



Metro | Agenda

Meeting: SW Corridor Plan Steering Committee
Date: November 26, 2012
Time: 9:30 to 11:30 a.m.
Place: Tualatin Police Department training room
8650 SW Tualatin Rd.
Tualatin, OR 97062
Objective: Agree on approach and methodology for developing shared investment strategies for the Southwest Corridor in a way that supports the corridor land use vision

9:30 a.m. Welcome and introductions Co-chair Roberts

ACTION ITEM

9:35 a.m. Consideration of the Steering Committee meeting summary from October 22, 2012 ACTION REQUESTED Co-chair Roberts

INFORMATION/DISCUSSION ITEM

9:40 a.m. Corridor land use vision Leila Aman, Metro
Review and discuss corridor land use vision based on city efforts to define community vision. Does the corridor vision make sense? What are the investments needed to support the vision?

ACTION ITEM

10:10 a.m. Approach for building shared investment strategies Jamie Snook, Metro
Overview and discussion of approach for building shared investment strategies that incorporate transit options, roadway, active transportation and parks/natural resource projects. ACTION REQUESTED on the approach and methodology to be used to develop shared investment strategies.

INFORMATION/DISCUSSION ITEM

10:40 a.m. Shape SW – online interactive tool Cliff Higgins, Metro
Review Shape SW, an online planning game to help support decision making, and discuss preliminary results.

11:00 a.m. Report on 11/14 Economic Summit Ben Bryant, Tualatin
Short overview of lessons learned from the 11/14 Economic Summit.

11:10 a.m. Project partner updates All
One-two minute updates from project partners to share information related to the Southwest Corridor Plan.

11:20 a.m. Public Comment

11:30 a.m. Next meetings and adjourn Co-chair Roberts

Next meetings:

December 12: Steering Committee Forum (Tigard Library)

- Workshop on tradeoffs, coordinating local community vision with other investments
- Discussion of how to package shared investment strategies

January 14, 2013

- Overview of major milestones
- Discuss draft shared investment strategies



Southwest Corridor Plan Steering Committee

Monday, October 22, 2012

9 to 11 a.m.

Metro Council Chamber, 600 NE Grand, Portland, OR 97323

Committee Members Present

Barbara Roberts, Co-Chair

Carl Hosticka, Co-Chair

Craig Dirksen

Keith Mays

Neil McFarlane

Loretta Smith

Lou Ogden

Jason Tell

Gery Schirado

Roy Rogers

Suzan Turley

Metro Council

Metro Council

City of Tigard

City of Sherwood

TriMet

Multnomah County

City of Tualatin

Oregon Department of Transportation

City of Durham

Washington County

City of King City

Committee Members Excused

Jack Hoffman

Sam Adams

Denny Doyle

City of Lake Oswego

City of Portland

City of Beaverton

Alternate Members Present

Donna Jordan

Joseph Zehnder

City of Lake Oswego

City of Portland

Metro Staff

Elissa Gertler, Malu Wilkinson, Jamie Snook, Matt Bihn, Anthony Buczek, Karen Withrow, Robin McArthur, Emma Fredieu, Tim Collins, Jenny Cadigan, Marc Week, Nikolai Ursin

1.0 Welcome and introductions

At 9:07 a.m., Co-chair Barbara Roberts, Metro councilor, welcomed the steering committee and audience members. She asked attendees to introduce themselves.

2.0 Consideration of the Steering Committee meeting summary from September 24, 2012

After introductions, Co-chair Roberts directed the committee to the September 24, 2012 Steering Committee meeting summary (included in the agenda packet) and asked if committee members would like to propose any changes. No committee members proposed changes so the committee adopted the meeting summary.

3.0 Prioritization process overview

Co-chair Carl Hosticka, Metro councilor, gave an overview of the desired outcomes and purpose of the meeting. He described the process of narrowing the list of projects included in the SW Corridor Plan and explained that the steering committee would now discuss prioritizing and adopting the screened project lists. He introduced Ms. Malu Wilkinson, Metro, who would review the prioritization process and discuss the next steps of the plan.

Ms. Wilkinson stated that the goal of the SW Corridor Plan was to align the local and regional land use and transportation investments to support the SW Corridor jurisdictions' community visions and aspirations. She reminded the committee of the last meeting's screened transit and roadway project lists, and reviewed that the projects were placed in short-term, mid-term, and long-term time buckets after moving through the project screening process. She informed committee members that they would now prioritize the projects on the list that best support the corridor vision.

Ms. Wilkinson defined the prioritizing process as including projects in the short and midterm time buckets, and then deciding to analyze the projects further. A project placed in the long-term bucket will remain in its original local or regional plan, but would not necessarily be included in further SW Corridor Plan studies. She noted that the next step after the prioritization process is to discuss the collective land use vision for the corridor and the projects that best support that vision.

Ms. Wilkinson then introduced Ms. Jamie Snook, Metro, who outlined the current and upcoming phases of the Alternative Analysis process of the SW Corridor Transportation Plan. Ms. Snook described the new federal funding program for transportation and high capacity transit projects – Moving Ahead for Progress in the 21st Century (MAP-21). She explained that the SW Corridor transportation plan would continue along the transit alternative analysis process. Between now and June 2013, the SW Corridor team will narrow the range of options to be considered. Beginning with a wide range of possible projects, SW Corridor staff and the steering committee would develop a narrow range of possible projects until June 30, 2012. At this point SW Corridor staff can narrow options to be considered during the next phase – drafting a National Environmental Policy Act (NEPA) document, such as an a Draft Environmental Impact Statement (DEIS) or an Environmental Assessment (EA). This first phase of the NEPA process would begin in July 2013 and last

until 2014 or 2015. A second phase of the NEPA process could be the drafting of a Final Environmental Impact Statement (FEIS) with preliminary engineering analysis, and would begin after the completion of the DEIS. The entire DEIS or EA process will conclude with the identification of a Locally Preferred Alternative (LPA) for the SW Corridor Plan partners to implement and construct.

Ms. Snook noted that the Federal Transportation Administration (FTA) had provided a grant for funding of the alternatives analysis and NEPA processes in the past, but that, depending on which projects the steering committee prioritizes and which kind of NEPA document is required (DEIS or EA), additional local funding may be necessary. The second phase of the NEPA process, the FEIS document, will also need additional funding and local contributions.

Co-chair Hosticka opened the meeting up to questions from committee members regarding the NEPA process. Ms. Donna Jordan, City of Lake Oswego, mentioned ODOT's plan for developing a high speed rail line through the SW corridor plan area and asked that the SW Corridor Plan and the high speed rail plans be coordinated so that they do not negatively impact each other. Mr. Jason Tell, ODOT, offered to help connecting staff from ODOT to staff on the SW Corridor Plan.

Mayor Lou Ogden, City of Tualatin, wondered what kind of cost would be associated with the Project Development of the MAP-21 process. Ms. Snook responded that it was difficult to identify a cost at this time since the narrow-range project list had not yet been developed, but noted that the DEIS and FEIS from the Portland-Milwaukie light rail project had cost between 12 and 14 million dollars. Mayor Ogden asked for clarification that the costs are generally in the tens of millions of dollar, and not hundreds of millions of dollars. Ms. Snook agreed and added that many factors could impact the cost of the Project Development process.

Mr. Tell asked if there was an estimated funding match from the federal government that the SW Corridor Plan could use to calculate funding needs for the project development phase. Mr. McFarlane said that the investment from the federal government could be up to 50%.

Mr. Zehnder asked if there was an expectation for additional local funding contributions leading up to the end of the project development phase. Mr. McFarlane responded that there has been sharing on similar projects in the past.

Co-chair Roberts returned to Ms. Jordan's comment regarding ODOT's plans for high speed rail in the corridor. She agreed that it is important to keep the broad picture of regional plans in mind and to make sure those plans fit well with local plans in the future.

4.0 Engagement update

Ms. Karen Withrow, Metro, briefed the committee on the October 9, 2012 community planning forum. She outlined the discussion of the forum, which included the roadways and transit project lists, and noted that they had explored the possibility of reconfiguring some projects in the long-term bucket to move them to the mid-term bucket. Ms. Withrow also mentioned the forum's discussion of shared community investments in the SW Corridor and

that attendees agreed that a balance of projects from the transit, roadways, natural resources, and active transportation lists is key. Attendees believed in the importance of catalyzing development in the corridor, and prioritization and implementing short term projects.

Ms. Withrow updated the committee on the SW Corridor online tool that will enable members of the public to combine projects to create shared investment strategies. The tool will allow the public to see the kind of impacts and effects their choices will have on the SW Corridor Plan.

Co-chair Hosticka suggested that the steering committee participate in the online tool. Ms. Withrow agreed and offered to send the committee information as soon as Metro staff complete the design and post the online tool.

Ms. Withrow also informed the committee of the November 14 SW Corridor economic summit and the December 3 community forum.

Mr. Tell addressed the October 9, 2012 community planning forum and asked Ms. Withrow to clarify the term “balance” when referring to the list of SW Corridor projects. He wondered whether the community planning forum attendees discussed a balance of projects within each category (transit, road, natural resources, active transportation) or across the categories. Ms. Withrow explained that the attendees noted the importance of balance between categories. Mr. Tell hoped that the community would address balancing projects within each category as the steering committee will also need to discuss how to do that in the future.

5.0 Transit terminology 101

Mr. Alan Lehto, TriMet, described definitions of different modes of transit. He directed the committee to a transit modes fact sheet (included in the agenda packet) that explained configurations of bus rapid transit (BRT) and light rail service.

Mr. Roy Rogers, Washington County, wondered how BRT or light rail configurations planned now might address future growth and changes in demographics. Mr. Lehto responded that planning processes may project 30 to 40 years in the future, but that the tools used may only address needs 10 to 20 years in the future. He noted the importance of analyzing the entire transit system when planning for future growth.

Co-chair Hosticka asked if transit models exist for a hybrid system that could travel directly from Portland to Tigard, and branch out from Tigard throughout the SW Corridor plan area. Mr. Lehto agreed that a hybrid model would be an interesting option for the SW Corridor. Mayor Dirksen, City of Tigard, wondered if bus service from Portland to Tigard could have dedicated right-of-way, but share right-of-way with road traffic when travelling between cities within the corridor.

Mr. Rogers argued that plans made now will need to be flexible and visionary enough to adapt to demographic changes in the next few decades.

Co-chair Roberts compared a hybrid plan to an airport hub system in which many lines could converge into a central location and travel back out inside the corridor.

Mayor Dirksen responded to Mr. Rogers and reminded the committee that the SW Corridor Plan is also a land use plan. He commented that lifestyle changes in the future may involve living more locally. He also recommended using Eugene's transit system as an example.

Mr. McFarlane argued that while communities will need to develop and expand upon their local transportation and land use plans to accommodate future needs, there will also continue to be need for travel to major employment hubs.

Mayor Gery Schirado, City of Durham, expressed concern for planning for isolated enclaves of livability within the corridor and advocated for a shared vision and regional activity. Ms. Jordan added that frequency and convenience of transit were important to encourage regional and local travel. She commented that citizens use transit more frequently when they feel confident they can travel easily. Ms. Jordan also noted that ease of transit is important for encouraging active and independent lifestyles among senior citizens.

Ms. Suzan Turley, City of King City, considered the challenge of transporting residents from outlying communities to transit hubs and argued that current community busing programs are not regular enough to satisfy that need.

Co-chair Hosticka wondered if it would be possible to route buses from Portland, through a hub, and then around the corridor without requiring transfers between bus lines.

6.0 Transit project prioritization

Co-chair Hosticka introduced Matt Bihn, Metro, to discuss the results of the transit project prioritization process. Mr. Bihn directed the committee to the list of screened transit projects (included in the agenda packet) and outlined each project in the mid-term, long-term, out, and to-be-determined category. He also noted that TriMet would soon begin a local service enhancement plan that would address many transit needs in Sherwood and downtown Tualatin. Mr. Bihn explained that project #8, improvements to the WES, would need to be studied in a corridor plan of its own, so it would no longer be included in the SW Corridor study.

Co-chair Hosticka open the meeting up to discussion by the committee as to which projects to study further. He asked Mr. Bihn to clarify where in Tualatin the projects reference. Mr. Bihn responded that the projects addressing Tualatin referred to the town center.

Mr. Rogers expressed concern as to how to fund the projects proposed on the transit projects list. He noted TriMet's limited budgets and the limited budgets of the SW Corridor jurisdictions. He appreciated TriMet as a planning partner but wondered how a major transit project in the corridor would be funded. Mr. McFarlane responded that TriMet was eager to address transit needs in the SW Corridor and was already planning for the service enhancements in 2013. He added that opportunities to pursue funding for the SW Corridor Plan should be explored. Mr. Rogers reiterated his concerns regarding proposing a plan for the SW Corridor that cannot be funded.

Co-chair Hosticka noted that project #3, Local bus service enhancement, may be a mid-term project for the SW Corridor but that it may occur in the shorter term based on TriMet's plans.

Mayor Keith Mays, City of Sherwood, commented that he is unsure how Sherwood residents would use enhanced transit service since the level of service in Sherwood is currently very limited. He expressed support from Sherwood for the SW Corridor Plan and stated that Sherwood citizens would support frequent and more consistent BRT connectivity within the corridor rather than a light rail line. He argued that the committee would need to choose between extended light rail and WES improvements and requested more information as to why the WES improvement project (#8) would be removed from the SW Corridor Plan.

Mayor Ogden felt unprepared to make a recommendation on the transit project list and requested additional analysis on the projects before making a decision. He argued that the transit portion of the plan should be flexible enough to address both current and future needs in the corridor, and considered the possibility that BRT projects might be transitioned to light rail over time. He believed that small improvements should be made as soon as possible but did not feel informed enough to make a recommendation.

Co-chair Hosticka responded to Mayor Ogden, explaining that the committee would be considering which transit projects to study further, not which transit projects to construct. He clarified that some projects may be eliminated from the plan altogether, without further analysis, and that is what the committee would discuss and vote upon today.

Ms. Jordan expressed supported for project #1 (BRT operating between Portland and Tigard, and possibly Tualatin with other potential connections) and #3 (Local bus service enhancement) to fulfill Lake Oswego's need for a BRT connection on Kruse Way. She also commented that ODOT's future high speed rail line might be used for regional connections, and may move the WES line to a new alignment. She argued for including the high speed rail plans in further SW Corridor analysis.

Co-chair Roberts asked Ms. Jordan if she agreed that WES improvement plans (#8) should be studied separately from the SW Corridor Plan. Ms. Jordan could not be sure but reiterated that changes to the WES or the addition of high speed rail lines would be important for the SW Corridor Plan to consider.

Mayor Dirksen agreed that WES improvements (#8) should be considered as a separate corridor study outside of the SW Corridor, but argued that the WES line should continue to be included in the SW Corridor study in some capacity so that its impacts on the corridor can be analyzed.

6.1 MOTION TO PURSUE FURTHER STUDY

Mr. Zehnder proposed the committee recommend further study on the projects #1 (BRT operating generally between Portland and Tigard and possibly Tualatin with other potential connections), #2 (Extension of BRT on-street between Sherwood and Tigard or Tualatin), and #3 (Local bus service enhancement). He proposed that projects #4 (Light rail to Tigard), and #5 (Light rail to Tualatin) be included in the study of projects #1 through #3. He argued that BRT with dedicated right-of-way was new for the region and that its impacts

and benefits may be similar to light rail. He believed that further study including the light rail projects to Tigard and Tualatin alongside the BRT projects could enable a transition from BRT to light rail in the future, and could highlight the alternatives' difference and similarities.

Mayor Schirado requested more information regarding the strategy of the SW Corridor Plan. He considered the transit projects list to be tactics supporting a strategy. Additionally he addressed recent ballot measures throughout the region that limit the ability of jurisdictions to participate in planning light rail projects. He wondered how the impacts of the ballot measures will be incorporated into the SW Corridor Plan.

Co-chair Hosticka responded to Mayor Schirado, clarifying that the decision before the committee is to identify which transit alternatives to study further. He noted that the committee's decision could include strategic considerations. He argued that further study would consider strategic goals and the land use plan of the project.

Co-chair Hosticka then put Mr. Zehnder's motion to study projects #1 through #5 up for discussion. He amended the motion to state that project #3 (Local bus service enhancement) should be considered in the short term given TriMet's plans.

Mayor Ogden seconded the motion. However, he continued to express discomfort recommending or eliminating projects without any level of study. He also requested that an analysis of the impacts and effects of the WES line be considered in some capacity. Co-chair Hosticka noted that the committee would be briefed on and discuss how the WES and high speed rail project should be included in the plan at the next committee meeting.

Mayor Mays expressed reluctance for removing project #7 (Extension of transit-exclusive right-of-way BRT to Sherwood) from continued study. He commented that parts of an enhanced BRT system could include dedicated right-of-way for buses to Sherwood. Co-Chair Hosticka remarked that a high level of analysis could be done for #7, and asked Metro staff to comment on this idea. Ms. Snook noted that the assumption of BRT enhancements is that the buses will run to Sherwood. Mr. Bihn explained that any of the proposed BRT projects could include dedicated right-of-ways along parts of a line.

Ms. Jordan commented on the general cost differences between BRT and light rail transit systems and concluded that a hybrid system between the two should be considered by the committee. Co-chair Hosticka added that many of the proposed transit projects are hybrids of BRT and light rail.

Mr. Rogers, Ms. Turley, and Mr. Bihn discussed adding King City to the project list descriptions and titles. Mr. Bihn noted that the jurisdictions currently mentioned in the transit project list were the end points of the projects. Mr. Rogers advocated for adding the cities in the middle of the project routes since those cities' needs would need to be accounted for. Mayor Dirksen requested more specificity as to where the project alignments would be routed.

Ms. Wilkinson responded to both Mr. Rogers and Mayor Dirksen. She explained that the transit project list contained general representations of projects, and that more detail would come as projects are chosen for further study.

Ms. Turley wondered if the committee's recommendation would be binding and expressed hesitance toward prioritizing projects. Co-chair Hosticka clarified that the committee would decide to study projects further, and would not be committing to construction at this time.

Ms. Jordan supported the vision of two subregions of the corridor – a direct route from Portland to the Tigard/Tualatin region, and then transit lines to Sherwood and around the corridor. Co-chair Hosticka contrasted light rail alternatives to the hub and spoke of the possibilities of a BRT system in the corridor.

Co-chair Hosticka ended discussion on Mr. Zehnder's motion and described the motion on the table: Pursue further study for projects #1 through #5, discussing #3 in the short-term as part of TriMet's planned service enhancements. Additionally, begin a high level of analysis for project #7 as part of #2. He asked if there were any objections to the motion. No committee members expressed objections so the motion passed unanimously.

Recommended for further study:

#1: BRT operating generally between Portland and Tigard and possibly Tualatin with other potential connections.

#2: Extension of BRT operating on-street generally between Sherwood and Tigard or Tualatin

#3: Local bus service enhancement

#4: Light rail transit to Tigard

#5: Light rail transit to Tualatin

#7: Extension of transit-exclusive right-of-way BRT to Sherwood (study as a subset of #2)

Not recommended for further study:

#6: Extension of light rail to Sherwood

#8: WES improvements

#9: I-5 options to convert a lane or to add a lane for HOV/HOT/BRT

#10: Streetcar to Sherwood

7.0 Roadway project prioritization

Ms. Talia Jacobson, ODOT, and Mr. Anthony Buczek, Metro, presented the roadway project list (included in the agenda packet) and explained that the committee would discuss the list further at the November 26, 2012 meeting.

Mayor Mays suggested providing the roadway screening memo as well as a key for the color coding on the project list.

Mayor Ogden asked Ms. Jacobson and Mr. Buczek if the steering committee would be considering each individual project or if jurisdictional staff would work through the list prior to the meeting. Co-chair Hosticka responded that staff would highlight important topics for discussion and points of contention for the steering committee and that the committee would not be expected to make a recommendation on each project on the list.

Ms. Jacobson gave an overview of the roadway screening process and reminded the committee that projects in the long-term category would remain on their original source lists but would not be studied further in the SW Corridor Plan.

8.0 Public comment

Co-chair Hosticka opened the meeting up to comment from audience members and members of the public.

Mr. Michael Denton, a business owner in Tigard suggested using microphones at meetings and adding the titles of the steering committee presenters to the agenda for easier identification. He also urged the committee to consider the fiscal impact on business located on 99W should they decide to add BRT or light rail. Co-chair Hosticka informed him that fiscal impacts would be one of the criteria used to evaluate each project.

