



Economic Opportunities Analysis

Collaborative Working Group Charter

The purpose of the Economic Opportunities Analysis (EOA) is to analyze and forecast growth in Portland's industrial and other business districts, then designate an adequate 20-year supply of developable land for business and job growth. The EOA update will align 2045 growth expectations with a number of policy objectives around economic development, shared prosperity, job creation, environmental protection, health and equity.

Donnie Oliveira, BPS Director, has appointed a Collaborative Working Group (CWG) of 13 stakeholders to act as a sounding board for the bureau to review preliminary drafts of the EOA update, including a series of land use scenarios or policy choices, that will set our employment growth expectations for the next 20+ years. The CWG is not a decision-making body but represents experts in their respective fields and/or have lived experience to offer guidance to the bureau on potential policy changes.

Membership

Subject matter experts were selected based on the following qualifications:

- Collaborative problem-solving nature
- Subject matter expertise: Industry, Labor, job demand/creation, natural resource protection, climate, land use, infrastructure, lived experience
- Bring real world and policy world perspective
- Insight – able to review tradeoffs, and understand complex consequences



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Business Industry	Land Development	Labor	Natural Resource Protection	Community
Corky Collier, Columbia Corridor Assoc. Ellen Wax, WWC	Cara Nolan CBRE	Willy Meyers, Col. Pacific Bldg Trades Teri Watson, OR State Bldg Trades	Bob Sallinger, Willamette Riverkeeper Heather King Columbia Slough Watershed Council Rose Longoria	Sarah Taylor, Braided River Campaign Cassie Cohen, Portland Harbor Community Coalition
Benton Strong, Vigor Jon Isaacs, PBA Lance Randall, OR Association of Black Businesses				

The expectations for the CWG include:

- active listening to better understand people’s concerns and issues
- building knowledge of the EOA and the policy choices
- providing feedback on a draft set of scenarios/policy choices and draft evaluation criteria
- collaborating to identify common areas/interests and potential win-win policy options

Meetings

Deb Meihoff of Communitas will facilitate the meetings to manage the discussion and acknowledge the multiple perspectives that prioritize different policy outcomes (e.g., jobs, the environment, health, equity, etc).

Reaching consensus is not an expected outcome of these discussions. The expected results are:

- Transparency. Eliminate the perception that the EOA is a “black box”.
- Deeper understanding of the EOA and the policy (zoning) implications of the adopted scenario.
- Feedback that will help refine the underlying analysis and evaluation framework. (What does not make sense? What is missing?)



The EOA and its policy decisions encompass a wide range of policy differences. The CWG process presents two opportunities:

1. Issue identification. The goal of this early review of the EOA components and evaluation framework is to identify the wide range of issues and concerns that will enable BPS to adjust and supplement the analysis before the draft document begins to take shape.
2. Areas of shared agreement. Starting a dialogue among stakeholders that could identify win-win strategies across a wide range of issues that can be incorporate into preferred scenario.

Meetings will be in-person/hybrid.

Meetings will be recorded with a written meeting summary.

Meetings will be open to public for observation, but not direct participation. Meeting materials will be posted prior to the meeting. BPS will provide a separate opportunity to collect comments and questions from public.

EOA Community Engagement Process

The CWG is the second phase of a community engagement plan.

Phase 1 – Orientation sessions: outreach to stakeholders and community organizations to explain what it the EOA and what policy decisions are dependent on the EOA.

Phase 2 – Collaborative Working Group (CWG): learn and discuss the economic forecast, the buildable land inventory, policy options and scenario development to gain a deeper understanding of the issues and provide feedback on the initial analysis, evaluation framework and draft scenarios.

Phase 3 – Community Engagement: review and comment on the Discussion Draft – revised forecast, buildable land inventory, evaluation and preferred scenario. Comments are directed to BPS staff and will be incorporated into Proposed Draft. (Spring 2024)

Phase 4 – Legislative Process: Proposed Draft submitted to Planning Commission with public hearings and testimony. Planning Commission makes recommendation to City Council with additional hearings and testimony. (Summer 2024 – Fall 2024)

