MAKING THE GREATEST PLACE

Engagement strategies and community response

Final report

November 17, 2009

Metro | *People places. Open spaces.*

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Making the Greatest Place:
Engagement strategies and community response

Executive Summary

On Sept. 15, 2009, Metro's chief operating officer, Michael Jordan, released a set of recommendations in a report entitled, "Making the Greatest Place: Strategies for a sustainable and prosperous region". The process of developing these recommendations and preparing for a series of regional decisions was unique and entailed many "firsts": regional collaboration resulting in state approval to change the way we make growth decisions, development of outcomes-based planning and related measurements, and the combination of several major land-use and transportation decision processes into one inter-related set of recommendations. In reality, Making the Greatest Place didn't begin on Sept. 15 but spanned a period of four years; involved hundreds of decision-makers, stakeholders and local government partners; required years of research, modeling, scenario development and forecasting, and incorporated public and stakeholder suggestions along the way. And it doesn't end after the 30-day public comment period.

The COO's recommendations primarily addressed three key themes: making the most of what we have by maintaining and investing in existing communities, limiting urban growth boundary expansion to protect farm, forestland and natural areas, and creating good jobs. The recommendations were based on values established by residents of the region through the 2040 Growth Concept—values that prioritize compact, walkable communities with a variety of transportation options and the preservation of farm and forestland— and consistently reiterated over the years, most recently through a public opinion survey conducted in the summer of 2009. The recommendations in Jordan's report were based on staff analysis and allowed the Metro Council, other elected officials, and members of regional advisory committees an opportunity to listen to the discussion and incorporate that feedback into the series of decisions that will be made beginning in December this year.

> *"It is important to remember that this document does not represent a* decision *by anyone; it is a set of* recommendations *that are intended to invite, and give focus to, the regional conversation that will ensue." – COO report, p. 13*

The recommendations revolved around three major policy processes required by state law: the Regional Transportation Plan, which provides a blueprint for transportation investments until 2035; the Urban Growth Report, which estimates the employment and residential needs of the region for the next 20 years and the capacity of the existing urban growth boundary to accommodate that growth; and a new process of designating urban and rural reserve areas, in collaboration with Clackamas, Multnomah and Washington counties, that will help shape how our region will grow—and what areas will be protected from urban growth—over the next 40 to 50 years. Although the four partners in the reserves process, known as the Core 4 (Metro and the three counties), were not far enough along in the process to make specific recommendations for urban and rural reserves, the COO report proposed general guidelines for the establishment of reserves.

The entire staff report, including all the combined individual program area reports and appendices, adds up to a whopping 1,748 pages. The recommendations were boiled down to a 32-page overview report, which contained two pages of recommendations around three strategies:

1. Make the most of what we have: Invest to maintain and improve our existing communities
2. Protect our urban growth boundary: To the maximum extent possible, ensure that growth is accommodated within the existing boundary.
3. Walk our talk: Be accountable for our actions and responsible with the public's money.

Metro staff developed a public involvement and engagement plan for the Sept. 15 launch and 30-day comment period. The plan was reviewed by the Metro Committee for Citizen Involvement in August and revised to incorporate MCCI suggestions. Metro staff implemented three steps in the process of community engagement around Making the Greatest Place: information delivery, engagement and outreach, and collection and analysis of feedback.

INFORM

Print materials
In an effort to demonstrate sustainable practices, staff sought to make copies of all materials available primarily in electronic format. All elements of the report were available in a searchable DVD format as well as available for download on the Metro web site. Advisory committee members were also encouraged to download information from the DVDs but MPAC and JPACT members were provided with complete binders of print materials upon request. Approximately 1,200 overview brochures were distributed in print form at open houses and engagement events; 750 DVDs were also distributed during the engagement period.

Web
Metro's web site was the information hub and received nearly 6,000 hits during the comment period. The "greatest place" web page contained downloadable versions of all the report files, links to additional program information, links to online surveys and an overview video from COO Jordan. Metro's planning and policy newsfeed provided new information daily, including coverage of public hearings and stakeholder meetings.

Publicity
In addition to paid advertising in community newspapers publicizing the public comment period and the open houses, public hearings and online comment opportunities, Metro staff sought to reach the public in a variety of other ways. HTML e-mail messages were sent to an extended list of roughly 6,000 recipients, all of whom were informed and encouraged to sign up for the policy and planning news feed for continued updates. Metro hosted a media briefing on Sept. 15, attended by about 12 members of local media outlets, to provide information about the recommendations and the comment opportunities. A video featuring COO Jordan provided an explanation of the process and an invitation to all to participate and provide comments. All public hearings during the comment period were filmed and replayed multiple times on local cable television.

ENGAGE

Open houses and hearings
Metro hosted seven open houses and five public hearings throughout the region, most of them during the evening to facilitate public participation:

- Hillsboro – open house only, Spanish language translation provided (Sept. 21)
- North Portland – open house only, Spanish language translation provided (Sept. 22)
- Beaverton – open house and public hearing (Sept. 24)
- Gresham – open house and public hearing, Spanish language translation provided (Oct. 1)
- Happy Valley – open house and public hearing (Oct. 8)
- Oregon City – open house and public hearing (Oct. 13)
- Metro Regional Center – open house and public hearing (Oct. 15)

The open houses were designed to inform participants about the recommendations, and included large visual boards, maps and program "stations" with reports, fact sheets and staff available to answer questions. Participants were given the option of providing written testimony or signing up to provide oral testimony (when the open house was coupled with a public hearing).

Two hundred seventeen people attended these events, and of those, 160 people provided testimony at the hearings. Each public hearing was attended by the Metro Council as well as three to seven representative members of Metro's two policy advisory committees – the Joint Policy Advisory Committee on Transportation and the Metro Policy Advisory Committee.

Engagement events
Metro staff scheduled presentations at a wide variety of community and stakeholder meetings, from business organizations to advocacy groups to elected bodies. Thirty-three presentations were delivered during the comment period and an additional 10 are scheduled from mid-October through early November. At nearly every meeting, Metro staff members provided an overview of the recommendations and were accompanied by a Metro Councilor, whose role was to listen and respond to feedback and questions from the audience. Issues, comments and questions from most of the events were captured by candid summaries in Metro's policy and planning newsfeed; summaries of the remaining events were provided to the Metro Council weekly and posted to the Metro website. Nearly one thousand people participated in the 33 meetings held during the comment period.

LISTEN

Oral testimony
One hundred sixty people took advantage of the opportunity to speak directly with Metro Councilors and other decision makers by providing testimony at one of the five public hearings. Participants were asked to provide summaries of their comments in writing and those were included in the public comment record.

Written comments
The public was encouraged to provide written comments in a variety of ways – through hand-written comments on cards at the open houses, sending written comments to Metro, or sending comments via e-mail. More than 400 individual e-mails were received (in addition, there were roughly 2,000 generic forwarded e-mails on specific topics) and 128 other written comments were received. (NOTE: some of the comments were potentially counted in multiple issue tracks, thus the number of "unique" commenters is expected to be somewhat less. An accurate figure will be recorded in the final version of this report.)

Online opinion survey
Visitors to the Making the Greatest Place web page were encouraged to take brief surveys that specifically related to the three main program areas of the recommendation: the Regional Transportation Plan, the Urban Growth Report, and urban and rural reserves. Seven hundred forty-five surveys were completed among the three tracks (481 on the RTP, 60 on the UGR and 204 on reserves). These do not necessarily represent 745 different individuals, however, as some people may have taken more than one of the three surveys.

Public opinion research
In summer 2009, 600 residents of the metropolitan region (200 each from Clackamas, Multnomah and Washington counties) were contacted by Davis Hibbitts & Midghall research firm and asked a series of questions about the livability of the region. The questions were intended to gauge residents' attitudes and preferences about growth policies and tradeoffs.

KEY THEMES: What we heard throughout the public comment period

Urban growth boundary – One of the most striking shifts was the understanding of and support for maintaining the urban growth boundary as much as possible. From the public opinion research in which participants volunteered the term "urban growth boundary" to the online survey to the written comments, residents generally expressed strong support for preserving the existing urban growth boundary. The primary reason for that support is to protect farm, forestland and natural areas outside the boundary, but the principle of maintaining what we already have before building in new areas also resonated strongly with people. Public opinion research indicated that people were generally supportive of increased density in their neighborhood if it protected resource lands outside the boundary – but that they also had clear limits to the amount and design of density acceptable.

> **Statistics**: Though not a scientific sampling of the region's population, 88 percent of online survey respondents do not feel that Metro should expand the urban growth boundary to accommodate future housing needs. Ninety-one percent of online survey respondents felt very strongly or strongly that the region should "protect farmland at all costs with a tight urban growth boundary"
>
> **Quotes:**
>
> *"Infill. There is a ton and a half of land in surface parking lots, run-down areas, and sprawling single-level buildings that can be redeveloped."*
>
> *"Please don't expand the urban growth boundary prior to significant attention and improvement in East Portland/Mid-Multnomah County. Outer East Portland suffers from significant underinvestment. Too few parks, too few resources for local transportation, and too little attention to strategic zoning. If Metro decides to urbanize more farmland, this would spread resources more thinly, and would merely add to the inattention Mid-County suffers from."*

"I would like to see my city redevelop underdeveloped and vacant lands and focus more development along major thoroughfares. I have observed in my neighborhood and adjacent areas, that when more development comes we get more services that are easier to access by foot, bicycle, short car trip, or bus. It improves our quality of life and protects farm and forest land."

"Not everyone wants to live in a pod!"

Urban and rural reserves – In terms of sheer percentages, residents in general support minimal urban reserves and maximum rural reserves in order to protect farm and resource land. In written comments on reserves, the majority of respondents expressed support for the Metro staff recommendations, particularly focusing growth inside the urban growth boundary and protecting farmland and natural areas. In stakeholder meetings, there was skepticism expressed about the reserves process – especially in terms of how long a designation would last. Although some felt leaving land "undesignated" was too indecisive, others felt it was critical to keep options open in the future.

Statistics: Eighty-seven percent of online survey respondents felt strongly or very strongly that the region should aim to set aside less land for urban reserves to spur investment in our current downtowns and to conserve more farms, forests and natural areas.

Quotes:

"Use urban and rural reserves to protect valuable farmland, reduce our carbon emissions, build efficient infrastructure and support vibrant city centers. Please don't pave over our region's beauty."

"My family of four buys vegetables, berries, fruit, eggs, beef, landscaping plants, pumpkins, and Christmas trees all year long from local farmers which provides our family with safe and fresh produce. It is great to be able to raise our children with a firsthand knowledge of where food comes from. In many cases, our hands remove the produce from the plant or tree on which it grew."

"You're leaving gray areas to the future… I'm sure as heck I don't want to come back here when I'm 70 years old to do this process again." (referring to leaving land "undesignated")

"Failure to designate close-in prime lands as Rural Reserves even though they meet all the criteria while 'protecting' lesser lands not threatened by development does not meet the intent of Senate Bill 1011."

"We believe it is only prudent to err on the side of adding more land to urban reserves than less. This leaves our options open without immediately adding land to the UGB."

Jobs capacity – Business groups in particular expressed concern that the staff recommendations underestimated the demand for industrial and commercial large lots and overestimated the availability of land for jobs within the urban growth boundary. While they supported growth within the urban growth boundary, they felt there wasn't a specific strategy for attracting large industrial businesses to the region and that a fast-track policy would not be effective.

Quotes:

"We can't be restricted to fill-in and brown spaces; we need a complete portfolio of options."

"Be wary of current methods for estimating land needs for commercial and industrial areas."

"The focus needs to be first on getting some new business activity."

"I'm concerned that we're not being bold enough and that this plan doesn't have an economic development strategy as a foundation for it."

Transportation priorities – Comments on the Regional Transportation Plan were very diverse, although a majority generally supported the balance of projects. Frequently, comments specifically mentioned support for sidewalks and bike facilities. Stakeholder opinions varied depending on the affiliation, with freight and business interests generally feeling that we should invest more in roads and highways while bicycle and other advocacy groups felt the RTP didn't do enough to provide non-auto transportation options and reduce anticipated levels of greenhouse gas emissions. Opinions were split on funding options for transportation with no clear consensus, although the largest support was expressed for increased state gas tax and vehicle registration fees. Two projects accounted for nearly all of the project-specific comments – Sunnybrook Boulevard extension in Clackamas County and the "Alternative 7" proposal to connect Interstate 5 with Oregon Highway 99W.

Statistics: Forty-three percent of online survey respondents felt that the RTP contained the right (or mostly right) balance of projects while 31 percent felt it did not.

Quotes:

"If nothing happens to I-5, we still need to promote the arterial (road) system to help get freight around."

"I find it really exciting, the way Metro is thinking…It's not just about bicycle transportation, it's about what we want as a community and as a state."

"I would ask you to keep in mind the low-income households in the area who do not own any type of working automobile at all."

"A lot of us in rural communities are really fed up with choo choo trains while seeing our roads go to pot."

"It seems to me that it's pretty obvious at this point that the big untapped resource is user fees."

Equity issues, performance measures and other – A notable number of general comments brought up the issues of equity, affordable housing, performance measures and accountability, and concern about financing infrastructure costs.

Quotes:

"I'm pleased that (equity) is one of your six desired outcomes, but what are the metrics relating to equity? How will we know when we get there?"

"Specifically, we have reviewed the documents pertaining to the planning effort and are concerned that affordable housing, as a regional issue and policy, is not being addressed."

"The region needs to commit to specific measurable targets that describe whether policies and investments are succeeding in order to know how aggressive we must be in our actions."

Although not everyone agreed on the appropriate course of action, many comments provided support for the process in general and an appreciation for the amount of work that had gone in to the recommendations.

Quote:

"Managing growth is difficult, but more important work does not exist. It impacts everything about our lives, from our schools to the air we breathe and the food we can eat. So thanks, keep up the hard work."

Process feedback

In a preliminary evaluation of the public comment and engagement process, Metro communications staff compiled a list of comments that could inform future endeavors of this nature and magnitude. The comments are anecdotal, but represent the spectrum of critique that Metro staff has received.

- **Materials –** Numerous constituents, including business representatives and government staff members, complimented Metro on the clarity and visual appeal of the documents.
- **Transparency –** Metro staff received extremely positive feedback on the policy and planning newsfeed, launched on Sept. 15, which included candid summaries of stakeholder meetings and public hearings. (www.oregonmetro.gov/planningnews)
- **Time frame –** Several stakeholder groups complained that 30 days was not enough time to dive into the details of the recommendations.
- **Information overload –** Some constituents felt that there was too much information to realistically absorb. At least one felt that Metro didn't interpret the contents enough for the general public to understand.
- **Online survey –** Initially Metro received comments that it was difficult to find the online survey; this was resolved through a quick web redesign. Some felt that not enough was done to advertise the online survey.
- **Connections –** Some felt it was difficult to see the connections between the various policy pieces (e.g., RTP, UGR, reserves) and how they were interrelated.
- **Maps –** Many people were frustrated that Metro's reserves recommendations were in narrative form and would have preferred a map.
- **Location of hearings –** Despite attempts to hold hearings and open houses in geographically balanced locations, some people still complained that hearings weren't scheduled in Hillsboro (open house only) and Wilsonville.

