



MEMORANDUM

CITY OF TUALATIN

TO: Honorable Mayor and Members of the City Council

FROM: Sherilyn Lombos, City Manager

DATE: April 18, 2011

SUBJECT: Work Session for April 25, 2011

5:00 p.m. (30 min) - Ice Age Tourism Plan - Members of the Tualatin Historical Society will present information on the ice age tourism plan. Attached is the report.

5:30 p.m. (20 min) - Tualatin Centennial Celebration . Tualatin will turn 100 years old in August 2013. In preparation for this milestone, staff is interested in getting Council direction on the planning effort. Attached is a memorandum with some information and thought-provoking ideas to get the conversation started.

5:50 p.m. (30 min) - Highway 99W Land Use/High Capacity Transit Study Modifications - Mike McKillip and Cindy Hahn will present information regarding the land use and transportation study taking place along the 99W corridor from Portland to Sherwood. Attached is a memorandum and PowerPoint that will be used for tonight's discussion.

6:20 p.m. (20 min) - Basalt Creek / West Railroad Planning Update - Staff will give Council an update on activities since the joint Tualatin-Wilsonville meeting, including work with Washington County on a Memorandum of Understanding (MOU) and a transportation analysis. Attached is a memo with additional information that will be used for the discussion.

6:40 p.m. (15 min) Council Meeting Agenda Review, Communications & Roundtable. This is opportunity for the Council to review the agenda for the April 25, 2011 City Council meetings and take the opportunity to brief rest of the Council on any issues of mutual interest.

Upcoming Council Meetings & Work Sessions: Attached is a three-month look ahead. If you have any questions, please let me know.

Dates to Note: Attached is a updated community calendar for the next three months.

As always, if you need anything from your staff, please feel free to let me know.



MEMORANDUM

CITY OF TUALATIN

TO: Honorable Mayor and Members of the City Council

THROUGH: Sherilyn Lombos, City Manager

FROM: Paul Hennon, Community Services Director

DATE: 04/25/2011

SUBJECT: Ice Age Tourism Plan

EXECUTIVE SUMMARY:

Yvonne Addington, Larry McClure, and consultant Bill Baker will present the Ice Age Tourism Plan to target opportunities and programs to inform visitors about the prehistoric bones, erratics, Aftalati artifacts, and early settler relics found in Tualatin.

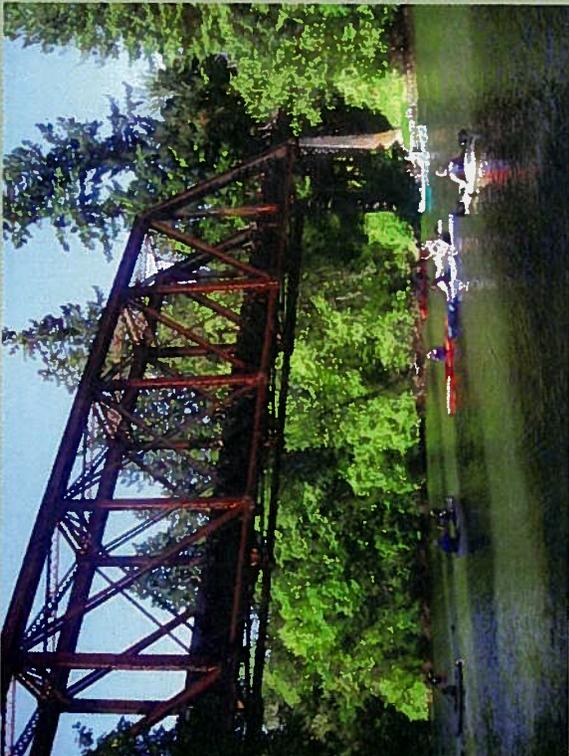
This is not a tourism plan for Tualatin as a whole. Instead, it focuses on identifying opportunities for Tualatin to develop its Ice Age heritage sites and exhibits of specimens to enable the City to participate in the recently announced National Ice Age Trail to be administered by the National Parks Service.

The plan was prepared by Bill Baker through a grant the Tualatin Historical Society received from the Washington County Visitors Association (WCVA). The plan will be presented and discussion will be on possible roles the business community and City could undertake in support of this plan.

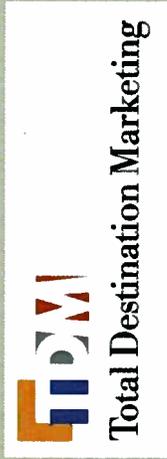
Attachments: A - Ice Age Tourism Plan Report

Tualatin Historical Society

Ice Age Heritage



Project Consultants



- Bill Baker
- Specialists in tourism marketing and city branding
- Clients - Small communities to nations
- Tualatin resident for 10 years
- www.DestinationBranding.com

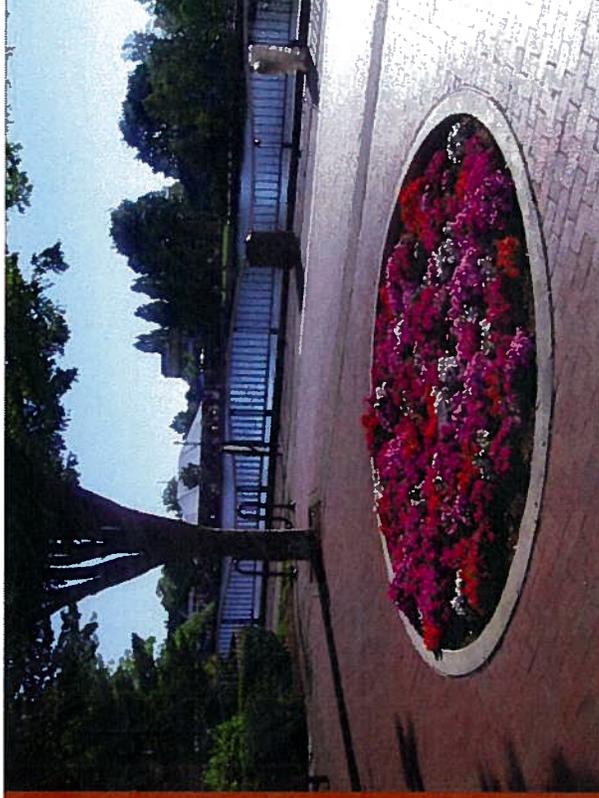


What is the Project?

1. Grant from Washington County Visitors Association
2. Prepare a basic Tourism Development Plan for THS in regard to Tualatin's Ice Age heritage

**Tualatin Ice Age Heritage
Basic Tourism
Development Plan**

Situation Overview

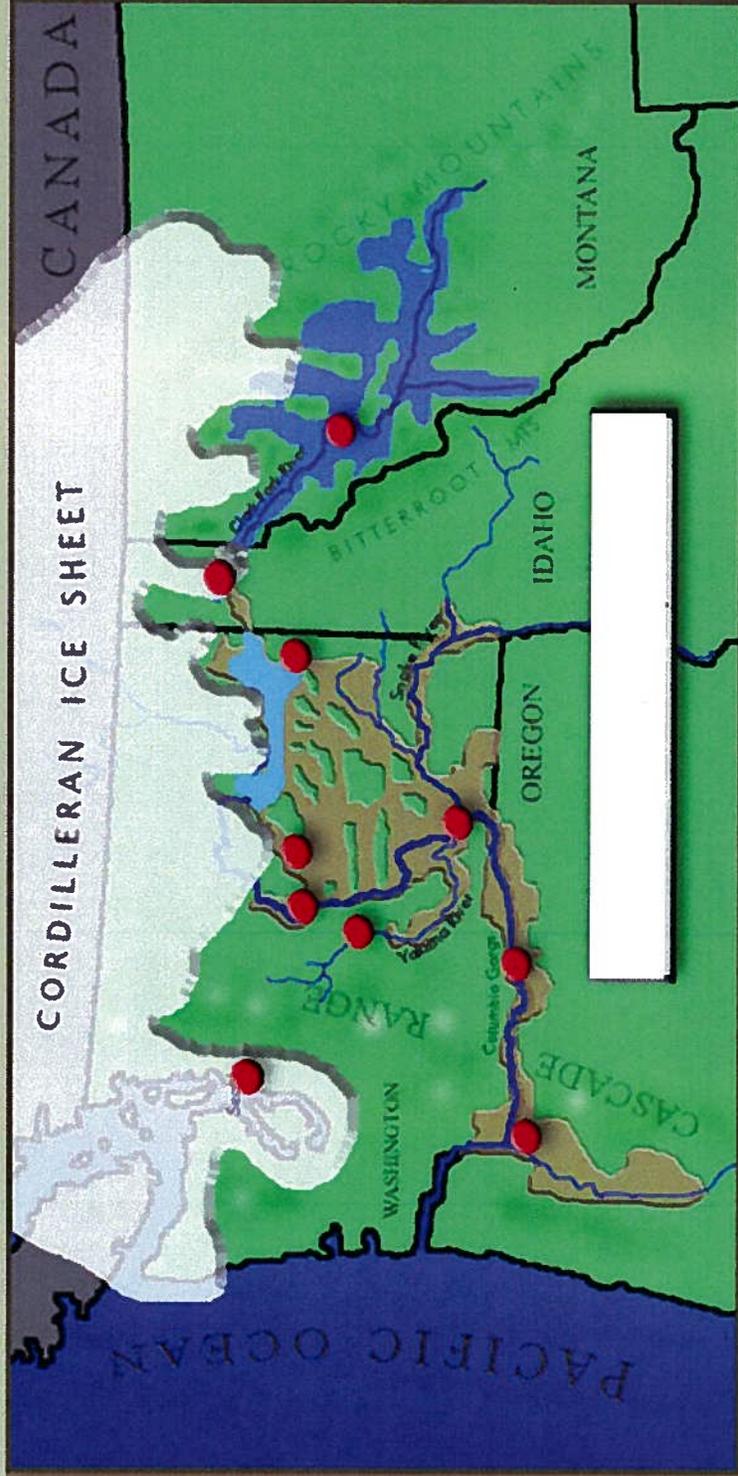


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Plan Overview

- Aimed to take Tualatin to the starting line - focus on where things can be improved - not to be negative
- Approx. 50 recommendations, only discuss a few tonight - some fairly easy, some challenging, some very challenging
- #1 Priority is product development
- Huge opportunities emerging; Tualatin can take advantage of them or let them pass
- Not a “To Do List”. Highlighting the opportunities opening for Tualatin and how to take advantage of them.
- Economic development opportunities
- It’s Tualatin’s choice.

The Ice Age Floods

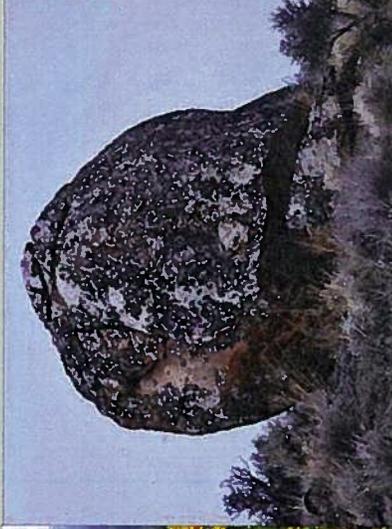


Ice Age Floods Institute



- Non profit, volunteer based organization
- Members are professional and amateur scientists, educators, community leaders, economic development organizations
- Vital link to National Parks Service (NPS)
- Ten local Chapters - MT, WA, ID, OR
- Lower Columbia Chapter
- Directly engaged in the development of the Trail with NPS

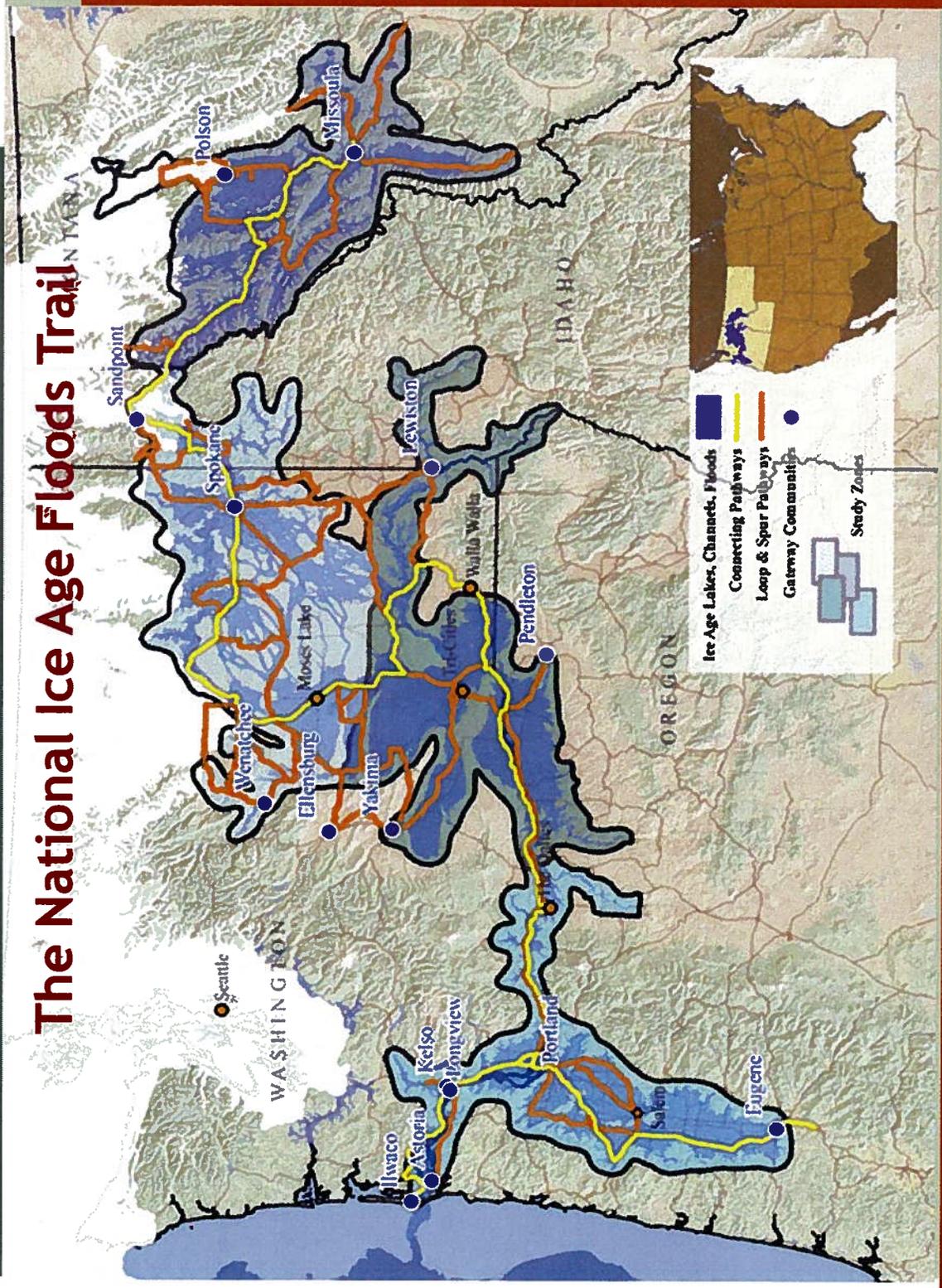
The National Ice Age Floods Trail



- Act passed 2009; \$12 mill for establishment, possible grant program
- Administered by National Parks Service
- Management Plan: 2-3 years with consultation from Spring 2011
- Four states - MT, ID, WA, OR
- Pathways, loops, spurs, gateway communities
- Value of NPS brand identity and credibility



The National Ice Age Floods Trail



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Current Tualatin Ice Age Heritage Resources



- Heritage Center - mastodon etc
- Library - mastodon
- Fred Meyer car park
- Tualatin River
- Community Park
- Tonquin scablands
- Tualatin R. Nat. Wildlife Refuge
- Fields Park - West Linn
- Woodburn - Bison antiquus
- University of O - specimens (some returned to THS)

A WOW! story
Very passionate people!!!!

**Tualatin Ice Age Heritage
Basic Tourism
Development Plan
A Few Recommendations**



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Product Development

Tualatin Ice Age Discovery Walk



River



Playground



Interpretation



Life-sized Animals

- Create Ice Age Discovery Walk - link Library and Heritage Center - spur to Ki-a-Kuts Bridge to the area of Giant Sloth excavation
- Playground life-sized animals similar to Ibach Park
- Life-sized representations of animals such as in La Brea Tar Pits
- Interpretation of themes: Floods, geology, animals & vegetation, human history - tell a series of integrated stories

Product Development Tualatin Ice Age Discovery Walk



River



Playground



Interpretation



Life-sized Animals

- Stories of the Atfalati Indians
- Relate height of Floods to trees
- Insects and vegetation
- Mega fauna footprints in paths
- Relocate erratics

Product Development

Tualatin Ice Age Natural History Center:



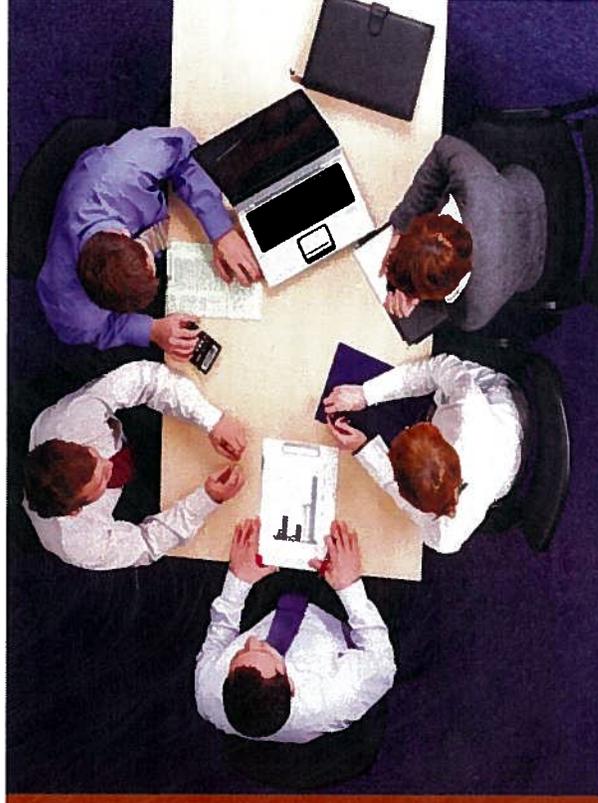
- Investigate establishing Tualatin as important center for research, education and experiences related to Ice Age heritage
- Investigate as possible annex for U of O Natural History Museum
- Center for Ice Age research linked to universities
- Ties to regional excavations
- Long term project - take many stages
- A number of relevant organizations are looking for a home

Temporary Tualatin Ice Age Natural History Center: **Product Development**



- Investigate establishing a stand-alone temporary Ice Age Center
- Introduce quality displays and storage of specimens
- Explore links to U of O Natural History Museum and permanent loan of Tualatin's specimens held by U of O
- Investigate relocation of Bison Antiquus from Woodburn to Tualatin
- Commence program to identify and collect specimens held locally
- Seek NPS status for Tualatin as a "Gateway Community" on Trail

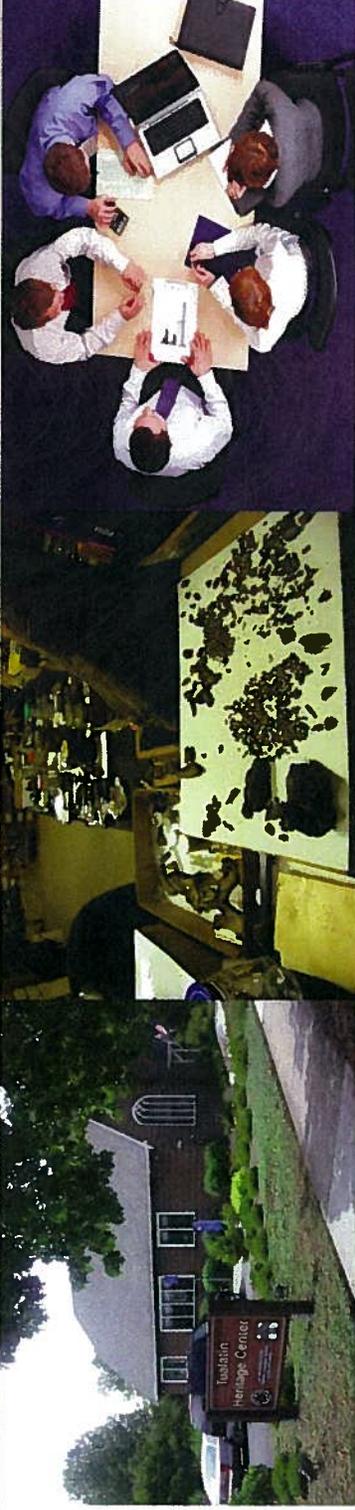
**Tualatin Ice Age Heritage
Basic Tourism
Development Plan
Organization and
Leadership**



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Organization and Leadership

A Separate Ice Age-focused Organization:



- Needs an organization separate to THS; ensure that THS efforts not distracted or diluted by Ice Age initiatives
- Opportunity to harness the interest in Ice Age subjects among organizations and individuals - engage universities, scientists, residents, business and political leaders and Ice Age enthusiasts
- Consider forming 501 (3)c non-profit
- Role is recording, research, education, collection, exhibition and fund raising relative to Tualatin area Ice Age heritage

What Has Happened

- THS endorses work already done by Paul Hennon and the City of Tualatin
- The Ice Age Institute (Lower Columbia Chapter) has made Tualatin “home”
- THS Anniversary Event - Impact of Ice Age Floods on Tualatin - Feb 6 - 130 attended
- Ice Age Institute Monthly Evening Meetings and Presentation - attracting 30-75 attendees including $\frac{3}{4}$ people from outside of Tualatin
- Confederated Tribes of Grand Ronde have commenced a partnership with THS in regard to pre-history of the area

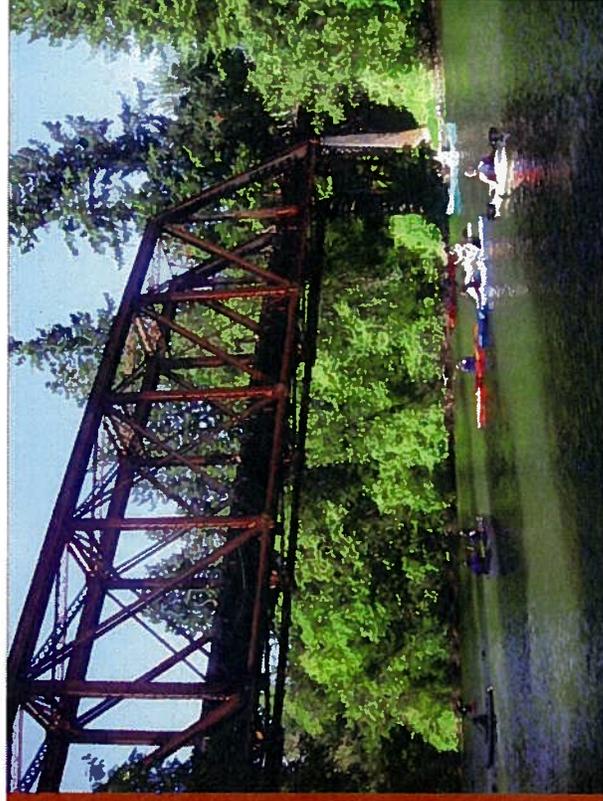
Actions Underway

- Continue to develop links with PSU and U of O to establish an educational center to interpret the Ice Age period in Tualatin region
- Grant applications to foundations to further develop our Ice Age assets
- Continue to develop links with business community
- Continuing Ice Age Institute Monthly Meetings and Presentations
- THS + Ice Age Institute to lead bus tours to Tualatin area Ice Age landmarks May 14
- Tualatin Chamber has submitted a grant application to Washington County Visitor Association to enhance the city's tourism development

Actions Sought from The City

- City to provide, in principle, endorsement of the THS Ice Age Heritage Tourism Plan
- Endorse and implement appropriate recommendations
- Integrate Ice Age where appropriate into City programs
- Assist in facilitating other actions by other organizations where possible e.g. Metro
- Make Ice Age heritage central to Tualatin's tourism identity
- The City to support efforts to increase visitor spending in the area

Thank You



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Tualatin Ice Age Tourism Strategy

Presented to the City of Tualatin on April 25, 2011 by Tualatin Historical Society and Bill Baker (Total Destination Marketing)

Actions Sought From City of Tualatin

The following are specific recommendations contained in the Tualatin Ice Age Tourism Strategy through which the City of Tualatin can advance the implementation of the strategy.

