

Summer Outreach Summary June – August 2017

Overview

The Port of Portland completed a series of community outreach activities during summer 2017 related to the Hillsboro Airport Master Plan Update. The objectives of outreach activities included:

- Educate community members about Hillsboro Airport and the activities that take place there
- Inform audiences that the master plan process is underway and how to get involved
- Collect community feedback on the recommended airport role and community uses of airport property

Summary Findings

Port of Portland staff heard a variety of comments about how Hillsboro Airport should serve aviation needs or be more compatible with the surrounding community.

- People who wanted Hillsboro Airport to remain the same size tended to say they did not want the airport to produce elevated noise levels or lead emissions associated with growth in airport activity.
- People who wanted commercial service at Hillsboro Airport tended to ask for connections to a small number of nearby airports and said it was impractical to travel on congested roads to Portland International Airport from the west side of the metro region. They also said it seemed reasonable to plan for a second commercial airport in the region to serve the growing population and Oregon tourism.
- People who wanted Hillsboro Airport activity to decrease said the airport is or will become incompatible with the city’s growing residential communities due to negative effects airport activity has on quality of life. These people most frequently mentioned negative effects of noise and lead emissions associated with airport activity.
- People suggested a variety of ways Hillsboro Airport could be more integrated with the community including using available airport property for parks, walking and cycling paths, restaurants and aviation education facilities like museums.

The table below provides a summary of summer outreach activities.

Date	Event	Activity Type	Interactions
July 15	Celebrate Hillsboro	Outreach booth	300 visitors
Aug. 19	Downtown Hillsboro Farmers Market	Outreach booth	50 visitors
Aug. 20	Orenco Station Farmers Market	Outreach booth	60 visitors
Aug. 23	Westside Economic Alliance Board Meeting	Presentation	25-30 visitors
Aug. 26	Downtown Hillsboro Farmers Market	Outreach booth	50 visitors
July 18 – Aug. 31	Online Open House	Online engagement	1,994 users



Traveling Display Banner

Project staff designed an informational display banner that provides an overview of Hillsboro Airport activities and the master plan process in Spanish and English. Copies of the display are hosted at the Hillsboro Airport terminal building and the Hillsboro Brookwood Library. The project team uses a third copy at outreach events.

The traveling display includes a tracking URL that links to the project website. Since the displays were set up at their locations on Aug. 18, 2017, display viewers have used the tracking URL more than 20 times.

Outreach Booths

Port of Portland staff hosted an outreach booth at four community events in Hillsboro to educate people about Hillsboro Airport, increase awareness of the master plan process and encourage people to visit the online open house for the master plan. The events were suggested as places to engage with people who live or work near

Hillsboro Airport by members of the Hillsboro Airport Master Plan Update Planning Advisory Committee (PAC).

Outreach booth staff noted comments from conversations with booth visitors. Key themes are included below.

- Pilots enjoy using Hillsboro Airport and would like it to stay the same size with focus on general aviation.
- Noise from airport activity seems to have increased in recent years, particularly at night.
- The Oregon International Air Show seems like a safety hazard for a populated area like Hillsboro and should be relocated.
- Commercial service at Hillsboro Airport would be a benefit for residents and could relieve crowds at Portland International Airport. Investigate service to Seattle or other nearby airports.
- Create opportunities for people to interact with Hillsboro Airport and view airport activity, like the Hillsboro Air Fair.
- Consider adding space at Hillsboro Airport for a conference center and restaurant.
- Create opportunities for young people to learn about aviation.
- Share information about lead emissions related to Hillsboro Airport.



Stakeholder Presentations

Port of Portland staff offered presentations about the master plan update to multiple stakeholder groups and scheduled one. Staff shared information and promoted the online open house at the Westside Economic Alliance board meeting on August 23. Conversations focused on the role of the airport, the aviation demand forecasts and the upcoming alternatives analysis in the fall.

Facebook Campaign

The Port of Portland ran a Facebook advertising campaign to notify people about the master plan process and drive participation in the online open house and community survey. Over 60 people posted comments on the Facebook advertisement. A summary of themes from the comments is listed below. The full comments are included in Appendix D.

