

AGENDA
Urban Renewal Advisory Committee Meeting
City Hall
211 Second Street

Thursday, January 21, 2021
*****5:30 p.m.*****

The City of Hood River is taking steps to limit exposure and spread of COVID-19 (novel coronavirus). In support of state and federal guidelines for social distancing, the City of Hood River will hold this meeting by using Zoom Conferencing.

Please use the following phone number or video link:

<https://us02web.zoom.us/j/87322908710>

(253) 215-8782

Meeting ID: 873 2290 8710

Members of the Urban Renewal Advisory Committee and City staff will participate by telephone or computer, they will not be on site at City Hall during the meeting. The audio recording of the meeting will be posted shortly after the meeting on the City's website. Please check the City's website for the most current status of planned public meetings.

<https://cityofhoodriver.gov/administration/meetings/>

I CALL TO ORDER

II BUSINESS FROM THE AUDIENCE

The Urban Renewal Advisory Committee encourages community members to talk about issues important to them. If you wish to speak during "Business from the Audience", there are two options to choose from:

1. Submit written comments to Finance Director/Assistant City Manager w.norris@cityofhoodriver.gov by Thursday, January 21 no later than 12 noon in order to distribute to the URAC in one packet for review by 3pm. All comments will be added to the record.
2. To address the Advisory Committee during Business for the Audience, email the request (name of speaker and topic) to w.norris@cityofhoodriver.gov by Thursday, January 21, no later than 12 noon. Please specify the topic your testimony addresses. Testimony will go in order of requests received. Attendees that have registered will be unmuted by the IT Administrator for 3 minutes to address URAC. Public comment will be by audio only. At the Chairs discretion, public comments may be received prior to a specific topic of relevance during the meeting.

- III AGENDA ADDITIONS OR CORRECTIONS
- IV APPROVAL OF MINUTES – November 19, 2020 Pages 3-8
- V Election of Officers
 - 1. Chair
 - 2. Vice Chair
- VI URBAN RENEWAL ADMINISTRATOR Pages 9-27
 - 1. Reappointments
 - 2. URAC Staff Changes
 - 3. Police Facility Planning Update
 - 4. Heights Urban Design & Engineering Project
- VI ITEMS FROM MEMBERS
- VII ADJOURN

NOTE: All public meeting locations are accessible. Please let the City Recorder know if you will need any special accommodations to attend the meeting. Call (541) 387-5212 for more information. OREGON RELAY SERVICE 1-800-735-2900

Urban Renewal Advisory Committee Meeting
Regular Meeting
November 19, 2020

Present: Chair Jack Trumbull, Vice Chair Pat McAllister, Abby Capovilla, Tina Lassen, Amanda Goeke, Clint Harris

Staff: City Manager Rachael Fuller, Director of Finance/ACM Will Norris, Planning Director Dustin Nilsen, City Engineer Stoner Bell and Dev Bell, City Recorder Jennifer Gray

Absent: Joshua Chandler

I CALL TO ORDER – Trumbull opened the meeting at 5:35 p.m.

II MIG / HEIGHTS PROJECT CHECK IN

Norris stated these check-ins were discussed in the contract, creating more regular touch point events when there is not a full report to give. The goal is to inform everyone what is going on and have more facetime with the project consultants. This is the first check-in meeting. Nathan Polanski and Alex Dupey will give a brief update at the beginning of each URAC meeting, from here on out. It is a time for MIG to talk about what they have been working on and answer questions the committee might have.

Polanski stated Klein Associates is a part of the MIG team and their business is located in the Heights. They been working on the field serve to develop a baseline for the project they will be using when they begin developing concepts. As of Monday, they were 85% complete with their field work and 75% complete with their CAD drafting. They are hoping to complete everything this week.

They have starting to work on docking reviews. There is a couple of years' worth of previous work; reports, community focused events, past walk-shops and past URA discussions. They have compiled a list of documents they will be reviewing to get familiar with all the previous work that has been done and to avoid duplicate work. He reviewed the list and asked if there are other documents that would capture information, to please share them with him.

Polanski reviewed the tentative scheduled events that will happen over the next year. He explained they will be coordinating with The Next Door to identify business and property stakeholders along the corridor.

Dupey will be leading the public engagement and land use components. He explained due to COVID, they have modified to pushed some of the public engagement out to spring. They

will continue to monitor that to see where things are at and how comfortable people are, if they are able to meet in person by then. They are proposing a very detailed online survey that will be sent out in the spring. Regarding stakeholder outreach with The Next Door, they have great connections with businesses and community members along the corridor. They will be working with them and have them review the updated public involvement plan to identify a core group of stakeholders, they would like to speak to early in the process. The Next Door will help throughout the process to ensure they are reaching out to stakeholders the best possible way.

III BUSINESS FROM THE AUDIENCE

There was discussion regarding the letter received by Claudia Munk-von Flotow. Norris explained she and her family own land in the Westside area and they are hoping to develop. He stated in reviewing her comments, he did not see anything factually incorrect. Seeing there are some major funding gaps to develop the Westside Plan and all the public infrastructure that would be needed. It was apart of the Westside Plan report that an Urban Renewal District could be one source of funding but obviously there are three active districts as noted in her letter. They would need to sunset one of them; there is a maximum geographic area and maximum assessed value set by the State.

IV AGENDA ADDITIONS OR CORRECTIONS

V APPROVAL OF MINUTES

Motion: To approve the meeting minutes of August 20, 2020 as written.
First: Lassen
Second: McAllister
Discussion: None
Vote: Motion passed unanimously

VI URBAN RENEWAL ADMINISTRATOR

1. Waterfront Stormwater Line Funding

Norris gave a staff report on the Waterfront Stormwater Line Replacement project and funding options.

The purpose of this item is to establish the Waterfront District's contribution to the Waterfront Stormwater Line Replacement project. The project's funding gap is an estimated \$4,244,008 if no Urban Renewal Dollars are allowed and the Agency requests repayment of the prior \$250,000 in Urban Renewal monies contributed to the project to-date. The Waterfront District has approximately \$2.6 million in remaining maximum indebtedness that can be applied to the project.

A seasonal sinkhole developed over a collapsed section of stormwater pipeline in the waterfront area. The collapsed corrugated metal pipeline was installed by the Army Corps of Engineers in the early 1960s. The City Council received a report detailing the least cost

replacement plan among several alternatives at their August 12, 2019 meeting. The least cost plan raises and relocates the failing line from underneath several buildings and into the public right-of-way. The least cost solution also diverts stormwater runoff from the south away from the waterfront district via an enhanced wetland that drains to the Waucoma Basin.

