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*Sustaining Quality of Life in the Southern Willamette Valley*

October 27, 2004

**TO: Lane County Board of Commissions and Planning Commission**

**FROM: Carol Heinkel, Project Manager**

**SUBJECT: Region 2050 Status Report**

This meeting is an opportunity for the Lane County Board of Commissioners and Planning Commission to hear about and comment on Region 2050, a voluntary, collaborative long-range planning process to improve and sustain quality of life in the Southern Willamette Valley. Carol Heinkel, LCOG Region 2050 project manager, is requesting this meeting on behalf of the Region 2050 participants. The meeting is part of a process now underway to check-in with all planning commissions and elected bodies in the region. The Regional Technical Advisory Committee and Regional Policy Advisory Board are gearing up for a public outreach campaign, including town hall meetings in each of the 10 cities in the region and outreach to rural areas. At this time, LCOG seeks feedback on the project, including the attached *Regional Goals and Objectives* and *Public Outreach and Involvement Plan Outline*. More specific, interactive public outreach is targeted to occur early next year.

## **BACKGROUND**

### **County Action History**

In July 1999, the Lane County Board of Commissioners adopted a resolution "supporting the concept of a coordinated growth management strategy for the Southern Willamette Valley region and LCOG's pursuit of funding to support strategy development." The same resolution was adopted by the cities of Coburg, Cottage Grove, Creswell, Eugene, Junction City, Lowell, Oakridge, Springfield, Veneta, and Westfir. Each of these local governments has appointed elected officials to serve on the Regional Policy Advisory Board and management or planning staff to serve on the Regional Technical Advisory Committee to guide the process. Commissioner Don Hampton, Region 2050 Policy Advisory Board Chair, and Commissioner Peter Sorenson are the Lane County Board representatives on the Policy Advisory Board.

In March, 2000, Region 2050 began as a Collaborative Regional Problem Solving Project (RPS), a program authorized by state law and administered by the Department of Land Conservation and Development (DLCD). RPS establishes guidelines for achieving consensus among local governments and state agencies to create solutions that may not necessarily meet the letter of administrative rules as long as all participants agree. Region 2050 is one of four RPS projects now underway in Oregon.

## **Policy Issues**

The Regional Strategy, to be submitted to the Lane County Board for adoption, will reflect regional agreement on the distribution of population and employment each city agrees to serve over the next 50 years as well as goals, objectives, and actions in the following seven categories: land use and development, housing, economy, transportation, the environment, community facilities and services, and education. The Goals and Objectives unanimously approved by the Regional Policy Advisory Board are attached.

Key policy questions to be addressed in the Strategy are:

1. What population and employment levels will each city accommodate over the next 50 years?
2. How and when will this growth be accommodated, i.e., through redevelopment and appropriately timed and strategically located urban growth boundary expansions and designated urban reserve areas (note: urban reserves are areas designated for expansion of the UGB to serve development beyond the 20 year planning period up to 50 years)?
3. How can the local governments in the Southern Willamette Valley partner with state agencies to manage growth at the regional level in a manner that sustains and improves quality of life in the region?
4. How can the proposed public outreach strategies be implemented in a way that effectively engages citizens, businesses, and other interests in the process?

## **OTHER BACKGROUND INFORMATION**

Please refer to the attachment, *Alternative Regional Growth Scenarios Concepts and Evaluation*, for detailed background on the project and current status. At the meeting, staff will present a slide show with preliminary results of the evaluation of alternative growth scenarios and will discuss the next steps in the process, including the public outreach process. Please refer to the attached *Public Outreach and Involvement Plan Outline* for information on the proposed public involvement strategy.

## **Timing**

The Lane County Board of Commissioners and Planning Commission will be invited to participate in interactive workshops in early 2005. A Preferred Regional Growth Strategy will be developed in the Spring of 2005 and subsequently submitted to the City Councils and County Board as part of the Regional Strategy.

## **STAFF RECOMMENDATION**

There is no staff recommendation at this time.

## **SUGGESTED MOTION**

No action is requested.

## **ATTACHMENTS**

- A. Alternative Regional Growth Scenarios Concepts and Evaluation
- B. Regional Goals and Objectives
- C. Alternative Regional Growth Scenarios: Public Outreach and Involvement Plan Outline  
November 30, 2003

## **FOR MORE INFORMATION**

Staff Contacts:       Stephanie Schulz, Lane County Planner  
                              Carol Heinkel, LCOG Principal Planner, 682-4107



# **ATTACHMENT A ALTERNATIVE REGIONAL GROWTH SCENARIOS CONCEPTS AND EVALUATION**

Spring 2004

Three alternative regional growth scenarios are now being evaluated as part of Region 2050. This paper describes Region 2050 and the evaluation process.

## **WHAT IS REGION 2050?**

Region 2050 is a voluntary, collaborative effort to improve and sustain quality of life in the Southern Willamette Valley over the next 50 years. Region 2050 began in the summer of 1999 with the adoption of formal resolutions by the Lane County Board of Commissioners and the City Councils of Coburg, Cottage Grove, Creswell, Eugene, Junction City, Lowell, Oakridge, Springfield, Veneta, and Westfir. The resolutions endorsed the concept of developing a Regional Growth Management Strategy and defined the forum for the dialogue among the regional partners.

Each local government has appointed elected officials to serve on the Regional Policy Advisory Board which guides the Region 2050 process. A Lane Transit District (LTD) Board member and staff from the Governor's office also sit on the Policy Board. Region 2050 is staffed by a Regional Technical Advisory Committee (RTAC) comprised of the managers and planners from the eleven local governments, LTD, local utilities, the Department of Land Conservation and Development, other state agencies, and the League of Women Voters. For more information about Region 2050, please refer to the web site [www.REGION2050.org](http://www.REGION2050.org).

## **EXPECTED OUTCOMES**

The result of the Region 2050 process will be a Regional Growth Management Strategy that is submitted to the eleven local governments and state agencies for endorsement. The strategy will set out the population and employment each agrees to serve over the next 50 years. It will also contain a set of goals, objectives, and actions to maintain and improve quality of life.

Likely implementation actions are changes to local comprehensive plans, including urban growth boundaries (UGBs – a 20 year land supply) and Urban Reserves ( a 50-year land supply), ordinances, and codes, and intergovernmental agreements. The 2050 population targets in the strategy will be used to arrive at the coordinated 20-year population projections for UGBs, as adjusted to reflect projections for non-Region 2050 cities and rural lands outside the Southern Willamette Valley region. Other possible

outcomes are a Regional Economic Development Plan, a regional vision for parks and open space (beyond the metro region), regional facility planning, and critical technical assistance for K-12 education. A regional transportation model is now being developed that will help this region develop in a way that minimizes the impacts of inter-city travel seen in larger, more mature metropolitan areas.

## **THREE ALTERNATIVE REGIONAL GROWTH SCENARIOS**

A detailed description of the scenarios and the assumptions used to develop them are contained in the report: *Alternative Regional Growth Scenarios*, October 9, 2003 (<http://www.region2050.org/pdf/meetings/102003/AltScenarios.pdf>). Wall-size computerized maps of the scenarios are available for viewing at Lane Council of Governments, 99 East Broadway, Suite 400, Eugene, Oregon 97401. Graphic depictions of the scenarios are attached along with tables that show the distribution of population and employment, densities, and land expansion areas in the three scenarios. The attached graphic maps are in black and white and do not have a legend. For color versions of the maps that show the legend, please refer to the web site <http://www.region/www.Region2050.org>.

### **Compact Urban Growth**

In the Compact Urban Growth Scenario, the region would develop at the highest concentration practical, given anticipated market forces. The regional distribution of growth is similar to today, with most of the growth occurring in the metro cities. Development is more compact than planned today and growth is mostly concentrated at higher housing and employment densities in Eugene and Springfield, including UGB expansion areas. The rural communities of Goshen, Pleasant Hill, and Alvadore become part of the metro UGB in this scenario and the rest of the rural area outside UGBs stays pretty much the same as it is today.

