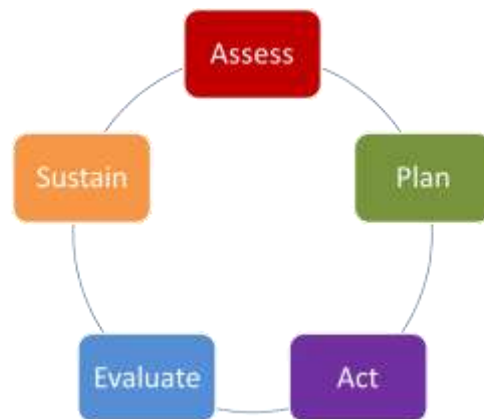


Community Assessment Portland, Vancouver, Hillsboro, OR-WA



Overview

The purpose of the Community Assessment is to:

- Gain a comprehensive understanding of the community DNA
- Identify the current economic and social challenges the Veteran population is facing
- Create a solid understanding of the key stakeholders in the community
- Lay the groundwork for a well-defined Local Implementation Plan
- Document baseline information on VECEI performance measure areas

Community Overview Portland, Vancouver, Hillsboro, OR-WA:

Overall Demographics

Portland-Vancouver-Hillsboro, OR-WA (MSA) is one of Metropolitan Statistical Areas (MSAs) in United States. The Portland Metro Area is located in the Northwest corner of Oregon in the Pacific Northwest. The Portland MSA (Metropolitan Statistical Area) is comprised of five Oregon counties and two counties from Washington State. They are: Columbia, Washington, Yamhill, Multnomah, and Clackamas counties in Oregon, and Clark and Skamania counties in Washington State.

Portland is located along the Willamette and Columbia Rivers. It has a total population of 2,318,549 persons, with a population density of 333 persons per square mile. Most of these individuals are located within the regions largest cities; Portland, OR, Vancouver, WA, Gresham, OR, and Hillsboro, OR.

Before the 2003–2004 redefinition of metropolitan boundaries, the Portland Consolidated Metropolitan Area included the Salem Metropolitan Statistical Area. Portland's growth surged from 2013 to 2014, according to the Census Bureau, with the seven-county metropolitan area's population rising to an estimated 2.35 million. Portland's growth was 15th-fastest among the country's 50 largest metro areas.

Nearly half of the growth of 33,500 residents came from domestic migration – people moving to the metropolitan area from other parts of the United States. Another 15 percent moved here from outside the United States, the Census said.

In fact, the Portland metro had the 10th-highest rate of domestic migration out of the 50 largest urban areas, the Census Bureau estimated. That domestic migration rate of 49 percent was the highest this decade.

More than 16,000 people moved to the Portland metro from the rest of the country, ranking 11th among big cities.

Clackamas County experienced the fastest growth rate in the Portland region from 2013 to 2014, the Census Bureau estimated, with 6,515 new residents

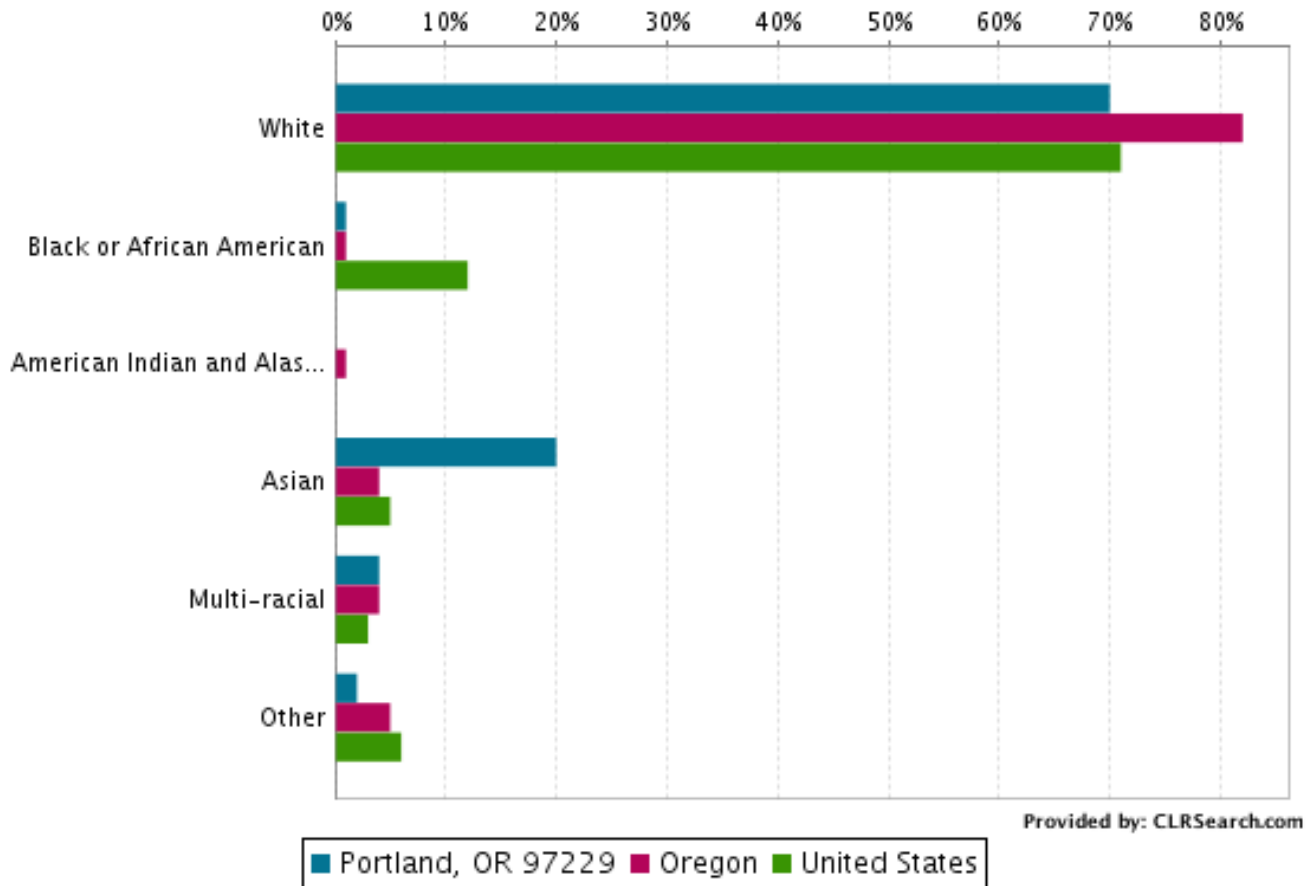
and 1.67 percent growth. That made it the 97th-fastest growing of the 591 American counties with more than 100,000 residents.

