



# CASCADES WEST ECONOMIC DEVELOPMENT DISTRICT

## Semi-Annual Report

April 1 through September 30, 2011

EDA Award No. 07-83-06380-02

### Key Reporting Period Accomplishments

Some of the more significant accomplishments during the planning period include:

- ◆ Started construction on the Coburg Wastewater Facility
- ◆ Hosted Industrial Site Readiness Workshop for OCWCOG area site owners and communities
- ◆ Selected twenty industrial sites for inclusion in a wetlands Regional General Permit proposal and for submittal into the State's Site Certification Program
- ◆ Incorporated two nonprofits to expand the region's economic development toolkit

These and other District activities are described on the following pages under:

- Collaborative Efforts and Coordination Activities
- Business Lending Support and Activity
- Public Works and Community Facilities Development Assistance
- Transportation Planning, Coordination, and Advocacy
- Other Community and Economic Development Activities

### District Context

The Cascades West Economic Development District (CWEDD) is designated by the U.S. Department of Commerce Economic Development Administration (EDA) as the regional economic development planning organization for the area of Benton, Lincoln, Linn, and Lane Counties in Oregon. CWEDD was established in 1977 by the Oregon Cascades West Council of Governments (OCWCOG) for its service area of Benton, Lincoln, and Linn Counties. In 1983, OCWCOG agreed to expand the District to include Lane County. CWEDD is managed by OCWCOG, with services provided in Lane County through intergovernmental agreement with the Lane Council of Governments (LCOG).

CWEDD receives an annual planning grant from the EDA that, along with multiple other funding sources, works to achieve a broad community and economic development program. Over time, the availability of these EDA planning grant funds has allowed the region to address multiple economic development barriers and to

develop several priority initiatives, including the region's business lending and transportation programs.

## Strategic Base

The CWEDD 2010-2015 Comprehensive Economic Development Strategy (CEDS) provides a framework for the District's efforts. Approved by the CWEDD Board in October 2010, the CEDS includes:

- ◆ Detailed information about the region's economy, community resources, natural systems and natural resources, and people
- ◆ Regional vision and goals
- ◆ Analysis of opportunities and challenges to reaching the vision and goals
- ◆ Identification of key partners
- ◆ Assessment of strategic efforts that could to be undertaken in coordination with key partners to address barriers and take advantage of opportunities
- ◆ Identification of priority initiatives for implementation through the District's two economic committees and related partnering efforts

The full CWEDD Comprehensive Economic Development Strategy is posted at:

- ◆ [www.lcog.org/documents/ecodevo/CEDSFinal2010-15.pdf](http://www.lcog.org/documents/ecodevo/CEDSFinal2010-15.pdf)
- ◆ [www.ocwcog.org](http://www.ocwcog.org) – go through the Community and Economic Development Department to the page for Economic Development



## **Collaborative Efforts & Coordination Activities**

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District staff provide support to multiple groups that are working to improve the community and economic well being of the region. Coordination and collaboration work requires District staff to play various roles in the economic and community development arena (convener, facilitator, traditional support staff role, key partner) - often simultaneously. Equally challenging is the broad spectrum of expertise required, as evidenced by the variety of efforts described below. Efforts specific to business lending, public works and facilities development, transportation planning and advocacy, as well as a potpourri of other economic development activities are highlighted in subsequent sections.

### **Lane Economic Committee (LEC) Work Plan**

Staff support to the LEC is provided by LCOG. During this reporting period, LCOG worked with the LEC on the following initiatives:

- Improved and increased communication with the LCOG Board by adding more elected officials to LEC membership
- Coordinated efforts with other local, regional, State, and federal economic development organizations in order to maximize efficient delivery of service
- Promoted and helped implement economic development strategies identified in the 2009/10 Eugene Prosperity Summit
- Working with rural communities to build fiber communication links
- Supported and increased various government loan programs for small businesses, including those of the U.S. Small Business Administration
- Providing a forum for exchange of information regarding economic development opportunities and programs
- Assisting local communities, particularly rural communities, to define and coordinate their economic development strategies

### **OCWCOG Community and Economic Development (CED) Committee Action Plan**

Based on the CED Committee's Action Plan, OCWCOG pursued multiple economic development initiatives during this reporting period in partnership with the local economic development network:

- ◆ Continued pilot effort to streamline wetlands permitting for industrial development
- ◆ Entered twenty industrial sites in the State's Site Certification Program
- ◆ Incorporated Cascades West Regional Consortium as a nonprofit seeking solutions to wetlands mitigation credit needs for industrial development
- ◆ Incorporated Cascades West Community Development Corporation as a nonprofit that initially will focus on seeking business lending resources to fill the non-public match requirements of government loan pools and programs
- ◆ Guided research on utilizing separate non-profit corporations to achieve regional economic development program needs
- ◆ Entrepreneurial development efforts included –
  - Support to the privately-driven Willamette Innovators Network
  - Assistance during the venture capital-focused Willamette Angel Conference
  - Lead organizer for the Willamette Food Processors Consortium
  - Support to Oregon InC on their i6 Challenge-funded project
  - Assistance to LBCC SBDC in identifying funds for a micro-business program
  - Assistance to the Lincoln County Economic Development Alliance in launching its EDA-funded marine-related industry initiative
- ◆ Continued to seek funding for wharf replacement at the Port of Newport
- ◆ Continued advocacy for improvements to the region's transportation system via the Cascades West Area Commission on Transportation

## Cluster Industry Efforts

**Marine Cluster:** OCWCOG assisted the nonprofit Lincoln County Economic Development Alliance and Oregon Coast Community College in framing the work plan and obtaining funding for a significant business development effort focused on marine-related businesses. While this focus was prompted by the location of NOAA's Marine Operations Center – Pacific in Newport during the reporting period, it will also build on the vast marine research expertise already present in Lincoln County.