### **Satellite Communities**

In the Satellite Communities Scenario, a much greater share of the housing and employment growth is distributed among the small cities. Similar to today, the small cities develop at small town housing and employment densities which are lower than Eugene and Springfield. The three rural communities in closest proximity to the metropolitan area - Alvadore, Goshen, and Pleasant Hill - become "growth centers" because they grow to a size and have housing densities similar to small cities.

### **Rural Growth**

In the Rural Growth Scenario, growth is distributed throughout the region on rural residential lands inside rural communities – on one acre lots, and outside rural communities – on two acre lots. Houses are also built on two acre lots on farm and forest lands that are of lower quality and/or less suitable for farm or forest use. The population of the rural area more than doubles in this scenario. There are also more

jobs in the rural area and in the metro cities where these rural residents will access goods, services, and work.

## **WHAT ARE ALTERNATIVE GROWTH SCENARIOS?**

Alternative growth scenarios are a tool to facilitate agreement about the use of land resources at a regional level. The scenarios provide critical information for local officials to help them agree on a Preferred Growth Scenario that best meets the region's development needs while preserving important natural resources and environmental quality over the next 50 years. Together with the results of the public outreach on the scenarios, the evaluation of the scenarios in this phase of Region 2050 will inform the development of a Preferred Growth Scenario and regional goals, objectives, and actions for the agreed-upon 2050 Regional Growth Management Strategy.

The Region 2050 alternative growth scenarios present three different ways growth can be concentrated and distributed at the regional level and provide a basis for an evaluation and public feedback. The final or "preferred" growth scenario that will be incorporated into the Regional Growth Management Strategy will most likely be a hybrid scenario that contains elements of all three of these alternatives.

## **WHERE DID THE SCENARIOS COME FROM?**

In March, 2003, experts in the following seven fields worked in small groups to devise their vision for the region from the perspective of their area of expertise: land use, housing, the economy, transportation, natural resources, community facilities and services, and education. This resulted in seven "regional vision maps." Staff worked with the RTAC and Policy Board to identify the common elements among these seven maps and to highlight unique elements in three alternative growth scenarios. The Regional Policy Advisory Board unanimously approved these scenarios for evaluation and public outreach on October 9, 2003. Please see the web site for the *Regional Growth Scenarios Workshop Report*, April 29, 2003 for more information:  
<http://www.region2050.org/pdf/meetings/062003/AlternativeGrowthScenarios.pdf>

## **HOW ARE THE SCENARIOS EVALUATED?**

The evaluation of the three alternative regional growth scenarios is based on criteria developed from Regional Goals and Objectives unanimously approved by the Regional Policy Advisory Board in the following seven quality of life categories:

1. Land Use
2. Housing
3. Economy
4. Environment
5. Public Facilities and Services
6. Transportation
7. Education

## REGIONAL GOALS

**Land Use and Development:** Promote land use and development patterns that sustain and improve quality of life in the Southern Willamette Valley, maintain each community's identity, facilitate economic development, and conserve and manage natural resources.

**Housing:** Seek to ensure that each community has an adequate variety of housing types to meet the needs of residents.

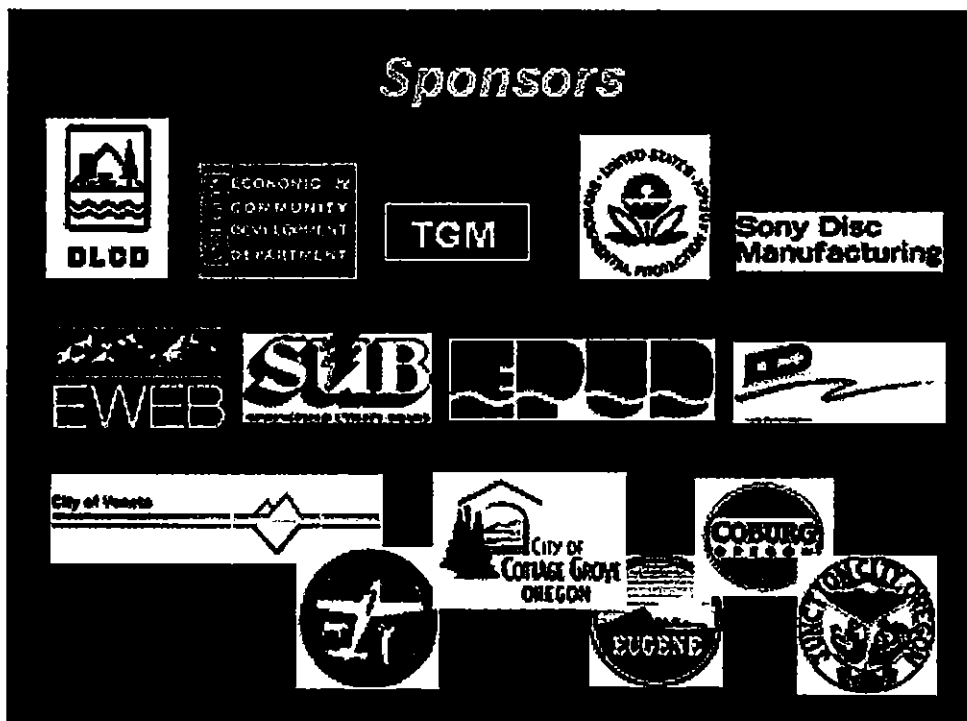
**Economy:** Promote a diverse regional economy in the Southern Willamette Valley that facilitates access to quality employment, goods, and services throughout the region, while recognizing the unique advantages of each community.

**Natural Resources:** Protect, restore, manage, and enhance important natural resources and open spaces, and maintain high quality air, water, and land resources in the Southern Willamette Valley.

**Community Facilities and Services:** Develop a regional approach to facilitate the efficient provision of infrastructure and community services in the Southern Willamette Valley in conformance with the desires of each utility and district.

**Transportation:** Develop and maintain transportation systems in the region while improving transportation choice and air and water quality.

**Education:** Develop a regional strategy to improve and maintain access to high quality educational services throughout the region.



**DRAFT**  
**Population and Housing Densities in Year 2000 and**  
**Year 2050 Alternative Growth Scenarios**

			Compact Urban Growth Scenario		Satellite Communities Growth Scenario		Rural Growth Scenario	
	2000 Population	2000 Net Units Per Acre	2050 Population	Net Units Per Acre	2050 Population	Net Units Per Acre	2050 Population	Net Units Per Acre
<b>UGBs</b>								
Eugene	160,514	6.0	252,689	7.4	212,248	7.0	193,393	6.9
Springfield	61,989	6.4	112,103	7.1	83,800	7.2	84,102	7.1
Coburg	969	4.8	5,827	8.1	5,984	8.1	5,878	8.2
Cottage Grove	8,890	5.0	16,148	6.7	26,501	6.8	14,723	6.7
Creswell	3,909	4.9	14,920	6.3	22,858	6.8	5,795	5.6
Junction City	5,858	6.3	9,128	6.7	12,524	6.1	8,465	6.3
Lowell	857	3.6	2,368	3.7	2,845	3.6	2,359	3.7
Oakridge	3,246	3.5	7,895	6.1	13,939	5.8	7,136	5.3
Veneta	2,755	4.0	14,110	5.3	24,016	5.9	10,002	5.0
Westfir	287	2.5	546	3.7	564	3.9	544	3.7
<b>Growth Centers</b>								
Pleasant Hill	543	0.4			11,777	6.6		
Goshen	230	0.2			10,180	9.9		
Alvadore	309	0.7			16,027	6.3		
<b>Total UGBs/Growth Centers</b>	<b>249,274</b>	<b>3.5</b>	<b>435,734</b>	<b>7.1</b>	<b>443,263</b>	<b>6.9</b>	<b>332,397</b>	<b>6.8</b>
<b>Total Rural</b>	<b>56,733</b>	<b>0.4</b>	<b>27,766</b>	<b>0.3</b>	<b>20,237</b>	<b>0.2</b>	<b>131,103</b>	<b>0.5</b>
<b>Regional TOTAL</b>	<b>306,007</b>	<b>1.4</b>	<b>463,500</b>	<b>5.3</b>	<b>463,500</b>	<b>3.1</b>	<b>463,500</b>	<b>1.7</b>



