



Tuesday, June 10, 2025

News from the Westside



The work we do at WEA: Vibrant economies and Oregon values.

As we head into mid-year, it seems a good time to reflect on the work we do at WEA. The programming we schedule, the committee topics and speakers we coordinate, and the advocacy we engage in on behalf of our members are all part of a strategy intended to create a vibrant economy on the Westside of the Metro region, which includes a well-trained, well-paid workforce and healthy communities.

We look at land use and housing policy, transportation, and workforce as policy areas that directly affect our business community's ability to grow. And, as the legislature gets ready to Sine Die and we find out more about budget decisions that will direct state investments, we must recognize that as a region - and as a state - we are at an inflection point.

If you've been coming to our committee meetings or forums over the last few years, you've heard me talk about "Oregon Values" as a key to understanding our path to growth. This phrase conjures ideas, places and emotions. It is called out as something to protect, something sacred, something that defines who we are and what we care about as a state.

In some corners, there are folks who think Oregon values mean we must center one set of policy priorities over another. I dispute this approach.

As I've stated previously (and over and over again), in a state that is overly reliant on income tax as the main source for our General Fund (about 65% of which goes to Human Services and Education), caring about opportunities for businesses to grow should be a mandate for every policy maker. Investment in smart economic development tools and a focus on traded sector business creates an economic ecosystem that supports our community members as they move to, and through, the middle class. And ensures that our income tax base grows, rather than stagnating or shrinking.

And I'd be remiss if I didn't, once again, mention the March study from University of Oregon that found that of the 24% of businesses that reported being approached by out of state recruiting organizations, 68% reported either moving or expanding outside of Oregon. At WEA we worry that our economic base here in Oregon is restless. But for policymakers, it should be priority #1 to ask why it is so attractive for business to leave our state.

Throughout the remainder of 2025 and into 2026 and beyond, Westside Economic Alliance will continue to focus on policy areas that matter to our members. We will continue to bring the lens that business growth should be central to Oregon values. We will continue to work with partner

organizations whose work it is, to name a few, build housing, support the real estate industry, recruit and retain businesses for our region.

If you haven't signed up yet, join us this **Thursday at the Mayor's Forum** where we will talk more about Oregon values, what they mean to this part of the region, and how they can help guide our conversations about growth and what's next for our communities.

And then stay tuned as we roll out programming to support our assertion that well-thought business growth and Oregon values go hand-in-hand.

Elizabeth

News from the Westside

Beaverton is updating its 20-year Transportation System Plan (TSP)



The City of Beaverton is launching a major update to its 20-year Transportation System Plan (TSP). This is the document that guides all local transportation investments. Last updated in 2010, the TSP is being refreshed to meet current state and regional planning requirements and to reflect Beaverton's evolving priorities, including a focus on climate resilience and transportation equity.

This 2026 update aims to create a transportation system where everyone can safely and comfortably access jobs, schools, services, and other destinations—regardless of how they travel. Through analysis and robust community engagement, the City is exploring how the current system serves residents today, what improvements are needed, and how to fund and prioritize those changes. The project is currently in the "Analyze Today's System" phase, with a multi-year timeline stretching to 2027.

Click [Here](#) to Learn More.

2025 Mayors Forum

Meet the Westside Mayors for an evening reception...

For this year's Mayors Forum, **on June 12**, WEA is updating our programming with an evening reception hosted before and after the program to give attendees an even greater opportunity to meet, greet and network with the Mayors ... and one another. Here more about their work on key issues facing the region including Economic Development, Land Capacity, Housing Production and Affordability and more.

Reach out to [Dani](#) about sponsorship opportunities.

[Register for the Mayors Forum](#)



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June Policy Committee Meetings



GOVERNMENT RELATIONS COMMITTEE MEETING



A Salem Update from House Majority Leader Rep. Ben Bowman - House District 25 And Other Updates from WEA

Thursday, June 12, 2025 | 8:00 - 9:00 am

*This Meeting is scheduled
to be held REMOTELY*

WEA Committees are open to
Members only.



Rep. Ben Bowman
House Majority Leader

Demystifying Data Centers



Data Centers: Economic Drivers, Job Growth and Energy

Thursday, June 26 | 7:30 - 9:30am
Portland Community College - Rock Creek



Join us for an exclusive presentation from **Dan Diorio, Senior Director of State Policy with the Data Center Coalition**, where we will dive into the booming demand for data centers, the economic opportunities they create and their impact on regional job growth.

Plus, we'll explore the latest energy resources, challenges, and innovations shaping the industry. Don't miss out—be part of the conversation that's driving the future!

[Register for Data Center Forum](#)

Westside Scramble is Around the Corner



There's No I in Team at WEA!

Bring your friends and teammates for WEA's summer scramble as we celebrate Oregon sports.

-  The Reserve Vineyard & Golf Club
-  Monday, July 28
-  12:30 PM Start

 Activities | Putt with Regional Elected Leaders | Lunch, Dinner and Beverages
Photo Booth | Find The Bobbleheads
Scavenger Contest

 Great Prizes | Hole In One Contest
Wear sports themed gear



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Want to play or get involved?

Reach out to Dani about sponsorships and teams of four.
danielle@westsidealliance.org

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