

LANE ECONOMIC COMMITTEE

AGENDA

May 13, 2024

(LEC meetings are held on the **2nd Monday** of each month)

11:30 a.m. – 1:00 p.m

<https://us06web.zoom.us/j/83537052729?pwd=iaLtyRBkAKx6jjbrTNFOmgjFYDAFl.1>

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Meeting ID: 835 3705 2729

Passcode: 710151

All individuals are expected to observe respectful behavior and decorum during this public meeting. Please be courteous and respectful.

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| 1. Welcome / Introductions / Changes to the Agenda | 11:30 |
| Presenter: Greg Ervin | |
| 2. Public Comment | 11:35 |
| Presenter: Greg Ervin | |
| 3. Comments from Members, Chair, and Staff | 11:40 |
| Presenter: Greg Ervin | |
| 4. Review Minutes from April 6, 2024 | 11:45 |
| Presenter: Greg Ervin | |
| Action Item: Approve minutes. | |
| 5. Comprehensive Economic Development Strategy (CEDs) Update | 11:50 |
| Presenter(s): Group Exercise - All | |
| CEDs Priorities: All | |

Next Meeting Dates:

- June 10, 2024
- July 8, 2024
- August 12, 2024

Upcoming June Topics:

- Banking Deserts in Lane County
- BankOn Oregon Program
- 2026-2030 CEDs Update

May 13, 2024
Lane Economic Committee (LEC)
Agenda Item Summaries

ITEM 5: Preparation for Comprehensive Economic Development Strategy (CEDS) Update

This item is designed to be an LEC work session where members share their anticipated top three (or close to three) priority projects, issues, needs, opportunities for 2026-2030. Members will receive a worksheet (excel) to work on prior to the meeting or to fill in as a group at our May session. This will help members to be more aware of each other interests and priorities as well as to check in on how well these are covered by the existing [CEDS Priority Areas and Strategies](#) and/or identify different or additional frames that could be added during the update.

Lane Economic Committee (LEC)
Lane Council of Governments (LCOG), Fifth Floor Conference Room
859 Willamette Street -- Eugene (Hybrid meeting via Zoom)

April 8, 2024
11:30 a.m.

MEMBERS PRESENT: Greg Ervin; Chair (City of Cottage Grove / Government), Mike Eyster; (LCC), Mark Bodie; (Business/Finance), Paul Berger; (Business), Cindy Perry; (Business / Labor), Larissa Ennis (University of Oregon), Jacob Thode; (City of Veneta), Nicole Desch; (Collaborative Economic Development Oregon), Chantelle Meyer; (Florence Economic Development), Kari Westlund; (Travel Lane County), Allie Camp; (City of Springfield / Government), Matt Michel; (City of Veneta / Government), Jake Clifton; (Business)

MEMBERS ABSENT: Anne Fifield; Vice Chair (City of Eugene), Jeremy Caudle; (City of Lowell / Government), Ashley Espinoza; (Lane Workforce Partnership)

STAFF: Denise Walters (LCOG staff), Sandra Easdale (LCOG Staff)

GUESTS: Justin Peterson (Oregon Cascades West-COG)

1. Welcome/Introductions / Changes to the Agenda

Chair Ervin called the LEC meeting to order at 11:31 a.m. Introductions were made, and a quorum was established. There were no changes to the agenda.

2. Public Comment

There were no comments from the public.

3. Comments from the Members, Chair, & Staff

Ms. Walters shared information from a recent field trip to Connected Lane County. Ms. Walters added that another trip can be arranged for members that missed the recent trip. She commented on the array of activities for youth collaboration and that Connected Lane County also hosts space for business planning, team building, and the like.

4. Review Minutes from February 12, 2024.

MOTION: Mr. Eyster moved, seconded by Ms. Perry to approve the February 12, 2024 LEC meeting minutes. The motion passed unanimously.

5. Local Workforce Development Board Local Plan

Presenter: Cindy Perry, Director of Workforce Programs

Cindy Perry, Lane Workforce Partnership, introduced this agenda item referencing attachments to the agenda packet and shared her PowerPoint presentation. Ms. Perry reminded the LEC that every four years the state and local workforce board plans must be updated planned to use this meeting to walk through the components of the 54-page plan that will serve as their strategy for 2024 - 2028.