**DRAFT**  
**Employment and Employment Densities in Year 2000 and**  
**Year 2050 Alternative Growth Scenarios**

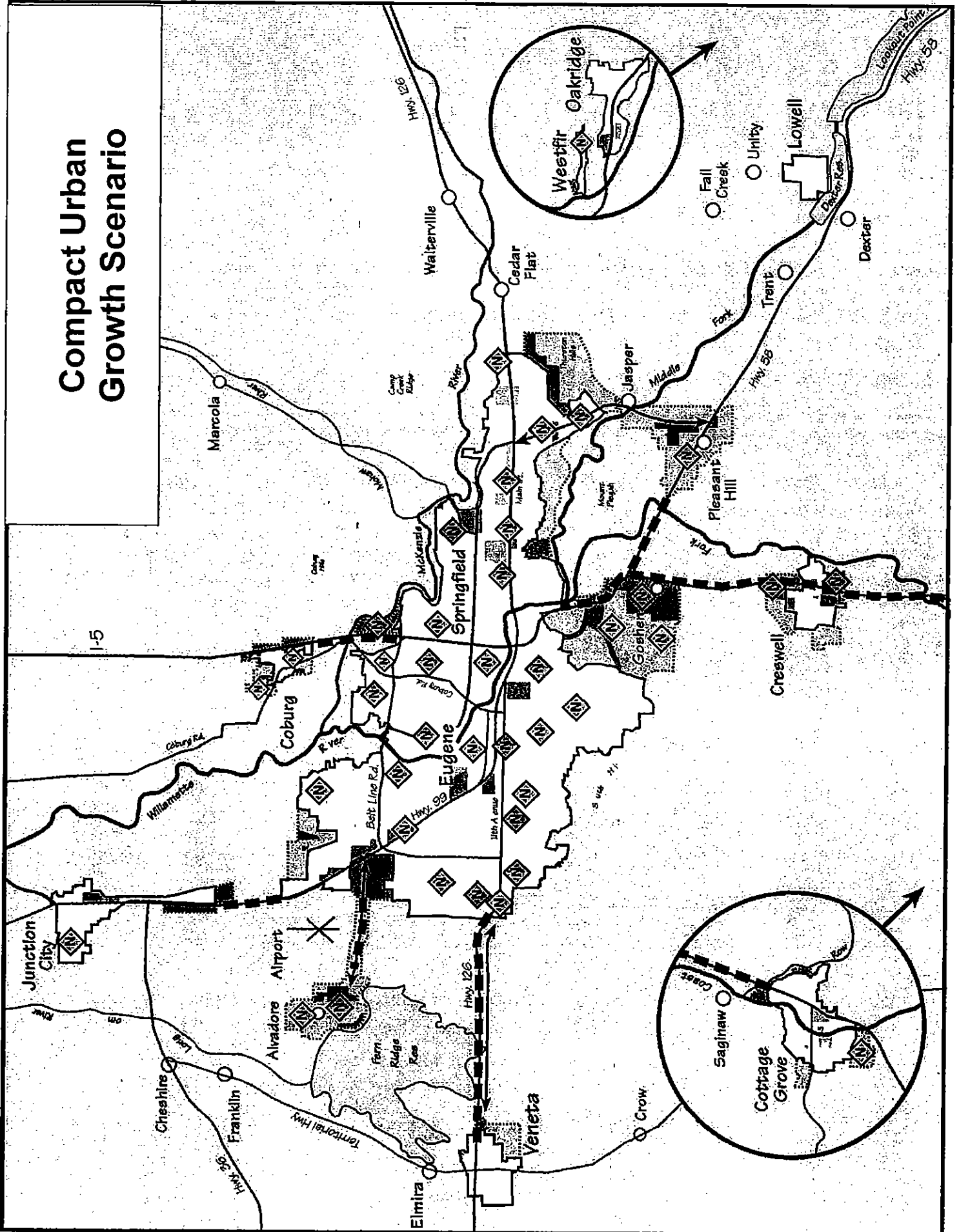
			Compact Urban Growth Scenario		Satellite Communities Growth Scenario		Rural Growth Scenario	
	2000 Employment	2000 Emp Per Acre	2050 Employment	Net Emp Per Acre	2050 Employment	Net Emp Per Acre	2050 Employment	Net Emp Per Acre
<b>UGBs</b>								
Eugene	88,743	14.1	117,346	15.1	88,833	13.3	100,307	14.1
Springfield	22,488	7.1	42,092	12.7	39,101	11.4	43,189	12.2
Coburg	3,717	7.9	5,340	17.8	5,293	17.7	5,468	18.9
Cottage Grove	3,305	4.9	10,852	18.8	12,883	16.3	11,247	19.6
Creswell	1,054	5.8	9,686	20.8	14,503	17.7	7,694	19.5
Junction City	3,148	10.8	10,157	10.7	13,367	16.8	11,448	15.6
Lowell	157	6.8	289	19.7	1,135	21.5	930	21.3
Oakridge	711	2.8	3,218	10.0	6,798	10.5	4,960	12.2
Veneta	620	5.2	5,240	19.5	10,207	21.6	5,797	18.5
Westfir	4	0.3	95	7.7	94	7.7	97	7.7
<b>Total UGBs</b>								
<b>Growth Centers</b>								
Pleasant Hill					2,313	22.0		
Goshen					6,853	14.6		
Alvadore					2,937	20.7		
<b>Total UGBs/Growth Centers</b>	<b>123,947</b>	<b>9.9</b>	<b>204,316</b>	<b>14.6</b>	<b>204,316</b>	<b>13.9</b>	<b>191,137</b>	<b>14.2</b>
<b>Total Rural</b>	<b>10,684</b>		<b>10,684</b>	<b>5.8</b>	<b>10,684</b>	<b>5.0</b>	<b>23,863</b>	<b>5.2</b>
<b>Regional Total</b>	<b>134,631</b>		<b>215,000</b>	<b>13.1</b>	<b>215,000</b>	<b>12.5</b>	<b>215,000</b>	<b>12.2</b>

**DRAFT**  
**Land in Urban Growth Boundaries (UGBs) and Growth Centers**  
**in Year 2000 and Year 2050 Alternative Growth Scenarios**

UGBs	Compact Urban Growth Scenario				Satellite Communities Growth Scenario			Rural Growth Scenario*		
	2000 UGB	2050 UGB	Additional Acres From 2000	% Increase From 2000	2050 UGB-Growth Center Area	Additional Acres From 2000	% UGB Increase From 2000	2050 UGB	Additional Acres From 2000	% Increase From 2000
Eugene	28,398	36,457	8,059	28%	31,588	3,190	11%	30,853	2,455	9%
Springfield	11,939	17,480	5,541	46%	13,740	1,801	15%	13,740	1,801	15%
Coburg	451	1,045	594	132%	1,118	667	148%	1,056	605	134%
Cottage Grove	2,226	2,544	318	14%	3,562	1,355	61%	2,380	154	7%
Creswell	994	1,737	743	75%	2,899	1,905	192%	1,201	207	21%
Junction City	1,685	2,219	534	32%	2,390	705	42%	1,909	224	13%
Lowell	412	453	41	10%	573	161	39%	490	78	19%
Oakridge	1,188	1,255	67	6%	2,499	1,311	110%	1,375	187	16%
Veneta	1,386	1,900	515	37%	3,041	1,655	119%	1,562	177	13%
Westfir	169	218	49	29%	218	49	29%	218	49	29%
<b>Growth Centers</b>										
Pleasant Hill					1,235	1,235				
Goshen					1,157	1,157				
Alvadore					1,704	1,704				
<b>Total UGBs/Growth Centers</b>	<b>48,849</b>	<b>65,309</b>	<b>16,460</b>	<b>34%</b>	<b>65,745</b>	<b>16,896</b>	<b>35%</b>	<b>54,785</b>	<b>5,937</b>	<b>12%</b>