Multnomah County registered more than 10,000 new residents, growing to an estimated population of 776,712, according to the Census Bureau.



Racial Composition

2012 Population by Race for Portland, OR 97229



Racial Composition	
Portland, Oregon	
White	76.00%
Hispanic or Latino	9.40%
Asian	7.10%
Black or African American	6.30%
Native American	1.00%
Pacific Islander	0.50%
*note a small percentage belong to multiple racial groups	
Vancouver, Washington	
White	80.90%
Hispanic or Latino	10.40%
Asian	5.00%
Black or African American	2.90%
Native American	1.00%
Pacific Islander	1.00%
*note a small percentage belong to multiple racial groups	
Hillsboro, Oregon	
White	73.00%
Hispanic or Latino	23.00%
Asian	9.00%
Black or African American	2.00%
Native American	1.00%
Pacific Islander	1.00%
*note a small percentage belong to multiple racial groups	

Overall Economic Situation

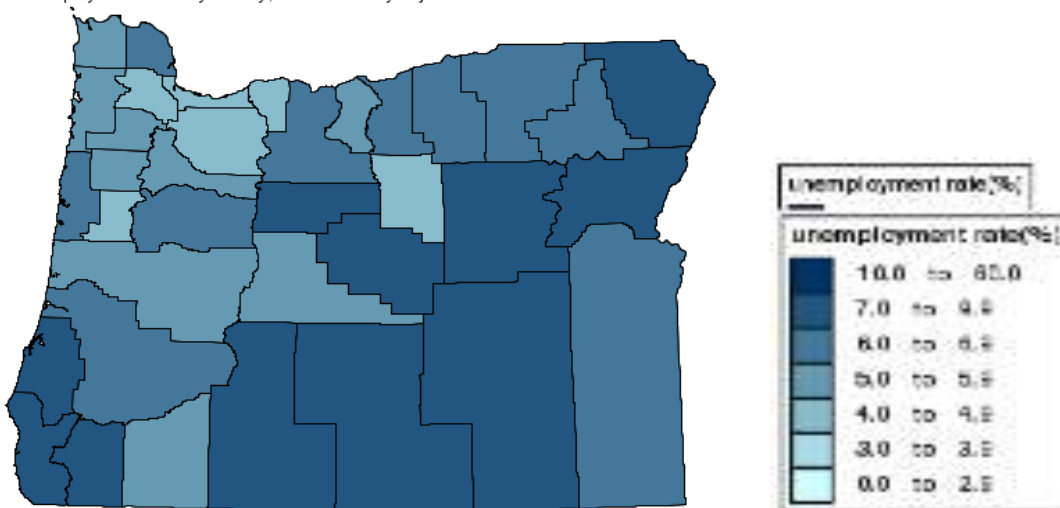
The total population of the Portland-Vancouver-Hillsboro MSA is 2,318,549 as of July 2015, with a growth rate of 78% from 2010 to 2015. The Portland metropolitan area is projected from 2015-2020 to have a 98% growth rate. Along with the high projected growth rates, it is estimated that the Portland metropolitan area will experience a 3.44% growth in the median household income from 2015-2020.

Unemployment Rates

Portland-Vancouver-Hillsboro, OR-WA Metro Area
Veterans
Veterans In Labor Force 70,095
Unemployment Level 7,220
Unemployment Rate 10.3%
Non-Veterans
Non-Veterans In Labor Force 1,080,504
Unemployment Level 111,292
Unemployment Rate 10.3%
Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