Recommended Actions for Product Development:

1. Develop a **long term integrated development strategy** involving all of the known Ice Age assets in Tualatin to ensure that each site adds to a cumulative story, provides effective wayfinding links between each location and uses common design elements.
2. In conjunction with the Tualatin Historical Society and partners, **research, design and construct a Tualatin Ice Age Discovery Walk**. This self-guided walk between the Public Library and Heritage Center with a supplementary loop to Ki-a Kut Bridge, will tell part of the Tualatin Ice Age story. The Walk must be fun, informative and be interactive to appeal to all of the senses. Some of the features of the Walk could include:
 - Interpretation at key points relevant to the four themes - Floods, geology, nature and human history.
 - A playground including life-sized structures of a mastodon, giant sloth, ancient bison or other mega fauna. The playground in Ibach Park is an excellent model, however in this case the structures need to be life-sized to maximize their educational value.
 - Alternatively consider metal representations of animals in dramatic settings similar to those at La Brea Tar Pits in Los Angeles.
 - Pre-historic animal footprints on paths.
 - Interpretive signage for the area where the Harlan's Ground Sloth was excavated.
 - Tell the story of the Atfalati Indians.
 - Introduction of erratics to the site.
 - Highlight vegetation present at the time of the Ice Age.
 - Demonstrate the height of flood waters possibly by reference to the height of the trees in the park, a weather balloon or length of the bridge.
3. We encourage the City of Tualatin to optimize Ice Age experiences for residents and visitors to the **Tonquin Trail** and associated trails currently being developed in conjunction with Metro.
4. Ensure that all elements of the Tualatin Ice Age experience conform with the likely design and construction standards of the **National Park Service**. This will enable them to be included in the National Ice Age Floods Trail and take advantage of NPS brand identity and marketing.
5. Encourage the City of Tualatin to integrate the Ice Age heritage into the **Tualatin Parks and Recreation Master Plan** and other City programs wherever appropriate.

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6. Introduce more **prominent interpretive signage** for the mastodon at the library. Consider introducing several photographs to explain why the specimen is in Tualatin.
 7. Encourage the City of Tualatin to explore ways for the **mastodon skeleton** to be displayed in a way that there is less backlight. The backlight does not allow the glass etching of the animal to be clearly seen.
 8. The rock currently located in the **The Commons** at Site #8 on the Art Walk is not an authentic erratic. It should be replaced with an authentic erratic.
 9. Include the Tualatin Ice Age sites in the **Vineyard and Valley Scenic Tour Route** when they are fully developed. These should be linked to tell the story of the Ice Age contributing to the fertile soil of the area and how it has aided agriculture. Additionally, NPS will be looking to link selected Scenic Byways to the National Ice Age Flood Trail.
 10. When Ice Age visitor sites are developed encourage the City of Tualatin to introduce an attractive **wayfinding system** that includes the sites as well as other points of interest in the city.
 11. Encourage **preservation of key sites** by various government entities in the planning processes for the Tonquin Scablands. Additionally, the City should support the reporting of erratic and pre-historic animal remains that are uncovered by staff and contractors. No laws prevent construction on these sites.

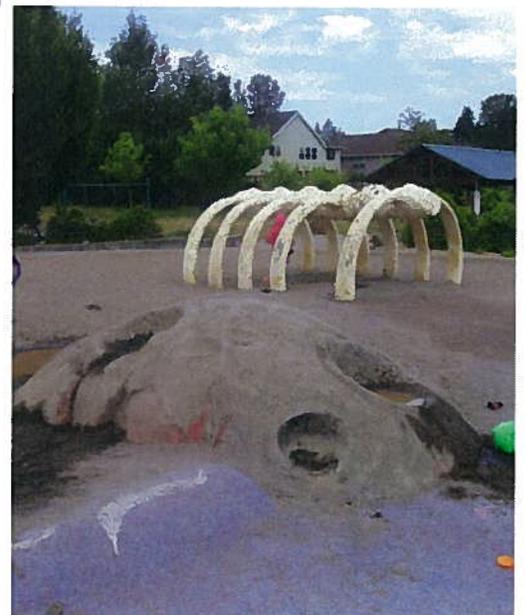
Recommended Actions for Tualatin Heritage Center:

12. Participate in assessing the feasibility of establishing an **Ice Age Natural History Center** in Tualatin. The objective should be to position Tualatin as one of the leading sites on the National Ice Age Floods Trail to learn about all aspects of the Ice Age. Investigate the prospect of establishing the Center as an annex to the University of Oregon Museum of Natural & Cultural Heritage in partnership with Portland State University. Part of its role should be as a center for Ice Age research in the Willamette Valley.
13. Introduce **directional signage** from Tualatin-Sherwood Road to the Heritage Center.

Recommended Actions for Partnerships:

14. Ensure that every effort is made to **engage elected officials, executives and appropriate City departments** in the planning and program management of the proposed Tualatin Ice Age organization.
15. Encourage the **Tualatin Arts Advisory Committee** to support the introduction of public art that is inspired by Tualatin's Ice Age history.
16. Support efforts to **host the meetings** of the Lower Columbia Chapter of the Ice Age Floods Institute in Tualatin, specifically at the Tualatin Heritage Center or other locations in Tualatin. This will ensure that Tualatin is in a position to take advantage of opportunities created through the organization.

October 2010



Ice Age Heritage Tourism Plan

Tualatin, OR

Tualatin Ice Age Heritage Tourism Plan

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This plan was funded by a tourism grant from Washington County Visitors Association.

Produced by:
Total Destination Management
October 2010

Introduction

Tualatin Historical Society (THS) received a grant from Washington County Visitors Association (WCVA) to develop a basic tourism development plan to target opportunities and programs to inform visitors about the prehistoric bones, erratics, Atfalati artifacts and early settler relics found in Tualatin. This plan supports WCVA's *Tourism 2015 Strategy* by providing the directions for Tualatin to develop new heritage tourism products which will directly lead to an increase in visitor nights and the economic well-being of Washington County.

This is not a tourism development plan for Tualatin as a whole. Instead, it particularly focuses on identifying opportunities for Tualatin to develop its Ice Age heritage sites and exhibits of specimens to enable the city to participate in the recently announced National Ice Age Trail to be administered by the National Parks Service (NPS). This trail will embrace key sites in Montana, Idaho, Washington and Oregon.

At present Tualatin is not recognized as having drawing power as a destination, nor is it promoted as a tourist option for tourists. However, the city has excellent visitor services, is ideally situated off I-5 and Highway 205, and is within a twenty minute drive of some of the best visitor experiences that Portland and Washington County have to offer. These credentials have not been communicated to prospective visitors, nor do residents readily articulate them. The marketing recommendations herein are basic and are limited to several actions that will contribute toward establishing a stronger identity for Tualatin as a place to visit and stay, thus making it easier to capitalize on the National Ice Age Trail as the city's visitor experiences evolve to suitable standard.

This plan assesses Tualatin's Ice Age heritage potential, recommends product development initiatives, partnership opportunities and several leadership and organizational options which may enhance the city's reputation as an attractive site for Ice Age heritage enthusiasts. The plan recommends a series of actions that comprise Step One of what will require a multi step approach over several years and focuses on getting Tualatin to the starting line. It will be necessary to develop new strategic and action plans as major milestones are reached and greater clarity emerges in regard to support for the mission, funding, quality and scope of attractors, opportunities from the National Ice Age Trail and the emerging marketing, and management support that will be needed to underpin the program as it evolves.

Critical to the success of the initiative will be its capacity to develop partnerships. An extremely encouraging observation from the consultation phase of this project was the high level of passion for Tualatin's Ice Age heritage displayed by scientists and academics. The Ice Age Floods, Tualatin's Ice Age heritage and the National Ice Age Trail present an opportunity for Tualatin to be a leader as Ice Age tourism develops in the Pacific Northwest. A new organization is recommended to address these opportunities to ensure that Tualatin Historical Society can maintain its current mission and focus.

Why Plan for Tourism?

Tourism is an important sector of the Washington County economy. The county's visitor economy is worth \$424 million (2009). Tourism and hospitality accounts for 4,740 jobs, and contributes \$ 20 million in local and State tax revenues in Washington County. (Oregon State Travel Impacts - Dean Runyan Associates 2001-09).

Tourism is a complex economic activity where success requires intensive and consistent networking and cooperation between public, private, and nonprofit organizations to achieve the overall goals on behalf of the community. Hence, an important element of this plan is activating partnerships to develop and market Tualatin's Ice Age attractors.

An important principle underpinning this approach is acknowledging that what can be attractive to visitors can also be appealing to residents and investors. As a city's cultural, heritage, natural recreational, and agritourism attractors are improved they should also add to the quality of life for residents.

Tourism is Economic Development

Tourism is an export industry. This notion may initially seem a little strange. After all, when we think of exports we usually think of container ships or trucks stacked full of consumer goods, machinery, agricultural produce, or raw materials leaving the area. When it comes to tourism, economists regard it as an "invisible export" because the customer must come to the source of production to consume the products.

Tourism is a business of small businesses. International research studies show that tourism is one of the most effective catalysts for activating and sustaining small and medium-sized businesses providing new opportunities for full-time and part-time entrepreneurs. This can be achieved more quickly than building a manufacturing industry, and probably with a lot less impact on the environment.

Tourism makes even more sense when we consider that an average "mom and pop" small business injects 54 cents of every dollar they earn into the local economy compared to a big box store which contributes just 14 cents of every dollar into local pockets. (National Main Street Center)

With effective management the benefits from tourism can include:

- Diversifying, stabilizing, and enlarging the economic base of the community.
- Stimulating entrepreneurial activity and small businesses.
- Boosting existing businesses by supplementing resident spending.
- Generating jobs and supplementary tax revenues.
- Stimulating the sale and export of local products, e.g. agriculture, wine, artifacts, furnishings, etc.

-
- Enhancing the image of the city as an attractive place to visit, develop a business, and invest.

Who Are Tourists?

Tourists often go unnoticed in a community, particularly in large and diverse cities and counties. We sometimes hold preconceived and stereotypical images of a tourist and how they may behave.

Tourism includes the travel by people and their behavior at a location that is not their normal place of employment or residence and more than 50 miles from where they live. These trips can be for one day or over a longer period. Tourists can be considered to be:

- Those who are in **transit** to another location, but may stop for a while before proceeding on their journey.
- **Day trippers** who may either be staying temporarily or living in a nearby community who visit, but do not stay overnight.
- People who stay **overnight** in either commercial or private lodging. These are the most lucrative visitors for a community.

Tourists can be further classified as:

- **Leisure travelers** including people on vacation or a short break for leisure purposes (including non-essential shopping trips). The majority of leisure trips are during June, July and August i.e. during school summer vacation. Most international travelers fall into this category as well and are often traveling the country for authentic American experiences. (41% of US market -Longwoods 2006 Travel Study)
- **Business travelers** are frequently the highest spending of all visitor segments. They may travel to attend conferences, incentive award programs, corporate meetings and sales visits. Many include leisure activities during their trips. (18% of US market - Longwoods 2006 Travel Study)
- **Visiting friends and relatives (VFR)** is one of the largest visitor segments for many destinations. They are sometimes overlooked because they stay in private homes, but studies show that they performed well on profitability measures including being one of the highest spenders on shopping. They are the largest segment to stop at visitor information centers and are highly influenced by the knowledge of local residents. This segment is of particular importance to Tualatin because of their estimated number and considerable spending power.
- **Special purpose** tourists are a subset of leisure travelers, and include those traveling individually or in groups for sporting, antique hunting, hobby, event, religious, or medical reasons.

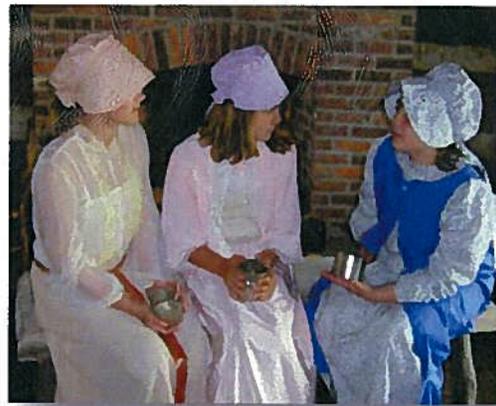
Developing cultural heritage tourism is an incremental process, and communities will repeat the four steps described in this section at each stage of development. Keep in mind that developing a strong cultural heritage program will require both an investment and a commitment—an investment of financial resources and a commitment of human resources including strong leadership.

The information in this section has been sourced from the National Trust for Historic Preservation.

What is Heritage Tourism?

The National Trust's definition of cultural heritage tourism is "traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources."

Tourism is a powerful economic development tool. Tourism creates jobs, provides new business opportunities and strengthens local economies. When cultural heritage tourism development is done right, it helps to protect the nation's natural and cultural treasures and improve the quality of life for residents and visitors alike.



Linking tourism with heritage and culture can do more for local economies than promoting them separately. That's the core idea in cultural heritage tourism: save your heritage and local culture, share it with visitors, and reap the economic benefits of tourism.

In the past, the tourism industry saw its primary role as marketing ready products to travelers. The mission of the preservation community is to preserve and protect historic, cultural, and natural resources. Today, tourism, preservation, heritage and culture are much more likely to overlap.

The Benefits of Cultural Heritage Tourism

Cultural heritage tourism can have a tremendous economic impact on local economies. In addition to economic benefits such as new businesses, a more balanced economy and jobs, tourism adds less tangible—but equally important—payoffs. A well-managed tourism program improves the quality of life as residents take advantage of the services and attractions tourism adds. It promotes community pride, which grows as people work



together to develop heritage attractions and a prosperous visitor economy.

Perhaps the biggest benefit of cultural heritage tourism is that opportunities increase for diversified economies providing ways to prosper economically while holding on to the characteristics that make each place special.

Characteristics of heritage tourists compared to other tourists:

- Slightly older than other U.S. travelers (48 vs. 46)
- One-third (34 percent) are 55 or older
- More likely to have a post-high school education (23 percent vs. 20 percent)
- Tend to have higher household incomes (\$50,000 vs. \$48,000)
- Travel the most in June, July and August
- Shopping is more likely to be a part of trip (44 percent vs. 33 percent)
- Twice as likely to participate in a group tour (6 percent vs. 3 percent)
- Stay longer (4.7 nights vs. 3.4 nights)
- Stay in hotels, motels and bed-and-breakfasts more often than with family and friends (62 percent vs. 56 percent)
- Spend more per trip excluding the cost of transportation (\$623 vs. \$457)
- Spend more per day (\$103.50 per day vs. \$81.20 per day)



Sources: *Travel Industry of America Tourism Works for America 2002 Report*, Americans for the Arts / *Travel Industry Association of America TravelScope, 2003*.

The following section is extracted from the U.S. Geological Survey. (Source: *U.S. National Park Service Website, Ice Age Floods, 2002*)

During the last Ice Age, a finger of the Cordilleran ice sheet crept southward into the Idaho Panhandle, blocking the Clark Fork River and creating Glacial Lake Missoula. As the waters rose behind this 2,000-foot ice dam, they flooded the valleys of western Montana. At its greatest extent, Glacial Lake Missoula stretched eastward a distance of some 200 miles, essentially creating an inland sea.

Periodically, the ice dam would fail, resulting in a large flood of ice and dirt-filled water rushing across northern Idaho and eastern and central Washington, through the Columbia River Gorge. The waters were disrupted on their flow by a hydraulic dam at Kalama Gap which caused flood waters to back up into the Willamette Valley and swirl around the landscape near Portland. The waters were then forced through the Oswego Gap to West Linn and Tualatin scarring the landscape before receding. The flooded Willamette backed up to Salem and Eugene. Interstates I-84, I-205, and I-5, U.S. Highways 26 and 30, and State Route 99-W and 99-E all lead to Floods resources in the Portland area.

The glacial lake, at its maximum height and extent, contained more than 500 cubic miles of water. When Glacial Lake Missoula burst through the ice dam and exploded downstream, it did so at a rate 10 times the combined flow of all the rivers of the world. This towering mass of water and ice literally shook the ground as it thundered towards the Pacific Ocean, stripping away thick soils and cutting deep canyons in the underlying bedrock. With flood waters roaring across the landscape at speeds approaching 65 miles per hour, the lake would have drained in as little as 48 hours.

But the Cordilleran ice sheet continued moving south and blocking the Clark Fork River again and again, creating other Glacial Lake Missoulas. Over thousands of years, the lake filling, dam failure, and flooding were repeated dozens of times, leaving a lasting mark on the Northwest landscape. Many distinguishing features of the Floods remain throughout the region.

Together, these two interwoven stories of the catastrophic floods and the formation of Glacial Lake Missoula are referred to as the "Ice Age Floods." Therefore, the term Ice Age Floods is inclusive of both the formation of Glacial Lake Missoula and the subsequent floods.

The Ice Age Floods National Geologic Trail or Ice Age Floods Trail is designated as the first National Geologic Trail in the United States. The National Park Service (NPS) will administer the proposed Trail, but the Trail will not be counted as a unit of the National Park System. It will consist of a network of routes connecting locations, historic sites, parks, and other facilities in Washington, Oregon, Idaho, and Montana that will provide interpretation of the consequences of the floods that began about 110,000 years ago.

Ice Age Floods Study of Alternatives and Environmental Assessment

In 2001, an Ice Age Floods Study of Alternatives and Environmental Assessment was commissioned by NPS to examine ways public and private sector entities throughout the northwestern United States can work collaboratively to tell the fascinating story of the Floods. The resulting assessment proposes developing a designated "Floods Pathways" tour route that will follow along the paths of the Floods. The Pathways will mainly comprise an auto tour route along existing public highways and roads to allow both visitors and residents to follow the path of the Floods and view distinctive Floods features. In some places complementary land and water trails would lead to specific points of interest related to the Floods.

As the study report suggests, an authorization for annual operational funds for Trail staff and management support, along with an authorization for capital development funds, to provide the necessary support for services and interpretive facilities associated with the development of the Ice Age Floods National Geologic Trail has been granted. In year 2000 dollars, annual operating costs are estimated to be \$500,000, plus a total appropriation of \$12,000,000 for capital development needs that can be allocated over several fiscal years.



Ice Age Floods National Geologic Trail Designation Act

In March 2009, the Ice Age Floods National Geologic Trail Designation Act was passed. The bills were designated H.R. 383 in the House and S. 206 in the Senate. The congressional summary reads in part:

"A trail from Missoula, Montana to the Pacific Ocean, to provide for the public appreciation, understanding, and enjoyment of the nationally significant natural and cultural features of the Ice Age Floods and to promote efforts to interpret and educate along the pathways of the floods."

The challenge for the Management Plan is to creatively address three major issues:

1. Identifying Ice Age Floods resources, which are scattered across a four-state area. These specifically include resources related to Glacial Lake Missoula and to the flooding events associated with ice dam failure.
2. Developing physical and visual access to specific Floods resources.
3. Developing an interpretive framework and program for the natural and cultural history of the Floods region.

The Act requires the Secretary of the Interior, acting through the Director of the National Park Service, to administer the Trail. It allows the Secretary to establish and operate a Trail management office within the vicinity of the Trail. It also requires the Secretary to prepare a cooperative management and interpretation plan for the Trail. This plan will be the blueprint for all infrastructure developments, interpretation, guideline standards, management criteria and marketing.

The preparation of the Management Plan for the Trail has commenced. An Ice Age Interagency Agency has been established comprising representatives of NPS, Bureau of Land Management, Fish & Wildlife, U.S. Geological Service, Forest Service and others. It is anticipated that the Management Plan will take 2-3 years to complete. During Spring 2011 a process of public consultation, scoping and public meetings involving local communities and other stakeholders will commence. It is incumbent upon Tualatin to play an active role in this planning process whenever possible.

The final framework for the National Ice Age Trail will be defined in the Management Plan currently being prepared by National Parks Service. However, the Ice Age Floods Study of Alternatives and Environmental Assessment, commissioned by the National Parks Service, has already outlined a designated “Floods Pathways” tour route that will follow along the paths of the Floods.

The **Pathways** would largely be an auto tour route along existing public highways and roads and would allow both visitors to the region and residents to follow the path of the Floods and view distinctive Ice Age features. In some places complementary land and water trails would lead to specific Floods features. The use of the generic term “Pathways” does not denote a hierarchy of routes, but is intended to indicate to visitors the various alternatives they can take to see Floods resources. These various alternatives include CONNECTING Pathways, LOOP Pathways and SPUR pathways. Wherever appropriate, Floods Pathways should utilize existing designated state roads and National Scenic Byways. These recommended routes are intended to be conceptual in nature to illustrate the basic approach.

Related to the Pathways are **Gateway Communities**, which would be the entry points into the Ice Age Floods region and the network of Flood Pathways. These Gateway Communities are important, because at these points visitors will be introduced to the interpretive and educational opportunities of the Ice Age Floods region and select portions of the region that might be of interest. Criteria used to identify Gateway Communities should include: (1) proximity to Floods features, (2) significant representative features, (3) accessibility, (4) proximity to the perimeter of the Floods region, (5) connectivity to existing roads, and (6) ability to provide visitor services. At present no gateway is designated for the northern Willamette Valley.

A system of **Loop and Spur Routes** will also be designated where some key Floods features are outside a linear auto route. Tualatin is located in a critical position at the Northern entrance to the loops and spurs into the Willamette Valley. Along the perimeter of the Floods Region are several communities that would serve as “gateways” to the Floods Region. In some cases, non-motorized hiking, bicycle, horse, kayaking, and canoeing trails could augment the driving route. Aerial and boat tours of Floods features could also be encouraged to gain a better understanding of the Floods’ epic story. Tualatin is ideally situated to be designated as a gateway community. However, the strength of this claim will be contingent on the development of significant Ice Age sites.

There are a number of different approaches that can help a visitor understand and appreciate the many and varied aspects of the Ice Age Floods story. Because of the scale of the Floods region, a narrative approach may be the most effective way to develop an understanding of the larger story. This narrative could be in written format or be integrated with a number of multi-media alternatives. The majority of existing Floods features are best experienced in person, either by walking or driving to features, or by flying overhead.

Interpretation at specific locations in Tualatin and the wider region could:

- Explain the story of the Floods resources both at specific sites and at regional and other interpretive centers
- Place a site into the context of the larger Floods story
- Explain the geologic background of a site prior to the Floods
- Interpret the cultural history of an area as influenced by the Floods, tying in the dynamic historic story with the geology of each area
- Interpret the natural history of locations relevant to the Ice Age.

On-Site Interpretation

For many Floods resources, the most effective way to provide interpretation is to do so on site. If, for example, interpretive material is addressing gravel bars, the interpretive site should be located near the feature. If a visitor can actually touch a Floods resource without damaging it, the better the potential interpretive impact will be. In some cases it is better to view the site from a distance rather than up close or standing on it.

Orientation and Interpretation

There are two components of the proposed interpretive program for the Ice Age Floods Region: (1) Orientation, and (2) Interpretation. When visitors first arrive in the Ice Age Floods region, they will want to know what educational opportunities are available, and where various interpretive sites are located. This process is typically referred to as “Orientation”.

Orientation can be provided throughout all areas by using road signs, web sites, mobile devices, tour guides, brochures, interpretive signage, and maps to help direct visitors.

The second component of the proposed interpretive program is the actual interpretation process. Freeman Tilden, in his *Interpreting Our Heritage*, stressed the point that “Information, as such, is not Interpretation. Interpretation is revelation based on information. But they are entirely different things.” Interpretation would occur through printed tour guides, wayside exhibits, museum exhibits, pamphlets, maps emphasizing specific aspects of the Floods, personal tours, and guided trips that focus on the Floods. All of the information can, according to Tilden, lead to a “revelation” for the visitor.

Education

To many people, the term “education” is similar in concept to interpretation. In this study, however, “education” refers to educating the public about the Ice Age Floods region and Pathways in an effort to engender a sense of protection and possessory interest. One way this could be accomplished is through public presentations in the cities and towns included in and surrounded by the Ice Age Floods region. Using the concept of cooperative management and responsibility, it is important that residents understand and support the goals and objectives of the Floods region. Partnerships at the state and local levels should be built and maintained

through the education process. This process would be ongoing as new residents move into the area and as new leaders develop and mature.

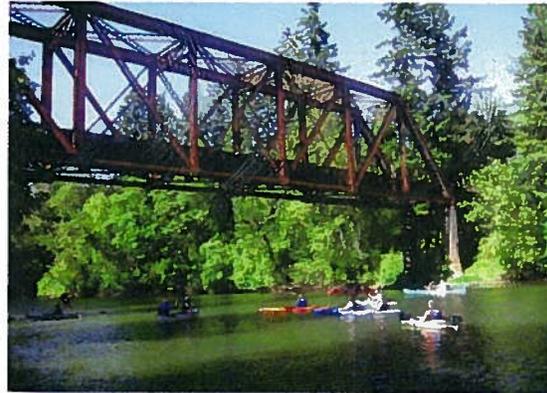
Tualatin

Overview

Tualatin is situated on I-5 and is predominantly located in Washington County, with a small section of the city in neighboring Clackamas County. It is located 13 miles from Downtown Portland, and 24 miles from Portland International Airport. The population was 22,791 at the 2000 census. The 2006 estimate is 25,650 residents.

History

The Atfalati band of the Kalapuya Indians settled in the region because of its abundant game, fish and other foods. The Atfalati ranged around the valley, engaged in a hunter-gather lifestyle, and may have inhabited land as far as what is now Portland. They are now at the Grande Ronde Reservation and number about twenty.



Coming by covered wagons over the Oregon Trail, pioneers began arriving in 1850. By 1853, 26 families settled donation land claims and the hamlet was known as Galbreath, after its founder Samuel Galbreath. In 1853, Galbreath built the first bridge over the Tualatin River, and the town became known as *Bridgeport*. In the 1880s, John Sweek platted a town around the new railroad depot, and named the town *Tualatin*. It was incorporated as the City of Tualatin in 1913.

The name of the city is taken from the Tualatin River, which flows along most of the city's northern boundary. According to Oregon Geographic Names, a post office with the spelling "Tualitin" was established November 5, 1869, and the spelling changed to "Tualatin" in 1915.

Natural Setting

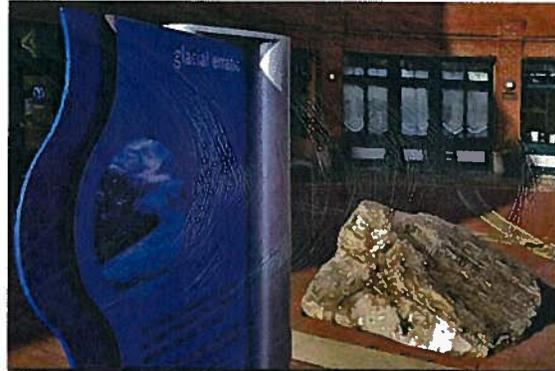
The Tualatin River is a tributary of the Willamette River, approximately 83 miles (134 km) long and drains the Tualatin Valley. The river originates in Tillamook State Forest and in Tualatin forms the north boundary of the Tualatin Country Club. Immediately thereafter, the river meets Fanno Creek just after passing under the Ki-a-Kuts pedestrian bridge between Tigard and Durham. The stream passes under a Portland and Western Railroad bridge, then under Southwest Boones Ferry Road, under I-5, then Clackamas County.



Located on the western edge of Tualatin is the Tualatin River National Wildlife Refuge, one of only a handful of urban national wildlife refuges in the country. Situated within the floodplain of the Tualatin River, the Refuge supports some of the most abundant and varied wildlife in the watershed. The Refuge is home to nearly 200 species of birds, over 50 species of mammals, 25 species of reptiles and amphibians, and a wide variety of insects, fish and plants.

The Ice Age and Tualatin

In recent decades, scientists have shown an increasing interest in Tualatin because of the influence that the Ice Age has had on the area. Many animal specimens of the period have been found. Additionally, granite erratics transported from Canada on ice sheets during floods are scattered throughout the area. Most prominently, the flood waters left the scoured landscape of the Tonquin Scablands in the southwest of the city. At the close of the last Ice Age, around 14,000 years ago, a mastodon, perhaps injured or in poor health, died on swampy land that is now Fred Meyer's parking lot. Its remains were excavated in 1962 and are displayed in the Library. The remains of other prehistoric animals have also been excavated in the area, including a Harlan's Ground Sloth.



Tourism in Tualatin

Tualatin is not recognized as a tourist destination, nor does it promote itself as such. However, there are many excellent visitor experiences within minutes of the city. The city has three hotels and an RV park within its limits. Of considerable importance are the visitors from around the world staying with friends and relatives in Tualatin. Along with their hosts, they are candidates for information on activities, shopping and dining in the area. Tourism marketing of the city is the responsibility of the Tualatin Chamber of Commerce. The county is marketed by Washington County Visitors Association.

Tualatin does not currently have an overarching vision for tourism or shared agreement on what can be achieved, even on a modest scale. Hence, there has been a lack of synergy necessary to form a cohesive identity for Tualatin. However, there is a great deal of community pride and a very cooperative spirit across the city.

This low priority for tourism is causing a leakage of tourism dollars from the city because it does not position itself as an attractive option for visitors. The opportunity to integrate Tualatin into the development of the National Geological Ice Age Trail administered by the National Parks Service and the proposed involvement of the city in the Willamette Falls Historical Area, further highlights the need for Tualatin to take a more pro-active, albeit somewhat limited, role in regard to tourism. This role should be constantly reviewed in line with emerging opportunities to generate increased business activity for the city.

The most common rationale for communities to invest in tourism is for the economic benefits that will accrue from a healthy visitor economy. Success requires a holistic approach involving cross-agency and business partnerships with the vision, management, and programs to ensure that visitor communications and experiences are of the highest quality. The following are key local organizations in the first phases of the development of Tualatin's Ice Age sites.

Tualatin Historical Society

Tualatin Historical Society (THS) was formed in 1986. The Society is a member-based non-profit 501 c (3) organization dedicated to preserving, promoting and interpreting the rich and colorful history of Tualatin. In mid-2003, Tualatin's oldest church (built in 1926) was given to the Society. Thanks to hundreds of volunteers and the City of Tualatin, the Society raised over \$400,000 in cash and in-kind donations. The building was relocated July 17, 2005 and the grand opening was held February 11, 2006. THS operates the Tualatin Heritage Center and actively collects oral histories, provides onsite recording for self-narrated family stories, and maintains a local family archive of pioneers for genealogical research. Its three main areas of interest are Prehistoric Tualatin, Atfalati (Tualatin) Indians and settlers to current history.

Tualatin Chamber of Commerce

The Tualatin Chamber of Commerce is an important link with the local business community, operates the local visitor information center and is responsible for the marketing of the city.

City of Tualatin

Many of the City of Tualatin's departments are crucial to the future development, management and viability of many of the city's Ice Age heritage sites, as well as the overall attractiveness of the city from a visitor perspective.

Portland Metro

Metro is an overarching government and serves more than 1.5 million residents in Clackamas, Multnomah and Washington counties and the 25 cities in the Portland region. This includes transport, park and recreational facility development.

Tualatin

Tualatin Ice Age Heritage

The Ice Age has had a significant impact on Tualatin. Large ice age mammals lived in the Tualatin area at the same time as several great Missoula Floods inundated the Tualatin, Yamhill and Willamette Valleys from the Columbia River over 10,000 years ago. They flooded Tualatin and the current location of Bridgeport Village to a depth of about 350-400 feet and resulted in several geological phenomena that are still visible today.

Large prehistoric animals roamed the area 10,000-15,000 years ago at the end of the Ice Age. The Tualatin landscape at the end of the Ice Age has been described as being “the ideal graveyard for prehistoric animals”. The discovery of remains of several types of Ice Age animals in Tualatin have stimulated interest in prehistoric bones, fossils, ice age floods and the environment in which these ancient animals lived and died.

Scattered throughout the area are granite erratics (granite is not a local rock) which were originally attached to melting icebergs and were transported down the Columbia River in one of the Missoula Floods.

Tualatin Heritage Center

The 14,000-year-old tusk and molars of the mastodon excavated in Tualatin are on permanent display in the Heritage Center. Also on view are granite rock erratics from Canada washed down in the Missoula floods and the sacrum of a Ground Sloth.

Tualatin Library

The huge bones of the mastodon skeleton are on display at the Tualatin Library. The 14,000 year-old bones of this large mammal were discovered by Tualatin residents just a short distance from the Library. While there is a very attractive full color brochure about the mastodon, the on-site interpretation should be improved. There is no link between the Heritage Center and Library to encourage visitors to visit the other location.

Fred Meyer Parking Lot

In 1962, the bones of the mastodon now on display in the Library were excavated from the swampy area near Nyberg Road which is now part of the Fred Meyer “footprint”. The excavation revealed half of a skeleton, including two legs, a spine, many ribs, skull fragments, molars, and a tusk. The site is not identified, nor does it have any interpretive signage.

Tualatin River in Tualatin

The Tualatin River formed part of the course for the incoming and receding waters of the Ice Age Floods. The river and its surrounding wetlands have been important to wildlife since the Ice Age. The 14,000 bones of a Harlan’s Ground Sloth were excavated at a site approximately

one quarter mile from where Fanno Creek empties into the Tualatin River and where the new Ki-a-Kuts Pedestrian Bridge is constructed.

The entire Tualatin Valley was once occupied by the Atfalati or Tualatin band of Kalapuya Indians. Evidence of their presence dating back approximately 10,000 years to the end of the Ice Age has been found along the river. They practiced hunting and gathering for their food supply, moving along the river. The Kia-a-Kuts Pedestrian Bridge is named for the last Atfalati head man with a brass interpretive sign nearby.

Community Park

Community Park in Tualatin is located on the banks of the Tualatin River and has several possible points of interest in the stories of the Ice Age and the Atfalati Indians. There is currently no identification of sites or interpretation. The Atfalati Band of Kalapuya ranged from the Coastal Range to North of Portland and the Willamette River. Many of their artifacts have been found in the area and their stories recount the period following the Ice Age.

Brown's Ferry Park

The park is a 28.33 acre natural area located on the Tualatin River at 5855 SW Nyberg Lane. The site may have been a campsite of the Atfalati people. On this site many artifacts and weapons have been excavated. While there are several trails and a canoe launch ramp, the park's signage and wayfinding is not to a level needed for visitor satisfaction.

Tonquin Scablands

An area known as the Tonquin Scablands between Tualatin, Sherwood and Wilsonville contains patches of scablands and kolk lakes. During the Missoula Floods these scablands were scoured of the top layers of soil, leaving in places a marsh-filled valley. At the moment there is only limited access to these areas and no interpretation. A meandering 12 to 16 mile pathway called the Tonquin Trail is due for completion over the next few years. This trail will connect the Tualatin and Willamette Rivers and serve as the primary bike and pedestrian route between Wilsonville, Tualatin and Sherwood. The mostly paved, 12- foot wide trail will present a way to skirt busy highways and intersections, while opening up scenic vistas and natural spaces to view wildlife and areas of geological significance. Importantly, it is expected to include significant interpretive signage at key points of interest, including those related to the Ice Age.

Tualatin River National Wildlife Refuge

The Tualatin River Wildlife Refuge is a 1,358 acres wetlands and lowlands sanctuary opened to the public in 2006, and managed by the United States Fish and Wildlife Service. The Refuge is along Highway 99W on the western side of Tualatin, near Sherwood. Many acres of the Refuge located south of the Tualatin River include the Tonquin scablands created by the Missoula Floods. The Refuge was established as an urban sanctuary to provide wetland, riparian, and upland habitats for a variety of migratory birds, threatened and endangered species, fish, and other resident wildlife. It is home to nearly 200 bird species and more than 70 other animal species. A visitor center with an observation deck overlooking seasonal

ponds, exhibits and information about the refuge was opened in 2008. The refuge has nearly five miles of wildlife interpretive trails.

West Linn - Fields Park

West Linn holds a special place in Ice Age Flood history through the discovery of the Willamette Meteorite in 1902. Scientists believe the 15.5 ton Meteorite originally landed on a glacial field in the southern Canadian Rockies over 15,000 years ago and was “rafted” to the area on glacial ice flows during the Missoula Floods. This meteorite is recognized as sacred by Native Americans and has been displayed at the American Museum of Natural History in New York City since 1906. The tribes reached an agreement with the museum in 2000. This states that tribal members may conduct a private ceremony around the meteorite once a year, and that ownership will be transferred to them should the museum stop displaying it.

An Ice Age Floods interpretive trail with seven interpretive panels in well designed interpretive bays has been developed along the Tualatin River in Fields Park. The ¼ mile trail features the three interpretive areas, erratic boulders as well as a full-size replica of the Willamette Meteorite as a climbing rock in a playground setting. Three granite boulders, weighing a combined 54,500 pounds and unearthed in Tualatin, were relocated to the site. Despite the high quality of the trail, due to budget restrictions there is currently no directional signage to the trail from the road or parking area, the erratic boulders have no interpretation and there is no signage indicating the overall length of the trail.

Yamhill River Pleistocene Project

The Yamhill River Pleistocene Project explores the late Pleistocene (which included the Ice Age) and early Holocene of the Yamhill River valley near McMinnville. Composed of local volunteers and resources, paleontologists, land owners, and local government working alongside trained professionals and museum staff, their goal is to discover, study, and preserve the local prehistoric past. Totally unfunded, the project relies almost entirely on volunteers and the outstanding contributions in time and equipment from the Yamhill County community. The project attempts to combine known fossil and artifact finds into a single comprehensive data base encompassing a continuous stretch of approximately twenty five miles along the North and South Yamhill Rivers near McMinnville.

Other Nearby Sites

The Tualatin, Yamhill and Willamette Valleys have long been known as great agricultural lands with rich soils as a result of the Missoula floods. The floodwaters carried rich volcanic and glacial soil from Eastern Washington, which was deposited across the valley floor when the waters subsided. The soil in the Willamette Valley is about 0.5 miles (1 km) deep in some areas. The rich soil transported here during the floods now supports a prosperous agricultural industry which features wine grapes, hops, berries and vegetables. Many erratics can be found in the valleys, as well as the remains of pre-historic animals. The largest is located at Sheridan, near McMinnville.

In addition to Tualatin’s mastodon and Harlan’s Ground Sloth, several other prehistoric specimens have been located in the area. A mammoth tusk was found near Tualatin-Sherwood

Road and parts of a mammoth skeleton were found in McMinnville. A bison antiquus or ancient bison skeleton was found in Woodburn in 2009 and is currently displayed at the High School as well as smaller prehistoric specimens, mammoth molars and bones in the area.

The Destination Audit	Attractors & Experiences
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These are the features and attributes that motivate people to visit a place and in turn encourage them to extend their stay. These may be physical sites, events, activities, or a feeling that people derive from the place. They are important for tourism growth because they provide a reason to travel, stop and stay.

When asking locals about what there is to do around Tualatin, the answer is usually “nothing much”. At first glance, this may be a valid response. However, as visitors, we are rarely able to identify the boundaries of cities and counties. For instance, a visitor to Tualatin does not recognize (or care) that a drive to Washington Square takes them to Tigard or that the National Wildlife Refuge is in Sherwood. Of relevance is the fact that they are all easily accessible and part of the experience for someone staying in Tualatin. In considering Tualatin’s tourism attractors and experiences those experiences within a twenty minute drive of the city have been included. A partial list includes:

Agri-tourism	<ul style="list-style-type: none"> ▪ Al’s Nursery and Garden Corner ▪ Lee Farms ▪ Wineries
Cultural	<ul style="list-style-type: none"> ▪ Broadway Rose Theater ▪ Downtown Portland - theater, concerts, galleries ▪ OMSI
Festivals and Events (Major)	<ul style="list-style-type: none"> ▪ Crawfish Festival ▪ Hillsboro Air Show ▪ Portland and Rose Garden events ▪ Tigard Balloon Festival ▪ Tualatin Farmers Market ▪ Winery Events
Heritage	<ul style="list-style-type: none"> ▪ Champoeg State Park ▪ Oregon City ▪ Tualatin Heritage Center
Nature	<ul style="list-style-type: none"> ▪ Tualatin River access points and city parks ▪ Tualatin River National Wildlife Refuge ▪ Oregon Zoo ▪ Tualatin Riverkeepers’ programs ▪ Tryon State Park
Shopping	<ul style="list-style-type: none"> ▪ Bridgeport Village ▪ Downtown Portland ▪ Lloyd Center ▪ Washington Square ▪ Woodburn Company Stores
Sport	<ul style="list-style-type: none"> ▪ Amateur sporting facilities ▪ Nike Campus ▪ Professional sporting events

	▪ Trailblazers Training Facility
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Destination Audit

Major Events

Tualatin Crawfish Festival

The Tualatin Crawfish Festival is the major community event conducted in August each year. It is the nation's oldest crawfish festival, originating in 1951. At that time, crawfish were plentiful in the Tualatin River and inspired the idea for the Crawfish Festival. Each year the event attracts approximately 12,000 attendees who enjoy a wide range of activities, including a parade, dog show, live music, arts and crafts, food and of course, the crawfish which is the focus of a cook-off.

The crawfish is a primitive crustacean that has changed little since prehistoric times. Fossil records of crayfish older than 30 million years are rare, but fossilized burrows have been found from strata as old as the late Paleozoic or early Mesozoic Periods, in the range of 65 million years ago.

The prehistoric nature of crawfish and the fact that they were prevalent in the Tualatin River during the periods of the Ice Age Floods provides a ready link between the Crawfish Festival and the development of Tualatin's Ice Age attractions. Water treatment plants on the Tualatin River have resulted in crawfish becoming more prevalent in recent years.

In 2009, the Chamber of Commerce received a grant from Washington County Visitors Association and these funds were used for advertising the Crawfish Festival outside of the city. The investment proved to be very worthwhile. A survey of event attendees and local lodging revealed that the advertising had stimulated additional visitors for Tualatin and resulted in people staying overnight in the city. Unfortunately, the grant was available for one year only.

Each year the Festival adopts a different theme. The 2010 event used the theme "Fiesta" to celebrate Tualatin's Latin culture.

Tigard Festival of Balloons

The Festival of Balloons is held in Cook Park every June. The 3 day event features hot air balloons as they launch (weather permitting) and dot the morning sky. The event attracts several thousand participants.

Accessibility

Over 3.5 million people live within a one hour drive of Tualatin. The city is within 30 minutes of Portland International Airport and 15-20 minutes of downtown Portland. The city is extremely well served by freeways and highways, and is at the junction of I-5 and Highway 205. It is also well served by public transport with light rail linking it with Beaverton and then Portland, and bus services to downtown Portland. The WES commuter rail links Tualatin to the Tri-Met system, weekday mornings and afternoons.

Streetscapes, Signage and Wayfinding

Streetscapes, place elements and signage contribute toward a quality visitor experience. These help in projecting a sense of place, welcome and community spirit. Tualatin is a very attractive city with well maintained thoroughfares, parks and public areas. It has well designed paths and sidewalks, as well as an Arts Walk to guide pedestrians to points of interest in the downtown area. The streets in Tualatin are well signposted, however there is the need for a well developed wayfinding system to better identify the location of public buildings, The Commons and lake, parks, attractors, public spaces and other key locations.

Gateways

First impressions start at the entrances to a city, and appearances really count when it comes to enticing visitors and the economic well-being they can bring to places. A welcoming sense of arrival has proven to have a positive influence on visitor satisfaction. The gateway can get people into a positive state of mind. Tualatin is attractive, clean, welcoming, and well maintained. The City of Tualatin is preparing to introduce a new gateway feature at the junction of Nyberg Road and SW Tualatin Sherwood Road.

Lodging

Over the past decade, the lodging sector in Tualatin and the county may have had many eggs in one basket. It has been highly dependent on commercial business travel. This has made the county vulnerable to shifts in business tourism demand and increased competition from adjoining counties and cities. Hence, the employment and lodging taxes dependent upon this sector are also vulnerable. There are three hotels and an RV Park in Tualatin.

Visitor Information Center (VIC)

The designated visitor information center in downtown Tualatin is the office of the Tualatin Chamber of Commerce. The visitor information center is not well signposted or clearly visible to either visitors or residents. The office is open Monday - Friday 9-5 and is closed on

weekends. There is no brochure for Tualatin outlining what to see and do. This is another indication of the immature stage in development of the local tourism industry.

The Destination Audit

Communications

The visitor marketing programs of Tualatin Historical Society, City of Tualatin and the Tualatin Chamber of Commerce are very limited.

Web Sites

The websites of the Historical Society, Chamber of Commerce, City of Tualatin and Washington County Visitors Association were reviewed. None of these websites present Tualatin as the attractive city that it is. These sites should be realigned, as appropriate, to better address the needs of visitors and residents regarding what to see and do in and from Tualatin. This small step will address the issue of visitor spending leakage from the Tualatin economy and provide a boost for the local economy.

The *Tualatin Chamber of Commerce* provides no destination information for visitors (or residents). A stronger focus is needed on projecting an attractive identity for Tualatin, providing reasons to want to visit, appealing more strongly to shoppers, visitors, and residents.

The *City of Tualatin* website is not an attractive gateway to the city. Nor does it provide information or links describing what to do in the city. While the site is very functional, it leaves the city without a personality or “welcome mat”. The City should present a stronger brand identity for the city and with links to visitor information on the Chamber’s site to highlight the city as the ideal base for enjoying the enticing Oregon experiences that are easily accessible within twenty minutes.

The *Tualatin Historical Society* website is adequate given the current status of the Heritage Center’s displays and events. However, as displays are improved and Ice Age Trails are introduced the web presence should be redesigned with a stronger focus on the city’s heritage-related visitor experiences.

The *Washington County Visitors Association* website is well designed, however the content and description in regard to Tualatin is not attractive. Possible



inclusions are the Riverkeepers programs, Crawfish Festival and Heritage Center. As new attractors are developed these should be added.

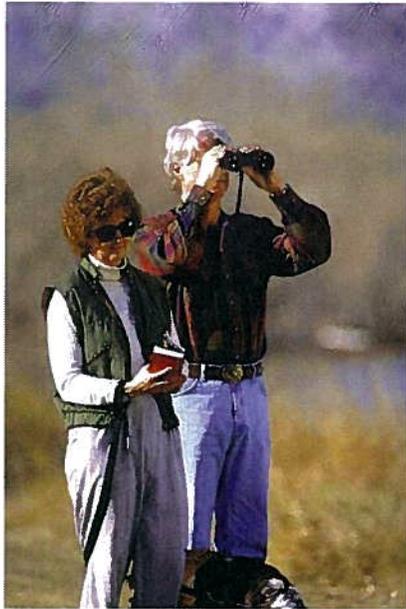
Publications and Collateral

The current range of brochures and collateral that includes Tualatin is very limited. At present the Chamber's only publication is the Business and Community Guide. While well produced and available to visitors through the visitor information center (VIC), its design and content is not geared to the needs of visitors. The community guide is similar to those produced by other Chambers. These are sometimes overwhelming for the short-term visitor because they are addressing several audiences i.e. residents, members, prospective new residents, and are "trying be all things to all people".

The WCVA Visitor Guide includes copy about Tualatin however it relates more to a description of the city as a place to live. As the attractors in Tualatin are developed, this copy should transition to presenting the city as a destination. In the meantime, Tualatin's coverage should expand to include the Crawfish Festival, Tualatin River Wildlife Refuge, access to the Tualatin River (Riverkeepers), the Heritage Center, The Commons and introduce the city's Ice Age features.

Tualatin Ice Age Heritage Strategic Recommendations

The following recommendations will lead Tualatin in achieving its goal of optimizing the opportunities created by its Ice Age heritage and the National Ice Age Floods Trail.



The National Ice Age Floods Trail presents Tualatin with an excellent opportunity to attract visitors who are exploring sections of the overall National Ice Age Trail. The Ice Age artifacts in Tualatin that are currently accessible to the public are displayed in the Heritage Center and the Library. While of interest to visitors, they alone do not possess sufficient drawing power to attract and hold visitor interest for any length of time.

The challenge for Tualatin is to tell its story in regard to the Ice Age by enhancing multiple sites for better visitor experiences. This will best be achieved through a combination of indoor and outdoor experiences and building on programs currently underway by the City of Tualatin and Metro.

The opportunity exists to partner with the City of Tualatin in the formation of the Tualatin Ice Age Discovery Walk through Community Park which will link the Public Library with its mastodon display and the Heritage Center with its prehistoric animals and erratic displays and convey important elements of the story along the paths. The Walk should replace the Park Walk in the Tualatin Art Walks brochure. It is recommended that the Ice Age Discovery Walk between the Library and the Heritage Center have a supplementary loop that extends from the current playground in Community Park through the forested areas to the Ki-a-Kut Bridge and possibly Tigard's Cook Park. Ideally, the experiences along the Walk should tell Tualatin's story from pre-history to modern times, including that of the Atfalati Indians. In developing the Ice Age Discovery Walk consideration should be given to four themes for features and interpretation. These are:

- The Floods
- Geology
- Wildlife and vegetation
- Human history - Atfalati Indians, pioneers and settlers

To further align with the National Ice Age Trail, interpretation at specific locations in Tualatin should:

- Explain the story of the Floods in the overall and local contexts
- Place sites into the context of the larger Floods story
- Explain the geologic background of sites prior to the Floods
- Interpret the cultural history of Tualatin as influenced by the Floods

Recommended Actions for Product Development:

1. Develop a long term integrated development plan involving all of the known Ice Age assets in Tualatin to ensure that each site adds to a cumulative story, provides effective wayfinding links between each location and uses common design elements.
2. In conjunction with the City of Tualatin and partners, **research, design and construct a Tualatin Ice Age Discovery Walk**. This self-guided walk between the Public Library and

Heritage Center with a supplementary loop to Ki-a Kut Bridge, will tell part of the Tualatin Ice Age story. The Walk must be fun, informative and be interactive to appeal to all of the senses. Some of the features of the Walk could include:

- Interpretation at key points relevant to the four themes - Floods, geology, nature and human history.
 - A playground including life-sized structures of a mastodon, giant sloth, ancient bison or other mega fauna. The playground in Ibach Park is an excellent model, however in this case the structures need to be life-sized to maximize their educational value.
 - Alternatively consider metal representations of animals in dramatic settings similar to those at La Brea Tar Pits in Los Angeles.
 - Pre-historic animal footprints on paths.
 - Interpretive signage for the area where the Harlan's Ground Sloth was excavated.
 - Tell the story of the Atfalati Indians.
 - Introduction of erratics to the site.
 - Highlight vegetation present at the time of the Ice Age.
 - Demonstrate the height of flood waters possibly by reference to the height of the trees in the park, a weather balloon or length of the bridge.
3. Encourage the City of Tualatin to optimize Ice Age experiences for visitors to the **Tonquin Trail** currently being developed in conjunction with Metro.
 4. Ensure that all elements of the Tualatin Ice Age experience conform with the design and construction standards of the **National Park Service**. This will enable them to be included in the National Ice Age Floods Trail and take advantage of NPS brand identity and marketing.
 5. Encourage the City of Tualatin to integrate the Ice Age heritage into the **Tualatin Parks and Recreation Master Plan** and other City programs wherever appropriate.
 6. Introduce more **prominent interpretive signage** for the mastodon at the library. Consider introducing several photographs to explain why the specimen is in Tualatin.
 7. Encourage the City of Tualatin to explore ways for the **mastodon skeleton** to be displayed in a way that there is less backlight. The backlight does not allow the glass etching of the animal to be clearly seen.
 8. Approach **Fred Meyer** to place in the supermarket entrance an attractive interpretive panel and photographs of the excavation of the mastodon nearby. Consideration should also be given to identifying the site of the excavation. This is not so much aimed at tourists, but to convey the city's Ice Age heritage and the relevance of the site to residents to engender community pride and increased knowledge of the city's heritage.
 9. Encourage **Tualatin Riverkeepers** and **Wetlands Conservancy** to include Ice Age related programs in their kayak trips.
 10. The rock currently located in the **The Commons** at Site #8 on the Art Walk is not an authentic erratic. It should be replaced with an authentic erratic.

-
11. Include the Tualatin Ice Age sites in the **Vineyard and Valley Scenic Tour Route** when they are fully developed. These should be linked to tell the story of the Ice Age contributing to the fertile soil of the area and how it has aided agriculture. Additionally, NPS will be looking to link selected Scenic Byways to the National Ice Age Flood Trail.
 12. When Ice Age visitor sites are developed encourage the City of Tualatin to introduce an attractive **wayfinding system** that includes the sites as well as other points of interest in the city.
 13. Encourage the City of Tualatin to introduce creative **public art** that is inspired by the area's Ice Age heritage.
 14. Encourage the City of Tualatin to consider the area's Ice Age heritage as inspiration for the **proposed gateway** on Tualatin-Sherwood Road.
 15. Encourage **preservation of key sites** by various government entities in the planning processes for the Tonquin Scablands. Additionally, the City should support the reporting of erratic and pre-historic animal remains that are uncovered by staff and contractors. No laws prevent construction on these sites.
 16. **Increase the awareness of nearby Cities** such as Tigard, Newberg, Dundee, Woodburn, Sherwood, Wilsonville and McMinnville that they have Ice Age sites that can be developed and may eventually form part of a self-drive tour of the region.

Recommendations

Tualatin Heritage Center

Tualatin Historical Society operates the Tualatin Heritage Center and actively collects oral histories, provides onsite recording for self-narrated family stories, and maintains a family archive for genealogical research. It is located near Sweek Pond on park property not far from the original town site and the Tualatin Community Park. The Center is open to the public Monday to Friday 10AM - 2PM. The Center has only a few displays. The building is very well presented, however it is small and must serve the role of heritage center and space for hire for community events such as weddings and other gatherings. This provides income for THS.

The size of the building and its dual role prompted former Society President, Norm Parker to point out that the Heritage Center will never be a museum in the classical sense. Instead, the Society is planning to use multi-media technologies to take advantage of a growing database of digitized historical photos and an oral history program that captures voices and images of local persons willing to share their stories.



The Center has only a few exhibits, the most significant are those related to the mastodon and giant sloth which were excavated nearby. These alone do not hold the drawing power necessary to make the Center a destination for visitors. In addition to needing more Ice Age-related exhibits to function as an Ice Age Center, the current exhibits require a more professional display and interpretation. The specimens are of considerable value and should be preserved in more stable environments, along with more comprehensive and professionally designed interpretation. The Center is also very limited to the extent to which it can introduce additional displays, historic preservation files and donated artifacts because of the small size of the facility and its role as a community events center for which open space is required.



The University of Oregon Museum of Natural & Cultural Heritage has many Ice Age specimens that originated in the Tualatin River area. If properly secure and professional exhibit space can be provided in Tualatin these specimens could be available to the city on a permanent loan basis. If Tualatin is to realize its potential as an Ice Age tourism destination, it needs a dedicated Ice Age Interpretation Center. The space limitations and dual roles of the Heritage Center do not make this a suitable venue for the additional specimens.

Recommended Actions for Tualatin Heritage Center:

17. Assess the feasibility of establishing an **Ice Age Natural History Center** in Tualatin. The objective should be to position Tualatin as one of the leading sites on the National Ice Age Floods Trail to learn about Ice Age animals. Investigate the prospect of establishing the Center as an annex to the University of Oregon Museum of Natural & Cultural Heritage in partnership with Portland State University. Part of its role should be as a center for Ice Age research in the Willamette Valley.
18. In conjunction with Recommendation 19 **engage professional expertise** to design the optimal layout and display options for the Heritage Center to function as an interpretive center for Tualatin Ice Age heritage, yet fulfill its mission for the city's cultural heritage and as rental space for events. This may be an interim solution until an Ice Age Natural History Center can be established in Tualatin.
19. In conjunction with Recommendation 18 assess the feasibility of **acquiring more extensive (and relevant) Ice Age specimens** and displays. This should be addressed through institutions, as well as approaching private collectors.
20. The **quality of displays and interpretation** for all of the Tualatin Heritage Center Center's artifacts must be improved to the standards of museum best practice. In some cases, improved displays relate to better preservation of the items as well as conveying more fulfilling visitor experiences.
21. High quality interpretive panels should be introduced to **explain the Ice Age Floods and their influence in Oregon**. Similar panels will be required by other centers along the National Ice Age Floods Trail. It may be far more cost-effective for these to be developed by the National Parks Service and provided to key centers along the route. It may be possible to obtain these from National Parks at a reduced price or as an in-kind grant as preparations for the National Ice Age Trail proceed.
22. Introduce **interpretive panels for the Ice Age Floods** to tell their story in regard to Tualatin. It may be possible to obtain these from National Parks at a reduced price or as an in-kind grant to the Society.
23. Introduce **directional signage** from Tualatin-Sherwood Road to the Heritage Center.

The Crawfish Festival and the Tigard Hot Air Balloon Festival both present opportunities to develop ties to the Ice Age.

Recommended Actions for Major Events:

24. **Develop an appropriate message**, i.e. a short phrase to be included in future publicity for the Crawfish Festival that links the festival to the city's Ice Age attractions.
25. **Develop an activity** each year to include in the Crawfish Festival that links Tualatin and the Ice Age.
26. There is an **annual theme** for the Crawfish Festival. As part of the strategy to promote the opening of the Ice Age Discovery Walk when it is completed, the theme for that year should be focused on the Ice Age and the opening of the Walk. Special activities related to the Ice Age should be included in the festival program. This step should not be taken until the Walk is completed and is of a high standard.
27. Encourage hot air balloonists at the **Tigard Festival of Balloons** to include Ice Age features in their commentaries and excursions.

Access to visitor information in the form of brochures, maps and personal advice is critical to attracting visitors, their level of satisfaction, extending their length of stay and whether or not they return. Tualatin does not project itself as a visitor destination through publications, web sites or information outlets. However, that does not stop tourists from visiting the city and adding to the economic well being of the city.

During the next few years the number of people attracted to Tualatin is likely to increase even further as a result of the National Ice Age Floods Trail and the Willamette Falls Heritage Area. For the city to optimize the business benefits from these initiatives, information content and distribution must be more accessible. If the Ice Age sites in Tualatin are developed, the comments and suggestions in this section will have to be expanded.

There is no visitor brochure or guide currently available and the City and Chamber web sites do not provide information suitable for visitors on what to see and do locally. They are almost overlooking the city's leisure and recreational economy. It isn't just tourists who experience the city. Providing appropriate information can help to hold the spending of residents and their friends and relatives in the Tualatin economy and slow the leakage to other places that may be perceived as being more attractive. Tualatin is competing against places that are well financed and use highly sophisticated marketing techniques. It is essential that the city use the highest possible quality images to project the attractiveness of the city and the excitement and emotion that it can deliver.

The Chamber's web site should provide the focal point for residents, visitors and media to easily access information related to what to do in the city. People searching online for this information are generally seeking four important benefits:

- They want to find the site they are looking for quickly,
- They want the site to be very easy to navigate,
- They want comprehensive and credible content, and
- Assistance in taking the next steps.

The Tualatin Visitor Information Center is conveniently located just a few blocks from the main areas of visitor interest, however it is extremely difficult to find. Currently, there is no directional signage to the office, nor is there identification on the exterior of the building to indicate that it is an official Visitor Information Center. A Tualatin map should be conveniently located outside of the Chamber offices where it is accessible 24/7. The map should be accompanied by a directory showing points of interest, lodging, and restaurants.

The following recommendations are suggested to strengthen Tualatin's reputation as a place to visit now, therefore when the Ice Age sites are developed the city will be in a much better position to capitalize on the opportunities.

Recommended Actions for Communications:

28. **Monitor visitor information needs** for Tualatin as local Ice Age sites are developed.

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29. When the Ice Age sites are developed, create a **Tualatin activities guide**. This may be several years away. In addition to what's available in Tualatin, it should provide an enticing outline of the very best experiences that can be accessed within fifteen minutes of the city. Copies should be available to front office staff in local hotels, businesses, and key information outlets in Oregon and Washington. This guide will also be welcomed by residents looking to entertain visiting friends and relatives. The guide should also be available online as a PDF.
 30. Introduce directional **"Visitor Information" signs** in the streets to the Chamber of Commerce office. Wherever possible use the international "I" sign.
 31. Place an international "I" visitor information **sign on the outside of the Chamber offices**.
 32. Introduce a weather-proof **"Visitor Information" directory** outside of the Chamber of Commerce that includes an easy to read map and key information.
 33. Introduce copy to the **Washington County Visitors Association (WCVA) brochure and website** relevant to Tualatin which is more focused on visitor experiences.
 34. The City of Tualatin should develop a **Tualatin web portal** to present a more attractive digital gateway to the city. It should act as a gateway and hub to Tualatin and provide one click access to the City, Chamber, visitor (and resident) recreational information, Historical Society and Ice Age sites.
 35. To enhance their web sites and brochures, the City and Chamber should develop a library of evocative and **high quality images** of the city's key experiences, including events. Aim to make these 'wow factor' images as exciting and true to life as possible.
 36. The proposed new **Tualatin Ice Age organization** should have its own web site that is prominently featured on the Tualatin web portal. When the local Ice Age sites are ready for visitors they should become the focus of the site, rather than the organization. The focus should be on the promotion of the sites as visitor attractions.
 37. **Optimize the web links** between the Historical Society, Tualatin's Ice Age-related web sites, City, Chamber and Washington County Visitors Association.
 38. The City of Tualatin and Chamber of Commerce websites **should be redesigned** to improve their appearance, navigation, and content and to ensure that they embrace the best practice techniques appropriate to city marketing. They should be more focused on projecting an attractive identity for the city because this will impact community pride, and the appeal of the city for new businesses, new residents, visitors and shoppers.
 39. **A PDF version of a Tualatin Activities Guide**, and other visitor brochures should be produced by the Chamber and City as a series of attractive, yet printer-friendly PDFs presenting what to see and do in Tualatin and what to enjoy within 20 minutes. This information could be supplemented with where to stay and eat. This same copy can be used on the Chamber web site.
 40. **Encourage local schools** to include Tualatin's Ice Age history in curriculum, in addition to its pioneer and Oregon Trail history.

The Tualatin Historical Society has served the community well. However, it is a small volunteer organization whose main focus is the researching, recording, and presentation of local history as it pertains to current and past residents. In this regard it is doing an excellent job.

The optimal engagement of Tualatin in the National Ice Age Floods Trail will require resources beyond that of the Society alone. The success of Tualatin's participation in the Trail will require a level of focus, skill, and financing that necessitates a new organization be created for this purpose. The realization of the vision outlined in this plan requires an organization that is capable of generating funds, expertise and influence within organizations at a national, state and local level, including the ability to influence government and opinion leaders at the highest levels.

The Tualatin Ice Age organization should be established as a 501 (c)(3) charitable organization to raise funds for historic preservation, site development, education, and other heritage-related programs and advocacy related to Tualatin's Ice Age heritage.

The organization should include representatives of the Historical Society, universities, City of Tualatin, County, Confederated Tribes of the Grande Ronde, Tualatin River Wildlife refuge, tourism representatives, interested residents, businesses and others.