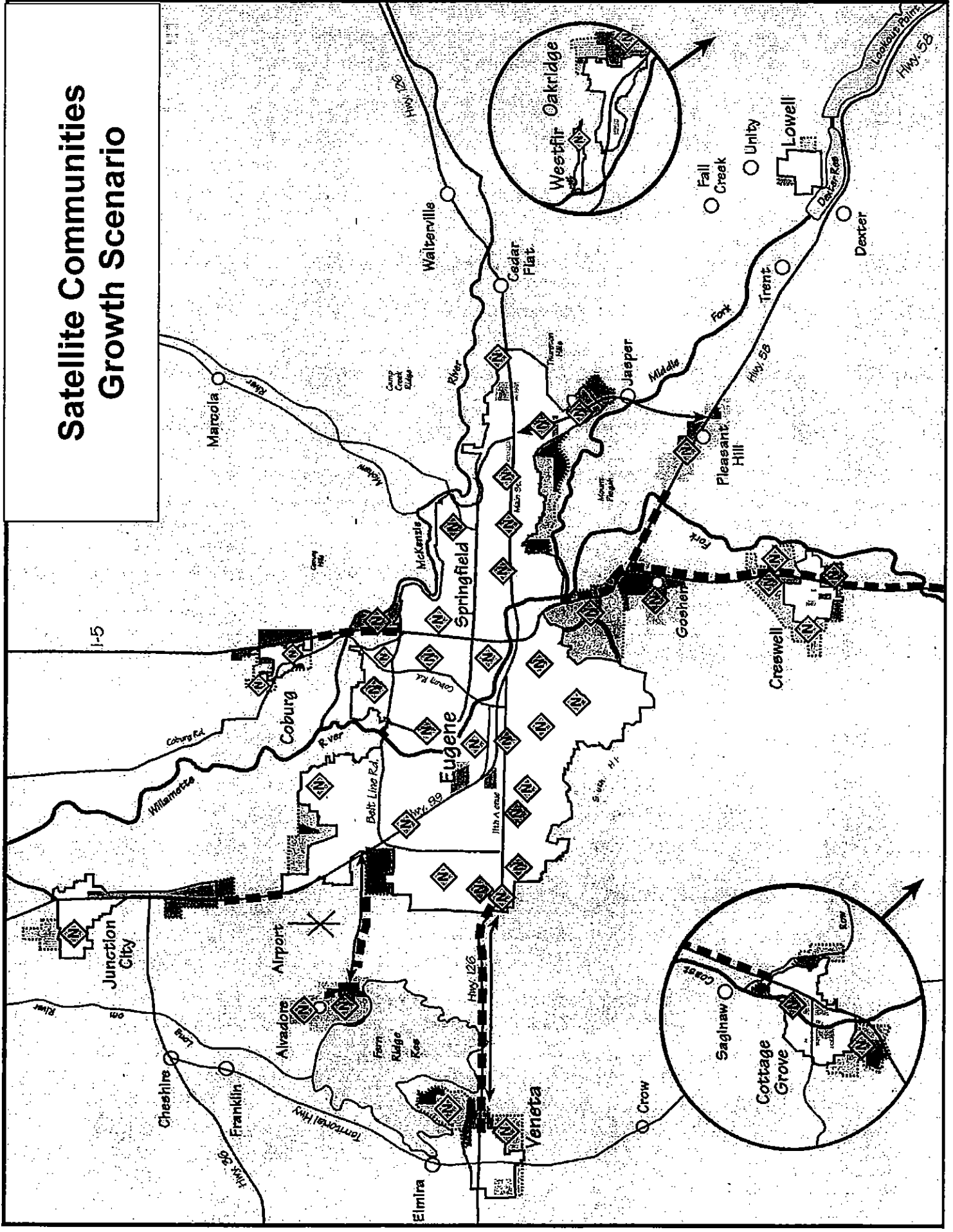


# Compact Urban Growth Scenario



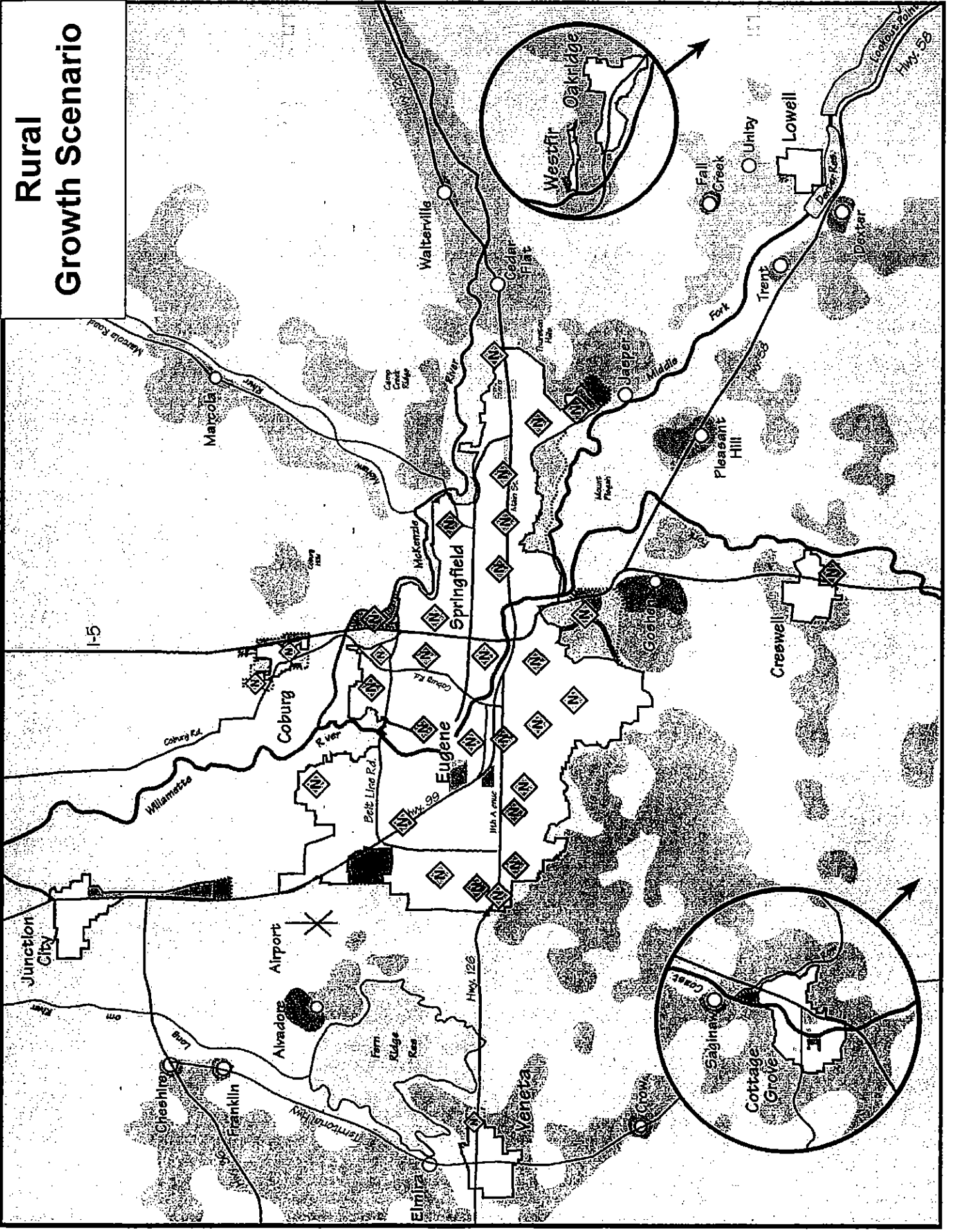


# Satellite Communities Growth Scenario





# Rural Growth Scenario





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**Last Saved: October 25, 2004**



