



600 NE Grand Ave.
Portland, OR 97232-2736

Council meeting agenda

Tuesday, March 10, 2026

10:30 AM

Metro Regional Center, Council chamber;
<https://zoom.us/j/615079992> (Webinar ID:
615079992) or 253-205-0468 (toll free),
[https://www.youtube.com/watch?
v=gyNYvJE8k-olt](https://www.youtube.com/watch?v=gyNYvJE8k-olt)

This Council meeting will adjourn into a work session.

This meeting will be held electronically and in person at the Metro Regional Center Council Chamber.

You can join the meeting on your computer or other device by using this link:

<https://zoom.us/j/615079992> (Webinar ID: 615 079 992), [https://www.youtube.com/watch?
v=gyNYvJE8k-olt](https://www.youtube.com/watch?v=gyNYvJE8k-olt)

1. **Call to Order and Roll Call**
2. **Public Communication**

Public comment may be submitted in writing. It will also be heard in person and by electronic communication (video conference or telephone). Written comments should be submitted electronically by emailing legislativecoordinator@oregonmetro.gov. Written comments received by 4:00 p.m. the day before the meeting will be provided to the council prior to the meeting.

Those wishing to testify orally are encouraged to sign up in advance by either: (a) contacting the legislative coordinator by phone at 503-813-7591 and providing your name and the agenda item on which you wish to testify; or (b) registering by email by sending your name and the agenda item on which you wish to testify to legislativecoordinator@oregonmetro.gov. Those wishing to testify in person should fill out a blue card found in the back of the Council Chamber. Those requesting to comment virtually during the meeting can do so by using the "Raise Hand" feature in Zoom or emailing the legislative coordinator at legislativecoordinator@oregonmetro.gov. Individuals will have three minutes to testify unless otherwise stated at the meeting.

3. **Resolutions**

- 3.1 Resolution No. 26-5570 For The Purpose Of
Demonstrating Metro's Support For Shared Prosperity
Through A Strong Regional Economy And Creating A Job
Ready Lands Program

[RES 26-5570](#)

Presenter(s): Councilor Lewis, Metro
Councilor Simpson, Metro
Councilor Gonzalez, Metro

Catherine Ciarlo, Director of Planning, Development, and
Research

Attachments: [Resolution No. 26-5570](#)
[Staff Report](#)

4. **Chief Operating Officer Communication**
5. **Councilor Communication**
6. **Adjourn to work session**

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ការគោរពសិទ្ធិពលរដ្ឋរបស់ ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro ឬដើម្បីទទួលបានការប្រឹក្សាស្តីពីការរើសអើងសូមទូរស័ព្ទទៅលេខ 503-797-1700 ។ www.oregonmetro.gov/civilrights ។ បើលោកអ្នកត្រូវការអ្នកបកប្រែភាសានៅពេលអង្គប្រជុំសាធារណៈ សូមទូរស័ព្ទមកលេខ 503-797-1700 (ម៉ោង 8 ព្រឹកដល់ម៉ោង 5 ល្ងាច ថ្ងៃច័ន្ទ) ។ ប្រសិនបើលោកអ្នក មុនថ្ងៃប្រជុំដើម្បីរៀបចំឲ្យមានអ្នកបកប្រែភាសាសំរាប់លោកអ្នក ។

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Metro

600 NE Grand Ave.
Portland, OR 97232-2736
oregonmetro.gov

Agenda #: 3.1

File #: RES 26-5570

Agenda Date:3/10/2026

Resolution No. 26-5570 For The Purpose Of Demonstrating Metro's Support For Shared Prosperity Through A Strong Regional Economy And Creating A Job Ready Lands Program

Councilor Lewis, Metro

Councilor Simpson, Metro

Councilor Gonzalez, Metro

Catherine Ciarlo, Director of Planning, Development, and Research

BEFORE THE METRO COUNCIL

| | | |
|----------------------------------|---|--|
| FOR THE PURPOSE OF DEMONSTRATING |) | RESOLUTION NO. 26-5570 |
| METRO’S SUPPORT FOR SHARED |) | |
| PROSPERITY THROUGH A STRONG |) | Introduced by Councilors Ashton Simpson, |
| REGIONAL ECONOMY AND CREATING A |) | Christine Lewis, and Juan Carlos Gonzalez |
| JOB READY LANDS PROGRAM |) | in concurrence with Council President Lynn |
| |) | Peterson. |

