

Hillsboro Airport Master Plan Update

Community Involvement Plan

Draft for discussion – April 27, 2017

Plan Purpose

The Port of Portland has developed this community involvement plan to describe how project staff will involve community stakeholders in the Hillsboro Airport Master Plan Update. The plan identifies opportunities for community stakeholder input on master plan elements and tools the project team will use to share information and collect feedback. The plan also includes a general schedule of project activities. The plan is intended to be a living document and will be updated as additional information is collected during outreach efforts.

Background

Hillsboro Airport is an integral part of the region’s transportation system, providing general aviation facilities to businesses and residents of Washington County and beyond. The goal of an airport master plan is to provide a framework or “blue print” to guide future airport development that will cost-effectively meet aviation demand, while considering the economic, environmental and social needs of the airport and surrounding communities.

In early 2017, the Port of Portland (Port) initiated an update to the Hillsboro Airport Master Plan to envision how Hillsboro Airport will continue to serve the region over the next 20 years. Using the previous Hillsboro Airport Master Plan as the foundation of the study, this update will determine the role of Hillsboro Airport and create an integrated plan that considers the relationship between aviation and non-aviation uses on airport property and how they interface with surrounding land uses.

Project Goal

Provide the framework needed to guide future airport development that will cost-effectively satisfy aviation demand, while considering potential environmental economic and social impacts.

Decision Maker

The final Master Plan will be adopted by the Port of Portland Commission. The Commission places a high priority on hearing from the stakeholders, partners and the public when making decisions related to the Hillsboro Airport. The planning process will be informed by high quality information collected by project staff and influenced by stakeholders, involving communities that use, surround or could be affected by airport operations.

Planning Advisory Committee

The Port has formed a Planning Advisory Committee that will meet throughout the master plan process over a period of two years in a highly visible way to engage stakeholders and connect with affected and interested communities. The committee is made up of 18 members representing diverse interests.

Inclusive Engagement Efforts

The Port of Portland is committed to supporting the development of an inclusive and equitable economy through its activities in the region by including all stakeholders who could be affected by the master plan

decision. This plan acknowledges that special considerations are necessary to give all stakeholders an equitable opportunity to become involved.

To create an inclusive process, the project team compiled demographic information within a five-mile radius of Hillsboro Airport to understand the diversity of stakeholders that surround the airport and conducted preliminary interviews to identify interests of key stakeholders. Additionally, the Port will actively work with advocates and leaders from the Latino community in Washington County in order to use the most culturally relevant and appropriate methods to connect with a wide diversity of people in the local community.

Once audiences and interests are understood, the Community Involvement Plan will be updated to include tailored outreach and communication tools to inform stakeholders about the planning process and involve them in public input opportunities.

Hillsboro Airport Neighbor Demographics

The following demographic information was collected from a five-mile radius around Hillsboro Airport to better understand the communities that surround the airport. Approximately 150,000 people live within the five-mile radius. Key demographic information for this study area is summarized below¹:

Age		Housing Types		Race/Ethnicity	
Under 18	25%	Single-family homes	66%	White (non-Hispanic)	64%
Working age (18-64)	66%	Apartments	29%	Hispanic/Latino	22%
Age 65+	9%	Other	5%	Other	9%
				Asian	9%
				Black	2%
				Native American	1%
				Pacific Islander	1%
		Disability Status			
		9% with any disability			
Foreign-Born Population		Country of Origin		Languages Spoken At home	
20% born outside the U.S.		Mexico	43%	English only	70%
		India	8%	Spanish	19%
Limited English Population		Vietnam	6%	Vietnamese	2%
11%		Philippines	4%	Chinese	1%
		Korea	4%	Other Asian	1%
Annual Household Income		Unemployment Rate		Education Level	
Less than \$20,000	8%	9.5%		Some high school	16%
\$20,000-\$49,999	23%			Graduated high school	27%
\$50,000-\$99,999	40%	Poverty Rate		Graduated college	57%
\$100,000 plus	29%	13%			

¹ Data derived from the U.S. Census and the American Community Survey (ACS) 5-year dataset, 2010-2015

Some of these demographic attributes differ from the surrounding county and state, and certain demographic indicators are concentrated in specific neighborhoods or sections within the five-mile radius study area. These differences are considered in the community involvement plan.

Demographic differences between the study area and the state

- **Language:** State-wide, 85% of people speak English only at home, compared to 70% in this area. The proportion of Spanish-speaking households is 10% higher than the rest of Oregon (19% compared to 9%). The proportion of the population with limited English abilities is almost double in the study area (11% compared to 6% state-wide). Special attention will be needed to translate key project documents or provide interpreters to ensure equal access to information and public input opportunities.
- **Ethnicity:** The Hispanic/Latino population in this area is 11% higher than the state (22% compared to 11%), and 9% of residents in this area are Asian compared to 4% state-wide.
- **Foreign-Born Population:** 20% of residents in this area were born outside the U.S., compared to 10% statewide. These residents may not be familiar with the role of public input in the planning process and may need additional education on how to become involved with this project.
- **Income:** The proportion of higher-income earners (29% with an annual income of \$100,000 or more) is slightly higher in this area than the state (22%). State-wide, 15% earn less than \$20,000, compared to 8% within this area.

Additional demographic information is included as an appendix.

Decision Scope

Problem Statement

How do we ensure the ongoing vitality of the airport while producing equitable economic, environmental and social benefits to stakeholders?

The project team will collect high quality information to develop informed recommendations for the various elements of the master plan and share their findings with the public. The project team will solicit input from stakeholders on key master plan elements and explain how input influenced the plan. Once completed, the Port of Portland Commission will vote whether to approve submittal of the master plan to the Federal Aviation Administration. The Commission's final decision is expected in February 2019. (See pages 6-7 for list of identified stakeholders.)

Community Involvement Goal and Objectives

The project team identified a community involvement goal to guide the approach and strategy of this community involvement plan. The community involvement goal was developed based on conversations with Port staff, interviews with members of the Master Plan Update Planning Advisory Committee (PAC) and the planning strategies of the International Association of Public Participation (IAP2).

Community Involvement Goal

The Port of Portland will work directly with community stakeholders throughout the master plan process to ensure concerns and aspirations are consistently understood and considered in the planning process.

To work toward this goal, the Port of Portland will involve stakeholders to ensure their input is directly reflected in alternatives developed and report back on how community involvement influenced the decision. Stakeholder groups are detailed later in this plan.

Community Involvement Opportunities

Community involvement activities will focus on soliciting public input on the following key elements of the master plan.

1. Airport Role

What types of users should Hillsboro Airport serve?

How does Hillsboro Airport fit in the regional and national system of airports?

2. Preferred Alternative

What are the various development possibilities that allow Hillsboro Airport to fulfill its role?

How can the evaluation criteria highlight the economic, environmental and social benefits of each development alternative to the airport and its surrounding communities?

How can Hillsboro Airport improve its compatibility with the surrounding communities?

3. Ongoing Community Involvement

How does the community surrounding Hillsboro Airport want to remain informed and involved in the ongoing discussion of community compatibility resulting from operation of the airport?

4. Special Areas of Interest

How can the master plan address challenges and opportunities related to the following topics?

- Accommodating new technology
- Economic opportunity
- Environmental quality
- Community access
- Focused site planning
- Noise/air quality
- Seismic resilience
- Stormwater
- Surface transportation
- Sustainability
- Ongoing community involvement

Master Plan Process and Community Involvement Objectives

The table below lists the necessary steps to complete the master plan process. Each step includes community involvement objectives that align with master plan activities.

