

CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

Study Session Worksheet

Presentation Date: June 24, 2014

Approx. Start Time: 11:30 a.m.

Approx. Length: 30 min.

Presentation Title: Update on Road Maintenance Outreach Activities

Departments: Public & Government Affairs, Transportation & Development

Presenters: Gary Schmidt, Director, PGA; Barbara Cartmill, Director, DTD

Other Invitees: Sam Irving, Warren Gadberry and Randy Harmon, Transportation Maintenance; Mike Bezner, Transportation Engineering; Diedre Landon, DTD Administration

WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?

None at this time; this is an update.

EXECUTIVE SUMMARY:

At a study session on April 29, 2014, the Board of County Commissioners directed staff to continue public outreach and education on the needs and costs of maintaining the County's road system.

Staff promised to update the Commission every two months and develop recommendations for what possible funding mechanism(s) to present to voters on a ballot no earlier than 2015.

Since the April 29 meeting:

- Staff and commissioners presented road maintenance and funding information to 11 additional community and business groups throughout Clackamas County. Those presentations included the following:
 - Staff joined representatives from Multnomah and Washington counties, the City of Portland and the Oregon Department of Transportation in the C4 Road Funding Forum June 5 with 60 city and community leaders to discuss road maintenance funding issues.
 - Staff provided an update on the County's road funding outreach to the Community Leaders meeting June 10.
- Staff has instituted a *Rough Road of the Week* feature on the County website with rotating photos of County roads in need of maintenance and information about why that maintenance is not happening.
- The May 2014 issue of *Citizen News* included a number of articles and features focused on road maintenance and funding.

Staff will continue and expand these outreach efforts with an updated presentation and outreach materials and a revamped website.

FINANCIAL IMPLICATIONS (current year and ongoing):

The current gap between the amount of available federal and state revenue and maintenance needs is approximately \$17 million each year. That gap has grown approximately \$660,000 per year since 2007. It is anticipated that the gap will continue growing at a steady pace.

The more the road system deteriorates, the more it will cost to repair it. Current estimates for returning a roadway to good condition are as follows:

- \$22,000/mile — to maintain a road in very good/excellent condition
- \$44,000/mile — to maintain a road in good condition
- \$176,000/mile — to upgrade a road in fair condition
- \$440,000/mile — to reconstruct a road in very poor/fair condition

LEGAL/POLICY REQUIREMENTS:

None at this time.

PUBLIC/GOVERNMENTAL PARTICIPATION:

PGA and DTD staff will continue to work closely together to plan, create and implement outreach and education activities.

The public, as well as agency partners and other organizations, are being informed and consulted through presentations at community and business meetings, website, social media, *Citizen News* and other channels of communication.

RECOMMENDATION:

None at this time.

ATTACHMENTS:

Road Outreach Progress Report
Road Outreach Presentation Schedule

SUBMITTED BY:

Division Director/Head Approval _____
Department Director/Head Approval s/Gary Schmidt
County Administrator Approval _____

For information on this issue or copies of attachments, please contact
Gary Schmidt @ 503-742-5908

ROAD FUNDING PRESENTATIONS, 2014
DRAFT 34 - JUNE 13, 2014

Grey - past events Blue - new in past week

MEETING/EVENT	WHEN & WHERE	CONTACT	PRESENTERS	COMMENTS
North Clackamas Chamber Public Policy Committee	Jan. 6, noon NCC Chamber Offices, 7740 SE Harmony Rd., Milwaukie		BCC: P Savas Barb Cartmill Diedre Landon	
Villages at Mt. Hood	Jan. 25, 9 a.m. Resort at the Mountain	Bob Reeves oldreeves@msn.com	BCC: J Ludlow Mike Bezner	
Community Leaders Meeting	Jan. 28, 6:30 pm DSB Auditorium	Barbara Smolak, ext. 8552 Barbarasmo@clackamas.us	BCC: M Schrader / J Ludlow Barb Cartmill Diedre Landon	
Sunnyside United Neighbors	Feb. 3, 7 p.m. Clackamas Fire District 9339 Causey	Martha Waldemar mellowmartha@aol.com	BCC: M Schrader Barb Cartmill Diedre Landon	
Hamlet of Molalla Prairie	Feb. 19, 7 p.m. Molalla Library	Susan Hansen foxglovesfarm@inbox.com	BCC: J. Bernard Diedre Landon Randy Harmon	
Hamlet of Mulino	Feb. 20, 7:15 p.m. Mulino Airport Pilots Lounge 26926 S. Airport Rd., Mulino	Doug Hill, Chair chair@hamletofmulino.us 503-205-1679	Mike Bezner	
BCC Business Meeting	Feb. 20	Mary Raethke	Barb Cartmill	Video with intro
Jennings Lodge CPO	Feb. 25, 7 p.m. Homewood Heights 17999 SE River Road	Carol Mastronarde clm@spiritone.com	BCC: P Savas Barb Cartmill Randy Harmon	15 minutes
Beavercreek Hamlet	Feb. 26, 6:45 p.m.	Tammy Stevens 503-632-3552 chairman@hamletofbeavercreek.org	BCC: J. Ludlow Mike Bezner	