Although Metro staff did not receive any comments relating to outreach to typically underserved communities, including low-income and non-English speaking communities, staff continues to evaluate how effective we have been in reaching those groups. Although Metro offered Spanish language translation at the Hillsboro and North Portland open houses and the Gresham open house and public hearing, no one used the services of the translator. Information about the engagement schedule and translation services, including flyers in Spanish, was distributed to partners serving the Spanish-speaking community.

Next steps

A preliminary community engagement report will be presented to the Metro Policy Advisory Committee on Oct. 28 and to the Transportation Policy Advisory Committee on Oct. 30. After incorporating any substantive changes, a final report will be shared with the Joint Policy Advisory Committee on Transportation, Metro Policy Advisory Committee, Core 4 reserves committee, Transportation Policy Advisory Committee, Metro Technical

Advisory Committee and the Metro Council. The final report will be posted on the Metro web site.

2035 Regional Transportation Plan summary of public comment

The 2035 Regional Transportation Plan updates the policies, projects and strategies to guide transportation planning and investments in the tri-county Portland metro region to year 2035. By 2035, the metro region and surrounding counties are expected to have grown by more than 1 million people and added more than 500,000 jobs, doubling trips on the transportation system. By 2035, emergency services and freight and goods transport that use the region's airspace, bridges, roads, water and rails are expected to have more than doubled. During that time, our region will be implementing policies and taking actions to address the needs and challenges of population growth while supporting economic vitality, combating global warming, reducing air pollution, protecting and restoring wildlife habitat and natural areas, promoting equity in access to affordable housing and transportation choices, and promoting human health through active living.

To meet these needs and challenges, this RTP proposes to focus investment in the region's downtowns, main streets, employment areas and major travel corridors to protect the community assets in which the region has already invested; reduce the distances that people must travel to work, school and shop; and protect farm, forest and natural areas. Projects proposed for this planning horizon aim to fix safety problems; address growing congestion; provide real options for walking, biking and riding transit; and make travel more affordable and reliable for everyone—including businesses and freight shippers. Proposed projects include new sidewalks, new or expanded bicycle facilities and trails, technology that makes travel safer and more efficient, new roads, expanded transit service and high capacity transit connections, improved interchanges and more capacity in the region's highway system.

The following goals provided the framework for this proposed project list and its associated funding strategies.

Desired outcomes for a successful region

1. People live and work in vibrant communities where they can choose to walk for pleasure and to meet everyday needs.
2. Current and future residents benefit from the region’s sustained economic competitiveness and prosperity.
3. People have safe and reliable transportation choices that enhance their quality of life.
4. The region is a leader in minimizing contributions to global warming.
5. Current and future generations enjoy clean air, clean water and healthy ecosystems.
6. The benefits and burdens of growth and change are distributed equitably.

The 2035 RTP update process and decision timetable

Metro began the 2035 Regional Transportation Plan update in fall 2005, with early scoping that involved regional partners, community organizations and other stakeholders. Work from fall 2006 through fall 2007 included considerable stakeholder and public involvement to determine needs and develop policies that provided a framework to guide updating the RTP. In December 2007, the Metro Council adopted the federal component of the 2035 RTP to meet planning requirements in the most recent transportation authorization act, the Safe, Accountable, Flexible, Efficient Transportation Equity Act—a Legacy for Users (SAFETEA-LU). The federal RTP was approved with an Air Quality Conformity Analysis in February 2008.

Following adoption of the federal RTP, staff turned to completing a final RTP to meet regional and state land use goals and the Oregon Transportation Planning Rule. Technical work involved modeling

different land-use and transportation investment scenarios in Fall 2008, to provide a framework for further system development and refinement before soliciting projects and funding strategies from the region's 25 cities, three counties, TriMet, South Metro Area Rapid Transit (SMART), Port of Portland and the Oregon Department of Transportation (ODOT) – the region's transportation providers.

Projects were solicited in spring 2009 through county coordinating committees, the city of Portland, TriMet, SMART, the Port of Portland and ODOT. The solicitation resulted in 1,058 proposed projects with a total estimated cost of $19.6 billion. The list included projects that have expected funding sources and are proposed to be included in the "State RTP Investment Strategy" project list. The list also included projects designed to meet state and regional land use goals, which must have realistic funding strategies rather than expected funding sources based on prior experience.

The draft RTP, draft Regional Transportation System Management and Operations Plan (TSMO), draft Regional Freight Plan and draft High Capacity Transit System Plan summary report and complete list of projects were released for a 30-day public comment period that began on Sept. 15 and ended on Oct. 15, 2009. The RTP comment package was released as part of the Making the Greatest Place effort and Metro's chief operating officer's recommendation titled "Strategies for a sustainable and prosperous region." Public comment received will be considered by the Metro Policy Advisory Committee (MPAC), the Joint Policy Advisory Committee on Transportation (JPACT) and the Metro Council before those committees and the Metro Council consider a resolution to accept the RTP at their regular meetings in November and December 2009.

Following acceptance of the RTP, staff will conduct a final analysis and prepare findings, an updated draft document and the functional plan amendments needed to implement the new policies and strategies. The final draft RTP will then be released for 45 days of public comment beginning in April 2010, before MPAC, JPACT and the Metro Council consider approval by ordinance in June 2010.

Metro's transportation planning responsibilities and the RTP

Metro is the regional government responsible for regional land use and transportation planning under state law and the federally designated metropolitan planning organization (MPO) for the Portland metropolitan area. As the federally designated MPO, Metro is responsible for updating the RTP every four years, which includes updating goals and policies to guide transportation investments, and compiling a financially constrained list of projects and programs to meet requirements for federal funding.

Metro leads this process in consultation and coordination with federal, state, regional and local governments, resource agencies and other stakeholders. Metro facilitates this consultation, coordination and decision-making through four advisory committees: the Transportation Policy Alternatives Committee, the Metro Technical Advisory Committee, JPACT and MPAC. In addition, the Bi-State Coordination Committee advises the Metro Council and JPACT on issues of significance to both Oregon and Washington.

Metro technical staff also worked with the Regional Travel Options Subcommittee to TPAC, the Intelligent Transportation Systems (ITS) Subcommittee to TPAC and the Regional Trails Working Group throughout the update process. The Metro Committee for Citizen Involvement provided advice on public engagement activities.

Summary of stakeholder and public involvement (2006-2009)

The public participation plan for the 2035 RTP update was designed to gather input from stakeholders and the general public, provide essential information on key elements of the RTP update, and meet regional and federal requirements for public participation in transportation planning and decision-making.

Methods for engaging public agencies and targeted public and private sector stakeholder groups included stakeholder, task force and advisory committee workshops; meetings with community groups; and meetings with county coordinating committees. County coordinating committees are a forum for staff and elected officials from the counties to coordinate work with their counterparts from the cities within their boundaries.

Community and stakeholder engagement, fall 2006-2007

In fall 2006, Metro held nine stakeholder workshops that engaged 127 individuals and 50 different community organizations and government entities to help shape policy goals for this update to the RTP. Four of the workshops were held with Metro's existing advisory committees. The other five workshops were held with business and community groups that represented specific public interests, public responsibilities or groups historically underrepresented in the Portland metro region's transportation planning and decision-making processes.

Metro staff also conducted workshops on regional trends, current research, system barriers and policy gaps with the Regional Trails Working Group, local bicycle and pedestrian planners, advisory groups and community-based advocates.

Public input was sought throughout that fall via informal paper- and web-based surveys of public priorities and transportation needs. In January 2007, Moore Information, Inc. conducted a scientific public opinion survey to complement and supplement information from prior public input and engagement activities.

State and federal consultation, fall 2007

Metro met federal SAFETEA-LU provisions for additional consultation with state and federal resource agencies and tribal groups that were not already part of the existing committee structure through a consultation meeting held on Oct. 16, 2007, with the collaborative Environmental Transportation Agreement for Streamlining (CETAS) work group. That group consisted of representatives from ODOT and 10 state and federal transportation, natural resource, cultural resource and land use planning agencies.

Making the Greatest Place outreach, fall 2008

During the fall 2008, Metro launched the "Framing the choices" phase of the Making the Greatest Place initiative. To signify the formal beginning of this particular process, an event was held on Oct. 8, 2008 bringing together elected officials from around the region, appointed officials such as planning commission members and community leaders from business, environmental advocacy and academia. This event set the stage for considering scenario results by the Metro Policy Advisory Committee (MPAC) and the Joint Policy Committee on Transportation (JPACT) as well as for further consideration of policy choices as the region develops a preferred set of local and regional actions that meet 20-year and 50-year needs.

MPAC and JPACT held three joint meetings between October and December 2008 to consider land use, transportation and investment policy choices for future development in the region. More than 100

people attended the sessions which included other elected officials in addition to MPAC and JPACT members, local government staff, and non-government partners. Two discussion guides, "Land use and investment scenarios" and "Transportation and investment scenarios," were prepared to summarize the results of research conducted during the summer of 2008 to frame the land use, transportation and public investment choices available to policymakers in the region.

The meeting on Oct. 22 focused on the results of various land use and investment policies. The meeting on Nov. 12 focused on transportation options. The final meeting on Dec. 10 focused on selecting a combination of land use, transportation and investment policy options to test further. Each meeting featured the use of electronic polling to indicate participants' preferences.

Stakeholder and public engagement in plan development

Regional Freight Plan. At the beginning of the RTP process, Metro formed a Regional Freight and Goods Movement Task Force, which included 33 members representing the multimodal freight industry, as well as community and government agencies. During its three-year tenure, as part of detailed technical data collection and analysis of freight operations, these regional freight stakeholders were interviewed about shipping logistics, freight mode preferences and selection factors, shipping practices, facility operations and pricing, and freight transportation issues, needs and priorities. This information was used to help shape goals and policy direction for the Regional Freight Plan, as well as provide Metro staff with an understanding of the regional transportation investments needed to support a sustainable economy and keep jobs in the region.

Regional High Capacity Transit System Plan. The last broad-based, regionwide consideration of high capacity transit's role in regional planning dates back to 1982, with some adjustments in later RTP processes. The development of the Regional High Capacity Transit System Plan offered a valuable opportunity to gauge the public's vision for high capacity transit growth and development. Public input was requested during each phase of the process: the identification of corridors to evaluate, the development of evaluation framework and the evaluation and prioritization of corridors.

During the summer of 2008, feedback from residents, businesses, community organizations and elected officials identified 192 potential connections in about 55 corridors around the region. Over 100 attendees contributed at workshops, farmers' markets and community events and 200 people completed an online questionnaire. The values collected during public involvement efforts were incorporated into the screening criteria, and 115 community members, planning staff and elected officials completed a questionnaire about the evaluation framework. In spring 2009, Metro shared evaluation results with the public to begin discussing trade-offs, choices and priorities using an interactive web site build-a-system tool and online survey and 31 public outreach events. The online survey was completed by 657 people, and the web site was viewed by 4,256 people.

In addition to the specific input on the identification of corridors, the evaluation framework and the evaluation and prioritization, staff collected overarching themes and policy level public comment. Some of the themes staff heard over the year-long process were access, service and speed, safety and security and connecting high capacity transit to land use.

For detailed reports on these outreach efforts, see the Regional High Capacity Transit System Plan public involvement outreach summary (Metro, May 2009).

The decision-making process for the high capacity transit plan was framed within existing Metro advisory committees. The High Capacity Transit Subcommittee was comprised of 18 representatives from the MTAC and TPAC or their designees. The subcommittee was charged with reviewing public input and technical analysis to provide guidance and consensus-based recommendations that reflected the interests and priorities of local jurisdictions. The subcommittee provided consensus-based recommendations to MTAC and TPAC at key decision points such and then MTAC and TPAC made formal recommendations to the MPAC, JPACT and the Metro Council.

The Portland area has historically been a center of activity for discussion of progressive approaches to land use, transportation and the integration of these in achieving quality communities with vibrant economies and the region has produced some of today's leading thinkers and practitioners on these subjects. The High Capacity Transit Think Tank brought a cross section of these experts and activists together at major milestones to ensure the high capacity transit plan considered and benefited from this body of knowledge and experience. The group was not intended to embody a full representation of the community, but rather a cross section of specialized knowledge and interests. The think tank raised several crucial themes and questions to consider as part of the vision for high capacity transit within the region.

Regional Transportation System Management and Operations Plan. The Regional TSMO Plan was developed in conjunction with the 2035 RTP to develop a focused strategy for investment in operations and demand management solutions. Three advisory committees joined efforts to create, review and revise the plan. TransPort, the operations subcommittee of TPAC, served as the technical advisory committee for operations. Its members include transportation operations professionals from across the region. TransPort met monthly between September 2008 and September 2009 to guide plan development. The Regional Travel Options Subcommittee, the transportation demand management subcommittee of TPAC, met bi-monthly during the plan development, providing guidance on TDM transportation demand management solutions. Lastly, a TSMO Policy Work Group was formed to provide high-level policy guidance for the plan. The ad hoc group consisted of TPAC members, key private sector stakeholders, and other transportation professionals that participate in or oversee TSMO activities. The work group met four times during plan development to provide recommendations on the vision and goals, strategies, and implementation actions. Additionally, public presentations were given at TPAC, JPACT and Metro Council meetings.

Mobility corridors concept in the RTP. During January 2009, Metro and Oregon Department of Transportation staff conducted 14 coordination interviews with local transportation agencies to provide information about the RTP's mobility corridor concept and to identify issues within each of the 24 corridors in preparation for future workshops.

Through March and April 2009, Metro and ODOT hosted seven mobility corridor workshops across the region, bringing together agencies partners with a common interest in the geographic area covered at each workshop. Together, participants identified a common set of mobility gaps and deficiencies, and discuss the desired function of the corridor and individual transportation facilities. Metro prepared a summary of each workshop that was shared with each agency in advance of the system development phase to help guide selection of investments.

Consultations, public engagement, and public notification

Public information meetings, state and federal consultations on the RTP. Information on RTP developments was provided throughout the update process in media briefings of reporters and editorial boards, press releases, media packets, civic journalism, electronic newsletters and fact sheets available through the Metro website and distributed at meetings and events.