Mr. Jim Howell, Association of Oregon Rail and Transit Advocates, noted that BRT had been proposed in the region since the 1970s. He advocated for light rail service in the SW Corridor and explained that deciding on frequency of BRT service within the corridor would be a challenge. He added that transit service in the SW Corridor uses a disproportionate amount of TriMet's budget and that a grid system in the plan area would make it more effective.

Mr. Roger Averbeck, SW Neighborhood Transportation Committee, expressed appreciation for placing local bus service in the mid-term category on the transit project list.

9.0 Project partner updates

Co-chair Hosticka remarked that time was left for urgent project partner updates. Mr. Zehnder noted that a community forum to review the City of Portland's Barbur Boulevard Plan was planned for November 12, 2012. The City of Portland planned to seek approval of the plan in January and February, 2013.

Co-chair Hosticka adjourned the meeting at 11:05 a.m.

Meeting summary respectfully submitted by:

<SIGN HERE FOR FINAL VERSION>

Emma Fredieu

Attachments to the Record:

Item	Type	Document Date	Description	Document Number
1	Agenda	10/22/12	October meeting agenda	102212swcpssc-01
2	Summary	9/24/12	September 24, 2012 meeting minutes	102212swcpssc-02
3	Document	10/22/12	BRT booklet	102212swcpssc-03
4	Document	10/22/12	Transit modes factsheet	102212swcpssc-04
5	Document	10/22/12	Transit project list	102212swcpssc-05
6	Document	10/22/12	Roadways project list	102212swcpssc-06
7	Document	10/22/12	Roadways 3 projects	102212swcpssc-07

BUILDING THE SHARED INVESTMENT STRATEGIES

Shared investment strategies will be mutually developed to meet the vision and needs of the communities in corridor and will strive to meet a balance of the project goals.

The vision for the Southwest Corridor Plan is to support, strengthen and connect livable and prosperous places from Portland to Sherwood. Through an open and inclusive community process we will select land use and transportation alternatives for implementation. We will seek to balance enhancing employment, housing choices, the environment, and quality of life. We will use public resources efficiently, thoughtfully and equitably, and stimulate private and public investment.

- **Accountability and partnership** – Manage resources responsibly, foster collaborative investments, implement strategies effectively and fairly, and reflect community support.
- **Prosperity** – People can live, work, play and learn in thriving and economically vibrant communities where everyday needs are easily met.
- **Health** – An environment that supports the health of the community and ecosystems.
- **Access and mobility** – People have a safe, efficient and reliable network that enhances economic vitality and quality of life.

START WITH THE LAND USE

The corridor land use vision **provides the framework** for building the shared investment strategies. The land use vision shows the areas with current high concentrations and intensities of land uses as well as where the cities have planned for future growth.

TRANSIT OPTIONS

Now that we have the narrowed list of transit options, we can **identify high capacity transit alternatives** that meet the land use vision. We will start with the transit concepts, and then will identify alignments, stations, terminus, design options and operational characteristics.

STATION AREAS

Focus on the transit station areas, identify what projects can help achieve the land use vision and support the high capacity transit alternatives. This will likely be a package of projects that support the land use vision and transit options – parks, natural resources, active transportation, local transit connections, safety and roadway improvements.

FOCUS AREAS

Identify projects within the **focus areas without high capacity transit**. These focus areas may need a different kind of investment to support the land use vision. In these focus areas, identify the projects or package of projects that may be needed to achieve the land use goals - parks, natural resources, active transportation, local transit connections, safety and roadway improvements.

**CORRIDOR
NEEDS**

In addition to the focus areas, **identify projects that provide a regional need** through the corridor to improve mobility or support the over land use vision. Projects could include parks, natural resources, active transportation, local transit connections, safety and roadway improvements.

Up to five shared investment strategies will be developed to support the land use vision, meet the vision/goals and needs of the communities within the corridor. The shared investment strategies will be evaluated by the project vision and goals and ultimately, a preferred strategy will be identified by the project partners for implementation within the next 15 years.



Visit the interactive website to investigate the benefits and tradeoffs of different investments in the Southwest corridor.

Step 1: Choose your future transit connections.

Step 2: Invest in your community.

Step 3: Review your investment results.

Step 4: Tell us about your choices.



G R E A T P L A C E S

Corridor

Portland • Sherwood • Tigard • Tualatin
Beaverton • Durham • King City • Lake Oswego
Multnomah County • Washington County
ODOT • TriMet • Metro

Join the comprehensive planning effort to create livable and sustainable communities along the corridor between Portland, Tigard and Sherwood.

The Southwest Corridor Plan is a new approach to partners coming together to agree on a set of priority investments. These investments will help grow downtowns, employment areas and main streets with the right combination of things like parks and sidewalks as well as safety, transit and road improvements. The result of working together will be a shared investment strategy that helps realize community visions.

Metro SW Corridor Economic Summit
Tigard City Library, 13500 SW Hall Boulevard
November 14, 2012

Summary

Highest priorities for public and private investment

Transit

- The major transportation challenge is mobility—both freight and employees
 - PCC growth occurred slowly and with difficulty due to lack of freight mobility and mass transit options
 - “If we can’t move we can’t do business...if we can’t get our products or take away our trash, we can’t exist.”
 - Still need an I-5/99W Connector
 - Businesses can’t get their supplies in and out
 - If you can’t get to and from places—these places can’t exist, thrive
- Current mass transit options are not cost/time effective, particularly for Sherwood residents, employees and commuters.
 - “Sherwood is a job hub with no ability for people to get here and back.”
- Linking transit development with investments in roads—needs to be a two-pronged approach
- Tri-Met is perceived as “broke” and there is a question of who should be running the transit service going forward.
- Transit should be moved off the 99W corridor
- Housing and employment mix should be a focus—more jobs create more housing demand
- Any transit plan can’t be just about connecting Portland. Needs to serve the broad corridor.
 - Current Tri-Met schedule doesn’t support businesses and their employees
- On Kruse Way, larger employers are looking for a place with transit options
 - Inhibiting growth in this area because tenants want transit
- Participants expressed a need for transit links to the North Wilsonville industrial area
 - Involve Wilsonville in freight conversations
- “Tualatin is one of the most transit starved cities I’ve ever seen.”
 - No connectivity—system needs to be more integrated (lacking East-West connection)
 - Critical to focus on getting people to, from and around Tualatin.
 - Industrial areas run employment 24/7, yet have no access
 - Tualatin-Sherwood road is a “nightmare.”
- People still want to have the option of driving their car
 - Car shares are good alternatives (i.e. zip car, car 2 go)
 - Toll roads, usage fees
 - Not a lot of support for removing a lane for bike use

HCT

- The primary beneficiaries of HCT will be those along the corridor, but what about everyone else?
 - Make sure that the plan isn't "Portland-centric"
 - Places between stations won't see the benefits
 - There are still lingering issues with perceived crime along HCT lines
- Businesses are concerned about operating costs/business taxes for service
- Linking HCT to education hubs—how are students currently getting where they need to go and how can that be improved?
- How can Multnomah and Washington counties work together to facilitate project/funding?
- Too much space constraint on Barbur Boulevard for HCT to be feasible
- How will construction affect existing businesses?
- Safety is a major challenge/concern
 - Participants expressed concern about the potential of HCT bringing crime into their cities and neighborhoods

Opportunities for marketing the Southwest Corridor

Education

- Looking at the corridor through an education prism
 - Spatially, the metro area and the corridor have a marketable education center
 - Education is a major opportunity—many job linkages to education
 - Would be beneficial to factor in a sustainability element

Retail

- Highlighting retail elements in areas like Tigard, Tualatin and Burlingame (i.e. Bridgeport Village, Fred Meyer, etc.)
 - "I couldn't imagine living somewhere without a Fred Meyer."
- Making 99W a destination rather than an eyesore
- Linking transit options to retail destinations
 - If you give people the opportunity to use transit to get places, those places become more attractive destinations

Natural Resources

- Focus on the areas that make the corridor special and unique (wildlife refuges, Fanno Creek, Tryon Creek, Tualatin River, etc.)
- Regional trail system needs more support

Opportunities for development

- Incentivize 99W redevelopment- Barbur already showing signs of improvement
- Create delivery system between commuter rail and where people want to go (connections between Sherwood, Kruse Way, etc.)

- Tap into the “creative/hipster” class
 - Need additional office space
 - Create opportunities to ride bikes to work spaces
- Make areas more pedestrian friendly
- Give bicyclists safer crossings, lanes, and trails
 - Boones Ferry and Scholls Ferry need bike lanes and crossings
 - Add bike corrals to meet biking demands
- Build upon the amenities that are already there (i.e. trails)
- Find short-term improvement
 - Rapid bus would be popular
- Leviton area
 - Need to create a sense of community here
 - No places to go to lunch, walk around and this discourages transit use
- Tigard Triangle
 - Interested in land use changes similar to those Beaverton had around transit stations

Engaging the business community

- Keep the time and the message focused, business leaders can lose focus during long-term studies
 - Be specific with what you communicate and make sure you have something worth talking about before engaging the business community
- People want to see results and a relationship between their input the plan outcomes
 - How did you take what we said and utilize it in your plan?
- Businesses want to see a direct benefit from engaging in planning process
 - Incentivize engagement—businesses are open to discussion if there is an incentive for them or their employees
 - Make is easy for businesses to say ‘yes’
- Work with:
 - Westside Economic Alliance
 - Local Chambers of Commerce
 - Oregon Trucking industry
 - Trade associations
- Assure a return on investment
- Target specific businesses that you want to see engaged at the front end
 - Identify these people/businesses early on and don’t undervalue their input
- Engage early
 - Ask about business plans
 - Have a call to action with a link to quick info—pain motivates
 - Let businesses know “*why* you are going to do something...I may not agree but I will support it if I understand why.”
 - Show a willingness to listen and employ feedback

- Solicit input directly from employees
- Social media
 - Smartphones, facebook, twitter, etc. (more online engagement)
 - Lots of demand on business leaders' time—something that is short, sweet, and to the point
- Gathering smaller groups of business people (30-50 people) to create a real dialogue
- Utilize direct mailings more
 - Direct communication is best between businesses and government
- Utilize e-mail
 - Most businesses don't have time for paper
 - Tap into Chamber of Commerce e-mail chains
 - Use engaged businesses and have them forward to their clients/other businesses
- Keep businesses informed on changing trends
 - What are the desired communities?
- Businesses tend to be reactive
 - Respond to proposals rather than ground floor discussions

Attendees

Dennis Allen-Zidell Marine Corporation
 Frank Angelo-Westside Economic Alliance
 Jonae Armstrong-Westside Economic Alliance
 Ron Audette-Center Cal Properties
 Nancy Bruton-Sherwood Chamber of Commerce
 Kate Chester-Portland Community College
 Pam Child-Westside Economic Alliance
 Michael Denton-small business owner
 Cheryl Dorman-West Coast Bank
 Theresa Dunham-Westside Economic Alliance
 Cam Durrell-Les Schwab Tire Center of Sherwood
 Susan Foote-Shorenstein
 Mark Fryburg-PGE
 Gail Hardinger-Fujimi
 John Kuypers-Tualatin Chamber of Commerce
 Linda Moholt-Tualatin Chamber of Commerce
 Jeff Nudelman-Harsch Investment
 Bryce Payne-Wells Fargo
 Kelly Ross-NAIOP Commercial Real Estate Development Association
 Greg Specht-Specht Properties
 Joseph Troccoli-McLane Foods
 Ed Trompke-Westside Economic Alliance
 Robert Wagner-Portland Community College



G R E A T P L A C E S

Corridor

Portland • Sherwood • Tigard • Tualatin
Beaverton • Durham • King City • Lake Oswego
Multnomah County • Washington County
ODOT • TriMet • Metro

Building the shared investment strategies

Southwest Corridor Plan Steering
Committee | November 26, 2012

Screening process



Approach and methodology:

- ♦ Meets the needs in the corridor
- ♦ Enhances or supports the existing system
- ♦ Identifies potential investment magnitudes and impacts

Screening process

Results:

- ◆ Identifies projects that support the land use goals
- ◆ Focus on the most promising projects
- ◆ Identifies level of effort needed for implementation



Project inventories

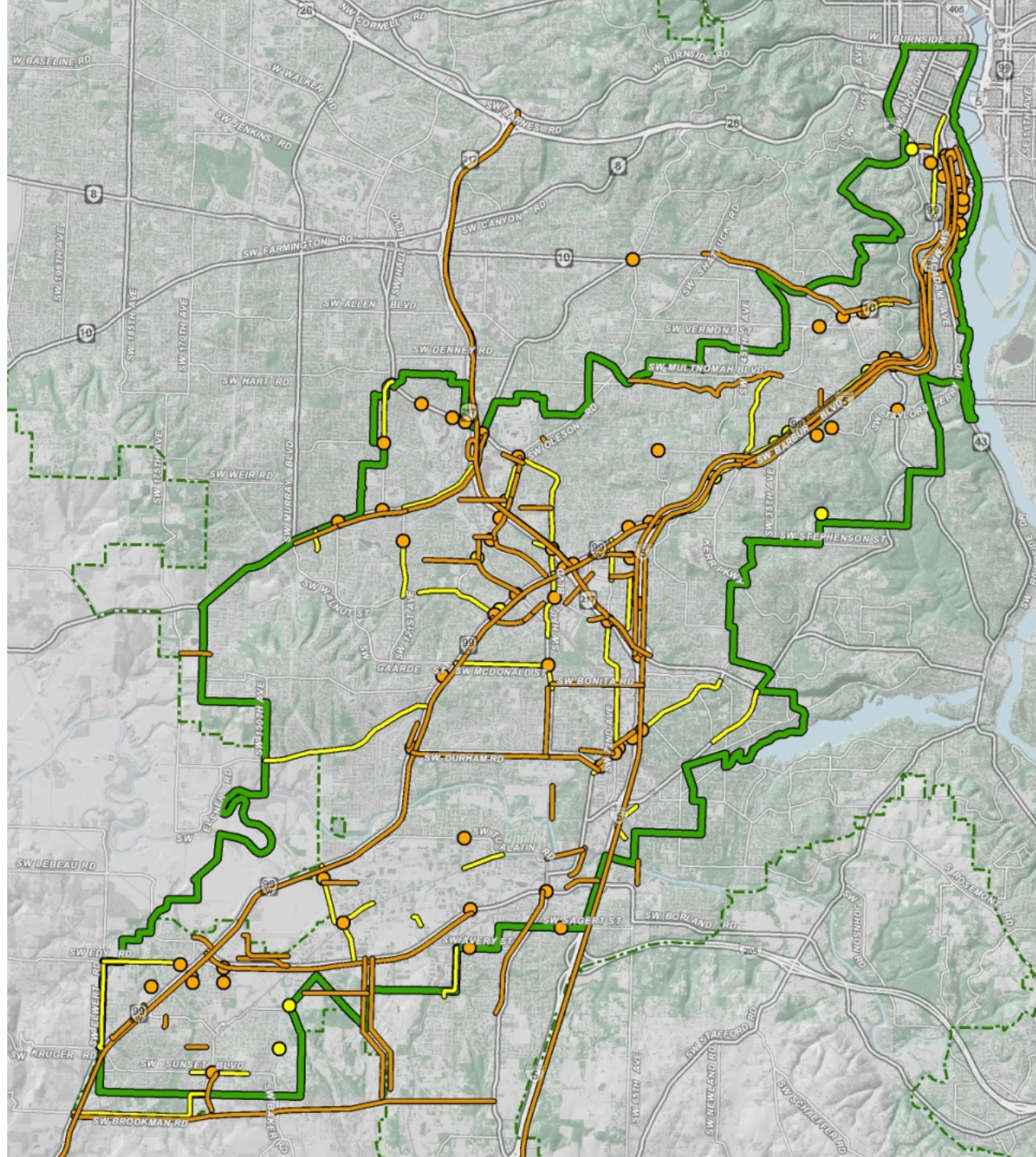
Project lists:

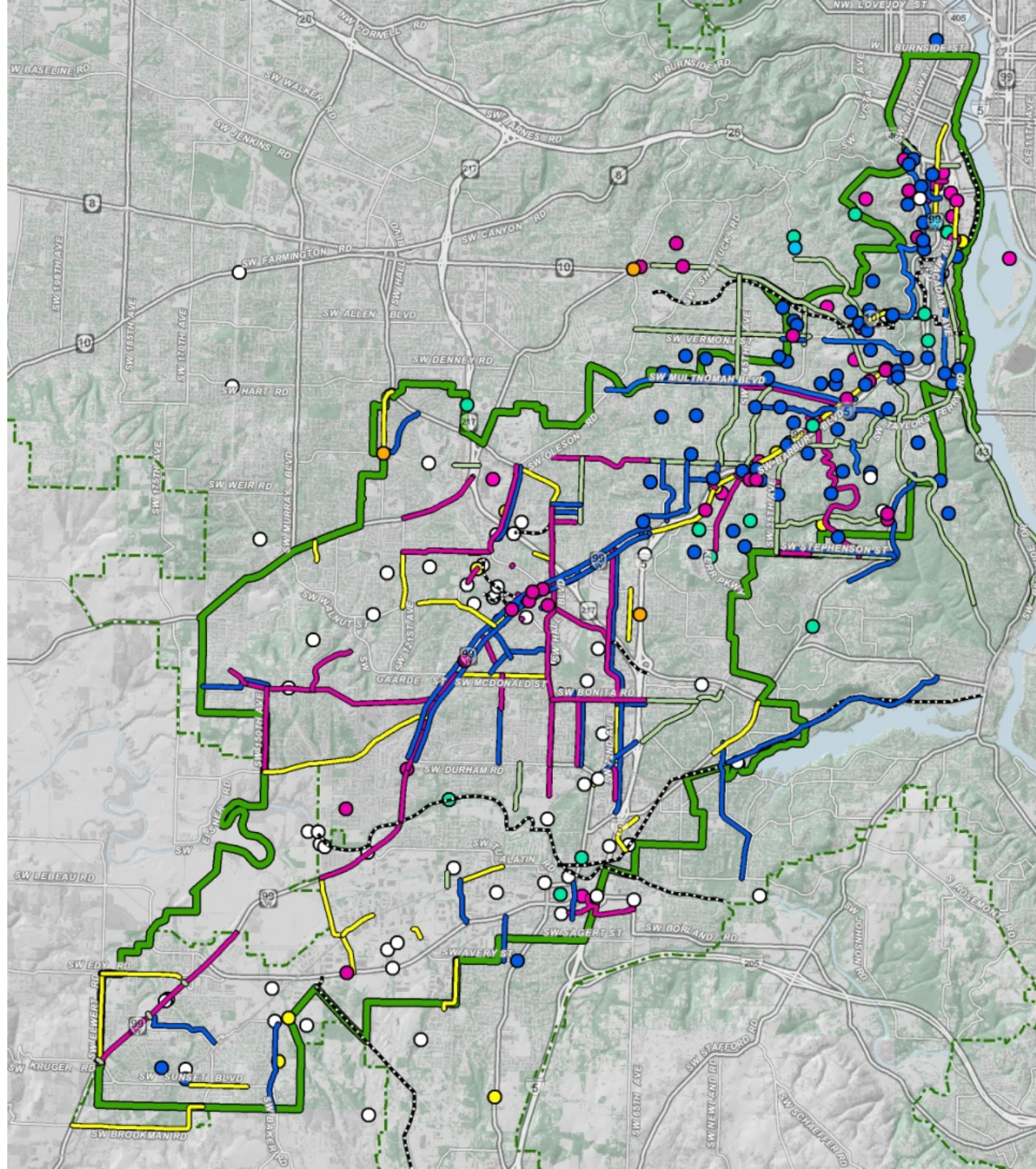
- ♦ **Active transportation:** 300 projects
- ♦ **Parks and natural resources:** 450
- ♦ **Roadway improvements:** 150
- ♦ **Transit projects:** narrowed to 6 concepts

