

Beth Goodman, Project Director and Senior Planner

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Beth Goodman is a Project Director and Senior Planner at ECONorthwest with a professional focus on long-range growth management, land use planning, and policy analysis. Beth specializes in housing and economic development planning and policy analysis for cities and counties in the Pacific Northwest and across the United States. She analyzes long-range housing needs in the context of demographic changes and affordable housing need, including developing housing policies to respond to housing deficits. She analyzes economic development growth potential, land need for commercial and industrial growth, and development of policies to encourage and stimulate economic growth. Beth works with cities to evaluate opportunities for expansion of urban growth boundaries of Oregon cities. Beth is an adjunct instructor with the University of Oregon's Planning, Public Policy and Management program.

Representative Projects

Beth Goodman has served as Project Manager on the following projects, unless otherwise noted:

URBANIZATION, ECONOMIC OPPORTUNITIES, HOUSING NEEDS, AND FORECAST POPULATION ANALYSIS

- Urbanization analysis to determine the employment and residential land needs and provide technical analysis for a comprehensive plan update for the Oregon cities of: Bend, Corvallis, Creswell, Salem, North Plains, Jacksonville, Grants Pass, Eugene, Springfield, Junction City, Sandy, Rockaway Beach, Harrisburg, Ontario, and Madras. Urbanization projects may include forecasting population and employment, an economic opportunities analysis, a housing needs analysis, analysis of policies to increase land use efficiency, and an analysis of potential urban growth boundary expansion areas. An urbanization project typically results in revisions to the city's comprehensive plan policies.
- Economic opportunities analysis to determine commercial and industrial land needs and provide technical analysis for a comprehensive plan update in the Oregon cities of: Sweet Home, Sherwood, Talent, Newport, Tillamook, Ashland, Cottage Grove, Brookings, Lake Oswego, Damascus, Pendleton, Lebanon, Albany, Oakridge, and The Dalles, as well as for the Salem-Keizer Region, Jackson County, and the Bear Creek Valley. Economic opportunities analysis includes: development of long-term economic development strategy, inventory of suitable employment land, an assessment of infill and redevelopment potential, analysis of historical economic trends, identification of comparative and competitive advantages, development of an employment forecast, identification of potential growth industries, identification of the characteristics of

needed sites for potential growth industries, determination of the sufficiency of employment land, and identification of the implications of the analysis for economic development. An economic opportunities analysis typically results in revisions to the city's comprehensive plans for economic development.

- Housing needs analysis to determine residential land needs and provide technical analysis for a comprehensive plan update in the Oregon cities of: Cottage Grove, Hillsboro, Hood River, Talent, Scappoose, Sherwood, Wilsonville, Newport, Phoenix, Damascus, Medford, and Pendleton, as well as for the Salem-Keizer Region, Jackson County, and the Bear Creek Valley. Housing needs analysis includes: inventory of suitable residential land, an assessment of infill and redevelopment potential, analysis of national and state housing trends, analysis of local housing trends and densities, population forecast, analysis of demographic trends, analysis of housing affordability, forecast of housing needs, determination of the sufficiency of residential land, and identification of the implications of the analysis for residential development. A housing needs analysis typically results in revisions to the city's comprehensive plans for residential development.
- Forecast population in the following areas: Hood River County (OR), Jefferson County (OR), Jackson County (OR), Malheur County (OR), Josephine County (OR), City of Cheney (WA), City of Blaine (WA), City of Sandpoint (ID), Skagit County (WA), City of Sultan (WA), and the Foothills Subarea (WA).

URBAN GROWTH BOUNDARY EXPANSION

- **Talent UGB Expansion—Talent, OR (on-going).** Expansion of the Talent, Oregon urban growth boundary for residential land.
- **Madras UGB Expansion Analysis—Madras, OR (2016).** Expansion of the Madras, Oregon urban growth boundary for expansion for a large-lot industrial site and the City's airport.
- **Newport UGB Expansion Analysis—Newport, OR (2013).** Expansion of the Newport, Oregon urban growth boundary for expansion to include the City's watershed and parkland.
- **Westmont Living Newport UGB Expansion Analysis—Newport, OR (2013).** Expansion of the Newport, Oregon urban growth boundary for a private client for the development of a memory care living facility.
- **Harrisburg UGB Expansion Analysis—Harrisburg, OR (2013).** Expansion of the Harrisburg, Oregon urban growth boundary for expansion for residential land.
- **Junction City UGB Expansion Analysis —Junction City, OR (2012).** Expansion of the Junction City, Oregon urban growth boundary for expansion for residential land.

HOUSING ANALYSIS

- **Oregon Statewide Housing Plan—Oregon (on-going).** Development of Statewide Housing Plan for Oregon Housing and Community Services.

