

# Hillsboro Community Profile

# 2013 SNAPSHOT



# Hillsboro Community Profile

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# 1. Introduction

## About the Hillsboro Community Profile

### Hillsboro 2035: Renewing the Vision

Proposed timeline for updating our community vision and action plan





Hillsboro is preparing to update its award-winning community vision, **Hillsboro 2020**. The original plan was developed over a three-year period in the late 1990s as an opportunity for community members to help shape the future of the city at a time of rapid growth. Since being adopted by Hillsboro City Council in 2000, the *Vision Action Plan* has been updated twice, once in 2005 and again in 2010. In both cases, the updates brought about new ways to advance goals in six core focus areas: strengthening and sustaining community; enhancing neighborhoods and districts; preserving the environment; creating economic opportunity; expanding educational and cultural horizons; and promoting health and safety.

As the third five-year mark (2015) of Vision implementation approaches, the Hillsboro City Council has asked the citizen-led Vision Implementation Committee (VIC) to reengage the broader community in an update of the of the community vision itself and the accompanying focus areas. This decision is based on several important factors:

- More than 90% of the Hillsboro 2020 Vision and Action Plan is fully-implemented or underway.
- The City is scheduled to update its Comprehensive Plan in the next few years, and renewing the community vision will help ensure updates incorporate contemporary community values.
- Hillsboro has grown and changed significantly since the original plan was developed. The community has reached an opportune time to plan for the next twenty years with input from the people who call Hillsboro home today.

The Community Profile is a first step in the Vision update process. It provides insight into some of the ways Hillsboro has evolved over the years, and spotlights some of the trends, challenges and opportunities that await us in the future. The Profile combines information from three different research exercises: interviews with leaders of local organizations; a telephone survey of Hillsboro residents; and empirical data gleaned from multiple sources. Ultimately, the goal of assembling all this information in one place is to help stimulate additional community conversation over the next two years (see Vision update timeline). To track events, join in and share your ideas, please visit [www.hillsboro2020.org](http://www.hillsboro2020.org).

# About Hillsboro

**Take family farms, wineries and educational centers. Add high-tech headquarters and state-of-the-art health care. Stir. Enjoy.**

There is something fortuitous about finding hometown pride alongside progressive values in a midsize town. It reinforces the fact that big cities and large institutions don't necessarily produce greatness; people do.


Nestled in the Tualatin Valley between Portland and the Pacific Ocean, Hillsboro was founded in 1842 and incorporated in 1876. Its settler economy was first based on fruitful agricultural pursuits, supported by riverboat transportation on the Tualatin River, which helped it grow to about 5,000 people by 1950.

The farming way of life is still honored in Hillsboro, though our "crops" continue to diversify. High-tech companies arrived in the 1980s, including Intel, and later SolarWorld. In addition, health care, retail sales—and yes, still agriculture, including vineyards and flower farms—are keys to Hillsboro's economy.

Now Oregon's fifth largest city with more than 90,000 residents, Hillsboro enjoys award-winning urban planning, an affordable cost of living, a strong economic base and one of the state's most diverse populations. It supports the state's fourth largest school district, two higher-education campuses, over 1,500 acres of designated green spaces including the Jackson Bottom Wetlands Preserve, and the state's second largest 4th of July parade as well as other key annual events: the Latino Cultural Festival in spring, Celebrate Hillsboro in July, and the Oregon International Air Show in July/August.

On any given day, you'll find community events from free concerts and art exhibits to local produce to sports competitions at one of the City's more than two dozen parks, Civic Center Plaza, Hillsboro Stadium, the county fairgrounds or another local gathering place. In historic downtown Hillsboro and at the award-winning Orenco Station neighborhood, residents enjoy great gathering spaces and farmers' markets as well as easy access to public transportation.





Even as it evolves, Hillsboro is helping to grow Oregon's future with its hometown values and agrarian roots. Its people, businesses, nonprofits and government take great pride in their town as they work side by side, giving as much attention to community and livability as to development and industrial growth. With a healthy patchwork of history, business opportunities, neighborhoods, education, recreation and culture, great things are growing in Hillsboro.

## Data Notes

Profile data covers a variety of time periods in the graphs and charts that follow. While it would be preferable to provide trend data for a common period of time, and present data through the middle of 2013, it was not possible for a variety of reasons. In many cases, this is because data releases lag one or more years behind the present date. In other cases, data has only been available for a particular indicator over a short period of time, while other indicators are better explained by looking back, or forward, over a longer period of time. All of this data is subject to change and, thus, the Profile should be considered a "snapshot" in time.

The Profile draws on two versions of American Community Survey Estimates: 2011 one-year estimates and 2007-2011 five-year estimates. These surveys are conducted annually and help bridge the gap between decadal US Census releases. Both have considerably higher margins of errors than the decadal Census due to a smaller sample pool. However, ACS was the only or at least the most reliable source for many data sets and the margin of error does not overly-skew the data for our purposes, which is to present a reasonably accurate picture of demographic and economic conditions in Hillsboro.

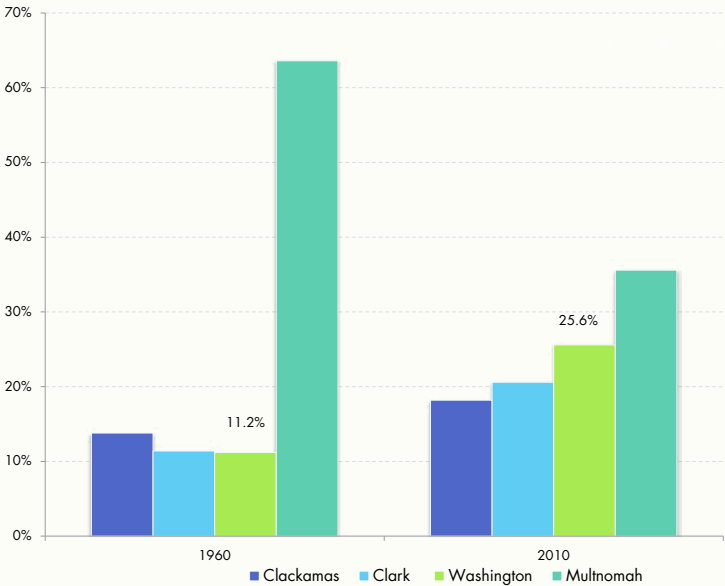


# 2. People

**The number of people who call Hillsboro home keeps on growing.**

Washington County has experienced robust population growth over the past fifty years. Today, the County houses more than a quarter of the Portland-Metro population, compared to just 11% in 1960. Over that same period of time, Hillsboro has grown from a town of just over 8,000 people to one of Oregon’s most populous cities with more than 90,000 residents. At the time of the 2010 US Census, more than 17% of Washington County residents lived in Hillsboro, compared to less than 8% in 1960.

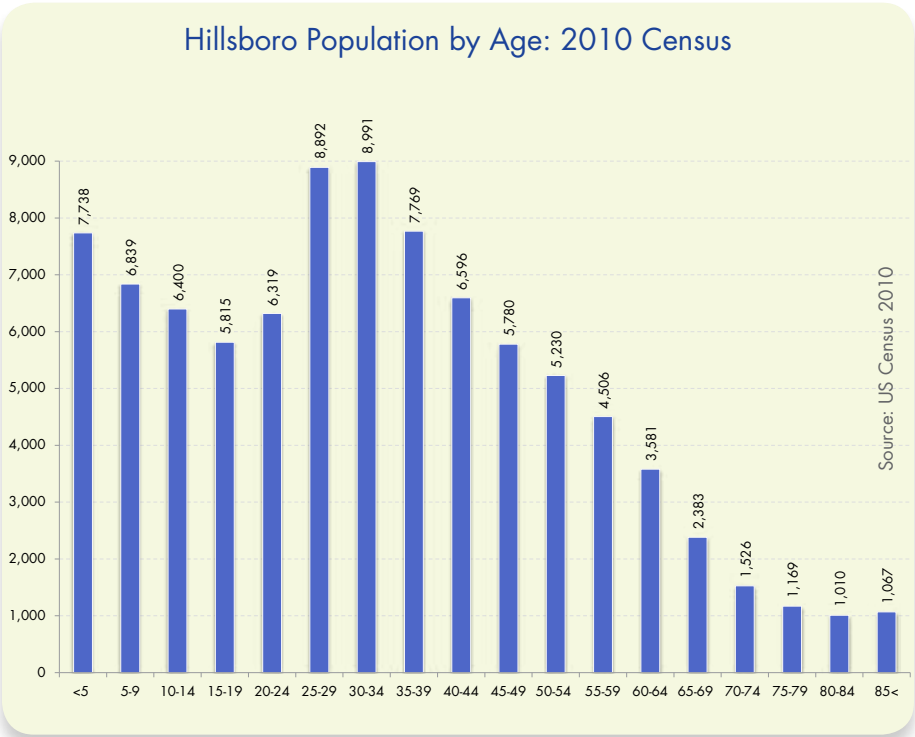
Washington County Percentage of Total Metro Population:  
1960 vs 2010



