



1 Department of Land Conservation and Development

2019-21 TECHNICAL ASSISTANCE GRANT APPLICATION

Please complete each section in the form below. Type or write requested information in the spaces provided. **Submit completed applications by October 1, 2019.**

Date of Application: September 27, 2019

Applicant: City of Canby

(If council of governments, please also include the recipient jurisdiction name if applicable)

Street Address: 222 NE 2nd Avenue, PO Box 930

City: Canby

Zip: 97013

Contact name and title: Sandy Freund, AICP, Senior Planner

Contact e-mail address: freunds@canbyoregon.gov

Contact phone number: 503.266.0775

Grant request amount (in whole dollars): \$50,000

Local Contribution (recommended but not required): \$20,000

Project Title:

Economic Opportunity Analysis

Project summary: (Summarize the project and products in 50 words or fewer)

Canby seeks grant funding to complete an Economic Opportunities Analysis (EOA). Canby has recently, 2019, completed a Housing Needs Analysis and is now focusing on an EOA, which will serve as the foundation for updating the Economic Element of the Comprehensive Plan, meeting the requirements of Statewide Planning Goal 9.

Project Description & Work Program

Please describe the proposed project, addressing each of the following in an attachment.

A. Goals and Objectives. State the goals or overall purpose of the project. Describe particular objective(s) the community hopes to accomplish. Please indicate whether this is a stand-alone project or is part of a longer multi-year program. If it is the latter, describe any previous work completed, subsequent phases and expected results, and how work beyond this project will be funded.

B. Products and Outcomes. Clearly describe the product(s) and outcome(s) expected from the proposed project. Briefly describe any anticipated significant effect the project would have on development, livability, regulatory streamlining, and compliance with federal requirements, socioeconomic gains, and other relevant factors.

C. Work Program, Timeline & Payment.

1. Tasks and Products: List and describe the major tasks and subtasks, with:

- The title of the task
- Steps to complete task
- The interim and final products for each task

2. Timeline: List all dates for the project including tentative start date after the contract is signed, task completion dates, and project completion date. If the project is part of a multi-year program, provide an overview of the expected timelines in sequence of expected start dates and completion date for each phase and describe subsequent phases to be completed.

3. Payment Schedule: Develop a requested payment schedule showing amount of interim and final payments. Include the products that will be provided with each payment request. The payment schedule should generally include no more than two payments – an interim and final payment.

D. Evaluation Criteria. Include a statement in the narrative that addresses the program priorities and evaluation criteria presented in the application instructions (“Eligible Projects and Evaluation Criteria”).

E. Project Partners. List any other public or private entities that will participate in the project, including federal and state agencies, council of governments, city and county governments, and special districts. Briefly describe the role of each (*e.g.*, will perform work under the grant; will advise; will contribute information or services, etc.).

F. Advisory Committees. List any advisory committee or other committees that will participate in the project to satisfy the local citizen involvement program.

G. Cost-Sharing and Local Contribution. DLCD funds are only a part of overall project costs; please identify sources and amounts of other funds or services that will contribute to the project’s success. Cost-sharing (match) is not required, but could be a contributing factor to the success of the application.

Will a consultant be retained to assist in completing grant products? Yes ☒ No ☐

Local Official Support

The application ***must include a resolution or letter from the governing body*** of the city, county, district, or tribe demonstrating support for the project. If the applicant is a council of governments on behalf of a city, a letter or resolution from the city council supporting the application must be included. *The application will not be complete if it does not include this item.* The letter of support may be received by DLCDD after the application submittal deadline, but it must be received before a grant is awarded.

