



AmericaFWD Project Delivery Accelerator Lab

Rose Quarter PMG

Friday, May 29, 2026

About Us

AmericaFWD is blazing a path toward a future where 340 million Americans can affordably live in communities that are safe, resilient, and economically vibrant in one generation.

Our movement is bridging the gap between policymakers, community voices and people who get stuff done to build infrastructure that work for all people and places.

Our Pillars

- Transportation
- Housing
- Water
- Clean Energy
- Wealth-Building
- Resilience

Partners



The AmericaFWD Team



Christopher Coes

Executive Director

Former Acting Under Secretary of Transportation for Policy, U.S. DOT



Scott Goldstein

Senior Fellow for Transportation

Former Deputy Assistant Secretary for Policy, U.S. DOT



Roger Millar

Director, Project Delivery Accelerator Lab

Former Secretary of Transportation, Washington State Department of Transportation



Julianne Rhinebeck

Program Manager

Former Advisor for Policy Program and Implementation, U.S. DOT

Project Delivery Accelerator Lab

The Project Delivery Accelerator Lab is AmericaFWD's national technical assistance initiative.

It connects communities with seasoned experts from our Advisory Network of 60+ former federal officials, state leaders, and private-sector practitioners.

The Lab helps jurisdictions overcome barriers in procurement, permitting, interagency coordination, and community engagement so that projects move from funding to implementation on time, on budget, and with equity and climate goals at the center.



Rose Quarter PDAL Technical Assistance

Technical Assistance Request ➔ **Help the Rose Quarter team**



Position the project for future funding success



Organize project delivery to achieve the goals of all partners in a timely manner

WORK TO DATE

- April Workshop (4.24.26)
- Partner one-on-one conversations (to date)
 - ◆ Albina Vision Trust
 - ◆ City of Portland (Mayor's Office & City Council)
 - ◆ Metro
 - ◆ Multnomah County
 - ◆ Oregon Trucking Association
 - ◆ Portland Trail Blazers
 - ◆ Prosper Portland
 - ◆ 1803 Fund



