

## MEMORANDUM

TO: Mid-Willamette Valley Regional Solutions Advisory Committee

FROM: Greg Ellis, Regional Coordinator  
Mid-Valley Regional Solutions Team

RE: Regional priorities

DATE: March 23, 2015

### **PURPOSE:**

Engage all resources in the community (public, private, and civic) to shape the region's future and accelerate and complete priority projects.

### **ROLES:**

#### **1. Regional Solutions Advisory Committee:**

- a. Help coordinator and teams identify high level priorities for the region.
- b. Help connect resources from the community to expand collective capacity to solve problems and seize opportunities.
- c. Consider whether Regional implementation project proposals seek to address the State's economically, socially and environmentally sustainable goals and objectives.

#### **2. Regional Solutions Team Members:**

- a. Being a recognized "access point" for communities and project proponents in a region; a place for initial engagement with State government when multiple state agency involvement is needed on a project.
- b. Actively engaging with community leaders, economic development organizations, and members of the regional Advisory Committee to learn about regional issues and priorities, and explore how the RST can help. Utilizing the regional Advisory Committee to provide periodic affirmation or course correction to ensure that the RST and State agencies are providing the optimum benefit to the region.
- c. Responding in a timely way to community requests for State assistance on projects.
- d. Developing a system for assessing a) whether to engage in a project, b) how to engage, c) which state agencies can help, and d) what other resources or institutions can be a part of the solution.
- e. Aligning State agency positions related to a specific issue or project so that the State can speak with one voice.
- f. Determine how to utilize agency resources and authorities to help create real solutions to local problems.
- g. Looking for creative ways to make designated projects *easier, better, bigger, and/or faster*; Coming to the table with a willingness to assist and expedite the process on designated projects.

- h. Timely response to phone calls, questions, request, and submittals, which can be extremely important to the success of projects, particularly those involving private sector investment.
- i. Helping reframe State government as “action oriented”: going beyond meetings and information sharing to create actions, decisions, and *outcomes* as soon as possible.

**3. Regional Coordinator:**

- a. Coordinate with the public, private, and civic sectors to identify regional priorities.
- b. Convene multi-sector community based teams to take action in addressing Regional priorities and issues.
- c. Coordinate high profile economic development projects, working closely with State agency managers and staff, elected officials and other stakeholders to ensure community involvement and align federal, State and local regulations.
- d. Engage the RST in helping to investigate and develop interagency solutions to the needs of the region.
- e. Lead the development of and oversee the delivery of interagency response to issues related to specific economic and community needs.
- f. Bring relevant issues to the attention of the Governor’s Office and RST agency directors.
- g. Respond to inquiries from legislators and ensure that all elected officials in the region generally know what RS is about.

**PRIMARY REGIONAL GOAL:**

**Become a center for Agri-business innovation and Agri-tourism.**

**PRIORITIES TO ACHIEVE REGIONAL GOAL:**

**A) Priority: Promote Regional workforce development opportunities.**

Advisory Committee role:

- 1) Identify as priority, advocate for funding, and assist in maintaining support from local leaders

Expected outcomes:

- 1) Employers in Mid-Valley are supported by the Regional Solutions Team in addressing local and regional workforce training needs.
- 2) Regional Solutions Center serves as “one stop” for existing businesses and recruitments to access and understand regional and state workforce training and development programs.
- 3) Workforce training dollars are leveraged to support most promising sectors.
- 4) Leverage local, state, federal and private resources, and position the region for possible future funding resources.

Agency Involvement: Implementation of the vision

- 1) Business Oregon (OBDD) will include appropriate local/regional representatives in business recruitment meetings; explore federal and state funding for any issues related to workforce training and development.

- 2) Oregon Employment Department will convene the business resource partnership and identify opportunities to leverage work force training with Mid-Willamette Valley COG and SEDCOR recruiting sectors.

RST projects:

- 1) Job Growers' Community Action Network Project.
- 2) Marion-Polk food Share Project.