Product Request Summary

Product		Grant Request		Local Contribution		Total Budget
1	\$	<u>-0-</u>	\$	<u>3,000</u>	\$	<u>3,000</u>
2	\$	<u>3,750</u>	\$	<u>-0-</u>	\$	<u>3,750</u>
3	\$	<u>-0-</u>	\$	<u>3,000</u>	\$	<u>3,000</u>
4	\$	<u>4,600</u>	\$	<u>-0-</u>	\$	<u>4,600</u>
5	\$	<u>-0-</u>	\$	<u>3,000</u>	\$	<u>3,000</u>
6	\$	<u>10,000</u>	\$	<u>1,000</u>	\$	<u>11,000</u>
7	\$	<u>1,400</u>	\$	<u>-0-</u>	\$	<u>1,400</u>
8	\$	<u>6,250</u>	\$	<u>-0-</u>	\$	<u>6,250</u>
9	\$	<u>5,000</u>	\$	<u>-0-</u>	\$	<u>5,000</u>
10	\$	<u>-0-</u>	\$	<u>4,000</u>	\$	<u>4,000</u>
11	\$	<u>5,000</u>	\$	<u>-0-</u>	\$	<u>5,000</u>
12	\$	<u>-0-</u>	\$	<u>3,000</u>	\$	<u>3,000</u>
13	\$	<u>8,000</u>	\$	<u>-0-</u>	\$	<u>8,000</u>
14	\$	<u>6,000</u>	\$	<u>-0-</u>	\$	<u>6,000</u>
15	\$	<u>-0-</u>	\$	<u>3,000</u>	\$	<u>3,000</u>
TOTAL	\$	<u>50,000</u>	\$	<u>20,000</u>	\$	<u>70,000</u>

Submit your application with all supplemental information to:

Gordon Howard, Community Services Division Manager

E-mail (preferred): DLCD.GFGrant@state.or.us

Mail: Department of Land Conservation and Development
635 Capitol Street N.E., Suite 150
Salem, OR 97301

Phone: 503-934-0034

APPLICATION DEADLINE: October 1, 2019

Attachment A

A. Goals and Objectives. State the goals or overall purpose of the project.

Purpose

The City's purpose for this project is to conduct an Economic Opportunity Analysis (EOA) in order to identify Canby's current and future economic market conditions, and to come into compliance with Statewide Planning Goal 9. Grant assistance is needed to retain professional consulting services for preparation of the EOA.

Canby has completed various economic studies over the last ten years, however no EOA has been completed as part of those studies, although suggested. The studies include: A Downtown Retail Market Analysis, Industry Cluster Study, Economic Development Plan, and Downtown Parking Study. Changes in economic trends at the national, state, and local levels have occurred since the aforementioned studies were completed, hence an EOA will provide pertinent information necessary for Canby to determine whether it has the appropriate range of suitable employment sites to accommodate its continued growth in the region. The EOA will provide an in-depth economic assessment that can be used by the City to develop a cohesive strategy to update the Economic Element of the Comprehensive Plan, thus meeting the requirements of Statewide Planning Goal 9.

Canby is home to the Canby Pioneer Industrial Park, a 367-acre area with "shovel ready" sites of various sizes. However, the Industrial Master Plan was adopted in 1999, and there are no doubt implementation strategies that need updating, as well as a renewed look at the adequacy of transportation facilities and potential new infrastructure to support the continued economic growth of the Industrial Park. This EOA will help the City identify local barriers and challenges to economic development, market trends to inform City decisions, as well as updated policies to the Economic Element of the Comprehensive Plan.

Canby will use the EOA as an informative, data driven document that will assist the City in its focus for economic opportunities that are critical for its long-term viability in the employment, housing, and tourism sectors. Lastly, it is anticipated the information contained in the EOA, in concert with the recently completed, 2019, Housing Needs Analysis, can be used as a fundamental first piece to an eventual larger, multi-phased project of overhauling Canby's outdated Comprehensive Plan, adopted in 1984. The overhaul is intended to bring the Comprehensive Plan up-to-date by reflecting newly adopted state laws, especially those pertinent to Goal 10, such as the development of a housing production strategy for the City as addressed by the 2019 session of the Oregon Legislature.