- **Rogue Valley Housing Strategy—Jackson County, Oregon (on-going).** Develop a regional housing strategy for the Rogue Valley portion of Jackson County and develop local housing strategies for each of the six cities in the Rogue Valley, as part of the Regional Problem Solving plan.
- **Madras Housing Strategy—Madras, OR (on-going).** Development of a housing strategy to remove barriers and encourage housing development.
- **Skokomish Indian Tribe Housing Strategy—Skokomish, WA (on-going).** Development of a housing strategy to support housing development for Skokomish Tribal members on the Skokomish Reservation.
- **Skagit County Housing Analysis and Action Plan—Skagit County, WA (2017).** Develop an analysis of housing needs for Skagit County and the cities within the County, including development of an action plan to promote development of affordable housing.
- **Banks Housing Policy Analysis—Banks, OR (2017).** Evaluated options for policies to allow larger-lot single-family detached housing development in Banks through changes to the City’s zoning code and zoning map.
- **Jackson School Market—Hillsboro, OR (2016).** Developed a market analysis in support of redevelopment of a rural residential area in North Hillsboro, as part of a concept planning process.
- **Columbia County Affordable Housing Analysis—Columbia County, OR (2016).** Developed an analysis of housing need in Columbia County, focusing on issues related to housing affordability.
- **Sundoon Market Analysis—Dallesport, WA (2016).** Developed a market analysis of housing demand in the mid-Columbia Gorge to support development of new housing in a proposed development in Dallesport Washington.
- **Hood River County Secondary and Vacation Housing Market Analysis—Hood River County, Oregon (2015).** Inventoried the amount of short-term rental housing and second homes in Hood River County, developed an analysis of how other counties and cities regulate these types of housing, and developed a housing market analysis for Hood River County to provide context for discussions of regulating these types of housing.
- **Corvallis Housing Survey and Market Analysis—Corvallis, OR (2015).** Developed and implemented a housing demand survey of employees working in the City of Corvallis.
- **Newport Residential Land Assessment for Student Housing—Newport, OR (2014).** Evaluated options for development o housing to accommodate growth of students associated with Oregon State University’s expansion of the Hatfield Marine Science Center campus in Newport Oregon.
- **Heartland Regional Plan and Fair Housing Equity Assessment—Omaha, NE (2014).** Developed technical analysis for a Fair Housing Equity Assessment for the Heartland Region.

- **Anchorage Housing Market Analysis—Anchorage, AK (2010).** Analysis of demand for compact housing demand and potential changes to housing policies for the Municipality of Anchorage, Alaska.
- **Wilsonville Low-Income Senior Housing Study—Wilsonville, OR (2008).** Market analysis of the demand for affordable senior housing in Wilsonville, Oregon.
- **Tulalip Housing Needs Survey—Marysville, WA (2006).** Surveyed Tulalip Tribal members to assess current housing preferences and determine future housing needs.
- **Subdivision Controls as Regulatory Barrier to Affordable Housing—Washington D.C. (2006).** National analysis of the impact of zoning and subdivision regulations on housing affordability for the U.S. Department of Housing and Urban Development (HUD) and the National Association of Homebuilders.

ECONOMIC DEVELOPMENT

- **Eugene Airport Master Plan—Eugene, OR (2017).** Identify employment growth opportunities on non-aeronautical land at the Airport, as part of the Master Plan Update.
- **Woodburn Economic Development Assessment—Woodburn, OR (2016).** Evaluated economic development opportunities for development of industrial land recently brought into Woodburn’s urban growth boundary.
- **Wilsonville Economic Development Taskforce—Wilsonville, OR (2013).** Developed an economic development strategy and action plan for the City of Wilsonville, Oregon.
- **Skagit County Industrial Lands Buildable Lands Inventory—Burlington, WA (2013).** Developed an inventory of buildable industrial land and estimated demand for industrial land and the characteristics of land needed by industrial firms in Skagit County, Washington.
- **Truckee Meadows Industrial Land Needs Analysis—Reno, NV (2012).** Estimated demand for industrial land and the characteristics of land needed by industrial firms in Truckee Meadows, Nevada.
- **Oregon City Economic Development Strategy—Oregon City, OR (2012).** Assessment and update of the City of Oregon City’s existing economic development strategy.
- **Jean Lafitte Economic Resiliency Plan—Jean Lafitte, LA (2011).** Analysis of economic opportunities in Jean Lafitte, Louisiana, in support of the Town’s Comprehensive Planning process.
- **East Feliciana Comprehensive Plan—East Feliciana, LA (2010).** Analysis of economic opportunities in East Feliciana, Louisiana, in support of the Parish’s Comprehensive Planning process.
- **City of Sultan Comprehensive Land Use Plan Update—Sultan, WA (2010).** Economic analysis and population forecast for the City of Sultan, Washington.
- **City of Cheney Comprehensive Plan Update—Cheney, WA (2010).** Economic analysis and population forecast for the City of Cheney, Washington.

- **ADE/Petaluma Economic Development—Petaluma, CA (2009).** Economic development strategic plan and implementation strategy for the City of Petaluma, California.
- **Sandpoint, Idaho Population and Economic Forecasts—Sandpoint, ID (2007).** Economic analysis and population forecast for the City of Sandpoint, Idaho.
- **Foothills Subarea Plan—Whatcom County, WA (2006).** Economic analysis and population forecast for the Foothills subarea in Whatcom County, Washington.

