



Tuesday, June 2, 2026

A Letter from our Board President

Prosperity Council & Progress

At WEA we view the work of Oregon's Prosperity Council as a pivotal opportunity to reset the state's economic trajectory. For years, Oregon's competitiveness has been constrained not by a lack of talent, innovation, or ambition, but by a regulatory environment that has grown increasingly complex, unpredictable, and difficult for employers to navigate. The Council's June report represents a rare moment of alignment across business, workforce, and community leaders, and its impact will hinge on whether it delivers clear, actionable regulatory relief recommendations that the Legislature and state agencies can implement without delay.



From our vantage point, specificity is not a luxury; it is the prerequisite for progress. Broad statements about "streamlining processes" or "improving certainty" are no longer sufficient for companies making multimillion-dollar decisions about where to expand, hire, and invest. Oregon needs concrete proposals that modernize permitting timelines, clarify agency authority, reduce duplicative reviews, and create predictable pathways for industrial land development and clean-tech manufacturing. Without these details, the state risks losing out on federal funding, private capital, and the next generation of high-wage jobs.

Moreover, the Westside, home to some of Oregon's most productive employment centers, depends on regulatory clarity to unlock sites, infrastructure, and workforce investments. Our members consistently report that uncertainty in land use, environmental permitting, and energy interconnection is among the top barriers to growth. The Prosperity Council is uniquely positioned to translate these challenges into targeted reforms that honor Oregon's values while enabling economic opportunity.

For the June report to catalyze real change, it must move beyond diagnosis and into design. Oregon's employers, communities, and workers are ready for solutions. What we need now is a roadmap—specific, measurable, and grounded in the realities of doing business in this state.

The Westside Economic Alliance stands ready to help advance it.

Nina Carlson, President
Westside Economic Alliance Board of Directors

Upcoming Committee Meetings



LAND USE & HOUSING COMMITTEE MEETING

Westside Affordable and Investment Housing Production Status Update

Featuring Nathan Teske from Bienestar and Brad Smith representing Windsor Properties

Thursday, June 4, 2026 | 7:30 - 9:00 am

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

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

WEA is looking forward to our upcoming **Land Use and Housing Committee**, which is scheduled for **7:30am to 9:00am on Thursday, June 4th**, at 3J Consulting. We will be featuring updates from two of our partners in housing production to hear their perspectives on the status of the industry on the Westside and where improvements may need to be made.

First, we will hear from **Nathan Teske**, Executive Director at Bienestar, who will be giving his insight into the production of affordable housing in the region. Then we will hear from **Brad Smith**, representing Windsor Properties, who will be giving an update on the rental/investment housing side of the industry.

We look forward to an engaging meeting!



POLICY COMMITTEE MONTHLY MEETING



The Westside's Tourism Economy and Primary Election Results Recap

Featuring CEO of Explore Tualatin Valley, Dave Parulo, and
Political Analyst, Kari Chisholm

Thursday, June 11, 2026 | 7:30 - 9:00 am

*This Meeting will be held HYBRID
at TVF&R and via Zoom*

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



Dave Parulo
Explore Tualatin Valley



Kari Chisholm
Political Analyst

WEA is also excited for our next **Policy Committee Meeting**, scheduled for **7:30am-9:00am, on Thursday, May 14**, at TVF&R.

At this meeting, we will first hear from the CEO of Explore Tualatin Valley, **Dave Parulo**, about the tourism economy on the Westside and what industry trends have been most impactful for our region. Then, we will receive a recap of Oregon's primary election results from Political Analyst, **Kari Chisholm**, with a deep dive into what we can expect to see in November general election and how it could affect the Westside in particular.

Join us for this important conversation.

For more information about committee schedule, attendance, or to present,
contact Teddy@WestsideAlliance.org

WEA Committees are open to members only. To find out more about becoming a member
contact Danielle@WestsideAlliance.org.

Ways to Engage

**ODOT would like feedback on how they track
progress to improve access to safe, accessible
transportation**



The Oregon Transportation Plan defines Oregon's long-range transportation policy through 2050 for the movement of people and goods across the state. It identifies a vision and actionable direction for all entities delivering transportation services including state agencies, regional and local governments, transit agencies, and more.

One of the Oregon Transportation Plan's goals is to "improve access to safe and affordable transportation for all." We adopted temporary performance measures for this goal when we published the plan in 2023, and this year we're updating them with two new, draft measures to help us track our progress: Traffic safety and access to destinations.

[Click Here](#) to participate in the survey.

The new performance measures are still in draft form. We'd like your feedback before we finalize them later this year. **The survey will close June 26, 2026.**

THANK YOU, ANNUAL PARTNERS.

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DUNN CARNEY	MACERICH-WASHINGTON SQUARE
KAISER PERMANENTE	ROBINSON CONSTRUCTION
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CONSTRUCTION COMPANY	

INTERESTED IN BECOMING AN ANNUAL PARTNER? DANIELLE@WESTSIDEALLIANCE.ORG

Want to know more about how you can support WEA's work?
Reach out to [Dani](#) about Membership and Partnership Opportunities.



[Westside Economic Alliance](#) | [Contact Us](#) | www.WestsideAlliance.org

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