The City Council authorized Phase I Construction of the stormwater line replacement project at a special meeting on August 31st. This initial phase was necessary to immediately stabilize the Hood River Distillers property ahead of winter. This work was completed in the first week of November. The following phases of the construction will occur over the next two to three years and are still undergoing final design and permitting.

Project Funding Update:

The project's funding gap stands at an estimated \$4,244,008. Below is a summary of recent project developments impacting its budget:

Loss of Lottery Revenue Bond (\$1,700,000)

Hood River's legislative delegation obtained language in HB 5030 (2019) that authorized the State Treasurer "to issue lottery bonds in an amount that produces \$1.7 million in net proceeds [...] for distribution to the City of Hood River for replacement of the Hood River Waterfront storm line." The Oregon State Treasury has since notified the City that due to COVID-19 lottery revenues had declined to a point that the underlying bonds could no longer be sold to investors (see Exhibit B). While it is possible there may be a future bond sale, the City can no longer rely on this \$1.7 million in project funding.

Increased Project Costs

Project costs have increased from \$4.0M to \$5.2M through a series of required project modifications. The largest upward cost revision is due to the addition of downtown stormwater pretreatment facilities and construction of a maintenance road necessary to access these facilities. These project modifications are required by environmental regulatory agencies as a condition of approval.

Administrative Delays

Project financing is typically in place prior to beginning construction. However, administrative processes have been moving abnormally slow due to COVID-19. This meant that construction on the emergency Phase 1 had to move forward while still undergoing State Historic Preservation Office review and comment as a precondition to DEQ financing. Because of this, no Phase 1 construction activities could be funded by the DEQ loan. The City must finance Phase 1 construction activities locally, estimated at \$1,135,709. The updated project costs and available funding sources are included in Exhibit A.

Major Considerations:

When deciding how to allocate Waterfront District monies, it is important to know their alternative uses as well as alternative resources that can be applied to the Waterfront Stormwater Line Replacement project. Below is a summary of these considerations:

Alternative Waterfront District Projects

The Waterfront District has substantially accomplished its intended projects. The remaining projects from the District's Plan include administering a business marketing program and upgrades to Riverside Drive. The Agency held several meetings on the possible funding of Lot 1 improvements in early 2020 but no decisions were made.

Alternative Sources of Locally Controlled Revenue

Replacement of the Waterfront Stormwater Line must be completed to protect the buildings built over the line and to avoid district flooding. This means that any project funding gap that remains after state, federal, and grant resources are exhausted must be closed with locally controlled revenues. Outside of Urban Renewal funding, the City of Hood River controls:

Stormwater Rates

The City Council is authorized to set stormwater utility rates by resolution. The City could increase city-wide utility rates sufficient to fund a portion of the Waterfront Stormwater Line project. The City has approximately 3,250 stormwater accounts. If the project's full \$4,244,008 funding gap is applied equally to all accounts, each will pay \$1,305. This amount may be spread over many years.

Local Improvement District

The City may levy a special property tax assessment on properties benefitted by the Waterfront Stormwater Line, namely waterfront district businesses. The levy may be spread over period of up to 30-years. The City last used a Local Improvement District to pay for a portion of the Cascade District's State Street Improvement project.

General Fund Dollars

The City's General Fund is fully discretionary based on the City Council's direction. The largest sources of City General Fund revenues are city-wide property taxes, transient room taxes, franchise fees, ambulance charges, and parking revenues. This money is principally spent on Police and Fire/EMS services and to a lesser extent Parks, Planning, and other smaller city departments. COVID-19 substantially impaired City revenues. While the organization is operationally stable there is not excess resources for major new projects. Any General Fund contributions to the Waterfront Stormwater Line Replacement project would need to be offset by budget cuts to other programs.

Increasing Waterfront Maximum Indebtedness

ORS 457 allows Urban Renewal Districts to increase their total maximum indebtedness after obtaining written concurrence of taxing districts imposing at least 75 percent of the amount of taxes imposed under permanent rate limits.

Norris stated the group can discuss and use his active sheet on the shared screen to run through some hypothetical scenarios.

Norris asked the Advisory Committee to discuss and consider but does not have to be

decided this evening:

a) Forward a recommendation to the Urban Renewal Agency board to support spending the Waterfront District's remaining maximum indebtedness on the Waterfront Stormwater Line replacement project.

b) Consider requesting an increase in the Waterfront District's maximum indebtedness to help further offset the cost of the Waterfront Stormwater Line Replacement project and forward the Committee's recommendation (if any) to the Urban Renewal Agency Board.

Norris explained the Local Improvement District, raising utility rate and that type of information is provided to the group as context. What is being asked for right now is the Advisory Committees recommendation whether or not to spend the \$2.6 millions and the rest is context, and what some of the other considerations are.

McAllister stated he believes they should look at it from a standpoint of doing a combination. Using the money they do have in Urban Renewal, increase the indebtedness but also create an LID.

Goeke stated how they have come to this situation is hard and this should have not happened. The Waterfront District is doing well, and everything is improving value there. There is no other project that is pressing, and the money is not needed for something else. Instead of punishing the businesses in that area, they should use what they can. She would be interested in increasing the maximum indebtedness to see if they can cover the rest or at least a large part of it.

Harris asked what Council is wanting to do about this situation. Norris stated they would like to use the rest of Urban Renewal money, \$2.6 million minimum. They have not had the discussion about increasing maximum indebtedness. The last time staff talked to Council about this was before they lost the \$1.7 in the State Lottery funds and before the project cost more than a million dollars. Last time Council discussed this, the \$2.6 million from the Urban Renewal was going to cover the project and there was no need for a LID.

After discussion Trumbull stated he summaries what he has heard from the group. The Urban Renewal should help with the project but they do not want to spend all of the money. They would like to increase the maximum indebtedness to where they do not spend all of the money and sunset and not miss the opportunity to help with the development of Lot 1 in the future.

Motion: I move to recommend the existing money in the Waterfront District \$2.6 million be used for the stormwater line project and increase maximum indebtedness by amount lost by the State Lottery Funds. For the remaining diminished funding gap peruse a Local Improvement District with exact proportion dollar amounts to be set by the Urban Renewal Agency.

- First:** McAllister
Second: Harris
Discussion: The group discussed and agreed the Lot 1 issue should be a separate discussion and decision.
Vote: Motion passed. Lassen voted nay.