AREA PLANNING

- **Truckee Meadows Regional Plan Update—Reno, NV (on-going).** Revise the Truckee Meadows Regional Plan and develop new regional policies to guide growth in Reno, Sparks, and Washoe County.
- **Hood River Westside Concept Plan—Hood River, OR (2016).** Developed a land use plan for the Concept Plan.
- **South Willamette Street Economic Study—Eugene, OR (2015).** Literature review of the effect on businesses of potential redesign of South Willamette Street in Eugene.
- **South Billings URA—Billings, MT (2011).** Market analysis and implementation plans for long-term development of the South Billings Boulevard Urban Renewal District in Billings, Montana.
- **Aloha-Reedville Study—Portland, OR (2011).** Analyzed the demographic, socioeconomic, and housing trends and economic opportunities in the unincorporated community of Aloha-Reedville in Washington County, Oregon.
- **Adair Village Brownfield Market Analysis—Adair Village, OR (2011).** Market analysis for reuse of a brownfield mill site near the City of Adair Village, Oregon.
- **South Albany Area Plan—Albany, OR (2010).** Market analysis of long-term demand for housing and commercial and industrial built space in Albany, as part of a Concept Plan for the South Albany Study Area.

MARKET ANALYSIS

- **Clackamas County Fairgrounds Master Plan—Clackamas County, OR (on-going).** Developed analysis of market conditions for development of new facilities at the Clackamas County Fairgrounds.
- **Lincoln County Commons Master Plan—Newport, OR (on-going).** Refine the market and feasibility analysis for a new multipurpose building at the Lincoln County Commons and develop a business and management plan for operations of the Commons.
- **Tillamook County Fairgrounds Master Plan—Tillamook, OR (2017).** Developed analysis of market conditions for development of new facilities at the Tillamook County Fairgrounds.

- **Cape Kiwanda Facilities Master Plan—Newport, OR (2016).** Identified funding options to support development of new facilities at Cape Kiwanda, including developing an implementation and funding strategy.
- **Lincoln County Fairgrounds Master Plan—Newport, OR (2014).** Developed a market and feasibility analysis for development of a new multipurpose building at the Lincoln County Fairgrounds.
- **Port of Morrow Park Market and Feasibility Analysis—Morrow County, OR (2014).** Developed a market and feasibility analysis for a park, as part of the County’s application to lease the site from the Army Corps of Engineers.
- **Giles French Park Market and Feasibility Analysis—Rufus, OR (2013).** Developed a market and feasibility analysis for an RV park in Sherman County, Oregon.
- **Tukwila Industrial Land Rezone—Tukwila, WA (2007).** Market analysis of demand for commercial and retail space in Tukwila in support of an application to change the plan and zoning designations on a 65-acre site.
- **Jacksonville RV Park Market Analysis—Jacksonville, OR (2007).** Market and feasibility analysis for development of an RV resort in Southern Oregon.

OTHER ANALYSES

- **Bethel School District Facilities Plan—Eugene, OR (2014).** Assisted the Bethel School District in updating their Facilities Plan.
- **Oregon Parks Association Deferred Maintenance Needs Assessment—Various, OR (2012).** Assessed and documented the type and estimated cost of deferred maintenance projects for Oregon’s county parks for the Oregon Parks Association.
- **EWEB Demographic and Market Characteristics—Eugene, OR (2012).** Analysis of demographic factors in the market area of the Eugene Water and Electric Board.
- **Evaluation of the Local Government Capacity for Project Management of State Funded Capital Construction—Portland, OR (2011).** Evaluation of the capacity of rural jurisdictions to manage state- and federally-funded capital improvement projects for Business Oregon’s Infrastructure Financing Authority.
- **State Road 35 Columbia River Crossing—Hood River, OR (2010).** Analysis of the economic effects of building a new bridge between Hood River, Oregon and White Salmon/Bingen, Washington.
- **City of Woodburn Transit Plan Update—Woodburn, OR (2010).** Projected future transit funding and research sources of transit funding for the City of Woodburn.
- **Transportation Planning Allocations—Mount Vernon, WA (2009).** Developed a forecast model to allocate population and employment to TAZ for Transportation System Plan (TSP) updates in Skagit and Island counties.

- **EI/Economic Analysis of Lower Duwamish Superfund Site—Seattle, WA (2009).** Senior Analyst. Estimated the impact on employment from spending to clean-up the Lower Duwamish Waterway Superfund Site.
- **Oregon Tourism Commission Local Transient Lodging Tax Evaluation—Salem, OR (2007).** Analysis of transient lodging tax revenues for Travel Oregon.
- **Evaluation of Thurston County’s Buildable Lands Methodology—Olympia, WA (2006).** Evaluation of Thurston County’s buildable lands methodology and population and employment forecast methodology.
- **Evaluation of the Impact of Smart-Growth Policies on Environmental Quality—Various (2006).** Evaluated the impact of statewide Smart Growth policies on environmental quality in eight states for the Lincoln Institute of Land Policy.