Metro Councilors and staff made presentations to community groups, business organizations, local governments, the TriMet Board of Directors, the Oregon Transportation Commission, the Land Conservation and Development Commission, the Bi-State Coordination Committee and other interested advisory committees in the region. In fall 2009, during this public comment period, Metro Councilors and staff met with 44 business, industry and community groups to provide information and listen to concerns about the RTP as well as the land use elements that made up the larger Making the Greatest Place effort.

The RTP project web site posted information about the update process, with a timeline of key decision points and public comment opportunities. Consultation meetings were held during the public comment

period with the Oregon Department of Transportation, the Department of Land Conservation and Development, and the Oregon Department of Environmental Quality and the Federal Highway Administration. Consultation with the Federal Highway Administration, the Federal Transit Administration, and the federal Environmental Protection Agency will occur as part of the air quality conformity determination process in 2010.

Public comment period notification and comment opportunities on the RTP. A 30-day public comment period opened on Sept. 15, 2009, with posting of a review draft of the 2035 RTP on Metro's web site and copies on compact disks or paper available upon request. Public outreach for this phase of the 2035 RTP update was promoted as part of a larger integrated land-use and transportation effort dubbed "Making the Greatest Place," which included recommendations from Metro's chief operating officer to maintain what we have, protect the urban growth boundary and bring jobs to the metro region.

Forty-five days before the opening the comment period, electronic notices were distributed to all regional neighborhood associations, citizen participation organizations and interested parties who had asked to be included in Metro's notification lists. The notices included information on how to access the review draft online, dates and times of public open houses and hearings, and instructions on different options for submitting comments. Options included e-mail, an online web comment form, U.S. postal service and testimony submitted at one of seven open houses or five public hearings.

The open houses and public hearings were held on the following dates at the following locations: open houses and written comment opportunities on Sept. 21 in Hillsboro and Sept. 22 in North Portland; open houses and oral testimony opportunities were held on Sept. 24 in Beaverton, Oct. 1 in Gresham, Oct. 8 in Happy Valley, Oct. 13 in Oregon City, and Oct. 15 at Metro in Portland. Because of the large Spanish-speaking population living in the areas, the events in Hillsboro, North Portland and Gresham had a Spanish interpreter present. The presence of the interpreter was promoted in display ads and through a flyer in Spanish that was distributed to organizations that serve Spanish-speaking people in those communities.

The comment period, open houses and public hearings were promoted through display ads published in all the community newspapers, in local and ethnic publications and in The Oregonian. Copies of the ads and notices are presented in an appendix to this report.

Summary of comments

During the Sept. 15 through Oct. 15, 2009 comment period, Metro received 686 comments on the RTP. In keeping with recent trends, a large portion of the comments – 70 percent (481) came in via the web comment tool, 23 percent (155) by e-mail, and 7 percent (50) at hearings and open houses.

Comments received through the online web tool are summarized as aggregate data and displayed graphs and tables. Comments received at open houses and hearings as well as by e-mail and U.S. mail are briefly summarized in a summary table of comments in a later section. To be included in the public record, comments must identify the author by first and last name; comments without proper identification had to be omitted.

Comments received at hearings, open houses, e-mail and U.S. mail

Of all comments included in the summary table of comments, two projects accounted nearly half of them – the Sunnybrook Boulevard extension in Clackamas County (29 comments) and a set of arterial connections associated with "Alternative 7" proposed to connect I-5 with OR 99W (62 comments).

Comments opposed to the Sunnybrook Boulevard extensions came from individuals and community organizations concerned about potential environmental damage to sensitive natural areas. Comments in support came from local jurisdictions and area colleges wanting to improve local connectivity.

Comments opposed to some or all of the I-5/OR 99W arterial connections came from mostly from residents concerned about a lack of public process surrounding the proposed Alternative 7, increased traffic, damage to property values, damage to the environment and damage to a community park that would be affected by the northern arterial.

Comments in favor of one or more of the arterials proposed in Alternative 7 came from local jurisdictions, local chambers of commerce and commercial/ industrial interests, especially those that ship freight.

Comments suggesting corrections or requesting administrative changes will result in changes as appropriate. Comments suggesting substantive changes, technical changes or changes to the project list will receive a response from staff in a separate exhibit to be considered by MPAC, JPACT and the Metro Council as part of the resolution of acceptance.

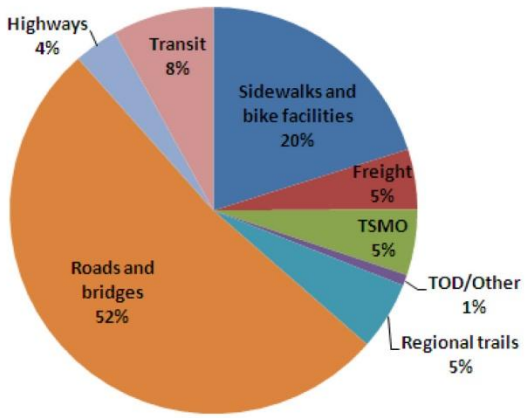
Web comments

Web comments were solicited using an online questionnaire through links on the "Get involved in Making the Greatest Place" and "2035 Regional Transportation Plan update" web pages as well as links placed in "widgets" published on related web pages. The following pages present key questions in the questionnaire followed by graphic representations of responses to free-text comment opportunities. The free-text comments were coded so they could be quantified and graphed to provide a quick overview of trends and general preferences. Responses that occurred at least twice are included in the graphs; single mentions are listed below each graph. Responses unrelated to the question are not included in this summary report, but will be included in the full comment report.

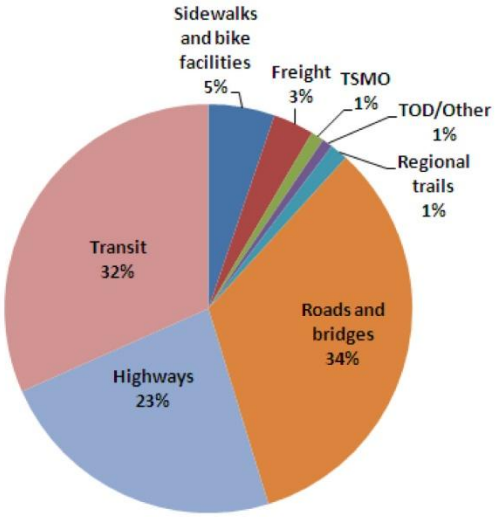
Comments on the balance of investments

The questionnaire provided this information and asked if this was the right balance:

State RTP investment strategy
(percentages based on number of projects)



State RTP investment strategy
(percentages based on share of total cost)



The plan proposes to invest in:

Highways – $4.5 billion to widen existing highways to address freight bottlenecks, mitigate congestion, improve reliability for interstate and regional travel, and increase access to industrial areas and intermodal facilities.

Roads and bridges – $6.6 billion to keep the region's bridges in good repair, reconstruct existing streets to add sidewalks and bike facilities and expand arterial system to provide more routes for community travel.

Bike facilities and sidewalks – $1 billion to complete gaps in sidewalks and bike facilities and improve access to transit.

Regional trails – $278 million to complete gaps in the regional trail system and improve access to transit.

Transit – $6.2 billion to expand the existing high capacity transit system and supporting bus service.

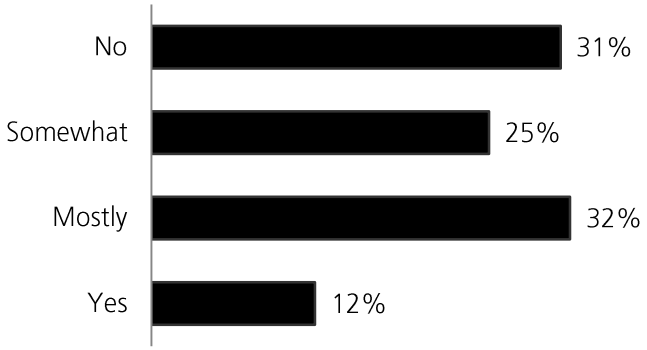
TSMO – $203 million to implement projects and programs to protect the investments we have already made in the region's transportation system, use advanced technology to improve the operations and efficiency of the existing road and transit system, provide traveler information and expand incident management efforts.

Freight – $632 million to remove existing freight rail bottlenecks, improve industrial area access and upgrade rail tracks and services to facilitate goods movement in and through the region.

TOD/Other – $164 million for transit-oriented developments and other projects such as removing barriers to fish passage.

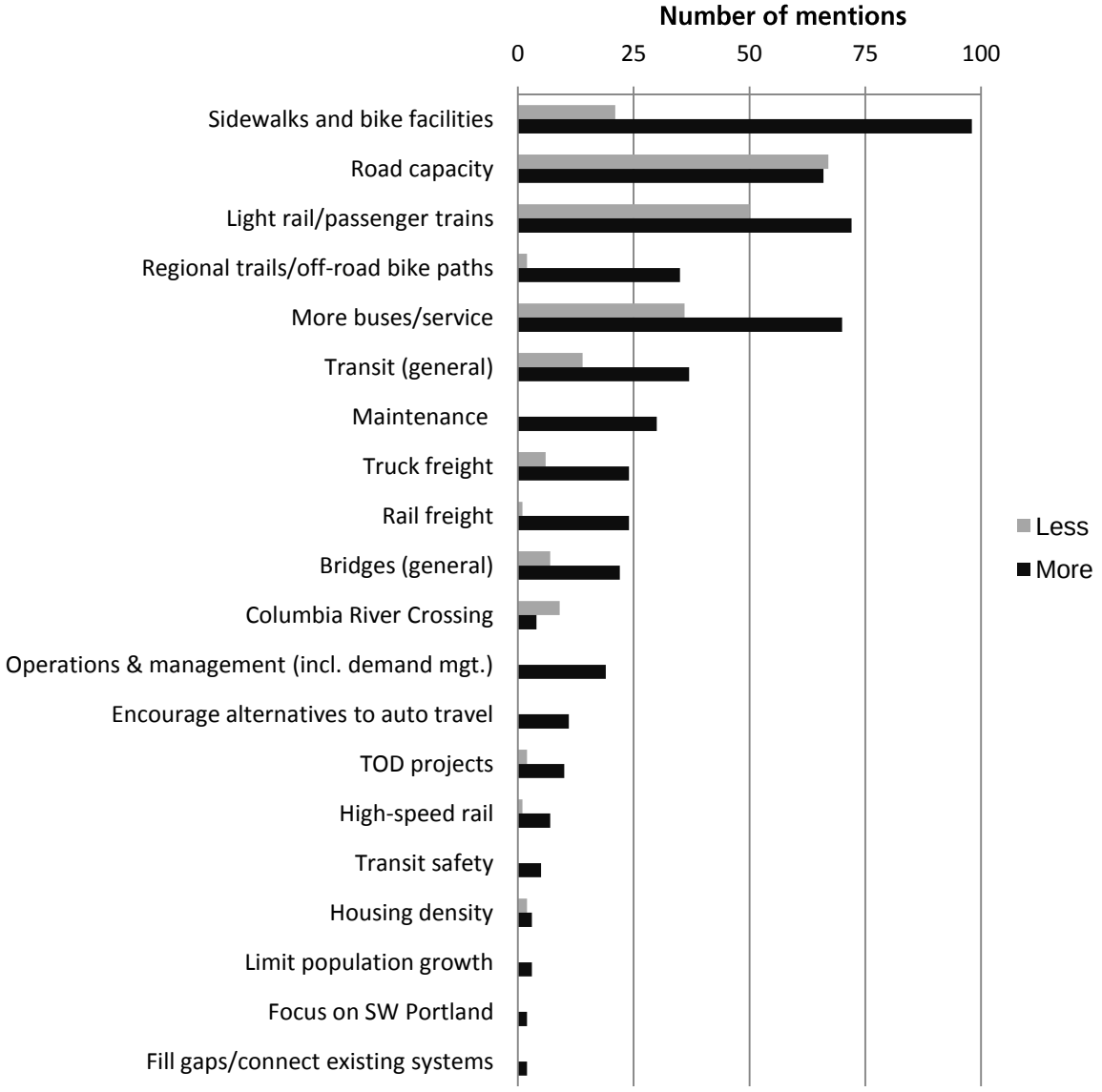
A total of 406 people weighed in on whether this was the right balance of projects. The breakdown of their opinion is illustrated in the graphic below.

Given the goals of the RTP, is this the right balance of projects?



Highlights of free-text comments on the balance of investment

Of the 406 individuals who commented on the balance of investments, 327 individuals offered free-text comments on the emphasis and balance of investments. The graph below illustrates the number of times a particular are of emphasis – either more or less – was mentioned.



In addition to the comments illustrated above, individuals also suggested investments in water freight, studying more possibilities along the Barbur Boulevard corridor, affordable housing, park and ride structures, streetcars and trolleys, high-occupancy vehicle lanes, dedicated bus ways and funding incentives to encourage more use of the existing transit system.

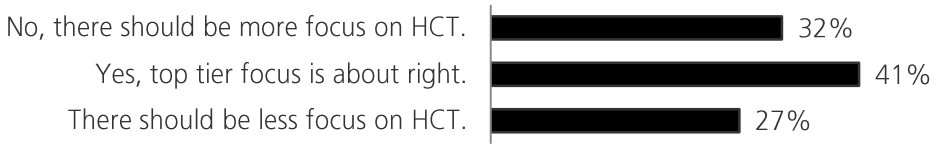
Comments on high capacity transit priorities

The survey provided this information:

> As an element of the RTP, the Regional High Capacity Transit System Plan identified priorities for future investments in light rail, commuter rail, rapid streetcar and bus rapid transit. The process identified three near-term priorities:
>
> - Portland to Gresham in the vicinity of Powell Boulevard
> - Portland to Tigard or Sherwood in the vicinity of Barbur Boulevard/Highway 99E
> - Service upgrades to all day, 15-minute service on WES between Beaverton and Wilsonville

A total of 340 individuals commented on the high-capacity transit plan. Opinions on investment in the top tier are illustrated in the graphic below.

If the region focuses on the top tier of priority corridors, is that enough for high capacity transit investments?