Unemployment Rates by County

Unemployment rates by county, not seasonally adjusted December 2016: Source: BLS



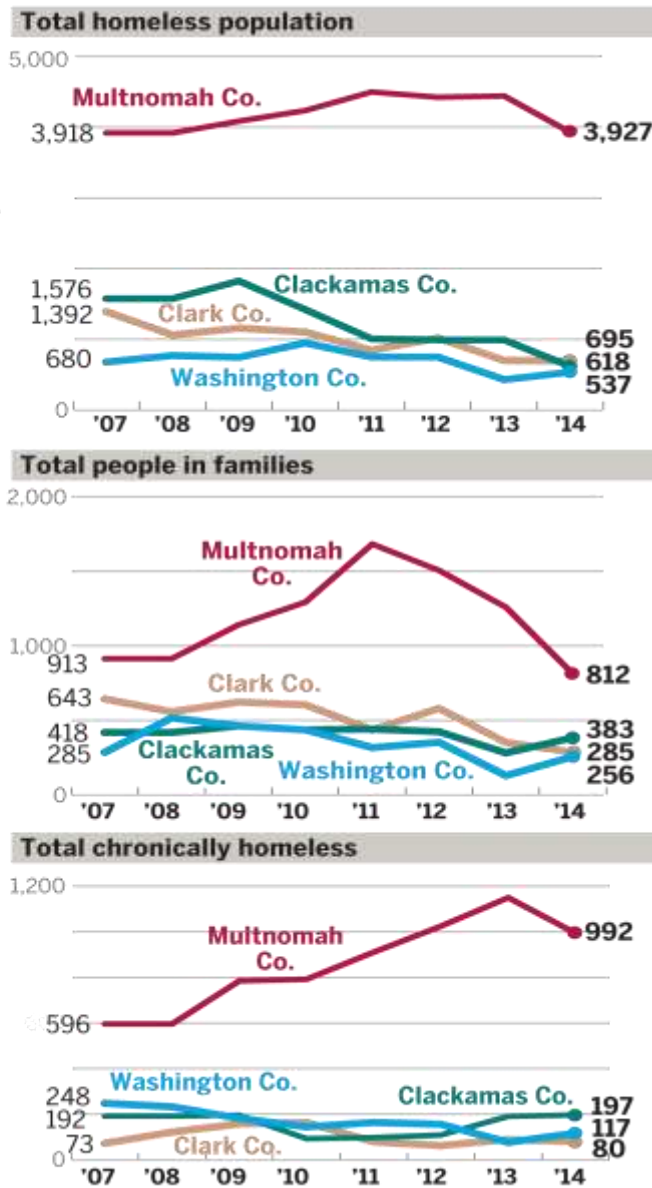
Portland area employment (numbers in thousands)	Dec. 2015	Change from Dec. 2014 to Dec. 2015	
		Number	Percent
Total nonfarm	1,137.8	41.7	3.8
Mining and logging	1.1	0.0	0.0
Construction	56.0	2.3	4.3
Manufacturing	122.8	3.8	3.2
Trade, transportation, and utilities	215.1	4.5	2.1
Information	25.0	0.7	2.9
Financial activities	67.5	2.2	3.4
Professional and business services	177.4	11.6	7.0
Education and health services	167.1	7.7	4.8
Leisure and hospitality	111.6	3.4	3.1
Other services	39.4	1.2	3.1
Government	154.8	4.3	2.9

Source: U.S. BLS, Current Employment Statistics.

Metro-area Homelessness Statistics

Metro-area homelessness

Statistics show that while Portland and its neighbors have made progress on homelessness, in Multnomah County in particular that progress hasn't kept pace with the United States as a whole.



Source: U.S. Department of Housing and Urban Development

DAN AGUAYO/STAFF

The Portland Metropolitan Area contains 7 counties:

1. Skamania: located in the State of Washington, this county has a population of 11,000. 90% of the county is forested. It has a total area of 1,684 square miles. It's largest industry is construction, mostly because of the areas suburban, residential nature needing more housing built. Mt. St. Helens is located in Skamania County.
2. Clark: located in Washington, Clark county is named after William Clark from the Lewis and Clark Expedition. It has a population of 438,000 and a total area of 656 square miles. Its largest Industry is construction, with other focuses in manufacturing, wholesale trade, and health services. It contains the city of Vancouver, the metro area's second largest city.
3. Columbia: located in Oregon, Columbia county was named after the Columbia river which forms two of its borders. It has a population of 49,000 and an area of 688 square miles. Its largest industry is retail and wholesale trade, fueled mostly by the paper manufacturing that takes place there.
4. Washington: the second most populous county in Oregon with 530,000 persons and an area of 726 square miles. It's economy is mostly fueled by the presence of Intel and other electronics manufacturers in the city of Hillsboro. Nike is also based in Washington County.
5. Yamhill: a mostly rural county to the southwest of Portland, Yamhill has a population of 99,000 persons and an area of 718 square miles. Its largest industry is healthcare assistance, but its western portions are a large producer of timer products.
6. Multnomah: Oregon's most populous county, it is home to 735,000 persons, and with an area of 435 square miles it is also its most dense. The city of Portland is contained in Multnomah county, accounting for most the population. Its largest industry is healthcare, but also has a large presence of trade, manufacturing and profession and technological services.

7. Clackamas: is the largest county in the metro area wise with 1,879 square miles. The county has a population of 376,000 persons. It contains Mt. Hood, the only year round ski resort in the nation. It's largest industries are manufacturing, trade, accommodation services, and healthcare and social assistance.

Local Veterans Assessment:

State Summary of Veteran Population

• Other Era Veterans	90,357	27%
• WWII/Korean War/Vietnam-Era Veterans	171,229	52%
• Pre 9/11 Gulf War Era Veterans	41,060	12%
• Post 9/11 Gulf War Era Veterans	28,987	9%

Estimated population by War/Era (Oct. 2014)

	<u>Estimated</u>	<u>KIA</u>
Veterans living in Oregon	331,632	
Wartime veterans	247,358	
Peacetime veterans	83,054	
Women veterans	28,324	
Civil War	Hundreds	1
Spanish American War	1,650	65
World War I (Who served)	44,166	1,066
World War II (KIA in combat)	152,000	3,772
World War II (Living)	16,178	
Korean War (Who served)	74,000	269
Korean War (Living)	29,356	
Vietnam War Era	119,784	803
Vietnam (Living)	57,000	
Gulf War Era/Pre-9/11 only	37,765	
Gulf War Post-9/11	28,987	
Iraq/Afghanistan Theatre of Ops (4)	23,060	

*Source: Oregon Department of Veterans Affairs, (ODVA)

Veteran Population and Economic Situation

The average annual unemployment rate for Oregon's veterans ages 20 and over was 9.2 percent in 2012. Across the U.S., veterans faced a lower rate (7.0%). The unemployment rate for Oregon veterans has exceeded the national rate in eight of the last 10 years. The jobless rate for Oregon veterans exceeded the U.S. level by a high of 3.5 percentage points in 2003. In 2010, the Oregon unemployment rate for veterans hit its narrowest margin below the national rate (0.4 percentage point).