WHEREAS, the greater Portland region is experiencing a period of significant economic transition, as evidenced by the 2025–2026 State of the Economy analyses from the Portland Metro Chamber, and related research, which indicate that regional employment has stagnated or declined in recent years even as the national economy has continued to expand; and

WHEREAS, recent data show that Oregon’s unemployment rate rose to approximately 5.1 percent in 2025, its highest level outside of a recessionary period in over a decade, and the greater Portland region has experienced elevated unemployment relative to national averages; and

WHEREAS, population growth has slowed markedly, with natural population growth declining and in-migration dropping, along with shifting demographics, resulting in concerns about long-term labor force availability and economic vitality; and

WHEREAS, the region’s economic competitiveness has declined relative to peer metropolitan areas, including low national rankings in real estate investment attractiveness and lagging gross domestic product (GDP) and job growth compared to national benchmarks; and

WHEREAS, the current economic challenges facing the region negatively impact the quality of life and financial well-being of residents and businesses throughout the greater Portland region; and

WHEREAS, supporting and expanding a diverse and vibrant regional economy helps to build on our region’s strengths and create a place where all people can thrive; and

WHEREAS, Metro’s responsibilities include supporting a thriving, livable region that attracts people and businesses through investments in parks and natural areas, land use planning, transportation, affordable housing, and efficient waste management; and

WHEREAS, Metro supports economic growth, prosperity and opportunity in the region by operating and maintaining venues and facilities such as the Oregon Zoo, the Expo Center, the Convention Center and P5 Venues; and

WHEREAS, Chapter 1 of Metro’s Regional Framework Plan (RFP) provides “a livable region is an economically strong region” and the RFP contains policies that support a strong economic climate through encouraging the development of a diverse and sufficient supply of jobs, especially family wage jobs, in appropriate locations throughout the region; and

WHEREAS, Metro invests in the greater Portland region’s economic ecosystem by providing various grants, including Transit-Oriented Development grants, brownfields assessment grants, 2040

Planning and Development grants, Large-Scale Community Vision grants, Nature in Neighborhood grants, Community Placemaking grants, Regional Refresh funds, and Community Enhancement Grants among others; and

WHEREAS, Metro has convened regional partners to advance workforce equity strategies including Construction Career Pathways, collaboratively invested in workforce development, built partnerships with local communities, labor and industry, and supported job creation efforts across the greater Portland region; and

WHEREAS, in 2016, the Metro Council adopted Resolution No. 16-4708, which created the Strategic Plan to Advance Racial Equity, Diversity, and Inclusion that includes convening regional partners to advance racial equity, meaningfully engaging communities of color, and advancing economic opportunities for communities of color; and

WHEREAS, in 2025, Metro Council adopted Resolution No. 25-5458, which directed the Metro Planning, Development and Research Department to identify and develop a work program that describes how Metro would lead a collaborative effort to encourage the development readiness of industrial lands currently inside the Urban Growth Boundary, including an updated inventory to ensure adequate, appropriately sized and ready regional employment land for development; and

WHEREAS, the Metro Council understands that sufficient housing options for all residents support a strong economy and directed the creation of a Housing Production Accelerator Fund in Resolution No. 25-5540, to be funded with a one-time investment of five million dollars of construction excise tax revenue to speed housing production and help address the region's housing crisis; and

WHEREAS, the State of Oregon released its Prosperity Roadmap initiative in 2025 outlining statewide strategies for economic development, including reducing barriers to investment and growth to “amplify regional economic development strategies and support local efforts to utilize unique regional resources, talent pools, and market opportunities to build economic strength around the state;” and

WHEREAS, the Industrial Land Readiness Workgroup at the Westside Economic Alliance in a memorandum dated February 11, 2026, identified the need for collaboration between the business community and the public sector, and the need for a cohesive regional economic development strategy; and