Source: Metro

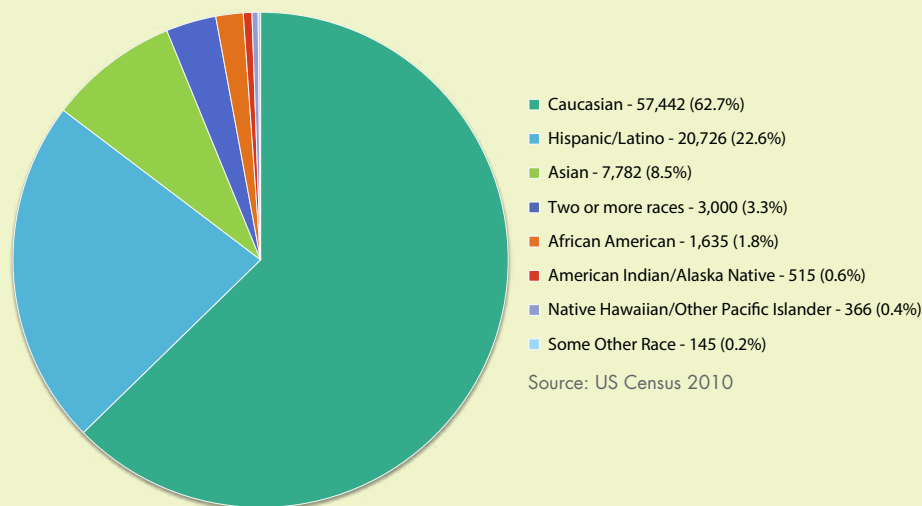
**Hillsboro has a young and increasingly diverse population.**

Hillsboro has a relatively high proportion of young adult residents – nearly 30% of the total population is age 25-39. It is also growing more diverse. According to the 2010 US Census, Hispanic and Asian residents now represent 22.6% and 7.5% of Hillsboro’s total population respectively. The Asian cohort is diverse in its own right, encompassing Asian Indian, Vietnamese, Filipino, Chinese, Korean Japanese and other population segments. The American Community Survey estimates that about one-third of Hillsboro residents speak a language other than English at home, and that 28% of the population age 5+ speaks English “less than well.”

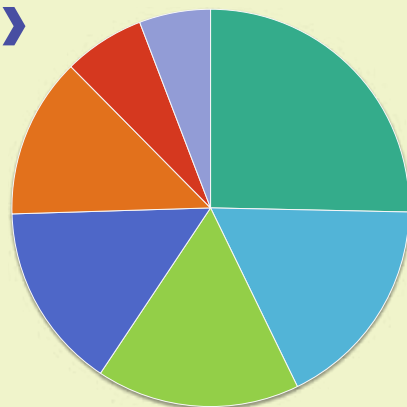
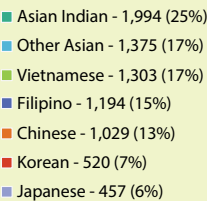




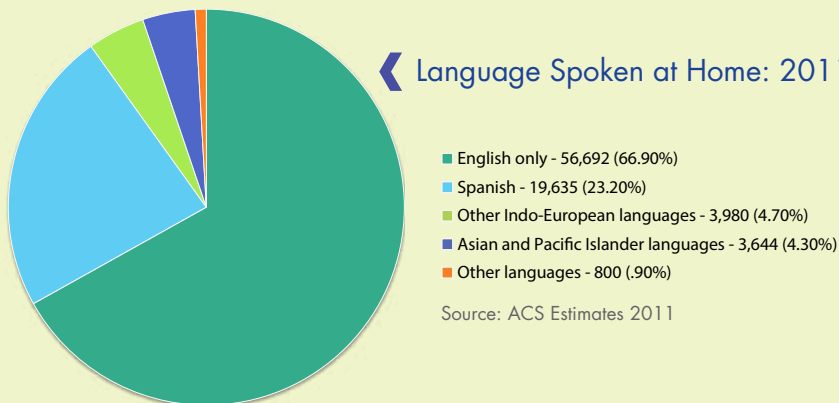
Hillsboro Population by Race: 2010 (total population = 91,611)



Asian Population Segments: 2010

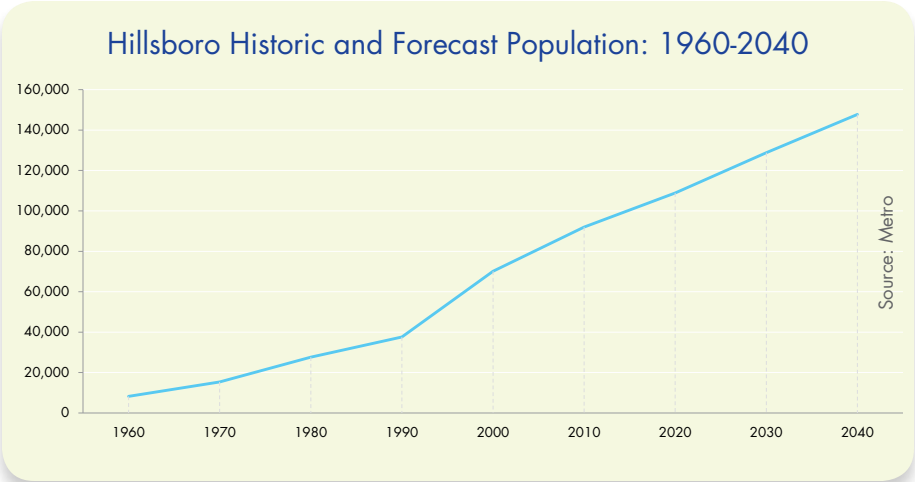


Language Spoken at Home: 2011



**Population growth expected to continue well into the future.**

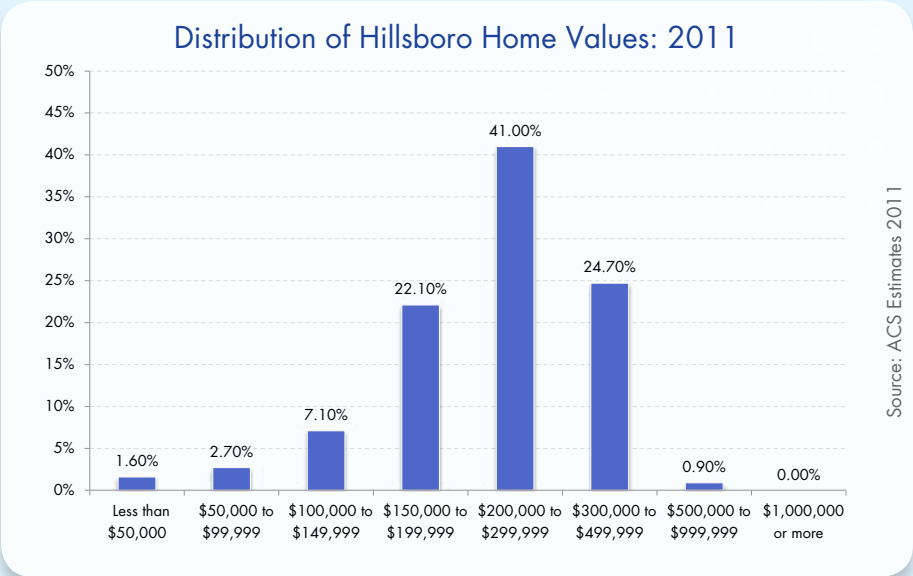
Metro and City forecasts project nearly 37,000 new residents between 2010 and 2030. This growth rate is not a new phenomenon in Hillsboro. The City welcomed a similar number of people in the 1990s alone. According to the 2010 US Census, just over 17% of Washington County’s population resides in Hillsboro, compared to less than 9% fifty years ago. Hillsboro is currently the 5th largest city in Oregon.