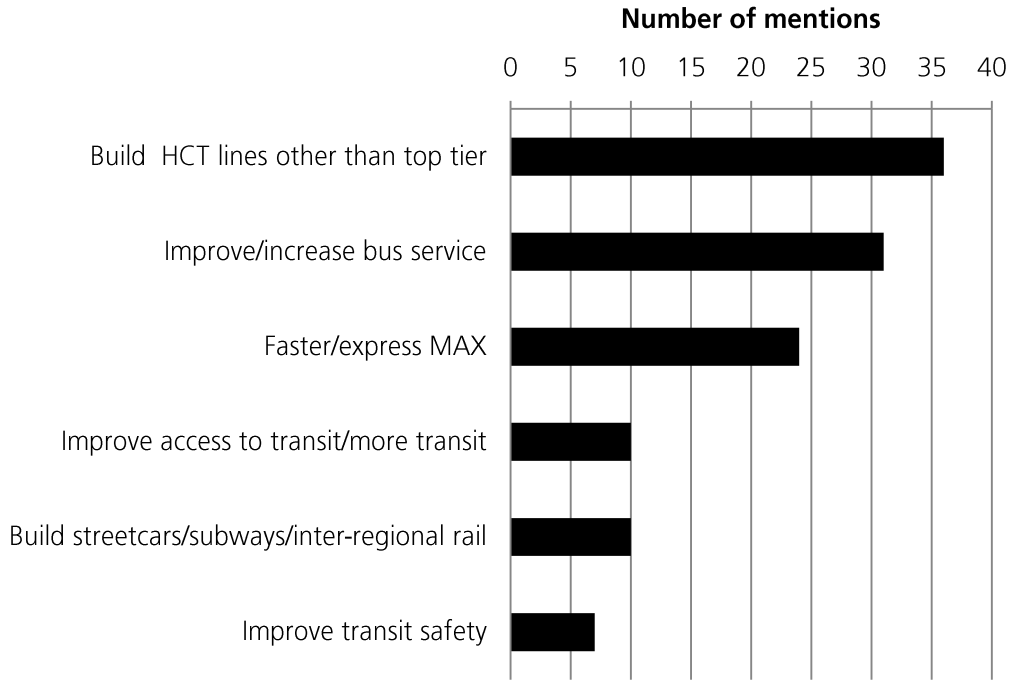


Summary of free-text comments on the high-capacity transit priorities (2 or more mentions)

Of the 340 people who weighed in on the high-capacity transit plan, 206 provided specific, free-text comments. In general those who offered comments on high capacity transit were more supportive of transit than not. However, 40 comments opposed any more investment in transit, especially light rail, and 20 suggested investing in roads instead of transit. Thirty-one comments noted that it is critical to "remember bus" as a key part of the system.

Of those in favor of transit investment, several specifically mentioned the idea of high capacity in the vicinity of Barbur Boulevard as a good idea. A few favored high capacity transit in the vicinity of Powell Boulevard and opinions were split on whether to invest more in service improvements to WES. Others expressed interest high capacity transit lines in addition to those in the top tier regional priority list, with a handful suggesting service to Oregon City.

Of the comments in support of transit, 24 supported faster transit service, eight wanted more transit in the form of inter-regional lines, subways or streetcars. Transit safety was important to seven people, and six wanted more access to transit. One comment favored investing in bicycle facilities and one favored land-use solutions. The graphic below provides an overview of comments supporting high-capacity transit investments.

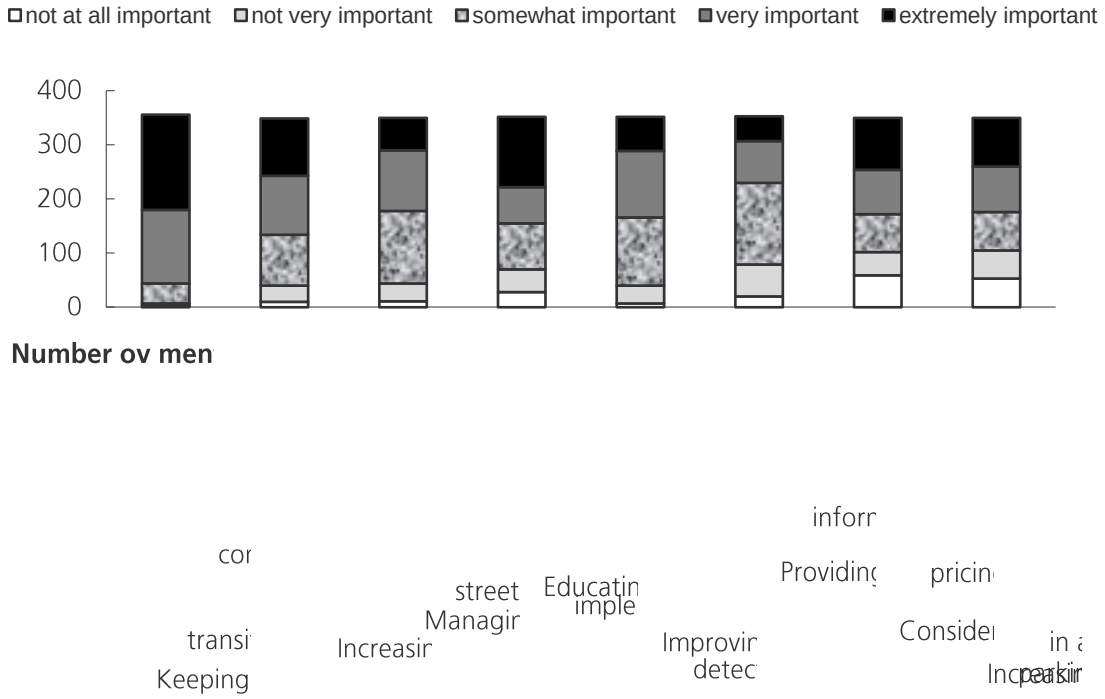


Comments on the Transportation System Management and Operations Plan

The questionnaire provided this information and asked respondents to rate these possible strategies:

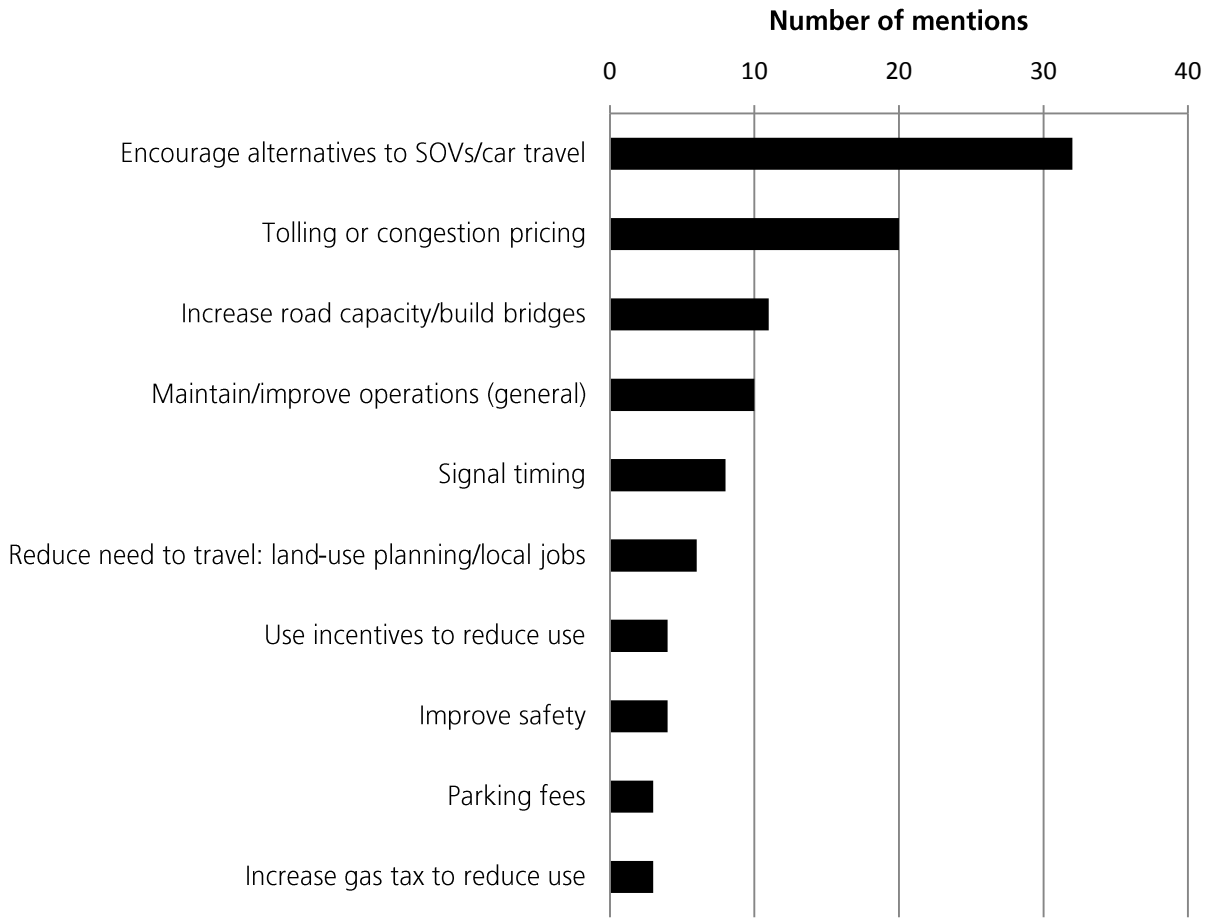
> The Regional Transportation System Management and Operations Plan includes many strategies to make the most of our investment in the region's transportation system. When compared to traditional capital investments such as adding new transit service, building new roads or additional lanes, TSMO strategies offer high returns for a comparatively low cost, and can delay or remove the need for additional costly capital-intensive investments. As proposed, the TSMO plan includes more than $725 million in proposed investments for the 10-year period from 2010 to 2020. How would you rate the importance of each of these strategies to better address congestion and increase efficiency on our transportation system?
>
> 1. Keeping current roads and bridges in good condition
> 2. Increasing smart technology like signal priority at intersections and more incident and travel time information on the highway system to manage congestion
> 3. Managing access to major streets and highways
> 4. Education about and implementing incentives like youth bus pass and employer programs to encourage biking, walking, carpools, vanpools and transit use
> 5. Improving traffic incident detection and clearance times on highways, major streets and transit networks
> 6. Providing more travel information to people and businesses, including message signs on highways, radio alerts, ODOT's Tripcheck.com and TriMet's Transit Tracker
> 7. Considering tolls and other pricing strategies
> 8. Increasing parking fees, shared parking for multiple uses and price discounts for carpools or short-term parking in centers, downtowns, main streets and areas served by high quality transit.

A total of 356 individuals commented on the TSMO plan. The graphic below illustrates how they rated the importance of each TSMO strategy.



Summary of free-text comments about the TSMO plan (2 or more mentions)

Of those who commented on the TSMO plan, 143 offered free-text comments on ways to improve the management and operation of the existing transportation system. The graphic below illustrates those comments.



A few strategies were mentioned just once or twice. Those include instituting user fees as a general principle, increasing traffic control, studying successes elsewhere, fixing bottlenecks, improving road signage, building more park-and-ride facilities, reducing freight traffic, bringing back electric buses, instituting a carbon tax, controlling access to throughways, implementing a mileage tax for all vehicles, being careful not to put unequal cost burdens on the poor and controlling population growth.

In addition to these comments, nine comments opposed using parking fees in particular as a means of managing the transportation system.

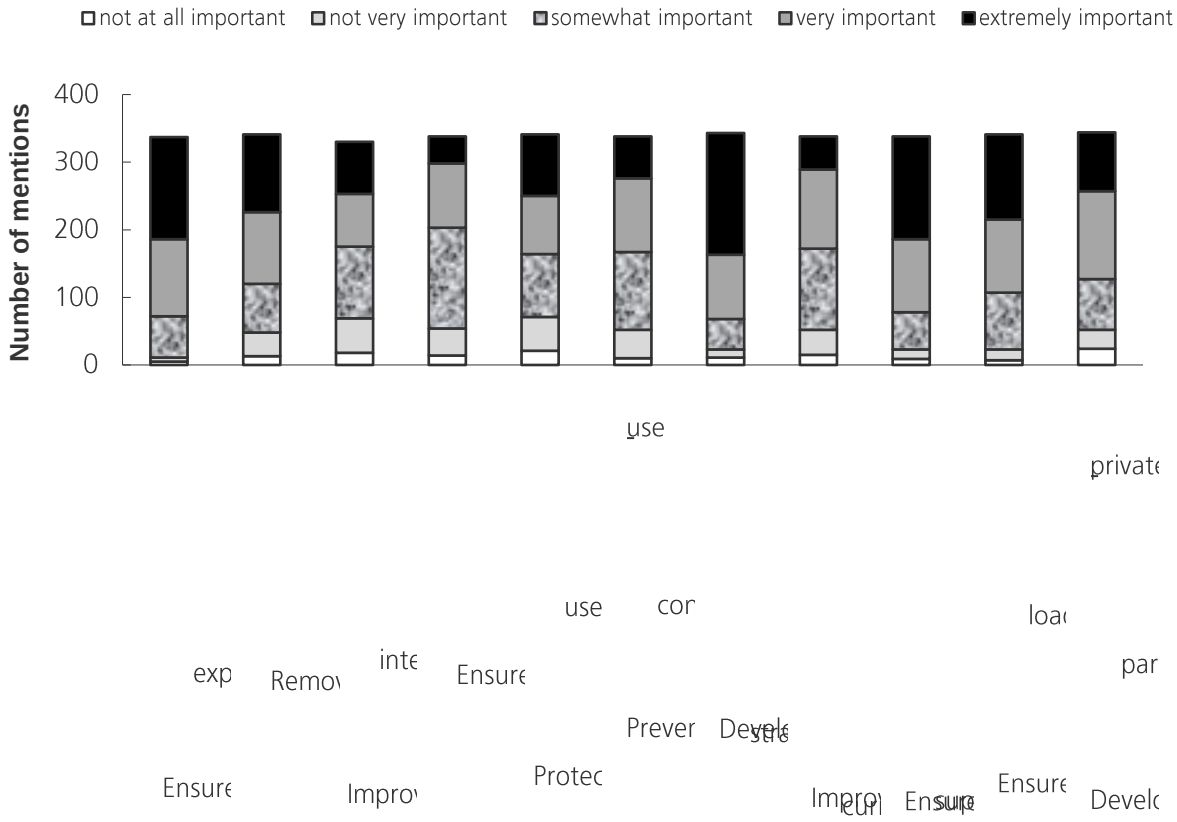
Comments on freight movement

The questionnaire provided this information and asked respondents to rate these freight-related goals:

About two-thirds of our regional freight move by truck, connecting producers with ports, railroads or the interstate system. Many trucks find their way onto neighborhood streets as they deliver goods to local businesses or provide home delivery. Thus, freight and the business and industrial community often benefit from a wide range of congestion-relief, roadway and bridge projects such as those identified in the RTP. In addition, many transit, pedestrian and bicycle projects help freight move more reliably by moving automobiles off highways.