Nationwide, veterans experience a lower unemployment rate than nonveterans. Between 2003 and 2010, the veterans' unemployment rate sat at least 0.3 percentage point below the rate for nonveterans each year. In 2011, the gap narrowed to just 0.1 percentage point, before widening to 0.5 percentage point in 2012.

Portland-Gresham-Multnomah Coc, Veteran Homelessness

2015 PIT Counts	Nationwide 2015 PIT Average
Total Veterans 417	Total Veterans 118
Total Sheltered Veterans 221	Total Sheltered Veterans 78
Total Unsheltered Veterans 196	Total Unsheltered Veterans 40

*Source: U.S. Department of Housing and Urban Development – HUD Exchange

Unemployment Rates for Veterans vs Non-Veterans

Portland-Vancouver-Hillsboro, OR-WA Metro Area

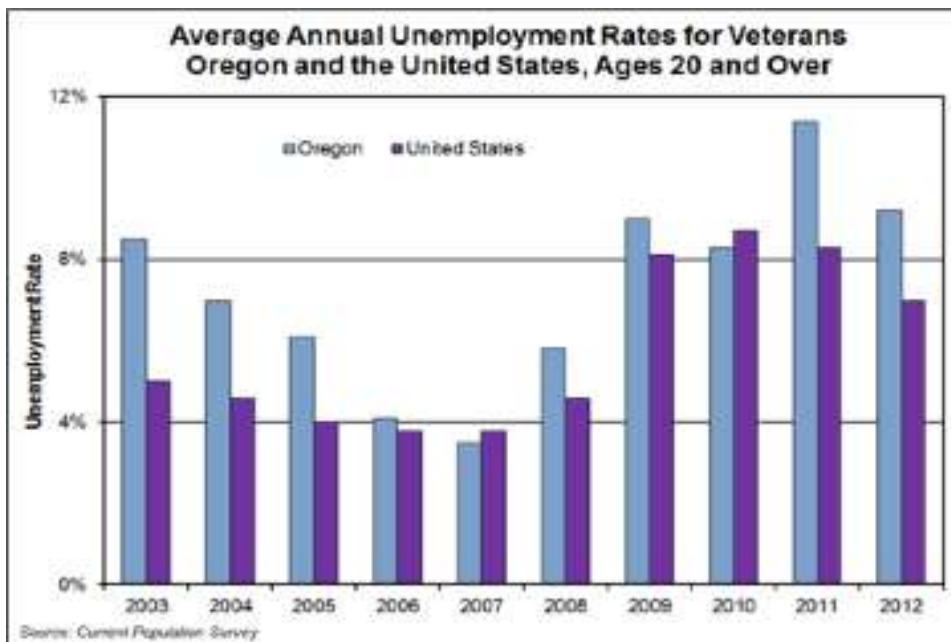
Veterans:

- Veterans In Labor Force: 70,095
- Unemployment Level: 7,220
- Unemployment Rate: 10.3%

Non-Veterans:

- Non-Veterans In Labor Force: 1,080,504
- Unemployment Level: 111,292
- Unemployment Rate: 10.3%

Average Annual Unemployment Rate for Veterans



Oregon Women Veterans

It's estimated there are more than 28,000 women veterans in Oregon.

Low Labor Force Participation Rates for Veterans

Labor force participation rates for veterans and nonveterans are measured by taking the sum of both employed and unemployed persons in each category, then dividing it by the total civilian non-institutional population for that group. The civilian non-institutional population does not include active members of the armed forces, individuals in nursing homes, prison inmates, and so on.

The nonveteran labor force participation rates in Oregon and nationwide

have been generally stable near the 70 percent level from 2003 to 2012. Veterans have had substantially lower participation rates over that period. In 2003, the labor force participation rate for all veterans in the U.S. was 56.8 percent, compared with 69.4 percent for nonveterans. Oregon showed a similar disparity in participation, with a 58.2 percent rate for veterans and 70.5 percent for nonveterans.

Since 2003, the gap between veteran and nonveteran labor force participation gradually increased at the national level. In 2003, U.S. veterans posted a participation rate 12.6 percentage points below nonveterans. By 2012, the veteran labor force participation declined to 51.9 percent, 15.4 percentage points below the nonveteran rate (67.3%).

Veteran labor force participation fell off similarly in Oregon. The state's veteran labor force participation sat 12.3 percentage points below the nonveteran rate in 2003. At 50.1 percent in 2012, the state's veteran participation rate had dropped almost 17 percentage points below the nonveteran rate (67.0%). Unlike the U.S., the gap between Oregon's veteran and nonveteran participation rates peaked in 2008, but has narrowed in recent years.

Stakeholder Analysis:

Civic Participation

There are a significant number of non-profits, VSO's, and organizations set up to support and provide help to veterans and their families.

Many of the larger employers have programs to hire veterans (Nike, Fred Meyer, Columbia Sportswear, Walmart), while having an internal veteran policy, they are not part of the VEC. As this is an important part of the VA program in the Place-based Strategies Program, it will be important to develop a pathway for those employers who have made commitments to veterans to formalize those commitments and utilize them through the VEC program.

Targeted Champion:

Given the unique nature of the Portland-Vancouver-Hillsboro MSA, both the Mayor of Portland, Oregon and the Mayor of Vancouver, Washington would be great Champions of the VECEI initiatives. The Mayors of Portland and Vancouver are both very influential within the community and they have the trust and respect of the people.