# 3. Housing

## Hillsboro has relatively few high-value homes compared to rest of Metro region.

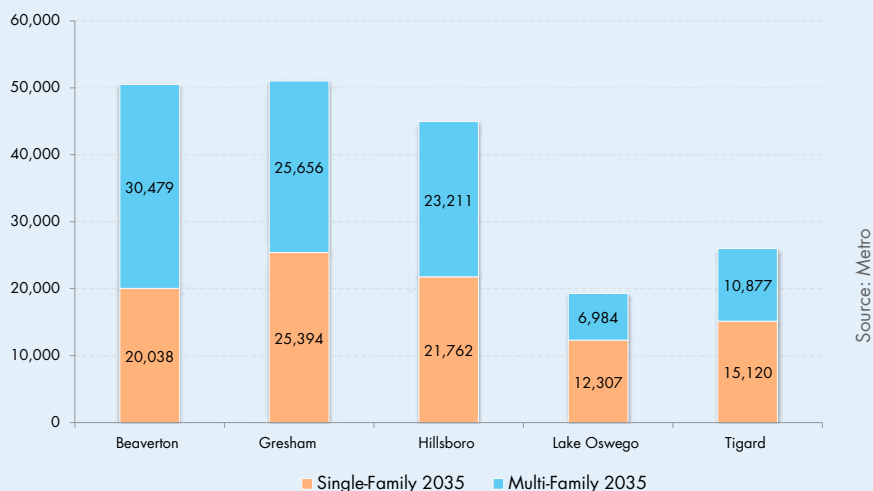
Most Hillsboro owner-occupied homes are valued at \$150,000 to \$300,000. Less than 1% of existing Hillsboro homes are valued at \$500,000 or above, compared to 14% in Portland and Clackamas County, 6% in Beaverton and 11% on average for the Portland-Metro region. This is notable given Hillsboro’s higher than average wage base, and reflected in the number of individuals who commute into Hillsboro for work from their external residence.



## Majority of future housing projected to be multi-unit.

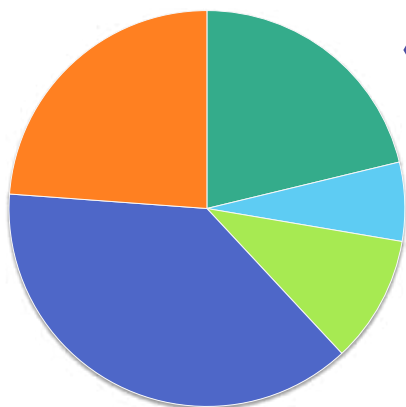
In 2010, multi-family housing constituted 43% of Hillsboro’s total housing stock. By 2035, Metro forecasts multi-family units will account for 52% of all Hillsboro housing. This assumes that about 9,000 of 12,000 new housing units constructed between 2010 and 2035 will be of the multi-family variety. The graph adjacent shows comparative proportions of single-family and multi-family housing for select Metro cities in 2010 and as forecast for 2035.

## Forecast Households by Type, Select Metro Cities: 2035



## Where will future residents live?

As of 2010, there were an estimated 33,500 dwelling units in Hillsboro. A recent land capacity analysis suggests the City can accommodate another 32,000 units within the regional urban growth boundary, which could effectively double the City's population at build out. Most of Hillsboro's remaining housing capacity lies in South Hillsboro, AmberGlen and the city's urban reserves. Some additional housing is expected to be added through infill in the downtown and other portions of the City.



## New Dwelling Capacity Estimate by Hillsboro Location

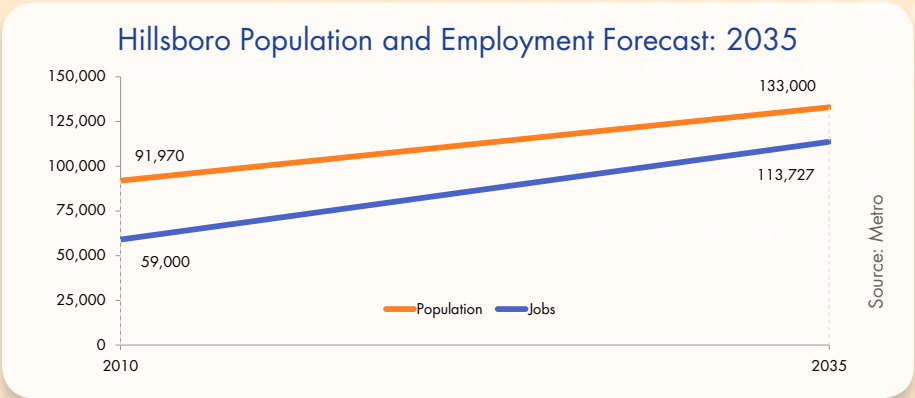
- AmberGlen - 6,759
- Downtown - 2,050
- Other Infill - 3,312
- South Hillsboro - 12,131
- Urban Reserves - 7,588

Source: City of Hillsboro

# 4. Employment and Income

## Job growth expected to match or outpace population increases.

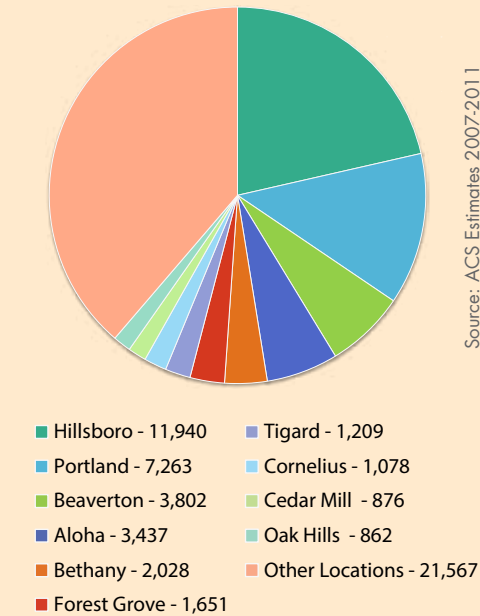
As of 2010, Hillsboro was home to just under 60,000 jobs. By 2035, that number is forecast to surge to nearly 114,000 jobs. Service and retail job expansion will be spurred by significant growth in “other jobs” such as technology, manufacturing and other sectors.



## Just one in five local workers resides in Hillsboro.

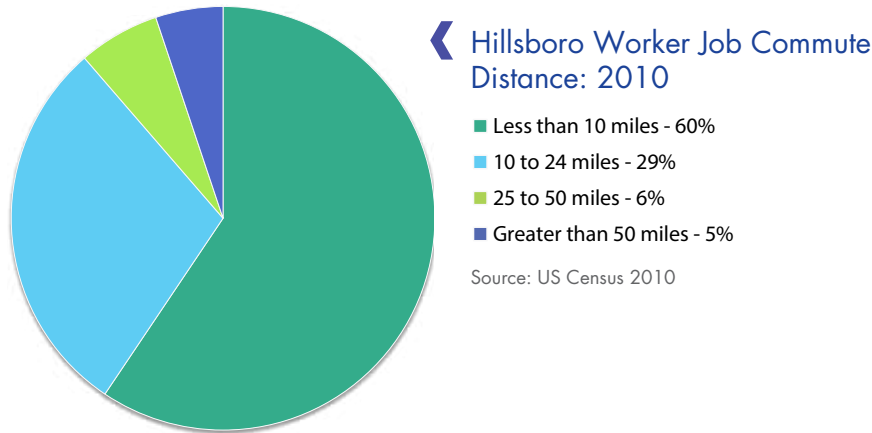
Hillsboro is currently a net importer of labor. American Community Survey estimates indicate that some 79% of Hillsboro workers live outside the City. Hillsboro provides employment for more than 7,000 Portlanders, nearly 4,000 Beaverton residents and more than 32,000 other individuals living throughout the region. Conversely, nearly 75% of Hillsboro residents are estimated to travel outside the City to their places of employment (see commuting section).

## Hillsboro Worker Place of Residence: 2010



## Most people still driving to work alone.

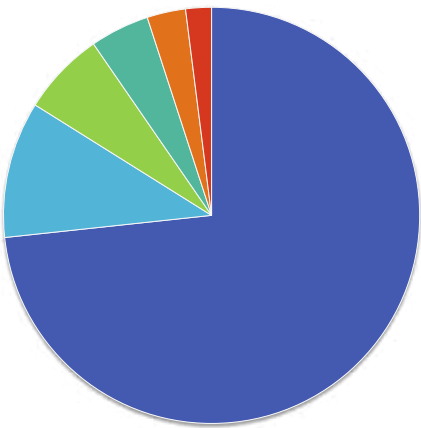
Whether residing inside or outside City limits, Hillsboro workers have a relatively short trip to work compared to other areas of the country. While the vast majority travel fewer than 24 miles, the commute for nearly 3,000 workers is 50 miles or more each way. Nearly three-quarters of these workers drive to work alone (as of 2011), and the highest participation rate in alternative transportation is “carpooling” at just 11%. Excluding those working at home, just 12% of Hillsboro workers arrive at their place of employment by some method other than a car.