WHEREAS, regional economic analyses conclude that the greater Portland region is at a critical inflection point and that future economic performance will depend on coordinated, strategic action across public, private, and institutional partners to restore competitiveness and support job creation; and

WHEREAS, Metro is currently conducting a required 50-year Future Vision update through a collaborative regional process, and should incorporate a vision for a diverse and inclusive economy for all; and

WHEREAS, the current economic crisis calls for new action and greater collaboration to spur opportunities for economic development and growth across the greater Portland region; now therefore

BE IT RESOLVED that the Metro Council directs the Chief Operating Officer to establish a work plan that includes the following actions to support economic growth within the greater Portland region by June 30, 2026:

1. Create and implement a Job Ready Lands program that engages local partners, leaders and organizations that represent a range of sectors including economic development, business, labor, environment, agriculture, housing and workforce development to set the stage for business growth and expansion by developing a vacant land inventory and prioritizing areas for investment in consultation with Council.
2. Continue to collaborate with local partners to create an updated Comprehensive Economic Development Strategy (CEDS) that includes a coordinated regional strategy for targeted industries that supports racial equity, economic mobility, and shared prosperity for all.
3. Integrate a strategic economic development focus into Metro’s ongoing work, including land use and transportation planning work, venues and tourism, and key Metro functions.
4. Prioritize Councilor and staff participation and leadership in regional and state organizations focused on supporting our region’s economy and shared prosperity.
5. Conduct this work in alignment with Metro’s racial equity and climate goals.

ADOPTED by the Metro Council this 10th day of March 2026.

Lynn Peterson, Council President

Approved as to Form:

Carrie MacLaren, Metro Attorney

ECONOMIC DEVELOPMENT COUNCIL WORK GROUP: RECOMMENDATIONS

Date: 03/02/26
Department: Planning Development and
Research
Meeting Date: 03/10/26

Presenter(s), (if applicable): Councilors
Ashton Simpson, Christine Lewis, and
Juan Carlos Gonzalez; Catherine Ciarlo,
Director of Planning Development and
Research

Prepared by: Jaye Cromwell,
jaye.cromwell@oregonmetro.gov

Length: 30 minutes

ISSUE STATEMENT

Since 2020, the greater Portland region has experienced a net population loss for the first time since the early 1980s. In 2025, Oregon lost over 14,000 jobs, many of those within Metro's boundary. The Governor of Oregon, Metro Councilors, and many of our Metro area's city councils and county commissions have identified economic growth and jobs creation as a top issue. This is especially critical given the importance of business tax revenues to support needed services and infrastructure in the region, the Metro Council is no exception, and in winter 2025 an internal Council work group was charged with 1) exploring Metro's role in regional economic development; and 2) bringing recommendations to the full Metro Council that consider best practices and opportunities for new programs, policies and projects under Metro's authority.

The full Council discussed the workgroup's recommendations on January 27th, 2026 and will now discuss and consider Resolution 26-5570, for the purpose of demonstrating Metro's support for shared prosperity through a strong regional economy and creating a Job Ready Lands program. The resolution directs COO Madrigal to establish a work plan that includes the following actions to support economic growth within the greater Portland region by June 30th, 2026:

1. Create and implement a Job Ready Lands program that engages local partners, leaders and organizations that represent a range of sectors including economic development, business, labor, environment, agriculture, housing and workforce development to set the stage for business growth and expansion by developing a vacant land inventory and prioritizing areas for investment in consultation with Council.
2. Continue to collaborate with local partners to create an updated Comprehensive Economic Development Strategy (CEDS) that includes a coordinated regional strategy for targeted industries that supports racial equity, economic mobility, and shared prosperity for all.

3. Integrate a strategic economic development focus into Metro's ongoing work, including land use and transportation planning work, venues and tourism, and key Metro functions.
4. Prioritize Councilor and staff participation and leadership in regional and state organizations focused on supporting our region's economy and shared prosperity.
5. Conduct this work in alignment with Metro's racial equity and climate goals.

Staff and Councilors worked with the Diversity, Equity, and Inclusion department to create and refine these actions.

