

## Education

M.U.R.P. Portland State University

B.A. Business, Arizona State University

B.A. Global Health, Arizona State University

Years at ECONorthwest: 2

Years in Industry: 3

## Areas of Expertise

Economic Development

Land Use Planning

## Nicole Underwood, Associate

Nicole is an Associate at ECONorthwest with a professional focus in economic development and urban and regional planning. Nicole joined ECONorthwest in 2020 and supports a variety of economic and urban development projects through research, data analysis, stakeholder engagement, and report writing. Since joining ECONorthwest, Nicole has worked on both long-range planning projects as well as short term implementation strategies. She has experience working with local governments to develop and implement strategies that advance inclusive economic development, business growth, and community development goals.

## REPRESENTATIVE PROJECTS

*Nicole has served as Associate on the following projects, unless otherwise noted:*

- **Housing Production Strategy (HPS) - Various Oregon cities (Ongoing)** Assisting the cities of Gresham, Grants Pass, and Ashland in developing Housing Production Strategies (HPS) which will identify strategies the cities can take to promote the development of housing, specifically at low and medium income levels. Evaluating demographic and housing market trends and engaging community members as well as service providers and housing developers to understand housing needs and identify viable strategies.
- **Housing Capacity Analysis / Housing Production Strategy - Newport, OR (Ongoing)**. Analyzing national and state housing trends, local housing trends, demographics, housing affordability, and forecasted household growth to understand future land needs. Developing a Housing Production Strategy (HPS) which will identify strategies the city can take to promote the development of housing, specifically at low and medium income levels.

- **Sandy Comprehensive Plan Update - Sandy, OR (Ongoing)** Developing an economic opportunity analysis (EOA) for the City of Sandy. Analyzing national and state employment trends, local employment trends, and forecasted growth to understand land needs.
- **Scappoose 50 Year Plan - Scappoose, OR (Ongoing)** Developing an economic opportunity analysis (EOA) for the City of Scappoose. Analyzing national and state employment trends, local employment trends, and forecasted growth to understand land needs.
- **Business Competitiveness and SWOT Analysis for Washington State—Washington (2022).** Through research, stakeholder engagement, and data analysis, supported the development of a report that examines the state of Washington’s economy and its business competitiveness. Focused on identifying key barriers to economic growth in Washington and providing recommendations that will help the state make educated decisions on critical investments.
- **Purple Line Light Rail TOD—Maryland (2022).** Analyzed economic development strategies and funding opportunities to promote TOD throughout the corridor. Developed a financial framework for funding opportunities through value capture financing.
- **Housing Implementation Plan (HIP) - Morrow County, OR (2022).** Working with the cities of Heppner, Ione, and Lexington to develop a housing implementation plan that will help the cities address infrastructure barriers and promote development of preferred amenities. Identifying financial programs available to the cities and engaging stakeholders and community members to understand support for different funding packages.
- **Coos Bay Front Street Blueprint, TGM - Coos Bay, OR (2022).** As follow on work to the Front Street Action Plan in 2017, provided high-level strategy and development analysis to support the implementation of suggested improvements along the Coos Bay waterfront.
- **Tillamook County ARP Staffing—Tillamook County, OR (2022).** Assisted Tillamook County in coordinating its American Rescue Plan funding. Aided with project management, stakeholder coordination and outreach, grant management, and research.
- **Newport South Beach Refinement Plan—Newport, OR (2021).** Assisted the City of Newport in creating a refinement plan for the South Beach Corridor to help prioritize limited remaining urban renewal funding. Analyzed opportunities and constraints for investment, developed a prioritized list of projects for Agency investments, and conducted community outreach to ensure investments met community needs.
- **Analysis of Oregon Manufacturing Sector—OR (2021).** For the Oregon Business Industry (OBI), supported the development of a research report that detailed the manufacturing sector’s importance to the Oregon economy and to the delivery of public sector services.

- **Disability Benefits 101 Calculator—Various (2021).** Assisted in the maintenance of online disability benefits estimation tools for DB101, including School and Work and Benefits and Work, in multiple states.
- **Old Town/Chinatown Economic Study—Portland, OR (2021).** For Prosper Portland, conducted an economic development study for Old Town/Chinatown in Downtown Portland. Evaluated the current economic conditions, market dynamics, and business composition and provided strategies and programs that can be implemented to support economic and community development goals in the District.
- **St. Helens Millard Road Property RFP (2021).** Worked with the City of St. Helens to develop a set of goals and draft an RFP document for the redevelopment of a 25-acre parcel near Highway 30.
- **Housing Needs Analysis (HNA)—Gresham, OR (2021).** Assisted in the development of a housing needs analysis for the City of Gresham. Analyzed national and state housing trends, local housing trends, demographics, and housing affordability.
- **Housing Needs Analysis (HNA)—Medford, OR (2021).** Assisted in the development of a housing needs analysis for the City of Medford. Analyzed national and state housing trends, local housing trends, demographics, and housing affordability.
- **COAR Quarterly Real Estate Analysis—Various Cities, OR (2021).** Produced quarterly real estate market trend reports for Deschutes, Jefferson, and Crook Counties and submarkets for Central Oregon Association of Realtors (COAR).