

**FY 2000-2001
WORK PROGRAM**

for the

Willamette Valley Livability Forum

June 29, 2000

**Willamette Valley Livability Forum
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TABLE OF CONTENTS

I.	INTRODUCTION.....	1
II.	GOALS AND OBJECTIVES.....	1
	A. Goals.....	1
	B. Key Objectives and Desired Outcomes.....	1
III.	ORGANIZATION AND MANAGEMENT.....	2
	A. Organization.....	2
	B. Management.....	2
	C. Funding Sources.....	2
IV.	WORK ELEMENTS.....	3
	A. Ongoing Work Elements.....	3
	B. Special Projects.....	4
	C. Coordination.....	7
V.	FUNDING.....	8

I. INTRODUCTION

This work program describes the activities the Willamette Valley Livability Forum will undertake in the Valley from July 1, 2000 to June 30, 2001. Identifying the priorities for the Forum for the fiscal year helps focus resources and places the Forum in a better position to communicate with elected officials, the media, current and potential sponsors, and participants about the Forum's work plans. The work program also responds to the contractual requirement to develop a unified work plan for FY 2001.

Forum staff identified the proposed work activities based on the Key Objectives and Desired Outcomes approved by the Forum's Board of Advisors and commitments made to funding partners. The Advisory Board approved the draft work program for review by funding partners, Forum members, and members of the Forum's Resource Group. The Board will adopt the program following its consideration of comments received from partners and interested groups.

II. GOALS AND OBJECTIVES

- A. The work program supports achievement of the Forum's four major goals and its key objectives and desired outcomes for the period 1999-2001. The four goals are:
- Identify common concerns and analyze issues.
 - Help leaders and citizens share information about development trends and interrelationships among communities in the Valley.
 - Work with communities to build a vision to shape the Valley's growth for the next 50 years.
 - Explore innovative approaches that enable Valley leaders and citizens to work together to achieve the vision.
- B. The key objectives and desired outcomes approved by the Forum's Advisory Board for the period 1999-2001 include:
1. Continue to provide a public forum and reach out to the public, including:
 - a) Taking the Forum's report *Choices for the Future* on the road;
 - b) Supporting public outreach on the 50-year land use scenarios and related recommendations;
 - c) Carrying out public involvement tasks of the Forum's Alternative Transportation Futures project;
 - d) Coordinating with Willamette Restoration Initiative (WRI) public outreach;
 - e) Serving as a key stakeholder group and sounding board for ODOT and WRI.
 2. Continue to build linkages between valley leaders and decision makers, including:
 - a) Organizing and supporting both regular and sub-regional meetings of the Forum, as well as meetings of its Advisory Board and committees; and
 - b) Helping coordinate and facilitate the efforts of emerging "regional partnerships."
 3. Support Development and Analysis of Alternative 50-Year Scenarios for the Valley

III. ORGANIZATION AND MANAGEMENT

A. Organization

Governor Kitzhaber established the Forum through an Executive Order in December 1996 in response to citizen recommendations to form a coordinating body to address growth issues in the Willamette Valley. The Forum consists of a 13-member Board of Advisors appointed by the Governor and another 75 members selected by the Board. The 88 members represent federal, state, regional, and local governments; educational institutions; private citizens; business and industry; and non-profit organizations.

The Forum has three standing committees: the Executive Committee, consisting of the Advisory Board co-chairs and two other members of the Board; the Public Outreach Committee; and the Transportation Committee.

A 30-member volunteer Resource Group of staff from local, state and federal government agencies and representatives of non-profit organizations and universities supports the Forum. Staff consists of four part-time planners at Lane Council of Governments (LCOG). LCOG also serves as the Forum's fiscal agent.

B. Management

The Forum's Board of Advisors meets quarterly and provides the overall direction for the work of the Forum. It approves the key objectives and desired outcomes for each year, as well as work programs. The Board also sets the agendas for Forum meetings. The Executive Committee has authority to act in behalf of the Board between Board meetings.

The Forum Manager carries out the Board's direction and leads a work group of professional planners in carrying out the Forum's work program. Other LCOG staff provide assistance on some work activities.

C. Funding Sources

The tasks described in this work program will be funded by a variety of sources – federal, state, and local government and the private sector. The specific sources are expected to include:

- Oregon Economic and Community Development Department Strategic Reserve Fund;
- Federal Highway Administration Transportation and Community and System Preservation grant program;
- Corporate contributions; and
- Local government contributions.

Additional detail on funding is provided in Section V.

IV. WORK ELEMENTS

A. Ongoing Work Elements of the Forum

The ongoing Forum work is divided into the following general work elements:

- Building Linkages Between Valley Leaders and Decision Makers; and
- Providing a Public Forum and Reaching Out to the Public

The objectives, work activities and products for these work elements are described below.

1. Building Linkages Between Valley Leaders and Decision Makers

Objective: Bring together representatives of the range of interests in the Valley to enable them to share concerns, better understand trends and interrelationships, and build the linkages to create and implement a shared vision of a preferred future.

Work Activities:

- a) Support the work of the Willamette Valley Livability Forum and its Advisory Board, Executive Committee, Transportation Committee, Public Outreach Committee, and Resource Group, through the following tasks:
 - Recruit members and maintain membership and interested parties mailing lists;
 - Develop and otherwise obtain needed information for the Forum and its committees and Resource Group;
 - Organize and support two meetings of the Forum, four meeting of the Advisory Board; and meetings of committees and the Resource Group as needed; and
 - Identify and facilitate opportunities to coordinate Forum activities with those of other organizations and groups.
- b) Support the Governor’s Community Development Office in coordinating and facilitating the efforts of emerging “regional partnerships” on topics that link the regions in the Valley (e.g., economy, transportation, watershed health, and growth management).
- c) Support the Oregon Department of Transportation in coordinating and facilitating the efforts of Area Commissions on Transportation on topics that link the regions in the Valley (e.g., I-5 Corridor analysis, access management, and high speed rail).
- d) Take lead in promoting sustainable economic development across the Valley and in presenting a unified approach for sustainability education and change.

Products

- Meetings of the Forum and it’s Advisory Board, Executive Committee, Public Outreach Committee, Transportation Committee, and Resource Group.
- Opportunities for coordination among “regional partnerships” and Area Transportation Commissions in the Valley.

- Coordinated efforts toward promoting sustainability in the Valley’s economy, environment, and quality of life.

2. Providing a Public Forum and Reaching Out to the Public

Objective: Promote and otherwise support public outreach and education programs to engage and mobilize citizens and communities throughout the Valley in considering growth issues, alternative futures, and a sustainable quality of life.

Work Activities:

- a) Implement the Forum’s “*Year 2000*” Plan for Public Outreach and Communication. Details of the plan are described elsewhere.
- b) Assist the Pacific Northwest Research Consortium and 1000 Friends of Oregon in public outreach to share the results of their projects to develop and evaluate alternative 50-year land use scenarios for the Valley.
- c) Carry out the public involvement tasks of the Forum’s Alternative Transportation Futures project. (See the following section on Special Projects.)
- d) Identify investments needed by Valley communities to achieve the objectives of the Oregon Livability Initiative and the valley-wide vision of a preferred future.
- e) Support the Willamette Restoration Initiative in its efforts to obtain public review and comment on the draft restoration strategy.
- f) Serve as a key stakeholder body and sounding board for a variety of transportation issues and proposals, including ODOT access management policy, the Oregon Transportation Plan update, and other similar initiatives. Serve as a key stakeholder body in the Willamette Restoration Initiative’s development of a Restoration Strategy and as a sounding board for WRI proposals to integrate restoration activities with land use, transportation, economic and community issues and priorities.

Products:

- Increased public awareness of growth-related issues facing the Valley.
- Public input on scenarios of alternative futures.
- Public input on recommended actions and implementation strategies to achieve a preferred future.
- Forum member input on the draft watershed restoration strategy and ways to integrate restoration efforts with other efforts focused on land use, transportation, a sustainable economy, and livable communities.

B. Special Projects

In addition to the ongoing work, the Forum will complete its Alternative Transportation Futures project funded through the Transportation and Community and Systems Preservation pilot program and identify priority investments needed in the Valley to achieve the valley-wide vision of a preferred future.

Support Development and Analysis of Scenarios Depicting Alternative 50-Year Futures for the Valley.

The project provides a unique, long-range, regional focus on: (1) the transportation consequences of continuing current land development patterns in the Valley; (2) the benefits possible through alternative, transportation-efficient development patterns that are based on more compact growth; and (3) the benefits possible through certain changes in the transportation system. It focuses on all current and future travel between the metropolitan areas, cities and towns in the Valley.

Objectives:

Bring together three innovative analytical models to evaluate the economic, environmental and transportation impacts of possible land use futures in the Willamette Valley and identify necessary actions and strategies to achieve a preferred future.

Work Activities:

The project has four main tasks:

- a) Development, modeling and analysis of possible future land use and transportation scenarios;
- b) Public involvement to obtain comments on findings, recommended actions, and implementation strategies;
- c) Development of recommended actions and implementation strategies to achieve a preferred future; and
- d) Development of regional benchmarks and a monitoring framework to track progress toward a preferred transportation future.

The attached Activity Summary lists the tasks and shows the project schedule.

Products:

- Descriptions of alternative land use and transportation scenarios.
- A report on the findings from the modeling/analysis of the scenarios.
- Recommended actions and implementation strategies for achieving a preferred future.
- Public and Forum member responses to findings and recommendations.
- Regional benchmarks and a monitoring framework.

Develop a Public Investment Strategy for the Willamette Valley

Objectives:

- Use the Forum to help articulate and implement the Oregon Livability Initiative in the Willamette Valley.
- Link the efforts of the Willamette Valley Livability Forum with those of the Community Solutions Team (CST), Community Development Office (CDO), and regional CSTs.
- Identify priority investments needed in the Valley to achieve the valley-wide vision of a livable future.

Work Activities:

1. Use the Community Solutions Team and the Community Development Office to guide development and implementation of a work program for developing an investment blueprint for the Valley with emphasis on investments of valley-wide significance.
2. Identify elements of the Forum's state of the valley report *Choices for the Future – The Willamette Valley* that connect to and support the four objectives of the Oregon Livability Initiative – rebuild rural and distressed economies, reward development of affordable housing, revitalize downtowns and main streets, and reduce sprawl and traffic congestion.
3. Through review of reports and telephone surveys, compile a broad list of priority investment needs identified by cities, counties, and regional partnerships in the Valley.
4. From the compiled list of investment needs, identify those that are consistent with achieving the vision of a preferred future for the Valley.
5. Meet with regional partnerships and elected officials to present *Choices for the Future* and review and confirm priority investment needs that meet OLI objectives and are consistent with achieving the vision of a preferred future.
6. Prepare a summary report of priority needs by category, including investments and projects underway, and identify those of valley-wide significance.

Products:

- A report that describes an investment blueprint or strategy for achieving a preferred future for the Willamette Valley.
- An established, ongoing role for the Willamette Valley Livability Forum in identifying and helping implement investments needed to achieve a preferred 50-year future.

C. Coordination

The Willamette Valley Livability Forum is a collaborative body. Forum membership, as well as the membership of its Board of Advisors and Resource Group, is broadly representative of most governmental and private sector interests in the Valley. A primary objective of the Forum is to bring together these various interests to share information and to help coordinate efforts toward enhancing the quality of life in the Valley.

The Resource Group in particular is charged with the task to help ensure coordination. Members of the group represent agencies and organizations that are active in developing and administering programs affecting the Valley's livability.

In addition to the general collaborative approach embraced by the Forum, specific arrangements have been made to coordinate efforts on individual work elements and projects. For the FY 2000-2001, the Forum will coordinate with the Willamette Restoration Initiative to support efforts to obtain public response to its proposed watershed restoration strategy. The Forum also will coordinate with other organizations in promoting strategies for sustainable development and disseminating educational information on sustainability.

The Forum's outreach effort will incorporate information from various state agencies, such as ODOT, OECDD, and DLCD, on their studies, programs and other initiatives that support recommendations contained in the Forum's report *Choices for the Future*.

The Forum's new Transportation Committee will help the Oregon Department of Transportation in coordinating and facilitating the efforts of Area Commissions on Transportation (ACT) on topics that link the regions in the Valley (e.g., I-5 Corridor analysis, access management, and high speed rail). The Committee includes members from each of the ACTs in the Valley.

In addition, as noted above, the Forum will support the Governor's Community Development Office in coordinating and facilitating the efforts of emerging "regional partnerships" on topics that link the regions in the Valley.

With regard to the Forum's special project on Alternative Transportation Futures, the project steering committee includes representatives from the PNW-ERC Working Group, 1000 Friends of Oregon Project Committee, Oregon Modeling Steering Committee, and Valley MPOs. The project also developed a plan to ensure appropriate coordination among all related planning activities in the Valley. The project also supports coordination between its partners through representation on the advisory groups for the two scenario-development projects and on the Modeling Applications Sub-Committee.

V. FUNDING

Financial resources to support the FY 2000-2001 work program include:

Federal Highway Administration TCSP Grant Program	\$364,000
OECCDD Strategic Reserve Fund	\$ 30,000
Corporate contributions	\$ 20,000 ¹
Local Government contributions	\$ 15,000 ¹
Non-profit contributions	\$ 15,000

¹ Unsecured