Ms. Perry stated the plan had been adopted by the Lane regional board after a 30-day comment period. Ms. Perry stated no comments were delivered during the public comment period, perhaps because a series

of focus-group meetings also occurred throughout the county, including in Springfield, Florence, Cottage Grove, and Eugene. She added that there was also a joint session with youth hosted by Connected Lane County. The plan will go to the state board in June and final approval by the Governor would be the next step. Ms. Perry stated she does not anticipate any problems with securing approval.

Ms. Perry described major components of the plan:

A. Vision and Leadership

Ms. Perry stated the plan is intended to demonstrate that the goals are aligned with state Workforce Development Board imperatives. Ms. Perry affirmed that the plan has great alignment with the state plan, especially in the area of youth participation goals.

Ms. Perry stated a new area of emphasis will be demonstrating greater collaboration with regional partners. To that end, two subcommittees have been established with the goal being developing a high performing board.

- One for operations and programs aligned with regional partners.
- One for community engagement with in-person and social media outreach activities,

B. Data Analytics

Ms. Perry provided examples of areas where data needs to be updated from the current five-year plan, which operated during COVID, to one that improved the collection of demographic data which could demonstrate whether there was a growing diversity in populations obtaining higher paying jobs and perhaps movement into tech industries. This portion of the plan included a new section on skills and services that can be provided to employers for employee recruitment and retention.

C. Alignment and Improvement of Accessibility Programs

Ms. Perry stated this section described vocational employment for accessibility improvements and new partnerships with Lane Community College, Lane County Health and Human Services, and other accessibility-related program providers.

Ms. Perry added there were new youth services agency partners and expanded on-the-job training opportunities. There was greater alignment with education workforce programs. An example cited was *Construction for a Brighter Future*, a program which included outreach and training initiatives for the unhoused. This section also highlighted multiple new private sector partners, and introduced the *Benefits Navigator Consortia* led by CEDO, intended to better coordinate Lane County benefits. Ms. Perry lauded the work of Nicole Desch in leading this work with CEDO.

D. Workforce Services, Populations and Priorities.

Ms. Perry stated that this section of the plan described business and impacted worker services including seasonal or other layoff assistance programs. An emphasis would be on informing businesses that the program can help employers before layoffs, during layoffs, or perhaps in the prevention of layoffs. In addition, this section described accessibility equipment available to employers and options for obtaining staff assistance. Ms. Perry described hearing impairment assistance equipment as one example.

E. Compliance Documentation

Ms. Perry described areas in which documentation is obtained and maintained to reflect compliance with state and federal funding programs. This is an important element for grant disbursement and included a full description of procurement program operations.

Ms. Perry paused for questions. Hearing none, she moved on to a discussion about strategic goals. She described two primary goals.

1. Increasing Outreach and Program Awareness

Ms. Perry affirmed that increased community engagement and outreach is intended to increase the creation of a more robust Youth Services pipeline. She stated new staff were hired a year ago for this purpose. The plan would increase the number of classroom presentations, increase youth workforce participation from 46% to 55%, and increase the youth age range.

Ms. Perry added that this goal embraced accountability and increased transparency. She affirmed the program would demonstrate that there was no hidden agenda related to the work they are funded to accomplish. Documentation would illustrate how the programs kept pace with technology workforce changes. In this regard, staff planned to align their work with the state's dashboard. Staff will document this work in two annual performance reports that will highlight this new strategic goal. The program website will also increase its transparency about the plan, its measurements, and its results over time.

2. Strategic Alignment and Collaboration Among Partners

Ms. Perry stated that this goal is intended to influence an alignment with new workforce strategies and to reinforce basic essential employability skills training. The plan included additional training for employers. An emphasis on measurement is included and each sector partner will designate a champion with specific contact information. Ms. Perry was excited about the new Benefits Navigator Consortia which has goals to ensure ten active rural participants.

Ms. Perry emphasized that a major objective was to advance diverse public workforce objectives, using the program's equity lens for all training and outreach activities to increase the number of persons of color in higher wage jobs, and increase the percentage of ADA employees in the workforce. At the conclusion of her presentation Ms. Perry asked if any members of the LLC had questions.

Mr. Berger requested clarification about the curriculum for the soft skills training and a youth focus. Ms. Perry replied that particular training is employer focused, but she was attending a workshop with the Springfield Chamber of Commerce and would find out more about youth-oriented workforce training.

Ms. Westlund asked for clarification about the "47% to 50%" ADA accessibility statistic, and the definition used for accessible populations. Ms. Perry replied that staff used census data definitions.

Ms. Walters asked how census data portrays "*people of color in higher paying jobs*" and how it would be measured. Ms. Perry replied that staff would be working with Henry Fields to determine the measurement definition and set a baseline measurement. As an example, Ms. Perry stated there are service areas such as Hospitality which are known to have many persons of color at its lowest tiers. Of interest to the workforce

program is determining the ladders of opportunity to higher paying jobs within service areas. Labor market data is not substantial in this particular area, so her team planned to investigate it.

Chair Ervin thanked Ms. Perry for her presentation.

6. Comprehensive Economic Development Strategy (CEDS) Update

Presenter: Justin Peterson, CED Planner at Oregon Cascades West-COG

Mr. Peterson described the work involved in the 2025 - 2030 strategic plan. Separately, he will share the scope of work with Ms. Walters for circulation to the LEC. Mr. Peterson's team is working on surveying census updates and utilizing a SWOT analysis related to how to implement the CEDS. The work included documentation of the achievements in Lane County as well as related accomplishments in Linn, Lincoln and Benton counties.

Mr. Peterson spoke about a large meeting being planned in the fall with the assistance of the Lane Council of Governments (LCOG), to highlight the projects of the last five years and to forecast projects for the next five years. More detailed updates to be discussed in June or July.

Mr. Peterson paused for questions.

Ms. Camp asked how the CEDS 2025-2030 planning process provided opportunities for the LEC to be involved so priorities could be coordinated.

Ms. Walters replied that there are representatives on both the CEDS and the LEC Boards that overlap in representation, so there would be ample opportunity to capture priorities of both groups.

Mr. Michel asked how documents can be included to support the funding programs of the federal EDA as he wanted to ensure that it is clear that the CEDS programs met federal requirements.

Ms. Easdale affirmed that documentation/summaries are included.

Ms. Walters added that there would be time on a future LEC agenda for each member to discuss their top three priorities of their represented area. Staff would align this information with the CEDS planning process, stating this was also an important element in funding applications.

Chair Ervin thanked Mr. Peterson for his presentation. He asked Ms. Walters about the application submitted by the City of Cottage Grove related to ice storm recovery. Ms. Walters stated that the Cottage Grove application was a separate grant opportunity than the one currently being discussed, which was related to developing a disaster recovery support network.

7. Adjournment

Chair Ervin said the next LEC meeting would take place on May 13, 2024 (a correction to the date listed in the agenda packet). He adjourned the meeting at 12:23 p.m.

(Minutes recorded by Pam Berrian)



Priority Area 1: Regional Collaboration & Partnerships

Description: A regional economic development strategy is most effective when it considers and incorporates the interests and strengths of all jurisdictions in the region. By leveraging the strengths and capabilities of each county towards a wider economic strategy, the region can become more prosperous, resilient, and cohesive.

CWEDD's Role: As a regional coordinating body, the District is well positioned to facilitate collaboration. **Over the next five years,** the District will foster cross-regional relationships and seek to align efforts around regionally significant projects.

Approaches <i>What will guide regional economic development?</i>	Implementation Ideas <i>How can the strategies be implemented?</i>
Build relationships and collaboration through project-based regional initiatives.	Convene economic development practitioners from across the region quarterly or semi-annually to brainstorm, revise, and prioritize a list of regionally significant projects.
Integrate the priorities captured in the CEDS into existing local- and regional-scale initiatives.	<p>Economic development practitioners who are familiar with the CEDS should engage economic development practitioners who are new to the region or the CEDS in a CEDS overview/onboarding process.</p> <p>City and County economic development staff should deliver an annual CEDS overview and update to elected officials.</p>
Increase CWEDD's staff capacity so CWEDD can provide more support to regional initiatives.	<p>Seek funding to add at least 1 Full Time Equivalent (FTE) staff support position to CWEDD.</p> <p>Create a regional economic development organization chart that clearly identifies the linkages and roles of all economic development agencies in the CWEDD region (house on CWEDD website).</p>
Increase representation of currently underrepresented business, workforce, and education interests on the CWEDD Board and CEDS project working groups by including more perspectives from Tribes, Latino/a/x communities, Black communities, immigrant communities, rural communities, and low-income communities.	Review CWEDD Board representation and recruit new members that can speak to the perspectives of underrepresented groups, including but not limited to: Tribes, Latino/a/x communities, Black communities, immigrant communities, rural communities, and low-income communities.