Norris gave the group an update on the Police Department facility.

VII COMMITTEE MEMBER TERMS

Trumbull and Goeke terms expire at the end of 2020. Both Trumbull and Goeke expressed they would like to continue on the Advisory Committee. Norris will send both of them the application and their previous application submittal. The positions will be advertised to the general public. Applications deadline is January 6, 2020. Interviews will be held during the January 14, 2021 City Council meeting.

The group agreed to hold a meeting in December. They will elect a chair and vice chair at the January meeting.

VIII ITEMS FROM MEMBERS

IX ADJOURN – 7:05 p.m. by unanimous consent.

Jack Trumbull, Chair

Jennifer Gray, City Recorder

Approved by the Agency on _____



HOOD RIVER URBAN RENEWAL AGENCY

Urban Renewal Advisory Committee

211 2nd Street, Hood River, OR 97031 Phone: (541) 387-5214

DATE: January 21, 2021
TO: Urban Renewal Advisory Committee (URAC), Jack Trumbull, Chair
FROM: Will Norris, Finance Dir. / Asst. City Manager
SUBJECT: Administrator Update

Below are several informational updates for the URAC:

Jack Trumbull and Amanda Goeke Reappointed

Jack and Amanda were unanimously reappointed to the URAC by the Urban Renewal Agency Board on January 11th. Their new appointments last through 2023.

Change in Urban Renewal Advisory Committee Staffing

Dustin Nilsen, City of Hood River Planning Director, will assume the primary staff role supporting the URAC going forward. The intent of this change is to align the Heights project with ongoing city-wide planning work, such as the Transportation System Plan update. I will continue to lead on financing and budgeting issues for the Urban Renewal Agency.

Police Facility Project

The City Council chose not to move forward with a solicitation for an architectural firm to continue the planning work for a new public safety facility. The project may move forward but is on an indefinite hold while the City Council determines the desired scope, timing, and gathers input from community partners. A question this will pose to the URAC during budget development is how or if to proceed on a downtown parking garage in the absence of a Columbia Lot police facility.

Heights Urban Design & Engineering

MIG made significant progress during the holidays. The team completed multiple tasks. Most notably a traffic study addendum that incorporates ODOT crash data and a public engagement plan. Each of these documents are attached with this staff report. The team also completed a document review and base layer survey of the existing physical environment.

The next step in the project is to schedule a joint Board and Advisory Committee kickoff meeting. Dustin will send an email shortly with a "Doodle Poll" to collect availability. One of the key outcomes for the kick-off meeting is agreement on project charter for the URA Board and Advisory Committee to solidify roles and responsibilities.

Attachments

1. Traffic Study Addendum
2. Heights Public Engagement Plan



MEMORANDUM - DRAFT

DATE: December 11, 2020

TO: Nathan Polanski | MIG
Will Norris | City of Hood River

FROM: Rochelle Starrett, John Bosket | DKS

SUBJECT: Hood River Heights District Urban Design & Engineering Project #20203-000
Existing Traffic Analysis Addendum

The Hood River Heights Urban Renewal Agency is currently exploring opportunities to improve the 12th and 13th Street couplet (OR 281) in the Hood River Heights District. This memorandum supplements the previous traffic analysis memorandum, completed by Toole Design Group¹ with a discussion of historical safety trends, freight traffic patterns, and relevant traffic impact studies from recently proposed development.

