

Winter Outreach Summary September 2017 – February 2018

Overview

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

Summary Findings

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.
 - 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.

The table below summarizes outreach activities covered in this time period.

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

Hillsboro Airport Air Fair

The Port of Portland opened Hillsboro Airport to the community for family-friendly, aviation-related activities. Among the many offerings, airfield tours were provided to interested attendees, and Port staff were stationed upstairs in the terminal building to provide information regarding the master plan process.

Traveling Display Banner

The project continued to maintain informational display banners at the Hillsboro Airport terminal building and Hillsboro Brookwood Library. The banners provide overview information about Hillsboro Airport and the master plan process in English and Spanish, and references the project website.



Postcard Notification

The Port of Portland mailed a notification postcard on Jan. 12 to about 12,000 residential addresses within a two-mile radius of Hillsboro Airport to notify residents about the master plan update, invite people to visit the online open house and submit comments. The postcard content was written in both English and Spanish.

Bookmarks and Flyers

Port staff created promotional bookmarks and flyers that directed readers to the online open house in English and Spanish. Project staff posted flyers and made bookmarks available at Brookwood Library and the Balaji Temple in Hillsboro. Staff also gave bookmarks to participants of other project activities, including Spanish-speaking outreach events (further details below).

Latinx Community Involvement

The Port of Portland partnered with Centro Cultural de Washington County to host culturally specific events for members of Latinx communities in Washington County. The objective of these events was to build a new relationship between the Port of Portland and Latinx communities, learn about various values specific to these communities and encourage community members to engage with the Hillsboro Airport Master Plan Update. Full event summaries of Centro Cultural events are provided in Appendix B.



Tamale Night

Project staff worked with Centro Cultural de Washington County to host a community dinner where people could learn about the Port of Portland and the Hillsboro Airport Master Plan Update. Project staff were paired with Spanish-speaking interpreters to conduct the entire event in Spanish.

Port staff noted four event findings:

- Neighbors were interested in the wide range of activities at Hillsboro Airport and whether it would ever offer commercial passenger service.
- Many people suggested expanding community use of the airport such as adding an aircraft viewing station, restaurant, trails around the perimeter, and art in front of the airport.
- Some people were concerned about the aesthetics of the airport, surrounded by fencing that looks unwelcoming, and suggested more landscaping, brighter colors, and some art.
- Attendees were also interested in passenger service available at Portland International Airport.

Airport Tours for Spanish Speakers

The Port of Portland worked with Centro Cultural de Washington County to host two tours of Hillsboro Airport for Spanish speakers. Centro Cultural invited community members to participate and provided interpretation services. Attendees rode a bus around airport facilities and learned about the various businesses and users of Hillsboro Airport.

Other Stakeholder Presentations

Additional stakeholder outreach included presentations at Hillsboro Rotary Club (Oct. 5); Hillsboro Chamber “On Topic” event, with the Port’s executive director Curtis Robinhold (Dec. 12); Youth Advisory Council (Feb. 13); and the Washington County Business Council (Mar. 13). Updates were also provided at Hillsboro Airport tenant meetings on Nov. 1 and Jan. 24.

Facebook Campaigns

The Port of Portland ran two Facebook advertisements to notify people about the master plan process and encourage online open house and community survey participation. More than 30 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.

- Commenters suggested changing the role of Hillsboro Airport:
 - Add commercial passenger service to serve local residents and the business community
 - Hillsboro Airport could serve Oregon tourism for recreational and winery destinations
 - Add air taxi service to other destinations in the region
 - Close Hillsboro Airport and use the land for other purposes such as housing or recreation
- Plan to use Hillsboro Airport to support relief efforts after a large seismic event
- Increase Hillsboro Airport security
- Plan for future runway expansions
- Improve management of noise from Hillsboro Airport activity

Online Open House

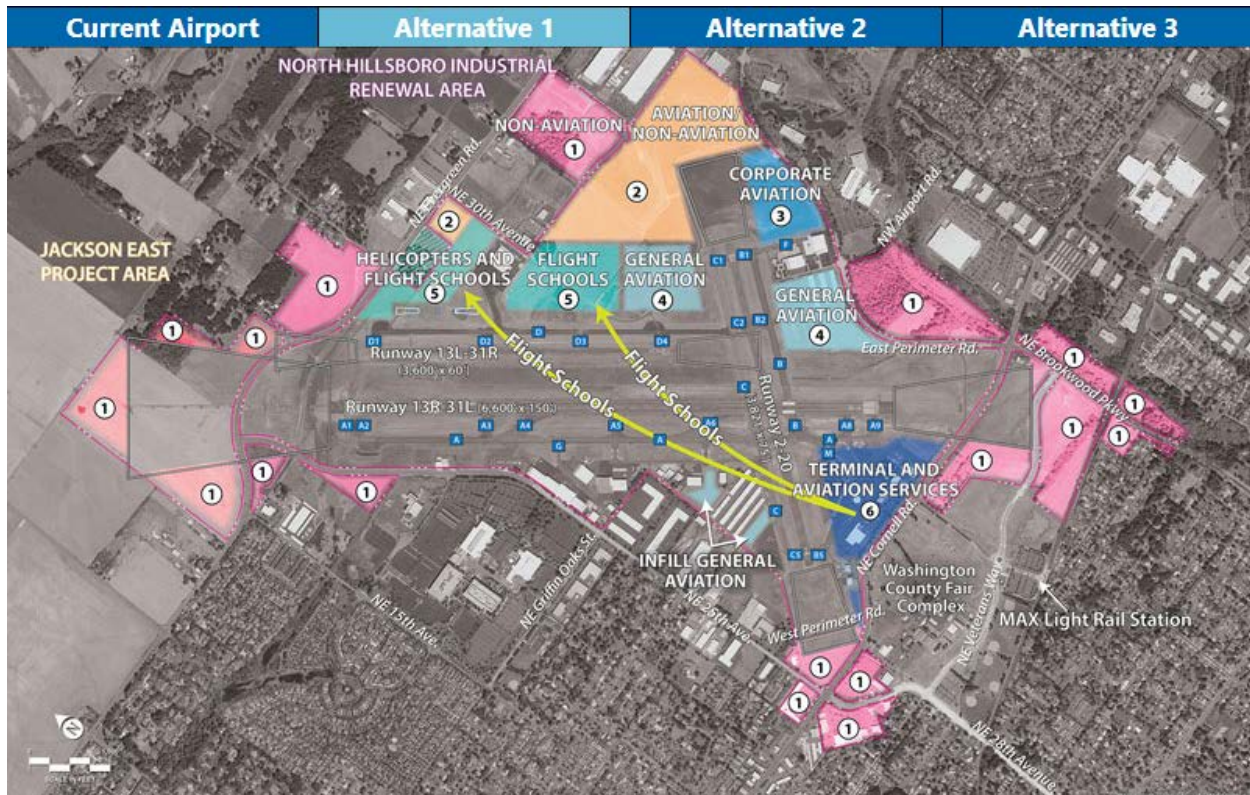
The project team developed an online engagement tool to create a virtual open house experience where users learned about Hillsboro Airport and shared comments. The online content included master plan work completed to date and focused on collecting feedback on various development possibilities of Hillsboro Airport property, known as airport alternatives. The online open house also solicited community feedback on how the Port of Portland should share information about Hillsboro Airport and continue to engage the community as the airport changes over time.

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

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

Members of the project’s Planning Advisory Committee were also asked to distribute the online open house through their networks.

The online open house included a survey tool used to collect community comments and an interactive map to help users learn about and compare three airport alternatives under consideration.



The online open house included a Google Translate tool that made a basic translation of content available in multiple languages. Content was professionally translated by Centro Cultural de Washington County for a dedicated Spanish version of the online open house.

Community Survey

The online open house included two sections where users could submit comments on the airport alternatives and ongoing community engagement. The goal of the survey was to engage and learn from as many community members 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.