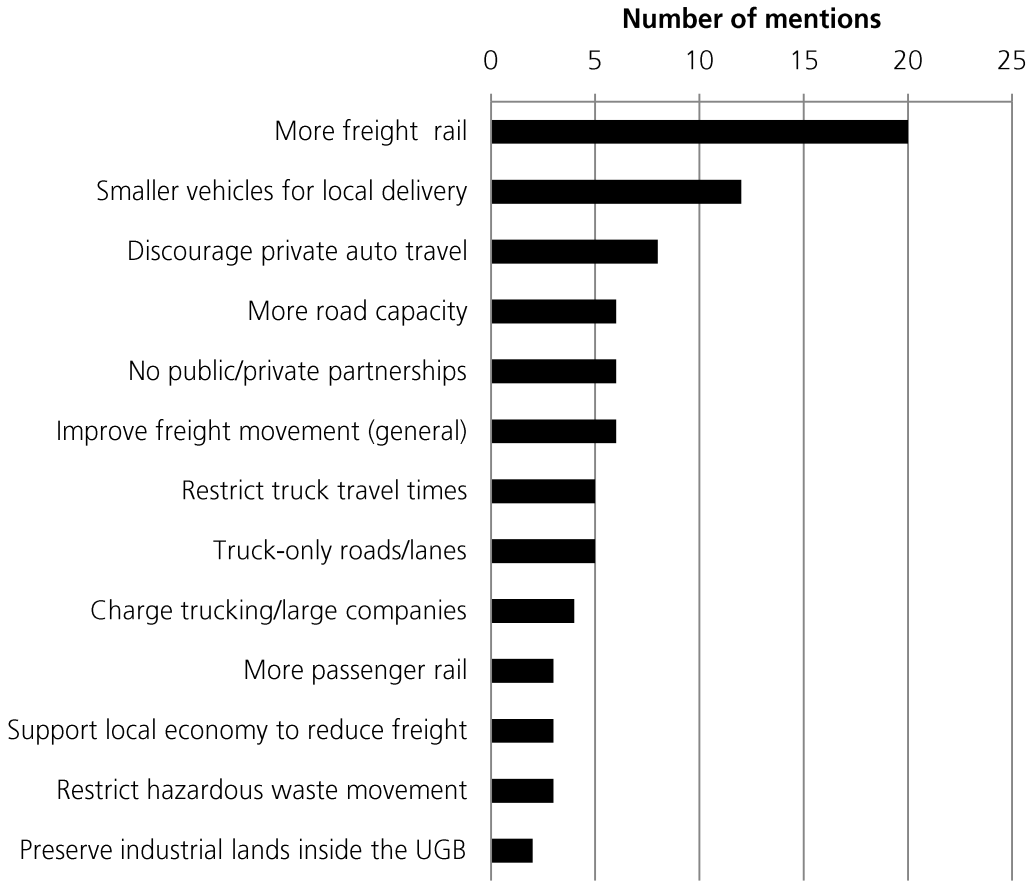
Some specific freight-related policy goals that could be used to guide investment in our transportation system are listed below. How would you rate their importance to our transportation system and economy?

1. Ensure access to the region's major export facilities (Class 1 railroads, interstate highways, air cargo and marine facilities)
2. Remove major bottlenecks to benefit trucks, transit and passenger vehicles
3. Improve major interstate or highway interchanges
4. Ensure access for delivery to retail centers, businesses and homes
5. Protect and expand industrial land uses to provide good quality jobs
6. Prevent and minimize conflicts between industrial and non-industrial or freight-related land uses
7. Develop a regional freight rail strategy and investment policy to ensure that railroads can function in the future to help take some trucks off our highways
8. Improve major street connections to current and emerging industrial areas
9. Ensure that the region's investments support a vibrant and sustainable economy to provide good jobs here
10. Ensure safe transport of hazardous loads with a regional routing strategy that avoids potential conflicts with high capacity transit while maintaining freight rail capacity



Summary of free-text comments on freight movement

A total of 312 individuals commented on the freight plan. Of those 119 offered free-text comments. Items mentioned more than once are shown in the graphic below.



Mentioned once were using innovative approaches to moving freight, such as pneumatic tubes, addressing bottlenecks on rails and roads, using congestion pricing to free up road capacity for freight movement, replacing the swing span on the old railroad bridge, taking safety into consideration in land-use planning, looking at Boone Bridge freight movement, reducing funding for freight movement, and reducing funding for new bridges.

Comments on funding strategies

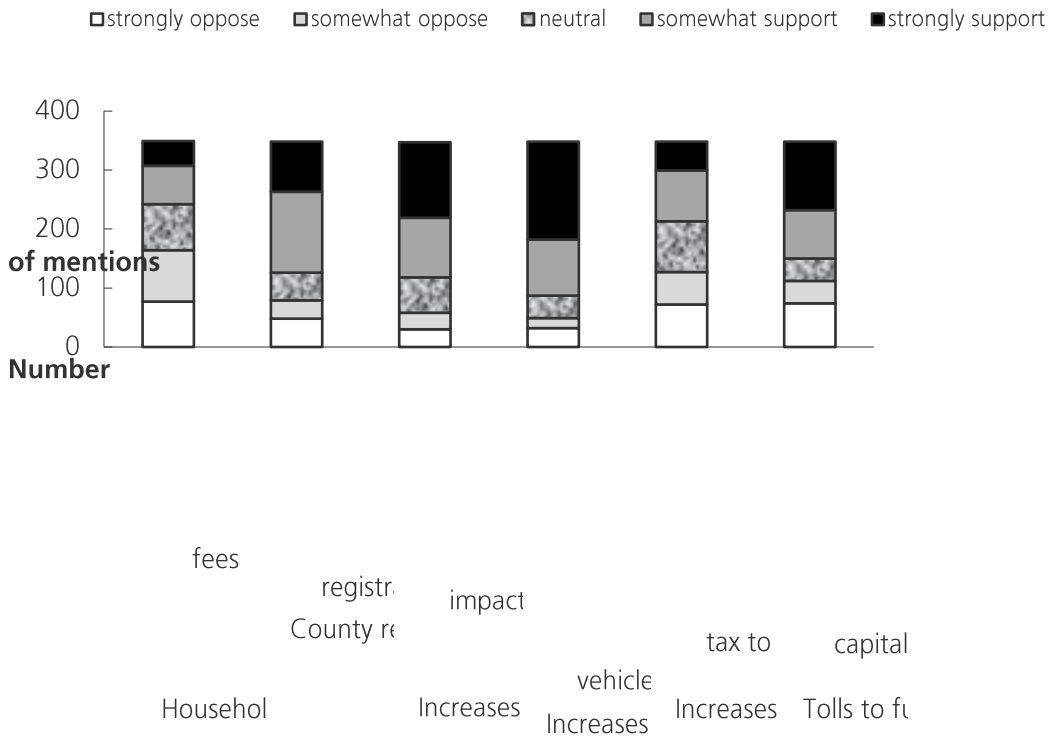
The questionnaire provided this information and asked respondents to rate these funding options:

The region's transportation system is funded through a combination of federal, state, regional and local sources. Federal funds are given to this region with different requirements on how the money can be spent. The state generates funds through a series of user fees that are constitutionally limited to road use, including a gas tax, weight-mile tax for heavy trucks, vehicle/truck registration fees and drivers' license fees. Local sources include city and county gas taxes, dedicated property tax levies, parking revenues and fees on new development. TriMet and SMART collect transit funds through fares and a local business payroll tax.

Currently, there is a growing shortage of funding to adequately repair or build highways, roads, bridges, sidewalks, bike facilities and transit lines. Today the federal government is investing less in local transportation than ever before, and state and local transportation sources are limited. While budgets are shrinking, aging roads and bridges are operating beyond capacity, more freight is moving in the region, and more people are walking, biking and using transit than ever before.

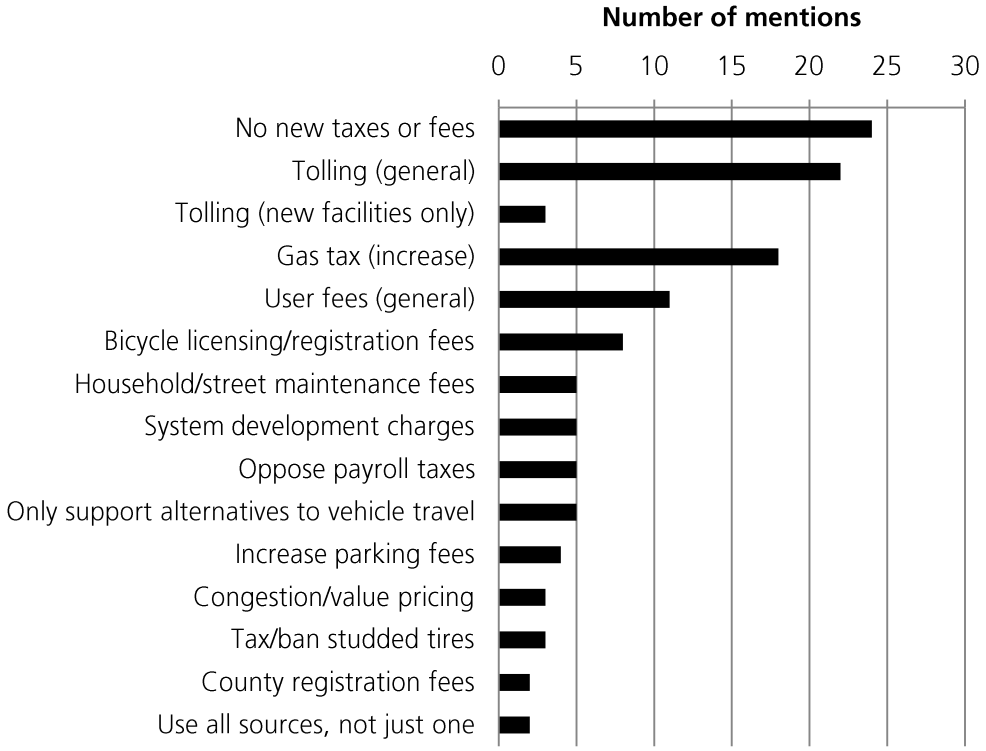
In order to fund the region's transportation priorities, several funding sources are being explored. Rate your support for the following funding options.

1. Household street maintenance fees to fund road and bridge repairs
2. County regional vehicle registration fees to fund capital investments like highways, roads and bridges
3. Increases in local development impact fees (system development charges) to fund capital investments like highways, roads, bridges, sidewalks and bicycle facilities
4. Increases in state gas taxes and vehicle registration fees to fund maintenance and capital investments for highways, roads, bridges, sidewalks, and bicycle facilities
5. Increases in the TriMet payroll tax to fund transit operations and expansion of the region's transit system



Summary of free-text comments on funding strategies (2 or more mentions)

Of the 352 individuals who rated funding strategies, 142 chose to provide free-text comments on the topic. The graph below shows the number of times these respondents mentioned a particular strategy.



In addition to the strategies shown in the graph above, other strategies that were suggested at least once include issuing bonds for specific projects, reducing government waste, discouraging growth, not funding specific types of projects (e.g., light rail, bicycle facilities, roads and highways), limiting cars to one per household, increasing transit fares, taxing large companies or freight haulers, and implementing weight-mile fees on trucks or cars.

URBAN GROWTH REPORT
Public comment summary

This report summarizes the written comments received during the 30-day public comment period ending October 15 on issues relating to those contained in the Urban Growth Report.

Online survey

During the 30-day public comment period, we received 60 comments from 57 individuals relating to the Urban Growth Report through our online survey. That survey posed questions relating to:

- whether to expand the urban growth boundary to accommodate future housing needs,
- what actions cities and counties should take to support more housing in downtowns and near major transportation routes
- which actions should be part of a strategy to support more jobs in existing downtowns and employment areas (expanding the UGB was one of the options provided), and
- which strategies Metro and local governments should pursue to reduce the number of cost-burdened households in the region.

A complete copy of the full survey questions and results are attached to this document. The highlights of the results from the survey are:

- More than 88 percent of survey respondents do not feel that Metro should expand the urban growth boundary to accommodate future housing needs.
- Among the strategy options listed for supporting more jobs in downtowns and employment areas, cleaning up brownfield sites, reusing abandoned buildings and targeting public investments were nearly unanimously supported, though brownfields and reusing buildings had stronger support than the public investments option. Nearly 80 percent of respondents suggested the Metro Council not consider UGB expansion as part of this strategy.
- Nearly two-thirds of respondents support both investments in high quality transit and more housing choices near transit as tools in a strategy to reduce the number of cost-burdened households. Only six percent believe neither strategy should be pursued.

Some of the questions allowed for open-ended responses. All of the responses are included with this summary, but here are a few of the responses that are representative of the entire group:

- "I would like to see my city redevelop underdeveloped and vacant lands and focus more development along major thoroughfares. I have observed in my neighborhood and adjacent areas, that when more development comes we get more services that are easier to access by foot, bicycle, short car trip, or bus. It improves our quality of life and protects farm and forest land."
- "Continue infill efforts and use available underused areas to support more housing."
- "Infill. There is a ton and a half of land in surface parking lots, run-down areas, and sprawling single-level buildings that can be redeveloped."
- "Build up, not out. Build denser housing near transportation hubs (such as bus or MAX stops). Build on currently empty lots, and remove dilapidated buildings to create space to build better housing. Create incentives for builders not to build 'McMansions' that house only one family and waste space for others."

- "Not everyone wants to live in a pod!"
- "Affordable housing in inner areas and better transit in more suburban areas are both needed. Now, what to do about Clark County..."
- "We need to do both. It is very difficult to develop affordable housing, but we need to keep working on that in areas with high quality transit that are close to jobs and other services. We also need to serve people who are living in affordable housing and not well served by transit."
- "Affordable housing residents need transportation options for employment and services. Placement of housing near transit options and providing such options where they do not currently exist, is critical to maintaining equity and quality of life for all."
- "There are two classes of transit riders, those who elect to use transit over using an automobile, and those who don't have any other choice. Focus on the economically disadvantaged; improved transit options will create additional employment opportunities for them. The economically advantaged will always be able to adapt to their transit and multi-modal commuting options."
- "Those individuals that can't afford where they live should consider moving to a new location. The taxpayer shouldn't be forced to pay for the housing or the transportation for 'cost burdened' households. After all, don't we ALL fit into that category?"

Online survey participants were asked to provide their ZIP codes. Fourteen of the 60 responses came from the 97140 ZIP code (Sherwood), while 29 responses came from Portland ZIP codes. All of the responses came from within the tri-county area.

Written comments received via mail and e-mail

We received 140 e-mail messages through the greatestplace@oregonmetro.gov e-mail address that addressed, in some fashion, issues related to the Urban Growth Report. Some comments addressed the need to focus on infrastructure investment in existing communities. Others expressed concern about slowing population growth or whether Metro had accounted for enough employment land to meet the growing needs of the region.