Priority Area 1: Regional Collaboration & Partnerships, cont.

Approaches, cont.

What will guide regional economic development?

Invest in continuity of operations planning for all economic development support providers so these entities can continue providing response and recovery assistance post-shock.

Foster a coordinated approach to economic resilience and recovery planning efforts across the region.

Implementation Ideas, cont.

How can the strategies be implemented?

Work with emergency managers to create inventories of local businesses capable of providing services, material, equipment, and workforce in the event of a disaster. Then develop pre-approved contracting with these businesses to allow for immediate access post-shock.

Ensure representation for business interests emergency preparation, mitigation, response, and recovery planning processes by requesting space on planning committees for economic development practitioners and business representatives.

Form economic recovery teams that include business representatives and convene regularly to create regional economic recovery plans.

Develop local recovery ordinance model language that jurisdictions can adopt.



Priority Area 1: Regional Collaboration & Partnerships, cont.

Indicators

Collaboration: Presence of cross- and multi-jurisdictional economic development projects

Equity & Inclusion: Representativeness of CWEDD Board & Working Groups

Resilience: Incorporation of resilience considerations into regional and local economic development strategies

Key Partners

- ❖ Economic development staff across the region
- ❖ CWEDD Board
- ❖ Business Oregon
- ❖ Regional Solutions
- ❖ University of Oregon EDA University Center

Key Considerations

Equity & Inclusion

How will these strategies build a more equitable and inclusive region?

Representation – by including and involving a more representative set of perspectives from the communities served by CWEDD in CWEDD committees and initiatives, economic development projects have a better chance of meeting the needs of everyone in our region, not just those who traditionally held the most power and influence over decision-making and resource allocation.

Resilience

How will these strategies build regional resilience?

Internal Coordination – economic development efforts in the CWEDD region have not been well coordinated in the past, leading to missed opportunities for collective impact. When we begin to align our efforts, collaborating around resources rather than competing over them, we can spread the benefits of economic development more broadly, building a region that is less vulnerable to economic downturns.

External Communication – lack of internal coordination leads to confusing, ineffective communication to businesses and workers. Increasing collaboration among economic development supporters will foster a more unified, streamlined message to the business community and our workforce, aiding our ability to respond quickly and effectively to economic crises.



Priority Area 2: Sector Diversification Through Business Development

Description: Our region’s businesses are the beating heart of our economy. In order to thrive, the region must support and retain existing businesses while also cultivating new businesses that will help diversify our economy and generate job growth. With macro-level economic changes – from globalization to shifting market structures – the regional economy will require a continued influx of fresh energy from new and existing businesses.

CWEDD’s Role: The District has an opportunity to offer resources and coordination that will support local-level business retention and expansion efforts and entrepreneurial ecosystems builders. **Over the next five years**, the District will provide research capacity, serve as an information hub, and facilitate important connections between business support providers.

Approaches <i>What will guide regional economic development?</i>	Implementation Ideas <i>How can the strategies be implemented?</i>
<p>Provide support to entrepreneurship and business retention and expansion efforts by serving as a clearing house for regional data and resources.</p>	<p>Create and promote a database of incubators, accelerators, capital sources, and business support services available in the region.</p> <p>Assist with identifying and pursuing funding that would increase capacity of business incubators and accelerators.</p> <p>Develop a business registration or tracking system that will allow the collection of more and better data about businesses’ needs.</p> <p>Establish a network of local and regional staff who can help businesses navigate through permitting and other processes.</p> <p>Develop and publicize educational opportunities about the advantages of international trade for regional businesses that are interested in expanding into new markets.</p>
<p>Facilitate connections between business development centers and business incubators and accelerators to create an obvious bridge of support between the start-up and growth phases of new businesses.</p> <p>Facilitate connections between educational institutions (both K-12 and higher education) and business incubators and accelerators to foster a culture of entrepreneurship.</p>	<p>Facilitate annual meetings with representatives from business development centers and incubators/accelerators to discuss the process referrals between support providers.</p> <p>Facilitate annual meetings with representatives from educational institutions to build connections between regional needs and academic course offerings.</p> <p>Organize a forum on regional innovation networking.</p>



Priority Area 2: Sector Diversification Through Business Development, cont.

