



Sustaining Quality of Life in the Southern Willamette Valley

June 15, 2005

TO: Regional Policy Advisory Board Members and Alternates

FROM: Regional Technical Advisory Committee (RTAC)

SUBJECT: June 22, 2005 Meeting Agenda Item Summary

This memo provides a brief summary of the agenda items to be covered in the June 22, 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 Transportation and Farm and Forest Lands; and the public outreach process; and to review and approve the work program timelines and process.

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

Farm and Forest Lands

The Farm and Forest Lands Task Force met on June 6 to provide expert opinion on the potential impacts of the alternative scenarios on farm and forest lands in the region. The draft evaluation is included in this packet. At the meeting, Jim

Johnson, Oregon Department of Agriculture, Ross Penhallegon, OSU Extension Service, and Stephanie Schulz, Lane County Planner, will give a brief presentation on the evaluation and will respond to questions from the Policy Board.

Transportation

The transportation modeling is progressing on schedule. The regional model has been developed and applied to the scenarios. Preliminary modeling results will be presented at the Policy Board meeting. Included in this packet is a memo describing the findings to date, based on the expert opinion of transportation planners in the region, that was presented to the RTAC at their meeting on June 15. At the Policy Board meeting, this information will be supplemented with preliminary modeling results. In addition, staff will seek Policy Board direction on the types of transportation improvements to include in the next application of the model to estimate transportation cost and capacity impacts of the scenarios.

Public Outreach Process and Materials

As directed in the approved Public Involvement Plan, the key components of the outreach process are:

- Media Outreach
- Newspaper Insert (enclosed)
- Display Materials
- Meetings and Presentations
- Survey
- Web Site

All of the above were developed and initiated in May. A report on the status of these components is presented below.

As directed by the Policy Board at its April meeting, over 160,000 copies were printed of the attached newsletter *Design Your Future* and inserted into all newspapers in the region the week of May 23. The insert contains a survey and a calendar of Community Meetings. As of this writing, over 300 surveys have been returned. The vast majority of the surveys have been completed in a consistent manner, indicating a clear understanding of the questions and the content of the insert. This high level of functioning of the survey instrument is primarily a result of the field testing performed by Professor Weeks and his students of the draft insert and survey instrument prior to finalizing.

The Veneta Community Meeting on June 9 was attended by 60 people with 75 people pre-registering. The Eugene Register Guard and the small town newspapers and the TV media have covered the process from the start with articles and TV coverage on KEZI, KVAL, and KMTR, as well as radio interviews with Commissioner Stewart. The interactive web site was activated on May 23 and over half of the respondents have

responded to the survey on line. Many of the meeting participants have also pre-registered on line.

The Policy Board has 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. At the Policy Board meeting, Policy Board member Veneta City Councilor Marion Esty will report on her impressions of the Veneta meeting, including participation by a randomly selected group of citizens, recruited by a professional recruitment firm. Staff from the University of Oregon will give a presentation on the process used to obtain input in the Community Meetings and will discuss how that process was designed and modified based on field testing.

Staff are in the process of preparing a draft report of the Veneta meeting and will work with the City to finalize the report. The City will then work with its community leaders and community members to determine how they want Veneta’s growth areas to be included in the Draft Preferred Growth Scenario and what actions they want to include in the Draft Regional Growth Management Strategy. The same process will be used in each city and for the rural areas. In each case, the local governments will provide direction on what to include for their jurisdiction in the Preferred Growth Scenario and Regional Strategy.

Policy Board and local staff can help increase participation by spreading the word about the newsletter, the survey, and the Community Meetings. Some suggestions for spreading the word include mentioning the Community Meetings and reporting on the process in public meetings and in communications – written and oral – with members of the public, the business community, and the media.

Two specific components of the Public Involvement Process that are yet to be designed are engaging youth in the process and involving the business community. Lane County Commissioner Bobby Green specifically requested that the process engage youth who will be the primary beneficiaries of the Regional Growth Management Strategy. Staff are in the process of seeking funding for a program to install in the schools starting in the fall. Several members of the business community have expressed an interest in engaging the business community more in the Region 2050 process. Staff are currently having discussions with the Lane Economic Committee about this topic and hope to bring a recommendation to the Policy Board meeting in September on how to add this specific component to the outreach program.

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.

Another topic that may be of interest to some of you is a recent ruling related to Polk County. Based on conversations with Polk County Planning Director and DLCD staff, that ruling was related to Periodic Review County Comprehensive Plan amendments and not a Regional Growth Management Strategy, such as will be adopted in the Region 2050 process. Polk County essentially had not completed the Strategy step in the process. The participants in Region 2050 will be defined by those who adopt the Regional Growth Management Strategy. Comprehensive Plan amendments will not be processed until after the Strategy is adopted locally and by LCDC. After that, comprehensive plan amendments by those jurisdictions who adopted the Strategy will be evaluated based on consistency with the Strategy rather than Administrative Rules. Polk County went straight to the plan amendments and did not adopt a Regional Strategy. DLCD has been requested to provide verification of this interpretation and to report to the Policy Board on what, if any, implications the Polk County decision may have on the Region 2050 process. More information on this topic will be presented at the June Policy Board meeting or as soon thereafter as it is available.

Next Meetings (all 5:30 p.m.):

Wednesday, Sept 28
Wednesday, Oct 26
Wednesday, Nov 16