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*Sustaining Quality of Life in the Southern Willamette Valley*

April 21, 2005

**TO:** Regional Policy Advisory Board Members and Alternates

**FROM:** Regional Technical Advisory Committee (RTAC)

**SUBJECT:** April 27, 2005 Meeting Agenda Item Summary

This memo provides a brief summary of the agenda items to be covered in the April 27, 2005 Regional Policy Advisory Board meeting. If you have any questions, please contact the Regional Technical Advisory Committee (RTAC) member from your community or call Carol Heinkel, 682-4107.

Please review the attached materials prior to the meeting.

## **Meeting Purpose**

This meeting is for Policy Board members and alternates to review and comment on the alternative regional growth scenarios evaluation results for Economy and Wastewater and to review and approve public outreach materials. As time allows, updates and status reports on other aspects of the project will be presented.

## **Agenda Summary**

### **Welcome and Introductions**

Meeting participants will be introduced and welcomed at the start of the meeting.

### **Public Comment**

Five minutes is allotted on each agenda to allow members of the public to make brief presentations and/or to distribute written materials to the Policy Advisory Board. No written comments were submitted for inclusion in this packet.

### **Draft Evaluation Results**

#### **Economy**

The enclosed report, *Economic Impact of Region 2050 Growth Scenarios*, DRAFT April 5, 2005, was prepared by Timothy A. Duy, Ph.D., Adjunct Assistant Professor and Director of the Oregon Economic Forum, Department of

Economics, University of Oregon. This report has benefited from review and comments provided by Bruce Blonigen, Professor and Knight Professor of Social Science and William Harbaugh, Associate Professor, both members of the Department of Economics of the University of Oregon. Dr. Duy presented the report to the Lane Economic Committee on April 18, 2005 and the RTAC on April 20, 2005. At the Policy Board meeting, Dr. Duy will present his findings, respond to questions from the Policy Board, and ask for comments.

### **Wastewater**

The results of the wastewater evaluation related to municipal systems will be presented by George Walker, Springfield Public Works, and, for rural systems in the Rural Growth Scenario by Bill Mason, DEQ. The report for the municipal systems will be handed out at the meeting. The report for the rural systems by DEQ is attached.

This evaluation was conducted by a team of experts including: Metropolitan Wastewater Management Commission (MWWMC) staff; the public works staff, engineering staff, and engineering consultants of the local governments; the Lane County Environmental Health Manager; and Department of Environment Quality (DEQ) staff. Jack Detweiler of Kennedy Jenks Consultants in Eugene conducted the evaluations of the wastewater cost impacts of the scenarios for Coburg, Alvadore, Pleasant Hill, and Goshen. At the Policy Board meeting, the principal authors of the enclosed report will present the findings, and, along with other staff and consultants, will respond to questions from the Policy Board, and ask for comments.

## **DRAFT Public Outreach Process and Materials**

The Policy Advisory Board unanimously approved the attached Public Involvement Plan at their September 29, 2004 meeting. At that meeting, the Board decided not to use the outreach approach of conducting a random sample survey because it believed the results would not likely reflect the views of each community given that the metro cities make up such a large percentage of the region's population. The Board also decided to devote that portion of the outreach resources to obtaining the views of citizens in the rural area. At the February 9, 2005 Policy Board meeting, the Board decided to not delay the outreach until all evaluation results were completed because they wanted the project to stay on schedule and directed staff to make every effort to have as much information as possible available prior to completing the outreach process.

As shown in the attached Public Involvement Plan, the key components of the outreach process are:

- Media Outreach (In progress)
- Newspaper Insert (Draft, Attached)
- Display Materials (In progress)
- Meetings and Presentations (Draft Community Meetings Process, attached)

- Survey (See Insert for Survey and Community Meeting Process for Discussion Questions)
- Web Site (In progress)

The Policy Board directed that every effort should be made in this process to obtain the views of the “average citizen,” i.e., those people who do not normally participate in the public process. Other direction provided by the Policy Board at the March Policy Board meeting includes the following:

- Provide participating city councils with information that explained how the Region 2050 process was an improvement over the existing Land Conservation and Development Commission (LCDC) process (see What is Regional Problem Solving? Fact Sheet and Chart, enclosed)
- Provide opportunities for “free form” comments and not be limited to checking boxes in response to questions. (see Survey in insert and discussion questions for community meetings and discussion of web site, below)
- Approach local television stations about covering town hall meetings.
- Look at examples that demonstrate the successful use of an interactive website to promote public participation and input.
- Remove the evaluation matrices from the evaluations on the web site, from the power point presentations, and all outreach materials and mark the evaluations “draft” (The matrices have been removed, evaluations marked “draft”, and posted to the web site)
- Assure that definitions were understood by members and residents of the region so that everyone was speaking the same language and had the same understanding, which was especially important for public outreach. (The attached materials try to avoid jargon and explain terms)
- It is essential to obtain responses from representatives of all communities in the County to assure the work of Region 2050 was meaningful. (see attached Community Meetings process)

The enclosed Draft Public Outreach Materials attempt to address each of the above comments. A key benefit of this outreach process is the assistance of Ed Weeks, Ph.D, Professor Planning, Public Policy, and Management, University of Oregon. Professor Weeks is the Director of the Masters Degree Program in Public Policy and Management and the Director of the Deliberative Democracy Project. The focus of his work is to develop, implement, and evaluate new democratic processes.

Professor Weeks is currently engaged in large-scale community dialogues in Fort Collins, Colorado; Sacramento, California; and Minneapolis-St. Paul, Minnesota. Other efforts he consulted in include: Eugene Decisions (a community dialogue about city services and funding), the Eugene Growth Management Study, the evaluation of the Governor's Conversation with Oregon (an unprecedented effort to use a statewide, two-way, narrow-cast television system to involve citizens in the policymaking process), and the year-long Dialogue on the Profession for the International City Management Association.

### **A Word About The Insert**

The insert with survey is a work in progress. It is being reviewed concurrently by the RTAC and LCOG Creative Services staff are continuing to refine the format. **The insert will be posted on the web site on Monday, April 25.** A more polished version will be brought to the meeting and any changes to the version in the packet will be highlighted. Policy Board feedback on the draft is requested.

### **A Word About The Survey**

An earlier draft of the survey that is included in the newspaper insert was pretested with 25 students (15 undergraduates and 10 graduates). They completed the survey as a regular respondent would and also recorded in writing their thoughts about the newsletter and survey. Revisions were made to the draft to address their comments.

Staff and consultants will seek review and approval of the enclosed outreach process and materials: the draft newspaper insert, Design Your Future, Draft Survey and Discussion Questions, Community Meeting Process, and What is Regional Problem Solving? Fact Sheet and Chart. Staff will report at the meeting the progress being made on the media outreach, display materials, and web site.

### **Work Program, Timelines, and Process**

No changes to the Policy Board-approved work program have been recommended by the RTAC at this time. The Regional Growth Management Strategy is still on track to be completed by June 2006. The attached Draft Timeline and Fact Sheet, What is Regional Problem Solving? provide a detailed description of the products, timelines, and process for reaching agreement on the Regional Growth Management Strategy.

### **Project Updates**

Staff will provide a status report on the remaining evaluations, as time allows.

#### **June 22, 2005 Policy Board Meeting:**

- **Transportation Modeling Results**  
Tom Schwetz, LCOG Transportation Program Manager will present preliminary results of the transportation modeling of the scenarios.
- **Farm and Forest Resource Lands Committee**  
On April 13, 2005, the Lane County Board of Commissioners appointed a committee to provide expert advice to the Policy Advisory Board on the potential impact of the scenarios on the productivity of these resource lands. The results of the committee's evaluation will be presented at the June 2005 Policy Board meeting.

The Department of Agriculture (DOA) is not currently represented on this committee because the DOA staff representative was out of the country when participation was solicited. In terms of expertise, the committee represents a well-rounded group and will provide excellent

advice to the Policy Board on rural development in the alternative scenarios.

There is no requirement related to committee make-up for the evaluation of the alternative scenarios. When the Preferred Growth Scenario is developed in early 2006, the committee will need to be expanded to include a representative from the Department of Agriculture In order for the local governments to take advantage of the Regional Problem Solving Process.

- **Public Outreach Status Report**

As of this meeting, the newspaper insert *Design Your Future* will have been included in newspapers, media outreach will have commenced, and the Community Meeting in Veneta on June 9 will have occurred. A status report on these outreach efforts will be presented at the June Policy Board meeting and the topic will be open to discussion by the Board.

### **Next Meeting**

There will be no Policy Board meeting in May. The next Policy Board meeting is on June 22, 2005.