Approaches, cont.

What will guide regional economic development?

Work to ensure that the demographics of business owners and entrepreneurs are representative of the race and gender distributions in the region.

Provide start-ups and existing businesses with resources and incentives to develop, test, and implement continuity of operations plans.

Develop emergency recovery revolving loan funds and other creative financing options before shocks so that businesses can immediately access financial assistance post-shock.

Implementation Ideas, cont.

How can the strategies be implemented?

Assess the demographic distribution of business owners and entrepreneurs who are accessing services and develop or support programs specifically targeted to demographic groups that are underrepresented. Intentionally seek out grassroots efforts that may already be occurring to support these businesses and offer to collaborate.

Work with Small Business Development Centers (SBDCs), incubators, and accelerators to develop low-effort business continuity of operations planning resources.

Discuss potential shocks, threats, disasters and risk reduction strategies at local chamber or business association “Lunch and Learn” events to encourage businesses to create continuity of operations plans.

Incentivize investments in business resilience for businesses that have business continuity plans (e.g. reduce business license fees; 1% reduction in property taxes (or other tax) for businesses that have an employee preparedness training program; expedite plan review for hazard retrofit/mitigation projects).

Utilize external funding (such as the FEMA Hazard Mitigation Grant Program and Community Development Block Grants) to leverage local funds for business-related mitigation activities.



Priority Area 2: Sector Diversification Through Business Development

Indicators

Collaboration: Presence of referrals between business support providers

Equity & Inclusion: Representativeness of business owner demographics

Resilience: Presence of continuity of operations plans

Key Partners

- ❖ Economic development staff
- ❖ Small Business Development Centers
- ❖ Oregon RAIN
- ❖ Chambers and other business associations

Key Considerations

Regional Collaboration

How will a regional approach to these strategies support economic prosperity?

Coordinated industry cluster development requires teamwork. Businesses within a cluster have supply chains and relationships that cross jurisdictional boundaries. Business development support is therefore most effective when it acknowledges the interconnected nature of industry clusters. Economic developers must work together across jurisdictional lines to support a regional business environment that supports the growth and expansion of key industries.

Equity & Inclusion

How will these strategies build a more equitable and inclusive region?

Access for existing businesses – barriers to entry and promotion in business have been higher for some demographic groups than others, resulting in business ownership and leadership that is not representative of the general population.⁹ Programs and policies targeted at supporting groups that are underrepresented in business ownership and leadership will help bring representation back into balance.

Access for entrepreneurs – start-ups require significant upfront resources and are more likely to gain traction if the entrepreneurs can leverage relevant social and investor networks. Some demographic groups and entrepreneurs in rural areas may have more limited access to resources and networks. When economic developers work specifically to assist underrepresented groups, they create a more representative pipeline of new business owners.

Resilience

How will these strategies build regional resilience?

Diversification of industries – encouraging business growth, particularly growth into new sectors, will help the region weather shocks by ensuring the region does not have “all of its eggs in one basket.”

Pre-disaster planning for response & continuity – encouraging and supporting the development of continuity of operations plans for businesses will better prepare businesses to withstand shocks.

Internal Coordination –facilitating connections between incubators, accelerators, and traditional business development support providers will lead to a better alignment of resources.

⁹ In 2018, 11% of Oregon’s small businesses (businesses with fewer than 500 employees, which make up 99.4% of all Oregon businesses) were minority-owned, according to the [2018 Small Business Profile](#) from the US Small Business Administration. In 2019, 25% of Oregon’s population was not white alone and not Hispanic or Latino (American Community Survey, 2019: ACS 1-Year Estimates Data, Table DP05).



Priority Area 3: Infrastructure Resilience

Description: Large infrastructure projects, particularly those of regional significance, often exceed the capacity and technical expertise of local municipalities. Further, they often involve multiple partners, public-private partnerships, complex regulatory systems, and strategic stakeholder engagement. In order to effectively achieve needed infrastructure improvements in the region, technical support will be required.

