

# CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

## Study Session Worksheet

**Presentation Date:** Dec. 16, 2014 **Approx. Start Time:** 1:30 pm **Approx. Length:** 30'

**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:** Randy Harmon, Warren Gadberry, Transportation Maintenance; Mike Bezner, Transportation Engineering

### WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?

None at this time. This is an informational update on road maintenance outreach activities.

### EXECUTIVE SUMMARY:

The Board and staff have been gathering and sharing information with the public about the County's road maintenance needs and funding shortfall since 2013. The need is not decreasing; nor are the efforts to help people understand the issues involved and to learn more about what the community expects of its road system in the future.

Attached is a brief summary of our past, current and future outreach efforts, which will be discussed in more detail at the study session.

### FINANCIAL IMPLICATIONS (current year and ongoing):

The current gap between the amount of available federal and state revenue and our maintenance needs is approximately \$17 million each year and growing.

The more the road system deteriorates, the more it will cost to repair. 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

The \$40 million cost of preventive maintenance for our roads now will grow to more than \$523 million if those roads have to be reconstructed in the future.

### LEGAL/POLICY REQUIREMENTS:

There are deadlines and requirements related to ballot measures, which vary depending on the funding mechanism and timing of a vote.

### 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 our agency partners and other organizations, are being informed and consulted at community and business meetings, website, social media, *Citizen News* and other channels of communication.

**OPTIONS:**

N/A

**RECOMMENDATION:**

N/A

**SUBMITTED BY:**

Division Director/Head Approval \_\_\_\_\_

Department Director/Head Approval \_\_\_\_\_

County Administrator Approval \_\_\_\_\_

Attached: *The Road Ahead* Update, December 8, 2014

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



## UPDATE

December 8, 2014

### PURPOSE

- Increase public knowledge of the need for an ongoing, local funding source for road maintenance.
- Determine what road maintenance issues are most important to the public.
- Determine what the public would be willing to pay to provide an ongoing, local funding source for road maintenance
- Prepare for a ballot measure on one or more road maintenance funding mechanisms to present to the public as soon as November 2015.

### WHAT WE'VE DONE

- Created websites (first *StreetSmart*, now *The Road Ahead*)
- Hired a consultant to assist with outreach
- Developed new logo and theme -- *The Road Ahead*
- Developed and printed a flyer
- Developed PowerPoint and Prezi presentation materials
- Shared information and answered questions with more than 30 community and business groups
- Created and are running a video on the County cable channel
- Created and are running Commissioner video public service announcements (PSAs) on cable and on the website
- Shared information about the outreach campaign and about road maintenance issues with the BCC at business meetings and study sessions
- Published articles in every issue of *Citizen News* for the past year
- Shared informational materials and give-aways at the 2014 County Fair in August, and highlighted transportation issues at the BCC Business meeting held at the fair
- Included transportation questions in the County's Community Survey, spring 2014
- Conducted random sample public phone survey about transportation, March 2014
- Identified spring/summer/fall community activities that we could attend to talk with people and hand out information

### WHERE WE ARE

- Making final changes on updated, expanded, interactive website
- Identifying and providing information to key stakeholders about the shortage of road maintenance funds and the implications if no long-term funding source is identified and implemented
- Planning to continue public outreach while also making personal contacts
- Issuing an RFP for a financial/political consultant, due Dec. 30
- Four displays completed and available for County offices and lobbies, as well as special events, interested businesses and community groups

## WHERE WE'RE GOING

- Ongoing outreach to community and business groups and others who may be interested
- Develop list of key stakeholders to contact and share information
- Reach out to County staff -- staff meetings, e-newsletters and updates, written material
- Post updated, interactive website
- Take additional and ongoing actions to drive people to the website -- GovDelivery, social media, posters, flyers
- Conduct focus groups
- Outreach to media
- Buttons
- Online advertising
- Visibility at community events
- Conduct another random sample telephone survey of the public to see if perceptions have changed

## RESTRAINTS/CHALLENGES

- Public perceptions
  - County roads are generally in pretty good condition.
  - We do not want to pay more fees or taxes to government.
  - A dichotomy: Lack of trust over how government spends money vs. Trust that the roads will continue to be in pretty good condition in the future as they have been in the past.
- County staff and money can be used to inform, not advocate, for any specific measure.
- We don't yet have an "ask". Decisions need to be made about:
  - how much money to ask for
  - over what period of time
  - what mechanism to use to get the money
  - who to ask for money (just unincorporated areas or the whole county)
  - specific information on what *exactly* we will do with the money

The results of the report from the financial consultant, who will not be hired until early January, will be needed to help answer the above questions.

- Staff time is limited