## Hillsboro Resident Job Commute Mode: 2010 ▶

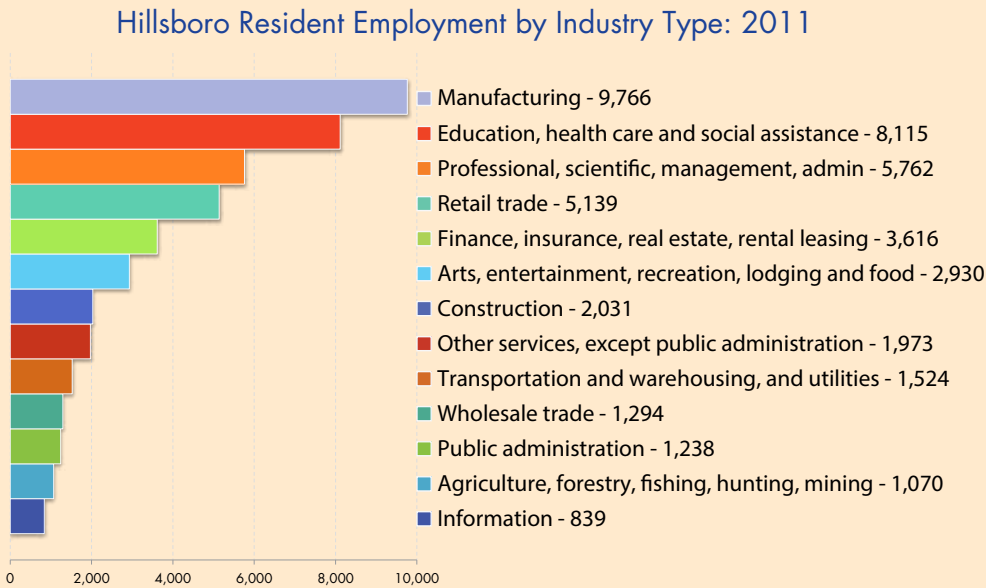
- Drove Alone - 73%
- Carpooled - 11%
- Public Transportation - 7%
- Worked at Home - 5%
- Walked - 3%
- Other - 2%

Source: US Census 2010



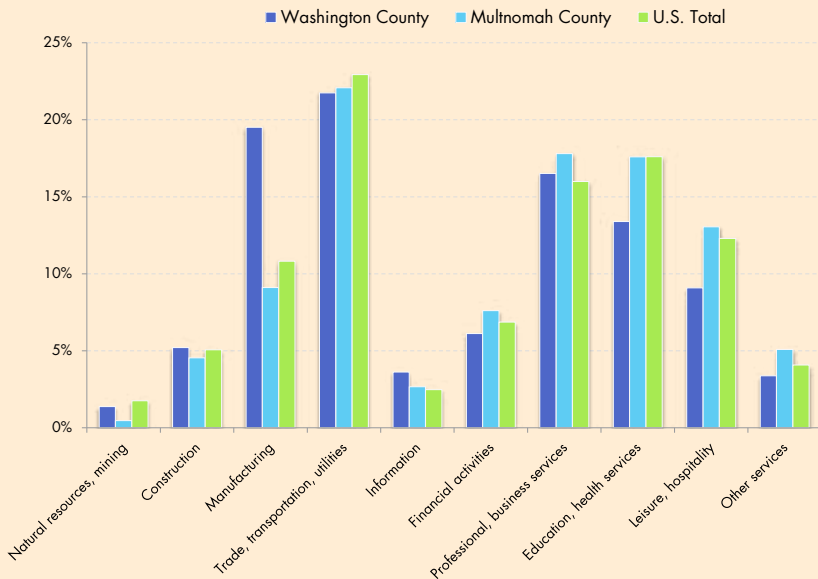
**Hillsboro residents work in a variety of industries, led by manufacturing sector.**

While Hillsboro’s labor force is employed in a wide range of fields, a particularly high percentage works in manufacturing (35% of labor force). The chart below shows the distribution of Hillsboro workers by industry type. The second chart provides a comparative snapshot of employment by industry share for Washington County, Multnomah County and the entire US in 2011. While Washington County and Hillsboro employment shares track closely in most industries, there’s a significantly higher proportion of manufacturing jobs here. Manufacturing is known to create higher than average economic multipliers, meaning more consumer spending, spin-off employment, larger payrolls and higher levels of taxable revenue compared to other industry types.



Source: ACS Estimates 2007-2011

## Comparative Employment Base Ratios: Washington County, Multnomah County, U.S.: 2011

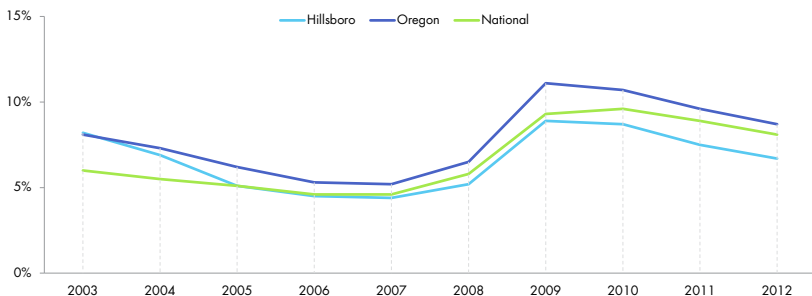


Source: US Bureau of Labor Statistics

## Hillsboro's unemployment rate is trending down and remains lower than statewide average.

Hillsboro boasts the highest labor participation rate in the Metro region – 72% of those aged 16+ are engaged in workforce activities. The City has also maintained unemployment rates considerably lower than the State and, more recently, nation-wide average.

## Hillsboro Annual Average Unemployment Rate: 2003-2012

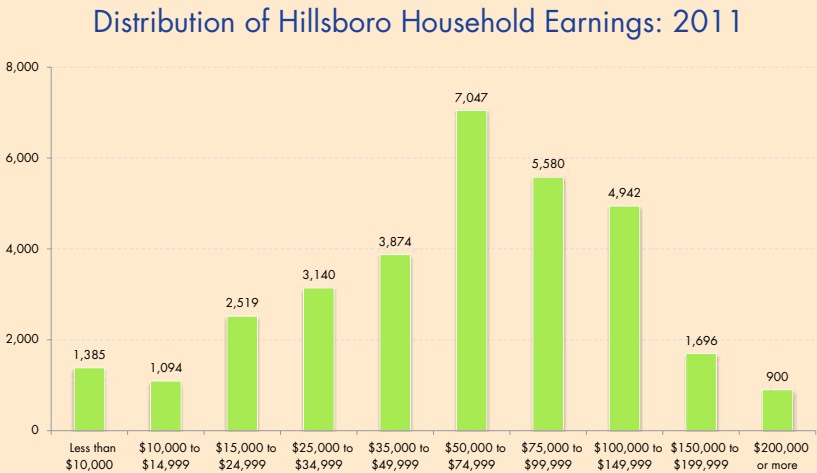
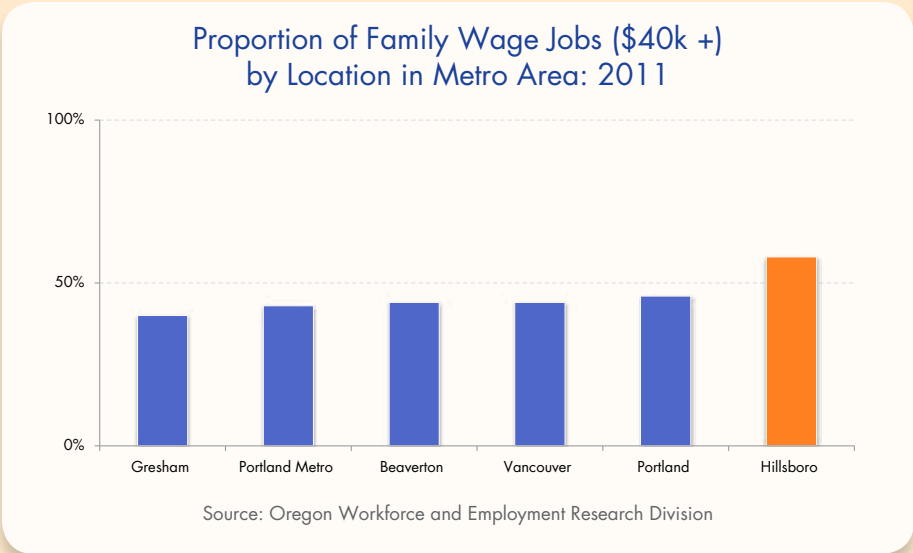


Source: US Bureau of Labor Statistics



**Hillsboro is a regional leader in providing family-wage jobs.**

According to ACS estimates, 2011 median household income was just over \$64,000, and per capita earnings nearly \$27,000. As shown in the graph below, Hillsboro is home to a relatively high number of family wage jobs, which the US Census defines as paying at least \$40,000 per year. The largest cluster of Hillsboro jobs pay between \$50,000 and \$150,000 annually.



