

## ***News in the Corridor /May 2009***

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### **Open House for New MLK-Columbia Blvd Intersection Area**

22 May 09--If you drive the Columbia Corridor, you are likely familiar with the difficulty of navigating the area around the MLK-Columbia Blvd intersection. The Portland Bureau of Transportation (PBOT) is developing a plan for Columbia Blvd. and Lombard, between MLK and NE 13th. Come to an Open House to comment on the preliminary ideas.

Oregon Humane Society, Education Hall  
1067 NE Columbia Blvd.  
4:00 - 7:00 pm  
Thursday, June 4th, 2009

[View the announcement in pdf...](#)

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### **Wall Street Journal on Portland's Youth Magnet**

18 May 09--In 2004, the Westside Economic Alliance and Portland Development Commission reported on "[The Young and the Restless](#)," which explained why Portland had become the fourth-fastest growing metropolitan area in the country for young, college-educated adults, ages 25-35 (also known as your best talent pool for employees). This past weekend, The Wall Street Journal ran front page article on this year's version of the phenomena. [Read the Wall Street Journal article...](#)

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### **Two CCA Members Receive International Business Awards**

14 May 09--Leatherman Tools and CH2MHill received the Mayor's International Business Awards. Leatherman Tools won Product Exporter and CH2MHill won Global Trader. The awards were launched this year to elevate the awareness of the importance of international trade to Portland's regional economy. Winners will be honored at the Awards Dinner. If you'd like to join them, contact Gina Wiedrick at 503.823.5770 or [wiedrickg@pdc.us](mailto:wiedrickg@pdc.us) for tickets.

Portland City Hall Rotunda  
1221 SW Fourth Avenue  
Portland, OR 97204  
Tuesday, May 19, 2009

6:00- 9:00 p.m.

[Read full pdf invitation...](#)

Congratulations to Leatherman Tools and CH2MHill!

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### **Energy Efficiency Investment Assistance**

13 May 09--Are you wondering how to green your business or office in this economy and still save money? The **Green Gain** Program combines a matching grant with technical expertise to help you save energy, reduce waste or put high-performance materials to work for greater profits – a triple win! The program matches eligible projects dollar for dollar to help you use technologies and techniques for a greener way to do business. Investments in efficiency measures and high performance materials don't just save money, they also increase customer loyalty and employee satisfaction and reduce your impacts on the environment. More information at [www.pdc.us/sustainable](http://www.pdc.us/sustainable).

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### **Town Hall Meeting on Portland's Climate Action Plan**

13 May 09--Mayor Adams will be holding a town hall for Portland businesses to learn more about the draft Climate Action Plan and to hear business concerns and questions. To learn more about the plan, go to [www.portlandonline/BPS/CLIMATE](http://www.portlandonline/BPS/CLIMATE). The town hall will be held at Souk, 322 NW 6th Ave., Suite 200, Monday, June 15th, 5:30 - 7:00 pm.

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### **WorkSource Oregon Creates Blog on Key Economic and Labor Information**

12 May 09--The research division of WorkSource Oregon Employment Department has created a new feature for the public. A new blog site that will allow you to share your thoughts on key economic and labor market information. The goal is to provide WorkSource information in a new and more useful format. Check it out: [www.oregonemployment.blogspot.com](http://www.oregonemployment.blogspot.com).

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### **University of Oregon Index of Economic Indicators**

6 May 09--The UO Index dropped 0.6% to 84.9 and continues to signal that Oregon's economy is in recession. A subset of indicators, however, suggests that the pace of deterioration is slowing, the first step to a leveling off of economic activity. The overall picture points to continued recession in Oregon in the next 3 to 6 months. For more details, download the [full pdf report...](#)

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### **Portland Economic Focus Group Summary**

6 May 09--The Portland Bureau of Planning and Sustainability convened six focus groups to analyze local economic opportunities. CCA arranged a focus in the Columbia Corridor. [For the draft summary...](#)

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### **Bill Wyatt's Speech to the Portland City Club**

24 April 09--Bill Wyatt, Executive Director of the Port of Portland, addressed the Portland City Club with a message centered on the foundation of our diversified regional economy--trade transportation and manufacturing. As we begin to plan for Portland and Oregon's rise out of this economic downturn, strategies for regional economic recovery must include a strong focus on the retention and growth of our basic industries in

addition to the recruitment and development of sustainable/green tech industries. Read [the full speech](#) to find out more about why he believes this is Portland's and Oregon's formula for economic success.