Recommended Actions for Organization:

41. THS should provide oversight and initiate a meeting of individuals and organizations concerned with Tualatin's Ice Age sites to determine their interest in (i) participating in the development of the sites as outlined in this plan, and (ii) forming a 501(c)(3) non-profit organization to develop Tualatin's Ice Age heritage assets for public enjoyment and education (iii) determine an organizational name.
42. In close consultation with key individual and organizational stakeholders and partners, determine the ideal status and composition of the new non-profit organization to lead the development and management of Tualatin's Ice Age resources and its involvement in the National Ice Age Floods Trail and the Ice Age Floods Institute. There is the need for an organization separate from THS to ensure that THS is not distracted from its core mission. A specialized Ice Age organization will be in a better position to attract renowned experts, funding and partnerships.
43. Once the new organization is formed, develop a **Business Plan** that includes long range fund raising and endowment plans to ensure sustainability.
44. Create a **development plan** for Tualatin's Ice Age individual Ice Age sites. This plan should provide details for the development of specific sites through the collaboration of qualified scientists, academics and planners. Consideration should also be given to the integration of all of the sites into cohesive Ice Age, Floods and Tualatin stories and visitor experiences.

It is difficult, if not impossible for destinations and tourism enterprises to survive if they do not actively participate in linkages, networks, partnerships and alliances. Partnerships are essential to successful heritage tourism, not just because they help develop local support, but also because they demand resources that no single organization can supply. Success depends on the active participation of elected officials, business and government leaders, educators and scientists, tourism operators, and many other individuals and groups.

Regional partnerships are also useful to heritage tourism efforts. Cooperation at many levels will be important to participate in the National Ice Age Floods Trail, access grants and in-kind contributions, pool resources, save money and communicate marketing messages.

Success for the Tualatin Ice Age heritage attractors will require the long-term advocacy, support and collaboration of many individuals and organizations both within Tualatin and further afield. The organization has the opportunity to harness the significant passion, expertise and enthusiasm for the project held by a great variety of people including academics, scientists, government officials and residents. Some of the key organizations are:

City of Tualatin

Many of the City of Tualatin's departments are crucial to the development, management and viability of many of the city's Ice Age heritage sites, as well as the overall attractiveness of the city from a visitor perspective.

Recommended Actions:

45. Ensure that every effort is made to **engage elected officials, executives and appropriate City departments** in the planning and program management of the Tualatin Ice Age organization.
46. Encourage the **Tualatin Arts Advisory Committee** to support the introduction of public art that is inspired by Tualatin's Ice Age history.

Ice Age Floods Institute

The Ice Age Floods Institute is a nonprofit, volunteer-based organization that is committed to the recognition and presentation of the Ice Age Floods as a significant part of the nation's, and the world's, natural heritage. The Institute was incorporated in 1995 and includes among its members many amateur and professional geologists, as well as members with interests or careers in other natural sciences and fields such as education, agriculture, outdoor recreation and community development. The Institute will be an important link in the development of the National Ice Age Floods Trail between local communities and the National Parks Service. Following the closure of the Oregon Territory Museum, the Lower Columbia Chapter of the Ice Age Floods Institute does not have a place to conduct its meetings and presentations. The Tualatin Heritage Center would be an excellent location for the Lower Columbia Chapter to meet and would place Tualatin in an ideal position to capitalize on opportunities to place the city at the center of developments in this region.

Recommended Actions:

47. Encourage active participation in the **Lower Columbia Chapter of the Ice Age Floods Institute** on a local Chapter and national basis.
48. Investigate the opportunity to **host the meetings** of the Lower Columbia Chapter of the Ice Age Floods Institute at the Tualatin Heritage Center or other location in Tualatin. This will ensure that Tualatin is in a position to take advantage of opportunities created through the organization.

Confederated Tribes of the Grand Ronde

The Confederated Tribes of the Grand Ronde consists of twenty-seven Native American tribes with long historical ties to present-day Western Oregon between the western boundary of the Oregon Coast and the eastern boundary of the Cascade Range, and the northern boundary of southwestern Washington, and the southern boundary of Northern California. The organization is very active in researching, recording and communicating the history of the Tribes.

Recommended Actions:

49. **Engage the Confederated Tribes of the Grand Ronde** in the planning phases for all trails and sites in order to tell the story of the Atfalati people whenever appropriate. The Tribe's active involvement should also be encouraged in the new Tualatin Ice Age organization from its inception. They should also be involved in the development of the Discovery Walk and other heritage sites in Tualatin.

Portland State University

The Geology and Anthropology Departments at Portland State University have demonstrated a very keen professional interest in Tualatin's Ice Age heritage and have expressed interest in increasing their participation in the development of the various sites. Some have indicated that the city may offer increasing opportunities for student engagement.

Recommended Actions:

50. Engage appropriate departments and individuals at **Portland State University** in the development of Tualatin's Ice Age sites, as well as in establishing an Ice Age Natural History Center and educational programs in Tualatin.

The Wetlands Conservancy

The Wetlands Conservancy (TWC) is dedicated to promoting community and private partnerships to permanently protect and conserve Oregon's greatest wetlands - our most biologically rich and diverse lands.

Recommended Actions:

51. Encourage the **Wetlands Conservancy** to develop programs related to the Tualatin Ice Age heritage sites where appropriate.

Tualatin Chamber of Commerce

The Tualatin Chamber of Commerce is an important link with the local business community, operates the local Visitor Information Center and is responsible for marketing of the city.

Recommended Actions:

52. Actively network and communicate with the **Tualatin Chamber of Commerce** to ensure that the Chamber has the latest information and is engaged in Heritage Center activities and the development of Ice Age sites, as appropriate.
53. Encourage the Chamber of Commerce to develop a **basic tourism action plan** to enable it to most effectively develop the city's visitor economy.

Tualatin River National Wildlife Refuge

Tualatin River Refuge was established as an urban refuge to provide wetland, riparian, and upland habitats for a variety of migratory birds, threatened and endangered species, fish, other resident wildlife, and for the enjoyment of people. The refuge is now home to nearly 200 species of birds, over 50 species of mammals, 25 species of reptiles and amphibians, and a wide variety of insects, fish, and plants.

Recommended Actions:

54. Encourage the **Tualatin National Wildlife Reserve** to communicate its links to the Ice Age and be actively involved in the development and interpretation of Ice Age heritage sites.

Tualatin Riverkeepers

Tualatin Riverkeepers is the leading independent voice standing up for the river, streams and wetlands in the community. Among the programs of Riverkeepers are paddle trips on the Tualatin River.

Recommended Actions:

55. Encourage the **Tualatin Riverkeepers** to develop programs related to the Ice Age as appropriate.

University of Oregon

The University of Oregon's Museum of Natural History was established to further the general mission of the University by enhancing public knowledge of the natural history and anthropology of Oregon and the broader world. The museum holds one of Oregon's most significant collections of Native American cultural and archaeological artifacts, spanning 15,000 years. Altogether, these collections comprise more than half a million objects. The Museum holds many Ice Age specimens that might be available to Tualatin on permanent loan.

Recommended Actions:

56. **Engage University of Oregon's Museum of Natural History** in the development of Tualatin's Ice Age sites, the new organization, as well as the enhancement of Heritage

Center displays and the prospect of establishing an Ice Age Natural History Center and educational programs in Tualatin.

Washington County Visitors Association (WCVA)

WCVA is a non-profit destination marketing organization (DMO) which markets Washington County as a visitor destination. WCVA is the region's primary Destination Marketing organization (DMO), and markets the cities within the county, and provides assistance to meeting planners, sports organizers, group tour planners and others who plan events, trips and tournaments. WCVA outreach includes advertising, sales, public relations, online marketing, tourism research and other marketing activities. Recent activities include launching a new brand for consumer audiences, introducing new consumer and industry websites, creating a new visitors guide, and producing a new area road map highlighting county attractions and lodging properties. WCVA is Tualatin's major marketing partner for reaching and influencing visitors and residents regarding what to see and do in the area.

Recommended Actions:

57. Actively network and communicate with the **Washington County Visitors Association** to ensure that WCVA has the latest information and that staff are well informed about Tualatin, the Heritage Center activities and the development of Ice Age sites, as appropriate.
58. Continue to **leverage the experience, expertise and market access** of Washington County Visitor Association in the marketing of Tualatin.

Willamette Falls Heritage Area

A feasibility study has commenced to assess whether stretches of the Willamette River in the vicinity of the Willamette Falls should obtain the designation of National Heritage Area. One aspect of the feasibility study is to determine the boundaries of the Heritage Area. Some suggest that the Area could extend to Tualatin, West Linn and Champoeg.

National Heritage Areas are designated by Congress. Each National Heritage Area is governed by separate authorizing legislation and operates under provisions unique to its resources and desired goals. For an area to be considered for designation, certain key elements must be present. First and foremost, the landscape must have nationally distinctive natural, cultural, historic, and scenic resources that, when linked together, tell a unique story about our country. It is strongly recommended that a feasibility study be conducted prior to a designation attempt.

City of Tualatin and others should participate in the Willamette Falls Heritage Area Coalition to place the city in a position to take advantage of opportunities presented by the feasibility study and designation.

Recommended Actions:

59. Participate in the **Willamette Falls Heritage Area Coalition** if it is likely that the Willamette Falls Heritage Area will include Tualatin.

Appendices 1.**Funding Sources**

The following are suggested sources of funding and in-kind contributions that may be available to assist in the development, management and marketing of Tualatin's Ice Age sites.

Washington County Visitor Association (WCVA)	The sole purpose of the funds allocated is for the development or promotion of emerging events, activities and other tourism-related attractions in Washington County. To be considered for funding, projects must have the potential to attract and draw tourists from at least 50 miles outside of Washington County and the Portland Metro area, thereby increasing visitor spending in the local economy. www.visitwashingtoncountyoregon.com
Oregon Tourism Commission (OTC)	OTC has established a program to make grant awards to eligible applicants for projects that contribute to the development and improvement of local economies and communities by means of the enhancement, expansion and promotion of the visitor industry. Applicants must equally match the amount of the awarded grant; up to 50% of the match may be in-kind. http://industry.traveloregon.com
Cultural Coalition of Washington County (CCWC) Participation Grant - Oregon Cultural Trust	The CCWC was appointed in February 2005 by the Washington County Board of Commissioners to administer and distribute funds from the Oregon Cultural Trust to support locally based arts, heritage and humanities projects. The Oregon Cultural Trust provides funding to county and tribal cultural coalitions through its cultural participation grant program. Cultural nonprofits may also apply for Trust funding at the county level. Interested applicants should approach their local county Cultural Coalition to learn more about grant guidelines. http://www.culturaltrust.org
National Parks Service	NPS has a \$12 million budget for the development of the National Ice Age Floods Trail. It is anticipated that some of these funds will be accessible through grant programs after the Trail Management Plan is completed. It may also be possible to obtain some displays and interpretive panels relevant to the Floods from the NPS. http://www.nps.gov/index.htm

Spirit Mountain Community Fund	<p>Spirit Mountain Community Fund donates about \$5 million each year to local programs and services that benefit citizens striving for self-sufficiency. The Small Grants program is mainly for organizations with annual operating budgets of less than \$250k, who are seeking a grant of \$10k or less. The Large Grant program is primarily for organizations with annual operating budgets in excess of \$250K seeking a grant for more than \$10k. However, any organization with an annual operating budget of less than \$250k is eligible to apply for a Large Grant - more than \$10k.</p> <p>www.thecommunityfund.com</p>
Oregon Parks and Recreation Department	<p>Oregon museums that meet certain qualifications are eligible to apply for Oregon Museum Grants. The grants support Oregon museums in projects for the collection and management of heritage collections, for heritage-related tourism, and heritage education and interpretations. The next round of applications will likely be in the fall of 2011.</p> <p>www.oregon.gov/OPRD/HCD/OHC/museum.shtml</p>
City of Tualatin	<p>While the City may not provide cash grants, various programs of the City may enable the Society to achieve its objectives through in-kind contributions such as the availability of the Heritage Center building, trail construction and interpretive signs. Some grant sources may require the City to be the applicant.</p> <p>http://www.ci.tualatin.or.us</p>
Oregon State Historic Preservation Office (SHPO)	<p>The Certified Local Government (CLG) program is designed to promote historic preservation at the local level. It is a federal program (National Park Service) that is administered by the Oregon State Historic Preservation Office (SHPO). Local governments must meet certain qualifications to become "certified" and thereby qualify to receive matching grants from SHPO. SHPO is currently revising and streamlining the certification process in order to make it easier for local governments to participate.</p> <p>http://www.oregon.gov/OPRD/HCD/SHPO</p>
Certified Local Government (CLG)	<p>The CLG program offers matching grants to cities and counties that have been certified as historic preservation partners. These grants are for a wide-range of preservation projects, including National Register nominations, historic resource surveys, preservation education, preservation code development, building restoration, and preservation planning.</p> <p>http://www.nps.gov/history/hps/clg</p>

<p>Oregon Heritage Commission (OHC)</p>	<p>OHC administers the Heritage Grant Program, which provides matching grants to non-profit organizations, federal recognized tribal governments and local governments for projects that conserve, develop or interpret Oregon's heritage. Currently, \$200,000 per biennium is available. http://www.oregon.gov/OPRD/HCD/OHC/index.shtml</p>
<p>The National Trust Preservation Fund</p>	<p>The National Trust Preservation Fund of the National Trust for Historic Preservation offers several types of financial assistance to nonprofit organizations, public agencies, for-profit companies, and individuals involved in preservation-related projects. http://www.preservationnation.org/resources/find-funding/nonprofit-public-funding.html</p>

Appendices 2

Participants

We would like to extend our thanks to the following organizations and individuals for their participation in the interviews and workshops contributing to the formation of this plan.

Sherilyn Lombos	City of Tualatin, City Manager
Paul Hennon	City of Tualatin, Director Community Services
Eirik Thorsgard	Confederated Tribes of the Grand Ronde, Cultural Resources
Mark Buser	Ice Age Floods Institute - Lower Columbia Chapter
Dr. Virginia Butler	Portland State University - Anthropology
Danny Gilmour	Portland State - Anthropology
Dr. Scott Burns	Portland State University - Geology
Linda Moholt	Tualatin Chamber of Commerce, Executive Director
Yvonne Addington	Tualatin Historical Society, 2009-10 President
Larry McClure	Tualatin Historical Society, Board Member
Adrienne Heathman	Tualatin Historical Society, Board Member
Art Sasaki	Tualatin Historical Society, Board Member
Barbara Stinger	Tualatin Historical Society, Board Member
Christine Nyberg-Tunstall	Tualatin Historical Society, Board Member
Doris Gleason	Tualatin Historical Society, Board Member
Evie Andrews	Tualatin Historical Society, Board Member
Karen Nygaard	Tualatin Historical Society, Board Member
Loyce Martinazzi	Tualatin Historical Society, Board Member
Norman Parker	Tualatin Historical Society, Board Member
Rochelle Martinazzi	Tualatin Historical Society, Board Member
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Dr. Edward Davis	University of Oregon - Museum of Natural & Cultural Heritage
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Terry Goldman	Washington County Visitor Association, President
Sylke Neal-Finnegan	Washington County Visitor Association
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MEMORANDUM

CITY OF TUALATIN

TO: Honorable Mayor and Members of the City Council

THROUGH: Sherilyn Lombos, City Manager

FROM: Ben Bryant, Management Intern
Paul Hennon & Carl Switzer

DATE: 04/25/2011

SUBJECT: Tualatin Centennial Celebration

ISSUE BEFORE THE COUNCIL:

The City of Tualatin was incorporated on August 18, 1913. Meaning, in two years, the City will reach its 100 year anniversary of incorporation. The issue before the City Council is to begin a discussion about if, how, and with what resources should the City engage the community to plan for this monumental milestone.

POLICY CONSIDERATIONS:

There are several policy considerations before the Council (not all of them have to be addressed today). Staff is looking for direction on the following items:

1. Does the City Council want the City to lead the centennial celebration efforts? If so, what should be the purpose/ goals of the celebration?
2. What type of projects and/or centennial activities would achieve the desired purpose?
3. How does the City Council want to engage the community? Does the City Council want to establish a Centennial Celebration Committee? If so, what should be the purpose of the committee (i.e. idea generator, working board, fundraising, etc.)?
4. Should the City expend financial resources and staff time preparing for the centennial or rely solely on private contributions?

EXECUTIVE SUMMARY:

The City of Tualatin is not the first local government to approach its 100 year anniversary. To help guide the Council through the policy considerations, staff has completed preliminary research into other local government centennial celebration examples.

Purpose/Goals of Centennial Celebration:

- Honor and celebrate Tualatin's history
- Envision the future and leave a legacy
- Develop a stronger sense of community
- Create opportunities for community organizations to become involved in celebrating the centennial
- Provide opportunities for local organizations to raise awareness of their operations
- Develop enriching recreational, cultural, and historical programs, activities, and events that will educate residents and visitors
- Establish and market the Tualatin "brand"

Example Ideas to Achieve Purpose:

Tualatin will want to tailor the centennial celebration to meet the stated purpose/goals. In general, most other cities provide one time events, on-going activities, and specific projects. Please see Attachment A for a list of ideas.

Example Methods for Engaging the Community:

There are multiple methods to organize, plan, and implement a centennial celebration. In a brief review, other cities have utilized city funded planning consultants, hired additional city staff or redirected the responsibilities of city staff, appointed Centennial Committees, or established "working boards." Those that utilized the "working board" approach appointed local bankers and accountants to help fundraise, local marketing experts to advertise, local artists to create centennial art work, etc. Attachment B contains a list of example cities and how they organized.

Financial Resources:

The budget for other centennials vary widely from \$0 to \$250,000 of City provided contributions. A majority of the funds came from sponsorships and in-kind contributions from local vendors. Attachment B also includes the budget for a few centennial celebrations.

Next Steps:

As of April 2011, the City of Tualatin is only 20 months away from the start of the centennial year. Most other jurisdictions spent 6 months to 2 years planning and organizing. If the Council wishes to move forward with a centennial celebration, staff would appreciate a general direction on the policy considerations listed above.

Attachments: [Attachment A - Centennial Example Ideas](#)
 [Attachment B - Centennial Example Organization](#)
 [Certificate of Incorporation](#)
 [Signatures on Petition for Incorporation](#)
 [Article About Lost Incorporation Petition](#)

Attachment A

Centennial Ideas

One time Events	On-Going Activities	Projects
100 hour volunteer service marathon	Celebrate babies born during year	Centennial Logo
Banquet / Dinner Celebration	CENTennial Penny Drive	Identify all things age 100 (trees, buildings, etc)
Business Celebrations	Contests	List 100 most influential Tualatin projects
Centennial Themed Crawfish Festival and/or Pumpkin Regatta	Light displays	New street
Centennial Tour through Tualatin	Lectures	New or renovated park, trail, plaza, or greenway
Century Bike Ride through Tualatin	Tree Planting Events	Promotional / historical newsletters, posters, etc.
Special Festival	Trivia Challenges	Time capsule
Summer Concert Series	Writing Contests	Tualatin documentary
		Tualatin <i>Guinness Book of Records</i>

Attachment B

Local Government Centennial Celebration Examples

Logo	City	Population	Ideas and Implementation	Committee Representation	Budget	
					City Contribution	Sponsor Contribution
	Lake Oswego	36,619	Consultant, City Staff Committee, & Volunteers	Professional Fundraiser & City Staff	\$250,000 (split over 2 fiscal years)	\$60,000
	Arroyo Grande, CA	17,238	Steering Committee (Working Board)	Mayor, City Manager, County Official, Chamber Rep, Public Safety, community historian, banker	\$7,500	\$130,000
	Prescott, AZ	43,217	Council Appointed Committee	"Advisors" (local school reps); "Agency Representatives" (Councilors, city staff, Chamber, etc); "Professionals" (historian, public relations, comptroller, etc); Community Members	\$0	\$100,000
	State of Arizona	6,392,000	Arizona Historical Advisory Commission	Experts in the fields of: historic preservation, history, arts, architecture, archaeology, etc.	\$ 2.5 Million	\$ 5 Million
	Fort Lauderdale, FL	184,892	<u>Ideas:</u> Centennial Celebration Committee; <u>Implementation:</u> City Staff	Former Mayor and U.S. Representative, local business owners, historians, educators, others tied to the cultural community	\$150,000	YTD \$200,000

Signatures on petition for Swabian's incorporation.

C. Roberts
C. F. Casteel "
R. J. "
M. E. Roberts
E. L. Cole
W. L. Willard
Mary "
Grace H. Robinson
Sam Adams
David "
William Fairfield
P. A. Fuller
J. R. "
R. P. Hume
D. W. Hough
A. W. Mack
Carrie Hough
Sarah Wilkin
Nellie Cole
Anna M. Fuller
E. A. Robinson
Will Barngrover
A. Scherling
W. F. Hartley
V. Scherling
J. Nyberg
J. R. C. Thompson "
Walter "
Laura "
J. "
J. Beat
Lillie Potts
P. Casteel

Ludwig Weith
William "
J. C. Mangerman
Fred Wesch
E. A. Eddy
Elizabeth Ladd "
Myrtle "
Lydia Wendel
R. G. Downer "
C. "
M. Wesch
C. B. Bargett
A. G. Mosher
R. N. Townsend
C. F. Mack
J. J. Powers
John Wesch
R. C. Payne
W. F. Jamerson
H. M. Moore
H. Bargett
William Ray
Ladie "
A. L. Wilkin
E. Hinger
Aug. Blank
Mrs. Aug. Blank
J. M. Jamerson
C. F. Kirk
E. K. Tiffany
Geo. Guncor
A. L. Malone
W. A. Clear

Oskar Hausman
Anna Thompson
M. Tiffany

dated Nov 8th, 1913

Article from Hillsboro Argus

AND NOW WHO HAS THAT PETITION?

Order Made for Tualatin to Vote on Incorporation, Yesterday

AND THEN THE PETITION DISAPPEARS

Village Will Vote to be or Not to be a City, August 18th

The commissioners' court yesterday decreed that the village of Tualatin had conformed to the law, and that its citizens would have a right to vote on incorporation, setting the date for exercise of the franchise for August 18, 1913. The order was duly entered in the archives of the county after a long and arduous siege of examination into the law and signers, with Attorney Elisha Baker, the Anti-Saloon League attorney, on one side, fighting incorporation, and Attorney Thos. H. Tongue Jr., working for incorporation.

The voting part is settled—but what about the original petition, with its proper file mark, has mysteriously disappeared, and where it is, some one probably knows, but the court officials do not.

Just why it disappeared—just how it disappeared—and just when it was given its quietus so far as being in evidence is concerned, remains enveloped in darkness as jet as the tomb of Elisha, or whether it took wings and went up in a chariot of fire, as another solution of its absence, is mere conjecture.

Suffice to say, the petition was not to be found, and when it shows up and explains itself, another mystery will have been solved.

Petition acted upon by Washington County Court... special meeting to convene next, Shaw, Aug. 23, 1913. Attorney, Elisha Baker, Anti-Saloon League and County Commissioner, John Taylor and C. A. Hanley

So, then, it is now a question of "petition, petition, who's got the petition." The legal status of the case is not at all in jeopardy for the board had the legally filed document, and acted upon it. **But let's take it ANOTHER STORY.**





MEMORANDUM

CITY OF TUALATIN

TO: Honorable Mayor and Members of the City Council

THROUGH: Sherilyn Lombos, City Manager

FROM: Michael McKillip, City Engineer
Cindy Hahn, Associate Planner

DATE: 04/25/2011

SUBJECT: Highway 99W Land Use/High Capacity Transit Study Modifications

ISSUE BEFORE THE COUNCIL:

Council will be updated on the status of the 99W Land Use study funded by the Metro Construction Excise Tax (CET). Council will be asked to consider:

- Changing the scope of the original study,
- Requesting the CET funds awarded to the Southwest Concept Plan Urban Renewal Funding be reallocated to the 99W study, and
- Identifying individuals and groups to be interviewed as part of the Stakeholder Interviews for the Metro SW Corridor Study.

EXECUTIVE SUMMARY:

In 2010 Tualatin received two CET Grants. The first was to fund a review of land uses along 99W in Tualatin to better inform the regional discussion relating to High Capacity Transit (HCT) in the 99W Corridor. The second was to fund the exploration of creating an urban renewal district in the Southwest Concept Plan area to fund the construction of 124th and other infrastructure in this area.

Currently there are several other studies in progress that all will become the Metro Southwest Corridor Study. These are;

- Tigard Land Use Study
- Portland Barbur Blvd. land use study
- Metro, ODOT, SW Corridor refinement plan,
- Metro, Trimet, ODOT HCT alternatives analysis.

The land use studies are intended to inform and lead the other studies.

To better inform the HCT alternatives analysis and SW Corridor study it appears to be beneficial for Tualatin to expand the scope of the 99W land use study to include land along 124th between 99W and Tualatin Sherwood Road.

To receive participation in the scoping of the larger Metro, Trimet and ODOT projects Tualatin has an opportunity to identify individuals and groups to be interviewed as part of the stakeholder and involvement process.

DISCUSSION:

This is intended to update the Council on the status of these projects and get direction on proceeding with the potential scope change and identifying stakeholder interview participants.

- Changing the scope of the original study,
- Requesting the CET funds awarded to the Southwest Concept Plan Urban Renewal Funding be reallocated to the 99W study, and
- Identifying individuals and groups to be interviewed as part of the Stakeholder Interviews for the Metro SW

Corridor Study.

RECOMMENDATION:

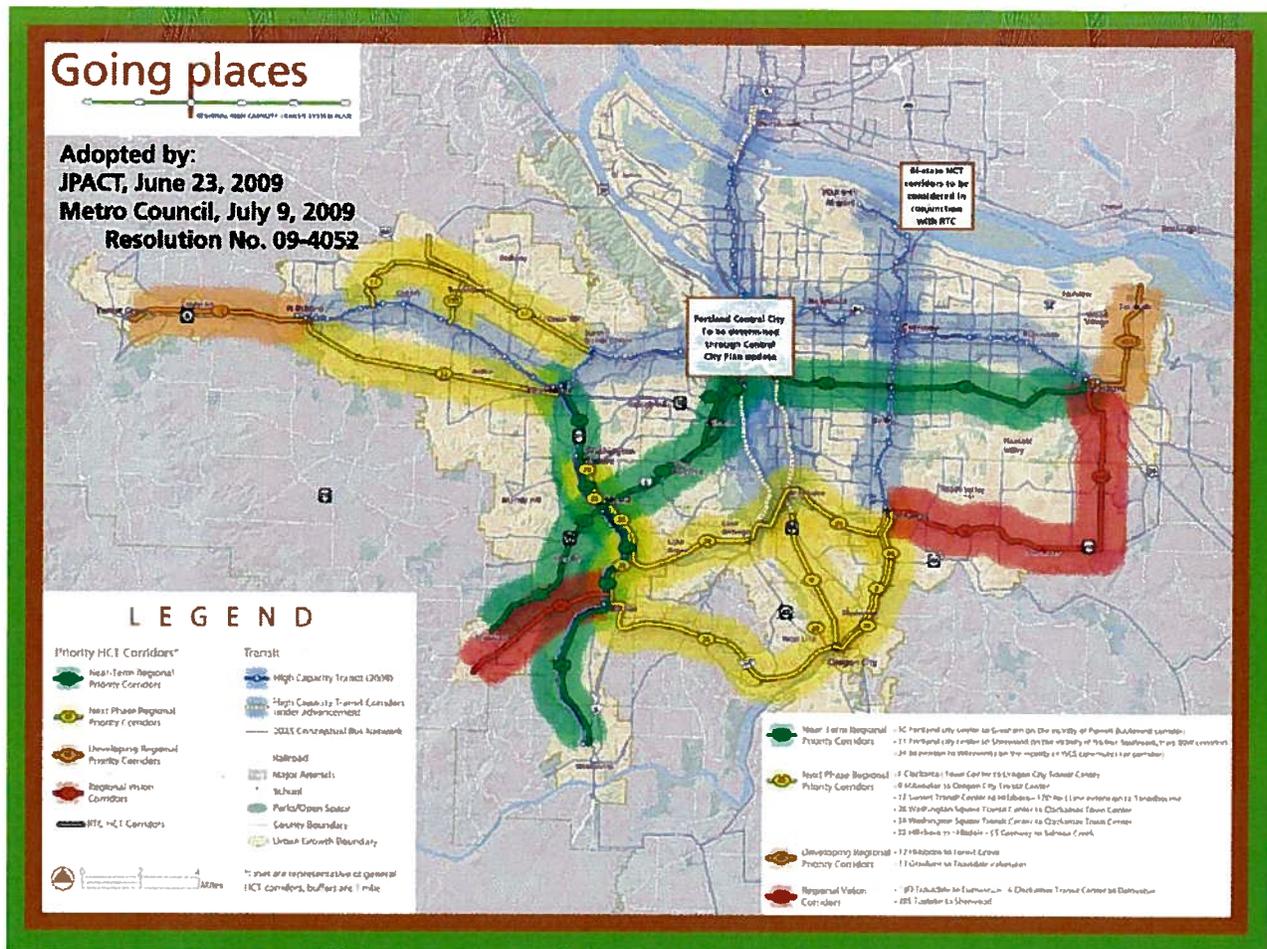
Staff recommends Council discuss these items and give direction on the issues discussed.

Attachments: SW Corridor Refinement Plan

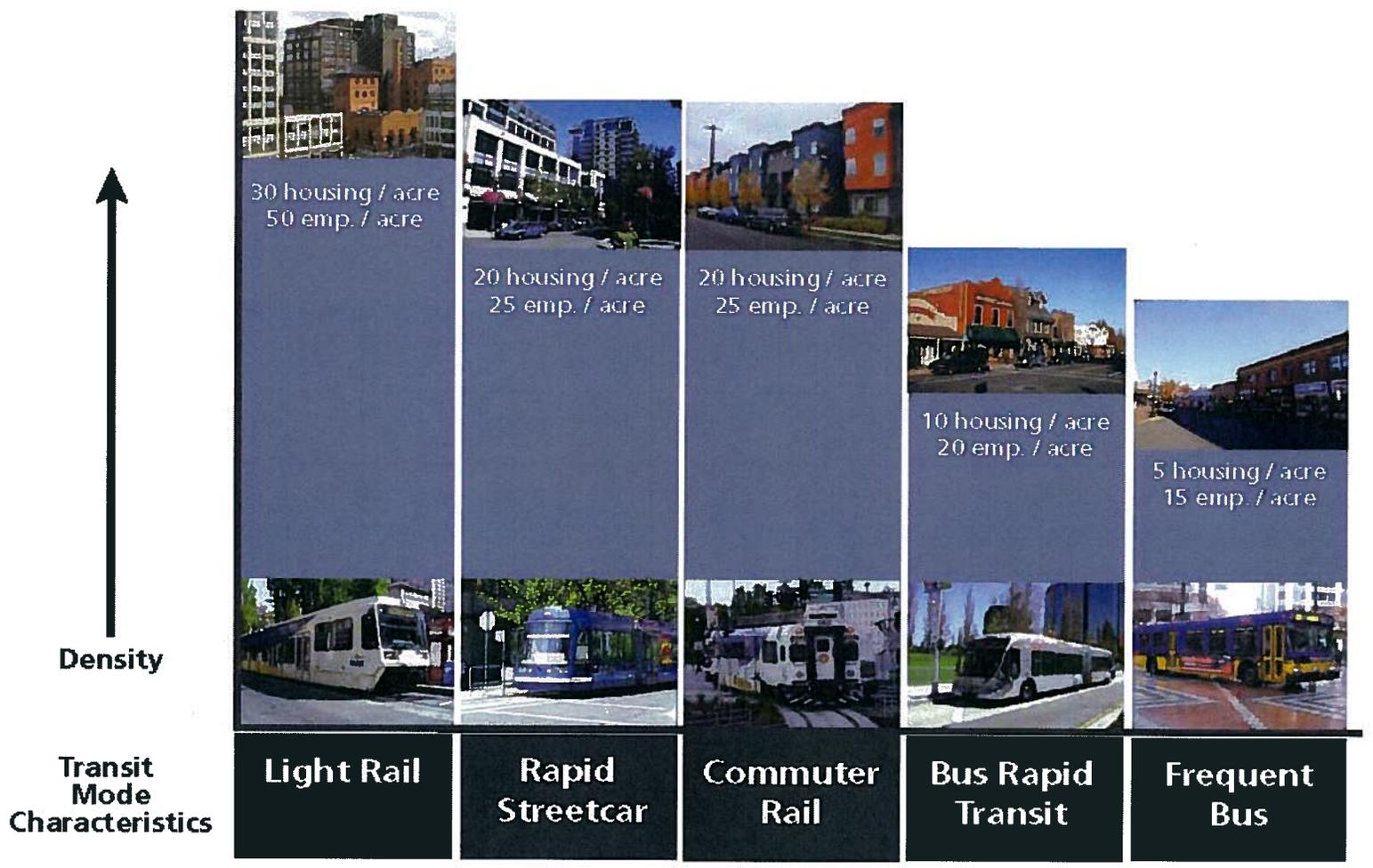
SW CORRIDOR REFINEMENT PLAN



Map of Mobility Corridors

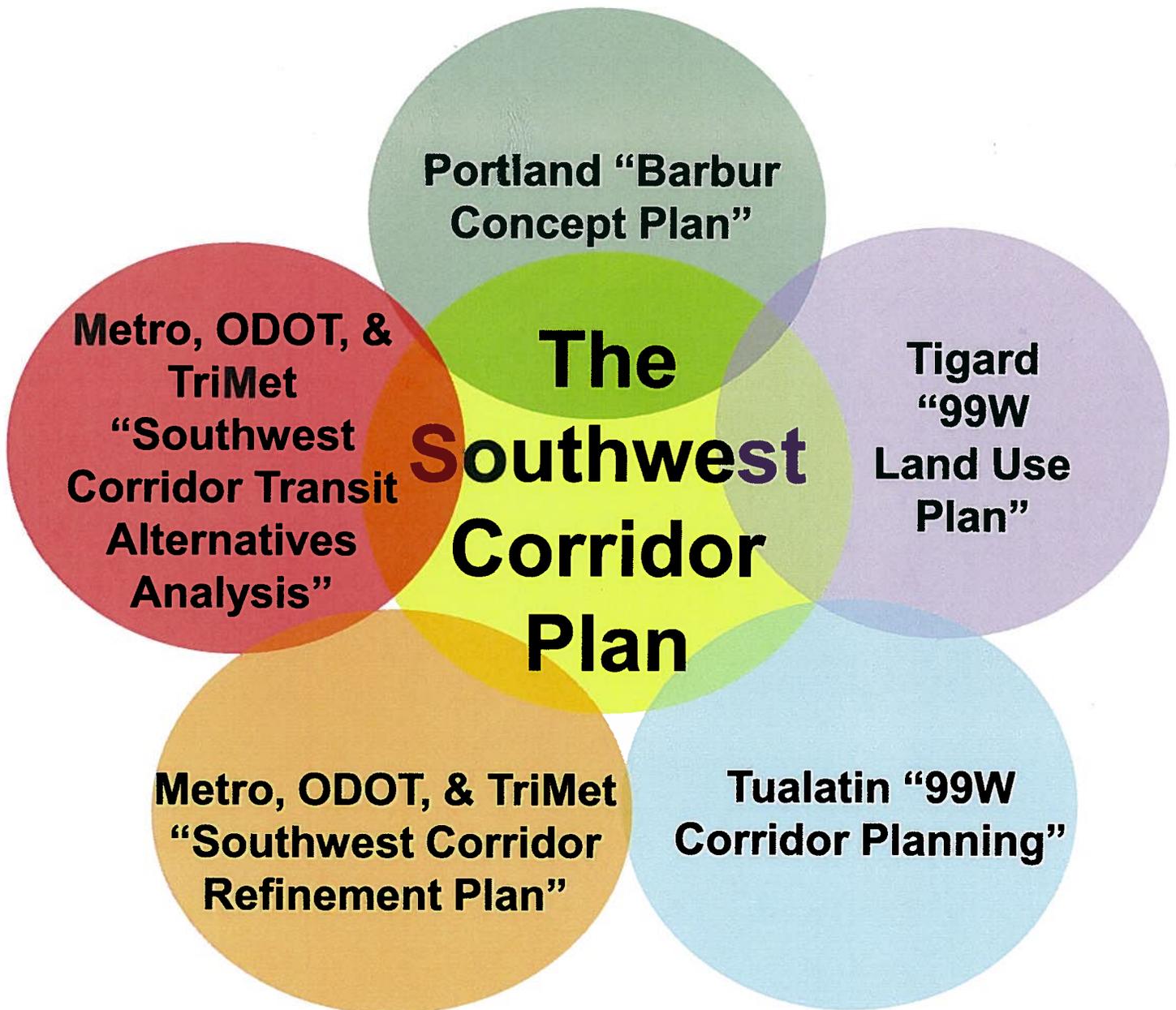


Land Uses Needed To Support Transit

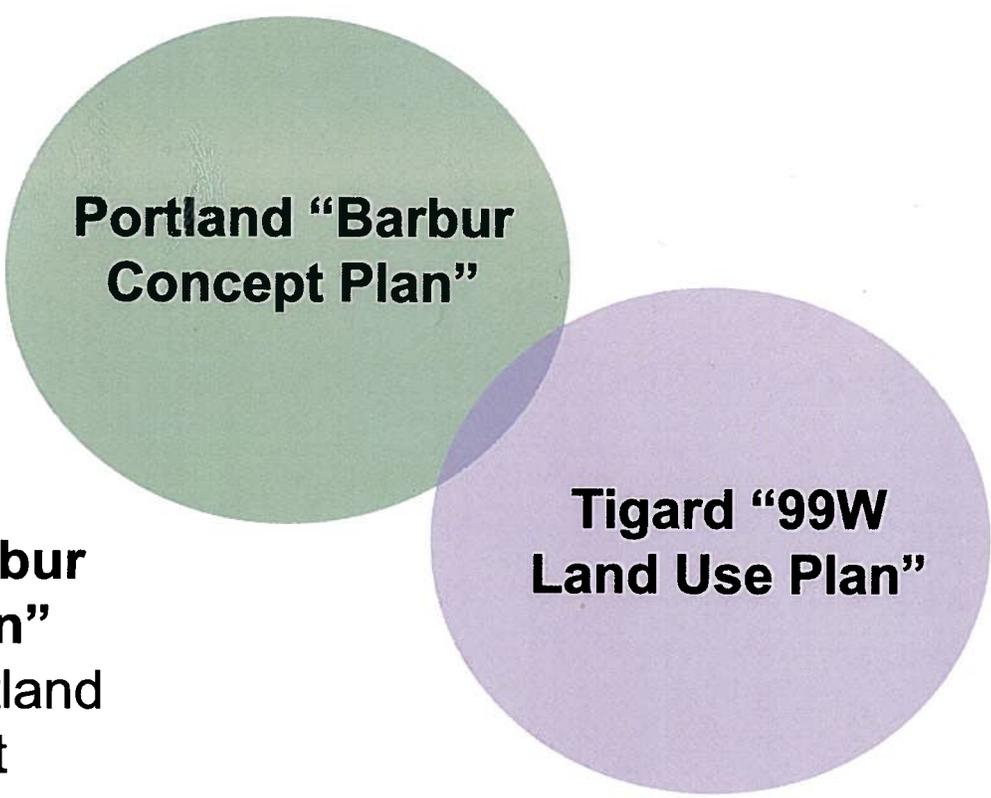


Corridor Planning

4



Corridor Planning



**Portland “Barbur
Concept Plan”**

**Tigard “99W
Land Use Plan”**

**Portland “Barbur
Concept Plan”**
The City of Portland
is looking at
landuse changes
for the section of
Barbur Blvd from
downtown Portland
to Tigard.

**Tigard “99W
Land Use Plan”**
Considering potential
HCT stations in the
Tigard area

Corridor Planning

6

**Metro, ODOT, & TriMet
“Southwest Corridor
Transit Alternatives
Analysis”**

**Metro, ODOT, & TriMet
“Southwest Corridor Transit
Alternatives Analysis”**

Metro, ODOT, and TriMet will evaluate transit alternatives for the corridor

**Metro, ODOT, & TriMet
“Southwest Corridor
Refinement Plan”**

**Metro, ODOT, & TriMet “Southwest Corridor
Refinement Plan”**

Corridor is identified as I5 and 99W including parallel routes and connecting routes

- Corridor will serve transit, bikes, and pedestrians
- Includes connections and new roads

Corridor Planning: Tualatin 99W Corridor

7

- **Background:**
 - Awarded Construction Excise Tax Grant on June 21, 2010
 - Grant Amount: \$181,000
 - Legal issues between the Home Builders Association and Metro delayed draft Intergovernmental Agreements.



**Tualatin "99W
Corridor
Planning"**

Expanded Project Scope

Area Of Interest

TUALIGIS



Tualatin High Capacity Transit

10

Council Discussion

1) Does the Council wish to:

Redefine/expand project scope?

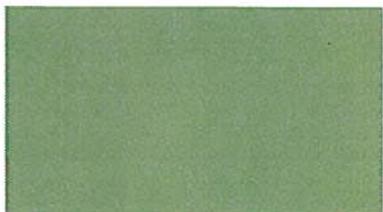
Reallocate CET funds to support project

2) Identify people to participate on Metro's stakeholder working group?