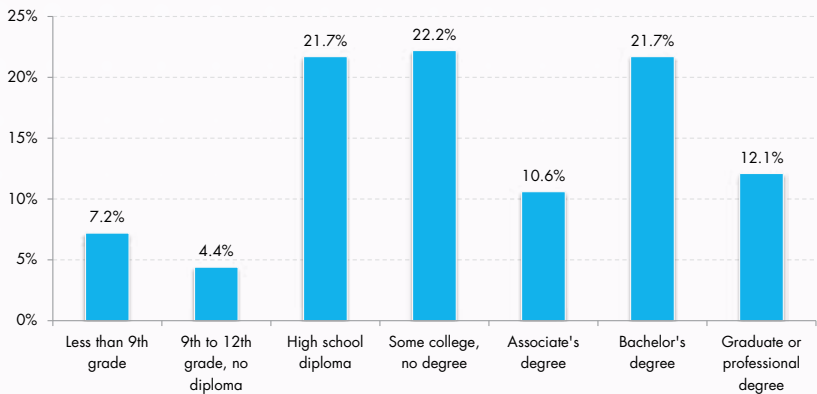
Source: ACS Estimates 2007-2011

# 5. Education and Learning

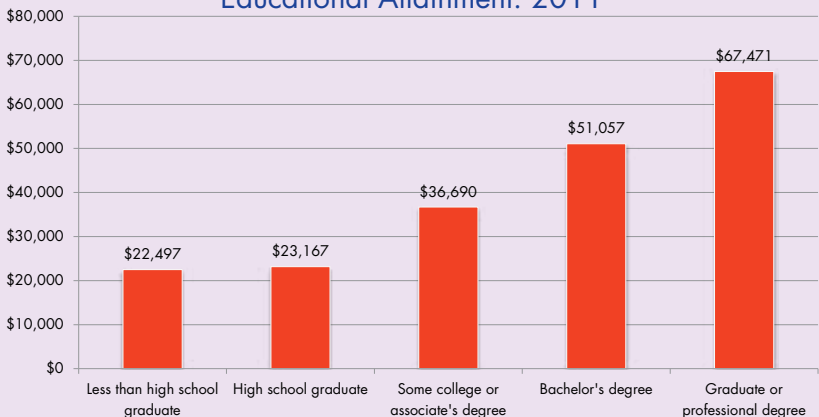
**Higher educational attainment translating to higher incomes.**

Over a third of Hillsboro adults hold a Bachelor's, Graduate or other Professional Degree. Another third has earned an Associate's Degree or attended college level courses. About 11% of Hillsboro adults have not completed high school. Educational attainment is strongly correlated to future earning potential. The second graph below shows what Hillsboro residents earn per year, on average, based on their level of education.

Highest Level of Educational Attainment for Population Age 25 and Older: 2011



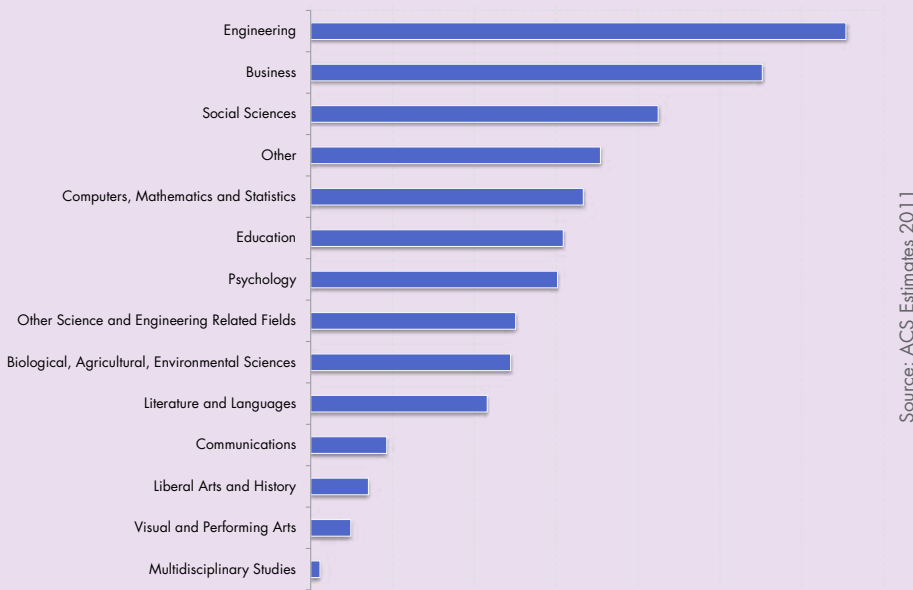
Annual Earnings of People Age 25+ by Educational Attainment: 2011



**Most common college degrees for Hillsboro residents – Engineering and Business.**

Perhaps not surprisingly, given the City’s technology and manufacturing employment base, Hillsboro is home to a particularly high number of individuals with engineering and business degrees. But, Hillsboro residents also hold degrees in a wide variety of other fields as displayed in the chart below.

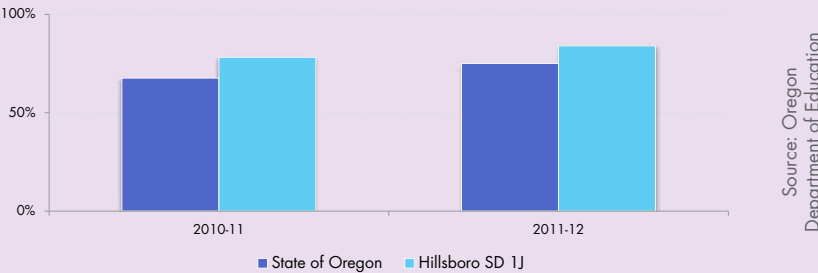
Hillsboro Bachelor Degrees for Population Age 25+ (2011)



**Hillsboro School District producing high four-year graduation rates.**

Graduation rates at the Hillsboro School District increased year over year from 2011 to 2012, and outpaced the statewide average by nearly 9% in 2012.

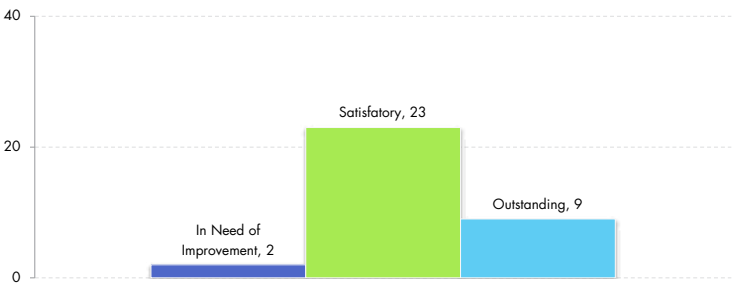
Hillsboro and Oregon State Four-Year Graduation Rates: 2011-12



**Most Hillsboro schools rate satisfactory or outstanding on Oregon Schools Report Card.**

The Oregon Department of Education rates schools as either “Outstanding,” “Satisfactory,” or “In Need of Improvement” based on factors including student test results, participation and academic growth. More than a quarter of Hillsboro schools rate “Outstanding,” and only two were considered “In Need of Improvement” at the end of the 2012-13 school year.

Hillsboro Schools Report Card: 2011-2012 School Year



Source: Oregon Department of Education

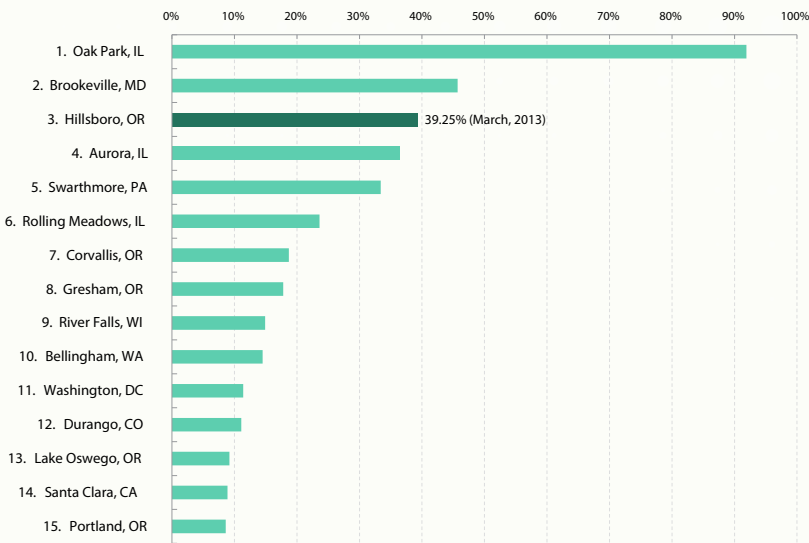


# 6. Sustainability

## Hillsboro a national leader in green power use.

In 2013, Hillsboro moved up to third place on the US Environmental Protection Agency’s list of Green Power Communities. Nearly 40% of energy consumed in Hillsboro now comes from certified renewable energy sources. Hillsboro’s rise in the rankings has been driven in large part by Intel Corporation which has adopted and implemented a 100% green power energy use policy.

