

CLACKAMAS COUNTY BUSINESS PRIORITIES 2013 - ACTION PLAN



PRIORITY 1	
INCREASE POSITIVE RELATIONSHIPS IN CLACKAMAS COUNTY AMONG ELECTED OFFICIALS AND BUSINESSES	
BUSINESS COMMUNITY ACTION STEP	
DESIRED OUTCOMES	
a	<p>GREATER TRUST</p> <p>Encourage cities and county to include the business community when setting goals Offer specific, targeted invitations to businesses and elected officials to engage together Business organizations proactively engage members and promote frequent communication Specific outreach occurs to engage county commissioners</p>
b	<p>IMPROVED COUNTY IMAGE</p> <p>Use media to advantage, social media Highlight successes</p>
c	<p>INCREASED COORDINATION AND COMMUNICATION</p> <p>Broader communication exists from CCBA/others to business community, not just members and county elected officials Broader outreach and information sharing among organizations A comprehensive communication and outreach plan for business organizations is developed</p>
d	<p>COMMON VOICE EXISTS</p> <p>Continued joint coordination; CCBA convene regular workgroup meetings Written agreed upon principles "Business Priorities 2013" Press releases published to promote business priorities Business organizations come to agreement on the top 1-2 priorities Messages from business community is always positive Have a workshop or session w CCBA and County to ensure we are all on same page CCBA formally presents and advocates for Business Priorities to BCC and county leadership</p>
e	<p>IMPROVED GOVERNMENT ACCOUNTABILITY</p> <p>Familiarize businesses with Oregon City's efforts and County's efforts CCBA follow up on priorities</p>
f	<p>BIPARTISANSHIP AMONG ELECTED OFFICIALS</p> <p>Host a workshop with the CCBA and County officials to ensure we are on the same page</p>
g	<p>HEALTHY PUBLIC POLICY DISCUSSIONS</p> <p>CCBA formally presents and advocates for business with the county and ensures all needs presented</p>

*Yellow identifies easiest to attain,
 pink most important*

PRIORITY 2		
ENHANCE TRANSPORTATION	BUSINESS COMMUNITY ACTION STEP	
DESIRED OUTCOMES		
a	TRANSPORTATION RECOGNIZED AS ECONOMIC DRIVER	<p>CCBA actively involved with the C4 efforts</p> <p>Transportation resources regularly identified</p> <p>Industry / business experts provide support on I-5 bridge placement and statewide significance</p> <p>Common business voice</p> <p>Common business message</p> <p>Common voice on priorities</p>
b	IMPROVED TRANSPORTATION FUNDED	<p>C-4 involvement in transportation project operations</p> <p>Complete projects that (Sunrise Corridor)</p> <p>Establish voice with community businesses</p>
c	TRANSIT IMPROVES	<p>Portland Milwaukie light rail completed</p> <p>Regular analysis occurs of all possibilities</p>
d	FREIGHT MOBILITY IMPROVES	

PRIORITY 3		
CREATE A MORE WELCOME ENVIRONMENT FOR BUSINESSES TO GROW AND THRIVE	BUSINESS COMMUNITY ACTION STEP	
DESIRED OUTCOMES		
a	INCREASED ACCESS TO CAPITAL	<p>Increase knowledge of funds available (Clackamas County Revolving Fund)</p> <p>Identify and communicate available resources (email, forums, meetings, business associations, chamber newsletters)</p>
b	REGULATION AND PERMITTING STREAMLINED AND SIMPLIFIED	<p>Use Oregon City audit as model</p>
c	REGULATIONS REDUCED	
d	BUSINESS INCENTIVES ENHANCED	
e	PUBLIC AND PRIVATE ENTITIES WORK TOGETHER TO REDUCE DUPLICATION	<p>Any time permits are required</p>

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pink most important*