**B) Priority: Business Retention and Expansion Project.**

Advisory Committee role:

- 1) Leverage funds to support job growth (state and local incentives; private investment).

Expected outcomes:

- 1) Employers in Mid-Valley are supported by the Regional Solutions Team in addressing state regulatory requirements.
- 2) Regional Solutions Center serves as "one stop" for existing businesses and recruitments to access and understand state programs.
- 3) State business retention and expansion programs are leveraged to support most promising sectors targeted by Business Oregon, Mid-Willamette Valley Council of Governments (MWVCOG) and Strategic Economic Development Corporation (SEDCOR).
- 4) Workforce training dollars are leveraged to support most promising sectors.
- 5) Leverage local, state, federal and private resources, and position the region for possible future funding resources.

Agency Involvement:

- 1) Department of Land Conservation and Development (DLCD) will identify funding opportunities to support planning for the infrastructure projects, serve as the state's land use expert and collaborate with city and county planning departments in planning the projects.
- 2) Department of Transportation (ODOT) will identify funding/grant opportunities to support planning for transportation projects, participate in planning process for new/upgrading transportation projects.
- 3) Business Oregon (OBDD) will include appropriate local/regional representatives in business recruitment meetings; explore federal and state funding for any environmental issues identified at infrastructure project sites.
- 4) Department of Environmental Quality (DEQ) will serve as a technical assistance resource on any clean up, stormwater and waste water issues related to design and construction of identified projects. Explore federal and state funding for any environmental clean-up needed at prospective sites.
- 5) Oregon Department of Energy will provide technical and financial support for facility planning related to energy efficiency and renewable.
- 6) Oregon Employment Department will convene the business resource partnership and identify opportunities to leverage work force training.

RST projects:

- 1) SEDCOR's Business Retention and Expansion Project.
- 2) Whites Rail Siding Project.
- 3) Downtown Carlton Water Infrastructure Project.

**C) Priority: Engage in Local Government Infrastructure assessments.**

Advisory Committee role:

- 1) Support as priority, identify and raise issues that need to be resolved.

Expected outcomes:

- 1) Communities in the region have an adequate supply of readily developable industrial land.
- 2) Land that is developed is replenished.
- 3) Communities understand what's required by the state's land use laws.
- 4) State funds are leveraged to provide critical infrastructure to high priority sites.
- 5) Partnership between land use and economic development professionals.

Agency Involvement:

- 1) Department of Land Conservation and Development (DLCD) will work with local jurisdictions to create inventory of vacant/underutilized existing industrial land and infrastructure needs; provide timely feedback and support to jurisdictions revising/expanding UGBs.
- 2) Department of Transportation (ODOT) will partner with local governments to provide critical transportation infrastructure needed to serve industrial lands; work with DLCD to provide timely and accurate technical assistance on Transportation Planning Rule and Oregon Highway Plan regulatory issues; work with Business Oregon and local partners to develop funding packages for projects eligible for the Immediate Opportunity Fund.
- 3) Business Oregon (OBDD) will develop accurate understanding of available industrial land in the region; partner with land owners wishing to certify their land as shovel ready in 180 days; identify state funding programs to support necessary infrastructure.
- 4) Department of Environmental Quality (DEQ) will Review certification requests for environmental issues.

RST planning priority projects:

- 1) Regional infrastructure assessments and industrial lands inventory completed.

RST infrastructure priority projects:

- 1) Newberg UGB Expansion – Current industrial zoned land in Newberg is constrained to the point that there is no, or very limited, opportunities to expand current businesses or attract new ones. Attempt to expand UGB was

met with opposition from 100 Friends of Oregon and the City and 100 Friends have agreed to mediation conducted by Oregon Solutions.

- 2) Carlton - Water System upgrades to increase fire flow in downtown to allow for commercial expansion in the area.
- 3) Mid-Valley COG Infrastructure Inventory and Assessment Project.