Top 25 EPA Green Power Communities  
Green Power as % of Total Community Electricity Use



Source: US Environmental Protection Agency, Green Power Communities

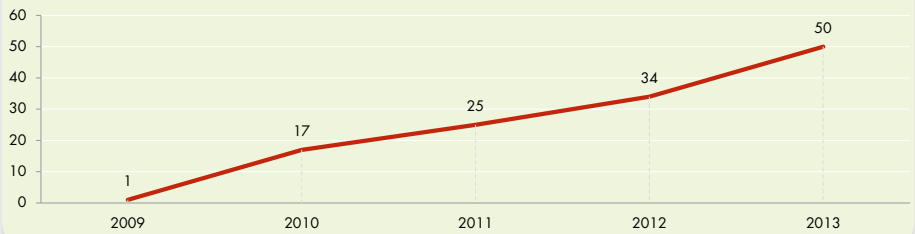


# City of Hillsboro pursuing aggressive green energy, carbon reduction and resource conservation goals.

City leaders have made sustainability a top priority. Goals include reducing City facility energy consumption 60% by 2030, reducing facility green house gas emissions by 80% and off-setting the remainder by 2030. The City plans to operate a 100% fossil-free vehicle fleet and ensure at least 80% of the City’s energy use comes from renewable energy sources by 2030. The City has also launched a Sustainability Task Force to coordinate sustainability initiatives with other institutions and the private sector.

One of the more visual signs of this move to sustainability is the increasing number of electric vehicle (EV) charging stations popping up around town. The first station was installed in 2009. Today, the City is home to 50 EV charging stations.

Growth of Electric Vehicle Stations in Hillsboro: 2009-2013

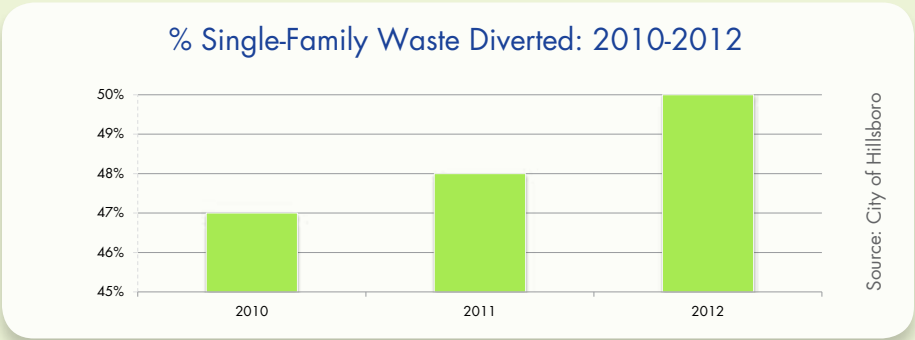


Source: City of Hillsboro



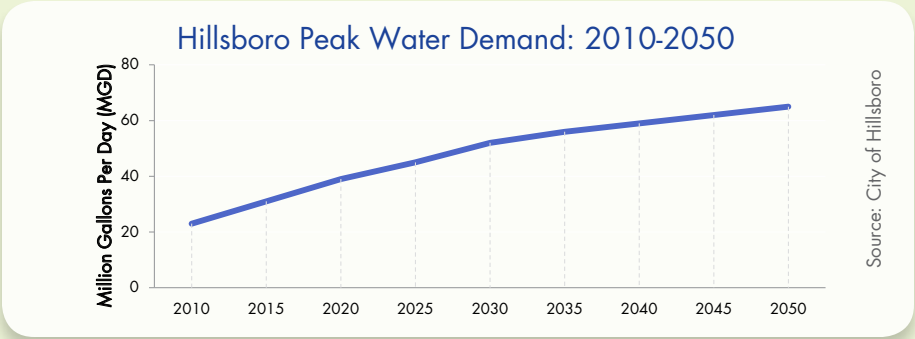
**Waste diversion increasing among single-family housing population.**

While city-wide recycling participation rates are difficult to obtain given the presence of multiple service providers, the following provides a snapshot for the single-family residential population. About half of Hillsboro waste and recycling customers are served by Hillsboro Garbage Disposal. Data provided to Washington County shows a gradual uptick in the amount of waste residential customers are diverting from landfills by way of recycling, from 47% in 2010 to 50% by 2012.



**Hillsboro planning future water supply sources to meet growing demand.**

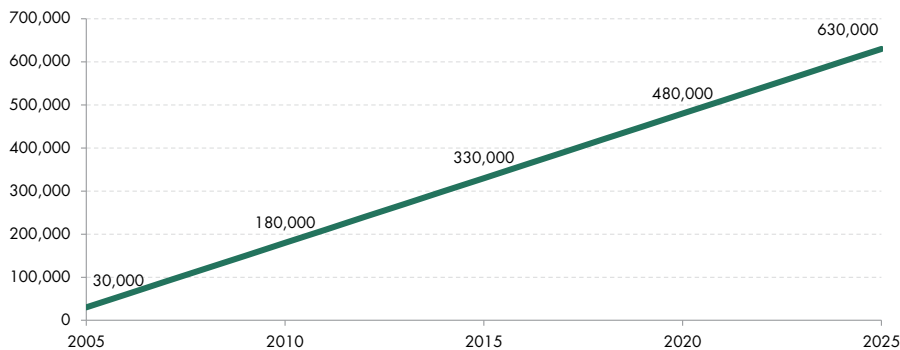
Hillsboro has a proud history of planning for and meeting water use demand. Past actions have helped to ensure sufficient supply through about 2025. Peak day water usage is forecast to more than double from 28 million gallons per day (MGD) in 2013, to around 65 MGD by 2050. The Hillsboro Utilities Commission is currently exploring new sources to meet that growing demand.



## City and partners advancing the Healthy Streams Tree Challenge.

Increasing vegetative cover helps provide shade, reduces erosion and enhances ecological function in stream tributaries. The City of Hillsboro plants around 30,000 native trees each year within city limits – in parks and wetland areas, along streams, and in open spaces supporting the Tualatin River basin. This is part of the Healthy Streams Tree Challenge to plant two million trees in Washington County between 2005 and 2025. Hillsboro’s commitment to this goal is anticipated to be 630,000 new natives by 2025.

Actual and Planned Native Tree and Plant Installations:  
2005-2025



Source: City of Hillsboro, Clean Water Services



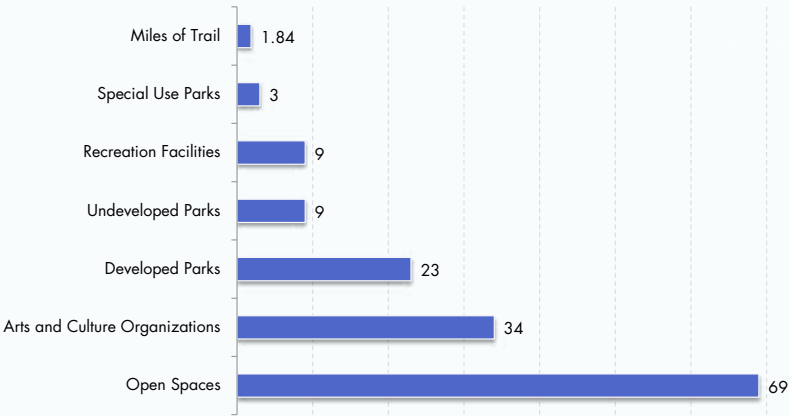


# 7. Health and Wellness

## Expanding options to recreate and engage in arts and cultural activities.

Hillsboro has steadily expanded its parks and recreation portfolio over the last twenty years. Today, Hillsboro operates 26 parks and maintains 69 unique “open spaces” throughout the community. It has added quality recreational facilities like the SHARC Aquatic Center and special use destinations like Hondo Dog Park and the newly constructed Hillsboro Ballpark. Arts and culture offerings have also expanded dramatically, with 34 organizations now providing passive and active arts and cultural programming. More than 12,500 people attended or participated in programs at the Walters Cultural Arts Center alone in calendar year 2012.