Targeted Change Agent

Building a partnership with Nike would be a key stakeholder partnership, that would ultimately help to facilitate positive change for Oregon Veterans and their families. Nike is a big supporter of the community and they have been strategic partners for many dynamic changes within Portland, Oregon.

Identifying Potential Change Agents

Elected Officials, especially those with veteran/military ties.

State and Local VA Officials

Local Military Leadership

Community Leaders and Support Organization.

Educational Leaders and Student Groups

Civic Engagement Organizations

Business Leaders and Professional Organizations

Veterans and Military Service Organizations

Individual Veteran Leaders

Non-Profit Organizations and their respective Coalitions

Employment:

Changes in Employment by Industry Supersector: Oregon (State Information)			
	(In Thousands)		
	15-Nov	12-Month Change	Percent
Total Nonfarm	1,796.30	48.9	2.80%
Mining and Logging	7	-0.5	-6.70%
Construction	82	1.9	2.40%
Manufacturing	185.8	3.5	1.90%
Trade, Transportation, and Utilities	337.6	7.9	2.40%
Information	34.2	1.4	4.30%
Financial Activities	95.1	1.5	1.60%
Professional and Business Services	235.5	9.7	4.30%
Education and Health Services	263.3	9.9	3.90%
Leisure and Hospitality	191.2	6.6	3.60%
Other Services	60.9	0.7	1.20%
Government	303.7	6.8	2.30%

* Source: U.S. Bureau of Labor Statistics

2013 MSA Business Patterns (NAICS) Portland-Vancouver-Hillsboro, OR-WA Metro Area			
Industry	Establishment	Employees	Average Annual Salary
Accommodation and food services	5,857	90,057	\$17,698
Administrative and support and waste management	3,419	58,403	\$30,632
Agriculture, forestry, fishing and hunting	253	2,001	\$41,358
Arts, entertainment, and recreation	984	14,457	\$28,221
Construction	6,400	49,611	\$58,421
Educational services	1,007	27,261	\$26,330
Finance and insurance	3,609	42,461	\$72,137
Health care and social assistance	7,420	128,708	\$49,923
Industries not classified	107	102	\$19,833
Information	1,241	27,351	\$65,969
Management of companies and enterprises	574	38,329	\$114,629
Mining, quarrying, and oil and gas extraction	48	398	\$57,538

Other services (except public administration)	5,766	39,512	\$28,694
Professional, scientific, and technical services	8,154	67,372	\$75,046
Real estate and rental and leasing	3,374	18,682	\$39,154
Utilities	94	5,555	\$90,866
Wholesale trade	3,808	61,122	\$71,959

*Source: U.S. Census Bureau, County Business Partners

Largest Public Corporations Headquartered in Oregon

Corporation	Headquarters	<u>Market cap</u> (million)
1. Nike, Inc.	near Beaverton	\$32,039
2. Precision Castparts Corp.	Portland	\$16,158
3. FLIR Systems	Wilsonville	\$4,250
4. StanCorp Financial Group	Portland	\$2,495
5. Schnitzer Steel Industries	Portland	\$1,974
6. Portland General Electric	Portland	\$1,737
7. Columbia Sportswear	near Beaverton	\$1,593
8. Northwest Natural Gas	Portland	\$1,287
9. Mentor Graphics	Wilsonville	\$976
10. TriQuint Semiconductor	Hillsboro	\$938

Portland has always been a leader in innovative business and concepts. Portland has lead the way in being green from leading the country in recycling, micro-brews, outdoor tourism to developing green energy technologies.

Largest Employers in the Portland Metropolitan Area

Adidas

Beaverton School District

Boeing Co.

Bonneville Power Administration

Columbia Sportswear

City of Portland

Doubletree Hotel

Esco Corp

Evergreen WA School District

Fred Meyer Stores

Freightliner LLC

Greenbrier Cos. Inc.

Intel Corp.

Kaiser Foundation Health Plan

Legacy Health System

Les Schwab

Metro Regional Center

Nike, Inc.

Oregon Health & Science University (OHSU)

PCC Structurals Inc.

Portland Adventist Medical Center

Portland Community College

Portland School District

Portland State University

Providence Health Systems

Regence Group

Standard Insurance

SW Washington Medical Center

St Vincent medical Center

U.S. Postal Service

Stan Corp Financial Group Inc.

Target Corp.

Tektronix Inc.

Tri-Met

UPS

U.S. Bank

Vancouver WA School District

Wells Fargo

Western Star

Weyerhaeuser

Key Stakeholders - Employment

WorkSource Oregon (Portland)

30 N Webster Street, Suite E
Portland, Or. 97217

Phone: (503) 280-6046

Employers: (503) 280-6009

Education:

Portland-Vancouver-Hillsboro	Educational Attainment		
	MSA	State	US
High school graduate or more	90.70%	89.50%	87.60%
Bachelor's degree or more	34.90%	30.10%	28.90%
Advanced degree or more	12.80%	11.20%	10.80%