MEETING/EVENT	WHEN & WHERE	CONTACT	PRESENTERS	COMMENTS
Birdshill CPO/NA	Feb. 26, 7-9 p.m. Location TBD	Skip Ormsby	Barb Cartmill Diedre Landon	Concerns about Glenn Rd in LO (and July closing of Terwilliger
Clarkes-Highland CPO	March 5, 7-30 p.m. Clarkes Grange Hall, 19396 S Unger Rd., Beaver creek	Susan Nielsen, snielsen1@earthlink.net	Mike Bezner	30 minutes; no presentation set-up
Clackamas County Business Alliance	March 12, 7:30-9 a.m. Jordan Ramis offices off Kruse Way in Lake Oswego	Amy Oakley Executive Manager, CCBA 503-657-1651 amy@ccba.biz	BCC: J. Ludlow Barb Cartmill Mike Bezner	
Holcomb-Outlook CPO	March 12, 7-15 p.m. Oregon City View Manor 200 Longview Way, OC	Allen Taylor	Gary Schmidt Diedre Landon	
Eagle Creek-Barton & Estacada CPOs	March 13, 7 p.m. Eagle Creek Fire Station Highway 211 & Judd Rd	Charlene DeBruin	BCC: M. Schrader Mike Bezner	
Economic Development Commission	March 26, 7:45 a.m. DSB Auditorium	Teresa Sears, BCS tsears@clackamas.us	Barb Cartmill Mike Bezner	
Canby Rotary Club	March 28, 11:45 a.m. - 1 p.m. Cutsforth's Town Hall, 225 NE 2nd Ave., Canby	Judi Hester-Aus, Rotary Club of Canby President-Elect, 503-784-5106 orrelocation@hotmail.com	BCC: P. Savas Barb Cartmill Terry Learfield	
Boring CPO	April 1, 7 p.m. Boring-Damascus Grange 27861 SE Grange St, Boring	Steve Bates Sbates53@aol.com	BCC: M. Schrader Gary Schmidt Diedre Landon	30 minutes; no multimedia available
Redland Grange	April 10, 7 p.m. 18131 S Fischers Mill Rd, Oregon City	Ms. Francis Pringle (503) 631-7722, Chair, Redland Grange	BCC: J. Ludlow Barb Cartmill Diedre Landon	Handouts only; 30 minutes presentation time
Gladstone-Oak Grove Kiwanis Club	April 22, 7-8 a.m. Hales Restaurant, 17502 SE McLoughlin	Tom Hogan, tomhogan2@comcast.net	Mike Bezner Randy Harmon	Complimentary breakfast at 7; presentation at 7:30
Molalla Kiwanis	April 23, noon Molalla Library	Susan D. Williams susanhotiron@molalla.net	Mike Bezner	

MEETING/EVENT	WHEN & WHERE	CONTACT	PRESENTERS	COMMENTS
Firwood CPO	May 8, 7 p.m. Dover/Firwood Fire Station 24545 SE Firwood Rd., Sandy	Marge Stewart, President Mesdes2003@yahoo.com	Diedre Landon Barb Cartmill	
Estacada Chamber of Commerce	May 15, noon-1 p.m. Location TBD	Connie Redmond, Chamber Administrator PO Box 298, Estacada 97023 503-630-3483; www.estacadachamber.org	Diedre Landon Mike Bezner	
Wilsonville Chamber Public Policy Committee	May 19, Noon 8565 SW Salish Lane, Ste 150	Steve Gilmore steve@wilsonvillechamber.com	BCC: J. Bernard Mike Bezner	Screen, computer and projector available
Rhododendron CPO	May 19, 7 p.m. Zig Zag Inn, 70162 E. Hwy 26 Rhododendron/Welches	Steve Graeper, Rhododendron CPO rhodycpo@comcast.net	BCC: J. Bernard Barb Cartmill Diedre Landon	
Mt. Hood Chamber	June 3, 7:45-8:45 a.m. Mt. Hood Village Fireside Rm 65000 E. Hwy 26, Welches	Coni Scott con@thehiddenwoods.com	Mike Bezner	15 minutes
Milwaukie Rotary Club	June 3, 11:50 a.m. - 1 p.m. Odd Fellow Lodge, 10282 SE Main St., Milwaukie	James Fossen, 530-262-5921 (yes, 530) Jamesfossen503@gmail.com	Barb Cartmill Diedre Landon	
64 Road Funding Forum	June 5, 6-8:30 p.m. DSB Auditorium	Chris Lyons, x 5909	Barb Cartmill Diedre Landon	
Clackamas County Community Leaders Meeting	June 10, 6:30-8:30 p.m. DSB Auditorium	Barbara Smolak, x 8552	Barb Cartmill	
Oregon City Rotary Club	June 11, noon, Museum of the Oregon Territory	Dave Hunt 503-810-8387 (mobile), dave@pnrc.us	BCC: M. Schrader Randy Harmon Barb Cartmill	
Canby Kiwanis	June 16, 11:30 a.m.-1 p.m. Old Town Hall (above Thriftway) 225 NE 2nd Ave.	Kelly Newby, Program Chair kiwanisstore@canby.com	BCC: M. Schrader Mike Bezner	Screen available