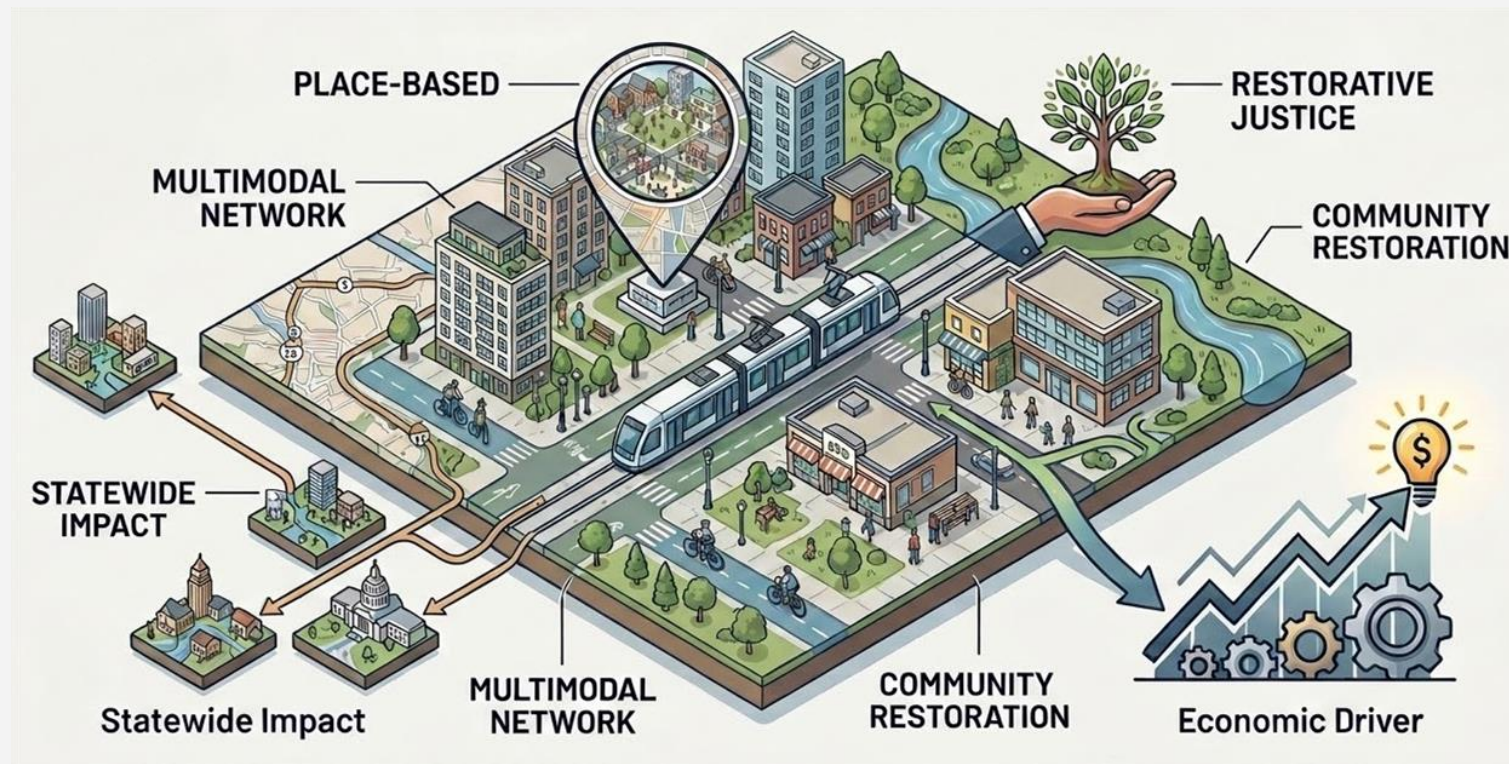
OBSERVATIONS & RECOMMENDATIONS

- Sharpen the message
- Identify and organize champions
- Develop and fund a plan for 2026 and 2027



SHARPEN THE MESSAGE

- A place, not a project
- Multimodal infrastructure (housing & commercial)
- Restorative justice
- Statewide impact
- Local impact
- Economic driver



IDENTIFY & ORGANIZE CHAMPIONS



POTENTIAL STATEWIDE CHAMPIONS

- ODOT
- Business Oregon
- Oregon Trucking Association
- Oregon Business Council
- Oregon Business and Industry
- Others?



POTENTIAL LOCAL/COMMUNITY CHAMPIONS

- Mayor
- Metro Council
- Prosper Portland
- Portland Public Schools
- Multnomah County
- Albina Vision Trust
- Portland Trail Blazers
- UPRR
- Portland Metro Chamber
- 1803 Fund
- Other property owners/associated philanthropy

OTHER POTENTIAL CHAMPIONS

- Building trades
- DBE community
- Utilities
- Banks
- Others?

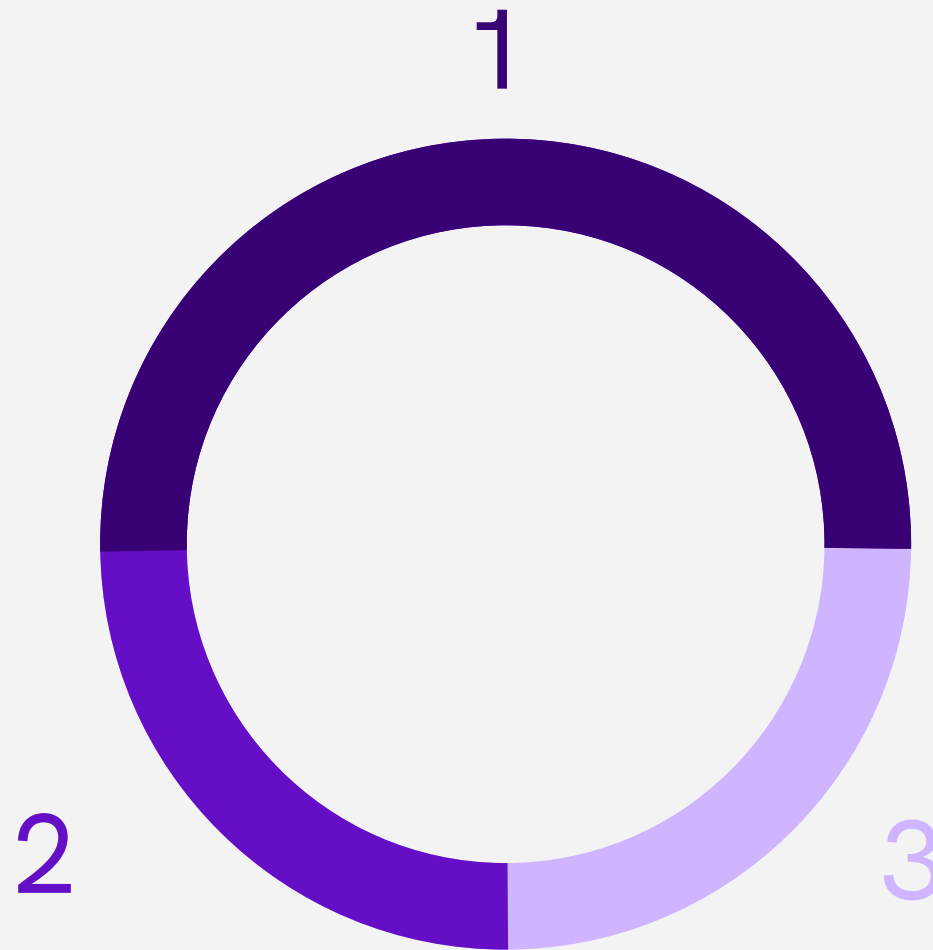


DEVELOP & FUND A PLAN FOR 2026 & 2027

1 - Strategy

2 - Organizing

3 - Communications



SUGGESTED NEXT STEPS

**May - June
2026**

Organization &
Messaging

**June - August
2026**

Engage Partner
Leadership

**September 2026 -
June 2027**

Engage State
Leadership



Thank you!

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