A few comments from some of the e-mail messages include:

- "So many of us are just beginning to understand the enormous value of having farms close to our cities and towns - fostering farmers' markets and getting ourselves healthier. I want you to use our urban and rural reserves to protect farmland, reduce carbon emissions, build efficient infrastructure and support vibrant city centers."
- "We must protect the Urban Growth Boundary and rural reserves for the sake of our quality of life, and because in the era of climate change, we need to promote growth that minimizes the waste of energy and other resources that result from sprawling development and the fuel-burning lifestyles it generates. However, we must also ensure that greater urban density comes with good design and choices. Fortunately, we have enough land available within the UGB to allow that to happen."
- "Wake up! We don't need a Metro Boundary, we need local planning."
- "Please don't expand the urban growth boundary prior to significant attention and improvement in East Portland/Mid-Multnomah County. Outer East Portland suffers from significant underinvestment. Too few parks, too few resources for local transportation, and too little attention to strategic zoning. If Metro decides to urbanize more farmland, this would spread resources more thinly, and would merely add to the inattention Mid-County suffers

from."

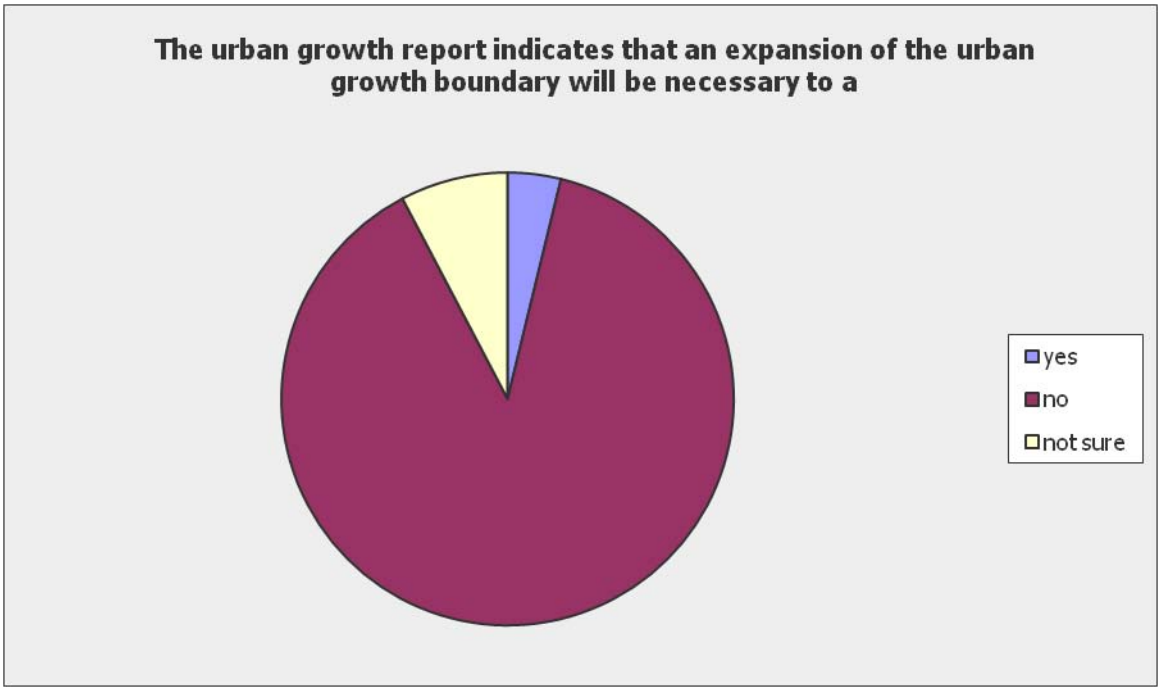
Other than e-mail, 19 additional written comments were received that addressed issues related to the UGR. Most of these comments were submitted to complement oral testimony provided at one or more of the five public hearings held between September 24 and October 15. These comments addressed concerns about the supply of available employment land, a need to consider climate change as a central focus of land use and planning efforts, questions about the assumed refill rate, and a need to better link land use and transportation policy with affordable housing efforts. These comments include written submissions from the cities of Lake Oswego, Tualatin and Wilsonville; business advocacy organizations such as the Portland Business Alliance, Commercial Real Estate Economic Coalition and Westside Economic Alliance; the Port of Portland; Coalition for a Livable Future, AARP and Housing Land Advocates.

Summary: Online survey results

Making the Greatest Place: Urban growth report comment

The urban growth report indicates that an expansion of the urban growth boundary will be necessary to accommodate future housing needs unless local governments take actions to make the most efficient use of existing housing opportunities inside the current urban growth boundary to prevent expansion onto farm and forestland. Local actions could include zoning changes, offering development tax credits or using other tools to encourage development in downtowns and along major streets with high quality transit. Do you believe Metro should expand the urban growth boundary to accommodate future housing needs?

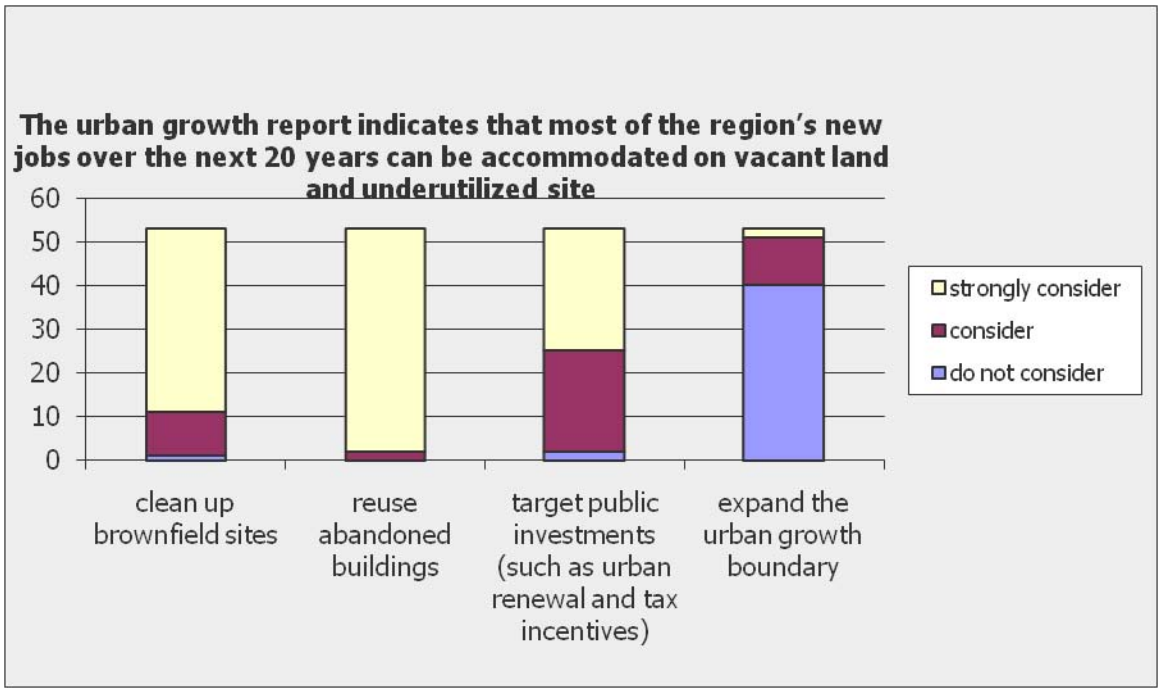
Answer Options	Response Percent	Response Count
yes	3.8%	2
no	88.5%	46
not sure	7.7%	4
	answered question	**52**
	skipped question	**8**



Making the Greatest Place: Urban growth report comment

The urban growth report indicates that most of the region's new jobs over the next 20 years can be accommodated on vacant land and underutilized sites within the current urban growth boundary through a variety of actions Metro and your local government can take to support more jobs in existing downtowns and employment areas. Rate the following actions that could be considered as part of this strategy.

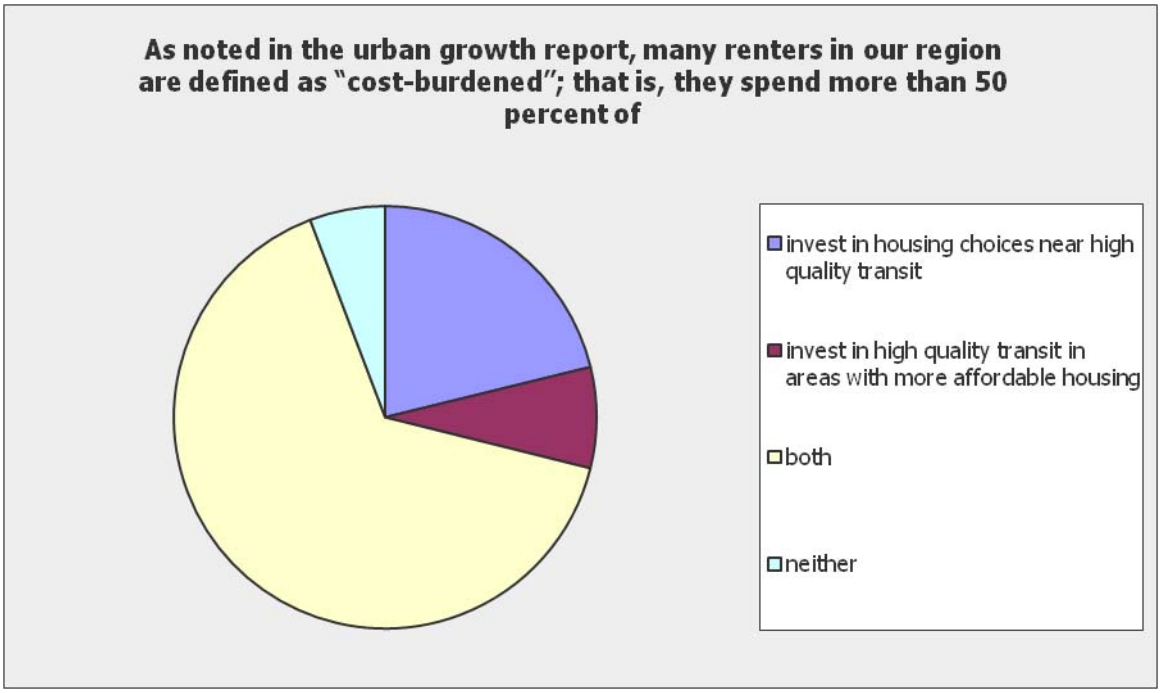
Answer Options	strongly consider	consider	do not consider	Response Count
clean up brownfield sites	42	10	1	53
reuse abandoned buildings	51	2	0	53
target public investments (such as urban renewal and tax incentives)	28	23	2	53
expand the urban growth boundary	2	11	40	53
			answered question	**53**
			skipped question	**7**



Making the Greatest Place: Urban growth report comment

As noted in the urban growth report, many renters in our region are defined as "cost-burdened"; that is, they spend more than 50 percent of their household income on housing and transportation costs. In downtowns and along main streets where housing may be more expensive, renters often rely on transit, walking or biking to keep their living expenses manageable. In some areas where housing is less expensive, renters are often further from their jobs and quality transit service, which increases their transportation costs. Which strategy should Metro and local governments focus on to reduce the number of cost-burdened households in the region?

Answer Options	Response Percent	Response Count
invest in housing choices near high quality transit	21.2%	11
invest in high quality transit in areas with more affordable housing	7.7%	4
both	65.4%	34
neither	5.8%	3
	answered question	**52**
	skipped question	**8**



Urban and Rural Reserves
Public Comment Summary

On September 15 2009, Metro released a recommendation from Chief Operating Officer Michael Jordan to the Metro Council on how urban growth should be managed over the next 20 to 50 years. He included recommendations for how lands should be considered for long term urban and rural uses under the Urban and Rural Reserves process. As part of the Making the Greatest Place public engagement process, residents and stakeholders were invited to comment on these recommendations in one of several ways—email and traditional mail, online surveys, public hearings and stakeholder interviews. The following is an initial summary of the feedback gleaned from the public engagement processes.

The numbers

Between September 15 and October 15, the Metro staff received over 296 discrete comments specifically concerning reserves designation. These include 45 hard copy letters. At Making the Greatest Place hearings, councilors and regional leaders listened to 142 individual testimonies specific to the reserves process, most of which included written materials. A number of people in both these groups provided additional supporting materials including maps, articles, property descriptions, photographs and research materials. Three members of SaveHelvetia.org provided binders of materials exploring the area's natural and cultural history, suitability under urban and rural factors, and Hillsboro's aspirations.

We received 93 individually composed emails and electronic letters regarding reserves. We also received over 1700 emails with attached multiple form letters, collectively numbering in the thousands. Many of these are duplicates, sent to each of the Metro Councilors. The primary message of these emails is:

> "Use urban and rural reserves to protect valuable farmland, reduce our carbon emissions, build efficient infrastructure and support vibrant city centers. Please don't pave over our region's beauty."

Many people modified the letters to include details concerning specific areas, including Stafford, Washington County and Helvetia as well as requests to focus growth inside the current urban growth boundary. These letters are currently being added to the legal record and an accurate count will be provided to officials prior to decisions on reserves.

A spreadsheet of the hard copy letters, original emails and hearing testimony, including brief summaries of comments, appears as an appendix. Additionally, 204 people took part in the reserves online survey. Results of the survey are provided in chart form as an appendix.

What you told us

Overall, many people expressed support for the Metro staff recommendations. The most frequently expressed support was for focusing growth inside the urban growth boundary (41), protecting farmland (54) and designating smaller urban reserves (6). People gave a variety of reasons for this position including: supporting today's farmers who produce

high quality fresh local food and who need affordable land in proximity to the metropolitan area; providing for future food security in recognition of anticipated high shipping costs, climate change and population growth; maintaining green buffers and rural residential lifestyles between the urban area and agricultural lands; and maintaining recreational access to pastoral beauty, cycling areas and produce farms. Some mentioned the advantages of greater density to urban neighborhoods in providing easy access to serves.

Additionally, 25 people requested protection for natural areas. Three people pointed out the need to accommodate affordable housing.

Many people focused their comments on specific areas of the region. The most cited area was on the west side of the region north of Highway 26 (20) and Helvetia (30) where the majority recommended that the area remain rural. Others included Pete's Mountain (24) Stafford (17), Beavercreek (7), with a few mentions of lands adjacent to Sherwood, Wilsonville, Oregon City, Forest Grove and Cornelius. One person provided 19 color photographs of "For Sale" signs along Tualatin Valley Highway between Hillsboro and Cornelius to illustrate the availability of real estate inside the current UGB.
.
Those who commented on Pete's Mountain were split between rural designation (9) or remaining undesignated (15). Stafford area comments were also mixed with some supporting the county recommendation that it remain undesignated (9) to support the Stafford Hamlet planning process. Some asked that it be designated rural (5) or either, so long as it was not urban (3).