[Read the full pdf version of Bill Wyatt's speech...](#)

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### **Portland Area Economic Indicators**

23 April 09-- The Portland metro area's seasonally adjusted unemployment rate rose from 9.6 percent in February to 11.1 percent in March. The number of unemployed area residents has more than doubled over the past 12 months from 61,100 to 140,800 in March 2009. See where Oregon ranks compared to other states and how this same trend looks like in Multnomah County.

[Read full pdf version...](#)

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### **Columbia River Crossing**

16 April 09-- Local project partners decided that I-5 should have three through travel lanes in each direction and three additional add/drop lanes in each direction for a total of 12 lanes on the bridge. Light rail and bike/ped travel lanes will likely be underneath the vehicle travel lanes. Perhaps most important is the plan to actively manage congestion through variable electronic tolls. Twelve lanes is generally agreed to be the best fit for this section of the highway. Active management through tolling will enable the region to set goals (a maximum level of congestion or minimum air quality) and achieve those goals by increasing tolls. Combined with the availability of light rail and bike/ped facilities, the new crossing should be a model of efficiency for the rest of the nation. Visit the CRC web site at [www.ColumbiaRiverCrossing.org](http://www.ColumbiaRiverCrossing.org) for more information. Or call Corky at CCA for more details--503.287.8686.

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### **Portland Metro Business Index**

9 April 09-- In the Portland Metro Business Index highlights include:

- The Portland region labor market worsened significantly during the quarter. Nonfarm payrolls decrease, while initial jobless claims jumped.
- Airport passenger traffic declined for the third consecutive quarter.
- The housing market was weaker, on average, during the quarter. Housing sales continued to decline, while the time on market rose.

[Read full pdf version...](#)

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### **Summer Fun Program**

9 April 09-- A Safe, supervised & Fun place to learn, play & grow! It's a camp where children are encouraged to fully experience the joys of using their own creativity and imagination.

[Read full pdf...](#)

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### **The New DEQ Newsletter**

6 April 09-- The first edition Oregon Environment, presented by the Oregon Department of Environmental Quality (DEQ) discusses environmental issues that affect your business. [Read the full issue...](#)

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### **Preliminary Urban Growth Report from Metro**

1 April 09-- Designed to inform choices about how and where we want our region to grow, the Urban Growth Report presents an analysis of the capacity of our current Urban Growth Boundary. For those of us in the Columbia Corridor, this report has direct impact on how property in our area will be redeveloped.

[Read full pdf version...](#)

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### **Metro Launches High Capacity Transit Tool**

1 April 09-- The Build-A-System tool allows users to be "virtual planners," choosing which high capacity transit lines to build within a limited budget. Users balance trade-offs such as ridership, cost, connection to attractions and institutions, and carbon emission reduction to create the system they would like to see. Try the online tool for fun and effect--your responses will help the project team and elected officials understand the region's collective values in order to balance the trade-offs offered by these corridors.

[www.oregonmetro.gov/goingplaces](http://www.oregonmetro.gov/goingplaces)

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### **Welcome New and Renewing Members!**

City of Fairview  
Calbag Metals  
GeoDesign  
IPD Company  
The Halton Company  
Three Oaks Development  
Waste Management

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### **Upcoming Events**

May 27th Breakfast Forum: Economics Professor Tim Duy

June 24th Breakfast Forum: ResourceFULL Use Ideas for Efficiency

July 22nd Breakfast Forum: State Legislators Panel Discusses the Recent Session  
September 21st:

The Annual CCA Classic Golf Scramble!

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**COLUMBIA CORRIDOR**  
A S S O C I A T I O N

A 501(c)6 Non-Profit Organization  
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