

KPM #4	INDUSTRIAL SITE CERTIFICATION Number of new industrial sites/acres certified "project ready"	Measure since: 2004
Goal	ASSIST COMMUNITIES TO BUILD CAPACITY TO ATTRACT, RETAIN, AND EXPAND BUSINESSES.	
Oregon Context	Oregon Benchmarks: 4 – NET JOB GROWTH; 15 – UNEMPLOYMENT.	
Data source	OECD maintains notebooks with all documents demonstrating that each certified site is ready for development within 180 days.	
Owner	Community Development Division, Bev Thacker (503) 986-0071	

1. OUR STRATEGY

Assist communities to build capacity to attract, retain, and expand businesses; Prepare industrial lands for development; Provide market-ready industrial sites. Even though the industrial site certification program is administered by OECD, readying industrial sites for "project ready" certification is a multi-agency, state/local collaboration.

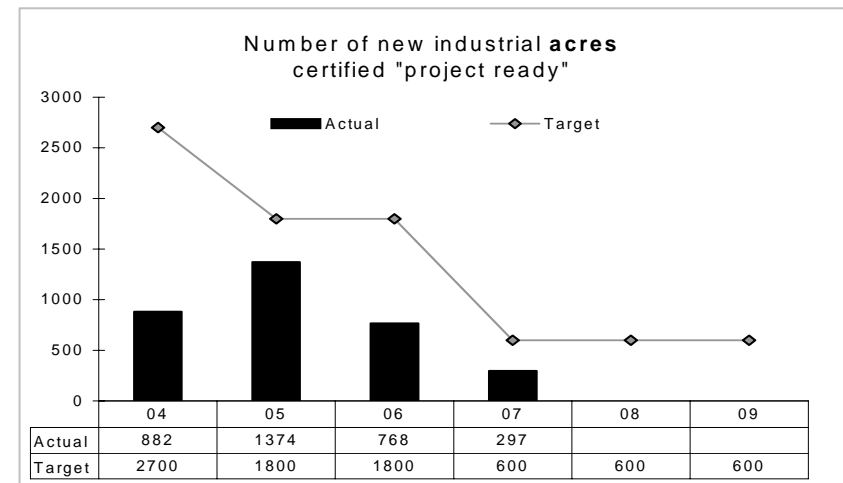
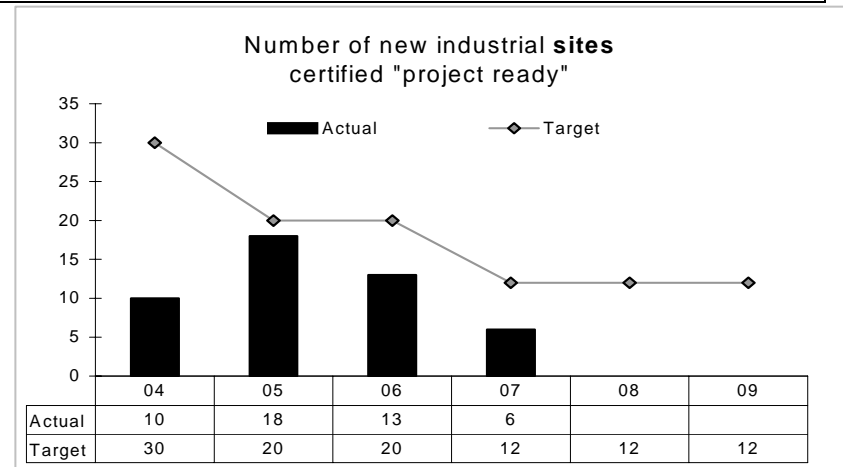
2. ABOUT THE TARGETS

Because targets for this measure were set unrealistically high when the program was new and without a track record, an adjustment to the target from 20 to 12 sites a year was approved for OECD, by the Joint Legislative Audit Committee (JLAC) for FY 07. Certifying industrial lands as "project ready" (i.e., providing assurance that a site can be developed in 180 days or less) for specific industry profiles saves prospective companies significant cost, time and risk. In today's economy, project development timelines are shrinking and information technology is allowing many companies the option to locate virtually anywhere in the world. Certification gives Oregon communities the opportunity to compete for businesses they might not otherwise attract.

3. HOW WE ARE DOING

The program requires industrial sites to meet rigorous standards relative to regulatory requirements such as zoning, wetlands and environmental contamination, as well as document a variety of other criteria such as utilities, transportation infrastructure and availability. Holding to these market-driven high standards resulted in a longer ramp up time than anticipated as landowners, municipalities and state agencies became familiar with the process and performance is beginning to meet targets. Another site was certified this summer after the reporting period, and as many as 15 additional sites are nearing completion, so the next reporting year will likely exceed the target.

OECD has also found through company reports that after site certification, 19 sites have been partially or fully developed. Companies report that this



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represents over 2,500 jobs with an average annual wage of \$34,000. OECDD will request that the Employment Department check these development outcomes for verification.

4. HOW WE COMPARE

The Oregon Industrial Site Certification program was the third such program nationwide. Industry standards for developable industrial land are very high, with many companies wanting “Shovel Ready” sites where they can break ground in 90 days or less. In Oregon, we are certifying that sites are “Project Ready,” which means they can be developed within 180 days of lease or purchase. This delay can be due to the need to, among other things, extend needed infrastructure, or complete wetland or environmental mitigation. However, many of the sites certified to date already meet the higher standard. The department is targeting its infrastructure investment funds on highly marketable sites certified as “Project Ready” to help them become “Shovel Ready.”

5. FACTORS AFFECTING RESULTS

See numbers 3, 4, and 6.

6. WHAT NEEDS TO BE DONE

The department will continue to streamline the process to make it easier and less expensive without sacrificing credibility. In addition, we will work with other state agencies to address barriers to certification and industrial land development such as adequate land supply, brownfields redevelopment and the need for wetland mitigation. These are major issues restricting industrial growth.

7. ABOUT THE DATA

Results represent sites certified within the Oregon fiscal year. To be certified, each site needs to document that it is ready for development within 180 days of lease or purchase. OECDD maintains notebooks, as well as compact discs, with all the documentation. Documentation and the site itself is reviewed by an independent consultant who recommends certification. Also see number 3, above.