Dates	Process Step and Elements	Community Involvement Objectives
Feb. – Aug. 2017	Investigation Phase <ul style="list-style-type: none"> • Airport inventory • Forecasts • Airport role* • Special areas of interest* 	<ul style="list-style-type: none"> • Educate key stakeholders and Washington County residents about Hillsboro Airport and master plan process using a variety of communication tools • Engage advocates of Latino organizations and southeast Asian organizations to develop tailored outreach and engagement methods to using in subsequent phases • Provide inventory, forecast and critical aircraft information to PAC members before staff present an airport role recommendation • Present staff-recommended airport role and reasoning to PAC members and encourage feedback • Document and explain to PAC how stakeholder feedback influenced the airport role decision before moving ahead with alternatives analysis
Aug. 2017 – June 2018	Alternatives Analysis Phase <ul style="list-style-type: none"> • Facility requirements • Airport alternatives • Costs • Preferred alternative* • Special areas of interest* 	<ul style="list-style-type: none"> • Provide stakeholders with information about alternative possibilities using in person and online engagement methods • Solicit feedback from stakeholders on the range of alternatives considered and potential evaluation criteria using a variety of engagement tools • Present results of alternatives analysis to PAC members to encourage feedback • Document and explain to PAC members how stakeholder feedback influenced the decision before moving ahead with implementation plan
	Formulate Ongoing Community Involvement Strategies <ul style="list-style-type: none"> • Ongoing community involvement plan* 	<ul style="list-style-type: none"> • After identifying preferred alternative, engage PAC members to determine future involvement with decisions on development and airport operations on an ongoing basis • Educate stakeholders about the level of resources available for ongoing community engagement • In discussion with PAC members, determine ongoing community involvement goals

Dates	Process Step and Elements	Community Involvement Objectives
		<ul style="list-style-type: none"> Explain how stakeholder feedback influenced the ongoing community involvement plan
June 2018 – Feb. 2019	Formalization Phase <ul style="list-style-type: none"> Airport Layout Plan Capital Improvement Plan Port Commission Approval* FAA Submittal 	<ul style="list-style-type: none"> Communicate results of community involvement process to Port Commission and how it influenced master plan outcomes
Feb. 2019 – Onward	Plan Implementation <ul style="list-style-type: none"> Incorporate into other relevant local/regional plans* Conduct follow-on studies* Implement ongoing community involvement strategies* Implement planned development projects 	<ul style="list-style-type: none"> <i>Objectives to be identified in ongoing community involvement plan</i>

*Public input opportunity on key elements

Concurrent and Previous Planning Efforts

This master plan project will consider previous and concurrent planning work from neighboring jurisdictions. General plans are completed or underway by other jurisdictions that will help inform the decisions of Hillsboro Airport. They include:

- North Hillsboro Industrial Renewal Area
- Jackson East Planning Project
- Hillsboro 2035 Community Plan
- Hillsboro Comprehensive Plan
- Hillsboro Transportation System Plan Update
- Washington County Transportation Futures Study
- Washington County Fairplex
- Portland Region Westside Freight Access and Logistics Analysis
- Regional Storm Water Planning

This master plan project is an update of the Hillsboro Airport Master Plan completed in 2005.

Stakeholders






Hillsboro Airport stakeholders bring diverse interests from economic, environmental and social perspectives. Stakeholder interests are summarized below based on understanding gained through interviews with PAC members and project team knowledge. Many stakeholder groups are reflected in the membership of the PAC. Interests will be confirmed through additional stakeholder interviews and community involvement activities.

Stakeholder Group	Primary Interests	PAC Representation
Federal Aviation Administration	Runway efficiency Airport longevity Adherence to state and federal aviation policies Transparent community involvement process	
Oregon Department of Aviation		
Washington County	Economic growth Safe and efficient surface transportation around the airport Seismic resilience	✓
City of Hillsboro	Integration with other planning efforts Transparent community involvement process Airport longevity	
Clean Water Services	Water quality and stormwater conveyance	✓
Hillsboro Airport Business Tenants	Economic health Safe and efficient surface transportation around the airport Airport parking Aesthetics Implementation Airport longevity	✓
General Aviation Pilots	Surface transportation Airport role Aesthetics Airport facilities Airport longevity	✓
Business Community	Economic growth Traffic congestion Aesthetics Best use of land	✓
Local Residents	Jobs Traffic congestion Environmental quality Community involvement Social equity Aesthetics Best use of land	✓
Nearby Neighbors	Traffic congestion Air quality Airport role Community involvement Social equity Aesthetics Noise Best use of land	✓
Community Youth	Jobs Economic development Airport role Aesthetics Educational opportunities	✓
Latino Community	Access to jobs Access to decision process Social equity	✓
Limited English	[More information needed]	
Indian Community	Access to decision process [More information needed]	
Low Income Populations	Access to jobs Social equity [More information needed]	

This section will be updated as additional information about stakeholder needs and interests is collected.

Engagement Tools

The project team will use a variety of engagement tools to deliver project messages, updates and results to stakeholders. The table below groups stakeholders by their level of interest and involvement in the master plan process. Different tools will be used for stakeholders that require and expect different levels of detail.

Stakeholders		Engagement tools
Increasing level of interest and involvement     	Deciders Port of Portland Commission	<ul style="list-style-type: none"> • Commission liaison • Commission briefings • Commission meetings • Staff recommendation documents • Public comment summaries • Media coverage
	Planners Port of Portland Staff Project Consultants Federal Aviation Administration Oregon Department of Aviation	<ul style="list-style-type: none"> • Project team meetings • Inter-agency briefings • Technical analysis results • Community involvement activity summaries, including advisory committee and consultations with local governments • Media coverage
	Advisors Local Governments and Regulators	<ul style="list-style-type: none"> • PAC meetings • Government relations briefings • Public workshops • Media coverage
	Reviewers Hillsboro Airport Business Tenants General Aviation Pilots Nearby Neighbors Interested Residents	<ul style="list-style-type: none"> • PAC meetings • Stakeholder briefings • Public workshops • Joint outreach events with partners • Online engagement • Email updates • Media coverage
	Observers Local Residents Business Community Latino Community Indian Community Limited English Proficiency Community Youth	<ul style="list-style-type: none"> • Fairs and festivals information tables • Traveling display board • Online engagement • Community group briefings/events • Culturally specific outreach as determined in consultation with community leaders • Media coverage

The community involvement goals and objectives for the master plan process will be achieved by implementing tools and techniques that share information, collect and compile input and bring stakeholders with different opinions together for discussion. Engagement tools will include strategies to remove barriers that may prevent some stakeholders from participating in the planning process. Engagement tools are described below.

Share information

- *Email*: Emails will be distributed to the Port of Portland's email notification list to provide project updates and announce PAC meetings, community involvement activities and public input opportunities.
- *Project website*: Project information will be posted to a web page dedicated to the master plan process on the Port of Portland's website. The website includes general project information, PAC meeting materials and notes and project staff contact information.
- *Fact sheet*: Basic project information is provided on a fact sheet. The fact sheet will be updated as needed and will be distributed at outreach events.
- *Traveling display*: Basic project information will be put on display at community locations frequented by key audiences.
- *Partner channels*: Community and project partners will be asked to help distribute project information and announcements.
- *Translation*: Key project documents and web pages will be translated into Spanish

Evaluation Metrics:

- Growth of the project email list
- Quantity and accuracy of media coverage
- Project website analytics

Collect and Compile Input

- *Stakeholder interviews*: The project team conducted interviews with planning advisory committee members to identify areas of interest.
- *Public surveys*: The project team will make use of surveys to collect detailed input on key components of the master plan. Incentives may be used to enhance survey participation.
- *Online open houses*: The project team will make use of an online engagement tool to explain project information and solicit input at key project milestones. The tool may serve as a platform for other tools such as the public survey.
- *Stakeholder briefings*: Project staff will keep key stakeholders apprised of project developments and solicit input before decisions are made.
- *Community group briefings*: Project staff will attend meetings hosted by interested community groups
- *Tabling at fairs and festivals*: Project staff will host an information booth at community events to increase awareness of the master plan process and collect public comments.
- *Comment summaries*: Comments collected on key project components will be compiled into a database and summarized for consideration by project staff

Evaluation Metrics:

- Number of comments collected
- Diversity of input collected
- Online open house analytics

Bring People Together

- *PAC meetings*: Project staff will present project information for PAC members to discuss, react to and make recommendations. Public comment will be collected at each PAC meeting.
- *Joint outreach events*: The project team will identify established events such as the Hillsboro Air Fair at key project milestones to explain project information and solicit input.
- *Public workshops*: The project team will host public workshops focused on special areas of interest and how they relate to the master plan, including noise, air quality and seismic resiliency.
- *Interpreters*: Interpreters will attend important community involvement events to assist Spanish speakers.

Evaluation Metrics:

- Attendance at events and meetings
- Diversity of attendance at events and meetings
- Feedback received about meeting format

Inclusive Engagement Considerations and Tools

There are various considerations that could prevent interested stakeholders from participating in the planning process. The following strategies will be used to reduce barriers to participation.

Consideration	Tools
Accessibility	<ul style="list-style-type: none"> • Select venues that are familiar to stakeholders • Host events at venues that are ADA accessible • Host events at venues that are near transit stops • Provide assistive hearing devices at presentations • Allow children to attend outreach events
Language	<ul style="list-style-type: none"> • Translate project materials in appropriate languages • Provide interpreters at important community involvement activities
Culture	<ul style="list-style-type: none"> • Partner with culturally specific groups to host events for key stakeholders
Time	<ul style="list-style-type: none"> • Attend events that are commonly frequented by key stakeholders • Post project materials and meeting summaries online for people unable to attend

This section will be updated as additional information about stakeholder needs and interests is collected.

