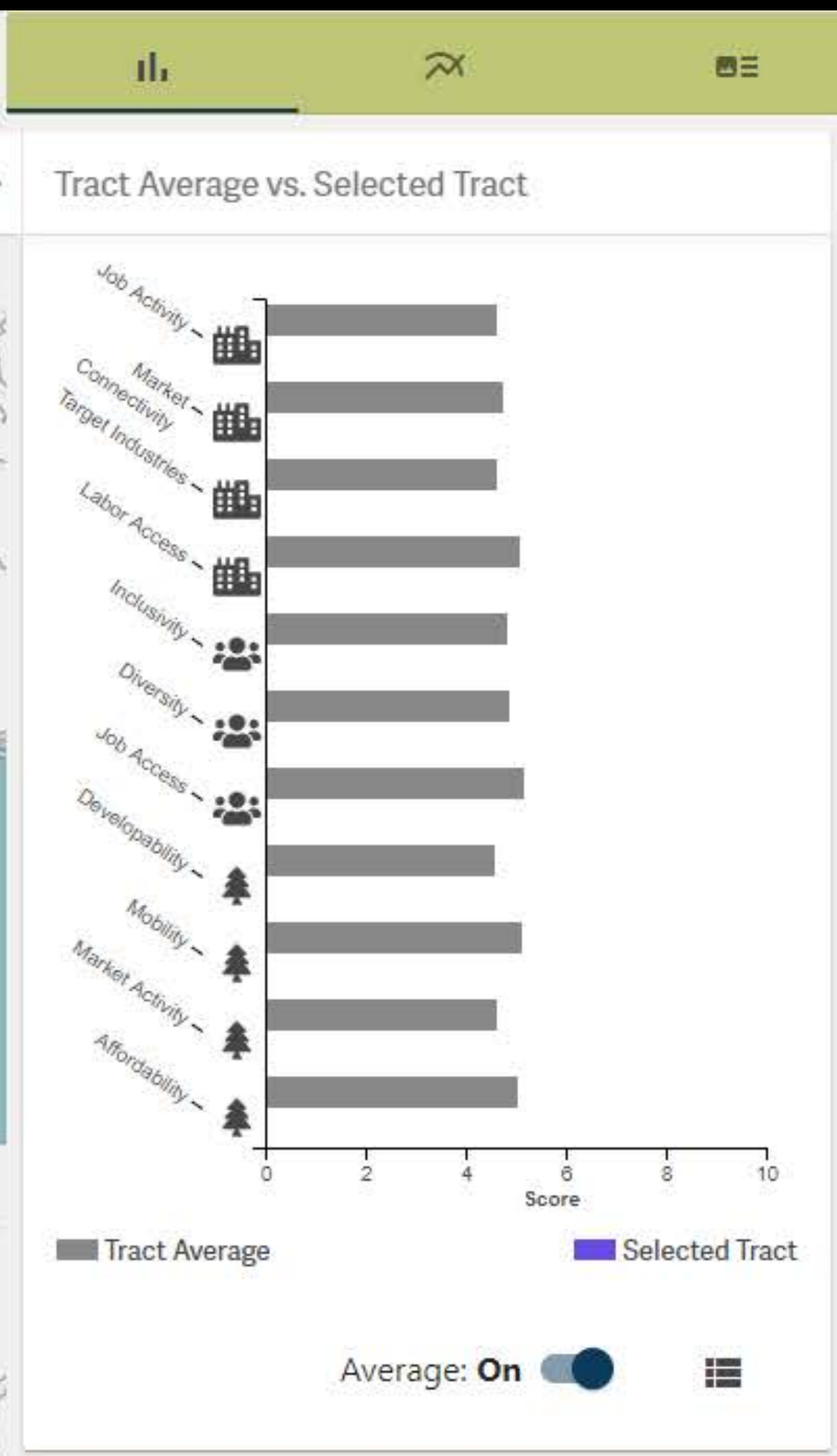
