

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
- Inform audiences that the master plan process is underway and encourage involvement in the process
- Collect input on how community members would prefer to learn and remain involved in discussions about Hillsboro Airport activities
- Collect community feedback on various future development possibilities for airport property
- Increase level of culturally specific outreach with Latinx communities in Washington County

Outreach Activities

| Date | Activity | Activity Type | Interactions |
|-------------------------|-----------------------------------|---------------------|-----------------|
| 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 |
| Postcard / Residents within two miles of Hillsboro Airport | Jan. 12, 2018 |
| Flyer and Bookmarks / Portland Balaji Temple | Jan. 11, 2018 |
| Spanish-speaking Hillsboro Airport Tours | Jan. 19, 2018 Jan. 27, 2018 |
| Email / Port of Portland Hillsboro Airport Email List | Jan. 30, 2018 |