A \$75,000 EDA technical assistance grant and a USDA Rural Business Enterprise Grant, both awarded during this reporting period, will be matched with local resources to implement an aggressive work plan which includes: outreach to businesses, business counseling and development support, identification of business training needs, and specialized support to businesses interested in contracting with the government.

**Energy Cluster:** Although depressed by the continued economic downturn, the region's energy-related manufacturing continues to grow. Employment in the production of solar panels continued to increase. Most of the local utilities continued to move forward with smart grid developments. LCOG expanded its activities in this cluster to include working with the utilities to seek opportunities for information sharing and workforce development. OCWCOG staff serves on the Green Jobs Task Force for the Linn-Benton-Lincoln area which is currently monitoring the implementation of an energy conservation training program.

**Food Processing Cluster:** OCWCOG continues to implement a project to encourage the establishment and growth of food processing in the Linn-Benton area. Made possible by a \$99,000 USDA Rural Business Enterprise Grant, the Willamette Food Processors Consortium includes:

- ◆ OCWCOG providing organizational coordination, grant management, and support to all partners
- ◆ Linn-Benton Community College's Small Business Development Center, providing business counseling and access to customized training, including coordination of an intensive three-part Food Biz Boot Camp and additional foods-related workshops
- ◆ The Business Enterprise Center, evaluating development of a foods-related business incubator in Linn County and outlining a preliminary business plan
- ◆ Albany-Millersburg Economic Development Corporation, accessing the expertise of large foods processors and OSU to support the needs of small processors

## Coordination and Collaboration

**Association of Oregon Economic Development Districts (OEDD):** District staff continued to participate in a collaborative effort to refine the position of the EDA-designated Economic Development Districts within Oregon's economic development system, increase their visibility, and strengthen their ties with State and federal agencies. OCWCOG staff serves as the OEDD's liaison on the EDA i6 Challenge-funded Oregon InC Steering Committee.

**Local Government Managers Meetings:** LCOG facilitates bi-monthly meetings and OCWCOG facilitates monthly meetings of city and county managers to share information on topics of joint interest.

**Industrial Lands/Wetlands Mitigation Project:** The uncertainty of the length of time required to move through wetlands analysis and the uncertainty of permit outcomes have been established as the primary impediments to build-to-suit industrial development. Addressing this barrier has been identified as a top economic development priority of the State of Oregon. OCWCOG leads this multi-year, multi-phase pilot effort in cooperation with the State of Oregon (Governor's Office, Department of Land Conservation and Development, Department of State Lands, Employment Department, Business Development Department); Pacific Power; and the Cities of Adair Village, Albany, Corvallis, Lebanon, Millersburg, and Tangent.

Accomplishments during the six-month reporting period include:

- ◆ **Cascades West Regional Consortium (CWRC)** was incorporated. Representatives of the six partner cities will serve as the CWRC Board of Directors. CWRC's mission is "to address economic development barriers related to wetlands on industrially-zoned land while concurrently working for environmental and social good." CWRC's initial focus will be providing wetlands mitigation options for industrial development occurring prime industrially-zoned lands.
- ◆ **\$250,000 State of Oregon Strategic Reserve Fund grant** was finalized, scope of work will:

- Move twenty prime industrial sites into the State's lands readiness program to the Decision Ready level
- Retain consulting services for assessment of twenty sites and support the development of a wetlands Regional General Permit proposal
- ♦ **Industrial Site Readiness Workshop** was hosted in May by OCWCOG in partnership with the Oregon Business Development Department. Over fifty industrial property owners and city representatives attended the event to learn about the State's industrial recruitment activity, how to move sites into the State's Site Certification Program, and how to include their property in the OCWCOG-led effort to put twenty sites into a wetlands Regional General Permit proposal.
- ♦ **Twenty sites were selected** for inclusion in the Regional General Permit and Decision Ready work following extensive outreach to industrial land owners
- ♦ Site maps and aerials were prepared and packaged with owner consent forms for each site and submitted to the State to begin the Decision Ready process
- ♦ **Orientation tour of industrial sites** for Federal and State leads was coordinated by OCWCOG and the Oregon Department of State Lands (DSL)
- ♦ **Detailed scope of work** for the new approach to streamlined permitting, including detailed requirements for site assessments and permit proposal preparation, was developed under guidance provided by Oregon DSL staff

**Wetlands Assessment:** Working in conjunction with the Oregon Department of Land Conservation and Development, LCOG initiated a project to conduct a wetlands assessment for nine cities in the region. The assessment identified and categorized wetlands within the jurisdictions, and developed detailed mapping of wetlands areas. LCOG has completed the identification and classification of wetlands, and is working with individual jurisdictions on project close out. Several cities have adopted code changes to accommodate wetlands restrictions into the planning process. LCOG continues to work with some of the cities on the next steps in the process.