*Sustaining Quality of Life in the Southern Willamette Valley*

**ATTACHMENT B**  
**REGIONAL GOALS AND OBJECTIVES**



**Regional Strategy Goal and Objectives**

Approved by the Regional Policy Advisory Board  
October 24, 2001

**Goal**

Region 2050's goal is to improve and sustain the region's quality of life by building regional consensus among public and private interests on goals, objectives, and actions in seven inter-dependent quality of life categories:

1. Land Use and Development Patterns
2. Natural Resources, Open Space and the Environment
3. Community Facilities and Services
4. Jobs and the Economy
5. Housing
6. Transportation
7. Education

**Objectives**

1. Maintain the autonomy of the local jurisdictions in any regional strategies.
2. Pursue an integrated approach that addresses the inter-relationships among the six categories.
3. Value the interests of all local governments in the region by using consensus decision-making processes requiring unanimous consent of all Policy Board members present.
4. Achieve grass-roots support for proposals through a public education and outreach program and stakeholder process designed to facilitate understanding of the issues, conditions, possible futures, choices, and trade-offs.
5. Evaluate proposals based on consideration of current and possible future conditions such as economic, technological, financial, ecological, and social equity.
6. Identify regional needs, compare community visions with regional needs, identify gaps and conflicts, develop an action plan, and review periodically.



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## Land Use and Development Patterns Goal and Objectives

Approved by the Regional Policy Advisory Board  
October 24, 2001

### Goal

Promote land use and development patterns that sustain and improve quality of life in the Southern Willamette Valley, maintain each community's identity, facilitate economic development, and conserve and manage natural resources.

### Objectives

1. Identify the appropriate future distribution of population and employment throughout the region based on the vision of the region and the individual communities.
2. Provide employment opportunities, affordable housing choices, open space and natural areas, and access to goods and services.
3. Promote efficient use of land and limit adverse impacts on environmentally sensitive lands. *Implementation Action:* Encourage redevelopment and increased densities in cities where necessary and desired.
4. Identify regional strategies that support downtown revitalization in all cities.
5. Maintain rural community identities and protect productive farm and forest lands.
6. Consider rural residential development patterns and needs.
7. Develop a regional strategy to maintain and improve access to community, recreational, and cultural services.



# **REGION 2050**

*Sustaining Quality of Life in the Southern Willamette Valley*

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## **Natural Resources, Open Space, and the Environment Goal and Objectives**

Approved by the Regional Policy Advisory Board  
October 24, 2001

### **Goal**

Protect, restore, manage, and enhance important natural resources and open spaces, and maintain high quality air, water, and land resources in the Southern Willamette Valley.

### **Objectives**

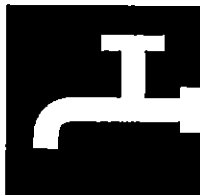
1. Develop and implement a vision for regional natural resources and open space that protects and connects valuable farm and forest lands, wetlands, surface and ground water resources, wildlife habitat, and opportunities for recreation.
2. Sustain and improve air quality throughout the region.
3. Develop a regional approach to restoring and protecting endangered and threatened plants and animals. Work to prevent sensitive species from becoming threatened or endangered.
4. Minimize the loss of important natural resources, unique habitats, and open spaces as development occurs.
5. Mitigate environmental impacts, and impacts to important natural resources, where some impact is unavoidable.
6. Provide adequate facilities throughout the region to meet existing and future recreational needs.
7. Foster increased environmental sensitivity and stewardship through public education.



# **REGION 2050**

*Sustaining Quality of Life in the Southern Willamette Valley*

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## **Community Facilities and Services Goal and Objectives**

Approved by the Regional Policy Advisory Board  
October 24, 2001

### **Goal**

Develop a regional approach to identify, improve, and maintain infrastructure and community services in the Southern Willamette Valley.

### **Objectives**

1. Work collaboratively to ensure the availability of a full range of infrastructure and services to meet the needs of all residents in the region.
2. Identify innovative strategies and partnerships to finance existing and future facility expansions and improvements.
3. Develop a regional strategy to place less demand on infrastructure through enhanced conservation policies and practices.
4. Develop a regional strategy to improve access to telecommunications facilities.



# **REGION 2050**

*Sustaining Quality of Life in the Southern Willamette Valley*

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## **Jobs and the Economy Goal and Objectives**

Approved by the Regional Policy Advisory Board  
October 24, 2001

### **Goal**

Promote a diverse regional economy in the Southern Willamette Valley that facilitates access to quality employment, goods, and services throughout the region, while recognizing the unique advantages of each community.

### **Objectives**

1. Encourage partnerships with local organizations, communities, and businesses to help achieve local and regional economic development goals.
2. Promote the development of a full range of local job opportunities throughout the region with a focus on family wage jobs.
3. Work collaboratively to encourage economic diversity throughout the region and encourage cooperation and communication between communities to reduce competition.
4. Enhance "human capital" in the region, fostering a skilled, educated labor force that can attract high-wage industries.
5. Promote redevelopment of brownfields and other sites and identify financing techniques to facilitate redevelopment projects.
6. Promote management of resource lands, including agriculture and forest, in a manner that maximizes the long-term return for the local economy and maintains the long-term health of the resource lands.



# **REGION 2050**

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*Sustaining Quality of Life in the Southern Willamette Valley*



## **Housing Goal and Objectives**

Approved by the Regional Policy Advisory Board  
October 24, 2001

### **Goal**

Seek to ensure that each community has an adequate variety of housing types to meet the needs of residents.

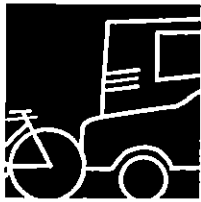
### **Objectives**

1. Foster public-private partnerships to address unmet local and regional housing needs.
2. Encourage a variety of housing options for residents in the region, including housing that varies by type, affordability, and location.
3. Encourage the availability of adequate financial and technical assistance to meet the housing needs of residents in the region.
4. Encourage conservation of the existing housing stock.
5. Encourage the incorporation of energy and water efficiency standards in housing for retrofits and remodels. *Implementation Action:* Encourage financial incentives.
6. Encourage urban environments that promote neighborhood livability.



*Sustaining Quality of Life in the Southern Willamette Valley*

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## Transportation Goal and Objectives

Approved by the Regional Policy Advisory Board  
October 24, 2001

### Goal

Develop and maintain transportation systems in the region while improving transportation choice and air and water quality.

### Objectives

1. Minimize anticipated increases in congestion and maintain high air quality through a blend of regional transportation approaches that provide alternative transportation options and reduce single-occupant automobile trips.
2. Identify and implement self-supporting financing strategies for maintaining and developing multiple modes of transportation in the region.
3. Maintain and improve intra- and inter-regional mobility, including providing convenient access to commuter services (public transportation, express bus, park and ride, car pools) throughout the region and particularly in areas with high levels of commuting to employment centers. *Implementation Action:* Increase public and private transportation access for the transportation disadvantaged, especially in small cities.
4. Encourage the improvement and expansion of mass transit to and within outlying communities.
5. Where feasible, work cooperatively with the private sector to develop and implement incentives to use alternative transportation (taxi providers, shuttle services).





# **REGION 2050**

*Sustaining Quality of Life in the Southern Willamette Valley*

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## **Education Goal**

Approved by the Regional Policy Advisory Board  
October 24, 2001

### **Goal**

Develop a regional strategy to improve and maintain access to high quality educational services throughout the region.



## **ATTACHMENT C**

### **Alternative Regional Growth Scenarios Public Outreach and Involvement Plan Outline**

**September 29, 2004**

The Regional Policy Advisory Board has approved the following key methods for a public outreach and involvement plan for informing and obtaining feedback from the public on the alternative growth scenarios. Decisions about the size, color, format, and distribution of materials proposed will be based on available funding. Additional funding will be sought to cover costs of aspects deemed by the Regional Technical Advisory Committee (RTAC) and Policy Board to be critical or key to get the message across and obtain feedback.