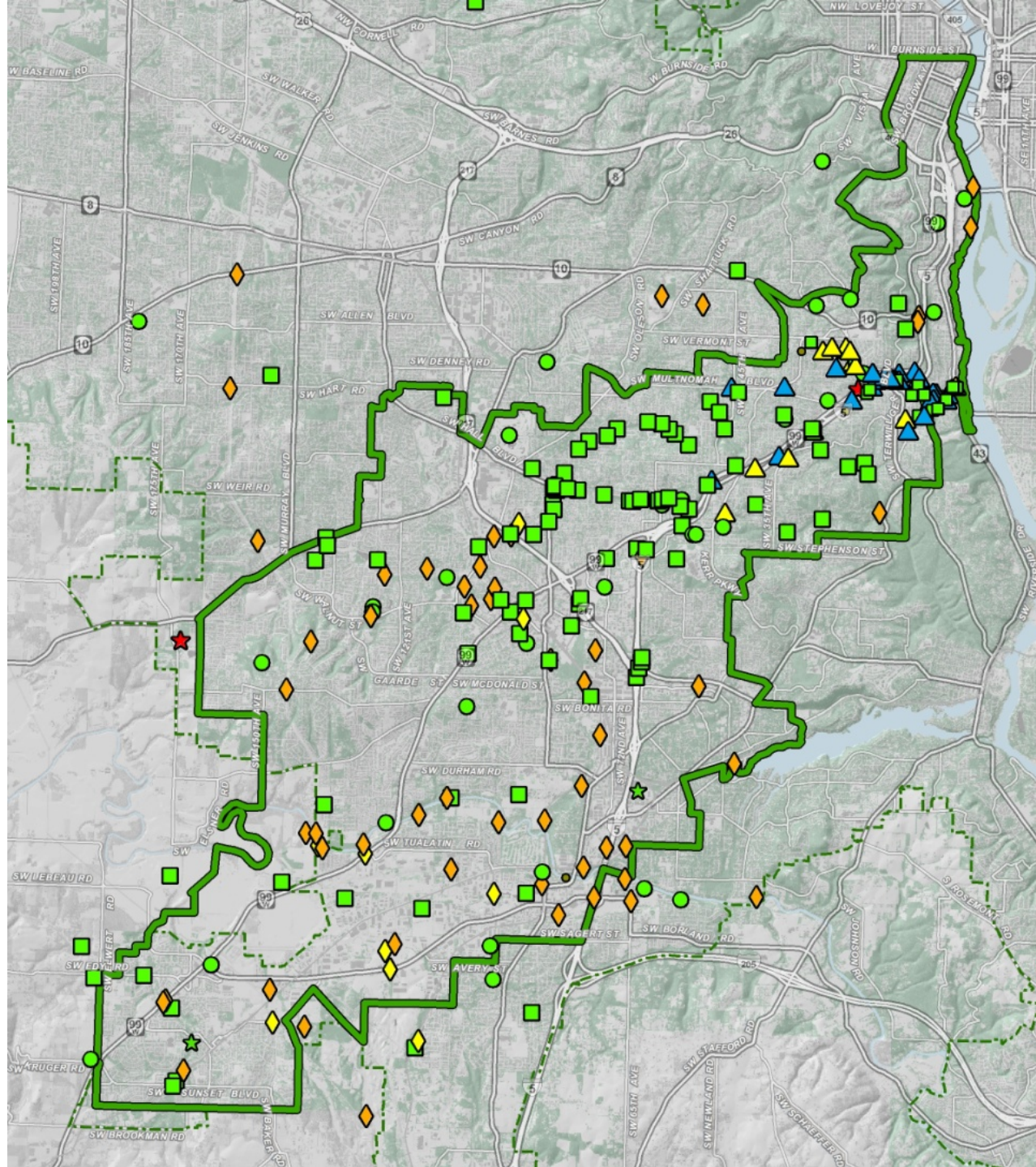


DRAFT 11/26/2012

Auto and Freight Projects







Shared investment strategies



- Shared investment strategies will be mutually developed to meet the vision and needs of the communities in corridor and will strive to meet a balance of the project goals

Southwest corridor vision

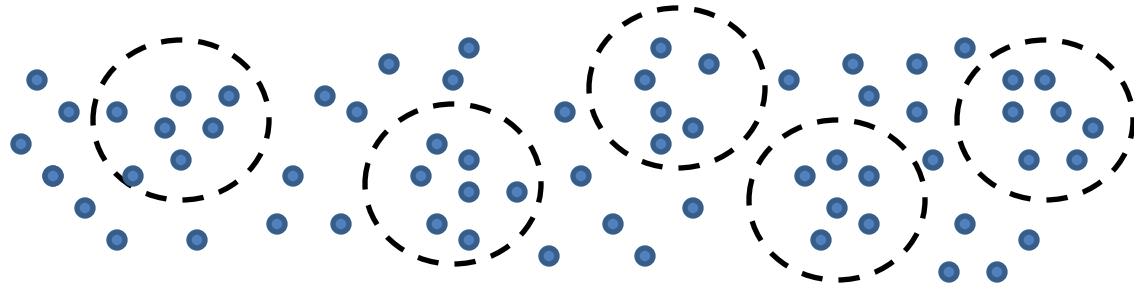
- Support, strengthen and connect livable and prosperous places from Portland to Sherwood
- Provide an open and inclusive community process to select land use and transportation alternatives for implementation.
- Enhance employment, housing choices, the environment, and quality of life
- Use public resources efficiently, thoughtfully and equitably
- Stimulate private and public investment.

Southwest corridor goals

- **Accountability and partnership** – Manage resources responsibly, foster collaborative investments, implement strategies effectively and fairly, and reflect community support.
- **Prosperity** – People can live, work, play and learn in thriving and economically vibrant communities where everyday needs are easily met.
- **Health** – An environment that supports the health of the community and ecosystems.
- **Access and mobility** – People have a safe, efficient and reliable network that enhances economic vitality and quality of life.

Building shared investment strategies

- Community/land use vision
- Choose from project inventories



- Identify regulatory policies or programs

Building shared investment strategies | community vision

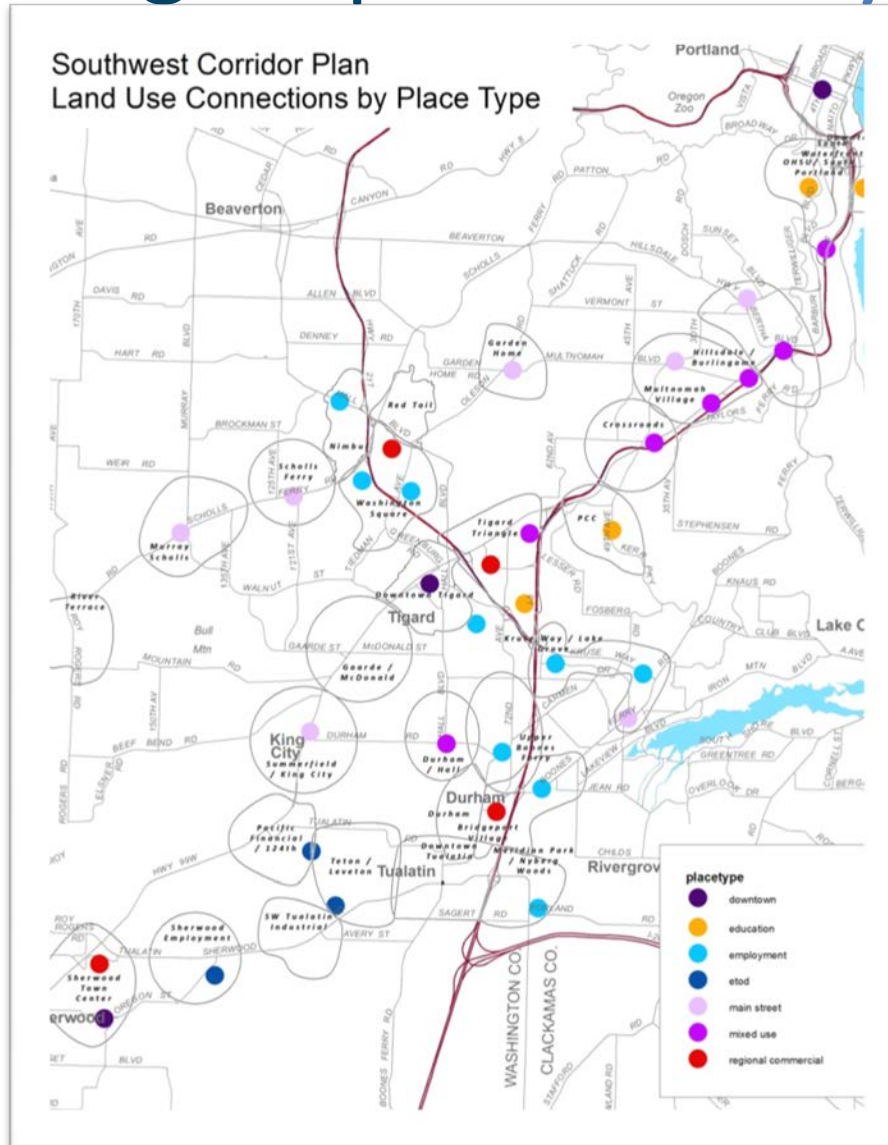
START WITH
THE LAND
USE

TRANSIT
OPTIONS

STATION
AREAS

FOCUS
AREAS

CORRIDOR
NEEDS



Building shared investment strategies | transit options

START WITH
THE LAND
USE

TRANSIT
OPTIONS

STATION
AREAS

FOCUS
AREAS

CORRIDOR
NEEDS



Building shared investment strategies | station areas

START WITH
THE LAND
USE

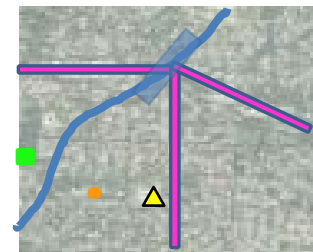
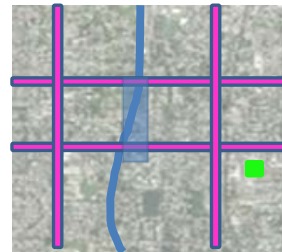
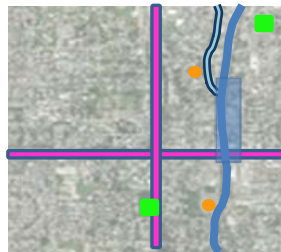
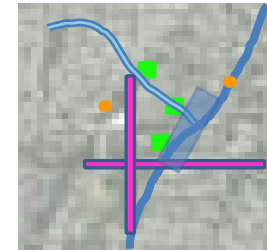
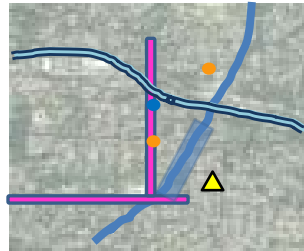
TRANSIT
OPTIONS

STATION
AREAS

FOCUS
AREAS

CORRIDOR
NEEDS

- Support community vision/land use goals
- Support transit options
- Support transit stations



Building shared investment strategies | focus areas

START WITH
THE LAND
USE

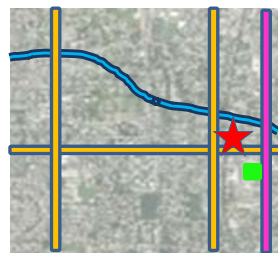
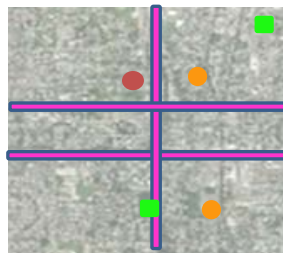
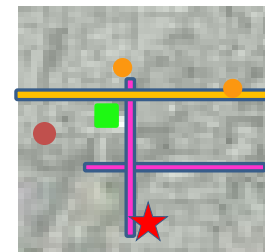
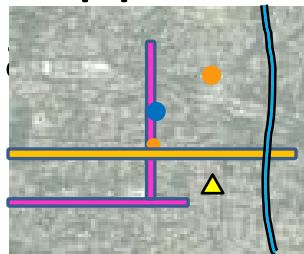
TRANSIT
OPTIONS

STATION
AREAS

FOCUS
AREAS

CORRIDOR
NEEDS

- Support community vision/land use goals
- Support focus areas without transit
- Support connections between focus



Building shared investment strategies | corridor needs

START WITH
THE LAND
USE

TRANSIT
OPTIONS

STATION
AREAS

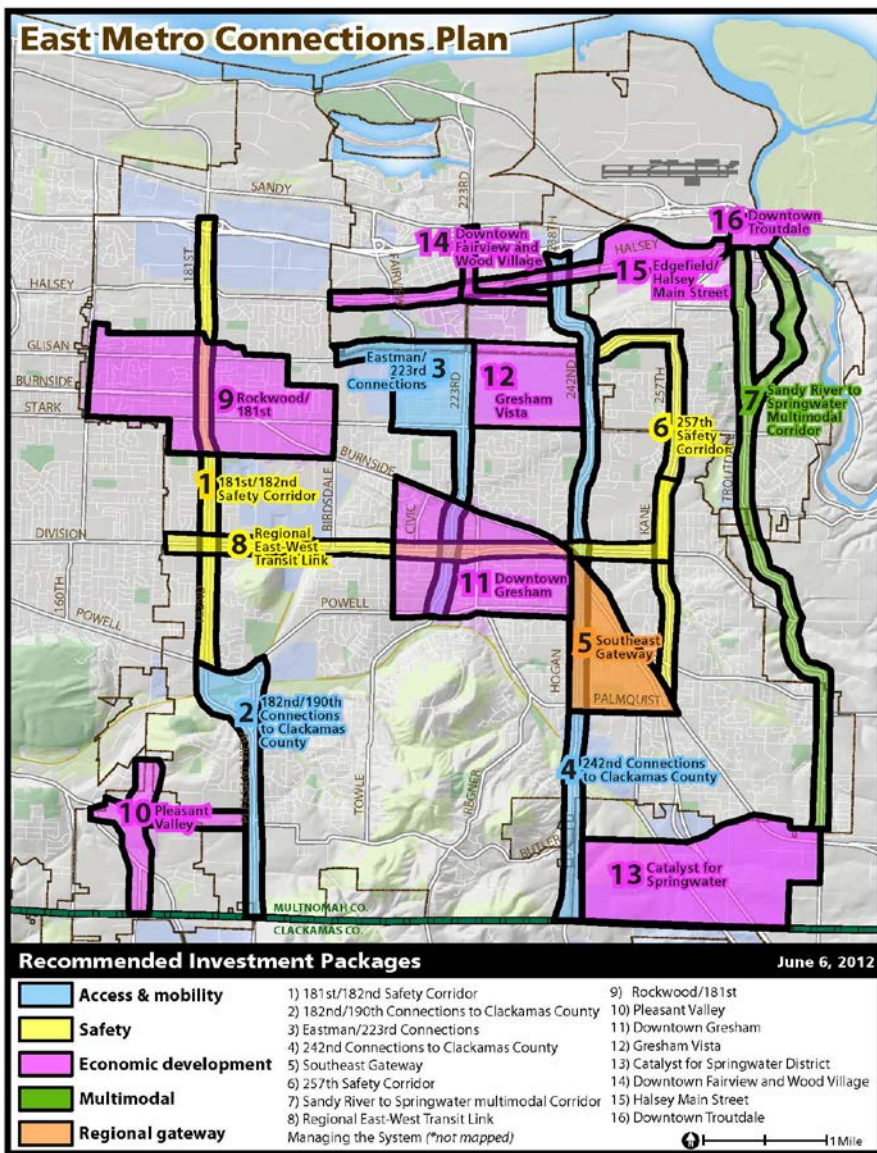
FOCUS
AREAS

CORRIDOR
NEEDS

- Support community vision/land use goals
- Address needs not yet met within the corridor
- Improve the corridor networks
 - ♦ Auto/freight
 - ♦ Bike and pedestrian
 - ♦ Wildlife and streams
 - ♦ Parks

Building shared investment strategies | next steps

- Develop 5 shared investment strategies
- Evaluation
- Compare to “low-build”
- Refine as needed
- Recommend preferred strategies
- Develop implementation strategy



Building shared investment strategies | **action requested**

- Agreement on the approach and methodology for developing the project inventories
- Agreement on the approach to developing the shared investment strategies

the southwest corridor plan

land use vision

The language of the *LUV*

Approach

- Methodology/Model
- Development Types
- The SWCP Geography

The Vision

- Areas of Stability
- Areas of Change
- Land Use Themes

Applying the Vision | Transit Connections

- Identifying Connections
- Placetypes



The Approach | Shared Investment Strategy

Use investments to support the vision, to enhance livability and create value that catalyzes private investment.



Green

Open Spaces |
Natural Areas



Go

Transit | Roads |
Freight Mobility



Grey

Sidewalks |
Bike Network |
Trails

The Approach |

Why a Land Use Vision ?

A vision of the future that attempts to best depict the *collective goals and aspirations* of the communities within the SW Corridor to *help guide policy decisions and investments* to enable that future to become possible.



The Approach | A Common Language

- Tigard | HCT Plan
- Beaverton | Civic Plan
- In progress...
- Tualatin | Linking Tualatin Plan
- Portland | Barbur Concept Plan
- Lake Oswego | Comp Plan Update
- Sherwood | Town Center Plan

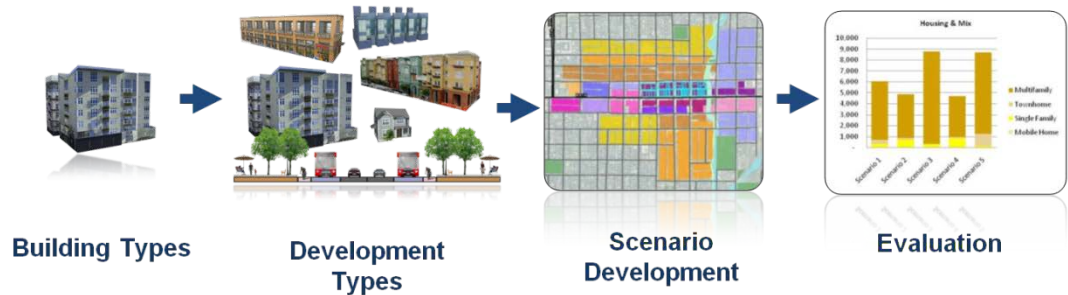


Approach | Envision Tomorrow

The land use model.

Building Types

- 30 buildings
- Range of building types from single family to small unit mixed use, main street retail to big box
- 87% of the buildings are 6 stories or less

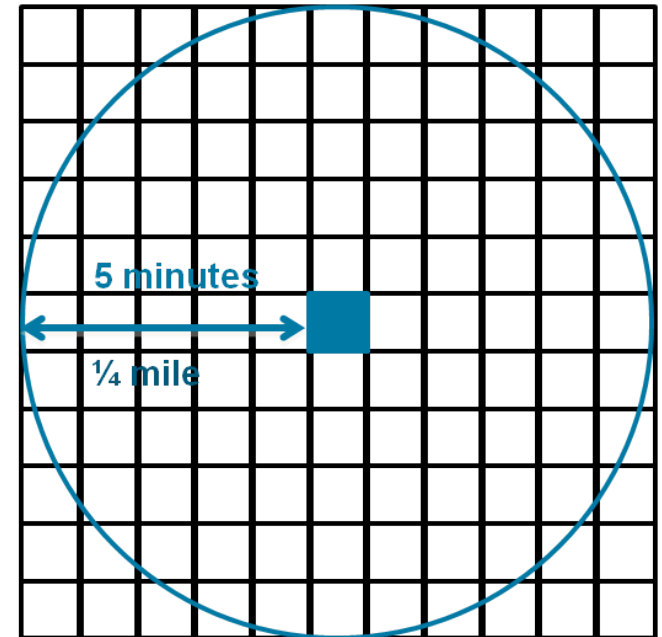
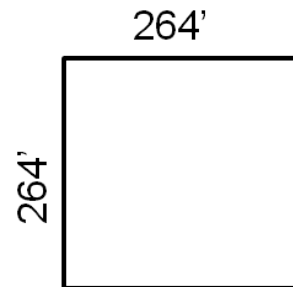


Approach | The Model

Each cell represents a 1-minute walk time at 3 mph



About a city block plus right of way



Approach | The Dev Types

Each dev type includes quantitative estimates of...

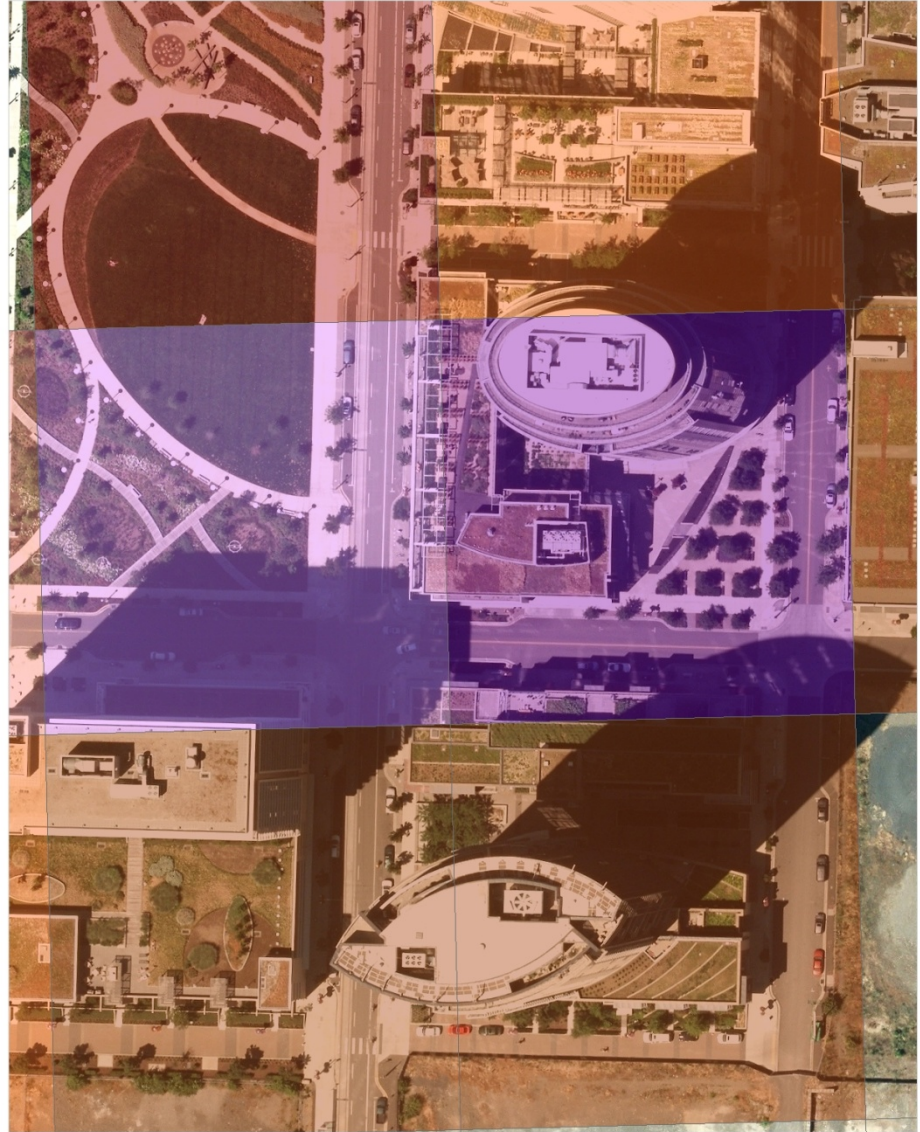
- Streets
- Open space
- Civic uses

Each development type was created with the following qualitative elements in mind....

- Parks, and public spaces
- Transit accessibility (RTP)
- Street Design (RTP)
- Parking accessibility
- Activity Level & Amenities

CBD Central Business District	NN Neighborhood Node
CRD Central Residential District	URD Urban Residential District
HD Historic Downtown	UN Urban Neighborhood
MS Main Street	TN Transitional Neighborhood
UTC Urban Transit Corridor	SN Suburban Neighborhood
RC Regional Corridor	HIM Heavy Industrial/ Manufacturing
RCD Regional Commercial District	LIC Light Industrial Campus
CN Commercial Node	OD Office District

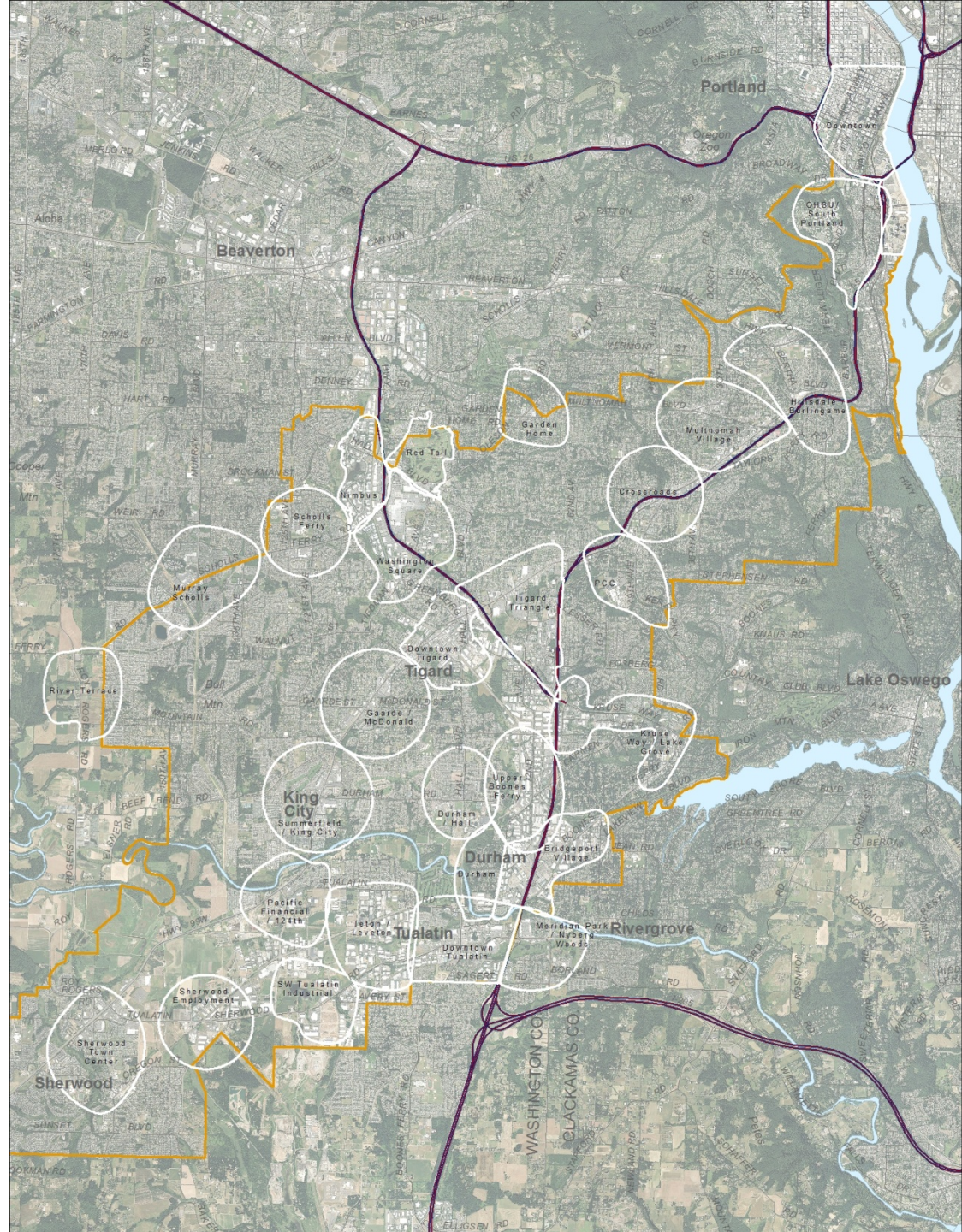
Approach | Paint Taxonomy



Approach | The Corridor

The land use model allows us to analyze spatial trends, to identify areas of common interest and qualities.

- The data collection area
- Focus areas

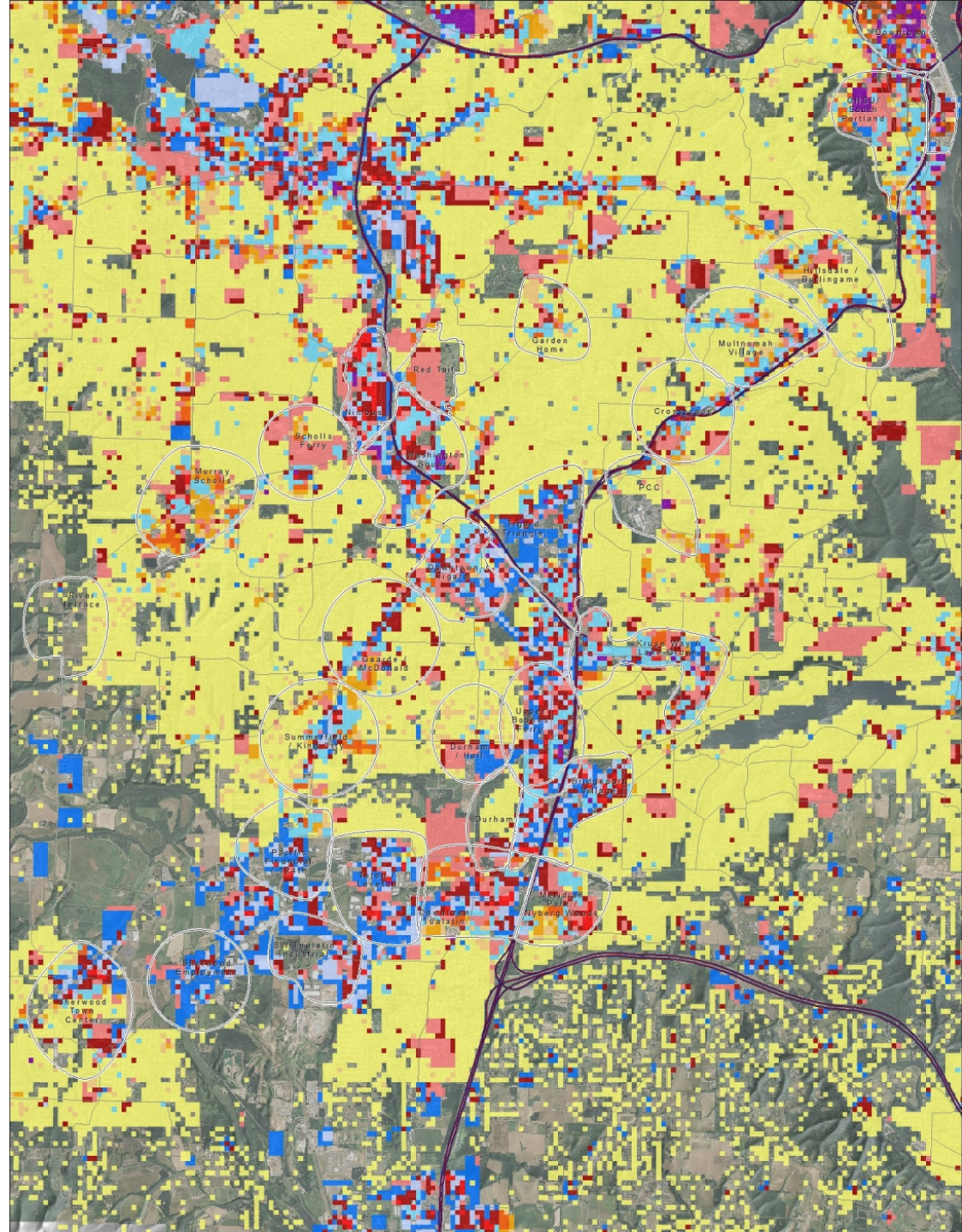


The Vision | In the beginning.

Base Year Conditions

2010 reflects a “best fit” of *existing conditions* to the development types

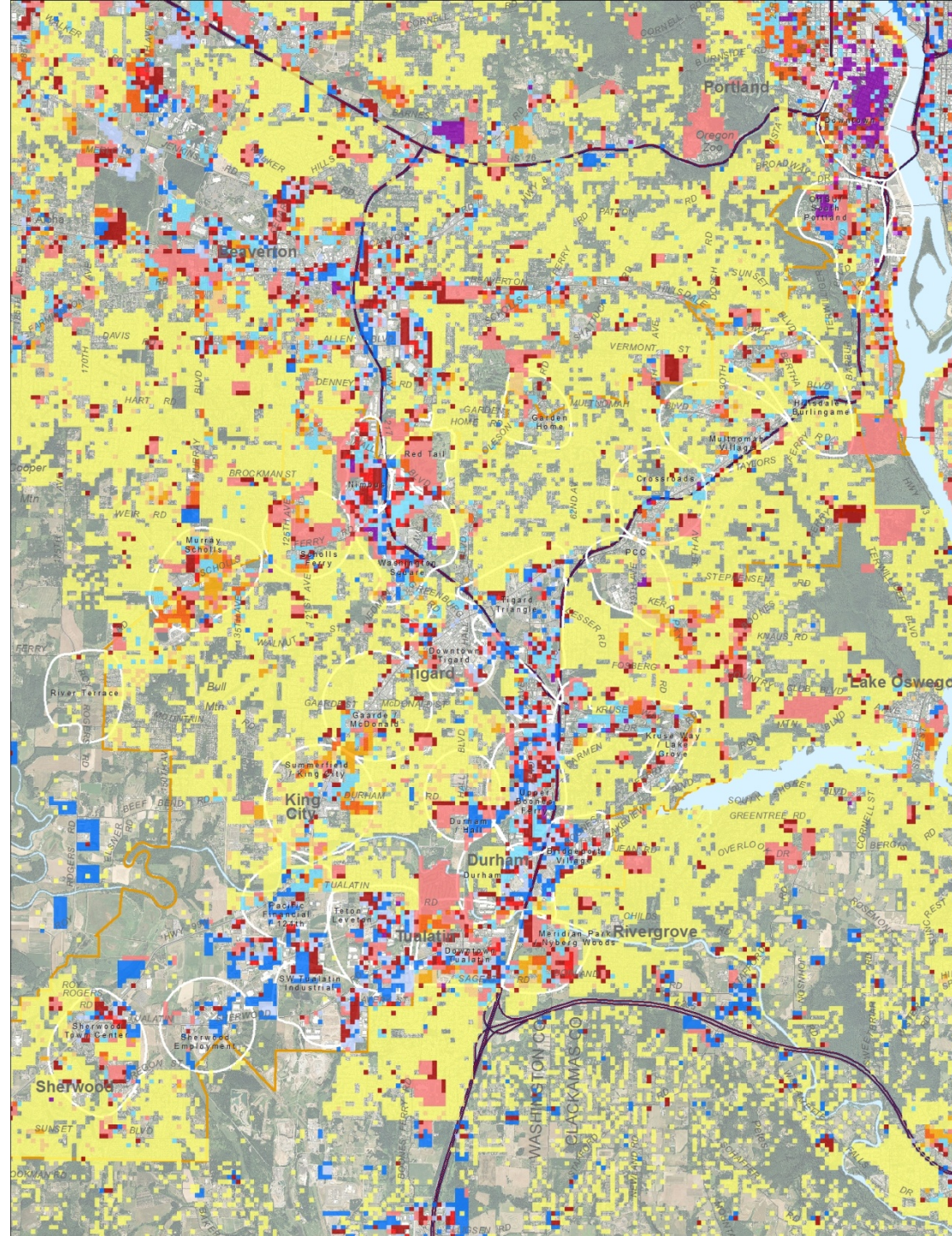
- Established Single Family Neighborhoods
- Strip Commercial throughout major arterials in the corridor.
- Professional Services and Light Industrial Employment along 1-5 and 217 Corridor
- Regional Commercial Nodes



The Vision | Areas of Stability

Places that are expected to maintain their existing character and be enhanced by new development in focus areas.

Stable single family neighborhoods
Regional commercial
Office/Employment



The Vision | Areas of Change

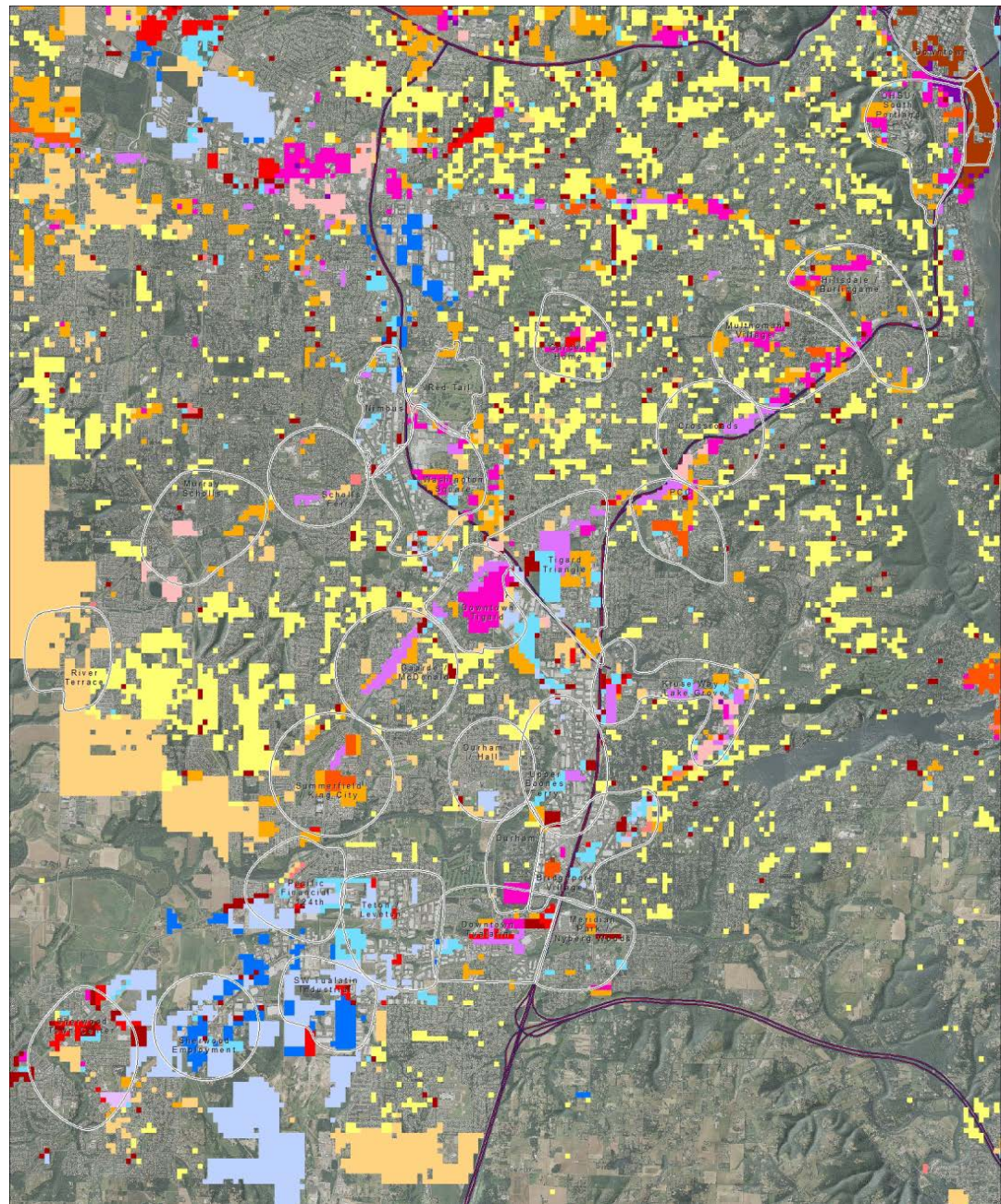
Places that new growth and development is expected to occur based on the community vision.

Infill and Redevelopment

Places that shift to a higher efficiency + amenity land use

New development

Concept planning and employment areas



The Vision | Cutting through the static

Identify Common Traits

Summarize into logical groups of development types:

- Mixed Use
- Commercial
- Employment
- High Density Housing



The Vision | Areas of Change

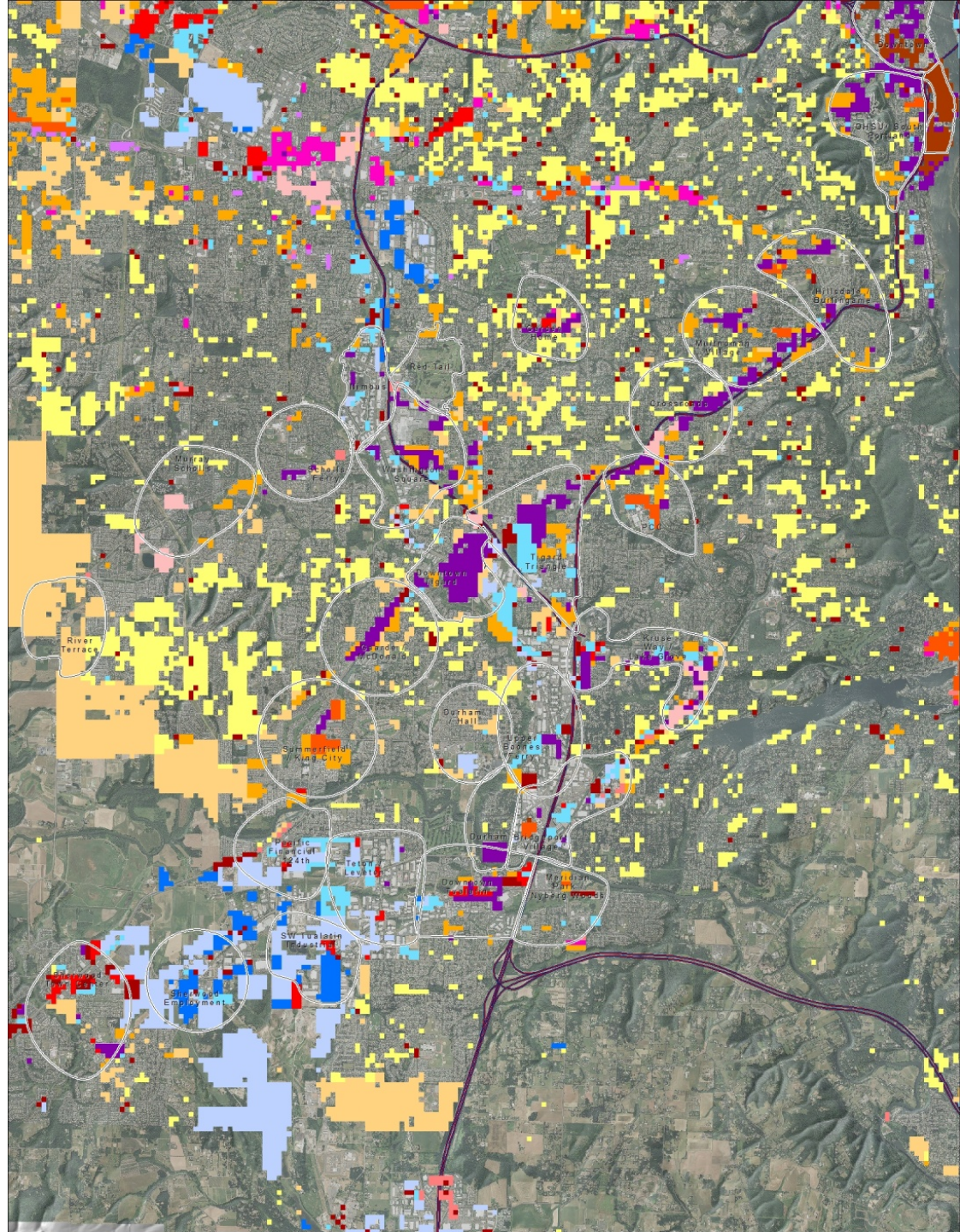
Key Land Use Themes

- Mixed Use Corridor
- Main Streets
- Downtowns

Three jurisdictions identified the 99W Corridor as transitioning to a more mixed use environment.

Mixed Use Main Streets and Mixed Use Downtowns also were identified.

High Density Housing followed these mixed use districts

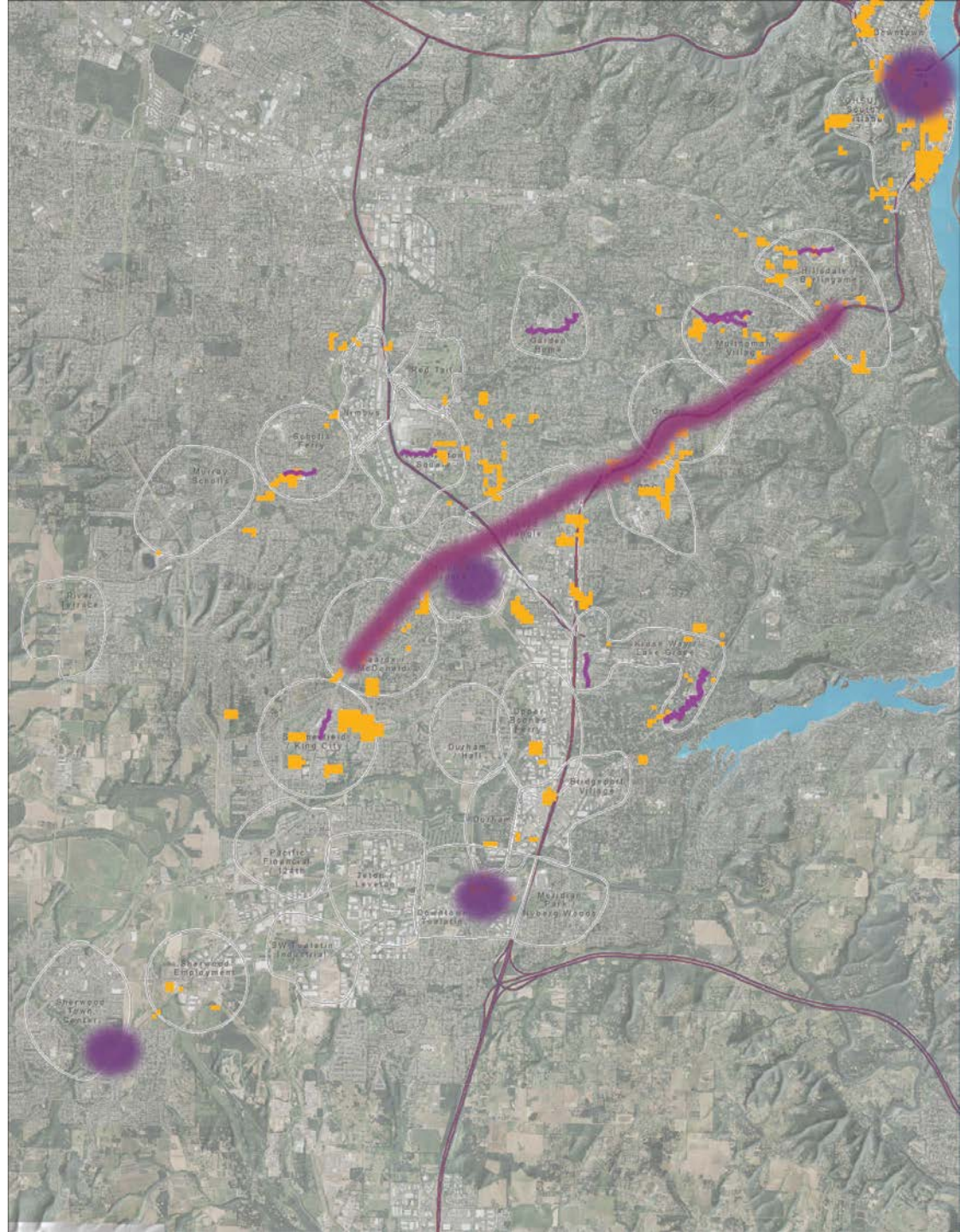



The Vision | LUV Mixed Use

Mixed Use Corridor 

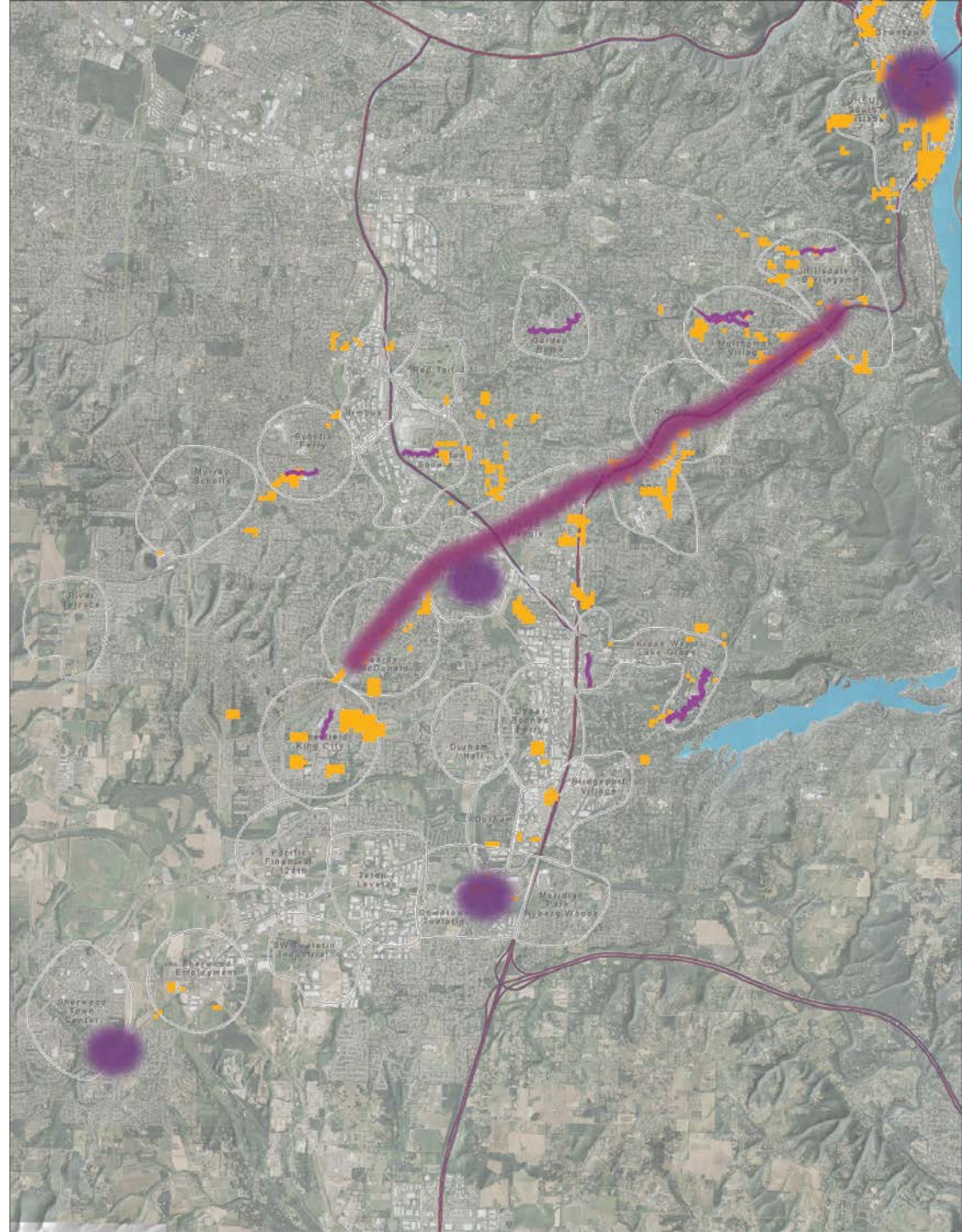
Main Streets

Downtowns

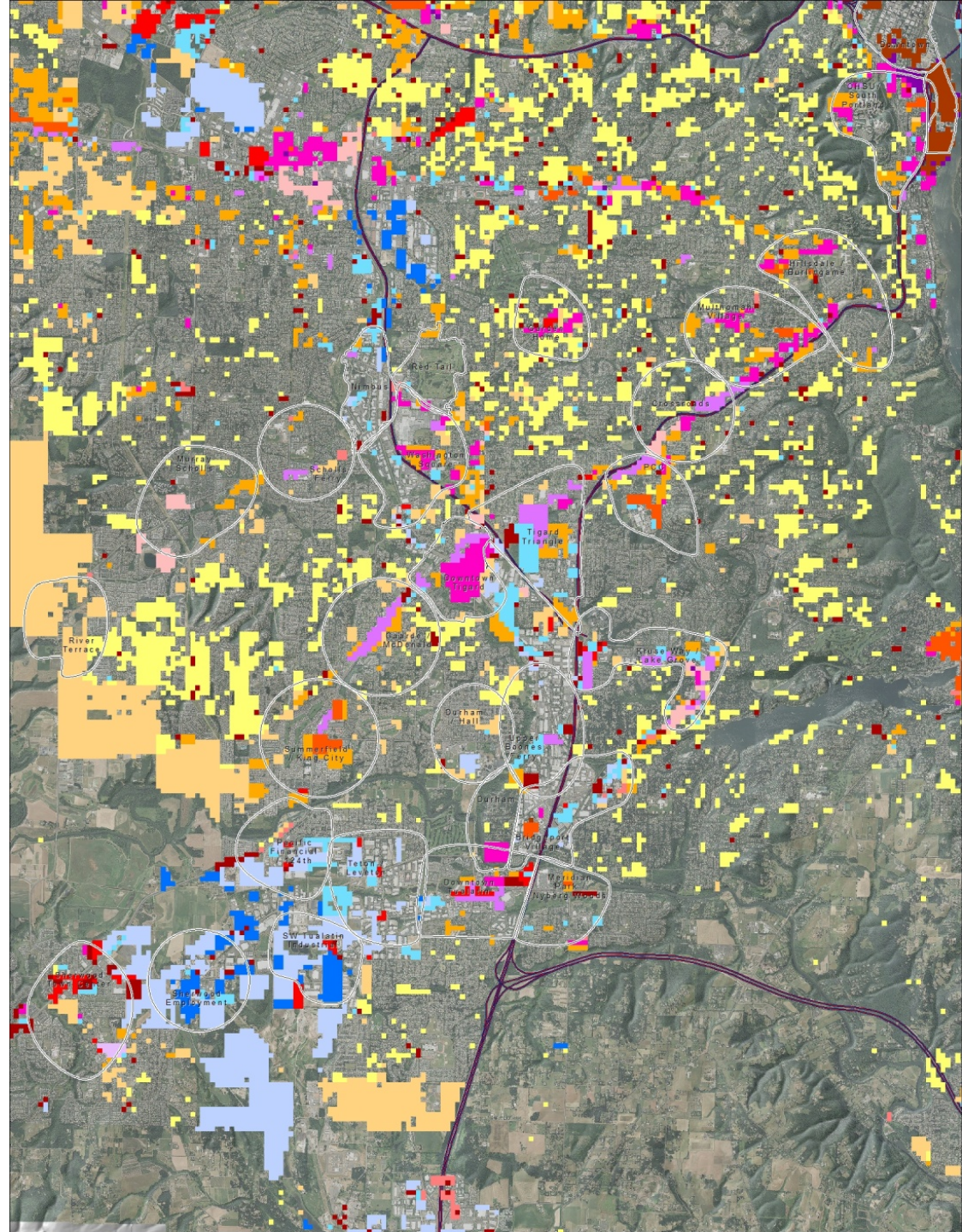
All mixed use and housing 

The Vision | LUV Mixed Use

These places will require the most strategic investment to enable higher land use *efficiency and amenity*.

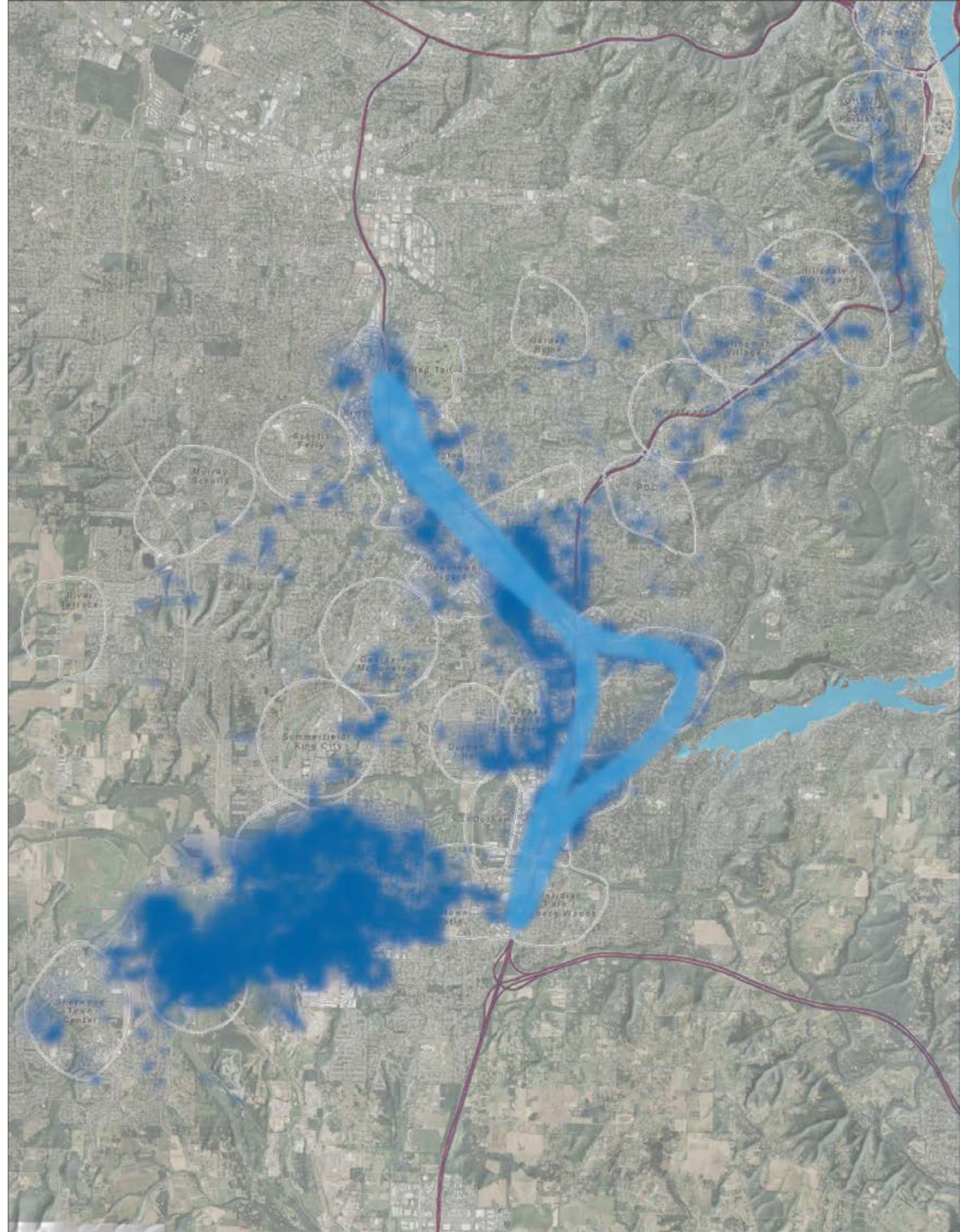


The Vision | Employment



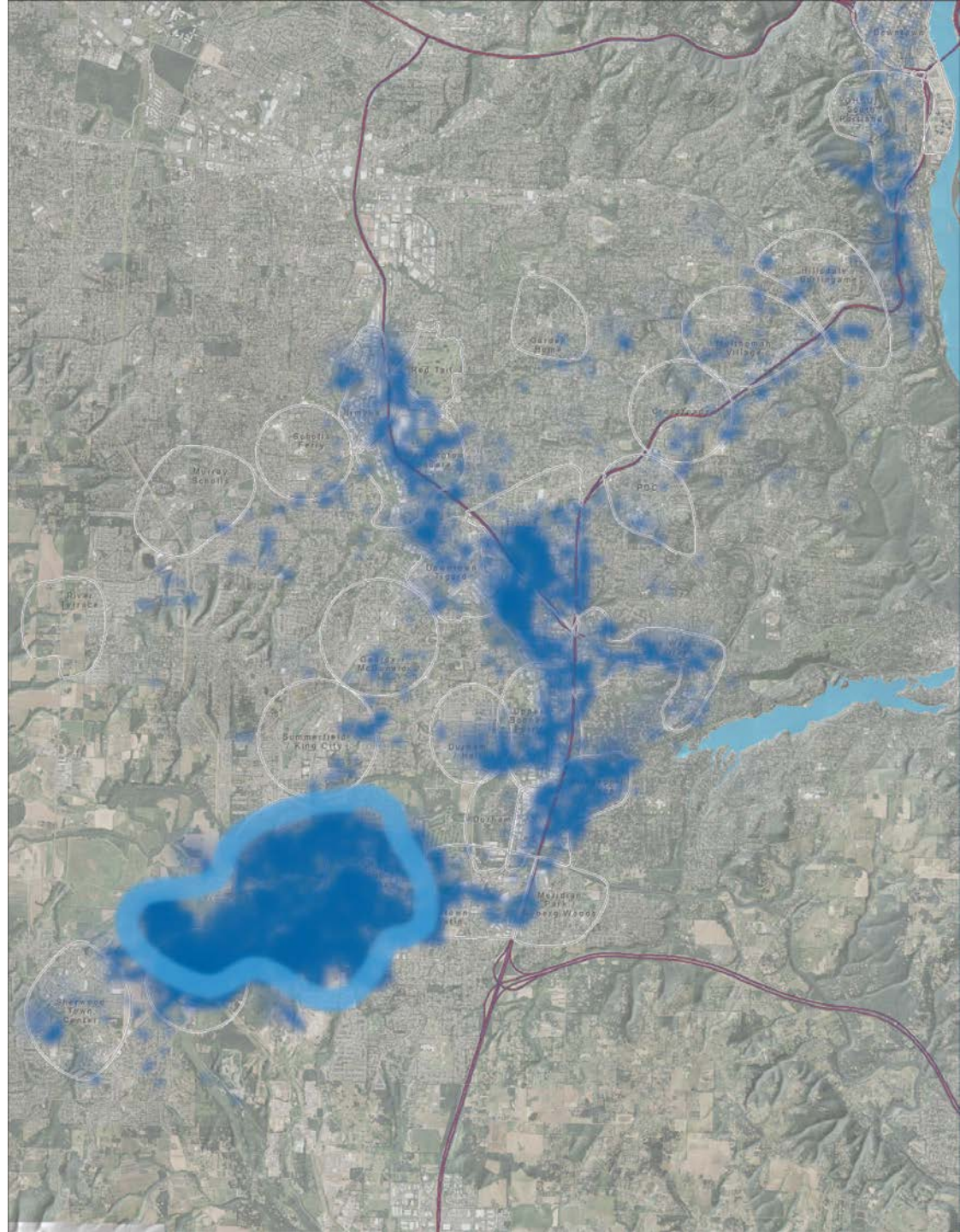
Professional Corridor

Existing office and employment areas aspire to a higher level of efficiency and amenity.



ETODS

New industrial and employment districts that are developed at a higher land use efficiency and with higher amenity value than traditional industrial or employment parks.



The Vision | Featured Attractions

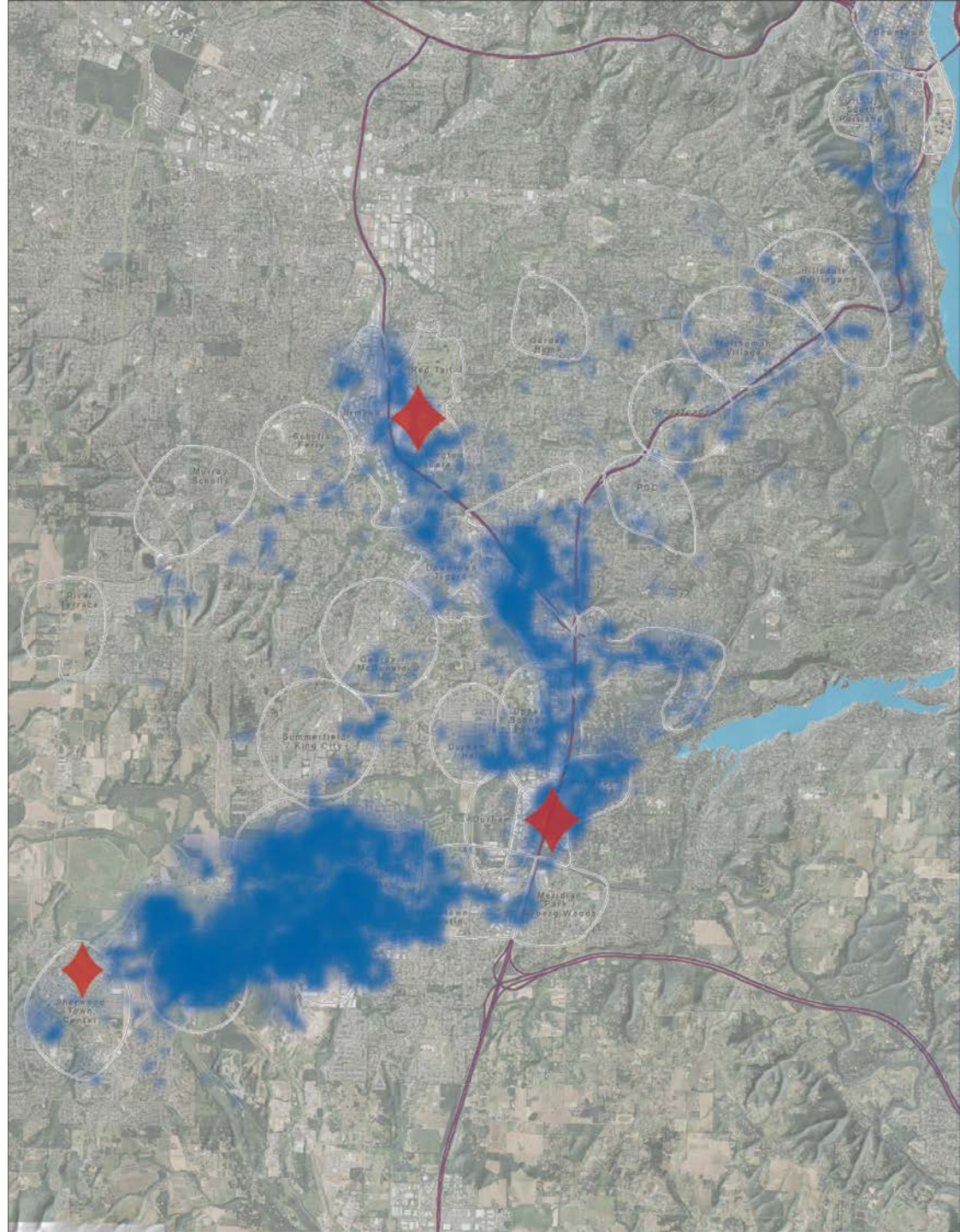


Regional Commercial Destinations

Washington Square

Bridgeport Village

Sherwood Town Center

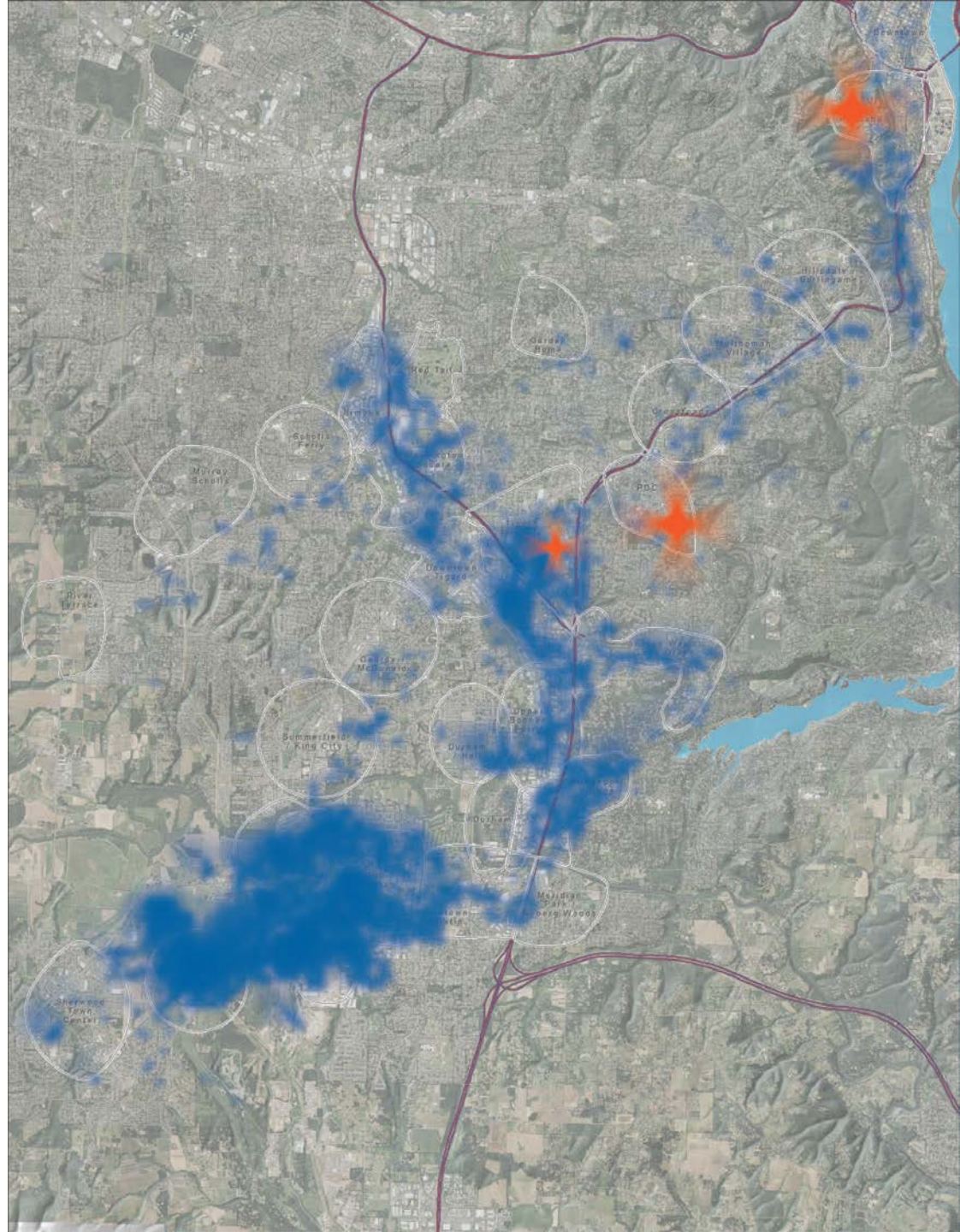


Education Centers

OHSU

PCC

George Fox

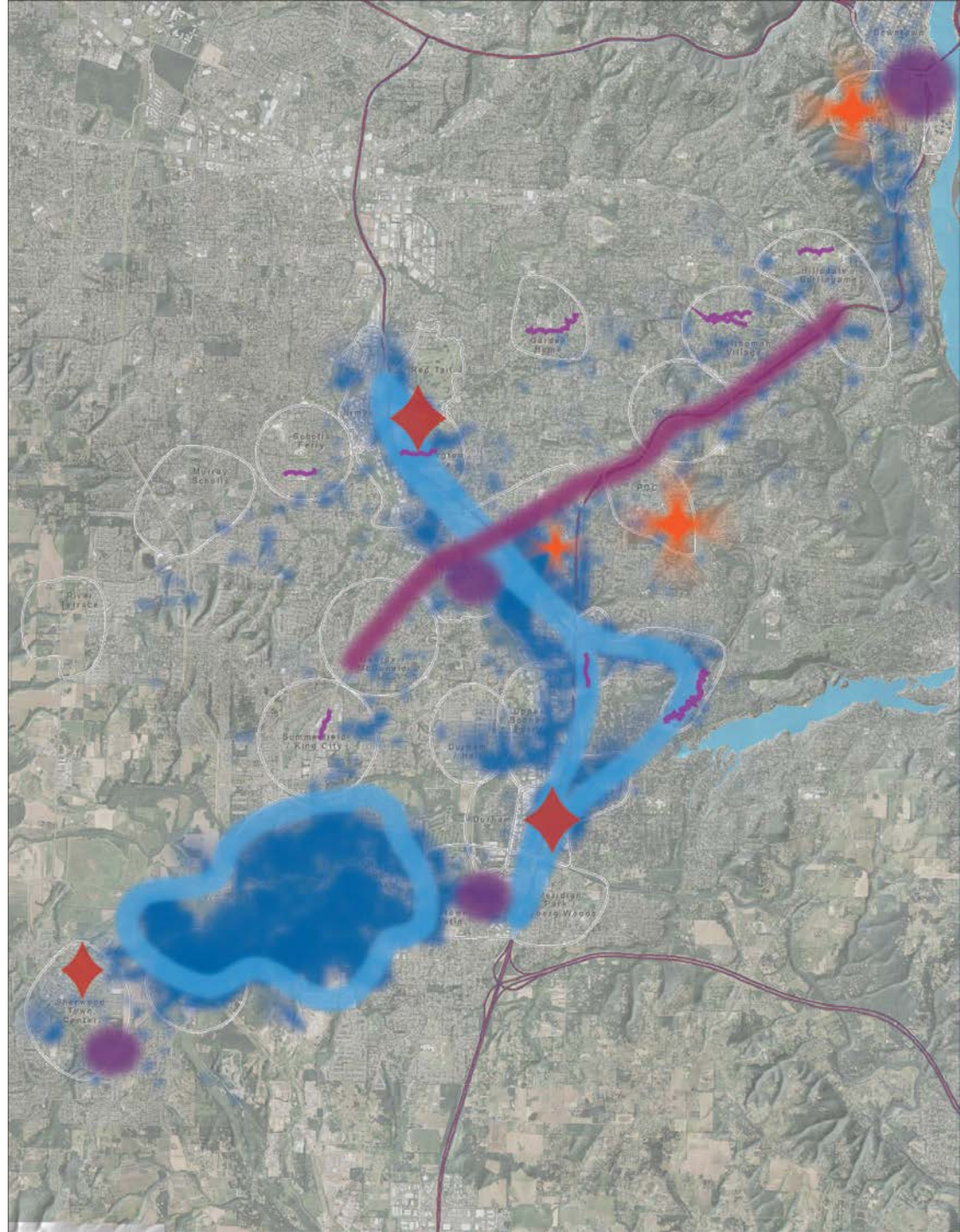


A Vision Based Approach | Change

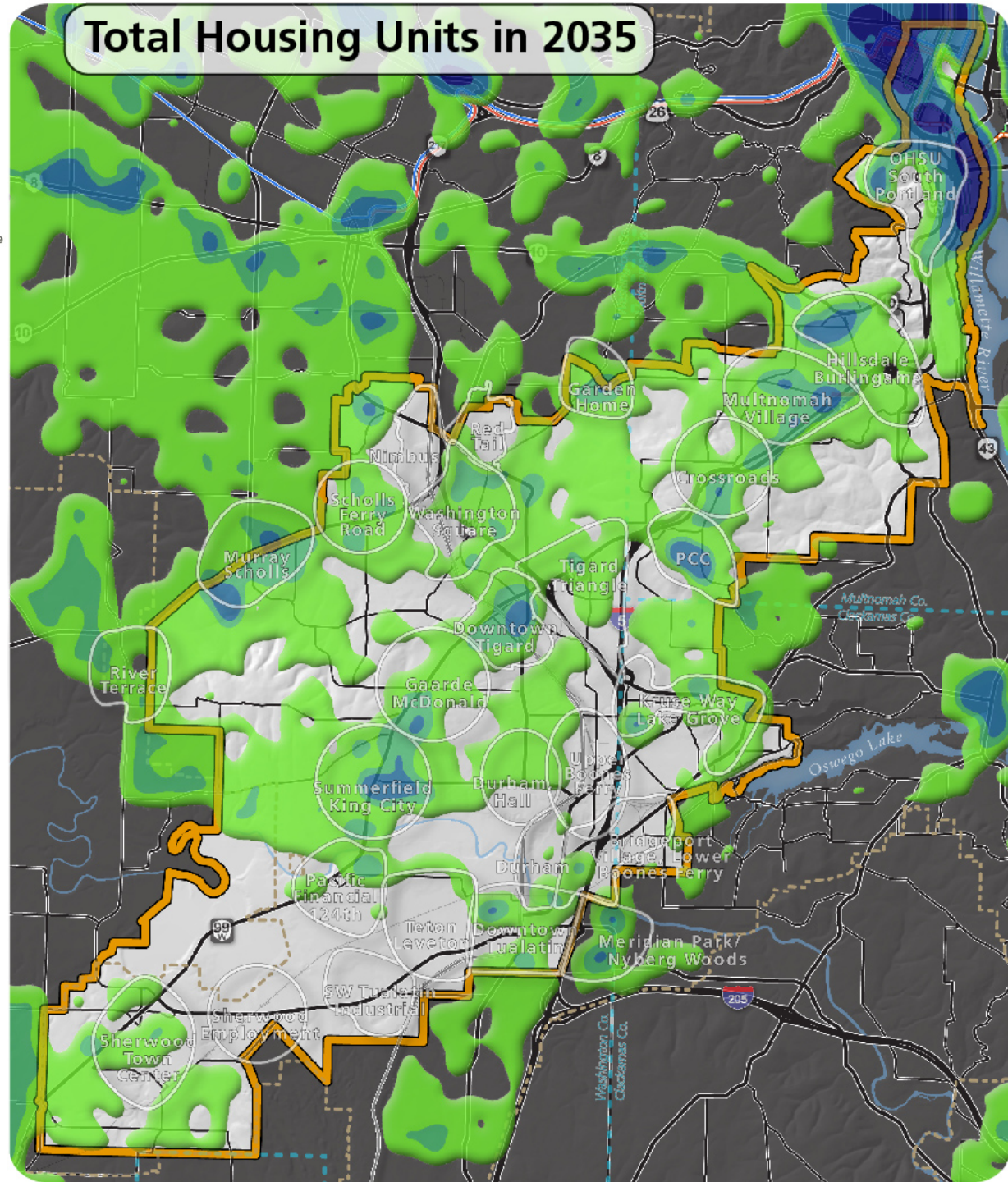
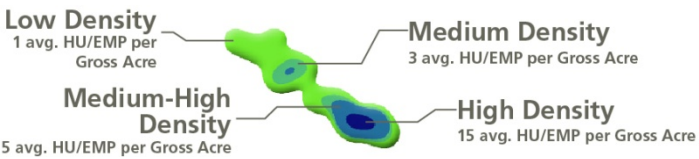
The land use model provides estimates for changes in households and employment.

Estimates are derived from the 16 development types

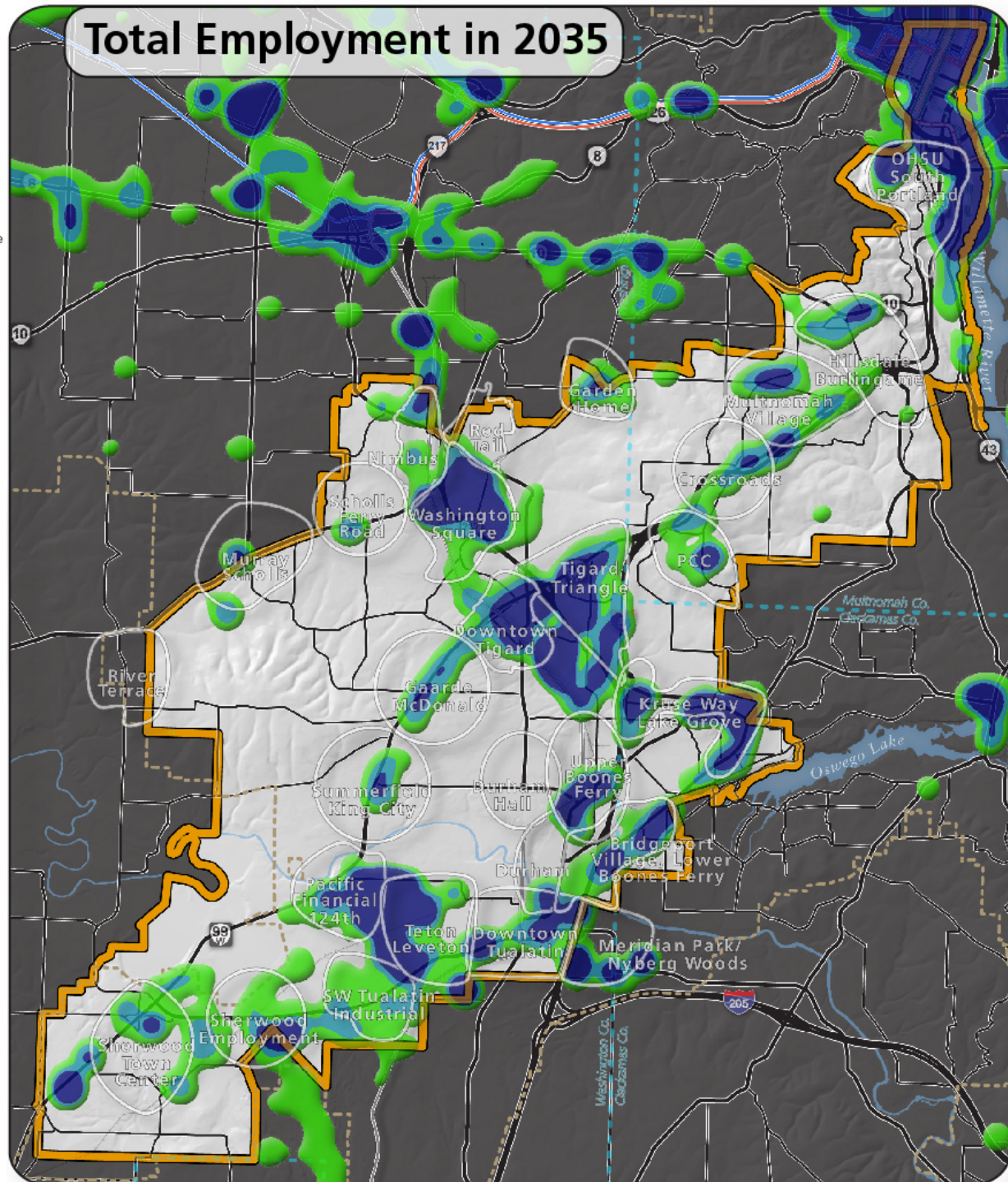
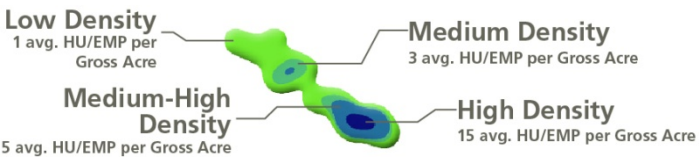
The Vision at full build out



Total Housing Units in 2035



Total Employment in 2035



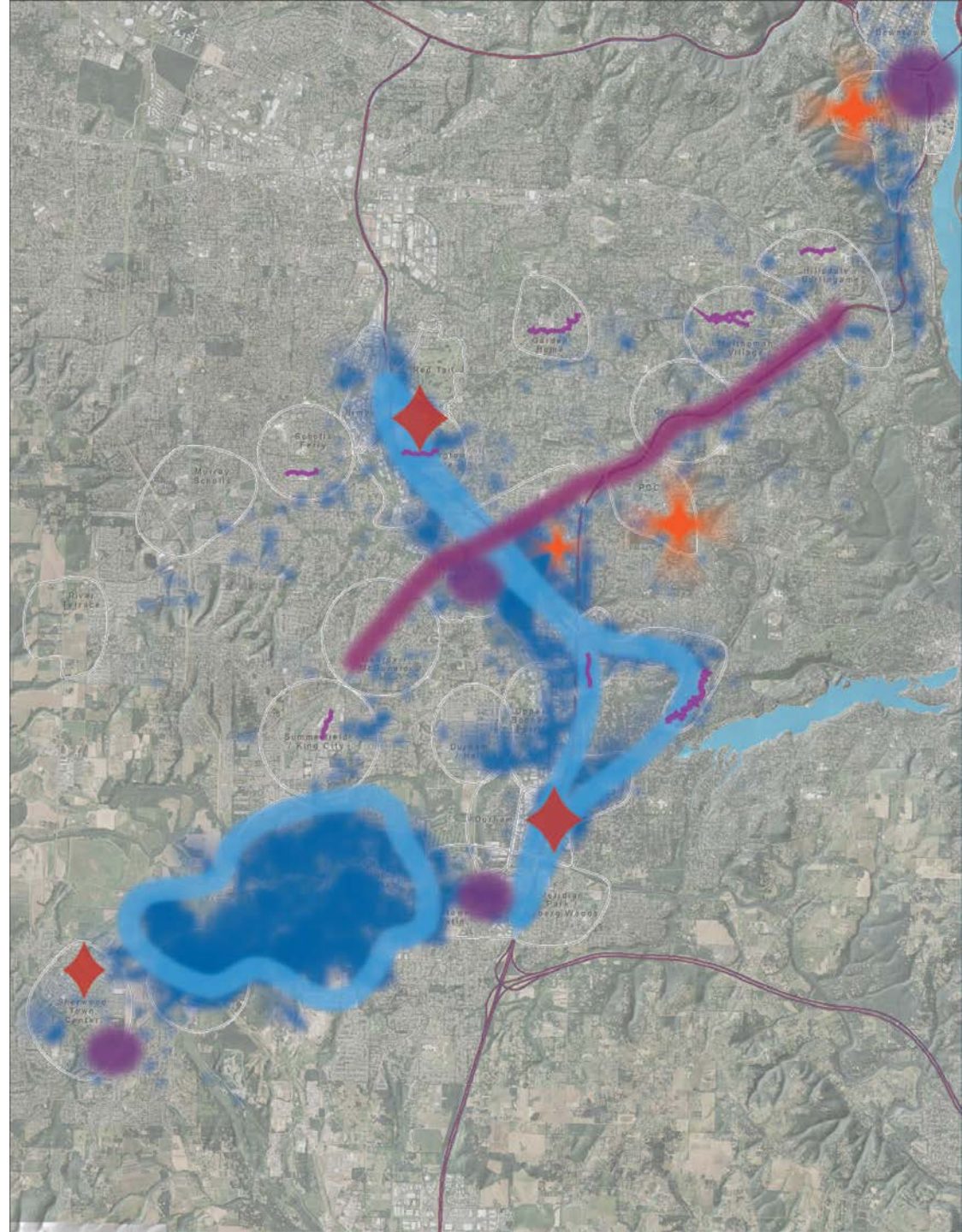
A Vision Based Approach | Key Points about the LUV

The corridor is a destination for retail and entertainment and education surrounded by stable residential communities.

The transition of 99W to a mixed use corridor has the greatest potential to unify the corridor to its main streets and downtowns and provide a critical linkage to the employment and regional destinations in the corridor.

Infill and redevelopment is going to be the primary generator for new development in the corridor.

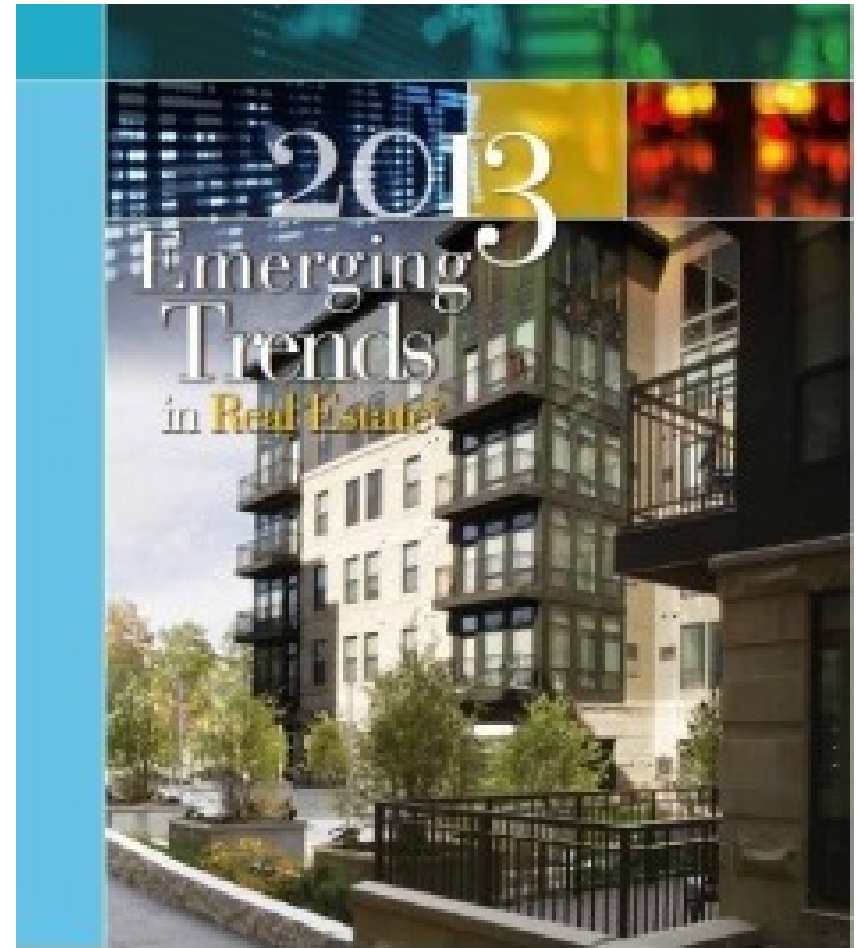
The SWC is a regional employment district has the potential to grow and aspire to a higher land use efficiency and to become more complete places.



The Vision | Emerging Trends

“The industry must continue to grapple with *unprecedented changes in tenant demand* driven by technology and a relentless pursuit to temper costs in a less vibrant economy.

Office users squeeze more people into less square footage, preferring green buildings with operating efficiencies, while *retailers reduce store size* in favor of various integrated e-commerce strategies. The large *generation- Y demographic cohort orients away from the suburbs to more urban lifestyles*, and these young adults willingly rent shoebox-sized apartment units as long as neighborhoods have *enticing amenities with access to mass transit.*”



A Vision Based Approach | Implementation

Incentives

Infrastructure Investment Strategy –
coordinated investments that support
the land use vision.

Financial incentives that promote
private investment and help build
value within communities.

Regulation

Coordinate at the corridor level.

Making what you want to have happen
the easiest thing to do.



A Vision Based Approach | Aligning with the Vision

Infrastructure Investments

Building Blocks for Realizing the
Vision



Green

Open Spaces |
Natural Areas



Go

Transit | Roads |
Freight Mobility



Grey

Sidewalks |
Bike Network |
Trails

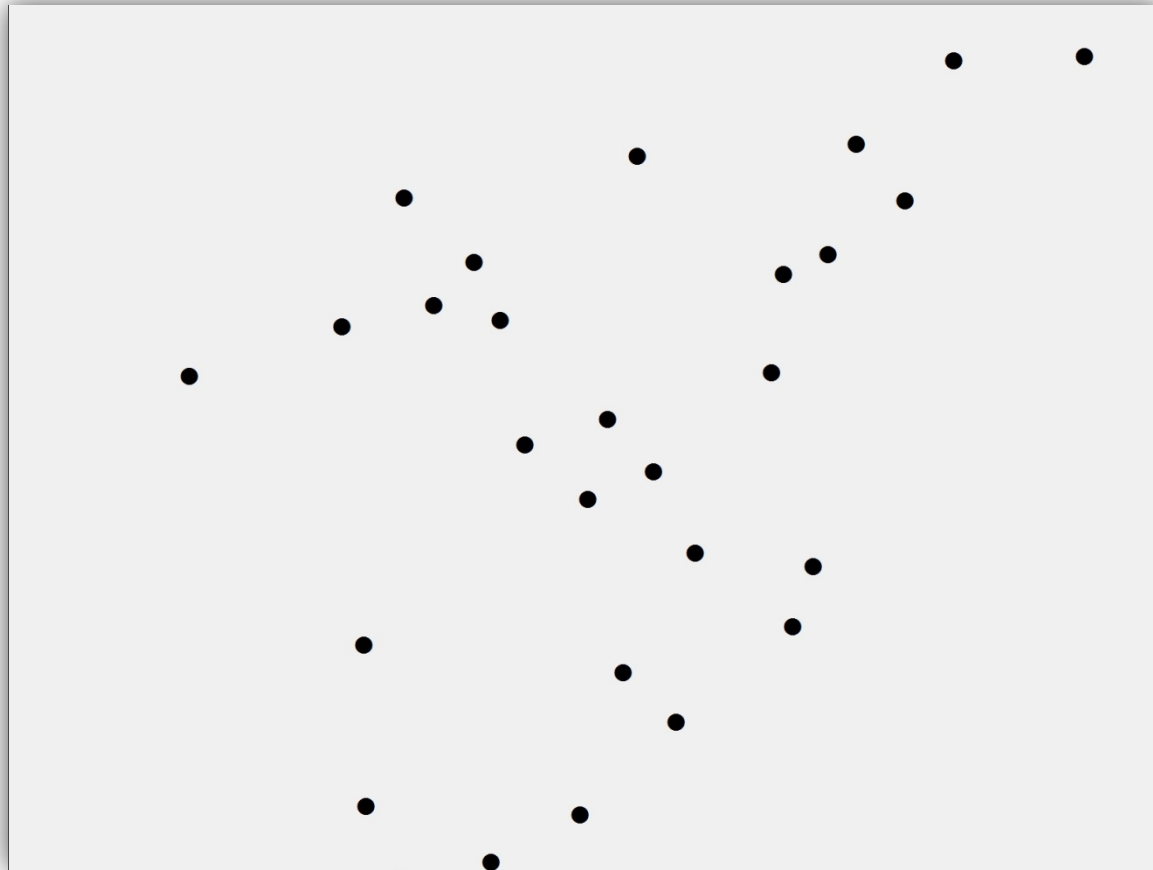


Cartoons by: Ian Lockwood, PE

Applying the Vision | Identify Key Connections

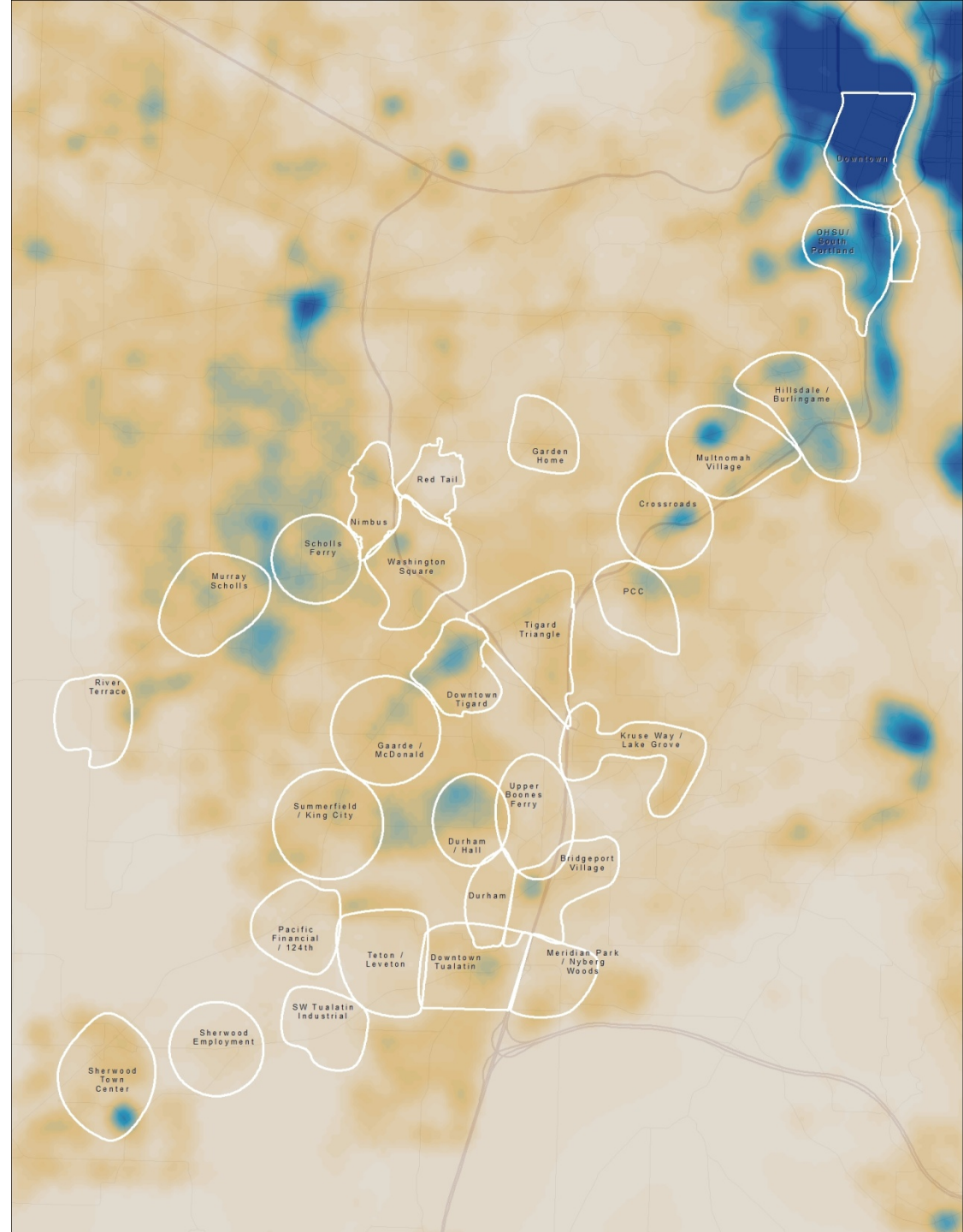
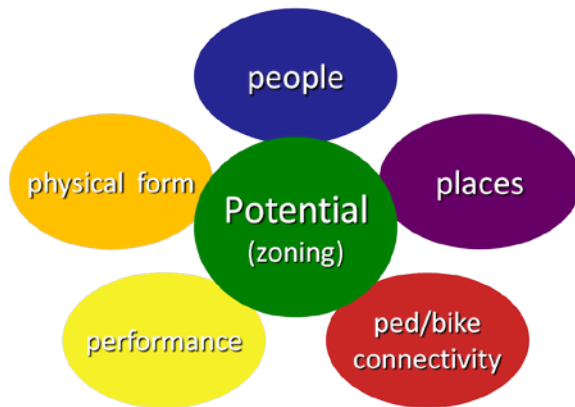
Create transit nodes by identifying key connections based on the land use.