**Sustainable Communities:** This new federal effort is intended to support efforts that create or build upon regional plans that integrate housing and all aspects of land use, transportation and other infrastructure, and environmental issues, including climate change. Funding is provided through the U.S. Department of Housing and Urban Development.

LCOG has initiated a sustainable communities program in central Lane County. The purpose of the project is to help the stakeholders work together in planning and implementing decisions regarding housing, transportation, and economic development. The stakeholders include the Cities of Eugene and Springfield, Lane County, St. Vincent de Paul, the University of Oregon, Housing and Community Services Agency of Lane County, Lane Transit District, Oregon Department of Transportation, and the Eugene-Springfield Metropolitan Planning Organization. The outcome of this two year process will be more collaborative decision making that seeks to cross jurisdictional and categorical boundaries to promote sustainable development.

OCWCOG convened member jurisdictions for a series of discussions to identify multi-jurisdictional planning efforts that might be fundable through the Sustainable

Communities Planning Grant Program. As a result of these discussions, OCWCOG submitted a pre-application seeking funding to address the imbalance of housing and jobs as well as the unequal access to transportation options and essential services in the greater Corvallis-Albany-Lebanon area. Subsequent discussions to detail a regional collaboration are planned.



## Business Lending Support & Activity

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### Today's Outlook

- ◆ Lending staff at LCOG and OCWCOG continue to actively work with business clients to provide financing options utilizing local, State, and federal lending programs
- ◆ As elsewhere in the nation, there has been a significant shift in funding requests from financing of projects that create jobs to those which retain jobs
- ◆ The economic downturn has impacted the sales performance of businesses in most sectors
- ◆ Declining business equity and declining property values are increasingly influencing the ability to provide financing for small businesses
- ◆ Not being able to meet banking standards, startup businesses are increasingly looking to alternative lending partners, such as private investors
- ◆ SBA's new ability to refinance non-federally guaranteed loans under the SBA 504 program, promoted by staff to lenders and businesses, is providing needed relief to many businesses. Beginning in October, SBA will also allow upgrades and repairs. These changes will greatly help those small businesses whose cash flow and collateral have been impacted by the recession.
- ◆ NAFTA program reinstatement continues to allow SBA loan program fees to be waived for eligible Linn County borrowers

### Lending Services

**Background:** Business lending activities of the OCWCOG and LCOG provide gap financing to assist start-up and expanding businesses. These efforts expand the local economy and generate new private sector jobs.

Loan fees and interest income support the lending program - no EDA planning grant funds are used to support these business lending efforts. However, lending activities remain an integral part of the CWEDD's overall economic development program.

**First Point of Contact:** OCWCOG and LCOG continued to serve as "one stop" centers for businesses seeking public financial assistance for start-up and expansion. Staff provide referrals to other economic development partners and to coordinate with the Small Business Development Centers.

**OCWCOG/CWFS packages loans for the:**

- ♦ EDA Revolving Loan Fund (RLF)
- ♦ SBA 504 Program
- ♦ SBA 7(a) Programs (statewide)
- ♦ USDA-RBS Rural Development Fund (RDF)
- ♦ Regional Strategies Business Investment Fund (BIF)
- ♦ Lincoln County Revolving Loan Fund (LRLF)
- ♦ Linn/Lincoln County Rural Business Entrepreneurial Grant (RBEG) Revolving Loan Fund
- ♦ State and Federal Guaranty and Direct Loan Programs (statewide)
- ♦ CWFSI Economic Development Program

**LCOG/CWFS packages loans for the:**

- ♦ EDA Revolving Loan Fund (RLF)
- ♦ SBA 504 Program
- ♦ Regional Strategies Business Investment Fund (BIF)
- ♦ USDA-RBS Rural Business Development Fund (RBDF)
- ♦ SBA Pre-Qualification & SBA 7(a) Programs
- ♦ State and Federal Guaranty and Direct Loan Programs
- ♦ New Markets Tax Credit Business Loan - Real Estate Program, packaged in cooperation with the Mid-Willamette Valley Council of Governments

**Cascades West Financial Services, Inc. (CWFSI):** OCWCOG, LCOG, and Mid-Willamette Valley Council of Governments (MWCOG) formed CWFSI in 1983 for the seven-county area of Benton, Lane, Lincoln, Linn, Marion, Polk, and Yamhill. CWFSI is a SBA-certified private non-profit development company providing access to the SBA 504 and SBA 7A programs. District staff serve on the CWFSI Board of Directors.