#### **Public Outreach Timeframe:**

Prepare Materials: June 2004 – January 2005

Conduct Outreach: February – May 2005

#### **I. Media Outreach**

##### **Objective:**

- To prepare and widely distribute information about the three scenarios and their potential impacts.

Media packets will be prepared to provide during meetings with the editorial boards of newspapers and to send to radio and TV news stations. A group of elected officials will be engaged to meet with the media and discuss the project and the implications of the different growth patterns. The media will be requested to write articles and air special news stories about the scenarios and what they could mean at the regional and community levels.

#### **II. Tabloid/Newspaper Insert**

##### **Objectives:**

- To prepare and widely distribute information about the three scenarios and their potential impacts.
- To learn what people like and dislike about the different scenarios.

This product will be a newspaper-quality tabloid that will be distributed throughout the region. It will contain basic information and a simple survey form.

### **III. Display Materials**

#### **Objectives:**

- To prepare and widely distribute information about the three scenarios and their potential impacts.
- To learn what people like and dislike about the different scenarios.

Information panels will be prepared and made available for display at town halls, libraries, bus stations, granges, schools, etc. They will be accompanied by copies of the tabloid with survey and a survey drop box.

### **IV. Town Hall Meetings and Presentations at Pre-scheduled Events**

#### **Objectives:**

- To inform local decision-makers and key groups in the communities about the three scenarios and their potential impacts.
- To obtain feedback from these groups on the scenarios and direction from local officials.

In incorporated areas, Town Hall Meetings will be joint elected official/planning commission meetings for which an invitation has been sent to a list of invited participants. In unincorporated communities, particularly Alvadore, Pleasant Hill, and Goshen, a meeting place (school, grange, fire station) and invitees will be identified. The meetings will be advertised and open to the public. Meeting format will be interactive and will have an information/presentation segment, question and answer segment, and active participation segment. Comments will be recorded on comment forms. The presentation will also be given at pre-scheduled events such as Eugene City Club, neighborhood meetings, chamber of commerce meetings, etc.

### **V. Survey**

#### **Objectives:**

- To obtain feedback on the attitudes and perspectives of citizens in the region on the alternative growth concepts.

This survey will be inserted into the newspaper insert and will be on-line. The results will reflect the views of those who took the time to complete the form and return it. The results will not necessarily reflect the opinion of a larger population such as a city or the region because the sample will be self-selected.

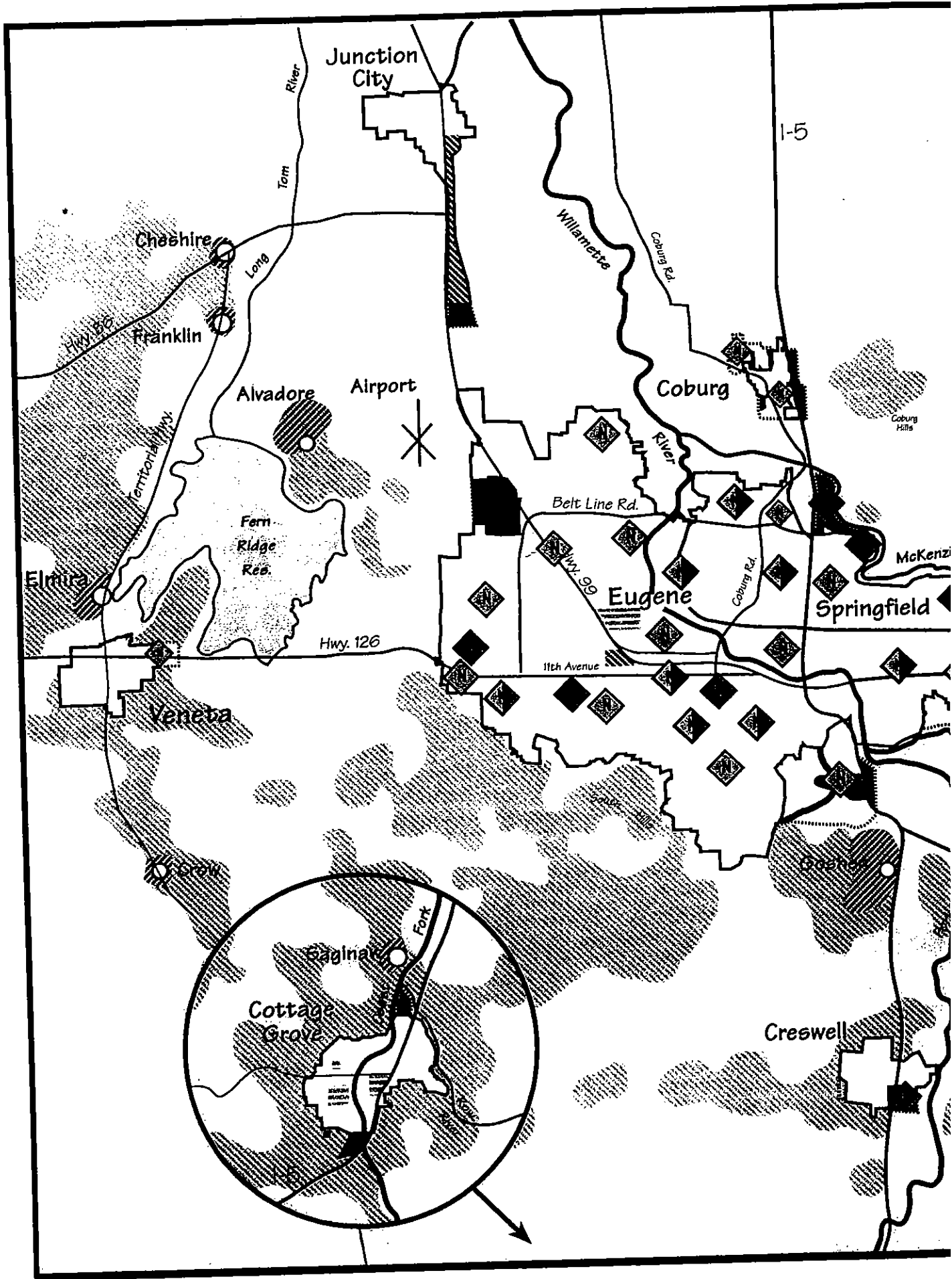
## **VI. Interactive Web Site**

### **Objectives:**

- To prepare and widely distribute information about the three scenarios and their potential impacts.
- To learn what people like and dislike about the different scenarios.

The use of an interactive web site will be explored. The level and nature of the interaction will need to be determined and the scope set within the resources of the available budget.

*LCOG: C:\DOCUMENTS AND SETTINGS\CLPL193\LOCAL SETTINGS\TEMPORARY INTERNET  
FILES\OLK5\PI1.DOC  
Last Saved: October 6, 2004*