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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

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

Comments on development possibilities

Online open house visitors were encouraged to review three alternatives that depict how the airport may change over time and provide feedback in a comment form. Some respondents provided specific comments on the alternatives, while others provided general comments about how they would like the airport to change. Comment themes are summarized below.

Considerations for alternatives evaluation

- Consider how changes to airport property will affect nearby residents, including effects of noise, air quality, traffic congestion, and cost of living.
- Balance the economic benefits of Hillsboro Airport with the quality of life of nearby residents.
- Prioritize the quality of life, health and safety of neighboring residents over airport operations and expanding airport benefits.
- Evaluate how alternatives could affect or mitigate greenhouse gas emissions.
- Consider effects to communities beneath Hillsboro Airport flight paths.

Alternative 1 – Advantages

- The layout of Alternative 1 is least disruptive to current airport tenants.
- Alternative 1 is expected to have the smallest cost.
- Alternative 1 moves small aviation facilities farther from dense residential areas.
- Alternative 1 preserves the connection between the terminal building, MAX light rail and the Washington County Fairgrounds.

Alternative 1 – Drawbacks

- Alternative 1 has less emphasis on corporate aviation.

Alternative 2 – Advantages

- Co-locating like facilities is a reasonable use of space and funding.
- Aviation uses are prioritized over retail space on airport property.
- Corporate aviation is compatible with Washington County’s economy and should continue to grow.
- Alternative 2 moves small aviation facilities farther from dense residential areas.
- Alternative 2 preserves the connection between the terminal building, MAX light rail and the Washington County Fairgrounds.

Alternative 2 – Drawbacks

- The cost of development may price out small aviation tenants.

Alternative 3 – Advantages

- The new terminal location provides the best opportunity to build a new seismically resilient terminal building.
- The layout of the north quadrant is less crowded.

Alternative 3 – Drawbacks

- The terminal location is less connected to the MAX light rail station and Washington County fairgrounds.
- The new terminal location may induce more traffic congestion on Brookwood Parkway – a roadway that is already congested.
- Alternative 3 is expected to have the highest cost.
- The cost of development may price out small aviation tenants.
- The Oregon International Air Show may not be able to operate on the layout of Alternative 3 due to runway crossings.

Aviation uses

- Consolidate small aviation facilities such as helicopter pads and flight schools on the north side of the airport to reduce runway crossings and increase distance from dense residential areas.
- Relocating helicopter facilities on the north side of the airport is desirable to reduce noise over dense residential areas.
- Alternatives need to plan for more small aviation hangar space.
- Plan for future use of unmanned aerial vehicles on airport property.
- Demonstrate the demand for facilities before building them.
- Add services to Hillsboro Airport that would attract more general aviation pilots
- Facilitate safe and legal uses of remote control aircraft.

Non-aviation uses

- The area around the airport needs more park and recreation facilities.
- Add more amenities for the general public and flight students.
- The prospect of improving the aesthetics of Hillsboro Airport and adding commercial development is exciting.
- Do not change non-aviation uses of airport property valued by the community, such as the Hillsboro Market Center.
- Adding development at the ends of runways does not seem safe or compatible.
- Explain the types of non-aviation uses being considered on airport property. Non-aviation uses should produce economic benefits to the community.
- Suggest adding restaurants, retail space or aviation-themed park for community use.

Airport Role

- Add commercial passenger service to Hillsboro Airport. Suggest adding connections to other small Oregon airport, SeaTac, and San Francisco.
- Add air shuttle service or commuter service to Portland International Airport and SeaTac International Airport.
- Commercial service should be added to Hillsboro Airport because the region is rapidly growing and many residents would benefit from the convenience.
- Maintain the ability of Hillsboro Airport to grow into a commercial airport in the future.
- There is not enough community support for Hillsboro Airport to grow into a role that would host more aircraft operations or larger and louder aircraft.
- Clearly communicate the role Hillsboro Airport would play in the event of a major earthquake.

Surface transportation

- Consider how changes to airport property will affect traffic congestion of surface roads.
- Start planning for how roads would need to change to accommodate potential runway expansions in future plans.
- More bicycle infrastructure is needed on and around Hillsboro Airport, especially for flight students.
- Increase parking capacity. A parking facility could be located to share transit park-and-ride, fairground, and airport use.
- Roadways around the airport should be tunneled instead of bowed.
- Maintain MAX light rail access to Hillsboro Airport and Washington County Fairgrounds.