Objectives

1. Update the City's economic data to support the presence and scale of demand for industrial and commercial land based on anticipated employment growth rates by sector.
 2. Identify employment trends and identify whether the City has the appropriate range of suitable employment sites to accommodate expected growth over the 2020 to 2040 planning period.
 3. Verify and summarize the City's inventory of vacant and partially vacant industrial and commercial land, and potential sites for redevelopment/reuse within the City's urban growth boundary;
 4. Develop a cohesive community and stakeholder-based vision and strategy for long-term, continued economic development within the city;
 5. Develop policies for the Economic Element of the Comprehensive Plan to ensure identified employment needs are met; and,
 6. Promote economic development and job creation that is sustainable over the 20-year planning period for a diverse and inclusive workforce.
- B. Products and Outcomes.** Clearly describe the product(s) and outcome(s) expected from the proposed project. Briefly describe any anticipated significant effect the project would have on development, livability, regulatory streamlining, and compliance with federal requirements, socioeconomic gains, and other relevant factors.

Products:

The product of this project will be an Economic Opportunities Analysis (EOA) in compliance with Goal 9. The EOA will provide the following six elements:

1. Community Economic Development Vision and Objectives: Develop policies that promote economic development and ensure sufficient availability of commercial and industrial lands to achieve desired balance of employment and housing availability.
2. Economic Trends Analysis: Provide an overview of the national, state, and local economic trends likely to expand or locate in Canby, including targeted industry typologies, as well as retail trends, employment growth, population projections, and demographic profile.
3. Site Suitability Analysis: Identify the types of sites needed to successfully implement Canby's economic development objectives. (Land Demand)
4. Inventory of Suitable Sites: Provide an inventory, mapped and documented, and assessment of suitable commercial and industrial land to determine whether supply meets the demand. (Land Supply)
5. Assessment of Potential (Reconciliation of Demand and Supply)
6. Recommendations: provide implementation policies and action measures.

Outcomes:

The Economic Opportunity Analysis (EOA) will serve as the foundation of future economic development planning, programming, and policymaking. Once the review period for the final EOA is finished, it is anticipated the EOA will be adopted followed by an amendment to the Economic Element of the Comprehensive Plan. These actions will ensure the City of Canby is in compliance with applicable laws, rules, regulations, plans, and programs. Notably, the update will ensure that the Comprehensive Plan reflects current community conditions and values.

C. Work Program, Timeline & Payment

The City Of Canby will work in partnership with a consultant to complete the following tasks between January 2020 and May 2021.

Task 1: Consultant Selection

The City of Canby will prepare a RFP and select a qualified economic and/or land use planning consultant to provide the technical expertise, analysis and support relative to the preparation of an economic opportunities analysis for Canby.

Schedule: January – March 2020
Product 1: Request for Proposal/Selection of Consultant
Budget: Product 1 - \$0 Grant Funds / City In-Kind Services \$3,000

Task 2: Preparation and Project Advisory Committee

The City and consultant will work together to develop a detailed scope of work. Concurrently, the City will form a Project Advisory Committee (PAC) comprised of local and regional stakeholders.

Schedule: March – May 2020
Product 2: Scope of Work
Product 3: Formation of Project Advisory Committee (PAC)
Budget: Product 2 – Consultant \$3,750 Grant Funds
Product 3 - \$3,000 City In-Kind Services / \$0 Grant Funds

Task 3: Community Economic Development Vision and Objectives

The City and consultant will work with the PAC to develop an economic development vision and objectives. The vision and objectives will be vetted with the community and stakeholders to become the basis for the EOA.

Schedule: May – August 2020
Meetings: PAC meeting #1
Community meeting #1
Product 4: Statement of Community and Economic Development Vision and Objectives.

Product 5: Community involvement documentation (meeting agendas, sign-in sheets, minutes, etc.)
Budget: Product 4 – Consultant \$4,600 Grant Funds
Product 5 - \$0 Grant Funds / \$3,000 City In-Kind Services to manage PAC/Community meetings, keep minutes, etc.

Task 4: Economic Trends Analysis

The consultant with assistance from the City will help to identify economic opportunities, including targeted industry typologies, retail trends, employment growth, population projections, and demographic profile of the Canby Market Area (to be defined by staff/consultant).

Schedule: August – October 2020
Product 6: Economic Trends Analysis Memo
Budget: Product 6 – Consultant \$10,000 Grant Funds / \$1,000 City In-Kind Services

Task 5: Site Suitability, Inventory of Suitable Sites, & Assessment of Suitable Sites

The consultant with assistance from the City will conduct a site suitability analysis to see what types of sites are needed in order to successfully implement Canby's Community Economic Development Objectives. The consultant will also inventory suitable sites to see if supply meets demand. PAC meeting #2 will be held in order to share and discuss findings from Tasks 4-5.