By contrast, a number of people recommended increasing the size of urban reserves to account for uncertainty in predicting the future (11). Some of these were submitted by business advocacy groups or public officials from cities seeking urban reserves adjacent to their current boundaries. Those that came from individuals tended to express opposition to additional infill within established neighborhoods or advocated for maintaining more housing/lifestyle choices into the future.

Of those people who focused their comments on specific properties (24), most wanted to be included in an urban reserve (19) or remain undesignated (3). Many of these included references to property rights and made the case for how their property meets the urban factors.

Three comments provided lengthy discussions of considerations for buffers between land uses and urged greater consideration of these before designation. A few people pointed out flaws in the planning process, particularly regarding length of the comment period given the complexity of the recommendation documents, lack of public or stakeholder involvement in Washington County, the assumptions in calculating future need, and generally the challenges of the planning horizon.

Many people noted the importance of protecting resources and beauty for future generations, including a few comparisons to the national park system. In general, people emphasized the significance of these decisions and the importance of getting them right.

Quotes:

"Documents dated as early as the 1993 MOU demonstrate that the residents of Stafford, L.O., W.L., Tualatin, and Clackamas County have shared both the vision and desire to preserve Northern Stafford's rural legacy and redevelop that legacy into a regional asset. The only thing standing between our communities developing this vision and realizing the benefits of this magnificent asset is METRO."

"One of the market gardeners on our farm grossed between $10,000 and $12,000 per acre, per year, and provided fresh organic produce for over 120 families on just under 6 acres. That's 20 families per acre…There are lots of opportunities to provide food for 1000s of families."

"My family of four buys vegetables, berries, fruit, eggs, beef, landscaping plants, pumpkins, and Christmas trees all year long from local farmers which provides our family with safe and fresh produce. It is great to be able to raise our children with a firsthand knowledge of where food comes from. In many cases, our hands remove the produce from the plant or tree on which it grew."

"[I am] Afraid w/out options we will cut off new ideas, businesses and lifestyles that will evolve over time."

Making the Greatest Place: Reserves comment

1. What is your name? (required for your comments to be entered in the public record)	
	Response Count
	204
answered question	**204**
skipped question	**0**

2. What is your ZIP code? (required)	
	Response Count
	204
answered question	**204**
skipped question	**0**

3. As a recipient of federal dollars, Metro has been asked by federal authorities to track demographic information at public events to evaluate the effectiveness of its public outreach and to comply with Title VI of the Civil Rights Act. The identity of individuals is kept confidential. The results are reported as totals only, and used solely to help improve Metro's community engagement.

	Response Percent	**Response Count**
American Indian or Alaskan Native	1.0%	2
Asian or Pacific Islander	2.0%	4
Black (not of Hispanic origin)	0.5%	1
Hispanic	1.0%	2
White (not of Hispanic origin)	**88.6%**	**178**
Unknown/Do not wish to disclose	8.5%	17
answered question		**201**
skipped question		**3**

4. Urban growth decisions require that we either protect farm and forestland and accommodate more people on less land or sacrifice farm and forestland for more individual elbow room. On a scale of 1 to 5, should the region (1) protect farmland at all cost with a tight urban growth boundary or (5) allow urban expansion into farmland to encourage substantial tracts of new low density housing development?

	Response Percent	Response Count
1 protect farmland at all cost with a tight urban growth boundary and small urban reserves	**68.1%**	**128**
2	23.4%	44
3	4.3%	8
4	1.6%	3
5 create larger urban reserves and continue suburban style development	2.7%	5
	answered question	**188**
	skipped question	**16**

5. The view so far into the future is inherently in soft focus and imprecise. However, Metro has calculated low and high estimates for the land needed to accommodate expected population and jobs over the next 40 to 50 years. Within that range, should the region aim to set aside (1) more land for urban reserves to make sure we don't run short for housing and jobs or (5) less land for urban reserves to spur investment in our current downtowns and to conserve more farms, forests and natural areas?

	Response Percent	Response Count
1 more land for urban reserves	5.3%	10
2	2.1%	4
3	5.3%	10
4	18.5%	35
5 less land for urban reserves	**68.8%**	**130**
	answered question	**189**
	skipped question	**15**

6. Washington County has proposed urban reserves that are significantly larger than Clackamas and Multnomah counties, in large part so that they will continue to attract industries and the jobs they provide. As we craft the system of reserves for the entire metropolitan area, should we support this approach of building on one county's success or attempt to balance employment across all three counties?

		Response Percent	Response Count
support greater economic growth in Washington County		11.4%	21
balance employment across the region		**88.6%**	**164**
		answered question	**185**
		skipped question	**19**

7. Comments:

		Response Count
		91
		answered question	**91**
		skipped question	**113**

8. The shape and placement of urban and rural reserves can enhance and complete existing communities or be purely market driven. On a scale of 1 to 5, should the urban reserves (1) be located and designed specifically to improve existing communities or (5) be more broadly defined so the market determines how they develop over time?

		Response Percent	Response Count
1 be located and designed specifically to improve existing communities		**54.1%**	**100**
2		18.9%	35
3		13.5%	25
4		3.2%	6
5 be more broadly defined so the market determines how they develop over time		10.3%	19
	answered question		**185**
	skipped question		**19**

9. Roads, water and sewer pipes and parks are essential elements of a great community and all cost money. On a scale of 1 to 5, should the region focus investments on roads, pipes and parks (1) in existing communities or (5) in new developments as land is added to the urban growth boundary?

		Response Percent	Response Count
1 in existing communities		**62.9%**	**117**
2		18.3%	34
3		12.9%	24
4		2.2%	4
5 in new developments as land is added to the urban growth boundary		3.8%	7
	answered question		**186**
	skipped question		**18**

10. Who should pay for the roads, sewer systems, drinking water systems and parks for new development?			
		Response Percent	**Response Count**
developers – the people who build and sell the new housing developments (costs are usually passed on to buyers)		**47.8%**	**88**
buyers – the people who buy and move into the new homes		4.9%	9
taxpayers – the residents of the surrounding county or city who will own the streets, pipes and parks		1.1%	2
all three – the cost divided between developers, buyers and taxpayers		46.2%	85
	answered question		**184**
	skipped question		**20**

11. Comments:		
		Response Count
		64
	answered question	**64**
	skipped question	**140**

12. The rural reserves are intended to protect natural features from urbanization. However, natural features that fall within an urban reserve must also be protected (per urban and rural reserves legislation).

Given this, is it better it include a significant river, stream, wetland or other natural feature:

		Response Percent	Response Count
in an urban reserve where it can be managed by a city		19.7%	34
in a rural reserve where it remains under county jurisdiction, protected from urbanization?		**80.3%**	**139**
		answered question	**173**
		skipped question	**31**

13. Comments:

		Response Count
		72
	answered question	**72**
	skipped question	**132**

General Comments Summary

Thousands of area citizens submitted comments on Chief Operating Officer Michael Jordan's recommendations, "Making the Greatest Place: Strategies for a sustainable and prosperous region." But many who voiced their opinions did not fit neatly into Metro's policy categories (Regional Transportation Plan, Urban Growth Report, urban and rural reserves). Some offered comments on a range of topics, while others were extremely focused in their concerns. Metro received 55 comments like this in the form of letters, emails, or written on the comment cards provided at Metro's open houses.

Of the recorded comments, several were broad comments that took on several pieces of Jordan's recommendations. These included letters from city government representatives, community and business organizations, and regional residents concerned about how the recommendations will affect them. The comments were not only broad in scope, but broad in their variety.

Eight comments considered in this summary were simple e-mails of support and gratitude. In general, the authors of these messages did not go into detail, but commended the Metro Council and staff on all recommendations and offered their support.

Several sent in comments saying they support dense neighborhoods that would allow for the protection of surrounding farmland. But not all were in favor of density. Notably, the Homebuilders Association of Metropolitan Portland said it is impossible to increase density while maintaining the character of existing neighborhoods.

Four comments dealt primarily with transportation, but those four comments offered very different viewpoints. One man railed against Metro's focus on bikes and mass transit, while the Port of Portland submitted rail projects to be added to the Regional Transportation Plan.

We also received two written comments on the Stafford Basin. Both wanted to protect the area from urbanization.

From there, the comments became more focused in their scope. People took on homelessness, affordable housing, historical preservation, childcare, school funding, density, open space and performance measures.

Comment Highlights

Summary goes only so far. Better to let those who wanted to be heard say what they want to say…

"I read with humor and dismay Michael Jordan's comments in relation to this in Sunday's Oregonian. We don't want to be the Pearl. Comments made by Metro continue to indicate how out of touch and unrepresentative our councilors are to its constituents. We are a RURAL community. We want to be what we are, a community with great schools (less than 1% dropout rate); a community with which its citizens can be involved in a plethora of activities that are unique to Sherwood; and a community that is our own. Sherwood has experienced tremendous

growth over the past 20 years, and will continue to do so because people want to live HERE and not in Portland. "

Tom Nelson, Economic Development Manager, City of Sherwood

"We are very concerned that the preliminary results from the model analysis for the performance measures are indicating that our investments and programs are not necessarily better than a no-build alternative. The results for greenhouse gas emissions are particularly troubling. The results show that an additional $23 billion invested in the region and the results are a 49% increase."

Courtney Duke, Senior Transportation Planner, City of Portland

"Specifically, we have reviewd the documents pertaining to this planning effort and are concerned that affordable housing, as a regional issue and policy, is not being addressed."

Ellen Johnson, Chair, Housing Land Advocates

"BMF believes strongly that it is vital for local governments throughout the Portland metropolitan area to make every possible effort to protect and preserve our existing communites. Communities of every shape and size, from the smallest of residential neighborhoods to the busy commercial district of downtown Portland, are the foundation of what makes the Portland area already one of the greatest places to live."

Cathy Galbraith, Executive Director, Bosco-Milligan Foundation

"If Metro is looking at developing the region equitably, I would like to see them work with individual city governments, such as Portland, to ensure that future development serves everyone in the region."

April Burris, Southeast Uplift Neighborhood Coalition

"We believe it is only prudent to err on the side of adding more land to urban reserves than less. This leaves our options as a region open without immediately adding land to the UGB."

Sandra McDonough, President/CEO, Portland Business Alliance

"Currently the so-called new or green economy is eliminating more private sector jobs than it is replacing."

Terry Parker, Portland Resident

"Metro is based on a series of lies. In reality, people do not want infill. People do not want density. Density is not more livable. Transit does not save energy. Transit does not save money. Transit is slow."

Jim Karlock, Portland Resident

"We are concerned with the recommendation for the Stafford Triangle portion of the Stafford Basin. We do not agree with the recommendation to expand urban reserves beyond Clackamas County's recommendation."

Lou Ogden, Mayor, City of Tualatin

"The League supports good governance, wise use of resources—fiscal as well as physical, a stable economy, social policies that promote healthy communities and natural resources policies that promote clean air and water, energy efficiency and protection of significant natural areas."

Elizabeth Pratt, President, The League of Women Voters

"On October 6, the Lake Oswego City Council restated its opposition to making the entire Stafford basin an urban reserve area. The Council envisions a rural/agricultural enclave in the upper Stafford basin consistent with the visions expressed by the cities of Tualatin and West Linn and by Clackamas County. The Lake Oswego City Council believes that if any part of the Stafford basin is included as an urban reserve, its inclusion in the UGB must be contingent upon the concurrent provision of high capacity transit service along the I-5 corridor."

Jack D. Hoffman, Mayor, City of Lake Oswego

"The region needs to commit to specific measureable targets that describe whether policies and investments are succeeding in order to know how aggressive we must be in our actions."

Neil S. McFarlane, Capital Projects Executive Director, Trimet

"However, good aspirations don't translate into marketable solutions, and the need for jobs and economic development in our region, with the accompanying need for housing choice and affordability, need to be provided more weight."

David Nielsen, CEO, Home Builders Association of Metropolitan Portland

"We remain concerned about some critical gaps in the methodology and assumptions. For example, the forecast does not address land supply needs associated with commodity flow forecasts and associated freight facilities. In addition, the assumptions associated with declining capture rate are not well explained and the implications are not adequately discussed in the Recommendation."

Bill Wyatt, Executive Director, Port of Portland

"Metro's analysis feels very much like a "black box" where the analysis is confusing, hidden from view, and massaged to get the desired political results. We particularly feel this way when several councilors are known to have stated publicly that there is no need to expand the UGB well before Metro staff completed their analysis."

Bob LeFeber, Broker, Commercial Realty Advisors

"While AARP applauds Metro's efforts to create a comprehensive set of strategies to create a long-term sustainable and prosperous region, we are concerned by the report's lack of consideration of affordable and accessible housing, as a regional concern and policy."

Gerald Cohen, State Director, AARP

"If the population of Portland grows as expected, the number of children needing safe, high-quality, geographically-accessible and affordable child care is likely to double as well. Currently, in many parts of the Metro area, good child care is hard to find and often financially out of reach for many families - even those with two working parents. This is a key component of sustainability for families who, as employees, are investing in our local economy. "

Andrea Paluso, Family Forward Oregon

"Our understanding is that if Climate Change increases the number of floods and wildland fires, temperatures elsewhere in the U. S., especially in the arid regions of the Southwest, is it possible Climate Change "refugees" might increase population projects even more than your current modeling suggests?"

Mike Houck, Executive Director, Urban Greenspaces Institute

"The group also urges Metro to implement the Integrated Mobility Strategy proposed by the Metro Greenspaces Blue Ribbon Committee – to link the many modes of transportation together into a seamless system. In order to accomplish that, a steady revenue stream needs to be identified that can be used for off-road multi-use paths like the Sullivans Gulch Trail, North Portland Greenway, Fanno Creek Greenway Trail, and Springwater Corridor."

Linda Robinson, Sullivans Gulch Trail Corridor Committee

"Many choose to live in Portland proper and pay the price of a daily two plus hour commute by train or over an hour and a half by car because Hillsboro single person housing is so limited."

Noel Arnold, Hillsboro Resident

"The City's park system still has tremendous funding needs. These needs include parkland acquisition and development in current park deficient areas, trail acquisition and development, and, perhaps most importantly, operations and maintenance funds to keep the system healthy and vital to the region's growing and diversifying population."

Zari Santner, Director, Portland Parks & Recreation

"I would ask you to keep in mind the low-income households in the area who do not own any type of working automobile at all."

Jean DeMaster, Human Solutions

"With global climate change and peak oil, it is our responsibility as a region to develop compact and livable communities."

Debbie Aiona, Portland Resident

"Managing growth is difficult, but more important work does not exist. It impacts everything about our lives, from schools to the air we breathe and the food we can eat. So thanks, keep up the hard work."

Shara Alexander, Resident

"No matter how much attention is given to jobs, if we do not have a viable ecosystem it will not matter."