CWEDD's Role: The District is uniquely positioned to support regional infrastructure projects. **Over the next five years**, the District will provide technical assistance and connect specific projects with other resources (e.g. Regional Solutions Teams, University-based programs, state and federal agency partners, etc.).

Approaches <i>What will guide regional economic development?</i>	Implementation Ideas <i>How can the strategies be implemented?</i>
Identify and prioritize projects of regional importance that will (1) improve quality of place for residents and (2) increase diversity and redundancy in the region's infrastructure (particularly critical infrastructure related to transportation, energy, communications, and fuel).	Survey regional partners annually to develop a project list and convene a conversation about how to ensure these projects support resilience and are coordinated across the region. Work with property owners and businesses located within hazard zones to develop strategies to harden, elevate, re-locate or otherwise mitigate / prevent damage from natural hazards. Encourage local practitioners to support the update of the economic development sections of comprehensive plans by encouraging resilience considerations for employment land.
Coordinate regional efforts to expand broadband availability in areas with the least access.	Increase collaboration around broadband development by convening regional economic development practitioners to discuss efforts and share resources.
Incorporate equity assessments during infrastructure planning to ensure the benefits and potential negative impacts of development are equitably distributed across the population.	Develop an equity checklist to apply during project planning; the checklist can help identify project shortcomings and encourage modifications that will lead to a more equitable distribution of impacts.
Promote available services and funding sources that can be accessed via CWEDD to support infrastructure development.	Create a section on the CWEDD Website to list current funding opportunities for local jurisdictions that includes grant deadlines, eligibility information, and connections to current and planned projects.
Increase the capacity and resources available to support grant writing and technical project development for infrastructure projects.	Create a section on the CWEDD Website to serve as a library of past funding applications that be used as a resource for developing successful new funding applications. Increase staff time at COGs dedicated to helping with preparing funding applications and providing technical assistance on infrastructure project development.





Priority Area 3: Infrastructure Resilience, cont.

Indicators

Collaboration: Presence of cross- or multi-jurisdictional infrastructure projects

Equity & Inclusion: Presence of projects explicitly considering equity

Resilience: Presence of projects explicitly considering resilience and redundancy

Key Partners

- ❖ Economic development staff
- ❖ Business Oregon Infrastructure Finance Authority
- ❖ Local & county emergency managers

Key Considerations

Regional Collaboration

How will a regional approach to these strategies support economic prosperity?

Although many infrastructure projects occur at a local scale, it is always important to consider regional connections, particularly when planning for diversity and redundancy. By keeping a finger on the pulse of many local projects, economic development practitioners can encourage regional considerations during conversations about infrastructure development.

Equity & Inclusion

How will these strategies build a more equitable and inclusive region?

Access – research shows that lower-income communities and communities of color are disproportionately impacted by the negative externalities of infrastructure development (like pollution from industrial development and displacement by highway construction), while these same communities don’t always see the full benefits of projects.¹⁰ Considering equity during the planning process for infrastructure projects can help mitigate these trends. It is also important to remember that equitable benefit is different than equal benefit – to address past discrimination and lack of access, some projects will require more investment in some communities compared to others.

Resilience

How will these strategies build regional resilience?

Infrastructure redundancy and resiliency – focusing on projects that create redundant infrastructure (back-up systems that will take over if the primary system fails) and resilient infrastructure (systems that can withstand disruption for either natural or human-created incidents) will put CWEDD in a strong position to bounce back quickly from disruption.

Equitable access – developing broadband and other critical infrastructure in underserved communities will uplift areas that have suffered economically because they lacked access to high-quality essential services.

Internal Coordination –working collectively across the region to identify important projects will ensure a more coordinated and collaborative approach to seeking funding.

¹⁰ Glover Blackwell, Angela and Anita Cozart. “How Smart, Targeted Infrastructure Investment Can Pave the Way for an Equitable Nation.” Urban Institute, 1/23/18. <https://www.urban.org/infrastructure/how-smart-targeted-infrastructure-investment-can-pave-way-equitable-nation>



Priority Area 4: Workforce Support

Description: Many businesses in the region report that they are struggling to find qualified employees for a range of skilled, semi-skilled, and unskilled positions, in part because of training, and in part because of livability factors like lack of affordable housing options. There is also an ongoing need to support existing workforce training efforts and to coordinate and align the efforts of the various Workforce Investment Boards (WIBs) in the region.