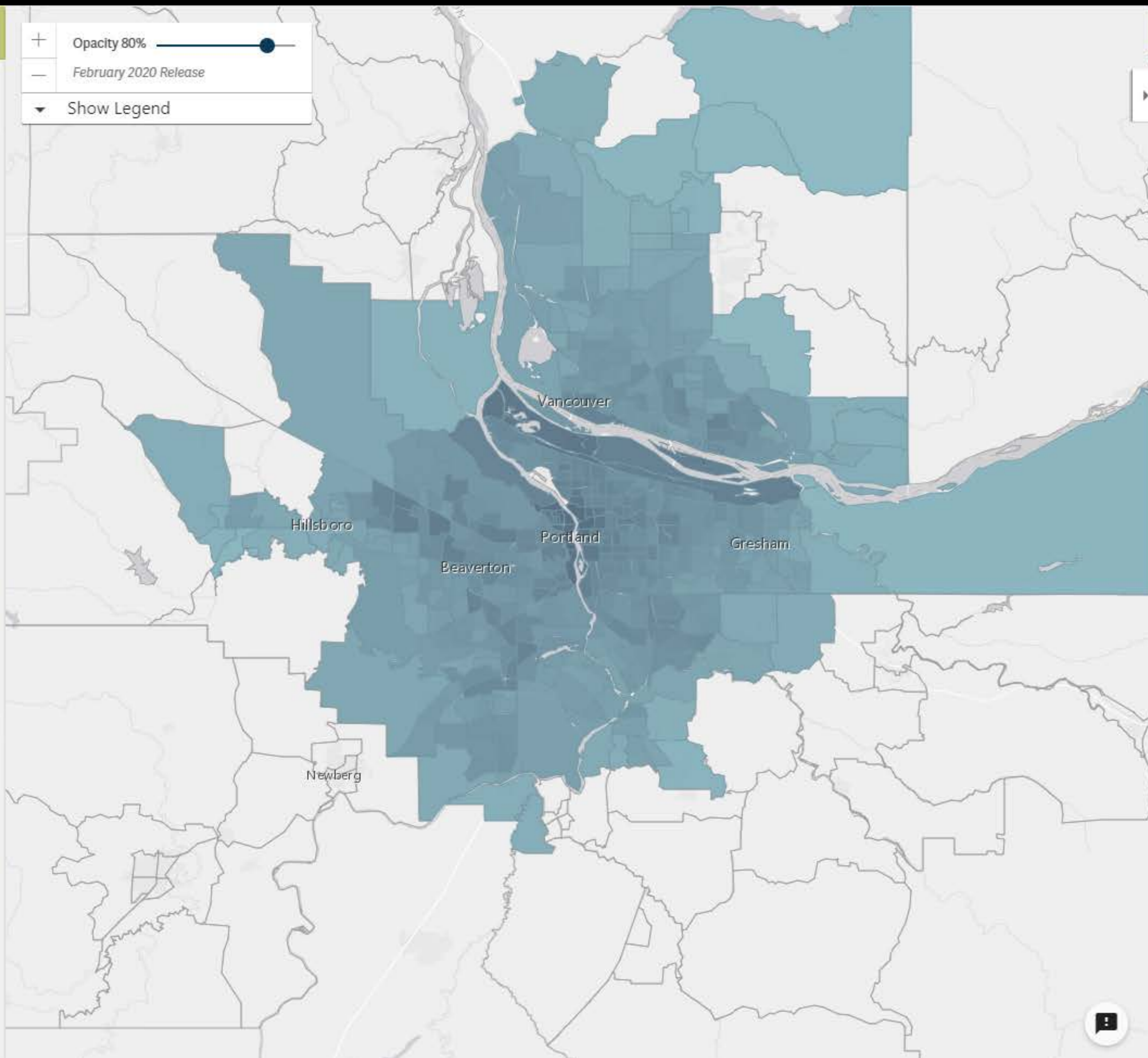
Measures Information

**Change in median income**  
Proxy measure for upward mobility

↗ **Low to high:** Dark blue indicates where incomes show more growth

**Source:** ACS 5-yr estimates

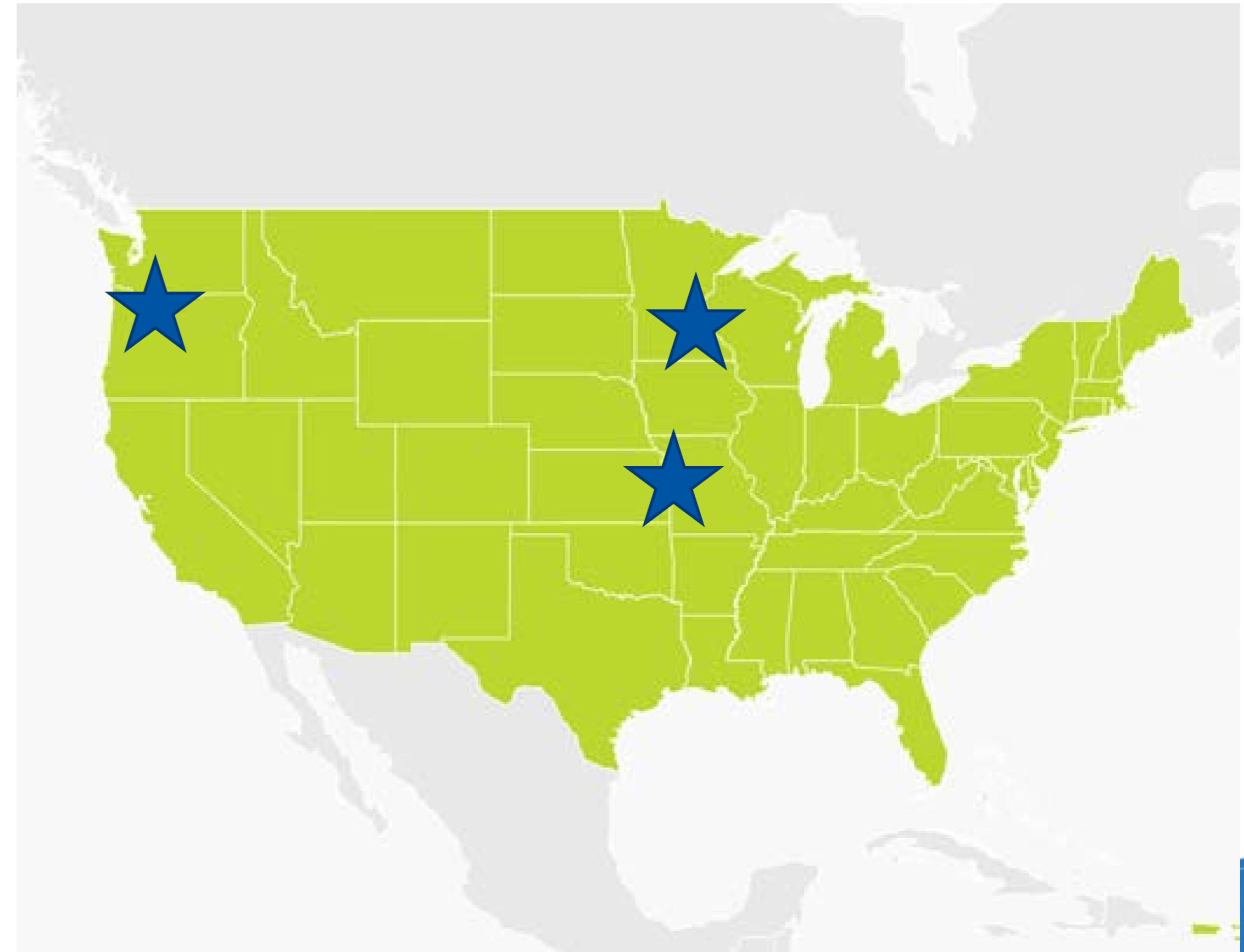
*\*The Economic Value Atlas is offered as a public service, integrating various government records into a region-wide mapping system. Metro assumes no*



Measure	Tract Average
<b>Job Activity</b>	
Goods-producing jobs	273.03
Other tradable industry jobs	649.02
Local service industry and government jobs	1,350.14

# Economic Value Atlas v2.0: National Cohort

- 2019-2021: Brookings Institution is working with a cohort of regional agencies to adapt and evolve the Atlas.
  - Metropolitan Council
  - Mid-America Regional Council (Kansas City)
  - Portland Metro



\* Final cohort membership under development

# Potential Uses

Evaluate funding proposals such as:

- Regional Solicitation for Transportation Funding
- Livable Communities Program

Inform Council operations such as:

- Transit
- Regional sewer

Explore regional policy options

- 2050 regional plans

Information for others

# Participants

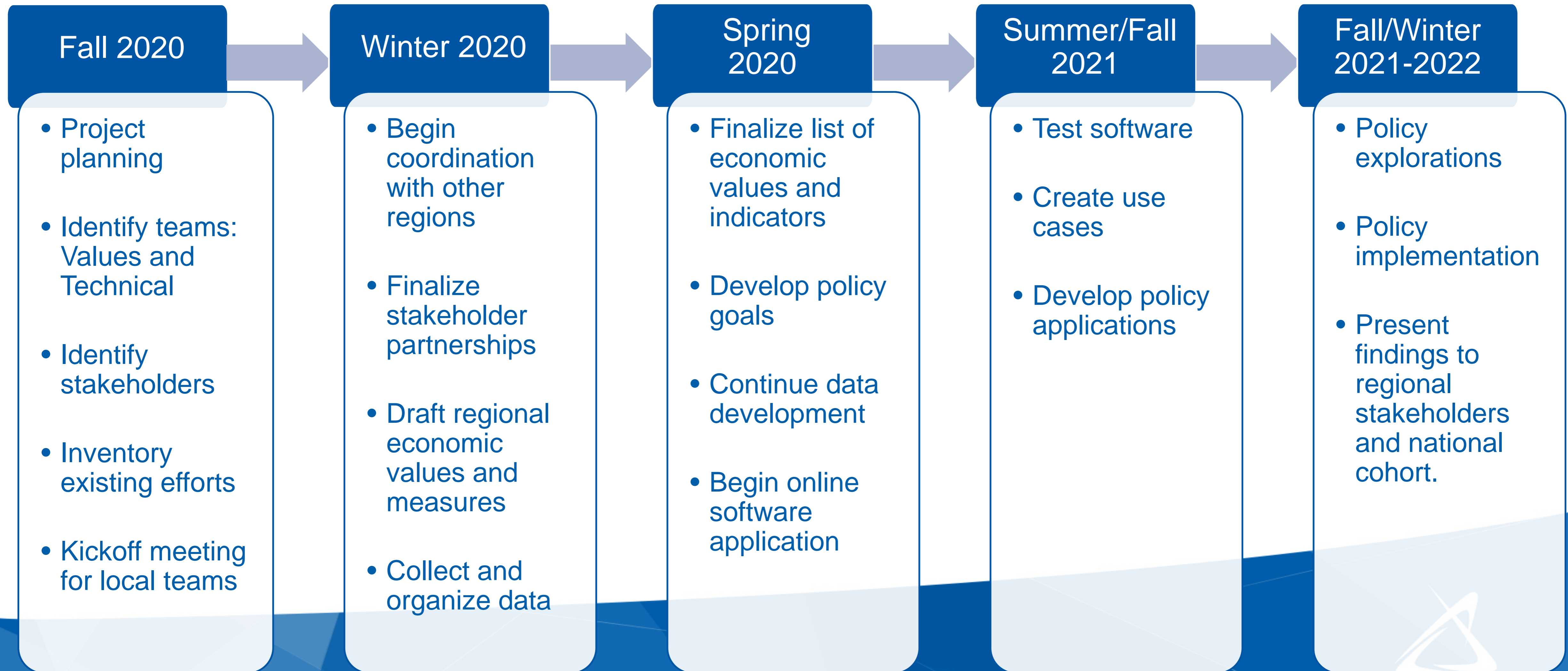
Start with partnerships and content in the Regional Economic Framework, add others to include:

- Met Council
- Greater MSP
- Center for Economic Inclusion
- Brookings Institution
- Regional partners
- Stakeholders



