



New England Peer Exchange

August 8-9, 2013

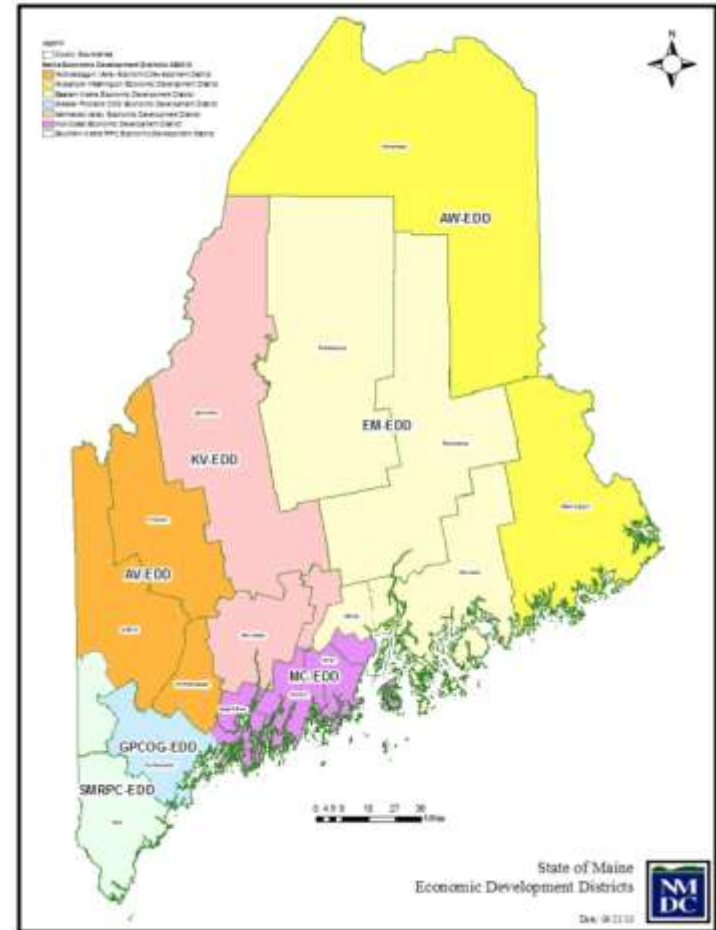
Portsmouth, NH

Overview

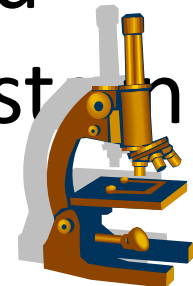
Regional Plan for Long Term Sustainable Growth

Raising Median Income linked with Mobilize Maine and the new Aroostook Washington Economic Development District (AWEDD)

Multiple Components ...



GROWashington-Aroostook is a regional planning process focused on job creation, modern infrastructure, and healthy, affordable communities in the counties of Aroostook and Washington, here in northeast Maine



Asset-based Methodology

Applied to Gro-WA planning process

- Adopted in 2009
- Indigenous assets seen as primary drivers of Econ Dev strategic planning and implementation
- Fundamental difference in focus on “what the region has” not “what the region lacks”
- Gro-WA work components utilize asset-mapping and sector identification principles



Regional Plan Components



**Economic
Development**



**Transportation
Infrastructure
for Economic
Development**



**Healthy
Communities**



**Workforce
Development**



**Modernizing
Communications
Electric Utility
Infrastructure**



**Climate Change
Infrastructure
Resilience**



**Renewable Energy
Related Training**



**Sustainable
Housing**



**Water Infrastructure
Investment**



**Brownfields
Economic Renewal**



**Transportation
Housing**



**Growth Management
Law Change**

Asset-based process

- Goal Setting
- Asset Mapping
- Sector selection
- Implementation
- Northern Maine example



Goal Setting

- Establish Leadership Group (LG) with majority of participants from business community
 1. Determine what indicator/metrics best reflect core of your economy
 - Look to federal/state/local sources for indicators/metrics
 - Best if they are updated yearly
 2. Establish base year numbers, then provide Leadership Group with past trending information to help them set positive target goals for the next five years
 3. Will take two or three meetings over one or two months

Example: Northern Maine Regional Goals

Mobilize Northern Maine Goals - 2012 to 2017

Statewide Goals (tracked in each Region)	Data Source	Benchline 2010 Data	Maine	% of Maine	2017 Goal	Change
Population	US Census	71,870	1,317,207	5.46%	75,000	3,130
Employable Population (16 and older)	US Census	59,360	1,052,290	5.64%	62,500	3,140
Labor Participation Rate	Employable Pop./Total Employed	58%	63.60%	91.19%	60.0%	2%
Total Employable (Employable X Participation rate)		34,429	669,256	5.14%	37,500	3,071
Total Jobs	BEA, CA30 (line 240)	39,256	669,948	5.86%	42,250	2,994
Average Wage	BEA, CA30	\$32,772	\$36,054	90.90%	\$37,169	2.5%/yr
Total Regional Wage		\$1,280,000,000			\$1,447,797,616	\$167,797,616
Per Capita Income	BEA, CA30	\$31,153	\$35,381	88.05%	\$35,000.00	\$3,847
Internet Subscriptions	Maine Growth in Focus	?	394,619	#VALUE!		
Bachelors Degrees (25 yrs. and older)	05-07 American Community Survey	8,903	253,332	3.51%	9,653	750
GDP	CNNE Economic Model	\$3,280,000,000	\$59,400,000,000	5.52%	\$3,646,715,000	\$366,715,000

