



Wednesday November 5, 2025

## News & Notes

As our legislators face a budget that we can reasonably assume will be a \$1 billion budget deficit in the next short session, what if they approached the problem differently?

What if it was as simple as this: what if we need to learn how to fail faster? What if we embraced the idea that when a policy or program that no longer meets the needs of our region, we let it go? Or, instead of being committed to a system or a process, we were committed to the outcome?



A crisis is also an opportunity. An opportunity to consider what works and what needs changing. It provides an opportunity to look for a new way to balance the support of those in our communities who need it the most with those who can help us build (and re-build?) our economy.

Instead of asking for across the board cuts of a certain percent, what if Directors were asked to identify programs within their own agency - or across agencies - that are duplicative and ask them to find ways to merge these programs? What if we looked for efficiencies of scale and considered how to pool dollars to maximize outcomes?

And, as important: What if sought to leverage investments in programs or implemented policies that create opportunity for the workforce on the front end, rather than focusing only on the safety net on the back end?

We know this: during economic downturns direct investments in infrastructure and other workforce related stimulus programs are both popular and effective. Job creation has the short-term benefits of keeping families in homes and ensures they don't need to tap into social safety programs, all while keeping dollars moving through our local economies. It has the long-term benefit of having invested in a meaningful way in infrastructure that allows our region - and our state - to build a competitive advantage and create a path to - and through - the middle class for our workers.

None of this is meant to suggest we abandon all process in favor of 'outcomes at any cost'. Or that we abandon our fundamental commitment to funding critical safety net programs. We can both care about the strength of our economy AND about those who are being left behind. These two priorities are not mutually exclusive. Indeed, I would argue that in order to move through these economic challenges we MUST care about both equally.

If you haven't yet gotten your ticket for the November 20th State of the Westside, **grab yours soon before they sell out**. And then get ready to join the conversation as we hear the data, consider the forecast and talk about how to shift our political culture toward a growth mindset.

*Elizabeth*

## State of the Westside - Early bird ends today.

Interested in Sponsorship?  
Reach out to Dani to find out how to get involved.

**WEA**  
WESTSIDE ECONOMIC ALLIANCE

**Presenting Sponsor** 

**2025 STATE OF THE WESTSIDE**

**Forum Series Sponsor**  **LEGACY HEALTH**

**November 20, 11:30am - 1:30pm**  
Hosted at PCC Rock Creek

**FEATURING**

  
**Damon Runberg**  
*Business Oregon*

  
**John Tapogna**  
*EcoNW*

  
**Zach Hyder**  
*Hubbell Communication*

**Register for State of the Westside**

Join us on Thursday, November 20 for the 2025 State of the Westside where we will talk with expert panelists about the state of business in Oregon, explore data findings and discuss what we can do to improve our regional - and state – competitiveness.

*We are rolling out a new event registration system.  
If you have any problems, please reach out to [Dani](#).*

## Westside News



### Metro seeks Two Candidates to join TPAC

Metro is seeking two Community Representatives to join the [Transportation Policy Alternatives Committee \(TPAC\)](#). Metro is encouraging individuals who are representatives from organizations engaging in topics related to transportation to apply. These topics include, but are not limited to, racial equity, climate, transportation safety, local business and economic development. Similarly, Metro invites applicants who reside in the greater Portland region.

Applications due: November 17<sup>th</sup>, 2025. [Apply here](#).  
Term begins: January 2026

Community representatives on the Transportation Policy Alternatives Committee (TPAC) play a critical role in elevating conversations about transportation investments and policies beyond technical analysis. They contribute expertise that cross city and county lines and is grounded in the experiences of people living and working in the greater Portland region. If you or someone you know is interested, please reply to this email, or visit the [TPAC application webpage](#) to learn more.

Interested in discussing this opportunity with a Metro staff member? [Click here](#) to register for Metro's virtual open house on Tuesday, November 4<sup>th</sup> where staff will further explain the role, application process and how TPAC shapes regional transportation decisions. For all other questions, please contact [alfredo.haro@oregonmetro.gov](mailto:alfredo.haro@oregonmetro.gov).