- The region will need a second commercial airport at its current rate of growth. Add affordable and commuter flight service to Hillsboro Airport. Investigate flights to Seattle, Boise, Spokane, Bend, Klamath Falls and San Jose.
- If the region needs a second commercial airport, build a new airport in a less populated area.
- The community surrounding Hillsboro Airport is not compatible with commercial service. If Hillsboro Airport expands, property values will decrease and residents will move away.
- The region has many infrastructure problems related to regional transportation deficiencies.
- If transportation connections from the west side of the region to Portland International Airport are not improved, Hillsboro Airport will need to add commercial service.
- Hillsboro Airport will eventually close due to public hazards associated with airport activity.
- Quality of life in Washington County is decreasing in general due to development.
- Hillsboro Airport should close and its activities should be moved to Portland International Airport.
- Hillsboro Airport is an important local employer.
- Community input is not given full consideration in government projects.
- Move business aviation from Portland International Airport to Hillsboro Airport to increase Portland's commercial airline capacity and increase economic activity in Hillsboro.
- Add a shuttle service between Hillsboro Airport and Portland International Airport.
- Preserve airport integrity by purchasing more land around Hillsboro Airport to prevent encroachment of incompatible uses.
- Make Hillsboro Airport a destination by adding a convention center, auditorium, hotel and better transit connections.
- Keep the Oregon International Air Show.

Online Open House

The project team developed an online engagement tool to create a virtual open house experience where users learned about Hillsboro Airport and shared feedback on the master plan process. The content focused on master plan work completed to date, including information about the project team's recommended airport role as well as the team's findings for the airport's inventory and aviation demand forecasts. Two pages included introductory videos for Hillsboro Airport and the master plan update with

Spanish subtitles available. The tool also included an embedded Google translate application that provided basic translations for users who did not speak English.

The project team distributed the online open house through the following channels.

Online Open House Distribution	
Outreach booth / Celebrate Hillsboro:	July 15
Website / Hillsboro Airport Master Plan Update:	July 18 – Aug. 31
Email / Hillsboro Airport Email List:	July 19
Facebook / Port of Portland account:	July 21
Twitter / Port of Portland account:	July 21
Email / Happening in Hillsboro E-newsletter:	July 24
Website / Port of Portland homepage:	Aug. 7 – 31
Banner promotion at NE Cornell and Brookwood:	Aug. 7 – 31
Facebook advertisement / Port of Portland account:	Aug. 15 – 25
Email / Washington County CPO Program:	Aug. 18
Outreach booth / Downtown Hillsboro Farmers Market:	Aug. 19
Outreach booth / Orenco Station Farmers Market:	Aug. 20
Outreach booth / Downtown Hillsboro Farmers Market:	Aug. 26
Email / Westside Economic Alliance:	Aug. 26

Additionally, the project team asked members of the PAC to distribute the online open house through their community networks.

Community Survey

The online open house included a Feedback page with an electronic survey designed to collect community input on the project team’s recommended airport role and ideas for future uses of airport property. Port of Portland staff also made a hardcopy version of the survey available at outreach booths hosted at community events. The goal of the survey was to engage and learn from as many members of the broader public as possible. The results are not statistically representative, meaning the respondent sample is not predictive of the opinions of the communities that use and surround Hillsboro Airport.

Survey response count	
Total:	126
Question 1:	124
Question 2:	83
Question 3:	81
Question 4:	52
Question 5:	52