CWEDD’s Role: Over the next five years, the District will help link education, training, apprenticeships, and career planning to the employment needs of existing and emerging business sectors. The District will also advocate for policies that will help enhance workers’ quality of life.

Approaches <i>What will guide regional economic development?</i>	Implementation Ideas <i>How can the strategies be implemented?</i>
Support deliberate coordination between businesses, Workforce Investment Boards (WIBs), and educational institutions to help identify and provide for current employer needs.	Facilitate annual meetings between representatives from educational institutions, WIBs, and key business sectors to (1) identify current and predicted workforce skill needs and (2) consider curriculum changes that will support the development of these skills. Partner with local workforce development programs, including WIBs, to increase participation of local businesses in apprenticeships, internships and On-The-Job-Training programs, in order to build pathways to employment for persons entering the workforce.
Attract and retain younger talent by promoting the region’s livability and access to exceptional nature and outdoor recreation opportunities.	Work with Destination Marketing Organizations to prepare marketing material specifically geared towards attracting new workers to the area and demonstrating the region’s benefits to recent graduates.
Investigate and support policies and projects that will increase the availability of affordable housing, affordable transportation options, the quality and accessibility of recreation, access to broadband, access to healthcare, and other factors that enhance quality of life.	Encourage practitioners to participate in discussions at the local and county levels related to affordable housing, transportation, recreation, and healthcare access – ask to have representation for economic development practitioners and business representatives on committees and working groups. Work with statewide economic development groups like the Oregon Economic Development Association (OEDA) and Oregon’s Economic Development Districts (OEDD) to have a state and national lobbying presence advocating for policies that will increase the availability of and access to affordable housing, transportation, recreation, health care, and broadband.



Priority Area 4: Workforce Support, cont.

Indicators

Collaboration: Level of coordination between EDOs and WIBs

Equity & Inclusion: Percentage of cost-burdened households

Resilience: Level of coordination between education/worker-training programs and businesses

Key Partners

- ❖ Economic development staff
- ❖ Workforce Investment Boards
- ❖ K-12 & higher education representatives
- ❖ Local & county planning staff

Key Considerations

Regional Collaboration

How will a regional approach to these strategies support economic prosperity?

Workforce Investment Boards (WIBs) are critical economic development partners. The CWEDD region overlaps with three different WIBs, making regional coordination particularly important. CWEDD can play a role in aligning the efforts of our region's WIBs with the needs of our businesses and the capacity of our educational institutions.

Equity & Inclusion

How will these strategies build a more equitable and inclusive region?

Access – many residents in the CWEDD region struggle to stay afloat amid high living costs. With economic inequality on the rise,¹¹ CWEDD must support efforts to ensure residents have options for earning a living wage and affordable access to housing, transportation, recreation, broadband, and health care. Making headway on these issues will play a key role in reducing economic inequality.

Resilience

How will these strategies build regional resilience?

Workforce flexibility – pushing for more strategic connections between our workforce development sector and our educational institutions will help better align the skills of our workers with the needs of our businesses. By better aligning efforts, we give our workforce an appropriate and transferrable skill that will allow the region to pivot quickly into new sectors as our economy adapts to new technology and consumer demands.

Equitable access – supporting policies that ensure basic needs are met (like access to affordable housing and high-speed internet) removes stressors from the lives of our workers, allowing them to focus their energy on contributing to our region's businesses.

Internal Coordination – in part because of the mis-aligned geographies of WIBs and EDDs, our region has sometimes struggled to coordinate efforts related to workforce development. By intentionally focusing on building stronger coordination between WIBs and other economic development practitioners, we can create a more coherent system of support for our region's workforce.

¹¹ Hauser, Daniel and Juan Carlos Ordóñez. "Income Inequality in Oregon Notched New Record Prior to COVID-19 Crisis." Oregon Center for Public Policy, 10/1/20. <https://www.ocpp.org/2020/10/01/income-inequality-oregon-new-record/>



Priority Area 5: Rural Vitality

Description: Rural communities have unique economic strengths and challenges. While training and educational opportunities exist in the region, distance and other challenges can prevent rural communities from accessing those services. Lack of basic services can make rural areas less attractive to prospective residents and employers. Therefore, ensuring equitable access to basic services for residents and businesses in rural areas is a critical strategic opportunity.