FINANCIAL IMPLICATIONS

Developing implementation plans and programs for these recommendations would require staff time for both the development and ongoing administration of this work. Managing an effective program that achieves goals defined by the Council would require additional dedicated staff.

STRATEGIC CONTEXT & FRAMING COUNCIL DISCUSSION

Metro History

Supporting the regional economy is core to Metro's responsibilities. Metro manages visitor venues like the Convention Center and the Oregon Zoo, supports development and provides funding for affordable housing, parks and natural areas. Metro's land use and transportation planning, policy and investments help to shape our region. Over the years, Metro has undertaken many projects and programs that influence economic development: below are a few examples:

- The Regional Transportation Plan (RTP) is fundamentally about moving goods and people to support, among other things, the economy. The RTP includes a Regional Freight Plan.
- Collaborating with regional and local partners on high-capacity transit and shared strategies for transportation investment are paired with community led development strategies to support residents and businesses.
- Growth management decisions ensure that the region has enough employment land for long-term job growth.
- Periodic updates to our region's industrial land inventory have highlighted the investments necessary to make large industrial sites ready for development.
- Metro's policies, implemented by cities and counties, protect industrial lands from conflicting uses.
- Metro's brownfield grants fund site assessments.

- Metro’s Construction Career Pathways Program works to build reliable construction career pathways for apprentices, women, and Black, Indigenous, and other people of color.
- Metro’s venues such as the Oregon Zoo, EXPO, the Oregon Convention Center, and the Portland’s Center for the Arts attract visitor dollars.
- Metro maintains data and analysis tools like the Economic Value Atlas to support policy and investment decisions.
- The Regional Affordable Housing Bond and Supportive Housing Services levy help to improve housing access and affordability for workers.
- Metro partners with Greater Portland, Inc. on the development of our region’s Comprehensive Economic Development Strategy, which will soon be updated.

Economic Context

The Greater Portland region, much like the rest of the state, is in a job loss crisis. Our region is no longer growing at the rate we have experienced for many years, which limits the ability to fund priorities in our region. This has major impacts on people and businesses in the region. The Governor of Oregon has put forward a Prosperity Roadmap that highlights the need and the imperative for our region to grow jobs and retain businesses.

The Greater Portland Area’s economy is hindered by a chronic shortage of development-ready industrial sites, particularly large lots. The region’s ongoing debates about employment land adequacy, whether inside or outside the UGB, often lead to gridlock. Employers seeking sites for advanced manufacturing, clean tech, or logistics frequently find that the land exists in theory but is not actually available due to access, environmental constraints, or infrastructure gaps.

Meanwhile, other regions — notably Minneapolis, Detroit, Denver, and Salt Lake City — have invested heavily in site readiness and are better positioned to attract high-wage job creators. These regions have moved beyond regulatory planning and into coordinated implementation, backed by public-private partnerships and flexible capital deployment.

Metro’s 2040 Growth Concept articulates a vision of compact development, connected centers, and regional job access. A Job Ready Land Program would complement and augment this vision by ensuring that employment lands are not only designated, but also ready for employers to activate. This is particularly important in responding to the need to balance housing development with regional job accessibility, reducing vehicle miles traveled (VMT) and promoting equitable prosperity.

In addition, Metro’s statutory responsibilities under Oregon’s statewide land use system (particularly Goal 9 – Economic Development, and Goal 14 – Urbanization) obligate the region to maintain an adequate supply of buildable employment land. This program provides a path to actualize those goals, ensuring the land within the UGB can meaningfully support job growth without unnecessary expansion. Finally, creating a program like this one would align with the current goals of the CEDS.

BACKGROUND

Council Work Group on Economic Development Process

In winter of 2025, Metro Council President Peterson asked Councilors Simpson, Lewis, and Gonzalez to lead efforts to explore Metro’s role in regional economic development through creation and work of a Council work group. The group was charged with providing recommendations to the Metro Council no later than 1st quarter 2026 on how the Metro Council could create programs, policies and projects to help cities and counties in the Metro region:

- grow our local economies
- provide living wage jobs
- support existing and future business clusters
- increase access to workforce education
- promote urban and rural connections; and
- improve the affordability of the region.

