

AGENCY NAME: GOVERNOR’S OFFICE – ECONOMIC REVITALIZATION TEAM

II. KEY MEASURE ANALYSIS

Agency Mission: To help local government and businesses increase economic opportunity and help state agencies improve service delivery by focusing on customer service, partnerships and results.

KPM #3	CERTIFIED INDUSTRIAL LANDS Number of new industrial sites/acres certified as “project ready.”	Measure since: e.g. 2004
Goal	ECONOMIC DEVELOPMENT: Increase the supply of marketable industrial sites statewide.	
Oregon Context	OBM 1, 2, 3, 4, 10, 11, 15 and ERT Mission.	
Data source	OECD is the agency that manages the industrial site certification program and tracks the number of sites certified and developed.	
Owner	ERT Special Projects Coordinator: Gabrielle Schiffer 503.986.652	

1. OUR STRATEGY

Industrial site certification is a tool that increases the state’s preparedness for economic development. Even though the industrial site certification program is administered by OECD, readying industrial sites for “project ready” certification is a multi-agency, state/local collaboration. The ERT partners with OECD, DLCD, DEQ, DSL, ODOT, ODFW, SHPO and a host of local governments and property owners to facilitate efforts to remove barriers to certification.

2. ABOUT THE TARGETS

Because targets for this measure were set unrealistically high when the program was new and without a track record, an adjustment to the target from 20 to 12 sites a year was approved by the Joint Legislative Audit Committee (JLAC) for OECD for FY 07. OECD is the agency that administers the industrial site certification program.

3. HOW WE ARE DOING

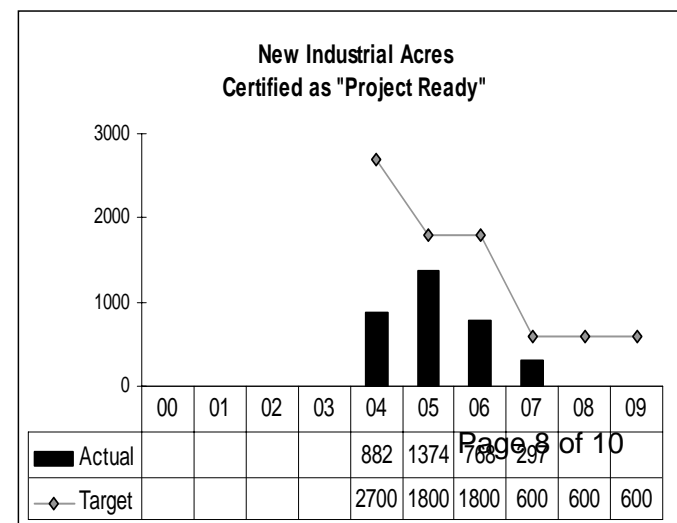
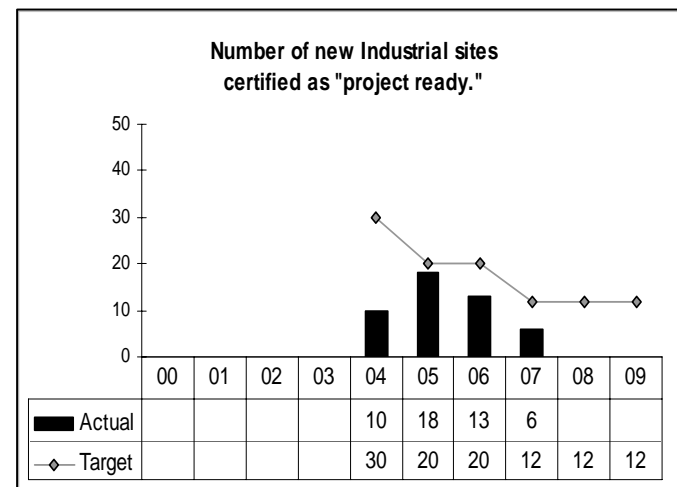
Even though only 6 sites attained “project ready” certification status in FY 07, as many as 15 sites are nearing certification status. In addition, the size (acreage) of industrial sites certified continues to trend downward. The average size of a certified industrial site for fiscal year follows: FY 04 - 88 acres; FY5 – 76 acres; FY6 – 59; FY 07 - 50 acres. Many of the certified sites have been developed or are slated for development. Information on Oregon’s certified industrial sites are available to the public and company site selectors at <http://www.oregonprospector.com>

4. HOW WE COMPARE

Since only a few states have certification programs and no national standard for certification exists, comparison to other states is not possible. Given the collaborative nature of certification, it’s difficult to compare certification to individual state agency processes or programs.

5. FACTORS AFFECTING RESULTS

Many of the 48 sites certified over the last 4 years can be considered the “low hanging fruit.” The remaining industrial zoned lands are more constrained and therefore more difficult to certify. Limited options for funding and financing public infrastructure improvements remains a challenge



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and can significantly delay the certification process. As the state's population and traffic have increased and as state and local highway and road systems approach capacity in many parts of the state, options for easy or relatively inexpensive fixes to the state's transportation system are becoming exhausted. Maintaining an adequate supply of industrially zoned lands to keep pace with development and/or changing market demands is also challenging for some local jurisdictions. Increasing the supply of industrially zoned lands either by expanding the urban growth boundaries (UGBs) and/or by cleaning up former industrial sites for redevelopment is expensive and time consuming. In the Willamette Valley, certification efforts have been hampered because most of the remaining industrially zoned land is significantly impacted by the presence of wetlands. In addition, the basic task of information gathering required to complete the certification application is often difficult for smaller jurisdictions where inadequate staffing and/or high staff turn over remains an issue. Finally an improving economy creates less of a compelling need for certification because all the issues on a site do not need to be resolved for it to be competitive and attractive to development.

6. WHAT NEEDS TO BE DONE

Local/state/federal funding and financing options for public infrastructure needs to be increased. The ERT, in partnership with DLCD and OECDD, is working with key communities to increase the supply of industrially zoned lands and bring more sites on line for certification. OECDD and DEQ need to develop more tools and incentives to motivate land owners to clean up and redevelop brownfields. ERT is working with DSL, OECDD and the US Army Corps as well as a number of local jurisdictions and non-profit and private partners to pilot a wetlands credit resale program for industrial lands in the Willamette Valley, where the demand for quality wetland mitigation credits outstrips the supply.

7. ABOUT THE DATA

The reporting cycle for number of industrial sites certified as "project ready" is by Oregon fiscal year. OECDD maintains a list of certified sites. A third party verifier determines when a site has met all the criteria to be certified.