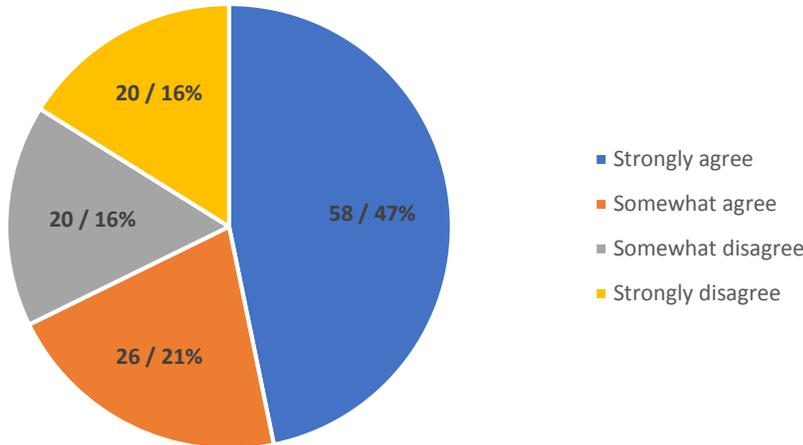
Participants were not required to answer all questions to submit the survey. The responses collected for each question are summarized into themes below. A complete list of responses is available in Appendix A.

Question 1: What is your level of agreement with the following recommendation regarding the role of Hillsboro Airport?

Hillsboro Airport should continue its current role as a general aviation airport and reliever of general aviation traffic from Portland International Airport. (General aviation includes recreational flying, business aviation and flight training, but not commercial passenger service or air cargo.)

Overall, 47 percent of people who responded to Question 1 strongly agreed with the airport role analysis. People who strongly agreed tended to say an increase in airport activity could have negative effects on the quality of life for communities that surround the airport. People who disagreed with the airport role analysis shared a range of opinions including thoughts that airport activities should expand to include commercial passenger service, should shrink to reduce negative effects to the community, or should be relocated.

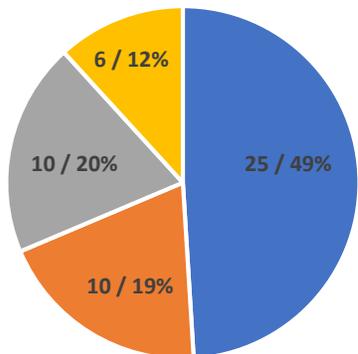
Total Results (124)



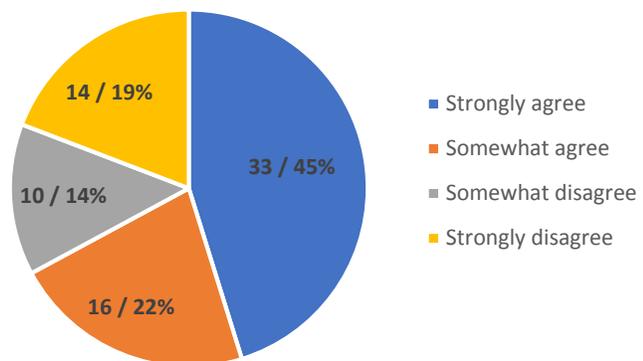
Responses / Percentages

About 41 percent of people who responded to Question 1 reported living within the same ZIP code as Hillsboro Airport (97124). These responses tended to strongly agree or somewhat disagree with the airport role analysis at a slightly higher rate compared with responses from people who reported living in other ZIP codes.

97124 ZIP code (51)



Other ZIP codes (73)



Responses / Percentages

Participants provided comments about their responses in Question 2.

Question 2: Do you have comments or questions about the recommended airport role?*Strongly Agree*

- Expanding airport activity beyond the current role would make Hillsboro Airport less compatible with the surrounding community.
- The Port of Portland should encourage and expand the current types of uses at Hillsboro Airport.
- Portland International Airport already serves the region's commercial and air cargo needs.
- Hillsboro Airport's role should remain the same, but the airport needs to be managed to reduce noise and lead emissions.
- Hillsboro Airport should host more community events like the International Air Show.
- The Port of Portland should add opportunities for young people to learn and intern at Hillsboro Airport.
- People who are concerned about noise should not choose to live near an airport.
- The Port of Portland needs to better communicate how it acts on community feedback.

