

Winter Outreach Overview September 2017 – February 2018

The Port of Portland completed a series of community outreach activities during fall 2017 and early 2018 related to long term development possibilities considered for 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 input on how community members would prefer to learn and remain involved in discussions about Hillsboro Airport activities
- Collect community feedback on various development possibilities of airport property
- Increase level of culturally specific outreach with Latinx communities in Washington County

Outreach Activities

Date	Activity	Activity Type	Interactions
Oct. 21	Hillsboro Airport Air Fair	Port event	630 visitors
Dec. 8	Tamale Night	Culturally specific	78 visitors
Jan. 19	Airport Tour for Spanish Speakers	Culturally specific	16 participants
Jan. 27	Airport Tour for Spanish Speakers	Culturally specific	18 participants
Dec. 20 – Feb. 5	English Online Open House	Online engagement	2,844 users
Dec. 20 – Feb. 5	Spanish Online Open House	Online engagement	53 users

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 comments on development possibilities. The online open house included a community survey on how the Port of Portland should share information about Hillsboro Airport and continue to engage the community as the airport changes over time.

Survey Response Counts	
• Total comments on development possibilities:	94
• Total community involvement surveys:	125
○ Responses on community involvement tools:	108
○ Responses on information sharing tools:	119

Comment Themes

Project staff noted the following themes in comments collected during the report period.

- Community members shared a range of priorities they would like the Port of Portland to consider when deciding how Hillsboro Airport will change over time.
 - Increases in community benefits of Hillsboro Airport need to be balanced against any negative effects the airport may have on nearby residents.
 - More action is needed to reduce negative effects of airport activity and increase the range of community members who directly benefit from the airport.

Comment Themes Continued

- Consideration of non-aviation uses that increase community use of airport property should continue.
- Airport property should be reserved for aviation uses.
- Plan to add commercial passenger service to Hillsboro Airport in the future.
- Do not change Hillsboro Airport’s role if it would increase negative effects to nearby residents.
- Community members shared comments on the development alternatives.
 - Most commenters preferred keeping the terminal building location on the Cornell parcel to maintain connection to Washington County Fairgrounds and MAX light rail station.
 - Some people supported options that would be the least disruptive to the current airport layout and require minimal costs, similar to Alternative 1.
 - Some people supported investments in aviation facilities that would improve airport efficiency and attract users, similar to Alternative 2.
 - People tended to say they liked that noise patterns are expected to shift north away from denser residential areas.
- Most people who completed the online community survey shared a preference for website content and email to stay informed and involved in ongoing discussions regarding Hillsboro Airport.

Online Open House Notification	Dates
Website / Hillsboro Airport Master Plan Update	Dec. 20, 2017
Email / Planning Advisory Committee Members	Dec. 20, 2017
Street banner / NE Cornell Rd and Brookwood Pkwy	Dec. 22, 2017 – Feb. 5, 2018
Email / Washington County CPO Program	Jan. 2, 2018
Email / Port of Portland Hillsboro Airport Email List	Jan. 3, 2018
Email / Happening in Hillsboro City Email	Jan. 3, 2018
Website / Port of Portland Frontpage	Jan. 3, 2018
Flyer and Bookmarks / Hillsboro Brookwood Library	Jan. 7, 2018
Facebook post / Centro Cultural account	Jan. 9, 2018 Jan. 23, 2018
Online advertisement / Facebook	Jan. 10 – 16, 2018 Jan. 31 – Feb. 4, 2018
Newsletter / Washington County CPO 10	Jan. 11, 2018
Newsletter / Hillsboro City Views	Jan. 11, 2018
Flyer and Bookmarks / Portland Balaji Temple	Jan. 11, 2018
Postcard / Residents within two miles of Hillsboro Airport	Jan. 12, 2018
Spanish-speaking Hillsboro Airport Tours	Jan. 19, 2018 Jan. 27, 2018
Email / Port of Portland Hillsboro Airport Email List	Jan. 30, 2018