Educational Institutions Portland-Vancouver-Hillsboro, OR-WA

American College of Healthcare Sciences Portland, OR

Aveda Institute-Portland Portland, OR

Beau Monde College of Hair Design Portland, OR

Birthingway College of Midwifery Portland, OR

Carrington College-Portland Portland, OR

Clackamas Community College Oregon City, OR

Clark College Vancouver, WA

Concorde Career College-Portland Portland, OR

Concordia University-Portland Portland, OR

DeVry University-Oregon Portland, OR

Emil Fries Piano Hospital and Training Center Vancouver, WA

Everest College-Portland Portland, OR

Everest College-Vancouver Vancouver, WA

George Fox University Newberg, OR

Heald College-Portland Portland, OR

ITT Technical Institute-Portland Portland, OR

Le Cordon Bleu College of Culinary Arts-Portland Portland, OR

Lewis & Clark College Portland, OR

Linfield College-Adult Degree Program McMinnville, OR

Linfield College-McMinnville Campus McMinnville, OR

Linfield College-School of Nursing Portland, OR

Marylhurst University Marylhurst, OR

Mt Hood Community College Gresham, OR

Multnomah University Portland, OR

National American University-Tigard Tigard, OR

Northwest College-Beaverton Beaverton, OR

Northwest College-Clackamas Clackamas, OR
Northwest College-Hillsboro Hillsboro, OR
Northwest College-Tualatin Tualatin, OR
Oregon College of Art and Craft Portland, OR
Oregon Health & Science University Portland, OR
Pacific Northwest College of Art Portland, OR
Pacific University Forest Grove, OR
Paul Mitchell the School-Portland Portland, OR
Phagans School of Hair Design Happy Valley, OR
Phagans School of Hair Design-Portland Portland, OR
Phagans Tigard Beauty School Tigard, OR
Pioneer Pacific College Wilsonville, OR
Portland Actors Conservatory Portland, OR
Portland Community College Portland, OR
Portland State University Portland, OR
Reed College Portland, OR
Sumner College Portland, OR
The Art Institute of Portland Portland, OR
University of Phoenix-Oregon Campus Tigard, OR
University of Portland Portland, OR

University of Western States Portland, OR

Warner Pacific College Portland, OR

Warner Pacific College Adult Degree Program Portland, OR

Nearby Key Strategic Educational Institutions

Oregon State University

University of Oregon

Washington State University

In-Person Training Opportunities to up-skill Veterans

WorkSource Oregon (Portland)

30 N Webster Street, Suite E
Portland, Or. 97217

Phone: (503) 280-6046

Employers: (503) 280-6009

Vocational Rehabilitation Services (V3V1)

Building 18

1603 E. Fourth Plan Blvd.

Vancouver, WA. 98661

Phone: (360) 905-1738

Gary Rose, Director Voc Rehab Services, and Plan Developer

Phone: (503) 220-8262 ext. 33844 or (360) 696-4061 ext.33844

Skills Gaps

Skills gaps exist here special licensing is required. The overlap time needed to acquire many of these licenses is 3-6 months. Others, such as teaching certificates or medical professions, may require as much as 18 months of additional schooling. In some cases, prior experience can be used to secure these licenses, but that is dependent upon the veteran utilizing that skill while in the military.

In addition, the following perceptions need to be fully evaluated with local hiring entities:

1. How to translate military skills to civilian skills/requirements.
2. Education/training benefits they have that can potentially address skills gaps.

These questions can and should be answered with the help of the VEC.

Local Government:

Politics Oregon

Senators

- Senior Senator, Ron Wyden (D)
- Junior Senator, Jeff Merkley (D)

Representatives:

- U.S. House of Representative for Oregon, 1st Congressional District, Congresswoman Susanne Bonamici (D)
- U.S. House of Representative for Oregon, 2nd Congressional District, Congressman Greg Walden (R)
- U.S. House of Representative for Oregon, 3th Congressional District, Congressman Earl Blumenauer (D)
- U.S. House of Representative for Oregon, 4th Congressional District, Congressman Peter DeFazio (D)
- U.S. House of Representative for Oregon, 5th Congressional District, Congressman Kurt Schrader (D)

Governor of Oregon

- Kate Brown

Mayor of Portland, Oregon

- Charlie Hales

Mayor of Hillsboro, Oregon

- Jerry Willey

Politics Washington:

Senators

- Senior Senator, Patty Murray (D)
- Junior Senator, Maria Cantwell (D)

Representative (for Vancouver, WA)

- U.S. House of Representative for Washington, 3rd Congressional District, Congresswoman Jamie Herrera Beutler (R)

Governor of Washington

- Jay Inslee

Mayor of Vancouver, Washington

- Time Leavitt

Key Groups, Organizations, Programs and Initiatives:

USO Northwest – Portland (PDX)

Center Manager: Christine Vu

Office: (503) 282-2262

Email: pdxmanager@usonw.org

Clark County Veterans Assistance Center

1305 Colubia St. Ste. 100

Vancouver, WA. 98660

Phone: (360) 963-7030 Email: ccvac@ccvac.net

WorkSource Oregon (Portland)

30 N Webster Street, Suite E
Portland, Or. 97217

Phone: (503) 280-6046 / Employers: (503) 280-6009

American Red Cross – Portland, Or.

5109 NE 82nd Ave.

Portland, Or.

Phone: (360) 694-9319

Central City Concern

Community Engagement Program (Veterans)

709 NW Everett St.

Portland, Or. 97209

Phone: (503) 226-4060

Transition Projects (Veterans)

665 NW Hoyt Street

Portland, Or. 97209

Phone: (503) 280-4700

Media: roma.peyser@tprojects.org

Portland Vet Center

1505 NE 122nd Ave

Portland, OR.

Phone: (503) 688-5361

Salem Vet Center

2645 Portland Rd. NE

Salem, OR. 97301

Phone: (503) 362-9911

Disabled American Veterans

1305 Columbia St.

Vancouver, WA.