**Micro-Enterprise Funds:** OCWCOG and LCOG continue to receive inquiries for micro-enterprise development loans that they had previously provided utilizing CWFSI EDP funding. CWFSI EDP has recently been reinstated on a limited basis to qualified loan applicants. Availability of these funds should increase the opportunities for small business financing needed in our communities.

**Business Counseling and Referral:** Staff at both OCWCOG and LCOG counseled multiple small businesses not yet ready for expansion financing and made frequent referrals to the Small Business Development Centers at the community colleges and to the Senior Corps of Retired Executives (SCORE.)

**Administration and Servicing:**

- ♦ Each COG continued to service its own portfolios originated under the CWFS SBA 504 loan program and the respective USDA-RBS fund of each COG
- ♦ OCWCOG provided central administration for the EDA RLF, Regional Strategies BIF, USDA-RBEG and the USDA-RBS RDF programs
- ♦ OCWCOG provides payment tracking services to the Siletz Tribal Business Corporation (STBC) Revolving Loan Fund as well as year end reporting to the STBC Loan Board

- ◆ OCWCOG works under contract with LCOG to provide packaging services in Lane County for the RLF and BIF programs and servicing of the OCWCOG SBA 504 portfolio originated prior to the inception of the loan program at LCOG
- ◆ LCOG provided central administration for the USDA-RBS RBDF
- ◆ Under agreement with the Mid-Willamette Valley Council of Governments, LCOG shares the fee and servicing income on projects funded through New Market Tax Credit Business Loan Program

**Marketing:** OCWCOG and LCOG continued to focus on marketing loan programs through referral agents (banks, CPAs, realtors, developers, borrowers). Marketing activities included presentations at bank staff meetings, training sessions, conferences, and at “meet the lenders” gatherings; press releases; distribution of brochures; signage at the site of funded projects; public speaking engagements; placement in chamber newsletters; and through COG websites.

LCOG sponsored a lender education forum with training provided by multiple government lending groups including the SBA, USDA, and the State of Oregon. This forum targeted local bankers with the objective of increasing awareness of various gap financing programs.

LCOG is also active with various bank trade associations, including the Risk Management association (RMA). LCOG is a primary sponsor of many local RMA presentations. These sponsorships provide increased visibility and awareness for LCOG’s various government loan programs.

OCWCOG reaches out to businesses through events like the Food Biz Boot Camp, workshops sponsored by The Business Enterprise Center, and trainings hosted by the Small Business Development Centers at the two community colleges. This year, loan officers participated in “Business on Display” events organized by the Chambers of Commerce in Albany and in Lincoln City, and hosted the November “Business After Hours” gathering in Albany.

OCWCOG also provides electronic “blasts” (informational emails) to inform bank and realtor contacts of time sensitive information or benefits. Examples of this information outreach effort are notice of temporary or expiring federal tax incentives and other changes that are beneficial to mutual clients.

OCWCOG continues to be an active member of the National Association of Development Companies (NADCO) which provides training and best practices for lenders active in the SBA 504 and 7(a) loan programs.

## Impact of Lending Activity

**District - Reporting Period:** During the EDA reporting period of April 1 through September 30, 2011, OCWCOG and LCOG lending activity in the four-county District (Benton, Lane, Lincoln, Linn) excluding CWFSI (SBA 504, 7A, EDP) loans:

- ♦ Provided financing that allowed the start-up or expansion of 5 businesses in the District
- ♦ Lent \$156,000 in public funds
- ♦ Contributed to the creation or retention of 40 jobs in the District

**District - Cumulative:** Since 1983, OCWCOG and LCOG lending activity in the four-county District (Benton, Lane, Lincoln, Linn) excluding CWFSI (SBA 504, 7A, EDP, Microloan) loans:

- ♦ Provided financing that allowed the start-up or expansion of up to 964 businesses in the District (some businesses have been repeat clients)
- ♦ Lent \$137 million in public funds
- ♦ Contributed to the creation or retention of at least 5,273.5 jobs in the District

**All Lending - Cumulative:** OCWCOG and LCOG continue to package loans outside of the District under contract with CWFSI. Since 1983, this overall OCWCOG and LCOG lending activity, including out of District and SBA loans has:

- ♦ Provided financing that allowed the start-up or expansion of up to 1,184 businesses (some businesses have been repeat clients)
- ♦ Lent \$209.4 million in public funds
- ♦ Contributed to the creation or retention of at least 8,765 jobs

## Summary of Lending Activity

The following table identifies each of the business loans closed during this reporting period, including those for CWFSI (SBA 504, 7A, EDP) by CWEDD staff for projects both within and outside of the four-county region.