Somewhat Agree

- Some level of commercial service would be appropriate at Hillsboro Airport. Investigate passenger service to large cities in Oregon as well as Seattle, Boise and San Jose.
- Commercial service would be valuable to people who want to avoid driving on congested roads to Portland International Airport.
- Limited commercial service at Hillsboro Airport would be attractive to nearby residents if it did not increase noise levels.
- Adding commercial service and air cargo to Hillsboro Airport would have positive effects on the local economy.
- Add a shuttle that commutes to Portland International Airport.
- The airport role analysis should show considerations to make environmental improvements while accommodating future growth at Hillsboro Airport.
- The population growth of Hillsboro will eventually make the airport incompatible with its surroundings. An increase in airport activity at Hillsboro Airport would negatively affect quality of life for surrounding communities.
- Plan to move Hillsboro Airport away from residential areas sometime in the future.
- The International Air Show is too dangerous to host near dense residential communities and should be hosted elsewhere.
- The Port of Portland should create incentives for airport users to limit noise, particularly at night when people are sleeping.
- The Port of Portland should pursue alternatives to leaded aviation fuel.

Somewhat Disagree

- There is demand for a commercial airport on the west side of the region. Hillsboro Airport should offer limited or full commercial service to nearby airports, similar to Bend Municipal Airport or Eugene Airport.

- Congested roads make it impractical for people who live on the west side of the region to drive to Portland International Airport for short flights.
- The west side of the region needs a commercial airport, but Hillsboro Airport may be too constrained by residential communities to grow into this role.
- A commercial airport on the west side of the region could serve tourists visiting Oregon wine country, coastline and other recreational destinations.
- If commercial service is added to Hillsboro Airport, it should be limited to reduce negative effects to the community.
- Airports should not operate within growing cities like Hillsboro. The neighborhoods that surround Hillsboro Airport have become more populated and are no longer compatible with airport activities that create noise.
- The Port of Portland needs to address noise and lead emissions associated with activity at Hillsboro Airport.
- Helicopter activity at Hillsboro Airport creates most negative effects to the community and should be limited.

Strongly Disagree

- Hillsboro Airport should offer commercial flights that complement service at Portland International Airport. Investigate passenger service to San Francisco, Los Angeles, Seattle, Denver and Dallas.
- There is demand for a commercial airport on the west side of the region. Congested roads make it impractical for people who live on the west side to drive to Portland International Airport for short flights.
- Commercial service would have a positive economic effect on the Hillsboro community.
- There is too much unused space on airport property. Some property should be used for industrial development.
- The airport is no longer compatible with the community due to the surrounding area's rapid population growth.
- Hillsboro Airport benefits a small number of people at a cost to the surrounding community.
- Private businesses on Hillsboro Airport property should not be subsidized by tax dollars.
- The Port of Portland should complete an environmental impact statement to identify how airport operations affect the surrounding community and natural environment.
- It is unsafe to have so many flight operations conducted over a dense residential area. Flight training operations at Hillsboro Airport should be moved to a less populated location.
- The Port of Portland needs to communicate its safety and security procedures better.
- There should be more transparency about how flight training activities at Hillsboro Airport benefit foreign students and their countries of origin.

Question 3: How could Hillsboro Airport be better integrated with the community to enhance livability and the local economy? Some examples might include adding walking trails, shops or restaurants around airport property.

Community access to airport activity

- Create a public observation area to watch airport activity. Add a speaker that broadcasts air traffic control communications.
- Add restaurants with a view of airport activity.
- Expand the Oregon International Air Show. Make the show more affordable for residents who are affected by its activities.
- Add activities for kids on airport property.
- Create aviation education facilities such as museums or flight simulators.
- Add educational facilities that inform the public about Hillsboro Airport's role and benefits to the community. Make Hillsboro Airport's original hangar an educational facility about the airport's history.

Community facilities and infrastructure

- Give residents a reason to visit Hillsboro Airport beyond general aviation.
- Redevelop roadways around the airport to accommodate uses for people, including places to walk, cycle, shop, work and relax.
- Improve pedestrian and bicycle infrastructure around Hillsboro Airport.
- Use available airport property for natural areas, dog parks or wildlife habitat.
- Improve and beautify commercial and retail businesses on airport property.
- Grow food ingredients on airport property and use it for local restaurants.
- Clean up litter around airport property.
- Add a more convenient MAX light rail station for Hillsboro Airport and Washington County Fairgrounds. Add shuttle buses that connect Hillsboro Airport to Orenco Station and downtown Hillsboro.
- Create opportunities for local businesses to participate in the Oregon International Air Show.