Funding

- Provide more information on how improvements would be funded and whether taxes would increase.
- Pursue private development partnerships to implement corporate aviation development.
- Flight schools benefit a small number of people and should not be subsidized with public funds.

Community compatibility

- Hillsboro Airport is an important asset that should continue to grow with the community.
- Increase community access to Hillsboro Airport in a way that will foster appreciation for the airport using aviation-themed community facilities.
- Add uses to Hillsboro Airport that directly benefit a broader range of the local community.
- Community members are concerned that any growth at Hillsboro Airport would negatively affect their quality of life.
- Community members think Hillsboro Airport does not directly benefit them and contributes negative effects such as noise and air quality issues.
- Do not pursue changes to Hillsboro Airport that would result in more negative noise and air quality effects on the surrounding community.
- Find ways to increase the airport's compatibility with surrounding communities.

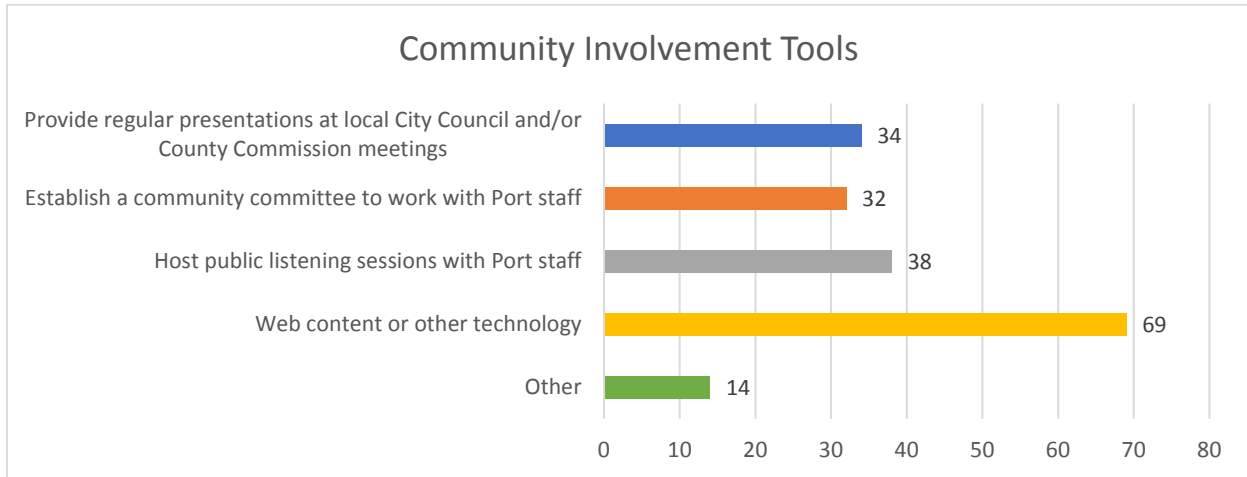
- All alternatives under consideration seem to increase negative effects to the surrounding community.
- Noise related to airport activity seems to have increased in recent years.
- Find ways to reduce noise related to airport activity such as changing flight patterns and enforcing a curfew on airport activity. Helicopter noise is particularly disturbing.
- Move Hillsboro Airport to a more compatible location.
- Noise related to airport activity should not be permitted to increase.
- There should be laws that protect airport neighbors from noise, similar to noise muffler requirements for automobiles.
- Do not allow louder aircraft to use Hillsboro Airport in the future.
- Low flights cause vibrations that disturb residents.
- Manage flight training activity to ensure residents maintain a reasonable amount of quiet.
- Flight training is not compatible with the surrounding community.
- Lead emissions are a threat to public health, especially children.
- The Port should initiate a plan to replace leaded aviation fuel at Hillsboro Airport and include it in the master plan.
- All aircraft should use unleaded fuel immediately.
- Offer mogas for aviation use to reduce lead emissions from aircraft.
- Improve airport security.
- The Oregon International Air Show is a valued community benefit.
- The Oregon International Air Show is a public safety risk.