**Summary of CWEDD Lending Activity: Loans Closed April 1 through September 30, 2011**

Business Type	County	City	Program	Loan Amount	Other Public Funds	Private Funds Leveraged	Owner Equity	TOTAL PROJECT	Date Funded	Estimated Jobs Created	Estimated Jobs Retained	TOTAL JOBS EST.
<b>OCWCOG Loan Activity</b>												
Chiropractor	Clackamas	Oregon City	SBA 504	216,000	0	257,500	51,500	525,000	8/17/11	6	4	10
Laundromat	Lane	Springfield	SBA 504	188,000	0	223,785	44,757	456,542	5/11/11	2	2	4
Chiropractor	Benton	Philomath	OCWCOG BIF	35,000	0	0	45,000	80,000	5/12/11	1	2	3
Restaurant	Lincoln	Lincoln City	USDA RBEG	50,000	0	0	932,594	982,594	9/22/11	0	22	22
Restaurant	Lincoln	Depoe Bay	USDA RBEG	30,000	0	0	60,358	90,358	6/28/11	2	8	10
Heating Contractor	Lincoln	Toledo	LCLF	16,000	0	0	31,000	47,000	9/19/11	2	2	4
<b>OCWCOG Total</b>	<b>6 Businesses</b>			<b>535,000</b>	<b>0</b>	<b>481,285</b>	<b>1,165,209</b>	<b>2,181,494</b>		<b>13</b>	<b>40</b>	<b>53</b>
<b>LCOG Loan Activity</b>												
Medical Office	Deschutes	Bend	SBA 504	303,000	0	378,000	76,000	757,000	4/15/11	3	0	3
Dental Office	Lane	Eugene	SBA 504	309,000	0	386,000	80,000	775,000	4/15/11	4	0	4
Distributor	Lane	Junction City	USDA RBEG	25,000	0	25,000	25,000	75,000	6/1/11	1	0	1
Dental Office	Lane	Eugene	SBA 504	428,000	0	517,000	125,000	1,070,000	7/15/11	4	0	4
Tourism	Lane	Florence	SBA 504	500,000	75,000	650,000	125,000	1,350,000	7/15/11	1	0	1
<b>LCOG Total</b>	<b>5 Businesses</b>			<b>1,565,000</b>	<b>75,000</b>	<b>1,956,000</b>	<b>431,000</b>	<b>4,027,000</b>		<b>13</b>	<b>0</b>	<b>13</b>
<b>CWEDD Total</b>	<b>11 Businesses</b>			<b>2,100,000</b>	<b>75,000</b>	<b>2,437,285</b>	<b>1,596,209</b>	<b>6,208,494</b>		<b>26</b>	<b>40</b>	<b>66</b>



## Public Works & Community Facilities Development Assistance

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Assistance with the development of public works and community facility projects is an ongoing priority for the District. CWEDD staff provide technical assistance in the form of outlining potential projects, identifying funding options, seeking grant/loan dollars, preparing applications for funding, and managing grant funds and construction activity. District staff worked on the following public works and community facilities projects during the EDA reporting period of April 1 through September 30, 2011.

**Broadband Infrastructure Improvements:** LCOG received an ARRA grant to improve broadband in Lane, Douglas, and Klamath Counties. In Lane County the grant will be used to build fiber optic connections to schools, hospitals and other medical facilities, police and fire stations, libraries, and community centers in ten cities and two unincorporated communities. The project will also install additional fiber for use by telecommunications providers to provide broadband services to businesses and residents in those communities. The project is in the bidding and contracting stage, with construction scheduled to start in approximately two months.

**Broadband Study:** OCWCOG Technology Services initiated a Regional Broadband Study to define current levels of high speed service and how those service levels impact the competitiveness of Linn-Benton-Lincoln region's smaller communities in attracting businesses:

- ♦ Broadband connectivity and access to fiber were evaluated for over 26 industrial sites in Benton and Linn Counties. Initial findings were that broadband service is widespread throughout the area, but that it may not be the speed and quality some businesses demand for their business needs and their employees. In particular, the southern portions of Benton and Linn Counties are not served by easily reached fiber.
- ♦ Preliminary results for Lincoln County show that the Highway 101 corridor has good fiber access for industrial sites located at or near the highway. Work is currently in progress to identify specific industrial sites and how accessible is fiber to those sites.

**Coburg Wastewater Facilities:** Construction of Coburg's wastewater facility began in September 2011, with the City's issuance of a notice to proceed with the construction of the collection system and the wastewater treatment facility. The \$24 million in funding which LCOG helped the City secure includes \$2.5 million in EDA grant funds. EDA support was critical to the project in that it helped retain employment at two large regional manufacturers in Coburg. Additional funding

support was provided by the USDA Rural Utilities Services, Oregon Department of Environmental Quality, Oregon Economic and Community Development Department, and the U.S. Environmental Protection Agency. LCOG staff will continue to assist Coburg on this project, serving as the City's representative for construction oversight and coordination of the requirements of the several funding agencies.

**Port of Newport Terminal Site Redevelopment:** OCWCOG continued to support the Port's efforts to identify funding for the redevelopment of wharves and the Terminal Industrial Site.

**Oakridge Library:** LCOG assisted the City of Oakridge in its successful application for \$800,000 in CDBG funding for the construction of a new library. LCOG has also assisted the City with the environmental analysis for the project. The construction contract for the \$810,000 project is expected next quarter. LCOG will provide contract administration for the project, including wage and hour monitoring.

**Veneta Food Bank and Senior Center:** LCOG helped the City of Veneta apply for a \$1.5 million CDBG grant for the development of a community center. The planned center will be focused on providing spaces for a food bank and senior services. An additional \$300,000 in local funding will be used to construct the facility.