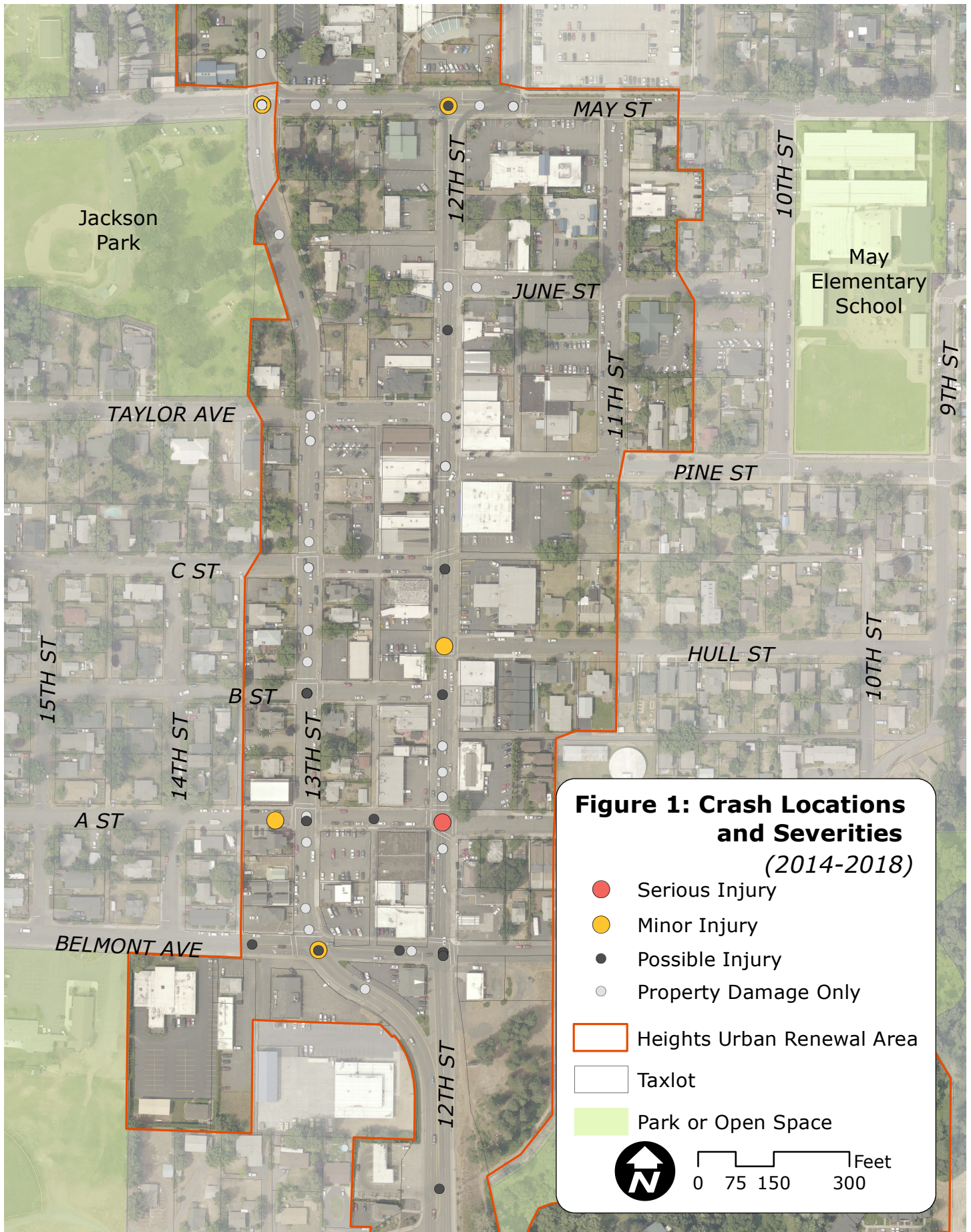
SAFETY TRENDS

The five most recent years of available crash data (2014 to 2018) was obtained from ODOT to identify crash trends in the 12th and 13th Street couplet project area. Between 2014 and 2018, 108 crashes occurred in the study area, an average of approximately 22 crashes each year.

CRASH LOCATIONS AND FREQUENCIES

The locations of crashes that occurred within the study area are shown in Figure 1. Nearly 80% of crashes occurred at intersections in the study area (83 of 108 crashes). Crashes were most common at the intersection of May Street/13th Street, which recorded 27 crashes between 2014 and 2018. The intersections of Belmont Avenue/13th Street, A Street/13th Street, and B Street/13th Street recorded 6 crashes each within the same time period. Crashes are more common on the couplet between Taylor Avenue and Belmont Avenue, on May Street approaching the 12th and 13th Street intersections, and on 13th Street approaching the May Street intersection compared to other local roads within the study area.

¹ Toole Design. *Hood River Heights Urban Renewal Area – Transportation Study*. February 2020.



CRASH TYPES AND CAUSES

Most crashes in the study area were either angle (32%), turning movement (25%), or rear end (19%) type crashes. A total of five crashes involved a pedestrian or bicyclist between 2014 and 2018. The frequency of crash types is summarized below in Figure 2.

All of the angle and turning crashes occurred at unsignalized intersections. Over 65% of the crashes (23 of 35 angle crashes) occurred when a driver did not yield after stopping at the stop sign which indicates poor visibility could be a contributing factor to these crashes. Most turning movement crashes were caused by either an improper turn (12 of 27 turning crashes) or failure to yield (12 of 27 crashes). In total, 6 of the turning movement crashes and 24 of the angle crashes occurred near the intersection of 13th Street/May Street which could be due to the unique geometry at this intersection.

The four most common causes for crashes in the study area were:

1. Failure to Yield (40%)
2. Improper Turn (12%)
3. Following too Close (11%)
4. Passing a Stop Sign (8%)

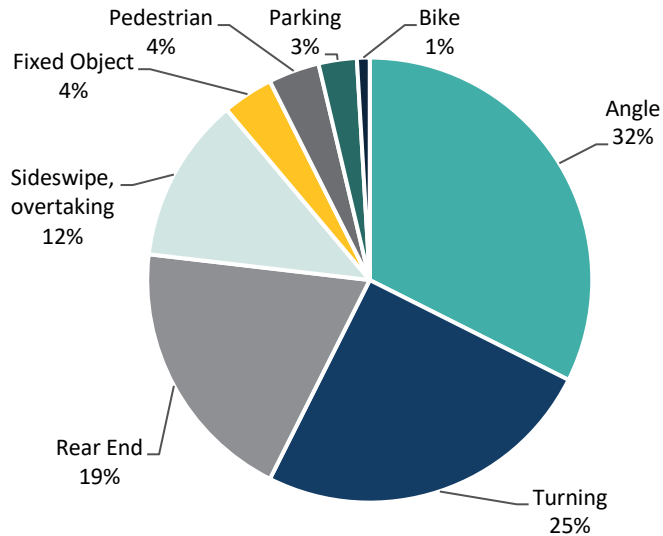


FIGURE 2: SUMMARY OF CRASH TYPES (2014-2018)

CRASH SEVERITY

Crashes that occurred within the study area were generally not severe. Only one crash between 2014 and 2018 resulted in serious injuries while six crashes resulted in minor injuries; no fatalities were recorded in the study area. The majority of crashes resulted in only property damage (69 of 108 crashes) while another 32 crashes resulted in a possible injury. Figure 1 shows the location of all crashes within the study area classified by their severity.

OTHER CRASH FACTORS

Weather was not a significant contributing cause to crashes within the study area. Over 80% of crashes took place during the day (90 of 108 crashes) while over 70% of crashes occurred when it was clear (79 of 108 crashes) or the roadway was dry (78 of 108 crashes). Only 11 crashes were reported during rainy conditions although 14 crashes occurred with wet roadway conditions.

Driver impairment did not play a significant role in study area crashes. Only 3 of 108 crashes involved alcohol use; no crashes involved drug use.

CRASH RISK FACTORS

The existing street system in the study area was also reviewed to identify other risk factors which could lead to crashes. Non-standard intersection geometries at the intersections of 12th Street/May Street and 13th Street/May Street could confuse drivers unfamiliar with the area or lead to risky behaviors. The 12th Street/May Street intersection is actually a pair of two closely spaced offset intersections. The west intersection is controlled by a traffic signal while the east intersection is unsignalized with stop-control for the southbound and westbound approaches. The 13th Street/May Street intersection is a two-way stop control intersection with turn restrictions enforced through a painted median delineated with tubular markers. The westbound right turn is uncontrolled (unless a pedestrian is crossing) while the westbound left turn has a dedicated receiving lane which could confuse drivers on appropriate yielding.

Outside of these spot locations, on-street parking is allowed on the couplet which can decrease visibility for the stop-controlled side streets and could contribute to riskier driver behaviors. Having two through travel lanes on both 12th and 13th Street also creates an opportunity for “double threat” crashes where a stopped vehicle occludes a pedestrian crossing from vehicles in the adjacent travel lane, as illustrated in Figure 3.

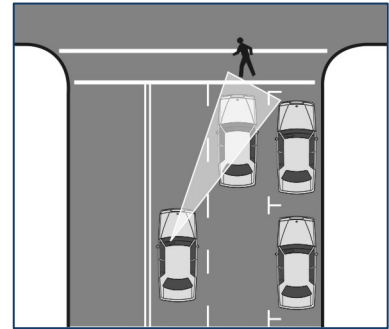


FIGURE 3: ILLUSTRATION OF PEDESTRIAN VISIBILITY OBSTRUCTED BY YIELDING CAR

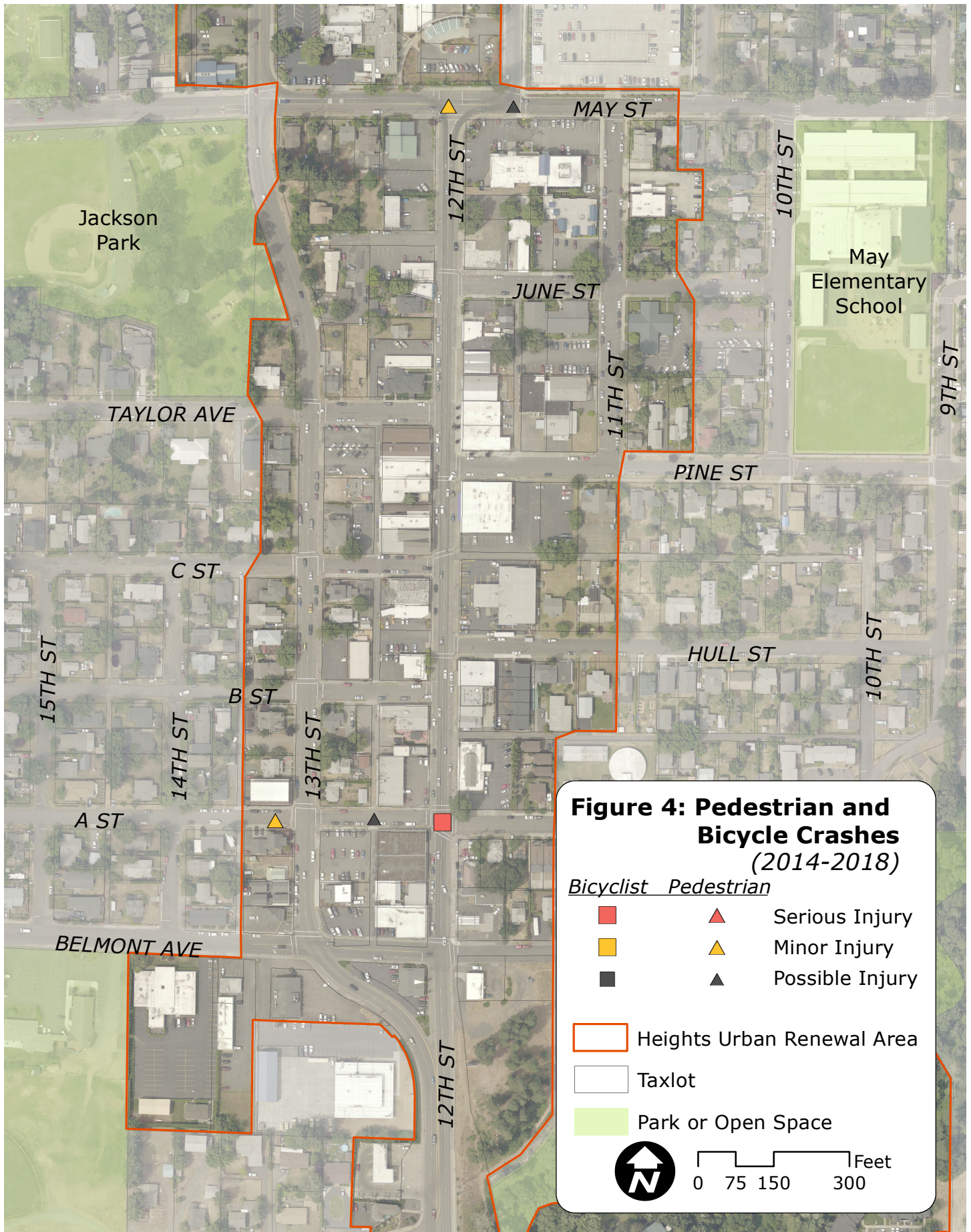
SAFETY PRIORITY INDEX SYSTEM

The Safety Priority Index System (SPIS) is a method developed by ODOT for identifying hazardous locations on and off state highways. The score for each 0.10-mile segment of highway is based on three years of crash data, considering crash frequency, rate, and severity. SPIS then ranks all segments throughout the state by score and identifies the top 5 percent and top 10 percent segments, which are generally prioritized for funding and mitigation. No roadway segments within the project area have been identified as top SPIS locations since 2015.

PEDESTRIAN & BICYCLE SAFETY

Crashes involving pedestrians and bicyclists were also flagged for further review. Between 2014 and 2018, four crashes involved a pedestrian and one crash involved a cyclist, identified below in Figure 4. Two pedestrian crashes occurred at the intersection of 12th Street/May Street and two pedestrian crashes occurred on A Street. The bicyclist crash took place at the intersection of 12th Street/Wilson Street. Contributing factors for each crash are identified below.

Two crashes involving pedestrians were recorded between 2014 and 2018 at the intersection of 12th Street/May Street; both crashes took place during the day. One crash occurred when a vehicle travelling on May Street disregarded the traffic signal and struck a pedestrian in the crosswalk, leading to minor injuries. An icy roadway surface might have contributed to this crash. The other crash occurred at the unsignalized crosswalk on the east leg of the offset intersection at May Street



when a driver failed to yield right of way to a pedestrian in the crosswalk. This crash led to a possible injury.

The crashes involving pedestrians on A Street both occurred midblock. The crash to the west of 13th Street occurred during the day when a vehicle backing out of a driveway struck a pedestrian who was in the roadway. This crash led to a minor injury. A nighttime crash also occurred on A Street between 12th and 13th Street when a pedestrian crossed midblock and was struck by a vehicle travelling on A Street, leading to possible injury.

One crash involving a bicyclist took place at the intersection of 12th Street/Wilson Street. This crash occurred when a vehicle travelling northbound on 12th Street did not yield right of way to a cyclist crossing. Serious injuries were sustained in this crash.

FREIGHT TRAFFIC PATTERNS

Today, OR 281 is not a designated freight route in the Oregon Highway Plan or a Reduction Review Route. Heavy vehicles account for 2.4 percent of traffic on the OR 281 couplet on an average day, or less than 300 trucks per day per direction². Traffic counts collected on September 12, 2019, provide a limited snapshot of freight patterns. These counts indicate that the proportion of freight traffic was higher during the AM peak on OR 281 where heavy vehicles accounted for between 5 and 6 percent of the traffic on the couplet. The existing counts are available as part of the previous traffic analysis completed by Toole Design Group that was previously referenced. Most City streets in the study area do not carry significant volumes of heavy vehicle traffic.

While the amount of freight traffic on OR 281 through the study area is not significantly high, freight vehicles do need to pass through the area and large trucks need to be able to make deliveries to businesses within the Heights. Therefore, freight traffic movement on OR 281 should be considered during the concept development process. Each identified concept should ensure that the proposed intersection geometry can accommodate freight through movements on OR 281, including any turns required to travel along the couplet (*e.g.*, northbound left turn at 12th Street/May Street, westbound right turn at 13th Street/May Street).

Furthermore, any proposed improvements at the intersection of 13th Street/May Street should also consider the existing uphill climb for southbound traffic approaching this intersection. While the construction of a traffic signal at this intersection has been identified as the long-term solution in the city's Transportation System Plan (TSP), it may be challenging for heavy vehicles to stop and start on the steep grade during inclement weather. Therefore, when developing solutions for this location consideration should be given to minimizing southbound vehicle queuing or the need for drivers to stop.

² ODOT. *TransGIS*. <https://gis.odot.state.or.us/transgis/>

RECENT TRAFFIC IMPACT STUDIES

Four recent traffic studies were completed for proposed developments in the vicinity of the study area. Details of the proposed developments and their potential impact on traffic patterns within the study area were reviewed. These developments include:

- **Indian Creek Townhomes** located at 9th Street/9th Court constructed 30 townhouses and 9 single family homes in 2019, which added an estimated 26 PM peak hour trips to Hood River's transportation network. Many of the trips estimated to be generated from this development may have been captured in the 2019 traffic counts collected for the Hood River Heights traffic study.
- **Parkside Mixed Use Development** located at 13th Street/Taylor Avenue will include 1,000 square feet of retail and 32 apartment units with an estimated year of opening in 2021. The proposed development is expected to generate 28 PM peak hour trips.
- **One Community Health** located at 849 Pacific Avenue is planning to construct a new building. This project will replace the existing 16,494 square foot health facility with a 36,500 square foot building, anticipated to open in 2020. The expansion is expected to generate 72 net new vehicle trips during the PM peak.
- **May Street Elementary School** located at 911 May Street was recently replaced to increase the enrollment capacity from 505 students to 650 students. The increase in students was expected to generate 22 PM peak hour trips. The new school opened in Fall 2019, so trips generated from this development are captured in the Hood River Heights Urban Renewal Area traffic study.

In total, these developments are expected to add at least 100 trips to Hood River's transportation system during the PM peak hour which were not previously captured in the 2019 traffic counts used for the Hood River Heights Urban Renewal Area traffic study. Each of these studies did not identify significant transportation impacts due to the development, and in total these trips will not significantly increase traffic on the OR 281 couplet. These studies did reaffirm the need for identified TSP projects at the intersections of 13th Street/May Street, 13th Street/Belmont Avenue, and 12th Street/Belmont Avenue.



memo

to Will Norris, City of Hood River
from Alex Dupey, AICP, Nathan Polanski, PE, MIG
re The Heights Streetscape Plan
(MIG 15174.01): Task 3.1 – Draft Public Involvement Plan
date January 15, 2021

The memorandum identifies the anticipated public engagement, communications, and decision-making process to assist the Hood River Heights community and Hood River Urban Renewal Agency (URA) develop a comprehensive streetscape plan for 12th and 13th Streets. The proposed process described incorporates previous work completed within the projects, and where appropriate, builds upon the results of engagement completed. This document will be updated, as necessary, to reflect engagement outcomes and current conditions.

As with many projects underway, COVID-19 has had a dramatic impact on how traditional public engagement can occur, and while COVID-19 has changed many of the ways we engage with our communities, there are still a number of methods that can be employed to continue project outreach and maintain transparency and robust public input for the project. We expect at some point to meet again in person during the project.

This memorandum identifies the following elements:

- Goals and objectives for public involvement;
- Communications and social media support assumptions;
- Recommendations for managing and updating the project website and online engagement;
- Stakeholder and business meetings;
- Public kickoff event assumptions and expectations;
- Public Open House expectations and establishing an agreement from a diverse group of stakeholders;
- URAB/URAC coordination and anticipated timing; and
- Legislative and Approval Process through Public Hearings

Goals and Objectives for Public Involvement

The design and implementation process for The Heights project incorporates, as applicable, input gathered from initial URAB, URAC, and community engagement over the last several years within the corridor that will inform future engagement activities. The proposed community engagement process will collect and incorporate ideas and input from both stakeholders in the immediate vicinity of the

project and broader engagement from City residents, businesses, and interest groups to create a project that establishes key vision elements and a prioritized implementation strategy for the project area.

ENGAGEMENT GOALS

The goals of the community engagement tasks include the following:

1. **Gather community feedback.** Provide opportunities for input by parties and individuals that are interested in this project.
2. **Provide accessible approaches and tools.** This includes providing translation and interpretation in Spanish for online surveys and in-person events.
3. **Provide varied platforms for participation.** Provide a range of options to engage community members and stakeholders, including online and in-person events.
4. **Track input to maximize outreach.** Track respondent's demographics and areas of interest, as possible, to ensure that a diverse number of community members are being heard.
5. **Generate excitement and community ownership.** Provide materials that show how this project will be implemented over time, building upon the information gathered through community dialogue and technical studies that enhances the areas unique location and character.
6. **Influence and shape the project design so that community fingerprint is maintained on the final approvable product.** Provide transparency in decision-making as recommendations are developed through public input and technical evaluation.

Objectives

The following public engagement objectives are specific, measurable actions that will advance the engagement goals.

1. **Accessibility.** The process should provide community members with diverse abilities and needs multiple opportunities to engage.
 - City sponsored public events will be held in an ADA accessible location, when possible. All opportunities for community input, including online surveys and community workshops, will be made accessible for visually and hearing impaired participants, as needed.
 - As possible, City sponsored public events will be scheduled at times to allow participation by people with a range of different work schedules.
 - Meeting materials will be translated into Spanish. Interpretation at community events will be provided.
 - Maximize accessibility through socially-distanced events online engagement that meets COVID-19 related local and state health guidelines until it is safe to meet in person.
2. **Extent.** The process should involve and inform community members and landowners, businesses, and other stakeholders directly or indirectly associated with the project.
 - Event/survey information will be posted along the corridor, with flyers provided in community places throughout the City and distributed to local businesses for distribution. Flyers will be in Spanish and English.

- Event/survey information will be publicized using the project landing page on the City's website and the City's social media accounts to reach citywide audiences.
 - The total number of participants will be tracked across all outreach activities to measure the number of people reached.
3. **Diversity and Equity in Participation.** The process should engage a range of people that reflects the diversity of interests, ethnicities, incomes, and needs of the Heights District.
- Outreach activities will collect demographic data, where practical, to help assess how well we are reaching community members who are reflective of district and broader Hood River population.
 - Populations of special concern include business and property owners, renters, and residents who speak a language other than English at home. These populations typically do not participate in public engagement processes. The Project Team will coordinate with City staff to identify potential contacts within those communities.
 - All events and online surveys will be provided in Spanish and English.
 - As necessary, the proposed public engagement deliverables may be revised to address community demographics.
4. **Impact.** The public outreach process should inform the design of the streetscape and related implementation recommendations.
- Input on major elements of the project identified through the public engagement efforts will be recorded and presented to City staff, the URAB and URAC.

TARGET PARTICIPANTS

Community engagement tasks are designed to target City residents, neighbors, and businesses along the corridor. While discussions about the Heights have taken on a number of forms over the past several years, this project will be the first comprehensive evaluation of the corridor and is an opportunity to engage and mobilize community members, including those who might not traditionally participate in public planning processes. Accommodations for COVID-19 may have some impact on the timing of outreach to specific group/participants. Modifications due to COVID-19 are described in the following section for each outreach tool.

Potential target participants include:

- City and neighborhood residents
- Employers and landowners fronting 12th and 13th Streets within the project area;
- Police and Fire Departments
- Agencies and/or organizations representing bicycle and pedestrian interests
- Hood River Chamber of Commerce
- The Heights Business Association
- ODOT
- Relevant utilities and other service providers
- Non-English speakers, primarily Spanish-speaking residents, and business owners

- Neighborhood youth and the Hood River School District (focused on Safe Routes to Schools routes)
- Tourists and motorists traveling through the corridor

Communication and Outreach Methods and Tools

The project will develop the following public information materials and methods, described below.

PUBLIC INFORMATION MATERIALS

NOTE: Emphasis will be placed on electronic materials that can be shared and distributed directly to users and easily shared amongst community members.

Project Logo and Brand

MIG will develop a project logo and color scheme for the project that is readily identifiable and can be used for all project deliverables. MIG will also develop templates for presentations and documents.

Project Website

MIG will develop a project landing page using the City's main web platform to develop a project landing page using the project logo and color scheme that provides information about the project and incorporates the following elements:

- Allow users to sign up for project updates, including when new information is posted and for upcoming meetings;
- Provide a project repository of public documents related to the project
- Provide access to online surveys/open houses
- Provide opportunities to comment on the project

MIG will maintain comment logs throughout the duration of the project and will update the website as new project information becomes available during the project, particularly at major milestones and events. The City may at times assist in writing copy for and providing updates to the website.

Project FAQs

MIG will prepare up to three 1-2 page FAQ sheets during major milestones of the project that provides information on the project to date, including key outcomes from public engagement activities and technical analyses. Information included in each FAQ will be determined by the project team and will be translated into Spanish.

Mailing List

MIG will maintain and periodically update a project mailing list with new contact information gathered during the project. MIG will use existing lists to the greatest degree practicable, modified with new contact information. The City will use this information to distribute project information to interested stakeholders.

PROJECT ENGAGEMENT TASKS

NOTE: see proposed modifications expected as a result of COVID-19 for each task (as applicable), below.

Spanish Translation and Interpretation: Next Door will provide Spanish interpretation for public events and focus groups to encourage in-person and online engagement. MIG will provide Spanish translation for online surveys and up to three FAQs.

Direct Stakeholder Outreach along Project Corridor

MIG and The Next Door will coordinate with the City, URAB and URAC to complete up to eight (8) individual or small group meetings with a direct interest in the corridor. The stakeholder meetings may include representatives from local neighborhood and community groups, the Chamber of Commerce, Rotary, development experts, landowners and business owners, and other stakeholders. The City will lead the scheduling of these meetings. MIG assumes that it will complete approximately half of the meetings early in the project, with the remaining meetings completed when corridor alternatives are developed.

The intent of the interviews is to gain information on the state of the corridor, considerations moving forward such as considerations for how to improve The Heights street environment and increase business attraction, retention, and future investment. Up to two meetings will be interpreted in Spanish by Next Door. Interviews are anticipated to take up to an hour each and will be documented with notes from each meeting combined into one summary document.

Anticipated modifications due to COVID-19: Round One meetings will be completed using ZOOM or similar online platform. MIG will coordinate with Next Door to determine if Spanish language meetings should occur virtually, and if so, if additional accommodations are needed to increase participation.

Online Survey: Public Kickoff

Collateral Materials: Prior to the survey release, MIG, with assistance from the City, will develop a “doorhanger” or similar flyer that will be distributed to area businesses and residences adjacent to the project area that provides survey link and contact information. Flyers will be translated into Spanish. MIG will also develop a press release for local media.

MIG will update the project website with meeting information and provide two social media posts for the City’s social media outlets.

Survey Instrument and Organization: MIG will develop a georeferenced online survey for the project that will ask questions about design, safety, accessibility, and other issues pertinent to future design tasks. Consultant will launch the online survey and will constitute the first broad outreach for the project. The survey will be provided in English and Spanish, and will be live for approximately one month. Following the survey, MIG will summarize and evaluate the results, providing a PowerPoint presentation that can be used for project updates with interested parties.

Anticipated modifications due to COVID-19: the online survey was originally anticipated to run concurrently with the in-person project kickoff. To maintain schedule and ensure safety of participants, the project schedule has been modified to launch the online survey individually in advance of in-person meetings.

Public Workshop (Public Event 1):

MIG will organize and facilitate a public workshop, preferably hosted at a location within the project area to discuss streetscape concepts and urban design options. The Next Door will provide in-person Spanish translation services for the workshop.

Collateral Materials: Prior to the public event, MIG, with assistance from the City, will develop a “doorhanger” or similar flyer that will be distributed to area businesses and residences adjacent to the project area that provides survey link and contact information. Flyers will be translated into Spanish. MIG will also develop a press release for local media. A MIG team member will distribute flyers to area businesses and discuss the project prior to the event. MIG assumes this will occur in one day.

MIG will update the project website with meeting information and provide two social media posts for the City’s social media outlets.

Meeting Organization: Prior to the meeting, MIG and The Next Door will develop a meeting organization plan that identifies the major elements, staffing expectations, and responsibilities of the project. The approximate two-hour public workshop will introduce the project, verify visioning from URAC kickoff workshop and provide interactive exercises for meeting participants to identify opportunities and constraints along the corridor. The results of the meeting will be summarized in a PowerPoint presentation that can be used by the URA and/or Consultant for briefings with local neighborhood organizations, Planning Commission and City Council. Consultant assumes that the City will secure the location for the public workshop and assist in facilitating small groups, if necessary.

Anticipated modifications due to COVID-19: This meeting was originally scheduled to be conducted simultaneously with the online survey during Phase 1 of the project. Because of COVID-19, MIG assumes that this meeting will be conducted when it is safe to meet in person. MIG recommends use this in-person meeting to vet district alternatives in Phase 2 or implementation considerations in Phase 3 of the project.

Public Open House (Event 2):

Collateral Materials: Prior to the event, MIG, with assistance from the City, will develop collateral materials similar to those developed for Event 1.

Meeting Organization: MIG will facilitate an open house during Phase 2 of the project that presents the project’s streetscape and urban design concepts and the degree that each concept addresses the project’s evaluation criteria. MIG will develop posters that provide brief project summaries, graphically illustrate proposed concepts, and general timeline of expected next steps. Following the event, MIG will summarize the results in a PowerPoint presentation. Results of this event will be summarized in a manner that identifies project decisions and next steps. Results are expected to be qualitative.

Anticipated modifications due to COVID-19: No changes assumed at this point. Schedule assumes this will occur later in 2021. If social distancing is still required, MIG and the PMT will develop appropriate meeting strategies.

Public Engagement Summary

Upon completion of the public engagement tasks. MIG, with assistance from The Next Door, will summarize the public input in a Public Engagement Kickoff Summary Memorandum. The summary will identify the key information from those meetings, with appendices, as needed, with supporting materials.

PROJECT COORDINATION MEETINGS

URA Board (URAB) and Committee (URAC) Meetings

Note: The following meetings identify potential topics and anticipated attendees. As the project progresses, meetings may be revised to address issues identified during the project.

MIG will attend (either in person or online) and facilitate up to six (6) project specific meeting with the URAC and/or URAB during the project. The City will be responsible for meeting coordination, except if meetings are conducted online, MIG will provide connection/link information and will provide materials and staff the meetings with up to three (3) consultant staff. Within seven (7) days of the meeting, MIG will provide a brief summary memorandum that identifies key outcomes and/or next steps.

Meeting content is assumed to consist of the following:

- Meeting #1 (URAB/URAC): Kickoff workshop to describe project scope, review and approve a draft project charter to identify project roles and responsibilities, and discuss goals. (Phase 1).
- Meeting #2 (URAC): Discuss existing roadway and urban design standards and identify potential opportunities and constraints throughout the corridor (Phase 2).
- Meeting #3 (URAC): Present streetscape/corridor design concepts and level of consistency with the project's parameters, goals, and evaluation criteria that influence the project (Phase 2).
- Meeting #4 (URAB/URAC): Present preferred alternative (developed as part of Task 5, Phase 3).
- Meeting #5 (URAC): Present Draft Concept/Action Plan (developed part of Task 5, Phase 3)
- Meeting #6 (URAB): Present Final Concept/Action Plan (developed part of Task 5, Phase 3).

Prior to Meeting #1, MIG will develop a project charter that will describe the roles, responsibilities group expectations for the URAB and URAC to be distributed in advance of Meeting #1.

In addition to the six meetings outlined above, MIG will provide 15-minute check-ins as the first agenda item at up to twelve URAB meetings via Zoom or another video conferencing platform. URAC members are encouraged to attend the URAB meeting to also receive the update.

Anticipated modifications due to COVID-19: All meetings are assumed to be completed online until approved of larger gatherings are permitted by the City of Hood River and the State of Oregon. MIG and the City will coordinate on a regular basis to determine when in-person meetings are safe.

Schedule The schedule outlined below is preliminary for Phase 2 and 3 and will be updated upon URA approval of Phase 2 and 3 of the project.

	2020	2021												
	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	
Public Engagement Plan	<ul style="list-style-type: none"> Internal review 	<ul style="list-style-type: none"> Draft to city Finalize mid-January 												
Project Website	<ul style="list-style-type: none"> Draft mockup Logos/palette 	<ul style="list-style-type: none"> Logo/palette approval Website review (two weeks) Website live 	<ul style="list-style-type: none"> Update for survey and online open house information 	<ul style="list-style-type: none"> Periodic Updates 					<ul style="list-style-type: none"> Update for survey and open house information 	<ul style="list-style-type: none"> Periodic Updates 				
FAQ			X			X			•		X			
Stakeholder Meetings		<ul style="list-style-type: none"> Draft Stakeholder List Round One business/landowner meetings 							•	<ul style="list-style-type: none"> Round Two business/landowner meetings 				
Press Releases for events/survey		<ul style="list-style-type: none"> Draft and final press release Doorhanger/flyers 	<ul style="list-style-type: none"> Survey Live-periodic email/social media blasts 						<ul style="list-style-type: none"> Draft and final press release Doorhanger/flyers 					

The Heights Streetscape Plan
 Draft Public Engagement Plan

1/15/2021

	2020	2021											
	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
Survey		<ul style="list-style-type: none"> • Internal draft • City Review (one week) • Revisions/ 2nd review (one week) 	• Survey Live	• Close Survey (3/28)	<ul style="list-style-type: none"> • Draft Summary (4/8) • Final Summary 								
Public Workshop							<ul style="list-style-type: none"> • Open house plan • Internal draft of products • City Review (one week) Revisions/ 2nd review (one week) 	• Date TBD Draft Summary					

	2020	2021											
	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
Public Open House								<ul style="list-style-type: none"> • Open house plan 	<ul style="list-style-type: none"> • Internal draft of products • City Review (one week) Revisions/ 2nd review (one week) 	<ul style="list-style-type: none"> • Date TBD • Draft Summary 			
URAC/URAB Meetings (6)			X	X				X		X			X
Public Engagement Summary											<ul style="list-style-type: none"> • Draft Summary Report 	<ul style="list-style-type: none"> • Final Summary 	