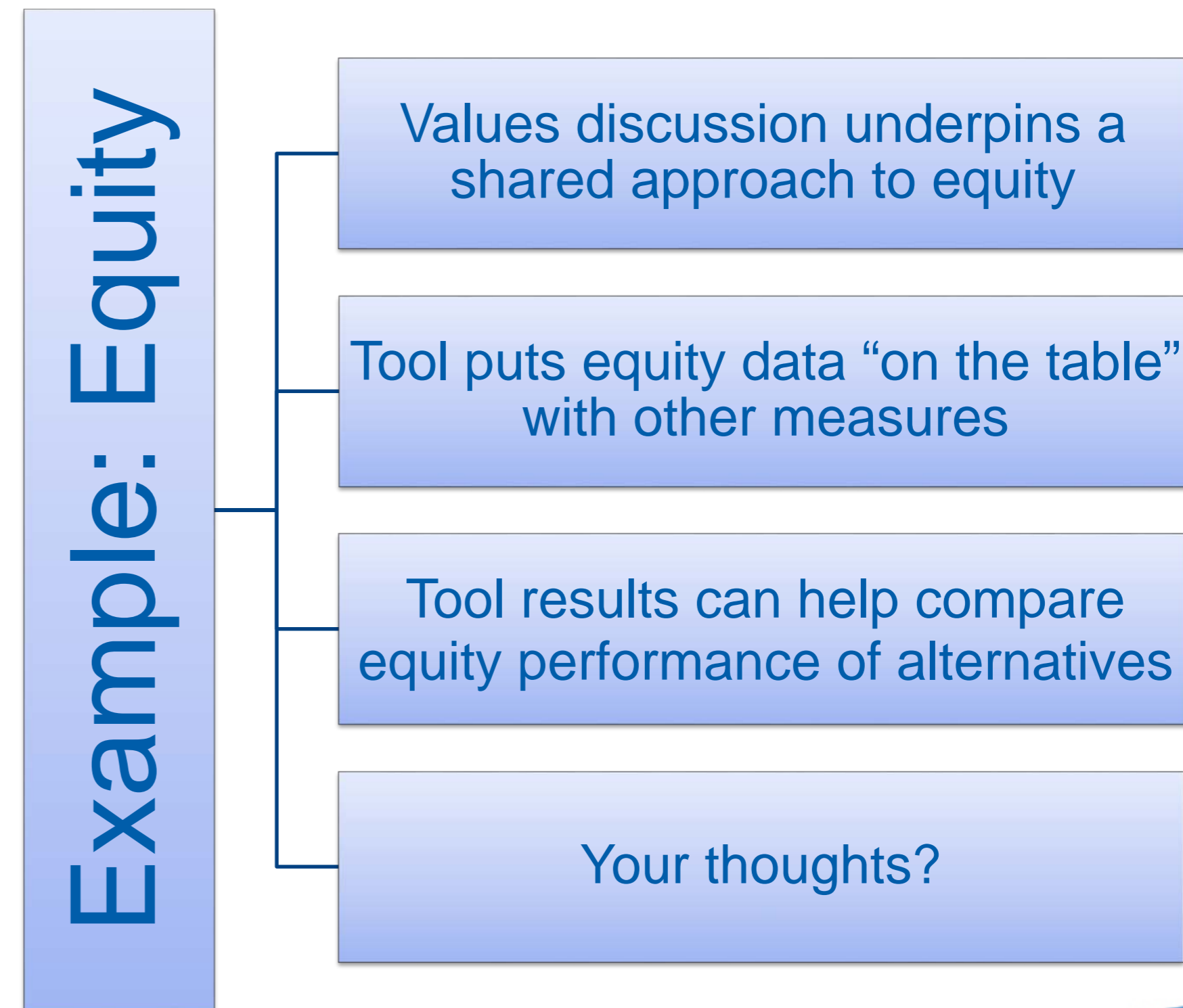


# Steps



# Discussion

- What questions come to mind?
- What potential do you see?
- Any lurking concerns?
- What role would you like to play?





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Thank you!