# Region 2050

## Alternative Growth Scenario

### Rural Growth

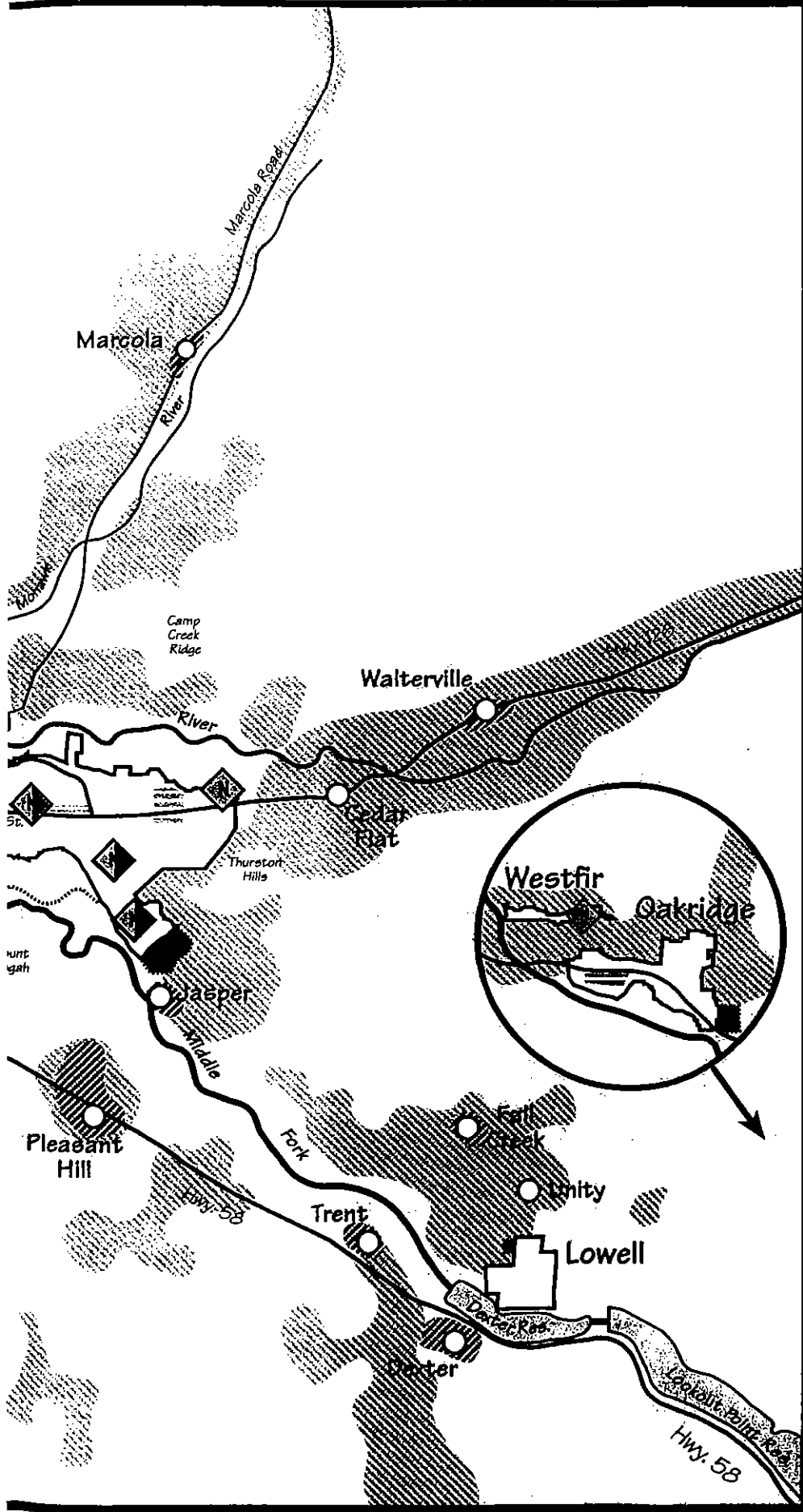
#### Legend

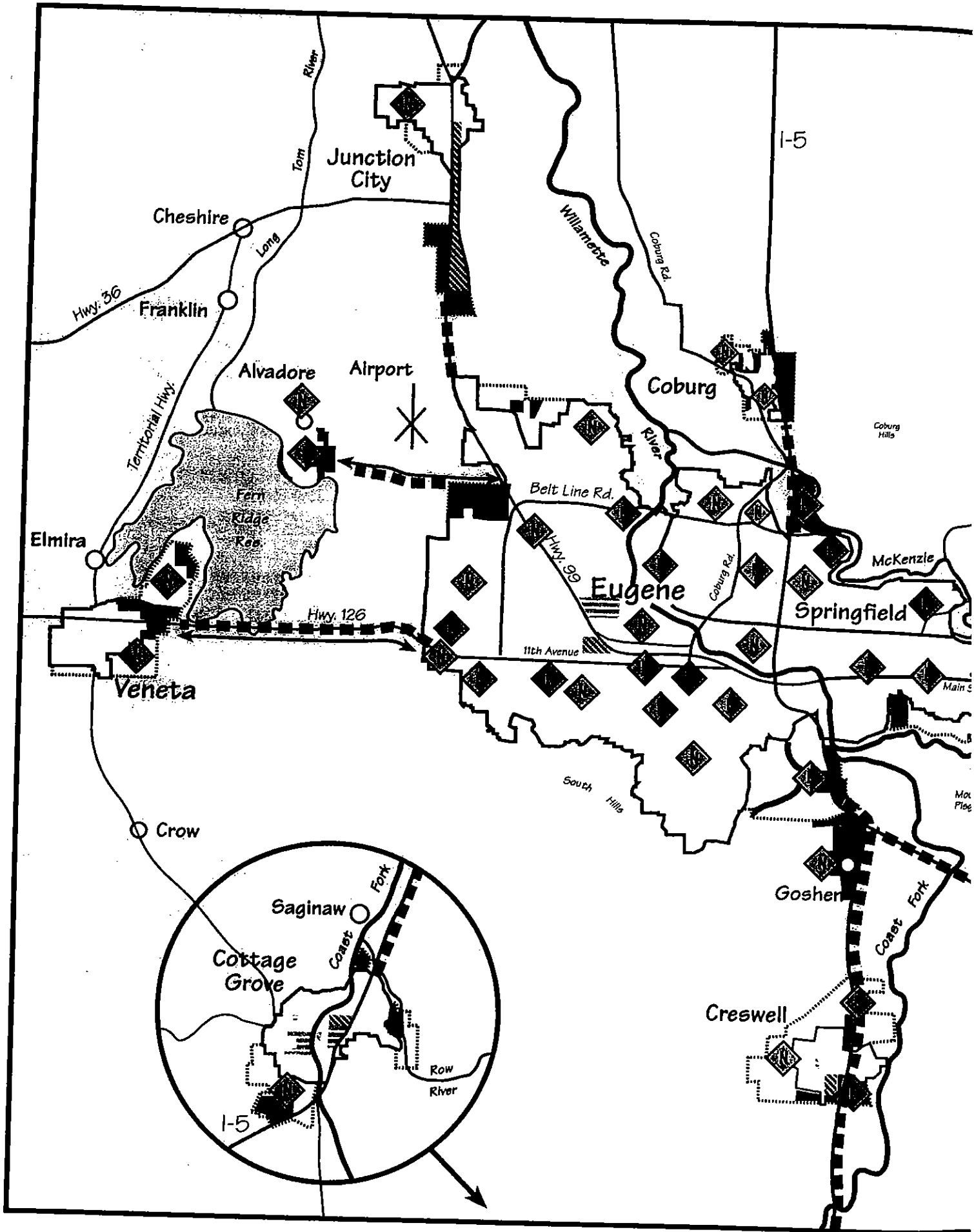
-  Existing Urban Growth Boundaries
-  Existing Unincorporated Communities
-  UGB Expansion Areas
-  Residential
-  Res. Redevelopment/Redesignation
-  Employment
-  Emp. Redevelopment/Redesignation
-  Open Space and Public Facilities
-  Employment Node
-  Neighborhood Node
-  Rural Unincorporated Communities (1 unit/acre)
-  Rural Residential (2 acres/unit)

Note: This scenario is for modeling purposes and is not endorsed by Region 2050 staff or officials. Changes to State law and local policy would be needed for development to occur as shown.

