

Wednesday, October 22, 2025

Coordination is key.



The other day I made a post on LinkedIn that highlighted a few steps I think we can take as a region in the midst of growing economic uncertainty.

The three bulleted points were:

- 🌀 Take seriously our need for aggregated, shovel ready employment lands.
- 🔔 Stop talking about the tax burden and start focusing on smart incentives.
- 💡 Build a coordinated regional strategy that sends the message to

investors and Oregon businesses that we are here to support their success.

I want to spend a minute here on the third point: building a coordinated regional strategy. Let me say this loud, for the folks who haven't heard me say it before: A list of projects, programs or policies is not a strategy.

Come with me for a minute to imagine a path forward.

Imagine we bring together the private and public sectors and develop a framework that might include, among other things, Workforce Development & Talent Acquisition, Economic Diversification and Infrastructure and Transit investments. (We could also include things like: Community Revitalization and Placemaking, Entrepreneurship & Innovation, Growing Key Industries...)

And then imagine we do an analysis of current programs and policies that do work in support of these pillars. In this world, we look for opportunities to uplift the ones that work, consolidate the ones that overlap and let go of the ones that are no longer successful.

From there we could then assess the tools we have to support and advance the identified pillars of our framework. And we do this in a coordinated, regional (or state) approach where key players work together in support of - rather than competition with - one another. Where the private and public sector consider joint investments and lean into regional public-private partnerships.

Imagine an economy that is diverse, sustainable, accessible and nimble. A business climate that allowed our small start-ups to grow into mid- and large-sized companies that stayed here in our region. A region that could be nimble, identifying and seizing opportunities for growth.

None of this needs to live in my - or your - imagination. We live in a beautiful part of the world, with abundant natural resources. We have business and research universities doing cutting edge work. And we have an extraordinary pool of human talent.

The only thing missing is the will, and willingness, to create this economic strategy.

The Westside has long been a leader in bringing practical and pragmatic solutions to the problems that face us. And as we face this moment of economic uncertainty, now is no different.

Want to find out more about how you can get engaged? [Drop me a line.](#)

Elizabeth

WEA State of the Westside - Register Today!

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.

Earlier this year, a study was released that looked at business recruitment and retention across our state. Amongst other troubling statistics, WEA has come back to the following again and again: of the nearly 400 respondents, about one quarter reported being approached by out of state recruiters and of those 68% of them reported having moved or expanded outside of Oregon.

As Oregon – and our region - continues to face economic uncertainty, this data has drawn WEA's focus time and again for the better part of the year. It is undeniable that out of state recruiters are having success attracting Oregon business investment. Given Oregon's heavy reliance on income tax to fund our general fund (read: health and human services and education), WEA believes it is vital that we address the root causes of this problem, NOW.

Register for State of the Westside

Early Registration Ends on Monday, November 3.



2025 STATE OF THE WESTSIDE

November 20, 11:30am - 1:30pm

Hosted at PCC Rock Creek

Presenting
Sponsor



Forum Series
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FEATURING



Damon Runberg
Business Oregon



John Tapogna
EcoNW



Zach Hyder
Hubbell Communication

Register for State of the Westside

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

Engagement Opportunities with Members



PCC Fall 2025 CTE Alignment & Dual Credit Symposiums

Local WEA members are encouraged to join PCC faculty and teachers from across the region for PCC's upcoming symposiums, each focused on connecting industry with career and technical education programs. Lunch is provided. Please RSVP for any session at: [Symposium RSVP Form](#).

Friday, October 24 – *Creating, Experiencing, and Investing in the Future*

Location: PCC Rock Creek Campus | Time: 11:00 a.m. – 1:00 p.m.

Industry Areas: Digital Arts, Fine Arts, Broadcast Journalism, Theater & Tech, Finance, Accounting, Business Management, Marketing

We appreciate your engagement in these important conversations and look forward to your participation.

Washington County Celebrates Completion of Beaverton Recovery Center



Washington County leaders and community partners will celebrate the opening of the **Beaverton Recovery Center (BRC)** on **Friday, Oct. 24, from 10:30 a.m. to noon** at **17911 NW Evergreen Place, Beaverton**. The event will feature a ribbon-cutting ceremony under a heated tent, followed by guided tours of the new facility.

The BRC adds **86 new treatment beds** and expands access to critical addiction services as part of Washington County's new **Center for Addictions Triage and Treatment (CATT)**. Operated by longtime County partner CODA, Inc., the facility will provide residential treatment, withdrawal management, sobering, and transitional programs to support recovery and reduce barriers to care.

Speakers will include Washington County Board Chair Kathryn Harrington, Commissioner Pam Treece, Rep. Suzanne Bonamici, State Sen. Kate Lieber, State Rep. Nathan Sosa, and CODA Executive Director Alison Noice. The event will be emceed by Marni Kuyl, Assistant County Administrator.

The Beaverton Recovery Center (BRC) is one of two locations for the County's new Center for Addictions Triage and Treatment (CATT). For more information about the CATT, click [here](#).

TV Highway Transit Project - Community Advisory Committee Application Announcement



The Tualatin Valley (TV) Highway Transit & Safety Project is moving from broadly defining the route and station locations to exploring more detailed designs such as station footprints and transit priority elements, bike lane and intersection treatments. The project is recruiting a Community Advisory Committee (CAC) to provide insight and feedback as the project is refined through the design process.

The CAC will be comprised of individuals representing a variety of perspectives, including residents, business and property owners, transit riders and organizations that serve people who use TV Highway and the project route.

Applications will be accepted through November 14, 2025. Members will be selected by TriMet, in consultation with jurisdictional partners involved with the project to ensure depth of representation and perspectives.

Learn more about the application [here](#).



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