Schedule: October – January 2021
Meeting: PAC meeting #2
Product 7: Site Suitability Analysis Memo
Product 8: Provide a documented inventory of available sites suitable for employment uses likely to expand or locate in the study area within the planning period. The resultant inventory shall be summarized as well as mapped in ArcGIS, utilizing the City's most recently completed, 2018, Vacant and Partially Vacant Commercial and Industrial Lands map.
Product 9: Provide an estimate of the need for employment land within the study area for the planning period by category of site type. Provide a summary assessing any identified process, costs or risk factors; and describe the community's ability to manage those identified factors.
Product 10: Community involvement documentation (meeting agendas, sign-in sheets, minutes, etc.)
Budget: Product 7 - \$1,400 Grant Funds
Product 8 – Consultant \$6,250 Grant Funds
Product 9 – Consultant \$5,000 Grant Funds
Product 10 - \$0 Grant Funds / \$4,000 City In-Kind Services to Document Community Involvement.

Task 6: Implementation Policies and Action Measures

The consultant with assistance from the City will develop a list of recommended economic development implementation policies to be integrated into the Comprehensive Plan Update to the Economic Element that were identified by the EOA process. Text amendments will follow in order to carry forward the policies into a regulatory framework.

- Schedule:** January – April 2021
- Product 11:** Implementation Policies and Action Measures memo.
- Product 12:** Community involvement documentation (meeting agendas, sign-in sheets, minutes, etc.)
- Budget:** Product 11 – Consultant \$5,000 Grant Funds
Product 12 - \$0 Grant Funds / \$3,000 City In-Kind Services to Document Community Involvement.

Task 7: Prepare Final Economic Opportunities Analysis (EOA)

The consultant will incorporate the findings from previous task items into a draft EOA report to be reviewed by the PAC, City, DLCD, stakeholders, and community members. Subsequent to the draft review period, the final EOA will be presented to the City Council for review and adoption and to DLCD.

- Schedule:** April – May 2021
- Meetings:** PAC meeting #3
Community meeting #2
- Product 13:** Draft Economic Development Analysis
- Product 14:** **Final EOA**
- Product 15:** Community involvement documentation (meeting agendas, sign-in sheets, minutes, etc.)
- Budget:** Product 13 – Consultant \$8,000 Grant Funds
Product 14 – Consultant \$6,000 Grant Funds
Product 15 - \$0 Grant Funds / \$3,000 City In-Kind Services to Document Community Involvement.

Payment Schedule:

The payment schedule will include two payments. The first (interim) payment of \$18,350 is requested to take place at the completion of Task Four. The second (final) payment of \$31,650 is requested to take place at the completion of Task Seven, May 2021.

- D. Evaluation Criteria.** The primary objective of this project is to assess, address, and promote economic development opportunities for the City of Canby, as well as provide implementation policies and action measures to subsequently enable the City to update the Economic Element of the Comprehensive Plan, both of which are identified priorities for the Technical Assistance Grant.
- E. Project Partners.** The project partners will include local community members and stakeholders, City of Canby staff, Canby Area Chamber of Commerce, Clackamas County Economic Development staff, Oregon Department of Land Conservation and Development and other local and regional stakeholders.
- F. Advisory Committees.** The City will work with the consultant in assembling a Project Advisory Committee (PAC) to consist of at least one City Council member, at least one Planning Commissioner, at least one Chamber of Commerce member, at least one City of Canby Economic Development staff member, at least one City of Canby Planning staff member, at least one community member, and any other stakeholders the City feels should participate. The PAC will guide the consultant's research, as well as community engagement activities based on their knowledge of local and regional conditions. The PAC will also assist with promoting and publicizing the Community Input Workshops.
- G. Cost-Sharing and Local Contribution.** The City of Canby will contribute up to \$20,000 in In-Kind project related expenses such as printing, supplies, and staff time.