Phone: (360) 713-6004

We Hire Heroes – Portland, OR.

www.wehireheroes.com/Portland

Additional Veteran Service Organizations

ORNG Yellow Ribbon Program

Portland VA Medical Center (OEF/OIF Outreach)

American Legion

American Veterans (AMVETS)

Disabled American Veterans (DAV)

Iraq & Afghanistan Veterans of America (IAVA)

Organization for Wartime Veterans

Veterans of Foreign Wars (VFW)

Vocational Rehabilitation (Portland Regional Office)

Media:

Television News

KOIN Local 6 News

222 SW Columbia St.

Portland, Or. 97201

(503) 464-0600

Personal Contact: Tim Becker, Investigative Reporter

Press Releases: news@koin.com

KGW8 / Gannett

1501 SW Jefferson St.

Portland, Or. 97201

(503) 226-5000

Personal Contact: Laural Porter, News Anchor and Kyle Iboshi,
Investigative Reporter

Katu Channel 2

2153 NE Sandy Blvd.

Portland, Or. 97232

Phone: (503) 231-4222 / Press Releases: thedesk@katu.com

Radio News

Oregon Public Broadcasting

7140 SW Mcadam Ave.

Portland, Or. 97219

(503) 244-9900

KPAM AM860

6605 SE Lake Rd.

Portland, Or. 97222

Main Office: (503) 223-4321

Studio Line: (503) 225-0860

Print Media and Social Media/Online

Oregonian Media Group

Oregonian Newspaper and OregonLive.com

1500 SW First Ave.

Portland, Or. 97201

The Columbian

701 West 8th Street

Vancouver, WA. 98660

(360) 694-3391

Press Releases: metrodesk@columbian.com

Information for Employers: jobs@columbian.com

Portland Monthly Magazine

921 SW Washington St. #750

Portland, Or. 97205

(503) 222-5144

Portland Tribune & Community News

John Schrag - Executive Editor

Phone: (971) 204-7718

Email: jschrag@pamplinmedia.com

Kevin Harden - Digital Media Editor

Phone: (503) 546-5167

Email: kharden@commnewspapers.com

Portland Mercury

1150 SW Ash St.

Portland, Or. 97204

(503) 294-0840

Calendar Events: calendar@portlandmercury.com

News, Press Releases: news@portlandmercury.com

SWOT Analysis:

Portland-Vancouver-Hillsboro, OR-WA

Strengths, Weakness, Opportunities, Threats

SWOT ANALYSIS	
Strengths	Weakness
1. Growing number of veteran support organizations.	1. Poor weather/rain resulting in transportation difficulties and a higher population that struggles with seasonal depression.
2. Good academic acceptance of veterans with most educational institutions.	2. Growing metro area, resulting in longer commute times and more traffic.
3. Quality of life in the Northwest is excellent.	3. No active duty military bases in the State of Oregon, less military or veteran aware community.
4. Employers receptive to the idea of hiring veterans.	4. Urban parking poor and expensive.
5. Growing community support for veterans, and veteran special populations (gender, disabilities, ethnic populations).	5. Veterans do not have one place to go to get assistance or to help with resources. There is a great need to connect VSO.
6. Outstanding public transportation system.	6. High unemployment rates and homelessness.
SWOT ANALYSIS	
Opportunities	Threats
1. Growing perception for the need a coordinated plan to assist Veterans and their families with economic success.	1. Distrust of the VA.
2. As the State continues to grow, the Veteran population will mirror that growth.	2. National economy still trying to recover, and may have greater impact on Oregon's economy and job opportunities.
3. Strong stakeholder support that can be leveraged for expansion and community support for VECl.	3. Many State lead Veteran assistance programs have funding suspended.
4. Growing support and awareness of Veterans needs and their value in the community.	4. 27% of reported Veteran suicides come from the State of Oregon (ODVA Statistic).
5. Portland, Oregon has an established and growing MyVA Cascadia Board, actively engaged with helping Veterans.	5. Rising cost of living expenses, housing/rental costs, especially in Washington County.

6. Innovative and engaged community culture, that cares about championing causes once they are made aware of the needs.

6. PTSD, military sexual trauma, and health concerns create barriers for Veterans seeking help and becoming economically successful after reintegration.

STRENGTHS

- Growing number of veteran support organizations
- Good academic acceptance of veterans with most educational institutions
- Quality of life in the Northwest is excellent
- Employers receptive to the idea of hiring veterans
- Growing community support for veterans, and veteran special populations (gender, disabilities, and ethnic populations)
- Outstanding public transportation system

WEAKNESSES

- Poor weather/rain resulting in transportation difficulties and a higher population that struggles with seasonal depression
- Growing metro area, resulting in longer commute times and more traffic
- No active duty military bases in the State of Oregon, less military or veteran aware community
- Urban parking poor and expensive
- Veterans do not have one place to go to get assistance or help with resources. There is a great need to connect Veteran Service Organizations.
- High unemployment rates and homelessness

OPPORTUNITIES

- Growing perception for the need for a coordinated plan to assist Veterans and their families with economic success

- As the State continues to grow, the Veteran population will mirror that growth
- Strong stakeholder support that can be leveraged for expansion and community support for VECI
- Growing support and awareness of Veterans needs and their value in the community
- Innovative and engaged community culture, that cares about championing causes, once they are made aware of the needs

THREATS

- Distrust of the VA
- National economy still trying to recover, and may have a greater impact on Oregon's economy and job opportunities
- Many State lead Veteran assistance programs have funding suspended
- 27% of reported Veteran suicides come from the State of Oregon (ODVA Statistic).
- Rising cost of living expenses, housing/rental costs, especially in Washington County
- PTSD, military sexual trauma, and health concerns create barriers for Veterans seeking help and becoming economically successful after reintegration

Performance Measures:

Community Engagement

Employer Meetings

- Interview local Chamber of Commerce and business groups and organizations to identify skill gaps and training to meet needs of their members.