An internal working group of Metro Councilors and staff from Planning, Development and Research, Government Affairs, and Council office have been meeting since April 2025 to discuss Metro’s role in supporting economic development in our region. The Metro Council work group on economic development explored how Metro can leverage its regional planning authority, land use responsibilities, and convening role to support long-term job growth. The work session today introduces four recommendations for the Council to consider.

Recommendations

1. Create a Job Ready Lands Program

As the steward of the region’s Urban Growth Boundary (UGB) with statutory land use planning authority, Metro plays a central role in determining whether the region has an adequate supply of employment land for future growth. The current economic issues facing the region challenge Metro and public sector partners to expand on existing work to catalyze land readiness for employers to expand and relocate to the area. A Job Ready Lands program would work towards the goal of better national visibility for our region’s top priority vacant and ready to develop employment land parcels by including them in a national database for site selectors. The steps towards creating a Job Ready Lands program might include:

Q1-3 2026

- Refresh buildable employment lands inventory
- Identify target industries to create a regional strategy from local EOAs and CEDS priorities

Q4 2026-Q2 2027

- Site solicitation and need assessment
- State legislative strategy for Job Ready Lands funding

2027

- Identify funding strategy

2027 and beyond

- Marketing and integration with national database

2. Launch the Housing Production Accelerator fund

The Housing Production Accelerator Fund is part of how Metro will implement the Regional Housing Coordination Strategy (RHCS) and was elevated by the Council work group as an important action to accelerate housing and support economic development and job creation. On January 8th, 2026 the Council approved Resolution 25-5540 to create the Housing Production Accelerator Fund, a one-time investment of \$5 million of Construction Excise Tax (CET) reserves to provide funding for local partners to speed up housing development.

3. Focus the update to the region's Comprehensive Economic Development Strategy (CEDS) to create a regional strategy for target industries

Greater Portland Inc. (GPI) and Metro are currently scoping work to do the next required update of the Comprehensive Economic Development Strategy (CEDS), to be completed by the end of 2026. The work group recommends that staff coordinate with GPI to support engagement by elected and high-level private sector leaders to increase ownership and improve implementation of the actions identified in the CEDS. A critical element is a regional strategy to identify priority target industries for our region. Technical and steering groups would analyze already existing and required local economic opportunity analyses (EOAs) in the region to elevate common priorities into a regional strategy for determining which target industries align with the region's job creation and employment.

4. Integrate strategic economic development activities into Metro's planning and decision making

Economic development has always been a part of Metro's work but has not always been specifically identified as a priority. The nature of the moment we are in right now calls for clarifying the impact of our programs, policies and investments for the regional economy. The workgroup recommends the Council direct itself and staff to 1) highlight the critical role economic development plays in all of Metro's programs and activities and 2) expand Metro's presence and leadership in economic development forums, organizations, and conversations. This focus shift will help center Council and staff activities on intentional and inclusive economic development in our new and ongoing work.

ATTACHMENTS

[Identify and submit any attachments related to this legislation or presentation]

[For work session:]

- Is legislation required for Council action? Yes
- If yes, is draft legislation attached? Yes
- What other materials are you presenting today? **N/A**

Materials following this page were distributed at the meeting.

Metro Council Business Meeting

Supporting the Regional Economy

**Metro Council Economic
Development work group
recommendations
Resolution 26-5570**

March 10, 2026



The regional economic narrative is changing

1990 – 2020

+1M people and 350,000 jobs

2020 – Today

Slower population growth

Troubling trend of job losses
(10 straight quarters in Mult Co)