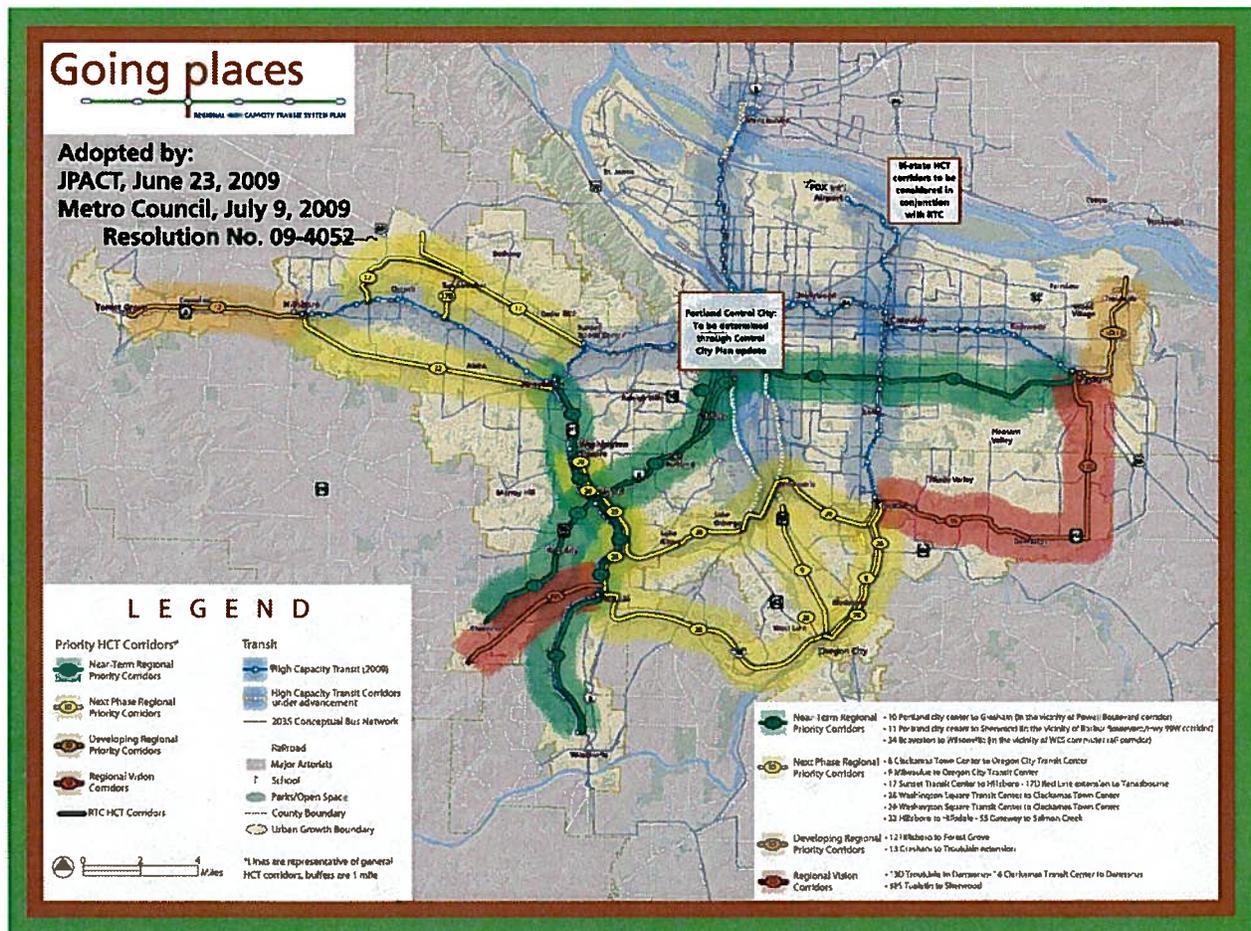


**The
Southwest
Corridor
Plan**

SW CORRIDOR REFINEMENT PLAN

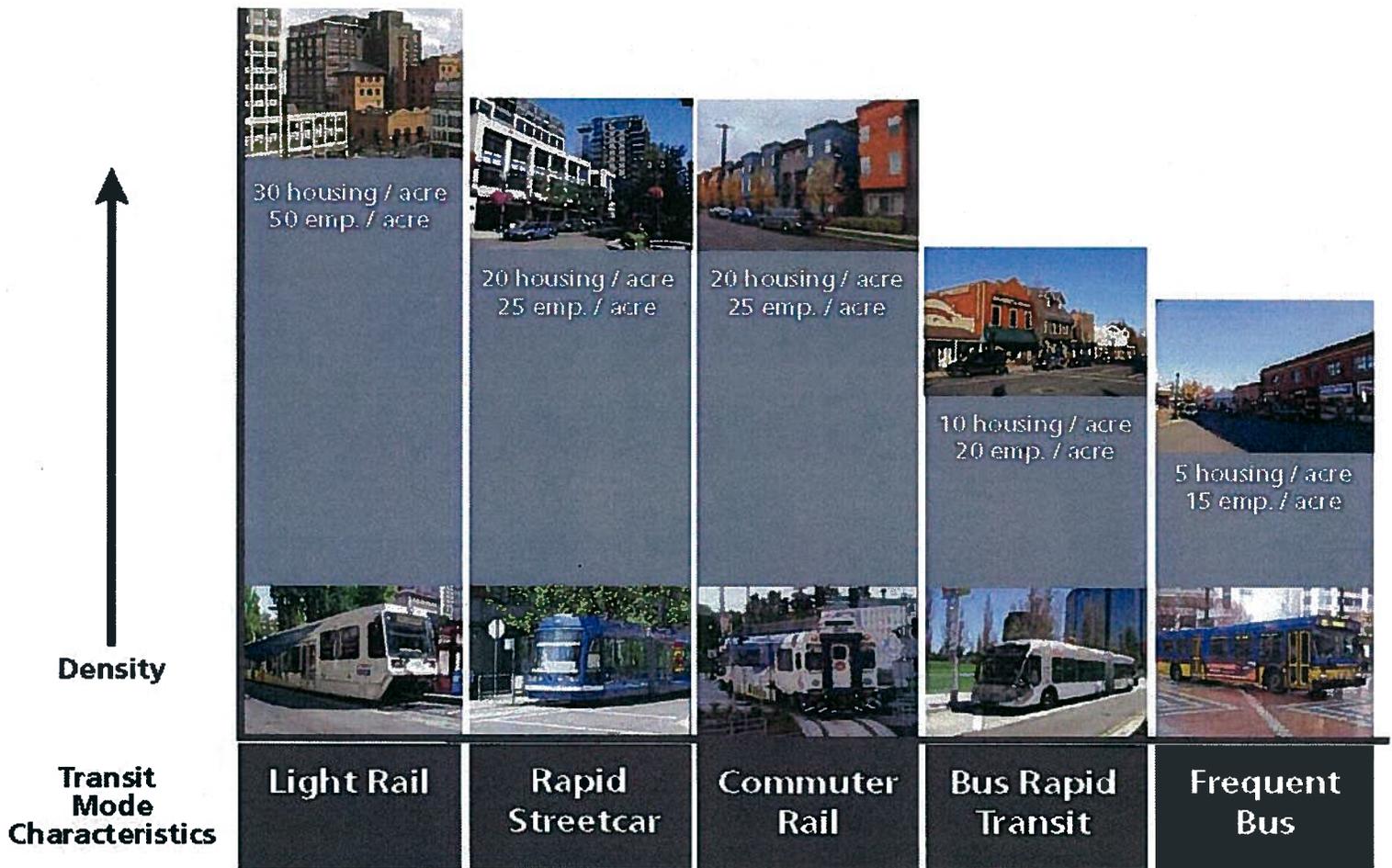


Map of Mobility Corridors

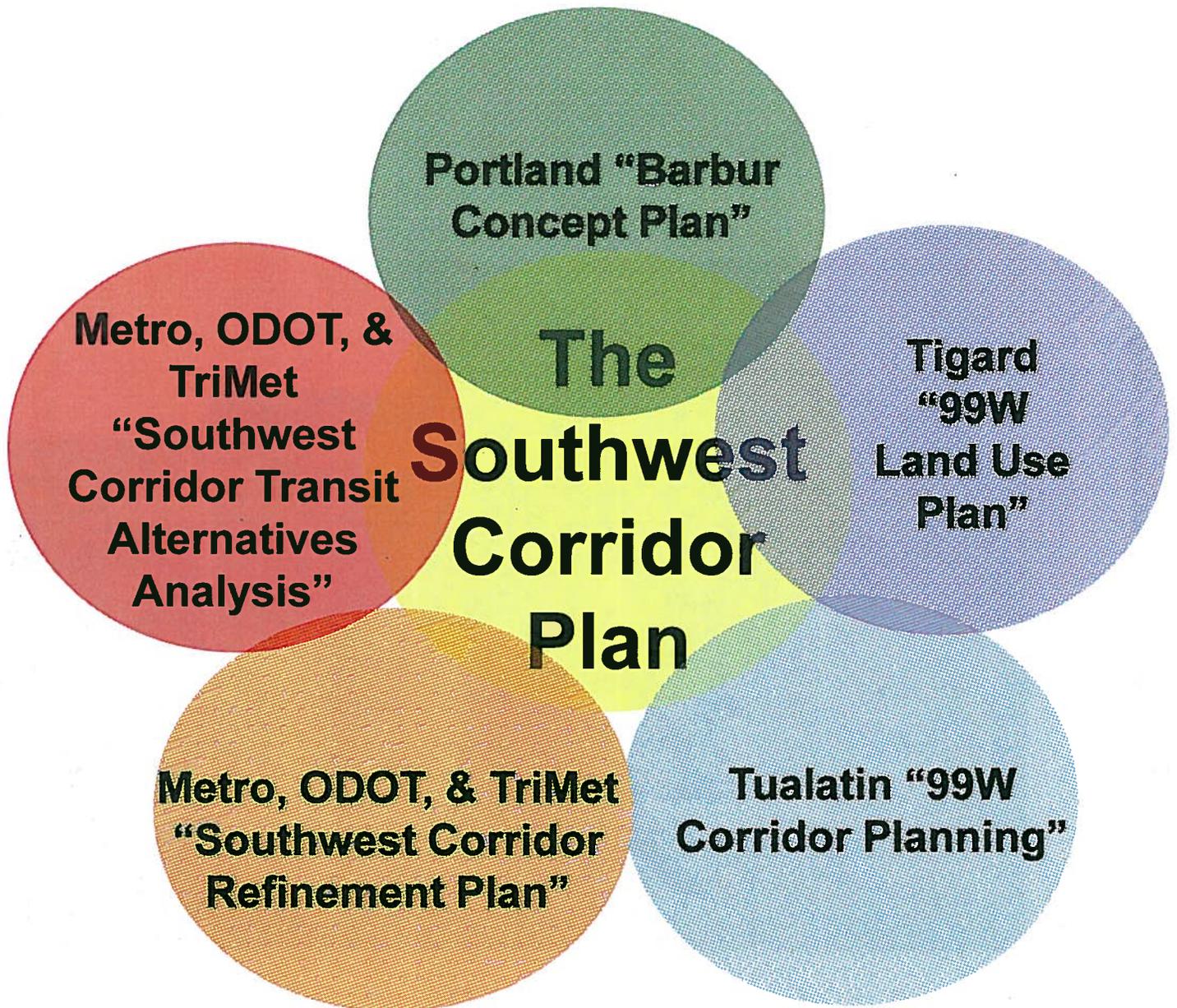


Land Uses Needed To Support Transit

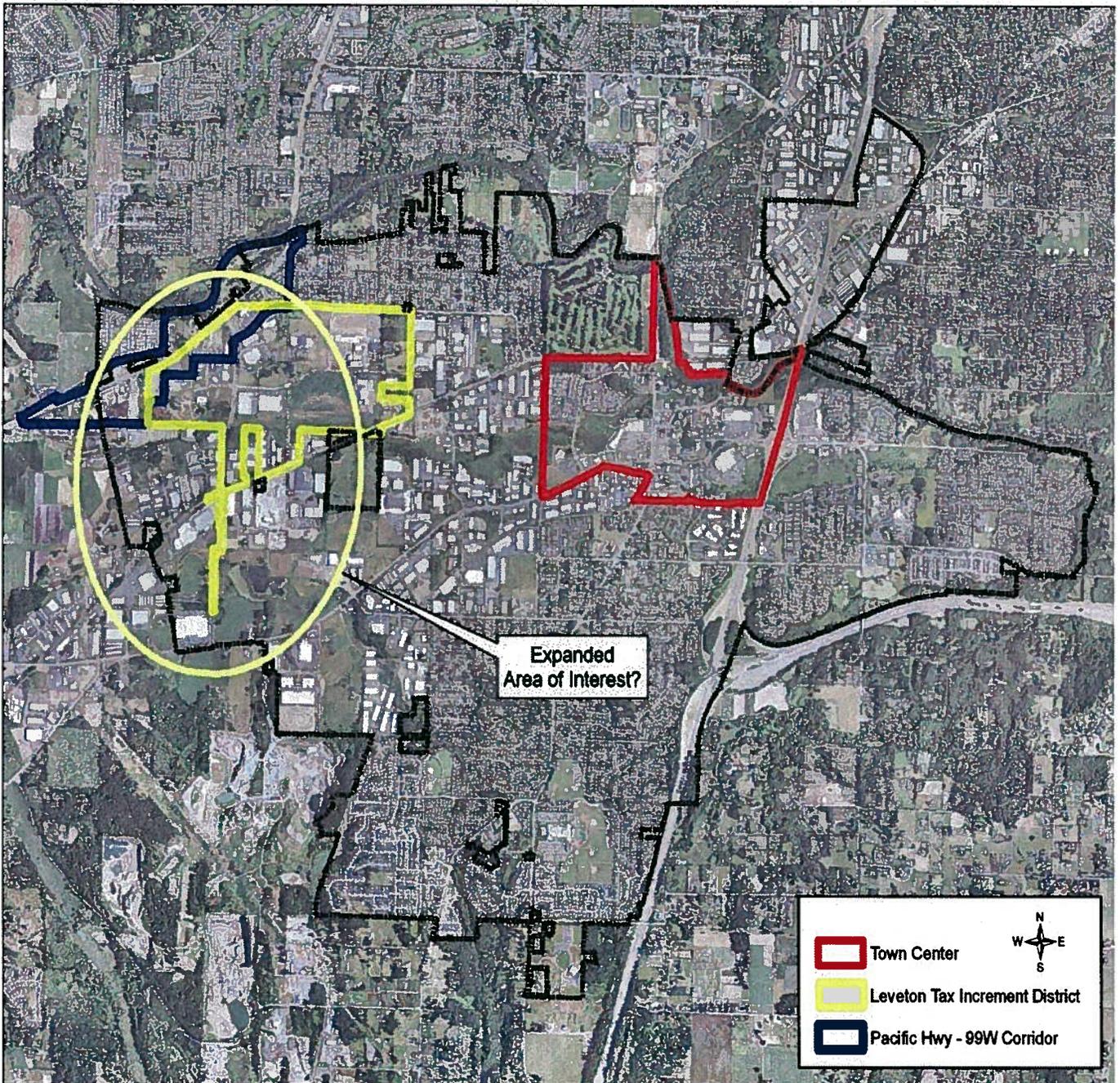
3



Corridor Planning



City of Tualatin Map



Tualatin 99W Corridor

6

- Project Scope:
 - Prepare a land use plan for the Corridor that facilitates redevelopment of industrial, commercial and residential uses to achieve a vibrant corridor community...in this future high capacity transit corridor.

99W - Pacific Hwy Corridor

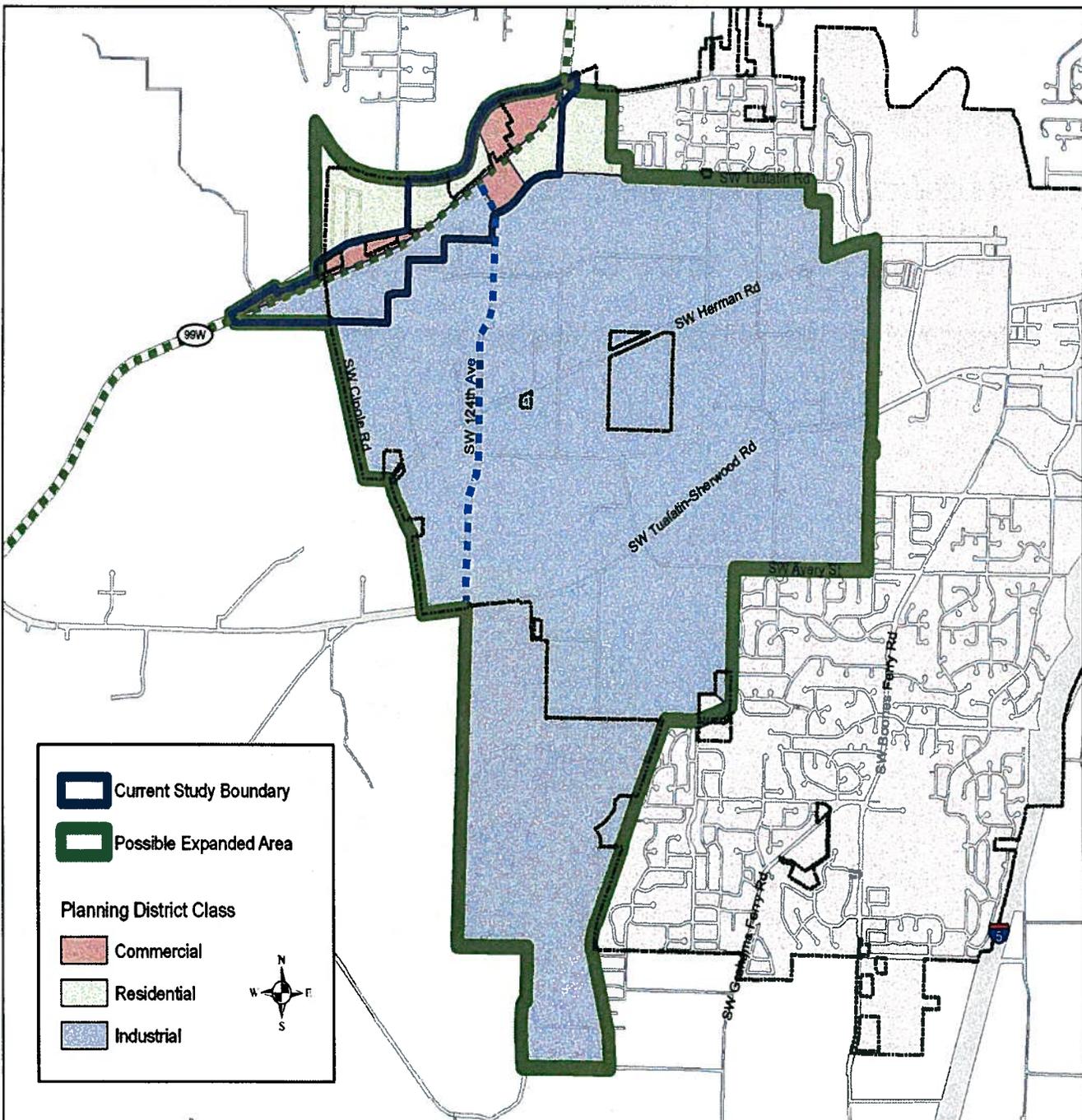
Aerial Photo: Summer 2009 TUALGIS



Expanded Project Scope

Area of Benefit

TUALGIS



Tualatin High Capacity Transit

8

Council Discussion

1) Does the Council wish to:

Redefine/expand project study area?

Reallocate CET funds to support expanded study area?

2) Suggestions for Metro's stakeholder group?



**The
Southwest
Corridor
Plan**



MEMORANDUM

CITY OF TUALATIN

TO: Honorable Mayor and Members of the City Council

THROUGH: Sherilyn Lombos, City Manager

FROM: Ben Bryant, Management Intern
Aquilla Hurd-Ravich, Planning Manager

DATE: 04/25/2011

SUBJECT: Basalt Creek / West Railroad Planning Update

ISSUE BEFORE THE COUNCIL:

At the joint Tualatin and Wilsonville Council Work Session, it became clear that the two cities have similar desires and visions for the Basalt Creek planning area. After the meeting, Council directed staff to report back on the status of the agreement with Washington County, the scope of services for the Washington County transportation analysis through Basalt Creek, and recommend next steps. The following memorandum addresses each of these items and is being provided to both City Councils.

EXECUTIVE SUMMARY:

AGREEMENT WITH WASHINGTON COUNTY

The purpose of establishing an agreement with Washington County is to garner the authority to concept plan outside of our current Urban Planning Area Agreement. In addition, this agreement outlines a commitment from the County to inform and coordinate with the cities on any development applications in the Basalt Creek planning area. Lastly, it outlines an agreement to coordinate efforts on refining the transportation network in the area. Below is a summary of the draft agreement.

General Aspects of the Agreement:

- Parties of this agreement include: Metro, Washington County, City of Wilsonville, and City of Tualatin;
- Metro has been included as a party to this agreement due to the possible impact planning efforts could have on Metro's 2035 Regional Transportation Plan (RTP);
- At the request of Metro and Washington County, the agreement is in the form of an Intergovernmental Agreement (IGA), not a MOU as originally planned. This requires approval by the Metro Council and County Commission.

Responsibilities Outlined in the Agreement:

County:

- Allow Cities to jointly take the lead in concept planning;
- Retain land use permit authority in the Basalt Creek area until the subject property has been annexed to one of the Cities (current zoning--FD-20--limits allowed uses while the area is being planned).
- Provide funding and analyze the transportation network in the area in an effort to refine specific elements of the RTP and Alternative 7 from the I-5/99 W Connector Study (i.e. east-west connection between future 124th Ave. and I-5);
- Acquire right-of-way, as needed, for transportation related improvements;
- Consider and outline potential interim improvements to the existing roadway network.

Cities:

- Assume primary project management responsibility for concept plan;
- Mutually agree on a future city limit boundary;
- Include major transportation facilities in concept plan, comprehensive plan, transportation plan, and other

implementing regulation amendments mutually determined by Metro, ODOT, county, and cities.

Metro:

- Provide CET funding for land use concept plan.

Coordination Efforts:

- All parties will engage each other throughout the process and provide appropriate opportunities for participation and plan review;
- County will inform and coordinate with the cities on development applications in the planning area.

TRANSPORTATION ANALYSIS SCOPE OF SERVICES

Originally, the Cities included a transportation analysis as part of the scope for a prospective concept plan consultant. It was assumed that this task would have been completed midway through the process with CET grant dollars. However, as noted in the agreement above, Washington County has agreed to conduct and fund a transportation analysis in the Basalt Creek planning area related to an east-west connection between a future 124th Avenue and I-5. This work will be completed prior to the other concept planning efforts. The purpose of this analysis is to refine the projects listed in the RTP that are located in the Basalt Creek planning area. Specifically, it will analyze the most effective and least expensive methods to facilitate traffic between I-5 and the future extension of SW 124th Avenue. Staff anticipates this work to include a cost-benefit analysis of sorts of the transportation facility options. Based on their findings, the consultant, in conjunction with the Cities and County, will produce a refinement plan that identifies the major roadway framework in the planning area. The study may necessitate a request to refine and/or change the RTP. Below are more specifics about the scope of services:

- Washington County has partnered with DKS Associates to conduct this analysis in conjunction with their work on the extension of SW 124th Avenue;
- Analysis will commence no later than April 30th;
- Sufficient amount of the study must be complete within 6 months to allow the Cities to begin land use concept planning;
- DKS will partner and coordinate with the County and both Cities to draft a work plan that includes specific tasks, milestones, technical criteria to be used to make decisions, and public involvement efforts;
- The analysis will include: transportation forecasting, traffic operations analysis, multi-modal facility review, safety analysis, and project phasing;
- The final conceptual roadway design will include cost-estimates, environmental screens, and conceptual designs.

DISCUSSION:

NEXT STEPS

Over the course of the next several months, staff members of both cities will meet regularly with the transportation consultant and County officials to review progress and coordinate potential public outreach. While the transportation analysis is a County responsibility, the cities intend to integrate this work with the planning efforts already underway.

RECOMMENDATION:

Due to the complex nature of the transportation issues in the Basalt Creek planning area, and the fact that the transportation analysis is now expected to take several months, staff recommends that the land use planning efforts wait until the transportation elements have been refined. Once again, this transportation analysis would have needed to be completed at some point in the concept planning process. This approach simply moves it to the beginning of the planning efforts and could save time and money for the cities once it is complete. Under this scenario, staff members will devote time to participate in the transportation analysis, ensure there is sufficient public outreach, and resume concept planning efforts no later than November 2011.