Parks, Open Space, Recreation, Arts and Culture Inventory

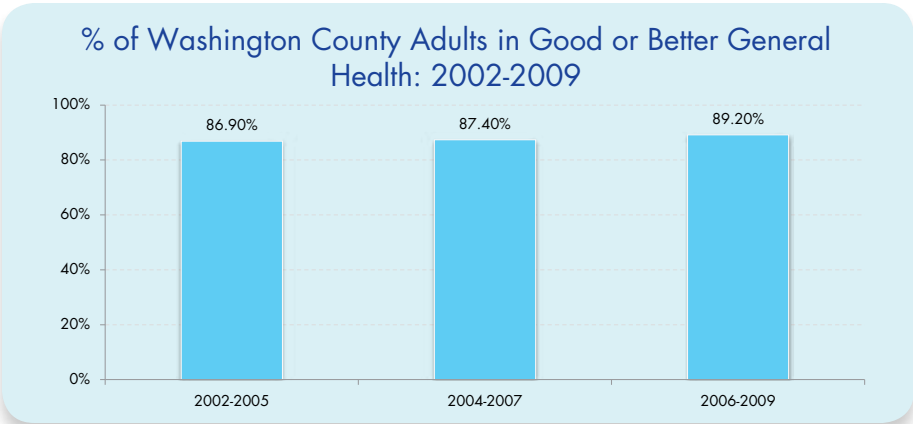


Source: City of Hillsboro



## Positive trends in Washington County health.

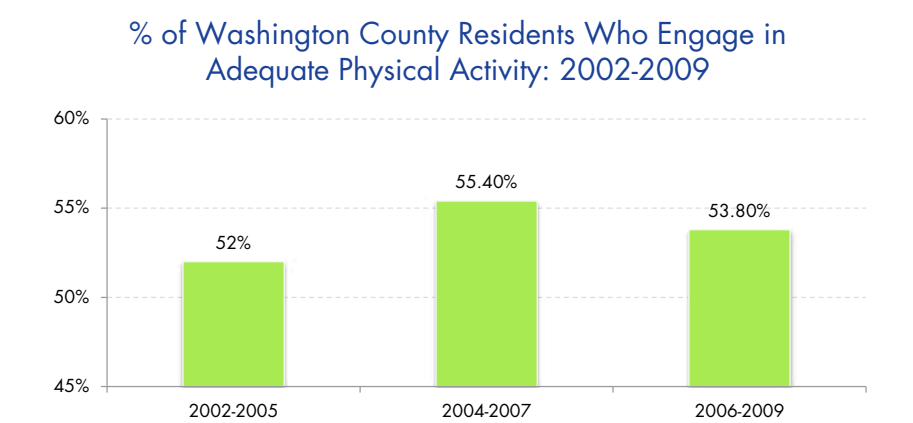
Between 2002 and 2009 (the last year for which data is available) Washington County residents increasingly reported their overall health to be good, very good or excellent.



Source: Oregon Behavioral Risk Factor Surveillance System

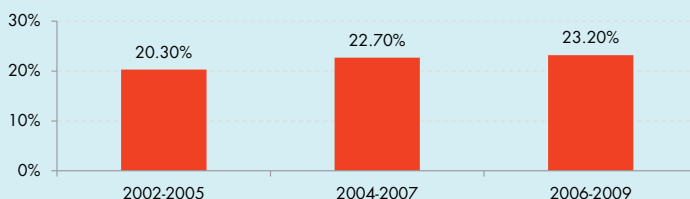
## Washington County health trends to track.

Less than half of Washington County residents report engaging in 30 minutes of moderate exercise five days per week and/or 20 minutes of vigorous exercise at least three days per week. This rate of exercise has remained virtually unchanged since 2002. Over the 2002-2009 survey timeframe, there has also been a 3% increase in adult obesity and a 4% decline in the number adults consuming 5+ servings of fruits or vegetables daily.



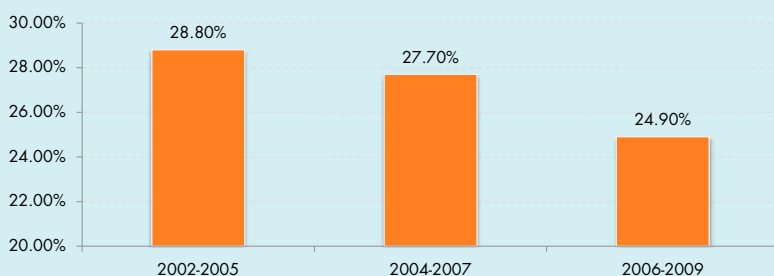
Source: Oregon Behavioral Risk Factor Surveillance System

### % of Washington County Adults Who are Obese According to Body Mass Index: 2002-2009



Source: Oregon Behavioral Risk Factor Surveillance System

### % of Washington County Residents Who Consume Sufficient Fruit and Vegetables Daily: 2002-2009

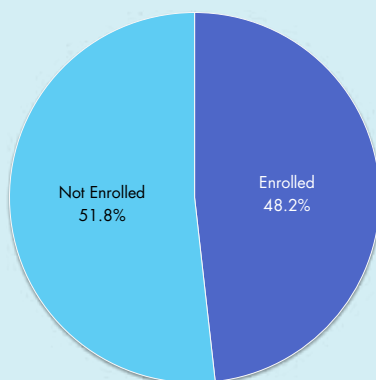


Source: Oregon Behavioral Risk Factor Surveillance System

## Free and Reduced Lunch Programs help bridge the nutritional gap at local schools.

The chart shows the percentage of students enrolled in the Free and Reduced Lunch program at each of the 35 schools in the Hillsboro School District. This federally-subsidized program helps students meet their nutritional needs. Enrollment ranges from as low as 12% to as high as 81%, with a district-wide average of 48%, a ratio consistent with other nearby school districts.

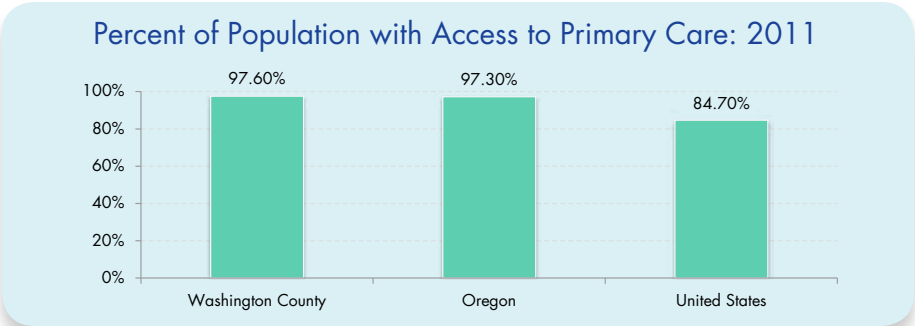
### District-wide Free and Reduced Lunch Program Participation: 2012



Source: Hillsboro School District

**Some residents not presently covered by health insurance.**

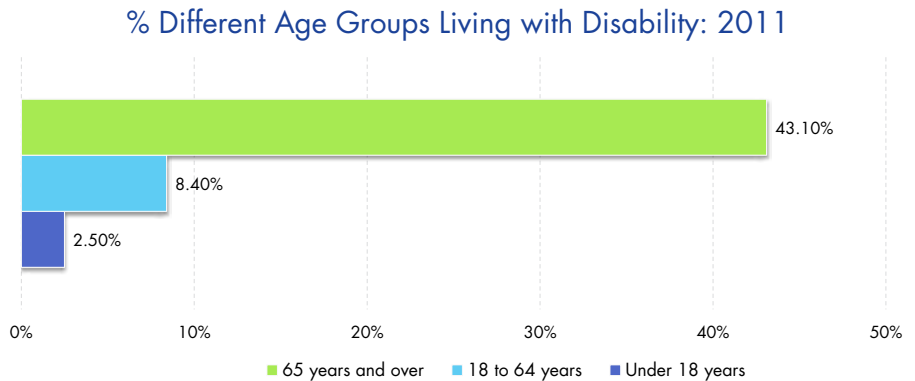
American Community Survey estimates suggest some 15% of Hillsboro residents are not currently covered by health insurance. Lack of coverage has been linked to increased use of emergency medical services to treat otherwise preventable or non-threatening health issues. Several Hillsboro organizations are working to close the health care services gap. County-wide, with or without health insurance coverage, over 97% of residents indicate they have access to some form of primary care, compared to 85% nation-wide.