Community compatibility

- Add benefits to living near the airport that offset the effects of noise on the community.
- Take measures to reduce noise associated with Hillsboro Airport: install noise dampening barriers such as trees around airport property, redesign flight paths and elevations, enforce noise abatement measures more strictly.
- Replace the flight training academies with uses that are more compatible with the community. Noise from jets is not as disturbing as noise from helicopters.
- Commit to a timeline to remove lead from aviation fuels.
- Monitor noise and air quality and share measurements.
- Restaurants are unappealing in a place that uses leaded fuel.
- Share security procedures and findings with the community.
- Limit residential development near Hillsboro Airport.
- Make Port of Portland staff more accessible.
- The Port of Portland should share input it hears from the community regarding noise and air quality and how it acts on input.

Airport facilities

- Improve the flight training facilities.
- Increase car parking capacity.
- Improve natural landscaping to beautify airport property.
- Add information about transit, car rentals, taxis, ride share services and hotels to terminal building.
- Do not change Hillsboro Airport.

Question 4: What other ways would you like to use airport property?

Activities related to aviation

- Maximize airport property for aviation.
- Create more reasonable rates to fly to nearby airports in Oregon, Washington and California.
- Add a drop zone for skydiving or training rescue parachutists.
- Start planning freight infrastructure for future air cargo service.
- Do not compromise airport safety.
- Locate Air National Guard facilities at Hillsboro Airport.
- Host “fly-in breakfasts”.
- Do not change Hillsboro Airport.

Other land uses

- Add residential development to increase affordable housing.
- Maintain compatible uses underneath flight patterns. Residential areas are not compatible.
- Install solar panels on unused airport property.
- Add spaces for carshare services on airport property such as Zipcar or ReachNow.
- Create community garden spaces.
- Build long term parking near TriMet stations so people who live on the west side of the metro region do not need to drive their cars to Portland International Airport.
- Do not make changes that increase traffic congestion.
- Orient community facilities to benefit from a view of the air field.
- Add tour bus service such as Gray Line Tours to highlight the airport and its businesses.
- Create urban garden and shelter for hungry and homeless populations.
- Add a conference center.
- Create an aviation themed recreation park that fosters an interest in aviation.
- Add a race track for go-carts, motorcycles, or other motorsports.
- Create opportunities for visual or performing arts.

Question 5: Is there anything else you would like to share about Hillsboro Airport?

Community access to airport activity

- Increase awareness of community programs at Hillsboro Airport like Airway Science for Kids.
- Add more air shows.

Community facilities and infrastructure

- Add hotels on or near airport property to promote Hillsboro as a destination.
- Include Hillsboro Airport in tri-county transportation meetings.

Community compatibility

- Lead is a dangerous substance and should be eliminated from aviation fuels.
- Noise levels have worsened over the years and needs to be limited. Add restrictions to flight training activities to limit noise.
- The Oregon International Air show has significant noise impacts on pet owners and people with post-traumatic stress disorder.
- Ask for community input before changing flight paths.
- Give Hillsboro Airport a more interesting appearance.
- There should be elected representation on the Port of Portland Commission.

Airport facilities

- Ramps and aprons need priority regrading and repaving.
- Retain uses for small private pilots.
- Do not overemphasize large corporate uses of airport property.
- Prepare Hillsboro Airport to play a significant role in recovering from a major seismic event that could incapacitate Portland International Airport.
- Extend the main runway to accommodate larger aircraft.
- Improve lighting on airport access roads.
- The current level of security at Hillsboro Airport is attractive for general aviation users.
- Keep the airport as an airport.

Appendices

- Appendix A: Community Survey Results
- Appendix B: Outreach Booth
- Appendix C: Online Open House Distribution
- Appendix D: Facebook Campaign