**State Energy Program Administration Services:** The Association of Oregon Economic Development Districts worked with the Oregon Department of Energy (ODOE) to develop intergovernmental agreements for the EDDs to assist ODOE with the administration of projects funded through the American Recovery and Reinvestment Act-funded State Energy Program (SEP).

OCWCOG is currently administering four projects funded with \$91,905 of ARRA-based SEP grants. Seven projects were initially awarded funding; however, Linn County elected not to complete three projects. The remaining four projects will improve the energy efficiency of public buildings owned by Linn County and Benton County. Three of these projects have been completed and closed and the fourth project is substantially complete.

LCOG provided contract assistance to the ODOE for five energy conservation grants in Lane County. The \$128,000 in federal grants helped schools in Lane County install energy saving lighting and HVAC systems.



## Transportation Planning, Coordination, & Advocacy

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Transportation improvements remain a high priority for the CWEDD. District staff continued to provide support to a number of community-specific transportation projects as well as to several multi-jurisdictional efforts. However, the need for transportation improvements continues to grow while the resources available to meet these increasing needs are dwindling.

### Efforts in Lane County

**Eugene-Springfield Metropolitan Planning Organization:** As the designated Metropolitan Planning Organization (MPO) for the Eugene-Springfield metropolitan area, LCOG is responsible for a comprehensive and cooperative transportation planning process. LCOG as the MPO, Lane Transit District, and the Oregon Department of Transportation (ODOT) are jointly responsible for annually certifying that the transportation planning process for the area is conducted in accordance with federal transportation planning regulations.

**Metropolitan Policy Committee (MPC):** LCOG continued to staff the MPC, which is the Central Lane MPO policy body. MPC is an intergovernmental committee created to promote problem solving and to resolve intergovernmental disagreements among the local governmental agencies. MPC provides policy direction for the development of the MPO's annual work program and transportation plan. It also sets priorities for projects for the Central Lane MPO Transportation Improvement Program and for Oregon's Statewide Transportation Improvement Program.

**MPO Citizen Advisory Committee:** LCOG provides staff support for the MPO Citizens Advisory Committee, designed to provide a formalized opportunity for citizen discussion and advice to the MPC, acting as an MPO. The twelve-member committee was formed to advise the MPO as the region moves forward with several large transportation projects.

**Transportation Planning Committee (TPC):** LCOG continued to staff the standing TPC under the direction of the LCOG Board and the Metropolitan Policy Committee (MPC). The TPC undertakes necessary technical activities for the continuing, comprehensive, and cooperative (3-C) transportation planning process in the Eugene-Springfield metropolitan area. TPC prepares plans, programs, and special studies to address transportation issues in the metropolitan area.

**Area Commission on Transportation:** The Oregon Department of Transportation worked with LCOG to establish an ACT for Lane County. Composed of representatives from the twelve cities, Lane County and citizen representatives, the ACT has begun operations. LCOG continues to provide staff support for the ACT.

**Transportation System Improvement Planning:** LCOG, serving as the Central Lane MPO, has worked for many years facilitating the development of local transportation project priorities. The MPO worked cooperatively with Lane County to set up project priorities for the Oregon Transportation Investment Act (OTIA) and the State Transportation Improvement Programs. LCOG has continued to work on implementation and modification of plans to accommodate changing circumstances. LCOG began an update to the Regional Transportation System Plan this period.

## **Efforts in Benton, Lincoln, & Linn Counties**

**Cascades West Area Commission on Transportation (CWACT):** OCWCOG staffs the CWACT, a standing committee of the OCWCOG Board of Directors chartered by the Oregon Transportation Commission. CWACT has provided a regional forum for transportation dialogue, coordination, and consensus decision-making for over a decade. CWACT membership includes representatives from cities and counties in the Benton-Lincoln-Linn Counties region as well as from the private sector.

OCWCOG staff coordinated CWACT's evaluation of projects for the 2012-2015 State Transportation Improvement Program (STIP) update. CWACT re-evaluated the list developed for the 2010-2013 STIP update against the new eligibility criteria and priority factors and recommended seven projects to ODOT: three construction STIP projects, two development STIP projects, one pavement preservation project, one planning project, and one operations project.

OCWCOG staff assisted CWACT in its review and comment on several ODOT items including:

- ◆ State legislation and amendments to Oregon Administrative Rules related to Highway Access Management
- ◆ The development of ODOT's Transportation Safety Action Plan
- ◆ Revisions to the Oregon Highway Plan mobility standards
- ◆ Revisions to DLCD's Transportation Planning Rule
- ◆ Revisions to the criteria and project selection for ODOT's "flexed funds" program
- ◆ Updates to the Oregon Freight Plan
- ◆ The development of the Oregon Forest Highway Program Long Range Transportation Coordination Plan

OCWCOG also assisted CWACT members in other transportation efforts including: (1) the review of Highway Safety Corridors; (2) options to maintain the Bailey Line railroad line; and (3) the development of grant proposals for park and ride lots, bike/ped facilities and transit projects.

