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 (AWEDDD)

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 northeastern 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
- Workforce Development
- Renewable Energy Related Training
- Brownfields Economic Renewal
- Transportation Infrastructure for Economic Development
- Modernizing Communications Electric Utility Infrastructure
- Sustainable Housing
- Transportation Housing
- Healthy Communities
- Climate Change Infrastructure Resilience
- Water Infrastructure Investment
- 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

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

- MNM Sector
  Focus on RE

- Aspects of RE discussed by Working Group

- Wind and Biomass had best opportunity

- Biomass to Heat emerges

- ID of hurdles and advantages
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