Source: US Health Resources and Services Administration

**About 10% of residents live with some form of disability.**

About 9,000 Hillsboro residents live with some form of disability. The rate of disability is naturally higher in older age cohorts, especially in those aged 65 and above where 43%, or just over 3,000 people, are impacted. The number of people with disabilities is likely to increase as Hillsboro’s population grows and ages.



Source: ACS Estimates 2011

# 8. Community Perceptions

## Community Leader Interviews

In the early part of 2013, Hillsboro 2020 staff and consultants organized a series of one-on-one interviews and focus groups to collect insights from community leaders representing social service agencies, business and industry, government and other community interests. More than 30 participants shared their thoughts, as summarized by theme below:

### Key Changes and Trends

- Increased population diversity
- Growth in employment, and especially manufacturing
- Traffic congestion
- Hillsboro's ability to focus on the future and turn ideas into results
- Success maintaining the City's small-town feel amidst rapid growth
- A general proliferation of arts, events and other activities

### Greatest Opportunities

- Improving sense of identity
- Increasing the number and variety of amenities and entertainment venues
- The importance of maintaining a city "soul" in downtown Hillsboro
- Increasing the proportion of Hillsboro workers who reside in the City
- Strengthen community volunteerism and connections
- Better communicating the growing success of Hillsboro schools
- Growing technology and manufacturing, while also expanding and diversifying education and healthcare
- Continue emphasis on "last-mile" transit options that connect workers to employment centers

## Most Pressing Challenges

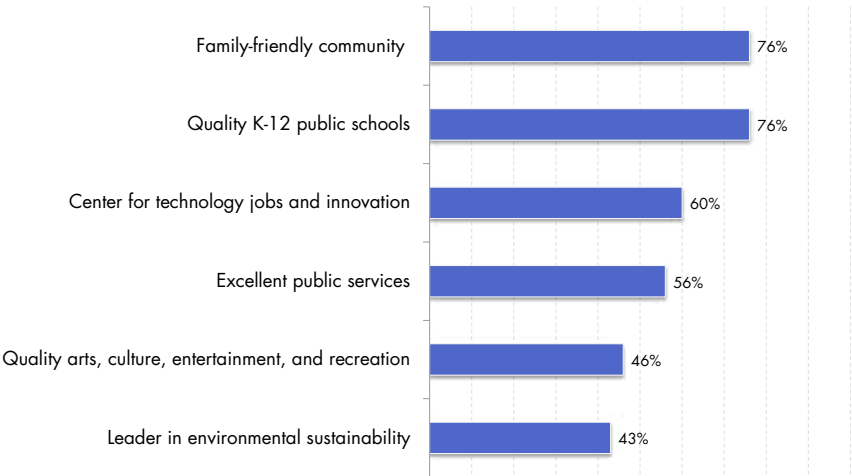
- Lack of economic diversification, susceptibility to economic downturns in technology sector
- Potential inability to meet social service demands, growing number of people living in poverty
- Growing congestion and inadequate alternative transportation solutions
- Lack of cultural attractions to attract young, innovative class
- Lack of age-in-place housing for the growing senior population and high-end housing for high-wage employees

# Community Survey Results

## Hillsboro residents value their family-friendly community, quality schools, parks and natural areas.

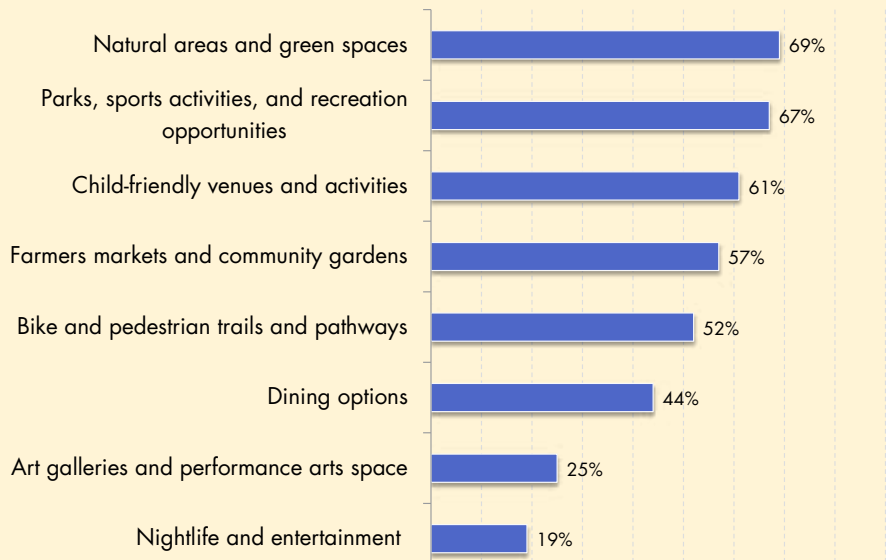
In 2013, the City of Hillsboro surveyed more than 400 residents by telephone. In one question, participants were presented with a list of community characteristics and asked to rate the importance of each item relative to Hillsboro’s future identity. The graph below shows the total percentage of respondents who rated each characteristic “very important,” the highest score possible. More than three quarters of those surveyed say having a “family-friendly community” and access to “quality schools” are very important.

Community Characteristics Considered Very Important



When asked about the relative importance of having access to different entertainment and recreation activities in the future, more than two-thirds of residents indicated “natural areas and green spaces” and “parks and recreation” are “very important.” Fewer labeled “arts” (25%) and “nightlife” (19%) very important.

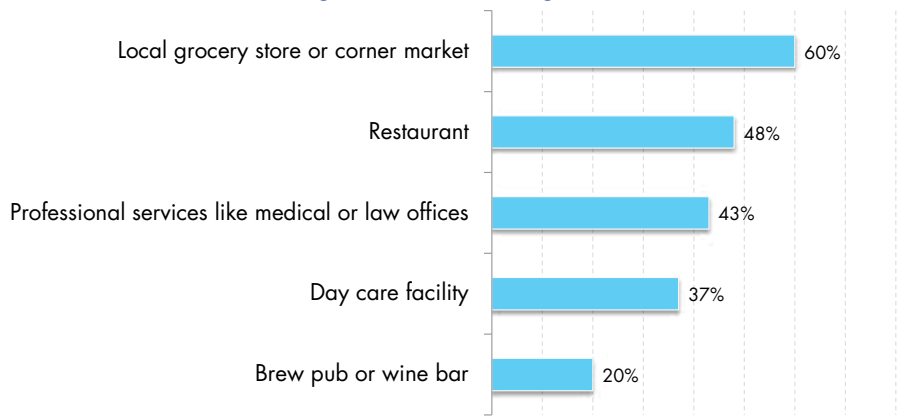
Future Entertainment and Recreation Activities Considered Very Important



**Majority of residents would like to have grocery or corner market within walking distance of home.**

Sixty percent of residents say they “strongly support” the idea of having a grocery store within walking distance of their neighborhood, and almost half strongly support having a nearby restaurant. Overall, fewer are supportive of having a brew pub or wine bar within walking distance, though it should be noted that support for different neighborhood business types varies by age and location of residence.

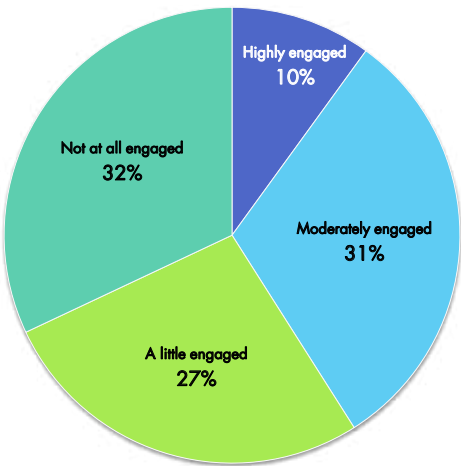
Businesses Types Residents Strongly Support Having within Walking Distance of Neighborhoods



**Nearly 60% of residents say they are only a little engaged or not at all engaged in community activities.**

Just one in ten Hillsboro residents say they are “highly engaged” in community activities like volunteering or serving on committees. About a third of respondents say they are moderately engaged, while another third say they’re not engaged at all. Those who indicate higher levels of engagement primarily volunteer in school, youth and religious organizations.

Level of Hillsboro Resident Community Engagement





# Hillsboro Community Profile

## Acknowledgements

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To view an extended version of the Community Profile, with additional graphs and analysis, please visit [www.hillsboro2020.org](http://www.hillsboro2020.org).