

Hillsboro 2020 Vision Implementation Committee (VIC) 2003-2004

Tuesday, March 30, 2004
6:00 p.m. – 8:00 p.m.
Washington County Public Services Building

VIC MEETING #3 SUMMARY

Members Present:

John Coulter, Chair
Pastor Tim Huber, Vice Chair
Mary Brown
Paul Danko
Craig Dye
Tim Erwert
Chris Frazier
Armando Gutierrez
Barbara Hanson
Marilynn Helzerman
Shirley Huffman
Jimi Smith
Rick Van Beveren
Tom Wolf

Elected Officials / Staff / Consultants

Rene Heade, City of Hillsboro
Erik Jensen, City of Hillsboro
Wink Brooks, Planning Director, City of Hillsboro
Michele Neary, Barney & Worth
Jason Robertson, Barney & Worth
Steven Ames, Steven Ames Planning

Meeting Summary

1. Welcome Announcements

Vision Implementation Committee (VIC) Chair John Coulter called the meeting to order. He said the primary focus of VIC meeting #3 was to review key assumptions and define priority goals for a proposed public review of Hillsboro 2020 Vision strategies and actions. He said two presentations, one covering the original outreach process and another describing physical and demographic changes, would help provided a context for VIC decision-making.

2. Original Hillsboro 2020 Outreach Effort

Erik Jensen presented an overview of the original Hillsboro 2020 public outreach effort, and described the key questions that drove each phase:

- Phase 1 (1997): “Where are we now?”
- Phase 2 (1998): “What are the resources and trends of our community?”
- Phase 3 (1999): “What do we want the community to be like in 2020?”
- Phase 4 (2000): “How are we going to get there?”

In Phases 3 and 4, six focus areas emerged to help shape public discussion. The public involvement framework included a Citizen Vision Task Force and broader public outreach efforts (City-wide, multiple venues, and Latino outreach). The Vision Task Force and community outreach efforts were integrated from 1998 to 2000: getting input from the community, generating early products, and going back to the community for review.

Public outreach activities included:

- Newsletters (30,000 issues per mailing; English and Spanish)
- Latino outreach (public meetings, advertising, public materials, video, and hotline)
- Vision Fair
- Community workshops/forums
- Speakers bureau, focus groups
- Web page and video

3. Physical and Demographic Changes in Hillsboro

Wink Brooks, City of Hillsboro Planning Director, discussed demographic and physical changes in the City of Hillsboro since Hillsboro 2020 planning began. Highlights from his report:

- In 2003, Hillsboro had 79,340 residents, making it the largest city in Washington County.
- The largest population increase was in the 20-40 age group.
- There was an increase in all ethnic groups (except whites) from 1990 to 2000.
- Hillsboro has the highest minority population of all cities in Washington County.
- The city has seen a significant increase in housing, particularly in multi-family units.
- Hillsboro's median household income increased by 17%.
- Physical changes in Hillsboro include a number of new schools, parks & recreation facilities, new developments, new road connections, and bicycle/pedestrian trails.
- Most of the residential land has been developed; future development will be mostly infill.
- SB 122 may add more land to the City of Hillsboro; but this land is already developed.

Comments and questions from the Vision Implementation Committee

- *Question:* What is a healthy ratio between rental housing and home ownership?
Response: The state has a goal of 50/50; 10 dwelling units per acre on average, and opportunity for half single-family residential and half multi-family. Hillsboro has a number of different housing types today – smaller lots, condos, and row homes. The development community focuses more on neighborhoods now, as opposed to building a single house.
- *Question:* Where does Hillsboro stand today in units per acre? Where are we headed?
Response: It's a difficult number to get to – the City will look at that when we go back through our comprehensive plan.
- *Question:* What about UGB changes? Are those scheduled?
Response: Metro is looking at several areas around the city, to analyze possible industrial lands around the region and in Hillsboro.

