

Issue Paper # 6

Date: September 20, 2007

To: City of Hillsboro Ad-Hoc Transportation Finance Committee

cc: Tom Arnold, Mary Gruss, Don Odermott

From: DJ Heffernan

Re: Hillsboro TUF Public Information and Outreach

This issue paper reviews proposed public information and outreach efforts that the Transportation Finance Advisory Committee recommends the City of Hillsboro undertake to inform citizens about the need for the Transportation Utility Fee (TUF), the implications for rate payers, and opportunities for public comment.

- **Public Hearings:** The public should be actively engaged throughout the process of developing a TUF. Public hearings at the time of adoption alone are probably inadequate to engage public interests in a meaningful way about the need and structure for the fee. But they are required as part of the process for enacting the fee. Hearings are required when the ordinance enacting the fee is considered by the City Council. Prior to that, however, the city should take other steps to ensure the public knows about and has the opportunity to comment on the proposed fee.
- **Stakeholder Meetings and Presentations:** A series of presentations to civic and community groups should take place in the fall of 2007. These groups include the Chamber of Commerce, the Downtown Business Association, the local grocers, gasoline station owners, and also to civic groups like the Rotary and Kiwanis Clubs. A special presentation to representatives from other local governments and institutional entities including Washington County, Clean Water Services, the Hillsboro School District, the Port of Portland, Oregon Health Sciences University, Pacific University, Kaiser Permanente and Tuality Hospitals. City staff should lead these presentations.
- **Utility Billing Inserts:** The City should use its every-other-month billing process to notify utility customers about the need for the new street utility fee and timing for its implementation. A draft billing insert, which can be printed on standard letter size paper, is attached. There are possibly two billing cycles between now and when the fee would be implemented. Inserts should be included in both mailings.

- **Newsletter Insert:** The City of Hillsboro newsletter provides another opportunity to disseminate information about the proposed fee to as wide an audience as possible. Attached is an example of a newsletter insert that the City of Portland recently used to inform its residents about this same issue. The city should develop a similar piece for inclusion with the city's November newsletter.
- **Media Information:** The City may wish to consider meeting with the Hillsboro Argus editorial board to discuss the fee with the local newspaper. Help from the city's public information office should be enlisted to get correct information to other media outlets, including both print and electronic media.
- **Hillsboro On-line:** The City website should be used to present information about the need for the utility and the work that has gone into developing the fee. A brief introduction, description can be viewed at the following website, along with copies of the committees meeting minutes and issue papers. This site should be further developed to facilitate access to the site and to provide a summary of rate information to the reader.
<http://www.ci.hillsboro.or.us/PublicWorks/TUF.aspx>

Discussion Summary:

Decision Summary: