



City of Tigard

Tigard Levy and Bond Advisory Task Force Meeting #4 Summary

MEETING DATE/TIME: Thursday, October 19, 2017 6:00-8:30 p.m.

MEETING LOCATION: Town Hall Room (Council Chambers), City Hall
13125 SW Hall Blvd., Tigard OR 97223

Attendees

Task Force

1. Angela Anastasakis
2. Jeff Croke
3. Darlene Dick
4. Wayne Gross
5. Mitch Friedman
6. Holly Koontz
7. Chris Middaugh
8. Alan Miles
9. Cathy Olson
10. Kate Rogers
11. Clifford Rone
12. Erin Scheller
13. Christopher Staggs
14. Carl Switzer
15. Robert Van Vlack
16. Jamie Watson

Council and Staff

Mayor Cook
Councilor Snider
Jared Isaksen
Toby LaFrance
Kim McMillan
Nic Westendorf
Marty Wine
Kent Wyatt
Eric Zimmerman

Consultant Support

Libby Barg
Clark Worth
Casey Hagerman
Noah Siegel

1. Task Force Discussion: “Get Better” Service Priorities – Follow up from Meeting 3

Task Force members were asked to consider two questions ahead of the Task Force meeting: What questions did they have about the top service priorities and were there any on the list they liked best/had concerns about.

- Grow small businesses and jobs in urban renewal districts
- Resilient networks and infrastructure
- New sidewalks
- Improve park maintenance
- More neighborhood parks
- Reserve Officer Program
- Expanded traffic enforcement
- Improve online access to library services
- Reduce red tape and permit wait times

The Task Force completed a written exercise then participated in a group discussion.

What questions do you have about these top service priorities?

Small Business

- This is already in place in the Triangle. Unnecessary as a priority?
- What sort of businesses can we attract?
- Growing small business to equitable business

Network / infrastructure

- Please explain
- How does this benefit small business?
- Why can't we let the market drive the "resilient networks"?
- What is included in "resilient networks and infrastructure"?
- What is the city's role in providing resilient networks and infrastructure? I thought these were provided by private business. Will the City be competing with business?

Sidewalks

- Not a problem – sidewalks are incorporated (by Code) into all new development
- Sidewalk goals – what is the current status?
- How would sidewalk installation be prioritized?

Parks

- Are there private options for funding parking maintenance?
- Are there funds to create more parks vs. maintain what we have?

Reserve Officers

- Explain what's proposed
- Duties of reserve officers vs. full-time?
- What is real value of reserve officer program?

Traffic Enforcement

- Why traffic enforcement instead of congestion?
- Traffic congestion is a regional problem: key facilities in Tigard are owned by county, state, federal government, TriMet
- Funded through other sources – not Tigard's General Fund
- Having more sidewalks and bikeways might help reduce local travel/congestion
- Smart growth/mixed use development could reduce traffic: Orenco Station/MAX example
- Street maintenance is a need and candidate for General Fund support.
- How would traffic enforcement be expanded? Red light cameras, more officers?
- Do we need more traffic enforcement?

Library Access

- How does this work now vs. future?
- Hard copy vs. licensed material?
- Tigard partnerships with other libraries?

- Other online services?
- What’s in jeopardy without increased funding?
- Improved access for disabled/elderly?
- More computers/computer access at the library?
- Library services great.
- I don’t remember discussing improving online access to library services. What I do remember is expanding access to computers/Internet at the library.
- I really don’t understand the online access to library services!

Red Tape

- Can “red tape” be reduced significantly?
- What is permit wait time like? All online?
- What is the current wait for permit times and what will it go to if cut. This seems very “meh” as a priority in my mind so need to show why it matters.

Other Questions/Comments

- Evaluate the efficiency of City employees – do they have enough training and help to work smarter?
- People will want to know which of these they will receive before voting.

Are there any on the list that you like best? Any that concern you?

“GET BETTER” PRIORITIES

+++++	New sidewalks
+++++	Park maintenance
+++++	Expand police patrol
+++++	Traffic congestion
+++++	Grow small business in urban renewal districts; build tax base
+++++	Library access: more computers; online library; maintain hours
++	More parks
+	Reduce red tape/permit wait (combine with grow small business)
	Resilient networks/infrastructure (combine with grow small business)

(Task Force member priority: +)

Worksheet notes

- Public safety: new sidewalks, park maintenance, reserve officer program, expanded traffic enforcement
- Likes: New sidewalks, expand traffic enforcement, reduce red tape and permit wait times.
- New side walks
- I like new sidewalks the best. They will improve safety, walkability, and quality of life.
- New sidewalks fit the vision of making Tigard more walkable. Would prefer to upkeep existing parks. Concerns about costs of building more future-proof networks. How to decide what to invest in.

- More neighborhood parks, new sidewalks, more library services
- Improve park maintenance – 1 FTE (7 to 8) in last 15 years/land grew by 62%
- Acquire neighborhood parks when opportunity arises (we own – undeveloped) 6 need to acquire.
- Concerns: neighborhood parks are expensive to maintain. Let the market drive new business in the triangle!
- Concerns: more parks
- Like: new sidewalks (for schools), park maintenance, urban renewal district, access to library, services (go to the budget committee meetings).
- Growing business
- Resilient networks and infrastructure
- Resilient networks and infrastructure will be a hard sell unless we have corresponding business input that says w/o high quality networks they won't locate in Tigard. Need to quantify the opportunity/potential loss
- Thoughts on buckets for recommendations
 1. Grow small business (frame what the needed are)
 - Robust networks/infrastructure
 - Reduce red tape
 - Reduce congestion/sidewalks/add traffic
 2. Safety
 3. Parks

2. Task Force Discussion: Public Engagement on Funding Issues and Solutions

The Task Force also completed a written exercise then participated in a group discussion on public engagement.

Who are the people or organizations who will be most interested?

- Businesses
- Chamber
- Churches
- Civic Groups
- Downtown business association
- Downtown businesses
- Event goers
- Families with school age children
- Services organizations /Kiwanis, Optimists, etc.
- Library users
- Local business owners – potential small businesses
- Moms Groups

- Neighborhoods/HOAs
- Parents
- Parks – youth sports leagues
- Property owners and businesses would be most impacted. Rents could increase over time. Library patrons.
- Research groups/interests
- Retires / seniors / retired community
- School PSOs
- Schools
- Sidewalks: school district; seniors; commercial districts
- The elderly people on fixed incomes will want to know where their money is going! Lower income families need to know what services they will receive or keep, and not lose. The increase in their property taxes.
- The people most interested will be those who directly benefit. But we need to reach out to those who think they will not benefit and convince them they do. Older residents will ask themselves, “what’s in it for me?” We need to educate and inform.
- Those who lose services or have been educated on what they will lose if services are gone. Everyone: schools, churches
- Young families

What are the best communication methods for reaching them?

- “Get inside public consciousness”
- Good question and I don’t have a good answer. A good media campaign where as many forms of media are used – The Times, Tigard Life, Facebook, Tigard newsletter, televised city council meetings.
- Attend meetings with Q&A
- City newsletter
- Community meetings
- Direct mail
- Door knocking / door to door
- Events in parks and library, movies in park
- Facebook posts/updates
- Flyers at library
- Get in their newsletters
- Go to local schools and meet with PTA; promote at schools/sports events
- Graphic displays
- Hold open house at Chamber of Commerce, Rotary clubs to discuss business growth needs/opportunities
- Informational signage: “no sidewalks”
- Media coverage

- Neighborhood groups
- News outlets and city events/meetings. Informational meetings need announcement.
- Partner staff with public advocate
- Present at library and offer Q&A sessions
- Presentations in-person
- Public education: “so you can decide”
- Public TV, Facebook, social media
- Q&A events at school and community HOAs! Mailing information has a tendency of getting lost and end up in the recycle.
- Sign waving, banners
- Social media/bloggging/email campaign/Facebook/Nextdoor
- Success stories in other towns that passed ballot measures
- Through schools and senior groups
- Tigard Times articles; op-eds; letters to editor
- Tigard website and newsletter
- Voters pamphlet?
- Youth sports leagues have websites; a link to the City of Tigard webpage may produce more traffic.

Who is the best messenger?

- Champions/thought leaders for funded services
- City Councilors, Mayor, city manager, Chamber of Commerce
- City management but need to deliver the message with tact and keep it open ended.
- City staff
- City staff along with key community members! City staff should be prepared with answers and not “we will get back to you” type of answers!
- City staff supported by citizen advocates
- City staff, volunteers, council, state and county and Metro elected officials. Residents. Former mayors. Former/current school board members.
- Community leaders/organizations
- Educated members of the Task Force
- Elected officials
- Fellow citizens
- Fire Department
- Former school superintendent
- HOAs
- Law enforcement: police chief, officers

- Let the levy team participate at presentations and Q&A events. Pair them with City officials/finance groups (budget volunteers) to help answer fine points of money discussions.
- Local business
- Local personalities: e.g., HS football coach
- Local, grass roots leadership
- Mayor?
- Mayors/City Council (present and former)
- Non-council citizens (committee members: need credibility)
- Parks users
- Partner with Chamber, Rotary and schools/library
- Political action committee
- Preschool parents
- Private money to help finance a campaign.
- PTAs/Educational organizations
- Rotary/civic groups
- Rotary/HOA/Community leaders
- School Board: present/former
- Task Force
- Teachers
- Those who know what will be lost – grass roots style
- Trust for public lands
- Urban land institute

What is your best advice to Tigard? Are you willing to help the City engage the community?

- “Make it personal”
- Address problem issues: e.g., PBRs
- Appeal to the citizens with the ability to influence change.
- Be clear, to the point and have the answers to the public’s questions! Consistent messaging/talking points
- Early education focusing on services
- Educate/inform undecided voters
- Ensure money goes to promised services: accountability
- Express the desire to improve the city but be honest about backlogged projects.
- Find out who votes; target frequent/likely voters
- Hillsboro renewed LOT in May – 80% in favor

- Let the City know what you've managed to keep going without increases and partner with the Task Force and local big groups and other community members to present needs.
Yes, I am definitely willing!
- Maybe have a forum that is published where residents can say how lack of services will affect them. People can read it and comment and be engaged Does the city have access to a blog where residents can comment?
- Need passionate, committed champions
- No threats
- Position messages as education so that citizens can make well-informed decisions.
- School District Bond vote – lesson learned?
- Show local impacts (neighborhood level)
- Spread the message in as many ways as possible. Go to the people – don't wait for them to come to the City.
- Talk to other cities about how did they pass LOT Sherwood on Nov. ballot
- Yes, I am willing to help.
- Yes, I would be willing to help.
- I am willing to help!
- I am willing to help engage with the community.