Government Relations

Port of Portland staff will provide regular updates to contacts at the City of Hillsboro, Washington County, local state legislators and others who express interest in the master plan process.

Decision Process and Engagement Schedule

The table below provides additional process step details, describes what stakeholders need from the project team to be able to participate effectively, and describes community involvement tools the project team will use to involve stakeholders.

Schedule	Process Steps	Stakeholder Needs	Community Involvement
Feb. 2017	-Establish PAC and identify stakeholder interests	-Understanding of master plan scope, decision process and role of PAC members	Collect input on community interests Tools: -PAC member interviews -Additional stakeholder interviews -PAC meeting #1
May 2017	-Develop community involvement plan	-Understanding of community involvement plan purpose and contents	Collect feedback on community involvement plan Tools: -PAC Meeting #2
			Update community involvement plan with inclusive outreach methods Tools: Community leader partnerships
	-Investigation phase: Collect information on existing conditions, airport inventory and aviation forecasts	-Understanding of inventory, forecasts and the implications for airport role and future operations -Provide information on investigation methods	Educational outreach providing information about existing conditions and purpose of master plan Tools: -Stakeholder briefings -PAC meeting #2
TBD	-Discuss special interest topics that relate to airport role (noise management and air quality issues)*	-Understanding of how airport role relates to special interest topics	Gather input on special interest topics as they relate to airport role Tools: -Public workshop (noise and air quality focus)
June – Aug. 2017	-Complete strategic analysis to identify airport role*	-Understanding of factors that determine airport role	Collect feedback on staff recommendations for airport role: Tools: -Stakeholder briefings -PAC meeting #3

Schedule	Process Steps	Stakeholder Needs	Community Involvement
Sept. – Oct. 2017	-Identify facility requirements	-Understanding of reasons for facility requirements	Collect input on range of Alternatives analysis criteria Tools: -Tabling at fairs and festivals
	-Design alternatives that fulfill requirements	-Understanding of range of alternatives	-Public workshop (focus on seismic resilience) -Joint outreach event at HIO Air Fair -Online open house
	-Establish criteria to evaluate alternatives	-Understanding of criteria and how they relate to special interest topics	-Public survey -PAC meeting #4
Nov. 2017 - March 2018	-Evaluate master plan alternatives* -Identify preferred alternative recommendation*	-Understanding of staff reasoning for recommending preferred alternative -Understanding of how community input affected reasoning and implications for special interest topics	Collect input on preferred alternative recommendation Tools: -Joint outreach event -Online open house -Public survey -PAC meeting #5, #6
April – Sep. 2018	-Develop implementation plan -Develop ongoing community involvement plan*	-Understanding of implementation schedule and short term/long term effects to airport tenants and neighbors -Understanding of purpose, tactics and schedule for ongoing community involvement	Collect input on implementation plan with focus on ongoing community involvement Tools: -Stakeholder briefings -PAC Meeting #7, #8
	-Complete PAC Report	-Understanding of PAC process outcomes	
Feb. 2018	-Project staff present master plan for Port of Portland Commission vote	-Understanding of how public input influenced the decision	Outreach prior to Commission vote* Tools: -Commission meeting -Email update
TBD	-Project staff submit master plan documents to FAA	-Understanding of final outcomes	Inform public of outcomes Tools: -Email update

***Public input opportunity on key elements**

Hillsboro Airport Master Plan Update

Demographic review

Data derived from the U.S. Census and the American Community Survey (ACS) 5-year dataset, 2010-2015

Data mapped using:

- Community/Attributes <https://caimaps.info/CAILive/>
- PolicyMap <https://www.policymap.com>

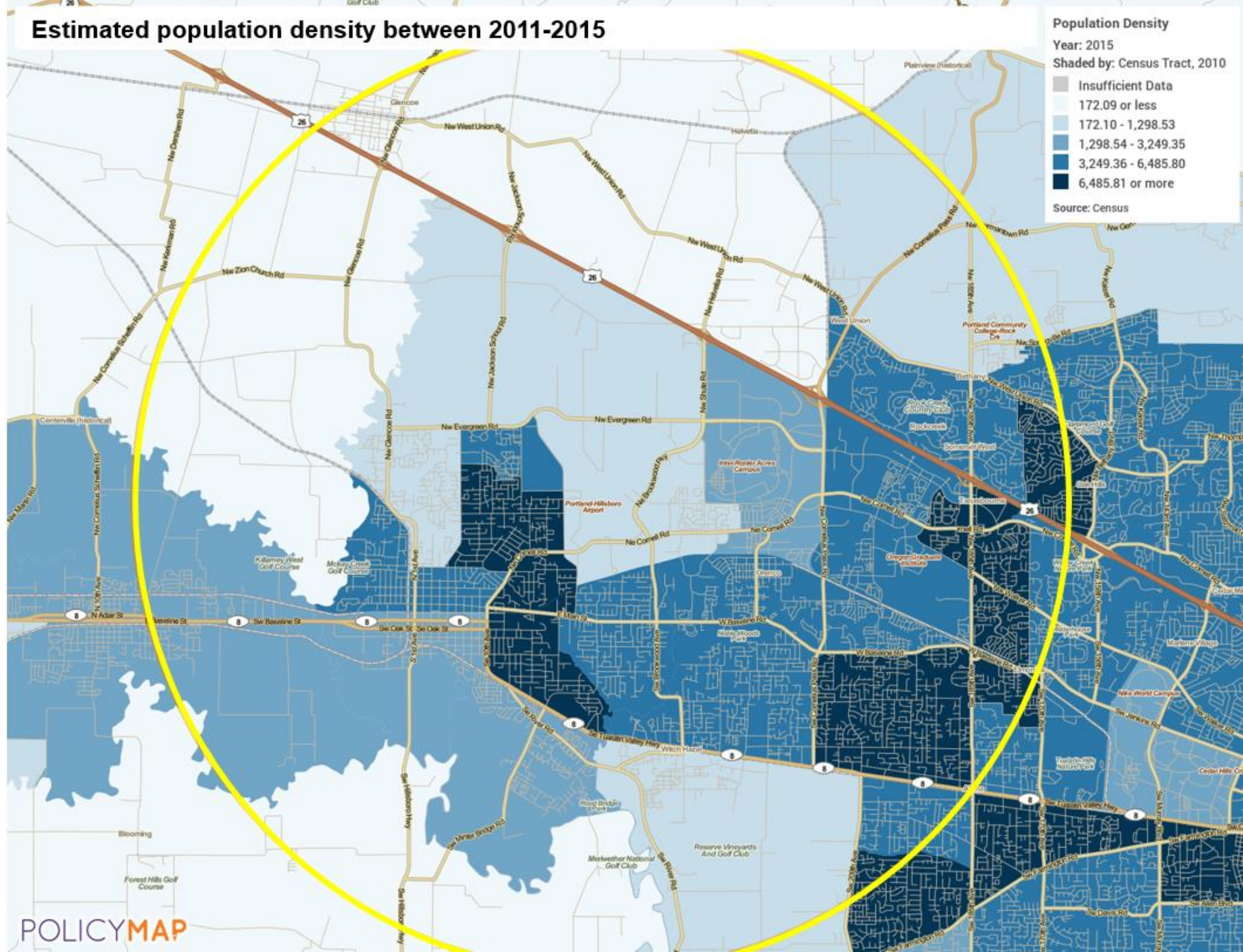
5-mile radius: Demographic overview

Population	Approximately 150,000 people
Estimated population change 2000-2015	32%
Foreign-born population	20%
Limited English Population	11%
Housing types	
Single-family homes	66%
Apartments	29%
Other (duplexes, mobile homes, etc.)	5%
Age	
Under 18	25%
18-64 (working age)	66%
65+	9%

Sources: US Census Bureau, American Community Survey (ACS) 5-year dataset, 2010-2014.

Demographic landscape:

Population density



Demographic landscape:

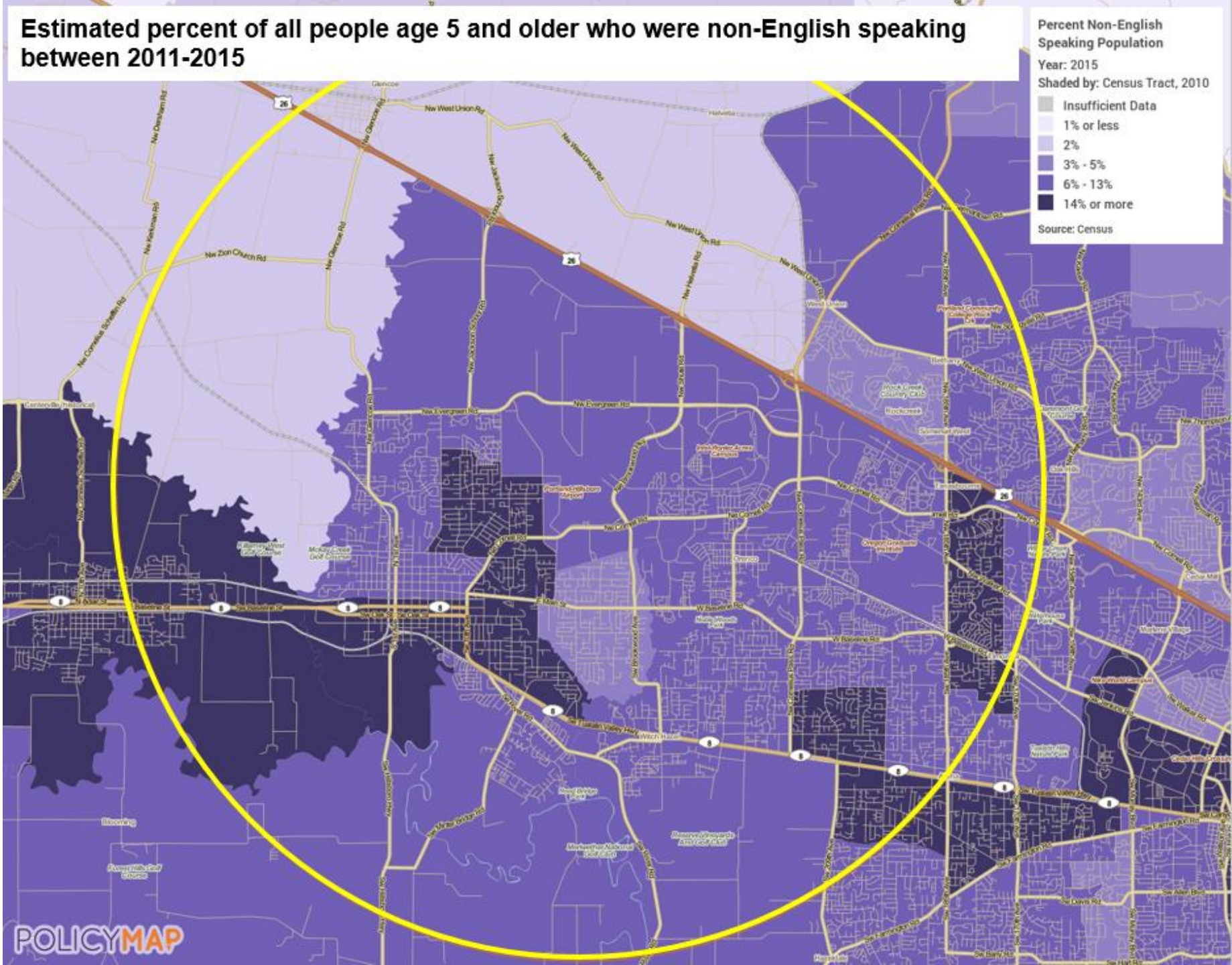
Languages

Limited English Population for entire area: 11%

At home languages:

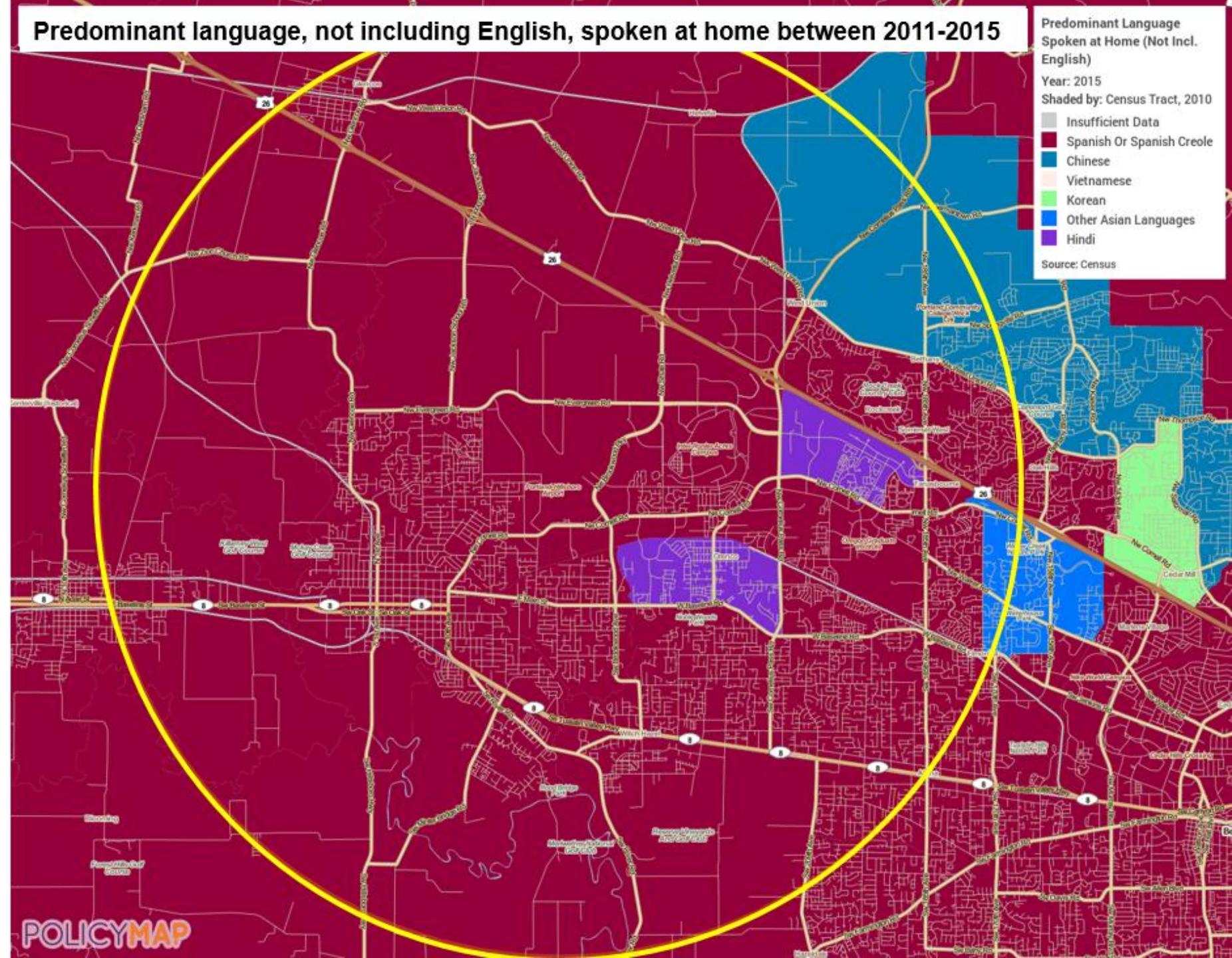
English only	70%
Spanish	19%
Vietnamese	2%
Chinese	1%
Other Asian	1%

Source:
American Community Survey, 2010-2014



Demographic landscape:

Predominant language, not including English, spoken at home



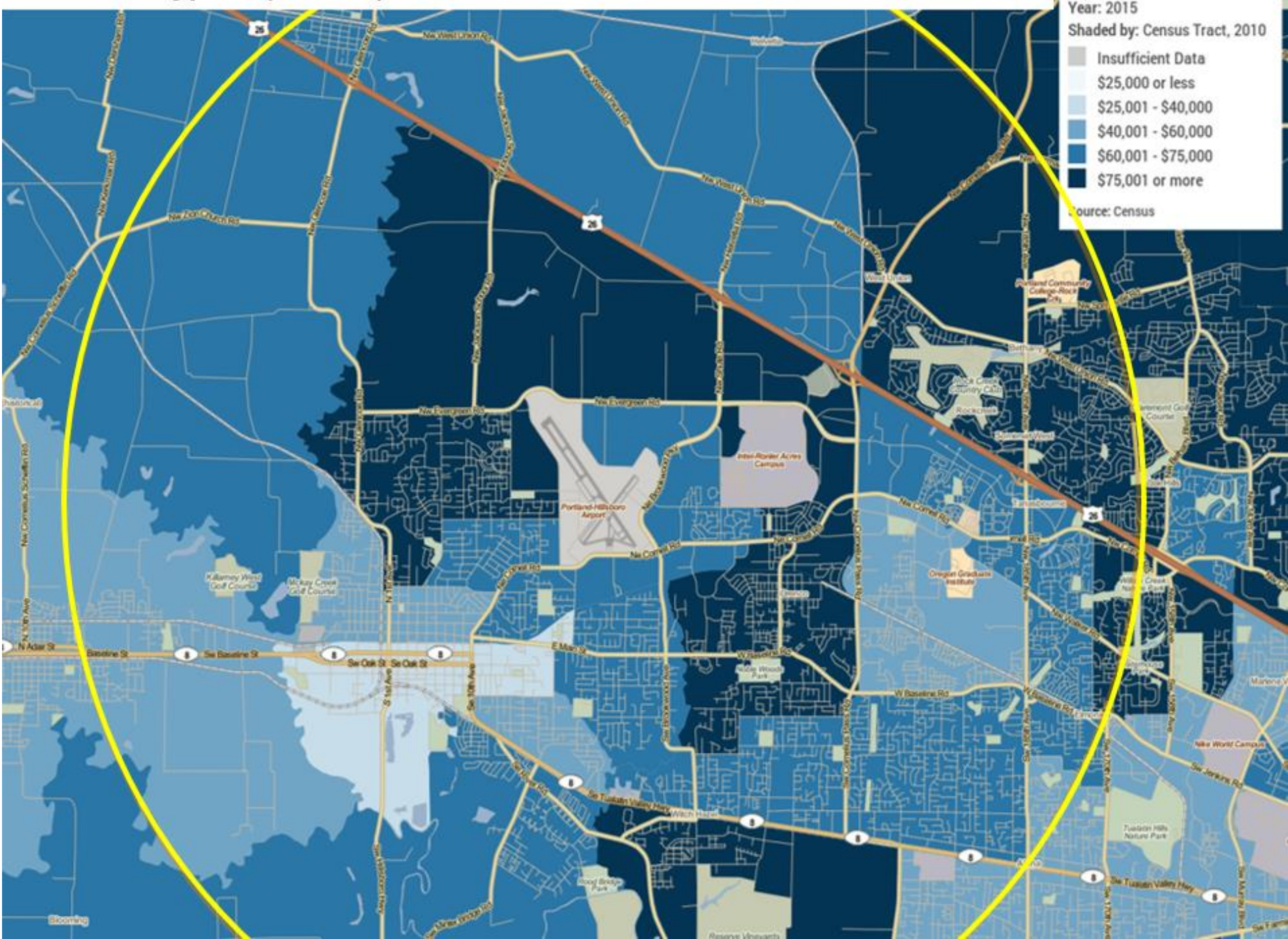
Demographic landscape:

Income

Top employment industries

Manufacturing	22%
Health care and social assistance	12%
Retail	10%
Finance, insurance and real estate	7%
Professional, scientific and technical services	7%
Educational services	7%
Accommodation and food service	6%
Administrative and support services	6%
Construction	5%
Source: Census	

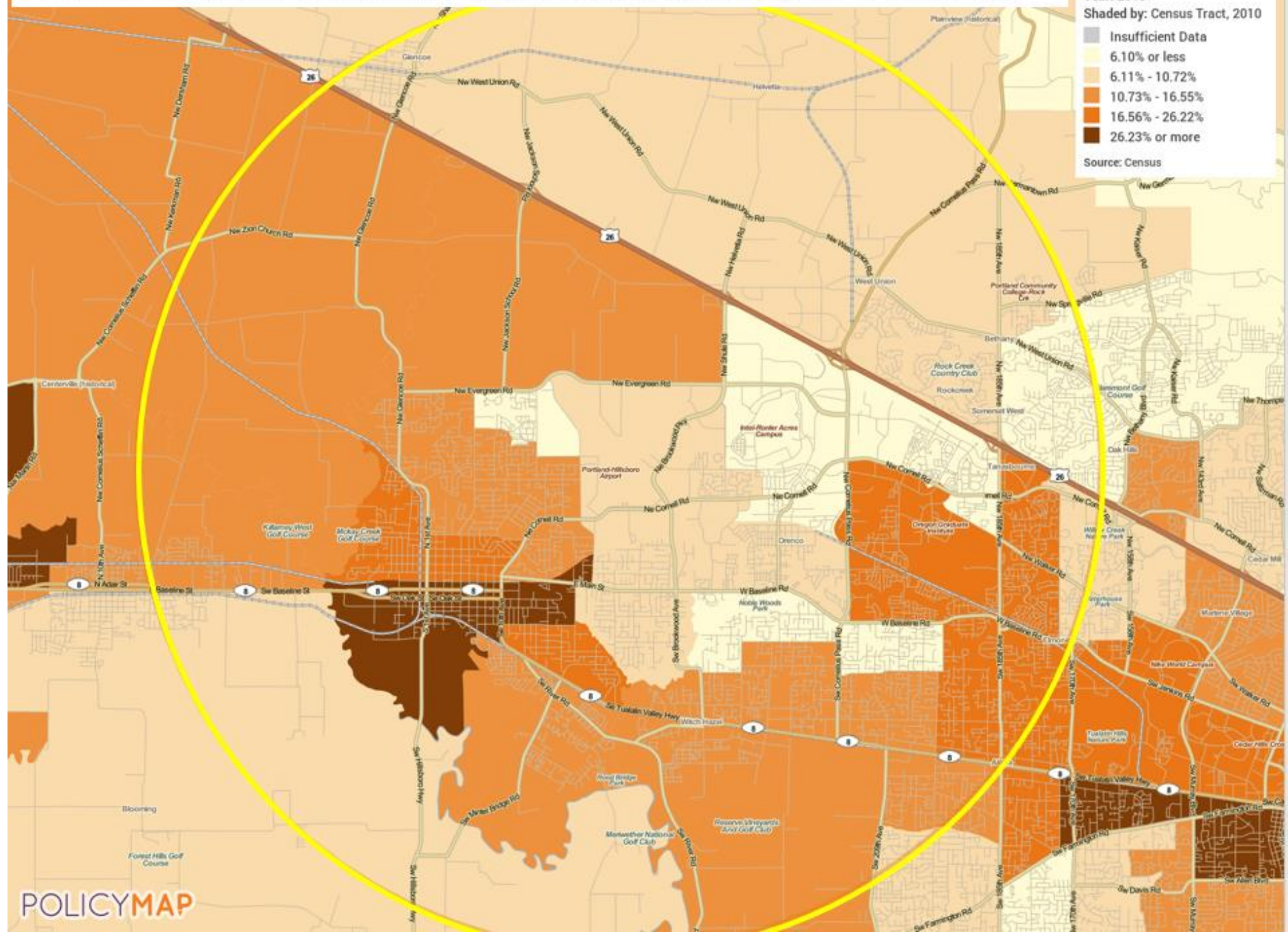
Estimated typical (median) household income between 2011-2015



Poverty

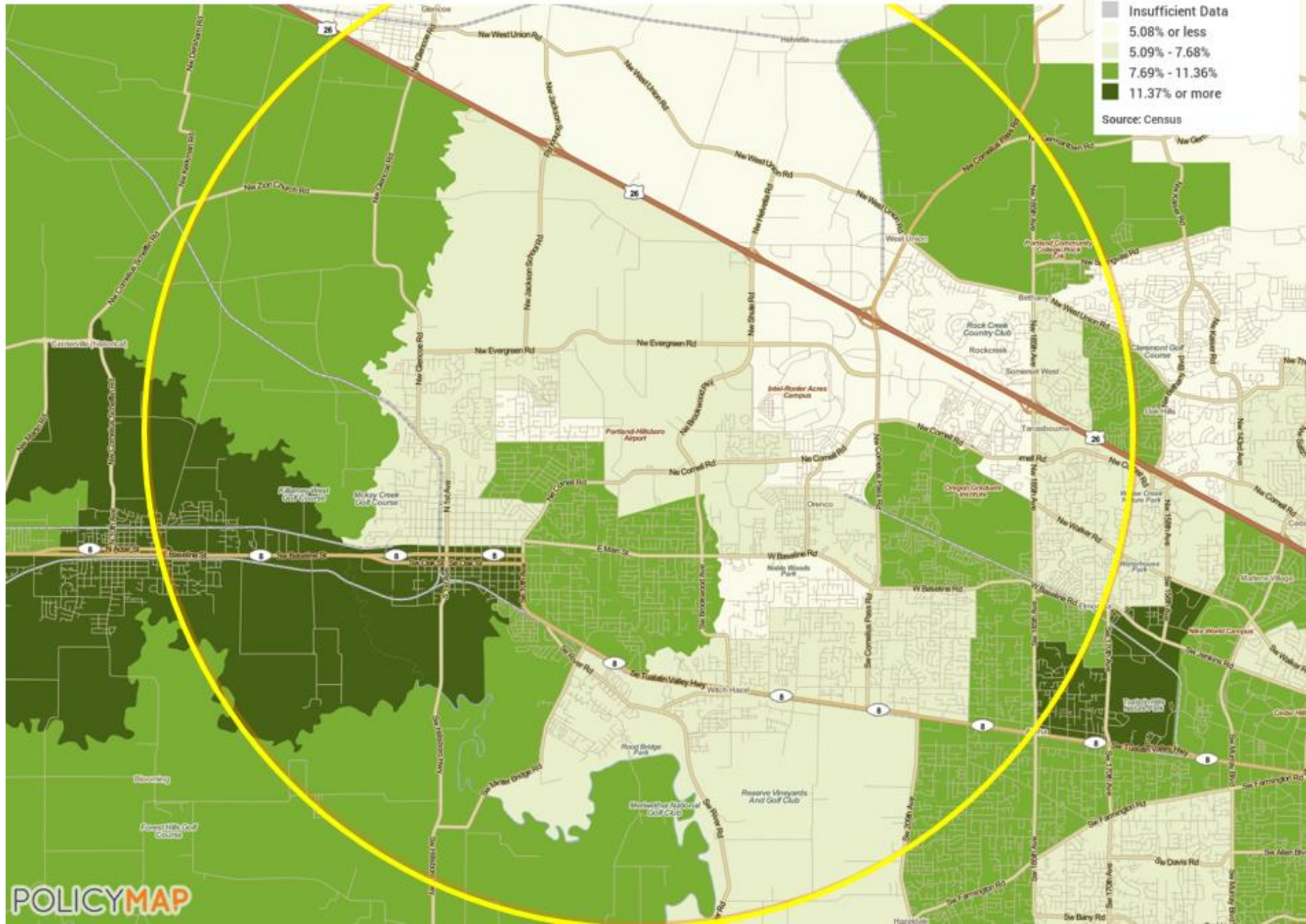
Source:

Estimated percent of all people that are living in poverty as of 2011-2015



Demographic landscape: Unemployment

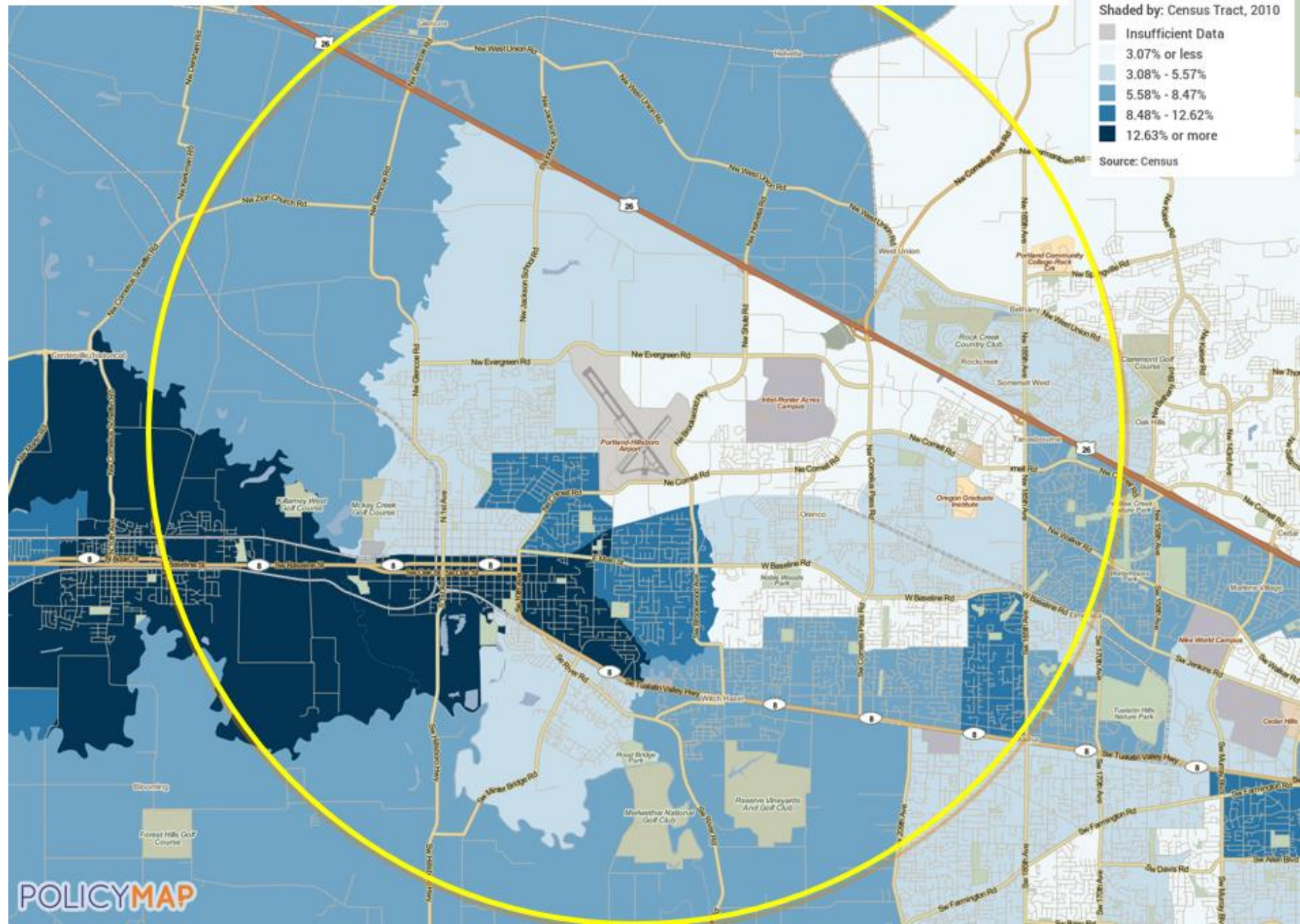
Estimated percent of people age 16 years or older who were unemployed between 2011-2015



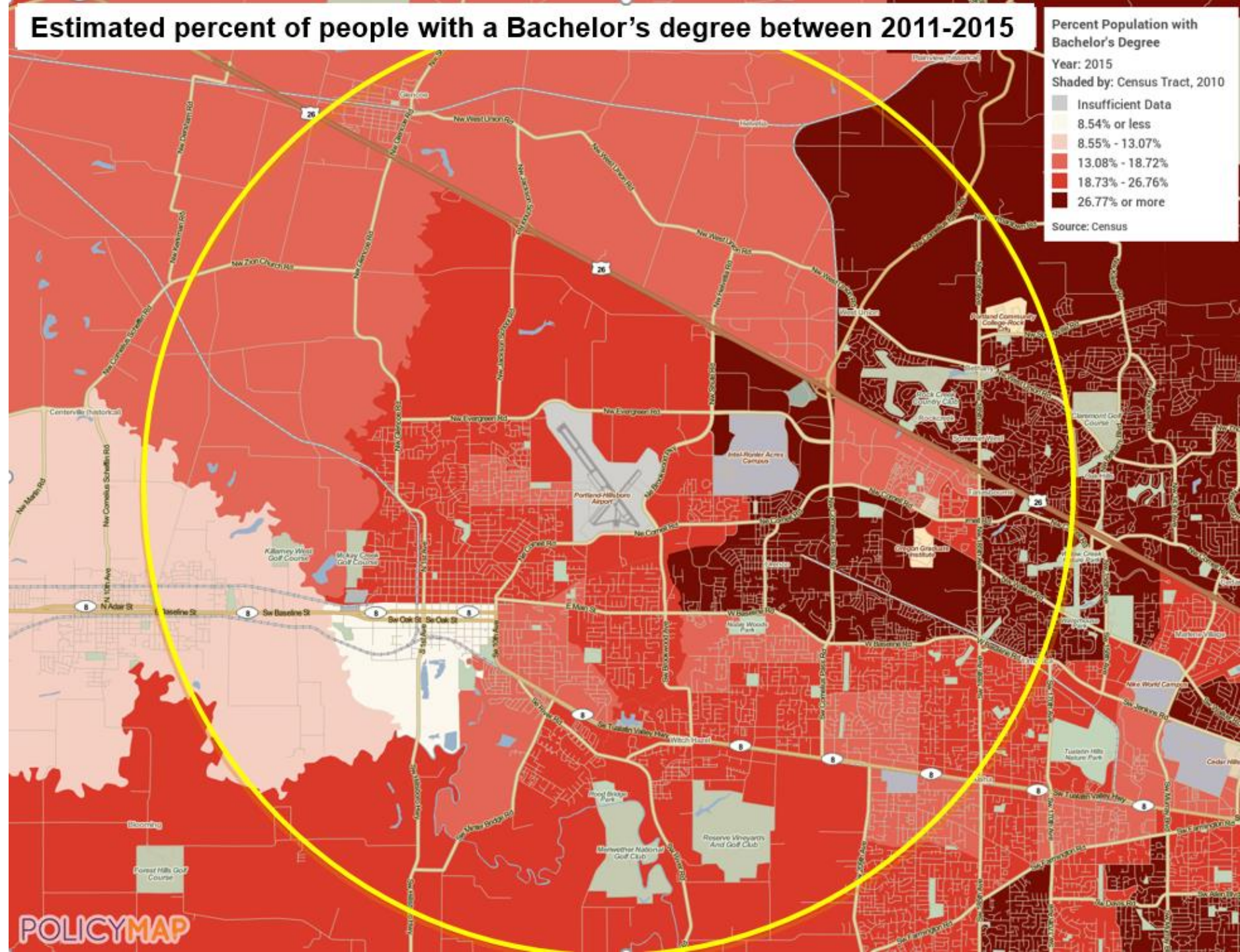
Demographic landscape:

Education – No high school diploma

Estimated percent of people with some high school, but no diploma, between 2011-2015



Education – Bachelor's degrees

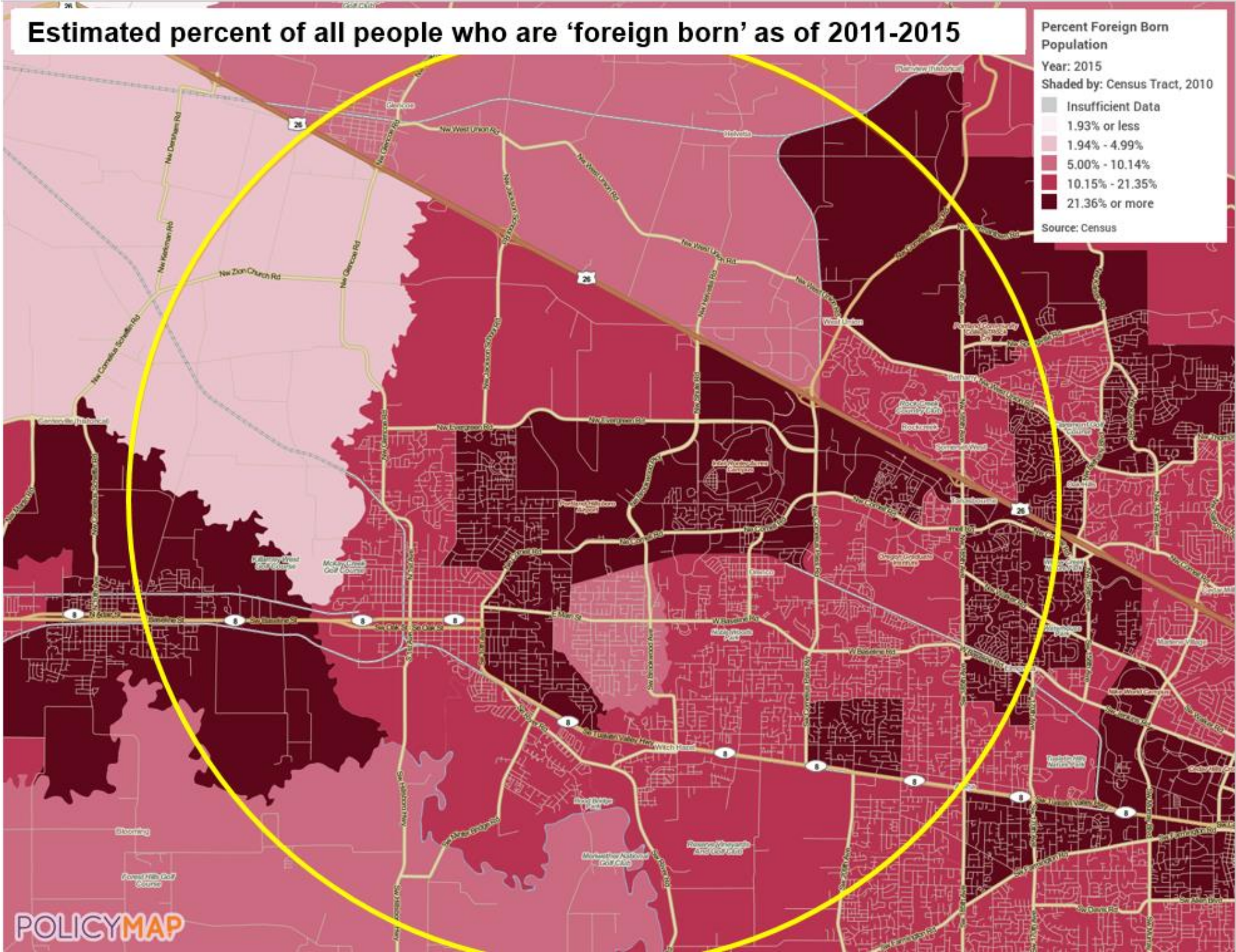


Demographic landscape:

Foreign-born population

Country of origin:

Mexico	43%
India	8%
Vietnam	6%
Philippines	4%
Korea	4%
Source: American Community Survey, 2010-2014	

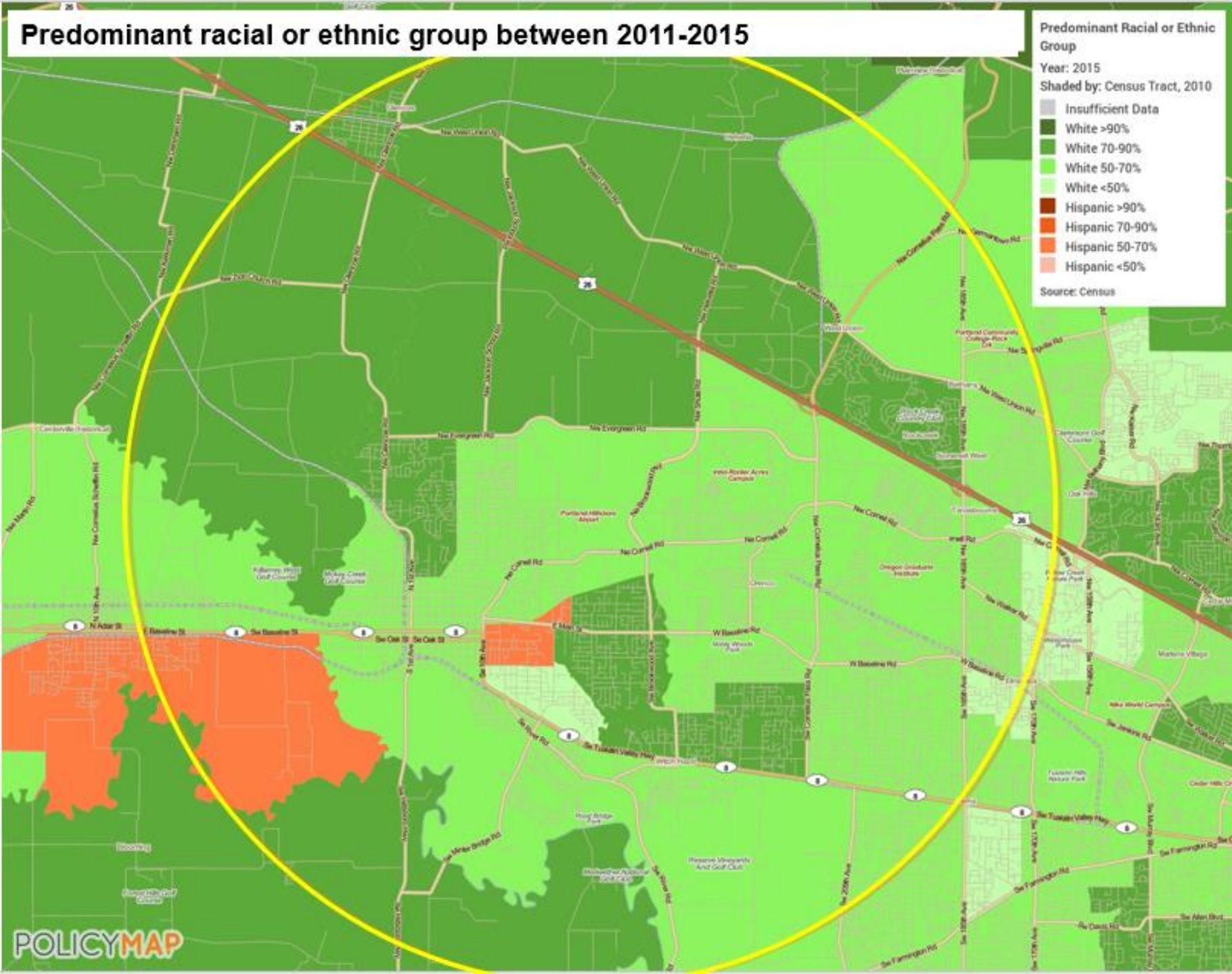


Demographic landscape:

Race/Ethnicity

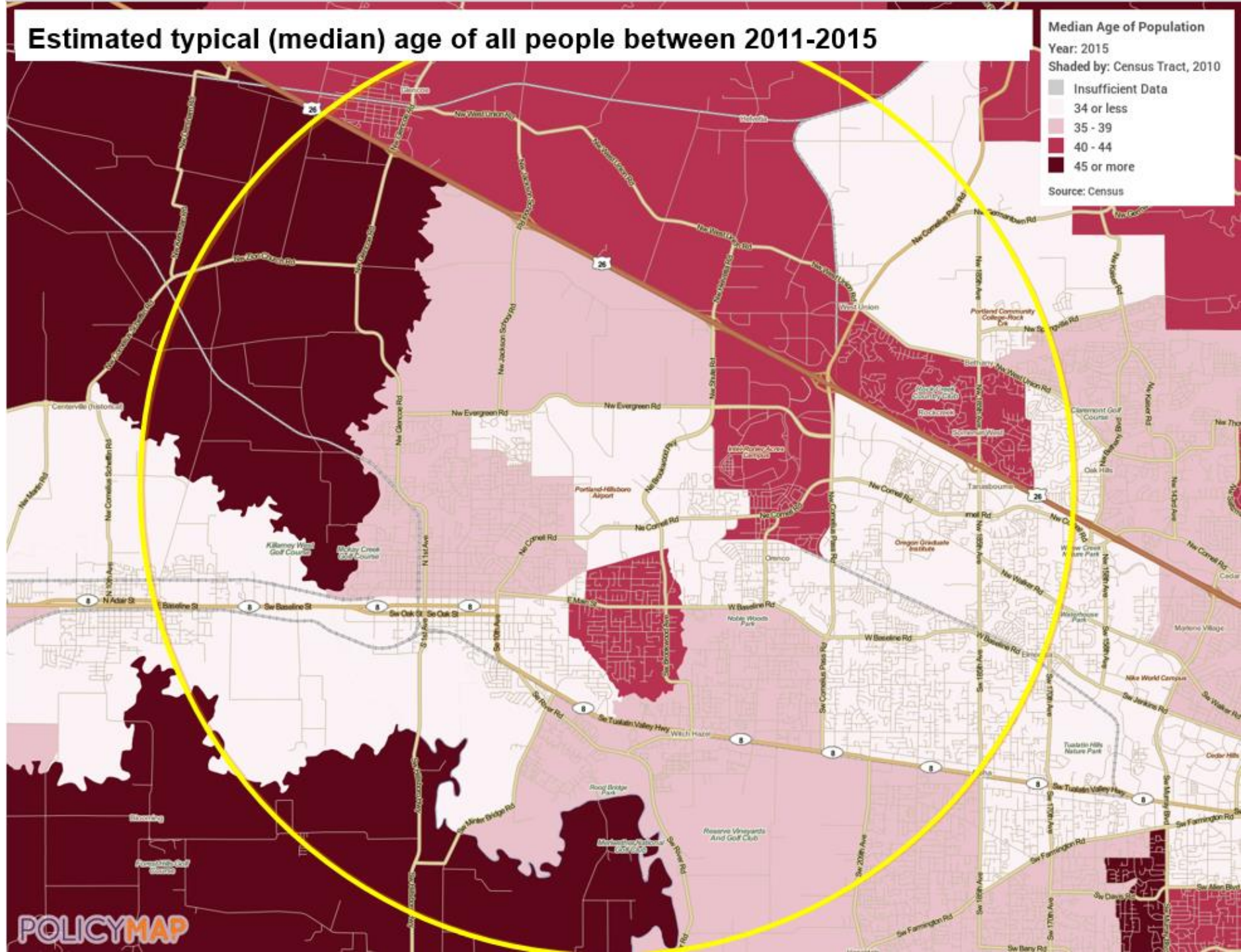
White (non-hispanic)	64%
Hispanic/Latino	22%
Other	9%
Asian	9%
Black	2%
Native American	1%
Pacific Islander	1%

Source:
American Community Survey, 2010-2014



Demographic landscape:

Age



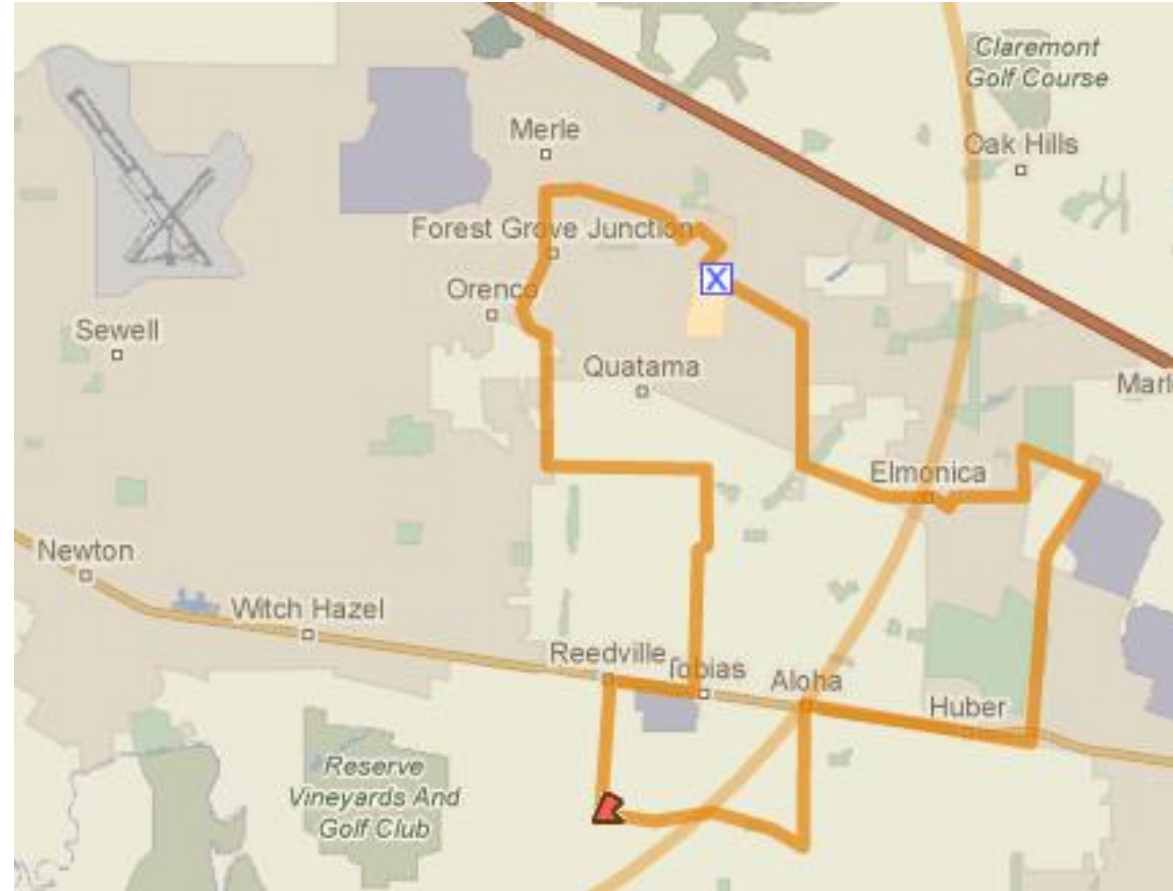
Key areas by demographic indicators

- Relatively high population density around Hillsboro
- High unemployment rate (>11% west of Hillsboro)
- Significant limited English population (>14%)
 - Predominant language spoken at home in tract southwest of Hillsboro is Spanish
- Low educational attainment (>12% don't have a High School diploma)
- Relatively young (<39)



Key areas by demographic indicators

- Relatively high unemployment rate (>8%)
- Relatively high population density
- High poverty rate (>17% in areas)
- Significant limited English population (some pockets of >14%)
 - Spanish is the second most predominant language
- Relatively young (<34)



Key areas by demographic indicators

- Areas where second most predominant language (behind English) is *not* Spanish:
 - Purple = Hindi
 - Darker blue = Chinese
 - Lighter blue = Other Asian languages
- Residents are generally young (<34)
- Income levels are relatively high (>\$75,000/household)