- Identify Places to Connect
- Classify by Place Type
- Connect the Dots



Approach | Transit Orientation

The P's



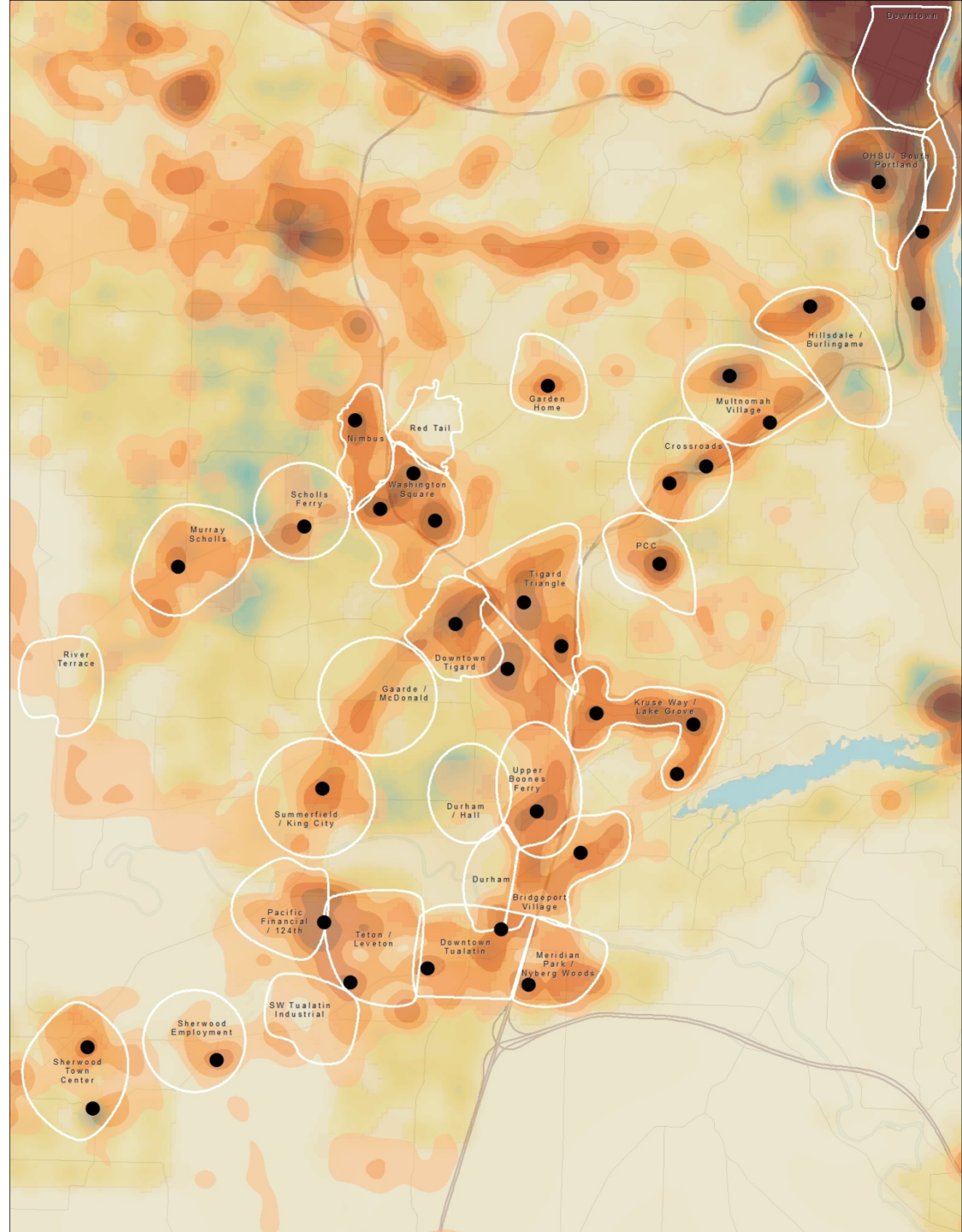
Connecting Places

Transit Orientation

Existing Household and Employment

Incremental Housing and Employment

Identify Key Connections



Connections | Classify by Place Type

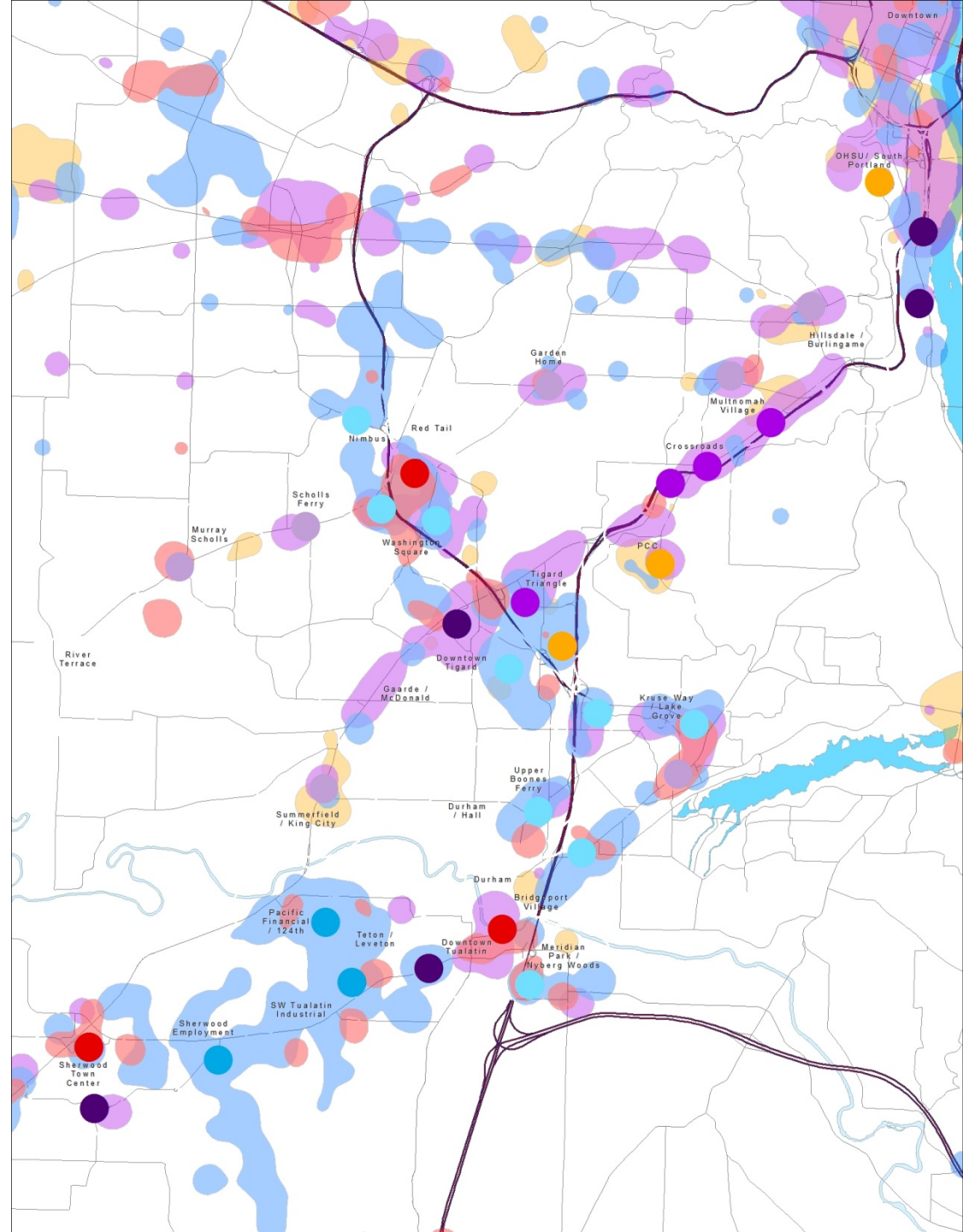
Tie back to the vision

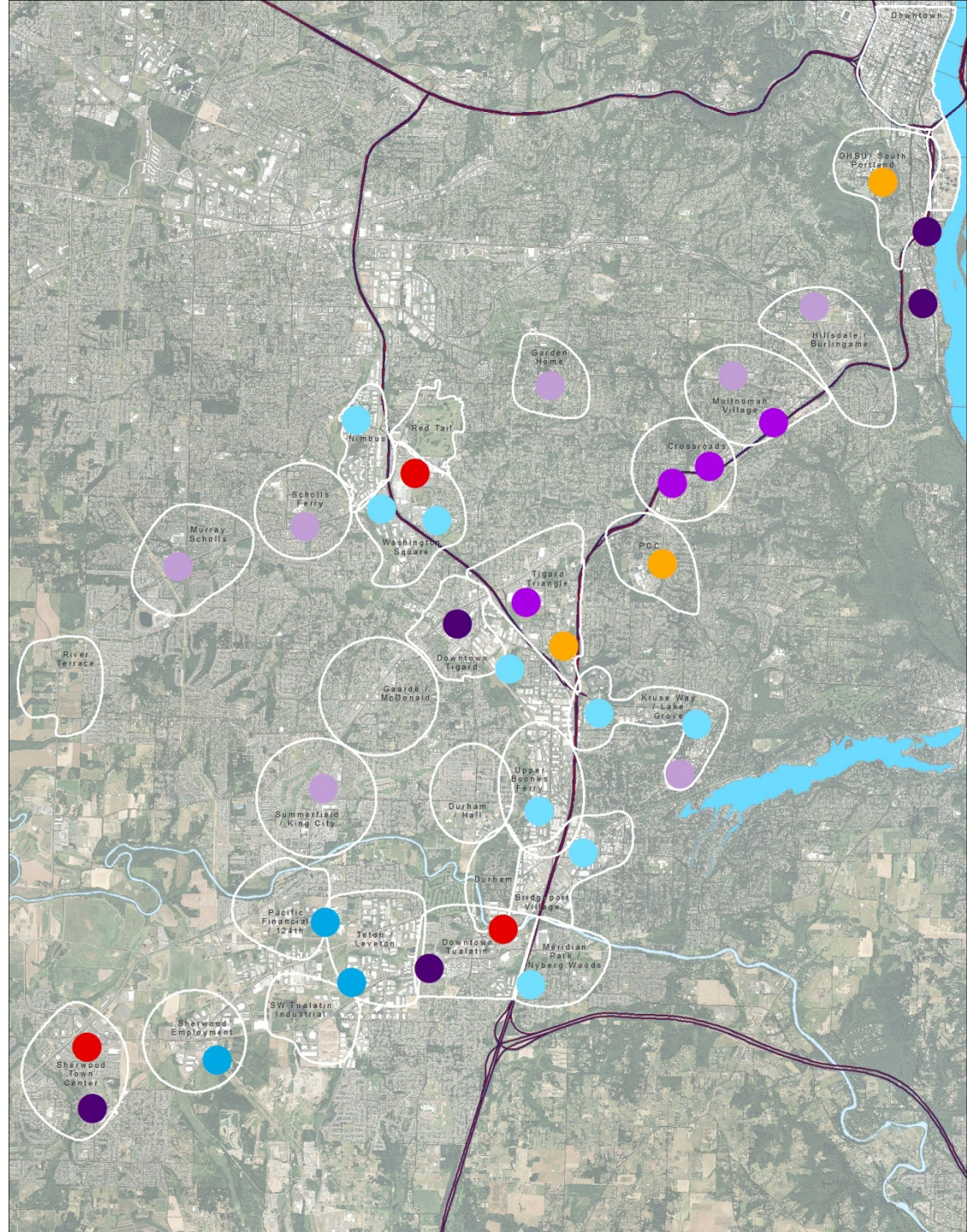
Employment

Mixed Use

Higher Density Housing

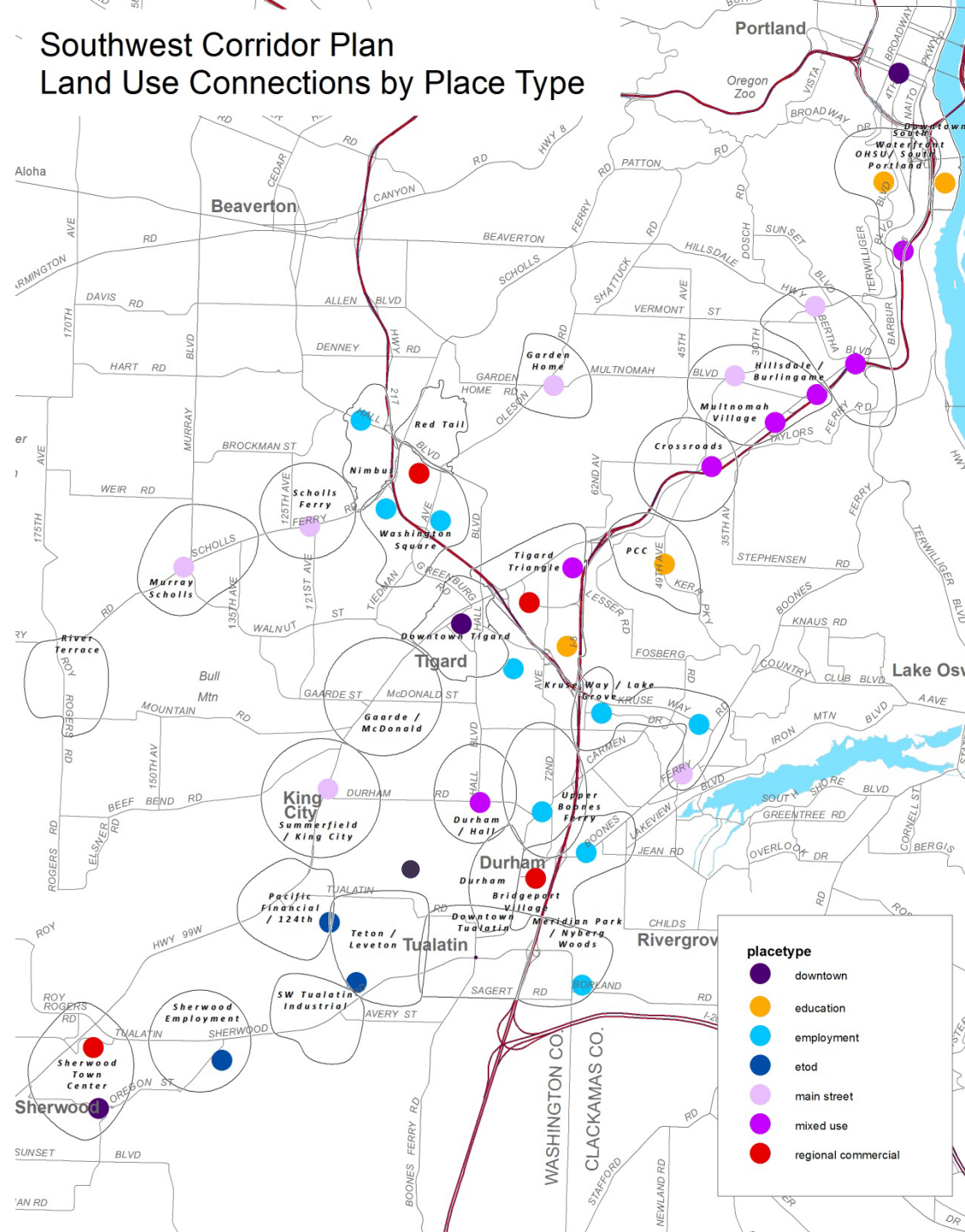
Commercial





Southwest Corridor Plan Land Use Connections by Place Type

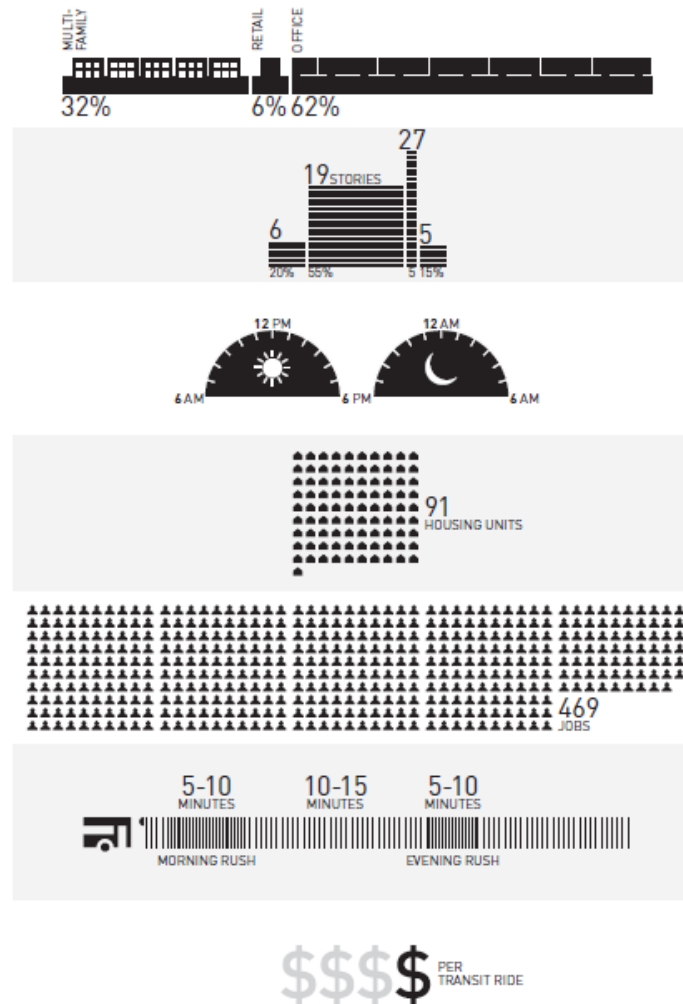
Connections | Refined by
Partners



Connections | Why Place Types?

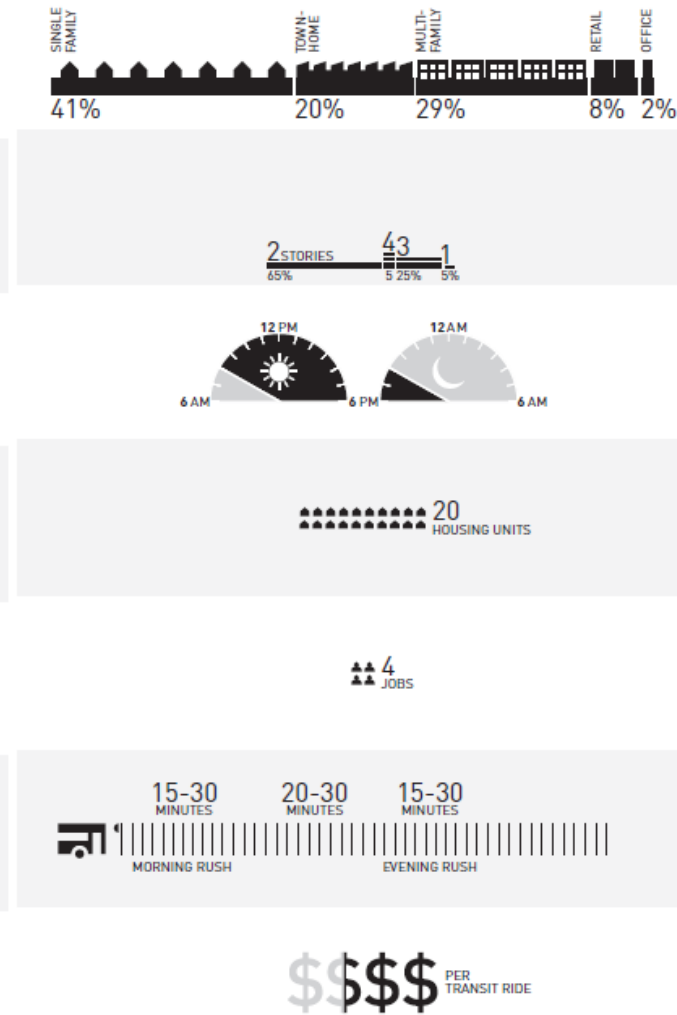
Place can be used to help identify and prioritize investments to achieve the vision.

CENTRAL BUSINESS DISTRICT



The Central Business District (CBD) is an active downtown environment made up of primarily higher intensity uses with destination commercial, retail services and centralized office employment. There are urban style office buildings, multistory residential housing and vertical mixed use buildings. There is a multi modal network of complete streets with a very high level of street connectivity and accessibility. The CBD includes high capacity transit, frequent transit services and facilities and local transit service.

URBAN NEIGHBORHOOD

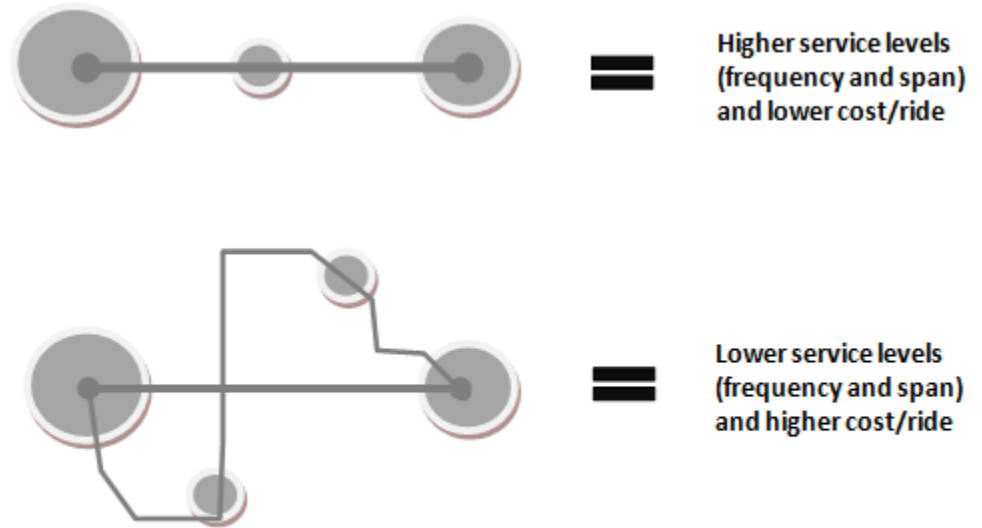


Urban Neighborhoods (UN) are primarily transit oriented residential areas that are well-connected to the urban core, urban living districts, traditional downtowns/city centers or main streets. This typology is largely residential with some small-scale commercial neighborhood services often limited to small businesses or historical light industrial uses. The UN includes a multi modal network of complete streets and a very high level of street connectivity and accessibility. Urban Neighborhoods will have frequent transit service and local transit service.

Connections | Why Place Types?

- Mode
- Frequency
- Ridership

Transit Investment that
best support the land use
and the location.



The Approach | Why a Land Use Vision ?

Identify Common trends and interests
across jurisdictional boundaries.

Provide a framework for evaluating
not only transit, but all the other
investments that will be needed to
further the vision and goals of the
communities.