In an effort to improve communication and share timely information about important transportation items in the region, OCWCOG continues to publish a “Quick Notes” summary of CWACT meetings. The summary is distributed to legislators who serve as ex-officio members of CWACT, members of the COG Board of Directors, and to city managers/administrators/recorders.

**Corvallis Area Metropolitan Planning Organization (CAMPO):** OCWCOG provides administrative support to the CAMPO. Designated by the Governor, CAMPO is responsible for transportation planning and programming in the Corvallis area. The organization operates under the auspices of a Policy Board comprised of representatives of the City of Corvallis, City of Philomath, City of Adair Village, Benton County, and the Oregon Department of Transportation (ODOT).

CAMPO is currently updating its regional transportation plan (RTP). As part of this effort CAMPO has updated its Functional Classification Map, the CAMPO boundaries, its Public Involvement Framework, and has adopted a Special Public Involvement Plan for the RTP update. Following the development of a report on Existing Transportation Conditions, the CAMPO is currently selecting and prioritizing projects for inclusion in the twenty-year plan.

CAMPO also:

- ♦ Maintained and amended, as necessary, CAMPO’s FY2010-2013 Transportation Improvement Program (TIP) and coordinated with the State to include amendments in the FY20110-2013 Statewide Transportation Improvement Program (STIP)
- ♦ Continued involvement in the major transportation projects sponsored by ODOT
- ♦ Collaborated with ODOT on the development of a Financial Plan for RTP and TIP
- ♦ Collaborated with ODOT and DLCD on the development of the Oregon Sustainable Transportation Initiative Program and the establishment of targets for the reduction of Greenhouse Gases by the MPOs
- ♦ Remained active in the Oregon MPO Consortium, an association of the Policy Boards of six MPOs in the State of Oregon
- ♦ Participated in the development of a transit service to the City of Adair Village
- ♦ Developed a Safety Plan proposal for the CAMPO Area in collaboration with FHWA and ODOT
- ♦ Received funding from the Federal Highway Administration to implement a Bicyclist Safety Education Program with a theme of “Drive Your Bike”
- ♦ Participated in the solution finding process for the improvement of traffic flow on the Van Buren Bridge and at the intersection to the east of the bridge

**Cascades West Transportation Demand Management (TDM) Program:** OCWCOG operates a multi-faceted transportation demand program that supports employer and employee transportation needs.

Cascades West Rideshare provides regional advocacy for alternative modes, commuter benefits programs for employers, travel alternatives planning, and pursues other transportation demand management strategies. As one of six Regional Network Administrators (RNA) in the State, Cascades West Rideshare assisted in the launch of

the new, free, online ride matching tool of “Drive Less Connect” and is helping major employers transition onto the new system.

Valley VanPool is a partnership between OCWCOG, Salem Area Mass Transit District, and the Lane Transit District. This program provides a marquee transportation option throughout the Willamette Valley; more than 200 commuters are able to leave their cars behind each day by having the vanpool option available. The viability of vanpooling expands the potential employment area for residents while also increasing the labor market pool for businesses in the region.

A new VanPool route, established over the winter to serve commuters traveling from the Valley to the Newport area, has expanded. The group of commuters has grown from eight to thirteen and they have moved up to a larger van. Additionally, as intended, this group has demonstrated the viability of vanpooling on non-traditional vanpool commute corridors. As a direct result, there are two additional routes in development to serve coastal communities.

Advocacy and Coordination: OCWCOG staff served on statewide transportation demand management work groups, the steering committee for the development of the statewide online ridesharing tool, and as the President of the Board of Directors of the Transportation Options Group of Oregon. As a RNA, Cascades West Rideshare has been able to mold statewide and local strategies to increase business coordination and involvement in transportation options programs.

**Transportation Brokerage**: Cascades West RideLine coordinates non-emergency medical transportation, primarily for Medicaid clients, in the Linn-Benton-Lincoln region. RideLine continues to serve more than 1,000 individuals requiring a variety of service levels each month and coordinated an average of 6,200 rides per month. The brokerage also handled calls for regional Valley VanPool and for Cascades West RideShare, described above, which serve commuters.

**Linn County Special Transportation Program**: OCWCOG continues to provide staff support for the Linn County Special Transportation program under a renewed two-year agreement. This program helped provide more than 170,000 rides in FY 2010-11 and is expected to provide more than 190,000 rides in FY 2011-12.

OCWCOG and its partners played a role in obtaining additional transportation funding for seniors and people with disabilities from the Oregon Legislative Assembly and in administering the allocation of these additional State resources. The majority of the funds leverage additional federal funds.

**Linn County Coordinated Public Transit - Human Services Transportation Plan**: OCWCOG continued to provide staff support on the implementation of the Coordinated Public Transit - Human Services Transportation Plan for Linn County. The coordinated plan identified specific transportation needs and played an important role in the development and implementation of programs and projects utilizing \$739,000 in 2011-2013 ODOT discretionary grant funds. OCWCOG pursued multiple regional transportation programs to address the needs and opportunities

identified in these plans during the reporting period, including regional coordination in the delivery of services and coordination of training programs.