4. Year 5 Public Involvement Program Goals and VIC Role

John Coulter reminded the VIC that it had created a formal process for VIC review of new actions (annually) and strategies (every 5 years) during its 2002-2003 work program. Now that Vision implementation is approaching "Year 5," it was time for the VIC to develop an outline for soliciting ideas from the public. He said VIC guidance would help City of Hillsboro staff draft a formal program within the next year or two, pending various budget matters.

Jason Robertson, Hillsboro 2020 lead consultant, introduced a general framework for moving forward with this public involvement program. He reminded the VIC that 90 of 114 Vision Actions are either now implemented or underway, and that a public involvement process would help generate new or expanded strategies for bringing the Hillsboro 2020 Vision to life.

Tim Erwert, City of Hillsboro City Manager, reviewed the budget process for the FY 2004-2005. He said the City experienced a significant shortfall in revenue in the general fund in 2003-04, and

that the City's Budget Committee would not have a clear budget picture until sometime in May. He said this did not necessarily mean the City would not be able to fund or support an enhanced public outreach program this year, but that the VIC should be prepared to either scale back or postpone such a program should budget conditions not improve.

Jason Robertson said the VIC has been charged with charting a public involvement framework during its 2003-2004 work program, regardless of whether the public review of Hillsboro 2020 strategies takes place next year or sometime in the future. He then asked the VIC to review a list of assumptions regarding a proposed framework for the public review process, and to respond to a series of questions:

(1) Are the key assumptions outlined accurate and complete?

- *Comment:* I don't think you've overlooked anything.
- *Comment:* In reflecting on how Hillsboro has changed, it seems that public outreach should continue to include a focus on the Spanish population, other ethnic populations, and the new residents in Hillsboro.
- *Comment on Assumption #1:* The Steering Committee struggled with the reference to "new" population, verbiage which might exclude people. We want to engage new residents *and* existing residents, and get all involved as much as possible.
- *Comment on Assumption #3:* How much will this program be impacted by budget constraints? *Response:* Available funding will determine whether the City uses consultants, City staff, or whether the process has to be postponed. We hope not to have to postpone public involvement, because 90 of 114 actions are already underway, and because of the dynamic shift in our population base. The VIC should build a program that incorporates all the elements we'd like to see. If the funding doesn't materialize, we may have to make adjustments. For this exercise, assume the VIC can have the level of public involvement required.
- *Comment:* We have a broad group of partners that were developed under the previous effort, so they are a new resource. Consider using that new network of participants. *Response:* Coordination with lead partners will definitely be an important part of this process.
- *Comment:* If there is funding available to hire a consultant, the VIC's ideas will be shared with them to ensure your ideas are incorporated into the work program.

(2) How aggressive should the VIC be in seeking new strategies?

- *Comment:* I don't think we need to go door-to-door, but should solicit feedback from our partners and inform the general public that we're looking for ideas.
- *Comment:* This process is probably a good vehicle for educating people on the Vision 2020 plan, and involving a broader spectrum of the population.
- *Comment:* You have to do an education piece so people know what they are commenting on. New residents, in particular, are going to have to get some background.
- *Comment:* We should modify the standard presentation for the VIC speakers bureau to include more information about the strategies, and make sure audiences know we're considering new strategies and individual action items.
- *Comment:* I think the educational process will help define the difference between strategies and actions for the average citizen. *Response:* We have to recognize that a lot of what we will receive will be actions. Part of the process we will go through as a committee is to identify whether it's a strategy or an action which fits under an existing strategy. Looking at new strategies will take us to a deeper level.