**D) Priority: Increase Business Capital for Existing and Emerging Businesses.**

Advisory Committee role:

- 1) Identify as a priority, partner on solutions.

Expected outcomes:

- 1) State loan and grant funds are leveraged to provide critical infrastructure.
- 2) Regional Solutions Center serves as “one stop” for existing businesses and recruitments to access and understand state programs.
- 3) State funds are leveraged to provide critical funding to high priority sites.
- 4) Projects requesting funding from multiple agencies understand at the outset what is expected of them.

Agency Involvement:

- 1) Department of Transportation (ODOT) will work with Business Oregon and local partners to develop funding packages for projects, including those eligible for the Immediate Opportunity Fund.
- 2) Business Oregon (OBDD) will leverage state grant and loan funds to assist local/county governments with high priority projects. Partner with Mid-Willamette Valley COG and SEDCOR and local government to leverage state and local incentives.
- 3) Department of Environmental Quality (DEQ) will provide technical assistance; leverage state grant and loan funds to assist local/county governments with high priority projects.
- 4) Oregon Employment Department will convene the business resource partnership and identify opportunities to leverage funding for work force training.

RST projects:

- 1) White’s Rail Siding Project.
- 2) Marion-Polk Food Share Project.

**E) Priority: Explore Passenger and Freight Rail Opportunities.**

Advisory Committee role:

- 1) Support as priority.

Expected outcomes:

- 1) System and funding plan that serves the needs of communities in the region as well as connections between communities.
- 2) Ridership increases contributing to enhanced regional mobility.

- 3) Increase attractiveness of the region by firms considering locating in the Mid-Valley Region
- 4) Increased access by visitors to the region to tourist destinations.
- 5) Transportation and freight system performance is maintained and improved in core development areas such as Salem, Woodburn, McMinnville, Newberg, Independence and Dallas.

Agency Involvement:

- 1) Department of Land Conservation and Development (DLCD) will identify grant opportunities to support public outreach.
- 2) Department of Transportation (ODOT) will identify grant opportunities to support planning and public outreach.
- 3) Business Oregon (OBDD) will support passenger and freight rail opportunities as critical to economic development infrastructure. Look for grant opportunities to support planning and public outreach.
- 4) Oregon Housing and Community Services (OHCS) will identify opportunities to provide outreach through funding partners.
- 5) Department of Environmental Quality (DEQ) will provide information about key environmental indicators that support increased passenger freight rail (e.g. air quality).
- 6) Potential ODOT assessment for a project to develop a network of public/private partnerships that benefit by enhanced passenger and freight rail availability.

RST projects:

- 1) White's Rail Siding Project.
- 2) **Priority: Expand Agri-tourism Opportunities Which Highlight Local Produce, Viticulture/Winery Operations, and Visitor Hospitality Amenities.**

Advisory Committee Role:

- 1) Support as priority; partner on projects.

Expected outcomes:

- 1) Increase in direct markets for farmers:
- 2) Job creation and retention; increase in profitability; support local agricultural producers including minority and low-income farmers; reduced transportation costs; and preservation of farmland.
- 3) Access to fresh food by consumers, businesses and institutions.
- 4) Access to healthy fresh food for low income populations.
- 5) Support programs focused on wellness and youth.
- 6) Access to food system infrastructure.
- 7) Number of jobs in the "local food economy" increases.
- 8) Increased food security for the region.
- 9) Reduction in import substitution – local dollars stay in the region.

10) Regional food is sourced by local providers (grocery & restaurants).

Agency Involvement:

- 1) Work with Oregon Department of Agriculture and USDA representatives to help reduce agricultural production policy barriers in the Mid-Valley Region.
- 2) Yamhill, Polk and Marion County Commissioners will be made aware of barriers to farming and assess current ordinances.

RST Projects:

- 1) White's Rail Siding Project.
- 2) Marion-Polk Food Share Project.

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