Dell Goldsmith, Resident

"Who's going to provide new schools for expansions? Our schools are already maxed out."

Anne Hayes, Beavercreek Hamlet

"It appears that floor-to-area ratios remain unchanged for commercial development. It would seem that you would want to look at this as a tool for increased density."

Graham Peterson, Resident

"Our local homeless population is growing faster than local charities and current government efforts can keep up with. We should therefore consider setting aside certain public lands for the purpose of re-establishing local poor farms."

David Regan, Resident

Summary: Stakeholder meetings

Following the Sept. 15 release of Metro Chief Operating Officer Michael Jordan's recommendations, "Making the Greatest Place: Strategies for a sustainable and prosperous region," Metro Councilors and staff held 33 meetings with community organizers, local governing bodies and business organizations. These meetings gave members of the community a chance to speak directly to Metro Councilors about the recommendations: what they liked, what they hated, and what they could live with. About 975 people attended these meetings, offering insight on how the recommendations would affect their constituencies.

Overall, Portland area stakeholders supported the Greatest Place goals of reinvesting in existing communities, preserving valuable farmland and open space in the region, and maintaining the urban growth boundary. Many groups, like the Coalition for a Livable Future and the Bicycle Transportation Alliance, shared the vision set forth by the Greatest Place report, but had issue with specific parts of the recommendations. Almost universally, the stakeholders appreciated the amount of effort that Michael Jordan and the Metro staff put into the report, even when they disagreed with their conclusions.

But some stakeholders had serious issues with the recommendations' basic tenets. Most notably, many business leaders worried that the Greatest Place recommendations did little to secure economic prosperity in the region. They said while the report encourages growth within the existing urban growth boundary, it does little to specify how large industrial businesses could relocate to the area, thus providing new jobs for the region's expected influx. Some business leaders accused Metro of trying to limit growth rather than plan for it.

Many also said the Regional Transportation Plan also had some problems. What those problems were depended on who was talking: freight interests saw too much effort being paid to mass transit and bicycle traffic, while bike advocates and environmentalists said the RTP would encourage more single-occupant commuter traffic, which would contribute to congestion and exacerbate global climate change.

There was also a good deal of skepticism about the reserves process. Many are nervous about the amount of protection a rural designation would offer them, or about the actual longevity of the designation. The idea of leaving some lands "undesignated lands" was seen by some as a wishy-washy plan that indicated indecisiveness on the part of Metro staff, but others saw undesignated lands as critical to keeping their options open in the future.

Farmers were particularly vocal about undesignated lands. Many said that if their properties were left undesignated, they would be reluctant to make long term investments in crops or expensive farm equipment. Others did not want Metro to lock them into the agriculture industry for the next forty to fifty years, and advocated for their lands to be left undesignated, with some even saying they wanted their lands to be urban reserves.

In nearly every stakeholder meeting, those in attendance raised questions about how Metro would finance the implementations of the Greatest Place recommendations. People were worried about

taxes, fees and tolls, and even those willing to pay higher taxes still found the recommendations overly ambitious. The Multnomah County Board of Commissioners expressed concern that Metro's recommendations leaned too heavily on urban renewal areas, and some members of the Portland Business Alliance said maintaining area roads is not possible without some source of user fees.

Even among those who generally favored the plan there were doubts about Metro's goals, notably its ability to hold itself accountable. Many who only saw the executive summary viewed the "Walk Our Talk" section as lacking substance or structure. They wanted to know specifically how Metro would police itself and what would happen if Metro did not meet its goals.

Metro Councilors and staff still have eight stakeholder engagements scheduled between Oct. 19 and Nov. 10, including meetings with the Washington County Board of Commissioners and 1000 Friends of Oregon.

Stakeholder highlights

The conversations at Metro's stakeholder meetings were often lively and thought-provoking. Here's a rundown of what some area stakeholders said about the Making the Greatest Place recommendations:

"A lot of us in rural communities are really fed up with choo choo trains while seeing our roads go to pot."

Dick Joyce, Joyce Farms, expressing concern that mass transit is getting too much attention. Oregon Association of Nurseries meeting, Sept. 16

"You're leaving gray areas to the future…I'm sure as heck I don't want to come back here when I'm 70 years old to do this process again."

John Coulter, Fisher Farms, on his displeasure with leaving lands "undesignated." Oregon Association of Nurseries meeting, Sept. 16

"To sit here and listen to you say you don't know what the market is, is frightening."

Mark Whitlow, attorney. Commercial Real Estate Economic Coalition meeting, Sept. 17

"They like farming, but they don't really know what it is... If you want farming, you have to allow us to farm. You have to give us the tools."

Theresa Lund, William Dillard Nursery, saying residential support for farming wanes when faced with the realities of the farming industry. Multnomah County Farm Bureau meeting, Sept. 17

"Most of the really bad mistakes we make, we make for all the right reasons."

Jon Egge, MP Plumbing, on governments failing to look at the unintended consequences of their actions. North Clackamas Chamber of Commerce meeting, Sept. 21

"We can't be restricted to fill-in and brown spaces; we need a complete portfolio of options."

Les Davis, Lithtex Printing Solutions, arguing for more employment lands outside the current urban growth boundary. Greater Hillsboro Chamber of Commerce meeting, Sept. 22

"I'm concerned that we're not being bold enough and that this plan doesn't have an economic development strategy as a foundation for it."

Susie Lahsene, Port of Portland. Columbia Corridor Association meeting, Sept. 23

"If nothing happens to I-5, we still need to promote the arterial (road) system to help get freight around."

Linda Moholt, Tualatin Chamber of Commerce, arguing in favor of connecting roads between I-5 and 99w. South Metro Business Alliance meeting, Sept. 23

"We were figuring we had to get this done… When are you figuring your body will weigh in?"

Charlotte Lehan, Clackamas County Commissioner, expressing frustration that the Commission was the only elected body to offer reserve recommendations. Clackamas County Board of Commissioners meeting, Sept. 29

"I find it really exciting, the way Metro is thinking… It's not just about bicycle transportation. It's about what we want as a community and as a state."

Mary Roberts, Bicycle Transportation Alliance, in supporting the recommendations' goal to offer more transportation choices for the region. Bicycle Transportation Alliance meeting, Sept. 29

"I'm pleased that (equity) is one of your six desired outcomes, but what are the metrics relating to equity? How will we know when we get there?"

Sue Marshall, Lake Oswego consultant, wondering how Metro plans to achieve its goal of making equitable communities. Coalition for a Livable Future meeting, Sept. 30

"It seems to me that it's pretty obvious at this point that the big untapped resource is user fees."

Bill Scott, Zipcar, advocating tolls and user fees to help maintain existing roads and build new ones. Portland Business Alliance meeting, Sept. 30

"The focus needs to be first on getting some new business activity."

Dwight Unti, Gresham real estate agent. Gresham Chamber of Commerce meeting, Oct. 7

"So I should hope and pray for urban reserves so at least I have options?"

Jason Montecucco, farmer, worrying that a rural reserve designation would devalue his land if he chose to sell it. Clackamas County Farm Bureau meeting, Oct. 8

"I'm skeptical that any of these designations are finite."

Shawn Cleave, government affairs specialist, expressing doubt that urban and rural reserves will stay designated as such for 50 years. Clackamas County Farm Bureau meeting, Oct. 8

"We have a really worthy goal by the end of this exercise as long as we can address issues such as Multnomah County being able to provide services associated with growth."

Judy Shiprack, Multnomah County Commission, on making sure budgeting for urban services is part of the planning process. Multnomah County Board of Commissioners meeting, Oct. 13

"I haven't seen any analysis that would bolster that argument."

David Jothen, Damascus City Council, challenging the notion that brown field development is cheaper than green field development. East Metro Economic Alliance meeting, Oct. 15

"This is a great process, and I think that what you're trying to do is admirable."

Burton Weast, Portland consultant, praising the Greatest Place recommendations. Clackamas County Business Alliance meeting, Oct. 14

METRO Public Opinion Survey Summary
October 2009

Introduction

The survey was designed to develop valid and statistically reliable information regarding voter attitudes about the quality of life in the region and growth management principles. Six hundred (600) voters in the Metro region were randomly selected and interviewed on the phone between July 31 and August 3, 2009.[1] The complete report presents noteworthy regional and other subgroup variations for all questions.

Voters are optimistic about the direction of the region, and enjoy the quality of life they have.

A majority of voters (58%) think things in the region are headed in the right direction. As found in other surveys for Metro about the quality of life in the region, voters value the environment, landscape, and the types of activities and lifestyles these things provide. They also value the small community feel, access to a variety of activities, and type of people living in the region.

There is widespread support for the region's Urban Growth Boundary (UGB), smart growth, and protecting the region's farmland, natural areas, and standing forests.

The environment is one of the top things that contributes to voters' quality of life in the region, and many communicated they do not want population growth and new development to jeopardize it. Voters strongly support development within the current UGB, including along transportation corridors, building on vacant lots, redeveloping old buildings, and creating higher density neighborhoods (if they have parks, natural areas, and access to convenient shopping and public transit) to preserve farm and forestland.

Voters across the three counties feel similarly about the quality of life they have in the region.

They like the same things (e.g., outdoor recreation opportunities, environmental quality, weather, and people/sense of community). They also have similar concerns (e.g., traffic congestion, public safety, government, employment).

[1] Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between a sample of a given population and the total population (here, voters in the Metro region). For a sample size of 600, the margin of error would be +/-4.0%.

While there are differences in priorities and the acceptability of planning principles across age, education, and income groups, the starkest demographic differences are by residency type and county.

Multnomah and Washington County voters showed stronger support for the UGB, higher density growth, and alternative modes of transportation than those in Clackamas County. Even so, a majority of Clackamas County voters supported new development to accommodate population growth coming through the redevelopment of land within the current UGB, reusing and revitalizing old buildings and vacant lots in already developed areas resulting in more people and increased activity in those areas, and development of public transit biking and walking as an alternative to the automobile.

Importantly, over the past decade Washington County voters, whose views were once more uniform with those living in Clackamas County, have identified closer to or in many cases almost equally with their counterparts in Multnomah County. Voters with higher levels of education and income levels also showed the most support for the UGB and the planning principles tested. While those ages 18 to 34 had strong support for high density development and public transit infrastructure, they were less likely to have strong opinions about whether or not the UGB is moved.

Voter support for the urban growth boundary and higher density development is dependent on certain things

- Understanding the potential for redevelopment of vacant lots within the UGB and revitalizing old buildings and being assured that this kind of development will precede or be done concurrently with the development of any undeveloped land within the boundary.
- Being assured that new development of any kind is carefully designed and accompanied with parks, natural spaces, easy access to public transit, and is walkable.
- Knowing the location of any new development relative to nearby neighborhoods and the level of increase in population density and activity level; otherwise, voters will assume the worst.
- Understanding that higher density development is a way to conserve farm and forest land and natural spaces, and is an alternative to urban sprawl.

Updated 10/2/09

<u>Making the Greatest Place public hearings</u>
MPAC and JPACT member representation

5:15 p.m., Thurs., Sept. 24
Beaverton City Hall
4755 SW Griffith Drive, Beaverton

1. Nathalie Darcy, MPAC
2. Teri Leahan, MPAC
3. Craig Dirksen, JPACT
4. Jef Dalin, JPACT
5. 5. Rick VanBeveren, MPAC

5:15 p.m., Thurs., Oct. 1
Gresham Conference Center, Oregon Trail Room
1333 NW Eastman Parkway, Gresham

1. Craig Dirksen, JPACT
2. Amanda Fritz, MPAC
3. Jim Kight, MPAC
4. Donna Jordan, MPAC/JPACT
5. Shirley Craddick, MPAC

5:15 p.m., Thurs., Oct. 8
Happy Valley City Hall
16000 SE Misty Drive, Happy Valley

1. Craig Dirksen, JPACT
2. Shirley Craddick, MPAC
3. Donna Jordan, MPAC/JPACT

5:15 p.m., Tues., Oct. 13
Clackamas County Public Service Bldg.
2051 Kaen Road, Oregon City

1. Jody Carson, MPAC
2. Craig Dirksen, JPACT
3. Ann Lininger, JPACT
4. Wilda Parks, MPAC
5. Lynn Peterson, JPACT
6. Jef Dalin, JPACT
7. Charlotte Lehan

5:15 p.m., Thurs., Oct. 15
Metro Regional Center, Council Chamber
600 NE Grand Avenue, Portland

1. Matt Berkow, MPAC
2. Nathalie Darcy, MPAC
3. Craig Dirksen, JPACT
4. Dennis Doyle, MPAC
5. Wilda Parks, MPAC
6. Jef Dalin, JPACT

Making the Greatest Place: Strategies for a sustainable and prosperous region
Public engagement Sept. 15-Oct. 15, 2009

By the numbers

7 open houses

5 public hearings

33 community engagement activities (+ 10 scheduled Oct. 19- Nov. 10)

91 media articles related to MGP (Aug. 1 through Oct. 15, 2009; 52 reserves/UGB, 15 MGP, 12 transportation)

35 MGP news feed articles written

160 people testified at the public hearings

217 people attended open houses and public hearings

975 people attended the community engagement events

745 comments were received in the online survey

403 individual e-mail comments received (plus about 1,700 "generic" e-mails on specific topics)

128 written comments received (plus the written comments that accompanied public testimony)

53 comments submitted on the preliminary draft Urban Growth Report in spring/summer 2009

5,957 hits on the MGP webpage (+ 509 video, 1,705 COO HTML e-mail)

6,254 hits on Councilor and planning news feeds

28 MPAC and JPACT meetings that covered MGP topics (2009 YTD)

132 members of advisory committees that contributed to MGP (MPAC,JPACT,TPAC, MTAC, reserves steering committee)

24 documents contained in the COO recommendation

1748 pages in the complete COO recommendation (including appendices)

750 DVDs of COO recommendation distributed

30 versions of the COO recommendation report before the final

1,200 COO overview and recommendations documents printed

600 people (200 each from Clackamas, Multnomah and Washington counties) participated in public opinion research about growth and livability

Metro | *People places. Open spaces.*

Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy and good transportation choices for people and businesses in our region. Voters have asked Metro to help with the challenges that cross those lines and affect the 25 cities and three counties in the Portland metropolitan area.

A regional approach simply makes sense when it comes to protecting open space, caring for parks, planning for the best use of land, managing garbage disposal and increasing recycling. Metro oversees world-class facilities such as the Oregon Zoo, which contributes to conservation and education, and the Oregon Convention Center, which benefits the region's economy.

Metro representatives

Metro Council President – David Bragdon

Metro Councilors

Rod Park, District 1

Carlotta Collette, District 2

Carl Hosticka, District 3

Kathryn Harrington, District 4

Rex Burkholder, District 5

Robert Liberty, District 6

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