Multiple crises facing employers

National reputation challenges

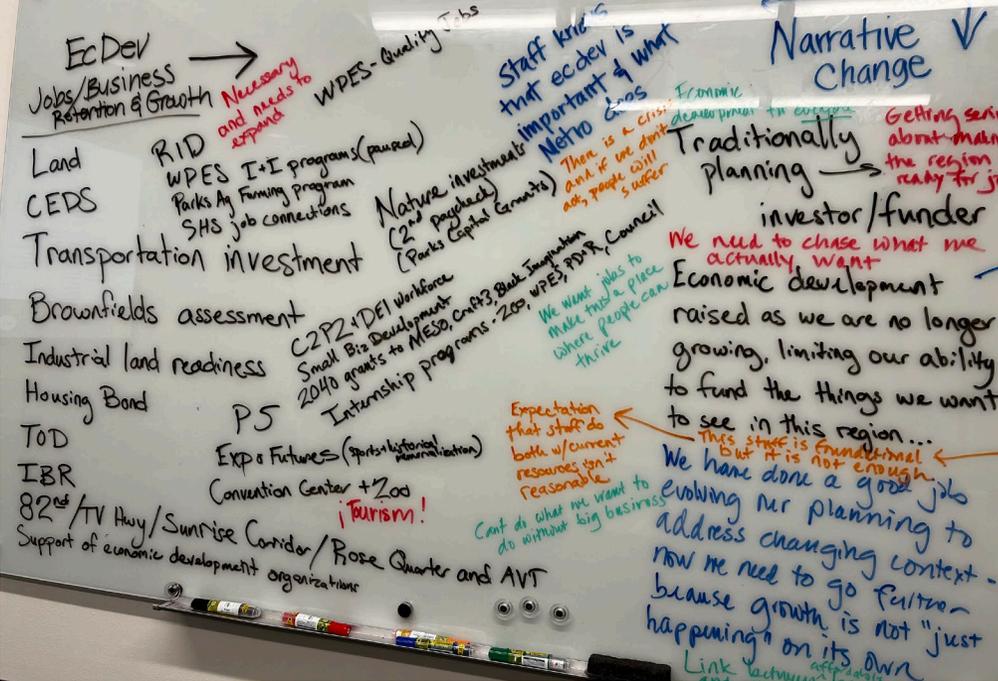


Supporting our region's economy: meeting the moment

- Slower growth creates pressure on household budgets, and cuts to critical services
- More focus and new strategies are needed to attract and retain businesses
- Metro has a proven history of planning for the future to address changing contexts

Economic prosperity is woven throughout Metro programs

- Catalytic regional transportation investments
- Housing Bond resources and projects
- Travel and Tourism
- Visitor venues, including the Zoo
- Housing & Transit Oriented Development (TOD) investments
- Grants



Metro staff whiteboard, December 2025

What do we mean by “economic development?”

- Job creation and business retention
- “High quality” jobs
- Growth that benefits all



Council work group on Economic Development

*Identify gaps and opportunities
for new economic development
actions and policies*

Metro Roles

1. Convener
2. Policy maker
3. Funder



Metro's leadership opportunities: Council work group recommendations



1. Launch Housing Production Accelerator fund (*Funder role*)
2. Focus the update to the region's Comprehensive Economic Development Strategy (CEDS) to create a regional strategy for target industries (*Convener role*)
3. Create Job Ready Lands program builds agreement on lands needed to support target industries, and sets the stage for partnership to seek funding (*Land use policy/ Convener/ Funder role*)
4. Integrate strategic economic development activities into Metro's planning and decision making (*Convener role*)

What we heard from partners

- More accountability and outcomes from the region's CEDS
- Coordination across agencies
- Relationship building matters in this work
- Value of shared prosperity for all



Critical elements

- Continued partnership with DEI in development of workplan
- Integration with Metro's existing strategic direction and investments
- Continued commitment to equity and climate goals
- Partnership/representation of different sectors in Job Ready Lands program



Resolution No. 26-5570

Directs COO Madrigal to establish a work plan by June 30, 2026 with the following actions :

1. Create and implement a Job ready lands program
2. Collaborate to create an updated CEDS with a regional targeted industry strategy
3. Integrate a strategic economic development focus into Metro's ongoing work
4. Prioritize Councilor and staff participation and leadership in ec. dev. spaces
5. Conduct this work in alignment with Metro's racial equity and climate goals

Next Steps

- Consider adopting Resolution 26-5570 - *today*
- Workplan by *June 30th*
 - CEDS update- starting Spring 2026
 - Job Ready Lands program- starting Summer 2026

