



Wednesday, July 1, 2026

Prosperity Council answers the call.

Here at Westside Economic Alliance, we've been clear that Oregon cannot compete for the next generation of jobs without modernizing our land-use system and preparing truly development-ready industrial sites. Through the Industrial Land Readiness Workgroup, which met from February through September 2025, we documented that Metro's Urban Growth Report significantly overstates usable industrial land. As we wrote, "much of the industrially zoned land is inadequate or undevelopable and does not meet the needs nor the criteria of the market demand." That finding became the foundation for our recommendations to Metro.



Among the recommendations that came out of this workgroup we asked Metro to adopt a grading/tiering system for industrial parcels that would allow us to better understand what kind of land is actually in the inventory.

We've long argued that **providing a gross acreage count of industrial land does not tell the full story**. Rather we need to understand acreage, parcelization, topography, slope, infrastructure access, and so on. This system is essential for distinguishing land that is theoretically zoned industrial from land that is actually development-ready. We also asked Metro to provide real-time market analysis to inform the data regarding urban growth expansions - numbers on a page don't tell us everything we need to know about how to create jobs in our region.

[Click here to see all of our recommendations](#) as presented to Metro.

We are thrilled to see the Prosperity Council's 2026 recommendations echo and expanded these themes at the state level. Their report calls for increasing Oregon's supply of shovel-ready industrial land, aligning Goal 9 forecasting with real market demand, and modernizing permitting, infrastructure planning, and economic development governance. They emphasize that Oregon must adopt "solutions equal in scale" to today's competitiveness challenges—exactly the argument we made a year earlier.

Together, the work from WEA and the Prosperity Council's statewide recommendations forms a coherent, urgent message: **Oregon must shift from a reactive land-use posture to a proactive, market-aligned strategy that delivers development-ready industrial sites**. Without this shift, we will continue losing opportunities to states that prepare sites, streamline processes, and actively support traded-sector growth.

There is work to be done to ensure these recommendations don't become another file collecting dust on a shelf. But, it is invigorating to see read a well-thought analysis of this issue, with a reasonable list of recommendations to remedy it.

As we've said before, WEA is here for it. We stand at the ready to help leverage our member's vast experience and understanding of the economy to help move our region and state forward.

Elizabeth

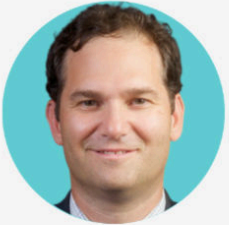
WEA Summer Events

EDUCATION SUMMIT

Beyond the Rankings: Fixing our Education System



Courtney Neron-Misslin
Oregon State Senator



Dan Goldman
Superintendent
Northwest Regional Education
Service District



Travis Reiman
Superintendent
Hillsboro School District



Andy Saultz
Dean
Lewis and Clark Graduate School of
Education & Counseling,

 **27 August, 2026**  **07:30 - 9:30 am**  **PCC Rock Creek Campus**



For information or Sponsorship Contact Danielle@WestsideAlliance.org

Register



Celebrating 40 Years of Moving the Westside Forward.

Bring your friends and teammates to WEA's summer scramble.

 Reserve Vineyard & Golf Club

 Monday, July 27

 12:30 PM Start

 Scramble Format - Pick up at Par

 Putt with Regional Elected
Leaders Lunch, Dinner and
Beverages

 Great Prizes | Hole In One Contest

[Click here to reserve your foursome or become a sponsor.](#)

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Learn more about upcoming events.
Contact Danielle@WestsideAlliance.org.

Special WEA Meeting - ONLINE ONLY



WEA JOINT COMMITTEE TRANSPORTATION & INFRASTRUCTURE AND POLICY COMMITTEE MEETING

ODOT I-5 Rose Quarter Closure Update

Featuring Representatives from ODOT detailing the Rose Quarter project and the closures scheduled for the Southbound I-5 Freeway

Wednesday, July 8, 2026 | 4:00 - 5:00 pm

*Meeting ONLINE Only
via Zoom*

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

For more information on attendance or how to get involved with WEA Committees
Please contact our Policy Committee Coordinator **Teddy Russell**

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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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