MEETING/EVENT	WHEN & WHERE	CONTACT	PRESENTER	COMMENTS
Tualatin Rotary Club	July 16, 11:45 a.m., Tualatin Country Club, 9145 SW Tualatin Rd.		BCC: J. Ludlow TBD	30 minutes
West Linn Chamber / Rotary	August 6, 12-1:15 p.m. West Linn Lutheran Church, 20390 Willamette Dr., WL	Dan Gardner, 503-221-1226 daniel_gardner@wealthstrategiesnw.com	BCC: J. Bernard TBD	Meeting is on lower level

Road Funding Initiative Outreach and Education Timeline:

November 2013 - November 2014

Approved through April 2014 by BCC on Nov. 12, 2013; approved through November 2014 by BCC on April 29, 2014

Progress Report: June 13, 2014

ACTIVITY*	NOV 4, 2014 BALLOT DEADLINE	PARTICIPANTS	PROGRESS
<p>Plan/carry out public outreach on road funding crisis</p> <ul style="list-style-type: none"> • Website • Cable PSAs • Cable program • Presentations to community & business groups <ul style="list-style-type: none"> ○ talking points ○ PowerPoint ○ handouts • Media outreach • News releases • Articles in <i>Citizen News</i> and other publications • Public meetings and town halls • Virtual (online) open house • Coordinate with cities, jurisdictions, agencies • Email blasts • Presentations at BCC meetings • Presentations to ABCs • Presentations to staff and unions 	<p>Nov. 5, 2013 - July 15, 2014</p>	<p>Consultants; staff from PGA, DTD, County Administration and BCC offices; Commissioners; jurisdictional partners</p>	<ul style="list-style-type: none"> • Street Smart website <ul style="list-style-type: none"> ○ Online ○ Includes presentations, videos, <i>Just the Facts</i>, a glossary of terms ○ Commissioner PSAs added Jan. 20 ○ Updated video added Jan. 27 ○ <i>Just the Facts</i> updated with additional questions and answers based on feedback at community presentations ○ Updated <i>Rough Roads</i> page • Cable PSAs completed, scheduled and posted to social media • 29 presentations made to community groups; 4 more scheduled (see attached schedule) • Articles in February and May issues of <i>Citizen News</i> • Roads presentation at Dec. 19 and Feb. 20 BCC meetings • Video updated and posted • Staff gathering information to respond to questions from public

ACTIVITY*	NOV 4, 2014 BALLOT DEADLINE	PARTICIPANTS	PROGRESS
			<ul style="list-style-type: none"> • Contacted local school districts about sharing information with and involving high school students • Contacted rural CPOs, chambers, other business groups and service clubs about presentations. • Working with consultants to build on and expand current outreach efforts in preparation for further BCC direction in April • Preparing "Fun Facts" about the County Road system to post daily on social media • Presentation updated to reflect additional data on road-related infrastructure condition and updated direction from BCC at April 29 study session
Publish RFP for consultant to conduct survey	Dec. 15, 2013	PGA; Purchasing	RFP released in December.
Hire consultant to conduct telephone survey	Jan. 9, 2014	BCC; PGA; DTD	Consultant hired; scope of work revised; survey completed
Development of random sample phone survey	Feb. 3-14	Consultant	Done
BCC approval of telephone survey	Feb. 25	BCC; PGA; Consultant	Staff review of survey complete
Conduct focus groups	Feb. 26-28	Consultant	On hold
Conduct informal online survey	March 3-14	Consultant; PGA	Decided not to do this; public could participate in online community survey
Conduct random sample telephone survey	March 14-17	Consultant	Survey is complete; results analyzed

ACTIVITY*	Possible Ballot in 2015	PARTICIPANTS	PROGRESS
BCC Study Session on survey and outreach results, and next steps	April 29	BCC; PGA; Consultant	Direction from the BCC to continue outreach for at least 6 months, report back every 2 months and consider possible election dates in 2015.
Continued outreach efforts	April 29 - Dec. 31, 2014	DTD, PGA	<ul style="list-style-type: none"> • Working with consultant to freshen the outreach with updated presentations, website and branding, reach a wider spectrum of people and drive more people to the enhanced website. • Developing timelines for possible election days in 2015. • Reviewed refreshed presentation and branding. • Developing expanded lists of community and business groups, and others to contact to help drive people to website • Gathering additional data and photos for updated outreach efforts