CWEDD's Role: As a regional body that can work with Counties and other districts that cover unincorporated areas and smaller towns, the District plays an important role in directing resources towards rural areas. **Over the next five years**, the District will advocate for high-quality service provision to rural areas and support projects that enhance economic opportunity and resilience in rural communities.

Approaches <i>What will guide regional economic development?</i>	Implementation Ideas <i>How can the strategies be implemented?</i>
Prioritize strategies that support the growth of tourism and value-added natural resource industries (including ecotourism, marine-related activities, sustainable farming, and local food and beverage production) to enhance economic opportunities in rural areas.	Work with local Main Street programs to identify and secure funding for downtown revitalization projects. Work with Destination Marketing Organizations and the Willamette Valley Visitors Association to develop and market local value-added products. Develop/sustain business retention and expansion programs in rural communities with a particular emphasis on succession planning for businesses at risk of closing.
Support efforts to provide high-quality K-12 education in rural areas.	Meet regularly with K-12 school administrators and Education Service District representatives to understand students' needs and lend support to projects aimed at meeting these needs.
Support efforts to increase health care and telehealth care access in rural areas.	Meet regularly with health care providers and public health officials to understand rural patients' needs and lend support to projects aimed at meeting these needs.
Emphasize infrastructure self-sufficiency in rural areas to ensure communities can sustain themselves in the event a disaster cuts off access to transportation systems and urban centers.	Develop a self-sufficiency checklist to apply during project planning; the checklist can help identify project shortcomings and encourage modifications that will ensure rural areas can sustain themselves without outside help.



Priority Area 5: Rural Vitality, cont.

Indicators

Collaboration: Presence of multi-jurisdictional projects in rural areas

Equity & Inclusion: Access to health and education services

Resilience: Presence of rural infrastructure projects explicitly considering self-sufficiency

Key Partners

- ❖ Economic development staff
- ❖ Regional tourism staff
- ❖ Rural school districts and education service districts
- ❖ Health care providers
- ❖ Local & county emergency managers

Key Considerations

Regional Collaboration

How will a regional approach to these strategies support economic prosperity?

Our region’s rural areas must work together to increase access to basic services and cultivate promising new economic sectors. While each community has unique needs and identities, far more unites our rural areas than divides them. County and other regional economic development practitioners should facilitate collaboration and sharing among rural communities. This will help coalesce multiple communities behind funding proposals and projects, increasing the likelihood of their success.

Equity & Inclusion

How will these strategies build a more equitable and inclusive region?

Access – many public services are concentrated in urban areas, making them difficult to access for residents of rural areas who do not have reliable transportation or high-speed internet connections. By highlighting the needs of rural residents and advocating for systems of service provision that are accessible in rural areas, economic developers can bring attention and resources to an underserved population.

Resilience

How will these strategies build regional resilience?

Diversification of industries/economic sectors – Oregon’s rural economies have experienced significant decline in part because they lacked economic diversity. Encouraging the diversification of the industries that support our rural areas will increase rural areas’ ability to withstand and bounce back from future economic shocks.

Infrastructure redundancy and resiliency – building out self-sufficient infrastructure in rural places will decrease dependency on far-away support systems. Since many disasters may cut off access to these support systems, self-sufficient and back-up infrastructure will be critical to survival.

Internal Coordination –coalescing rural communities around specific funding proposals will increase competitiveness since many funders prioritize collaborative efforts. While a single community on its own may have trouble competing with the comparatively vast resources available in urban areas, pooling rural communities’ resources and voices will increase their likelihood of gaining attention and traction.

LANE ECONOMIC COMMITTEE - 2024

MEMBER	Phone	Email	EMPLOYER	REPRESENTING	Term Began	Term Ends	Alternate	Phone	Email
TBD				TBD-pursuing Education (K-12) representative					
Jake Clifton	541-912-6371	jake.clifton@gmail.com		Business	2019	12/24			
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* These positions are appointed by their respective elected bodies.

** This position is selected by the LCOG Board as the unspecified jurisdiction per Article III, Section 2 of the Bylaws.

Changes are indicated in Bold

Last updated: 4/1/2024