OCWCOG continues to work with ODOT, the Association of Oregon Counties, the Oregon Department of Human Services, and other state agencies to explore the establishment of a statewide transportation services coordinated public transit - human services transportation plan. This plan would address the needs of seniors, people with low incomes, and the disabled in a more comprehensive, coordinated, efficient, and cost-effective manner. The first step of this effort is the recent establishment of a Transportation/Human Services Coordination Study, with OCWCOG staff serving on the statewide advisory committee.



## Other Community & Economic Development Activities

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**Entrepreneurial Development:** LCOG is a partner with the Eugene Area Chamber of Commerce in analyzing and improving the environment for new and rapidly growing entrepreneurial businesses. This effort is taking place within the Chamber's Business Development Committee. Initial efforts are focused on three strategies:

- ♦ Creating greater networking opportunities for entrepreneurs
- ♦ Educating entrepreneurs regarding the existing tools and resources which are already available
- ♦ Creating a conduit to funnel qualifying entrepreneurial businesses into available sources of capital

(Please refer to the earlier "Collaborative Efforts and Coordination Activities" section for an outline of the OCWCOG's activities related to entrepreneurship.)

**Telecommunications:** LCOG provided staff support for local government consortia developing telecommunications infrastructure in Southern Oregon. The consortium includes members from Lane, Klamath and Douglas Counties. The consortium has facilitated connections within the region, including improved broadband service to Cottage Grove, Drain, Yoncalla, and Roseburg.

Last reporting year, LCOG received an \$8.3 million BTOP grant to improve broadband services to over one hundred critical anchor institutions in Lane, Douglas and Klamath Counties. After completion of the Environmental Analysis, construction has begun on the project. The local interconnection facility in Eugene is nearing completion. When complete it will facilitate internet and data connections for local service providers through central and southern Oregon. The project will bring high speed broadband services to cities, schools, medical facilities in the three county area, and will reserve additional fiber optic cable and bandwidth for economic development in the region.

**City of Toledo Comprehensive Plan and Industrial Code Update:** Over the course of twelve months, OCWCOG staff worked with the City of Toledo to identify industrial development opportunities, inventory the community's supply of buildable industrial parcels, and to identify steps that the City could take to enhance its industrial development opportunities. Products resulting from this effort include a final Economic Opportunities Analysis and Industrial Lands Inventory, a hearings-ready draft of proposed Development Code amendments, and a case study for online publication.

The goal of this effort was to ensure that City's Comprehensive Plan and development code reflected community aspirations and current trends related to industrial development, including the relocation of the NOAA Pacific Fleet to nearby Newport. OCWCOG staff worked closely with the City and a Project Advisory Team to implement a public outreach program that included public forums and a community survey.

**Oregon Industrial Development Code:** In a effort that paralleled the City of Toledo Comprehensive Plan and Industrial Code work described above, OCWCOG staff produced a workbook for DLCD to help small cities wrestle with, and find answers to, difficult questions about regulating industrial development. The goal of this workbook project was to provide new industrial zoning concepts for incorporation into the State's Model Code for Small Cities and to introduce those concepts in a simple, user-friendly format. Options were clarified through review of professional literature and industrial code concepts from around the United States, distribution of an online survey to Oregon planning professionals, and input from a peer group of professional planners and real estate or development professionals.

**Lincoln County Workforce Housing Needs Assessment:** OCWCOG staff worked under a contract with the Lincoln Community Land Trust to prepare an assessment focused on the housing needs of the Lincoln County workforce. Staff researched issues related to housing affordability for households with incomes of 60 to 120 percent of the County's median family income, and drafted a document that will be the basis for:

- ♦ An understanding of the economic and social conditions that affect the affordability and availability of suitable housing for the workforce households in Lincoln County
- ♦ A consideration of trends that affect housing affordability and availability through time for workforce households in Lincoln County
- ♦ Data and analyses to inform elected leaders, developers, lenders and the public as they work to address Lincoln County workforce housing issues

**GIS Capacity:** OCWCOG continues to maintain and build its Geographic Information Systems (GIS) capacity by investing in system upgrades and staff training. Recent applications of this continuing investment include:

- ♦ Developing zoning, floodplain, topographic, and aerial mapping for industrial sites participating in OCWCOG's Industrial Lands/Wetlands Mitigation initiative
- ♦ Working with the Oregon Department of Transportation to update the Corvallis MPO Area's functional classification map
- ♦ Creating base maps to be used in OCWCOG's Lincoln County Workforce Housing Needs Assessment
- ♦ Creation of educational materials and background maps for the City of Toledo Comprehensive Plan Update
- ♦ Contribution of technical maps the for the 2035 update of the Corvallis Area MPO Regional Transportation Plan
- ♦ Continued work with partner organizations for greater regional coordination

**Regional Data Centers:** OCWCOG and LCOG serve as the local Affiliate Data Centers for the U.S. Census Bureau.

**Facilitation:** OCWCOG and LCOG provide facilitation services to community and economic development groups as well as to COG members.

***For further information on activities described in this report contact –***

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**This report was prepared with grant assistance from the  
U.S. Department of Commerce Economic Development Administration**

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