### Pacific NW Properties Expands Hillsboro Business Park

Beaverton-based company and WEA board member, Pacific NW Properties, has closed on 7.23 acres of industrial land in Hillsboro, marking the next phase of its long-term investment along the Sunset Corridor. The property, located at Northeast Jacobson Street and Northwest Helvetia Road, will become Sunset Highway Business Park III, a multi-building light industrial development designed to support small businesses and local job growth.

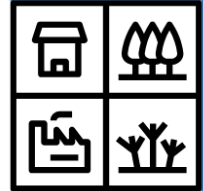


The acquisition follows nearly nine years of negotiation and planning due to the site's challenging conditions. Hillsboro Mayor Beach Pace praised the project, noting it will "help local companies grow and help rising entrepreneurs get started."

Pacific NW Properties previously developed the successful Sunset Highway Business Park I & II nearby in 2009 and continues to expand regionally, including a two-building addition to its I-84 Corporate Center in Troutdale. Principal Evan Bernstein said the company remains "fired up about meeting market demand for well-located, high-quality warehouse and office space" in the growing Sunset Corridor.

Read more about it on the Pacific NW Properties website [here](#).

## Upcoming WEA Policy Committees



# LAND USE & HOUSING COMMITTEE MEETING

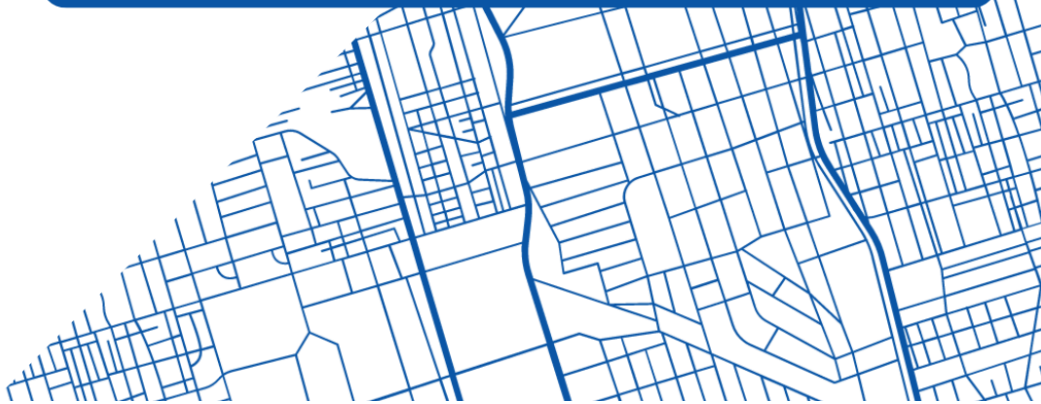
## Update from the City of North Plains

Featuring Bill Reid, City Manager

Thursday, November 6, 2025 | 7:30 - 9:00 am

*In Person attendance encouraged  
3J Consulting and via Zoom*

**WEA Committees are open to  
Members only.**





# GOVERNMENT RELATIONS COMMITTEE MEETING



**Economic Development in 2026, a look ahead.**

**Thursday, November 13, 2025 | 7:30 - 9:00 am**

*This Meeting is scheduled  
to be held Hybrid at TVF&R and via Zoom*

**WEA Committees are open to  
Members only.**



**Ariel Nelson**  
City of Hillsboro



**Andy Smith**  
Proxy



**Rep. Daniel Nguyen**  
House District 38



**Westside Economic Alliance | Contact Us | [www.WestsideAlliance.org](http://www.WestsideAlliance.org)**

Westside Economic Alliance | 10220 SW Nimbus Ave., Suite K-12 | Tigard, OR 97223 US

[Unsubscribe](#) | [Update Profile](#) | [Our Privacy Policy](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!