September 2004

0 1 2 3 4 5 miles  
Scale

















# Region 2050

Alternative Growth Scenario

## Satellite Communities

### Legend

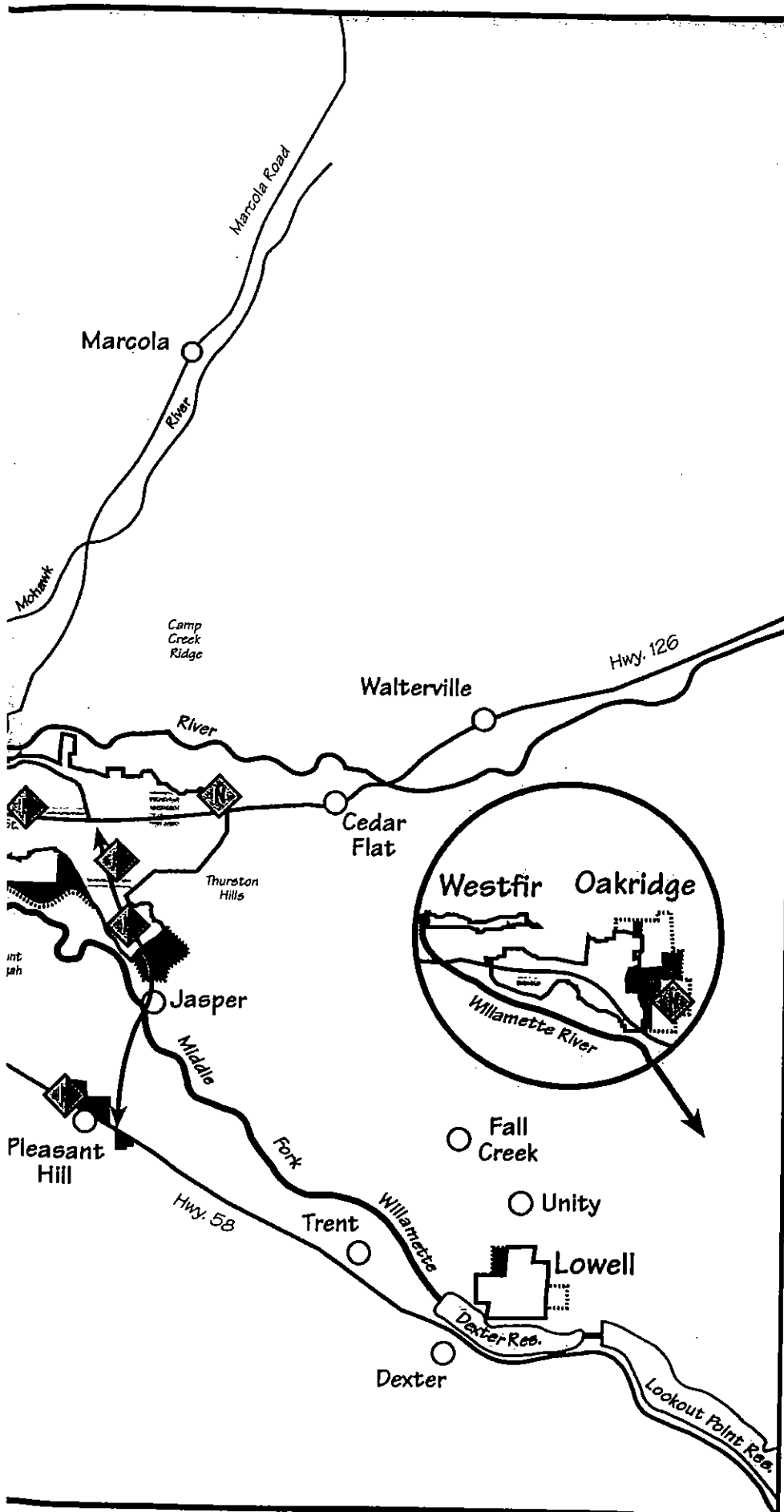
-  Existing Urban Growth Boundaries
-  Existing Unincorporated Communities
-  UGB Expansion Areas
-  Residential
-  Res. Redevelopment/Redesignation
-  Employment
-  Emp. Redevelopment/Redesignation
-  Open Space and Public Facilities
-  Employment Node\*
-  Neighborhood Node\*
-  Regional Commuter Service
-  Major Road Improvement

\* Symbol indicates the general locations of the nodal development areas

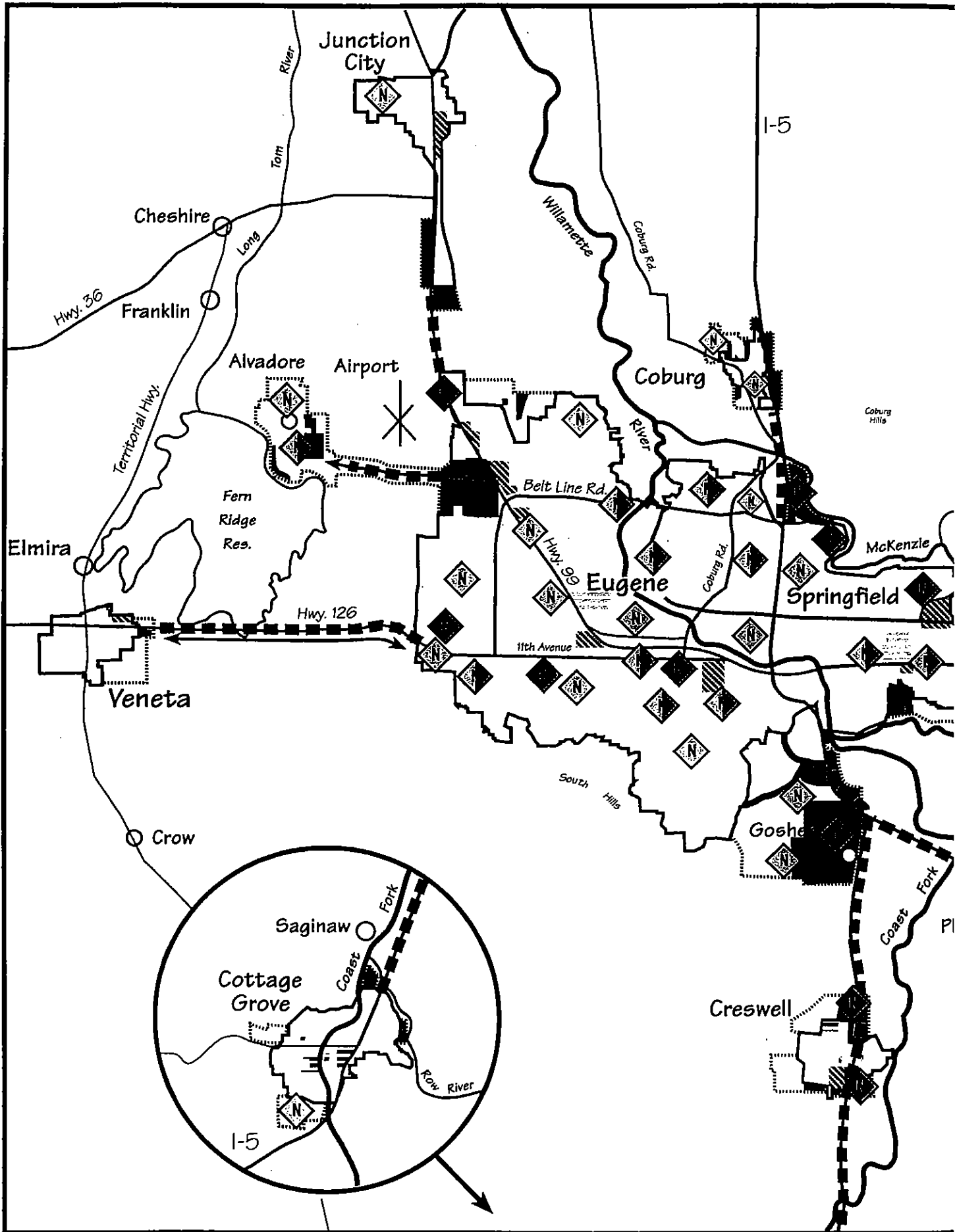
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September 2004

0 1 2 3 4 5 miles  
Scale



















# Region 2050

## Alternative Growth Scenario

### Compact Urban Growth

#### Legend

-  Existing Urban Growth Boundaries
-  Existing Unincorporated Communities
-  UGB Expansion Areas
-  Residential
-  Res. Redevelopment/Redesignation
-  Employment
-  Emp. Redevelopment/Redesignation
-  Open Space and Public Facilities
-  Employment Node\*
-  Neighborhood Node\*
-  Regional Commuter Service
-  Major Road Improvement

\* Symbol indicates the general locations of the nodal development areas

Note: This scenario is for modeling purposes and is not endorsed by Region 2050 staff or officials. Changes to State law and local policy would be needed for development to occur as shown.

September 2004