Community involvement

- Continue to share information and engage the community regarding Hillsboro Airport.
- Clearly communicate how changes at Hillsboro Airport would affect community members.
- Share data about the number of Hillsboro Airport aircraft operations.
- Consult with airport tenants before making aviation facility decisions.
- The Port of Portland does not consider community input and is not trusted by Washington County residents.

Community Involvement Tools

The community survey included a multiple-choice question asking how community members would like the Port of Portland to involve them in ongoing discussions regarding Hillsboro Airport. Respondents were able to select multiple tools and could offer their own suggestions.



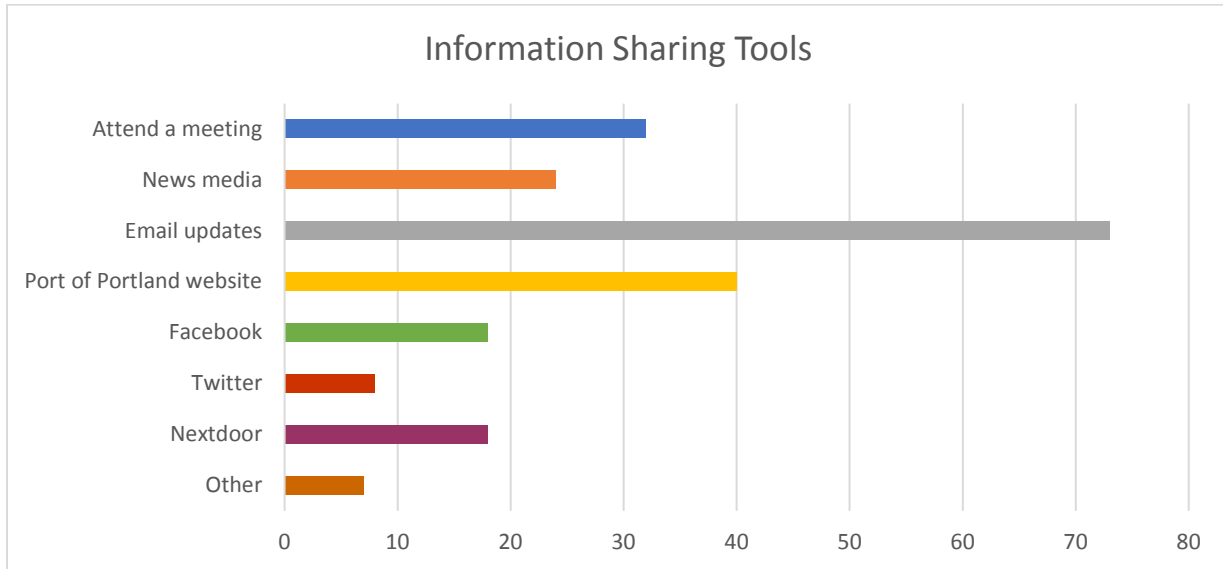
Other suggestions:

- Share information through community participation organizations and neighborhood associations
- Conduct scientific polling of community opinions
- Encourage participation with direct mail notification
- Host public open houses after regular work hours at Hillsboro Airport
- Host community presentations at community spaces like libraries
- Live-stream meetings online

Most respondents said they would like to be involved using web content or other web technology. The results may be affected by the fact that the survey was taken by a self-selected audience that elected to complete a web-based survey. These results will be combined with additional outreach efforts related to ongoing community involvement later in the project.

Information Sharing Tools

The community survey asked community members how they would like to personally receive information about Hillsboro Airport. Respondents were able to select multiple tools and could offer their own suggestions.



Other suggestions:

- Local newspaper
- Community newsletters
- Direct mail / postcards

Most respondents said they would like to be involved using web content or other web technology. The results may be affected by the fact that many online open house visitors accessed the site from an email. These results will be combined with additional outreach efforts related to ongoing community involvement later in the project.

Appendices

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