- Interview local business leadership to identify challenges and opportunities they see in the community and also identify Key Stakeholders in the community.
- Discuss their challenges and opportunities in hiring veterans
- Discuss opportunities to coordinate and streamline veteran hiring process.
- Discuss opportunities for internships and apprenticeships
- Coordinate potential MOU's and P3's to support veteran initiatives.

Local Government interviews City Council Meetings

- Interview local government leadership to identify challenges and opportunities they see in the community and also identify Key Stakeholders in the community.
- Attend and participate in local government meetings concerning Veteran issues.
- Gather information on future community growth and new employers
- Participate in local vet events sponsored by local government.
- Propose potential MOU's to coordinate efforts with local governments.

VSO Events, 1:1

- Work with local VSO leadership and discuss challenges and opportunities they see in the community for veterans.
- Coordinate activities and provide VA support where possible.
- Coordinate potential MOU's and P3's to support veteran initiatives.

Meetings Focus Groups University Events

- Interview local education, Non-Profit and veteran resource groups to identify challenges and opportunities they see in the community and also identify Key Stakeholders in the community.
- Interview local Education leaders to identify skill gaps and training to meet needs of local economy.
- Interview local Student Veteran Association chapters to identify challenges.

- Identify local education resources that have dedicated veteran outreach programs.

Other Community Activities

- Interview faith based leadership on challenges and opportunities for veterans in their organizations.
- Interview non-profits and other community resources that don't normally cater to veterans and see where we may coordinate our efforts.
- Identify opportunities that support veteran families such as child care, recreation and camps for children.
- Personally volunteer for causes related to veteran re-integration and transition

Upcoming Events in Portland-Vancouver-Hillsboro, OR-WA

- Veteran Job Fair - Portland, Oregon at The Moda Center
September 29, 2016
- Veteran Stand Down Event - Vancouver, Washington, contact
Tasha Sloan (971) 200-0351 / tasha.sloan1@va.gov, August 10,
2016
- Veteran Stand Down Event – Salem, Oregon, contact Rosy Macias
(503) 362-9911 / rosa.macias@va.gov, August 31, 2016
- Veteran Stand Down Event – Troutdale, Oregon, contact Tasha
Sloan (971) 200-0351 / tasha.sloan1@va.gov, October 22, 2016

Community Veterans Engagement Boards (CVEBs)

My VA Cascadia plans to hold regular public town hall meetings throughout the VA Portland Health Care System (VAPORHCS) catchment area which includes 26 counties across Southwest Washington, the Portland Metro area, the coast from Astoria to Newport, south to Corvallis/Philomath, and east to Central Oregon.

The MyVA Cascadia Board is a Veteran's engagement network of about 12 Veteran service providers, advocates, and other key community stakeholders focused on improving outcomes for Veterans and their families. The board is chaired by two community leaders who will help drive a shared understanding among stakeholders of the complex challenges that Veterans and transitioning service members face. The MyVA Cascadia Board was formed in late 2015 based on the Veterans Affairs MyVA Community model called myVA, but it is not a VA organization.

MyVA Cascadia, please visit: www.myvacascadia.com. Questions and suggestions can be submitted via myvacascadia@yahoo.com or mailed to MyVA Cascadia, PO Box 3576 Salem, OR 97302.

Media contact: Daniel Herrigstad, VAPORHCS Public Affairs Officer Office 503-402-2975 or cell 971-221-4920, or email at daniel.herrigstad@va.gov.

Registered Apprenticeships (RAs)

- Identify current RA industries in Portland-Vancouver-Hillsboro, OR-WA MSA
- Focus on manufacturing, IT industry, target industries that are product centric, and have a specialized niche.
- Identify potential employers for RA's during VEC demos and provide additional emailed resources to employers

Learning Hubs

Potential courses will be discussed with the Portland Cascadia CVEB to determine community needs.

8 Keys to Veterans' Success

To identify a list of all the educational institutions in the Portland-Vancouver-Hillsboro, OR-WA MSA the site: <http://www.ed.gov/veterans-and-military-families/8-keys-success-sites> was used to collect the following MSA specific data:

OREGON			
American College of Healthcare Sciences	Portland	OR	
Art Institute of Portland	Portland	OR	
Davis College		OR	not found in IPEDS database
Blue Mountain Community College (BMCC)	Pendleton	OR	
BMCC Baker County Campus	Gaker City	OR	campus not sepately listed in IPEDS
BMCC Hermiston Campus	Hermiston	OR	campus not sepately listed in IPEDS
BMCC Milton-Freewater Campus	Freewater	OR	campus not sepately listed in IPEDS
BMCC Morrow County Campus	Boardman	OR	campus not sepately listed in IPEDS
Concorde Career College-Portland	Portland	OR	
Eastern Oregon University	La Grande	OR	
National American University-Tigard	Tigard	OR	
National College of Technical Instruction		OR	not found in IPEDS database
Portland State University	Portland	OR	
Southern Oregon University	Ashland	OR	
Southern Oregon University - Ashland Campus	Ashland	OR	campus not sepately listed in IPEDS
Southern Oregon University - Medford Campus	Medford	OR	campus not sepately listed in IPEDS
Umpqua Community College	Roseburg	OR	
University of Phoenix-Oregon	Tigard	OR	
Western Oregon University	Monmouth	OR	
WASHINGTON			
No Data Available On Any Schools In Vancouver, WA			



Veterans
Economic
Communities
Initiative

Liz Luras (Consultant)
Economic Liaison, Portland, OR
Office of Transition, Employment, and Economic Impact (201D)
U.S. Department of Veterans Affairs
1800 G Street NW, Washington, DC 20006
Phone: (503) 502-0646
Email: Elizabeth.Luras.CTR@calibresys.com