Asset Mapping

- Leadership Team creates a smaller “Action Team” to explore regional indigenous assets
- Action Team holds asset mapping “listening sessions”
 - Need to do several in different geographic locations
 - Solicited participants should be from a broad socio-economic spectrum
- Assets are catalogued
- Assets are associated/linked with active economic sectors in the region

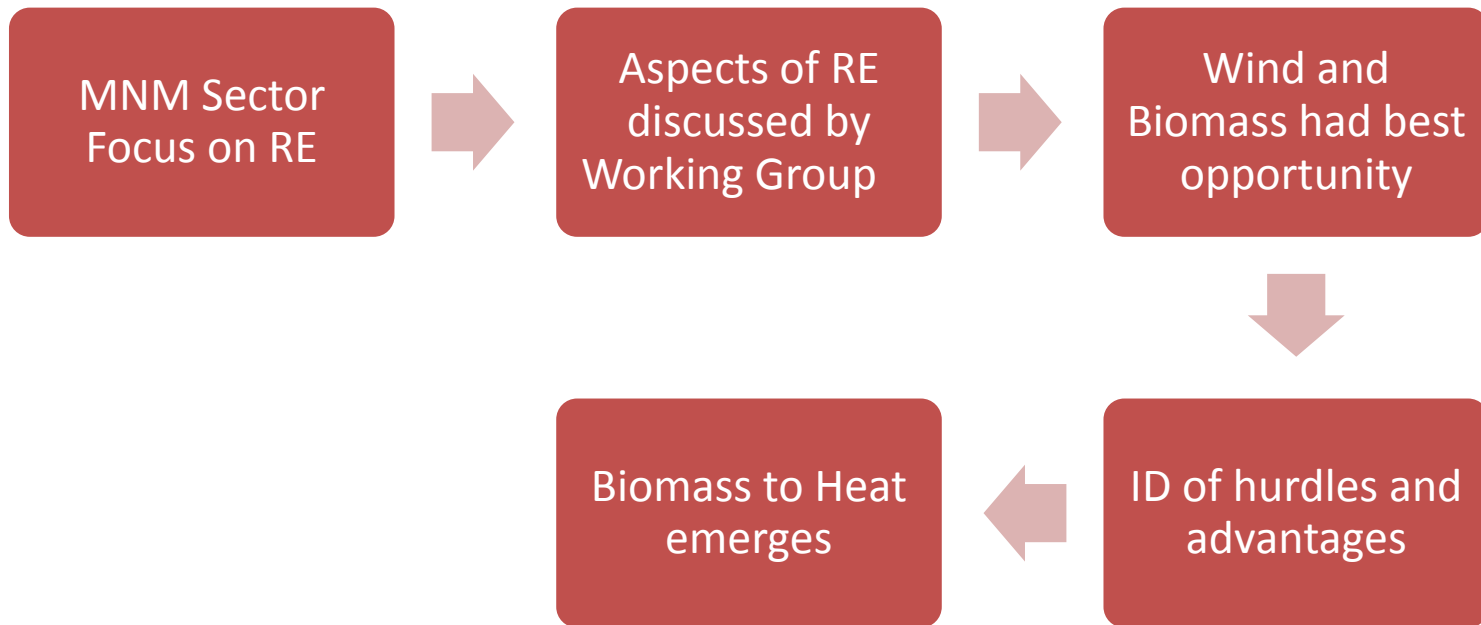
Sector Selection

- Assets and their related economic sectors are analyzed for highest opportunity potential
 - Results are reviewed by Action Team
 - Agreement reached as to which sectors have highest opportunity value
- Leadership Team decides on top two or three economic sectors
- These will be the focus of the Implementation phase

Implementation

- Lead Team forms Working Groups (WG) for each of the targeted economic sectors
 - Members should be regional subject matter experts in the sector
- WG looks at all aspects of the specific sector
 - Current economic impact, geography of sector activity, sector trends, regulatory climate, and value chain assessment, to name a few.
 - Point of the analysis is to identify issues that constrain optimum sector performance or actual missing links in the value chain
- Noted areas of constraint or absence are evaluated as to how they should be addressed
 - Continued refinement leads to concrete actions that can be taken

Mobilize Northern Maine example:



Contact Information:

Northern Maine Development Commission

Michael Eisensmith

Email: meisensmith@nmdc.org

Phone: 207-498-8736

Website: www.nmdc.org