- *Comment:* Because of potential budget restraints, I think we have to be creative in using venues – new doors open up – that may be an important facet of the committee. Faith communities could be involved in this. Budget constraints are just another creative challenge.
- *Comment:* We can save money and add value by building on the speakers bureau, Town Hall, and other existing VIC activities.
- *Question:* Do you turn people away between Year 1 and Year 5? Why not promote getting new ideas at the Town Hall? *Response:* We look at all new ideas as they arise. Just because we can't implement a new strategy doesn't mean that we throw the idea away. Rather, it is put in the "idea bank" for future consideration. The reason we have decided to review new strategy ideas on a five year basis is to ensure they are given the same level of public scrutiny as the original list of strategies. The VIC has determined that 5 years is the most practical interval for this kind of process.
- *Comment:* The Town Hall seems like the perfect venue to advertise for new ideas.
- *Question:* How will information from the Hispanic population be transferred to different populations? *Response:* We have some tools, such as simultaneous translation, that will help us integrate feedback. Also, all Hillsboro 2020 materials are translated into Spanish.
- *Question:* Will outreach include talking with the lead partners? They might have the best inside look on what actions are accomplished and what could be added. *Response:* A lead partner feedback process will certainly be put in place, both to find out what has changed and what new community needs may have occurred in the past five years.
- *Comment:* You need to honor the investment of lead partners and potential lead partners – balance that with solicitation of input of all community members, regardless of age, ethnic group, etc. There is a large portion of our community that would be interested if they knew the mechanism for getting involved.

(3) It is possible the VIC may be asked to participate in the proposed public involvement program at a level "above and beyond" its current commitment. Are VIC members willing and available to conduct their regular VIC duties and participate in the public involvement program?

- *Comment:* I don't think there's any choice if we're going to be successful in this. The longer that you're on a committee, the more comfortable you become in participating more aggressively. You simply know a lot more.
- *Comment:* Can we include some of the original Task Force members in the process to help amplify our efforts? Some of them have stayed engaged in other civic efforts, and may feel comfortable in participating in this process.
- *Comment:* I would think that part of the process is to figure out how to approach this – that would take the first couple of meetings; then delegate to lead partners to make presentations, to conduct outreach. I think the VIC's part would be to help get the process started, and identify how we're going to do it, then determine how many of us have time to do work, and call on people from other parts of the community to help.

Summary: The VIC is willing to step up their involvement, provided that their time is used efficiently.

John Coulter asked for VIC members with any additional thoughts on the framework to get in touch with Erik Jensen, Jason Robertson or John Coulter.

5. Town Hall Planning Update

Town Hall will be held on April 29, 2004. John Coulter encouraged every VIC member to participate.

Tim Huber updated the VIC on the status of Town Hall planning:

- A Town Hall announcement was inserted into City water bills.
- Theme: *expanding educational and cultural horizons*.
- *Ring of Fire* (bell choir) will give a special performance.
- The new Hillsboro 2020 video will be shown.
- A student skit will be developed based on the theme of Hillsboro in 2020.
- Door prizes will be distributed throughout the program.
- Child care will feature art activities.

The VIC viewed the first draft of the 30-second Spanish TV advertisement. Flyers were given to the VIC to help distribute; they are also available on the website.

6. Other Items

- Erik Jensen has made contact with all but one of the lead partners regarding their requests for assistance – most items are clarifications of actions. Jensen will provide an update at the next VIC meeting.
- Tim Huber reported that the VIC purchased, as planned, a brick to support and be placed in the new Glenn & Viola Walters Cultural Arts Center.
- John Coulter said the deadline for Vision award nominations is April 1. Give your nomination forms to Erik Jensen. The subcommittee will meet on April 6 to review nominations.
- Erik Jensen reported on the Chamber of Commerce's volunteer program. The Chamber liaison, Shannon Burley, sent out a letter to all the lead partners, asking what activities could be used for volunteer opportunities. The database of volunteers will grow with speakers bureau engagements.
- At the VIC's request, Michele Neary will send out a speakers bureau feedback form to members who have given a speakers bureau presentation.
- Erik Jensen said that if we have opportunities to speak to the Spanish-speaking community, a Spanish version of the Hillsboro 2020 video is now available.

Public Comment

- *Question:* I live off of Cornelius Pass – I hear the golf course has been sold. Is there any plan to expand Cornelius Pass? *Response:* Washington County is the agency to talk with. It's been proposed for possible future inclusion in the MSTIP program, but it's not scheduled at this time. We'll get back to you with more information.
- *Comment:* A new Hillsboro 2020 banner will be located in the Tanasbourne area, at 185th and Cornell, to advertise the Town Hall.