Attachments: [Joint Meeting Summary](#)
 [Draft IGA](#)
 [Basalt Creek Planning Area Map](#)



City of Tualatin City of Wilsonville



Joint Council Meeting Roundtable Discussion Notes

Council Question 1: What are the big issues facing your City?

City of Tualatin	City of Wilsonville
Increasing Citizen Involvement	Creating Transparency in Government Operations
Improving Transportation & Mobility (T-S Rd.)	Managing Traffic and Limiting Congestion (I-5)
Developing Opportunities for Business Infill	Attracting Businesses
Expanding Local Public Transit	Protecting Boone Bridge
Representing City & South Region at Metro	Preserving Wilsonville Lifestyle & Community Feel
Balancing  Service Demands &  Revenues	Funding Infrastructure Improvements
Parks Charter Amendment	Replacing the Wastewater Treatment Plant
	Recruiting / Hiring City Manager

Council Question 2: What are the opportunities in the South Metro Region?

- Opportunity for elected officials, staff representatives, and community members to work together as a team and collaborate to find solutions
- Opening for greater local input
- Chance to create a louder voice in the South Metro Region
- Opportunity to preserve an attractive place to live, work, and play
- Prospect of maximizing assets through high quality development
- Time to develop trust between two elected bodies
- Opportunity to support each other on uncommon issues

Council Question 3: What do you want to see accomplished from Basalt Creek / West Railroad planning?

- Creates consistency with the Southwest Tualatin Concept Plan
- Provides solutions to accommodate the transportation needs of the planning area and surrounding community (effective SW 124th extension & access to West Railroad Area)
- Offers the ability to attract a large business campus type development
- Affords the protection of the South Tualatin neighborhoods
- Incorporates transitional land uses and/or buffer between industrial and residential uses
- Provides annexation plan so that none of the land is left unincorporated
- Maximizes the industrial development opportunities that present a financial gain through higher assessed value
- Protects the I-5 / Elligsen Road interchange
- Establishes a vision that will be a success in 20 – 30 years and makes both communities “better”
- Assesses the infrastructure needs
- Identifies a provision for natural areas, parks, and recreational space
- Completed through an engaging process



City of Tualatin City of Wilsonville



Next Steps:

- Schedule another joint council work session in late Spring
- Approve a Memorandum of Understanding with Washington County for concept planning
- Participate in Washington County's transportation analysis regarding the extension of SW 124th to the I-5 interchange
- Determine which portions of the planning efforts can be done concurrently with transportation analysis

DRAFT (UPDATED 04/05/2011)
INTERGOVERNMENTAL AGREEMENT
BETWEEN METRO, WASHINGTON COUNTY, AND THE CITIES OF TUALATIN AND
WILSONVILLE FOR CONCEPT PLANNING THE URBAN GROWTH BOUNDARY
EXPANSION AREAS KNOWN AS THE "BASALT CREEK" AND "WEST
RAILROAD" PLANNING AREAS

This Intergovernmental Agreement (IGA) is entered into by the following parties: METRO, the Portland area metropolitan service district; WASHINGTON COUNTY, a political subdivision in the State of Oregon, hereinafter referred to as "COUNTY"; and the CITY OF TUALATIN and CITY OF WILSONVILLE, incorporated municipalities of the State of Oregon, hereinafter referred to as "CITIES".

Whereas, in 2004 METRO's Council added two areas known as the Basalt Creek and West Railroad Planning Areas, which are located generally between the CITIES, to the Urban Growth Boundary (UGB) for industrial uses, via Metro Ordinance No. 04-1040B; and

Whereas, METRO conditioned that these UGB expansion areas undergo Title 11 concept planning as defined in Metro Code Chapter 3.07, cited as the Urban Growth Management Functional Plan (UGMFP), and that the concept planning be in accordance with Exhibit F of Metro Ordinance 04-1040B; and

Whereas, on June 10, 2010 the METRO Council adopted its 2035 Regional Transportation Plan ("2035 RTP") via Metro Ordinance 10-1241B, whose Project List included an extension of SW 124th Avenue south of SW Tualatin-Sherwood Road and several projects related to the proposed I-5 to Hwy 99W Connector Project Alternative 7 "Southern Arterial", which is planned to pass through the subject UGB expansion areas; and

Whereas, METRO has allocated \$365,000 of Construction Excise Tax funding to CITIES to pay for Concept Planning in the subject area; and

Whereas, COUNTY and CITIES have agreed to consider both areas in a single concept planning effort, and to refer to the two subject UGB expansion areas generally as the "Basalt Creek Planning Area;" and

Whereas, COUNTY currently has primary planning responsibility in the subject area; and

Whereas, COUNTY and CITIES wish to work together to complete integrated land use and transportation system concept planning to assure carefully planned development in the Basalt Creek Planning Area that will be of benefit to COUNTY, CITIES, and their residents; and

Whereas, Oregon Statewide Planning Goal 1 requires public involvement and Goal 2 requires intergovernmental coordination, this IGA is intended to indicate to private property owners in the area, METRO, the State of Oregon, and all other interested parties the cooperative nature of the planning effort being undertaken by the CITIES and COUNTY for the Basalt Creek Planning Area; and

Whereas, COUNTY and the CITIES anticipate amending existing Urban Planning Area Agreements (UPAAs) between the CITIES and the COUNTY to reflect the future limits of each city, to transfer planning authority to the respective city, and to allow adoption of all comprehensive plan amendments by COUNTY and CITIES necessary to implement the final Basalt Creek Planning Area Concept Plan.

Now, therefore, COUNTY, the CITIES, and METRO set forth their understanding as follows:

A. Subject Land Area

1. The Basalt Creek Planning Area subject to this IGA is depicted on Exhibit 1.

B. Agency Roles and Responsibilities

1. COUNTY will:
 - a. Allow CITIES to jointly take the lead in managing concept planning the Basalt Creek Planning area, in coordination with COUNTY, METRO, and the Oregon Department of Transportation (“ODOT”), recognizing that the CITIES will complete the concept planning of land uses in compliance with Title 11 and the CITIES will ultimately be responsible for providing urban level services and governance to the area.
 - b. Retain planning authority for the Basalt Creek Planning Area until the subject property has been annexed to the CITIES or the UPAAs with both cities have been amended to delegate planning responsibility to the CITIES.
 - c. Provide funding, establish a scope of work, retain a consultant, and provide project management services for planning of the major roadway system in the Basalt Creek Planning Area, in coordination with CITIES, METRO, and ODOT. The major roadway system shall include, but not be limited to: SW 124th Avenue, SW Tonquin Road, SW Grahams Ferry Road, SW Boones Ferry Road, SW Day Street, and a potential east-west arterial roadway between the SW 124th extension and I-5 consistent with the “Southern Arterial” elements in the 2035 RTP. In an effort to provide timely answers to the property owners in the Basalt Creek Planning Area, a sufficient amount of this study must be complete within six (6) months

following the execution of this IGA in order to allow the Cities to begin concept planning. Accordingly, this task is budgeted to last for up to six (6) months. As part of the transportation planning effort, COUNTY will consider the following in coordination with the CITIES, METRO and ODOT:

- i. The conditions related to the 'Southern Arterial' in the METRO 2035 RTP (as described in Exhibits 2, 3, and 4), as applicable;
 - ii. Strategies for maintaining freight access to and freight mobility within the planning area;
 - iii. Potential I-5/Elligsen Road interchange improvements, including a split-diamond interchange option; and
 - iv. Potential I-5 overcrossing north of Elligsen Road interchange; without a direct connection to I-5, which does not preclude arterial options on the east side of I-5.
 - v. Potential roadway connections directly to I-5, subject to satisfaction of applicable 2035 RTP conditions.
 - d. Acquire right-of-way for an east-west arterial roadway between the SW 124th extension and I-5, subject to availability of funding. Construction of a new arterial facility is prohibited until applicable RTP conditions have been satisfied.
 - e. In coordination with CITIES, consider potential funding and/or construction of interim improvements to the existing roadway network in and adjacent to the planning area prior to any connection to I-5.
2. CITIES will:
- a. Assume primary project management responsibility for concept planning of land uses in coordination with COUNTY, METRO, and ODOT effective as of the date of execution of this IGA. Concept planning shall conform to Metro Title 11 requirements in effect when the subject planning areas were added to the Urban Growth Boundary.
 - b. Mutually agree upon a future city limit boundary through the concept planning process.
 - c. Incorporate into the Basalt Creek Concept Plan and any city and county comprehensive plans, transportation plans and/or implementing regulation amendments, those major transportation facilities mutually approved by COUNTY, METRO, CITIES, and, if necessary, ODOT. Further, those facilities may be subject to the 8 conditions set forth in the RTP (Exhibit 4) relative to the proposed I-5 to 99W Connector Project Alternative 7.
3. METRO will:

- a. Provide CET funding to CITIES for concept planning activities in the subject planning area.
- b. Participate in ongoing concept planning efforts with COUNTY and CITIES as warranted.

C. Coordination of Concept Planning Activities

1. COUNTY and CITIES shall:

- a. Engage in a facilitated concept plan partnering and scoping session following the execution of this IGA.
- b. Provide all parties to this IGA and ODOT with appropriate opportunities for participation, review and comment on the proposed concept planning efforts. The following procedures shall be followed by the CITIES and the COUNTY to notify and involve the other parties in the process to prepare the concept plan:
 - i. COUNTY and the CITIES shall transmit notice of all meetings related to the concept plan to all parties to this IGA at least one week prior to the scheduled meeting. This includes any technical advisory committee meetings, open houses, Planning Commission or Planning Advisory Committee meetings, City Council or Board of Commissioner meetings, etc.
 - ii. The CITIES or COUNTY shall notify the other parties no less than forty-five (45) days prior to the initial evidentiary hearing for proposed comprehensive plan, transportation plan or implementing regulation amendments.
 - iii. The CITIES shall transmit draft documents to COUNTY for its review and comment before finalizing. COUNTY shall have ten (10) days after receipt to submit comments in writing. Lack of response shall be considered "no objection" to the drafts.
 - iv. The CITIES shall respond to the comments made by COUNTY either by a) revising the draft document, or b) by letter to COUNTY explaining why the comments are not addressed in the documents.
 - v. Comments from the COUNTY shall be given consideration as part of the public record on the concept plan.

2. COUNTY shall provide the CITIES with notice of development actions requiring notice within the Concept Plan area, according to the following procedures:

- a. The COUNTY shall inform and coordinate with the Cities on all informal and formal requests for development inside the Basalt Creek planning area.
- b. The CITIES receiving the notice may respond at their discretion.

D. Urban Planning Area Agreements (UPAA's)

- 1. It is recognized that COUNTY adopts annual land use and transportation work programs, and this concept planning effort will require coordination to fit within the work program of COUNTY.
- 2. Both the CITIES have UPAA's with COUNTY that will have to be amended to allow adoption of other comprehensive plan, transportation plan, and/or implementing regulation amendments by COUNTY and CITIES necessary to implement the final Basalt Creek Planning Area Concept Plan as agreed upon by the parties to this IGA.
- 3. The CITIES and COUNTY agree that the revised UPAA's will reflect which areas within the Basalt Creek Planning Area will be governed by which city, as determined through the concept planning process, and that the respective areas will be under the CITIES respective jurisdictions, and not the COUNTY, as the areas urbanize

This IGA shall become effective upon full execution by all parties. The effective date of this IGA shall be the last date of signature on the signature page.

CITY OF TUALATIN, Oregon

By: _____
Sherilyn Lombos
City Manager

Date: _____

ATTEST:

By: _____

CITY OF WILSONVILLE, Oregon

By: _____
Jeanna Troha
City Manager Pro Tem

Date: _____

ATTEST:

By: _____

WASHINGTON COUNTY

By: _____
Robert Davis
County Administrator

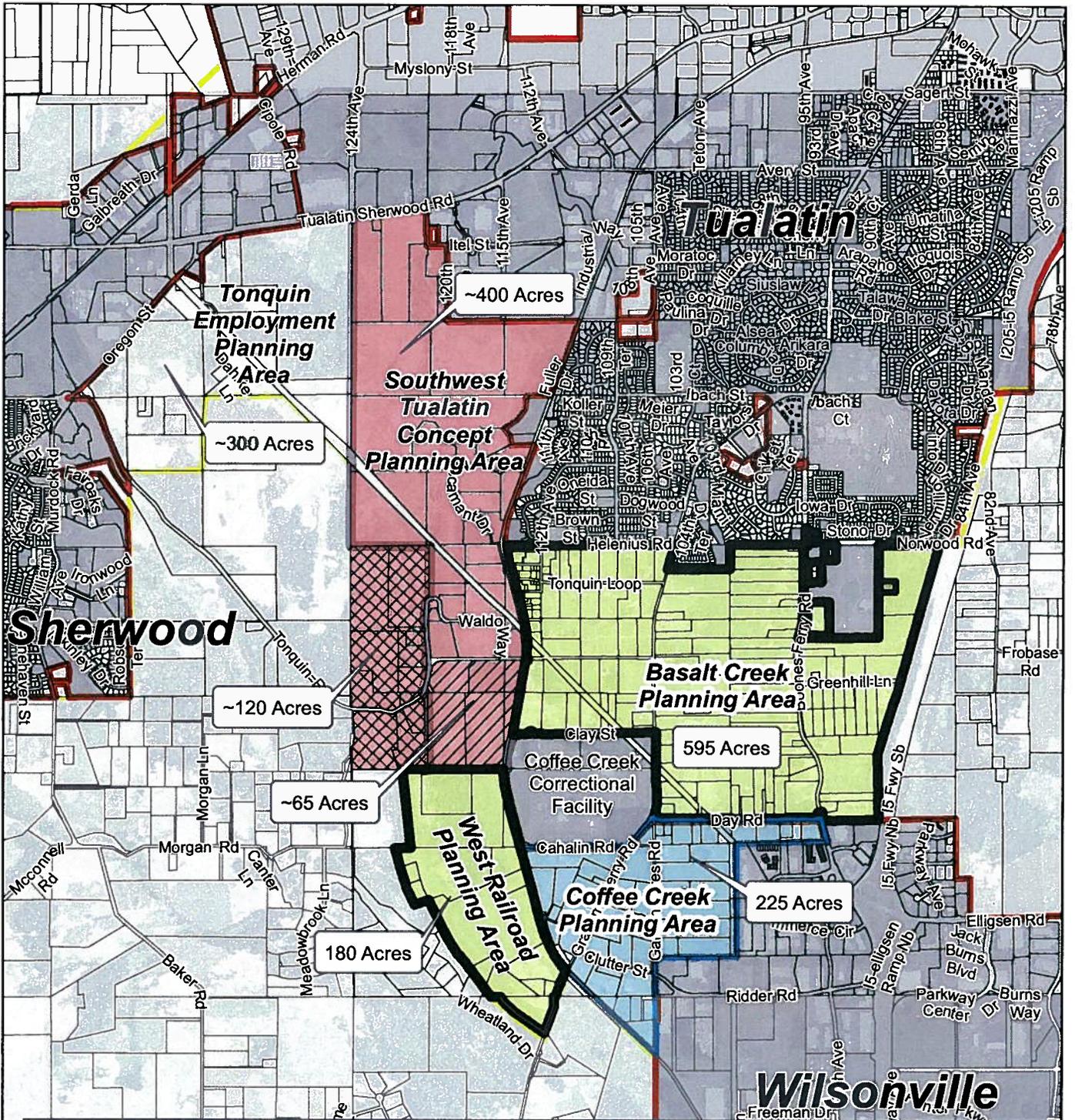
Date: _____

METRO

By: _____
Dan Cooper
Acting Chief Operating Officer

Date: _____

DRAFT



The Cities of Wilsonville and Tualatin

Areas Currently In UGB

- | | | | |
|---|---|---|--------------------------------|
|  | Proposed Tualatin/Wilsonville Joint Planning Area |  | Tualatin UGB Expansion Request |
|  | Wilsonville Planning Area |  | City Limit |
|  | Tualatin Planning Area |  | UGB |
|  | Added to Southwest Tualatin Concept Planning Area | | |



May 2010



MEETING DATE: TUESDAY, April 26, 2011

start time: 5:00p

SPECIAL WORK SESSION @ Police Facility Meeting Room

PowerPoint?

1. Discussion on citizen involvement

2.

WORK SESSION ITEMS

PowerPoint?

1. Core Area Parking Consultant Report
2. TSP Public Involvement Update (1hr)
- 3.

ANNOUNCEMENTS (limit 2-3min and 3-5 PowerPoint slides)

PowerPoint?

1. YAC Update
2. MetroWest Ambulance – EMS Week Proclamation – *Stella Rausch @ 503.648.6658 x111*
3. Proclamation – National Public Works Week May 15 – 21, 2011
4. Proclamation – Nat'l Police Memorial Week - May 15-21, 2011

CONSENT CALENDAR ITEMS

1. Meeting Minutes
2. Reso – IGA w/Metro for CET Funding for 99W Study
3. Reso – CUP-11-01 Smart Storage
4. Reso – Bid Award for Apache Waterline
5. Reso – ELI Telecom Franchise Agr

SPECIAL REPORTS (limit 5-10min)

PowerPoint?

- 1.
- 2.
- 3.

PUBLIC HEARINGS – Legislative, Quasi-Judicial or Other

1. PTA -11-xx - AR Extensions
- 2.
- 3.

GENERAL BUSINESS ITEMS (not consent)

PowerPoint?

1. Ordinance – PTA-11-02 E-Readerboard
- 2.
- 3.

EXECUTIVE SESSION ITEMS

- 1.

MEETING DATE: TUESDAY, May 10, 2011

start time: 6:00p

SPECIAL WORK SESSION @ Library Community Room

PowerPoint?

1. 1st Budget Advisory Committee Mtg – FY 11/12

2.

WORK SESSION ITEMS

PowerPoint?

1. Televising of Work Session/Logistics, etc.
2. Police Contract w/Durham (20m)
3. Council role in major emergencies (incl. security)
- 4.

ANNOUNCEMENTS (limit 2-3min and 3-5 PowerPoint slides)

PowerPoint?

1. Proclamation – National Trails Day
- 2.
- 3.

CONSENT CALENDAR ITEMS

1. Meeting Minutes
- 2.
- 3.
- 4.
- 5.

SPECIAL REPORTS (limit 5-10min)

PowerPoint?

- 1.
- 2.
- 3.

PUBLIC HEARINGS – Legislative, Quasi-Judicial or Other

- 1.
- 2.
- 3.

GENERAL BUSINESS ITEMS (not consent)

PowerPoint?

- 1.
- 2.
- 3.

EXECUTIVE SESSION ITEMS

- 1.

MEETING DATE: TUESDAY, May 24, 2011

start time: 6:00p

SPECIAL WORK SESSION @ Library Community Room

PowerPoint?

1. 2nd Budget Advisory Committee Mtg – FY 11/12

2.

MEETING DATE: THURSDAY, May 26, 2011

start time: 6:00p

SPECIAL WORK SESSION @ Library Community Room

PowerPoint?

1. 3rd Budget Advisory Committee Mtg – FY 11/12 - **IF NEEDED**

2.

WORK SESSION ITEMS

PowerPoint?

1.

2.

3.

4.

ANNOUNCEMENTS (limit 2-3min and 3-5 PowerPoint slides)

PowerPoint?

1. YAC Update

2.

3.

CONSENT CALENDAR ITEMS

1. Meeting Minutes

2. Reso – Award of Bid for Pavement Mgmt (Ops)

3. Reso – Sewer/Storm Rates (Fin)

4. Reso – Certifying Municipal Services (Fin)

5.

SPECIAL REPORTS (limit 5-10min)

PowerPoint?

1. YAC Update

2.

3.

PUBLIC HEARINGS – Legislative, Quasi-Judicial or Other

1. Public Hearing – State Revenue Sharing (other)

2.

3.

GENERAL BUSINESS ITEMS (not consent)

PowerPoint?

1. Crawfish Festival Approval

2.

3.

EXECUTIVE SESSION ITEMS

1.

WORK SESSION ITEMS

PowerPoint?

1.

2.

3.

4.

ANNOUNCEMENTS (limit 2-3min and 3-5 PowerPoint slides)

PowerPoint?

1.

2.

3.

CONSENT CALENDAR ITEMS

1. Meeting Minutes

2.

3.

4.

5.

SPECIAL REPORTS (limit 5-10min)

PowerPoint?

1.

2.

3.

PUBLIC HEARINGS – Legislative, Quasi-Judicial or Other

1. Budget Adoption Hearing – City and TDC

2.

3.

GENERAL BUSINESS ITEMS (not consent)

PowerPoint?

1. Ordinance – Core Area Parking District Tax Rate

2.

3.

EXECUTIVE SESSION ITEMS

1.

April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 7:30a Chamber Networking Rotary @ Police Dept.	2
3	4 Begin the Celebration of Arbor Week CIC Meeting	5 Arbor Week 6:00p TLAC @ Lib Comm Rm 7:00p TPAC Meeting, Council Chambers	6 Arbor Week	7 Arbor Week	8 Arbor Week 7:30a Chamber Networking @ Comfort Inn, 7640 SW Warm Springs	9 Arbor Week
10	11 12p WCCC 5:00p Work Session 7:00p Council/TDC Mtg	12 NOTE start time 5:00p Special Work Session @ Police Fac.	13 8:00a Chamber New Member Breakfast @ Claim Jumper 6:00p TPARK @ Van Raden Comm Center	14 4:00-8:00p Tip-a-Cop @ Claim Jumper 6:00p Volunteer BBQ, Hazelbrook M.S.	15 7:30a Chamber Networking & Ribbon Cutting @ Active Media, 19350 SW 89th, Ste. C	16 11:00a - 2:00p Open House @ Winona Grange
17	18	19 5:30p Chamber Alive After 5 @ Westlake Chiropractic Clinic, 14511 SW Westlake Drive #148 6:00p TAAC @ Council Chambers	20	21 Noon: CAPDB Meeting, Location TBA	22 7:30a Chamber Networking Sponsored by Grant Yoakum, Atty. Location TBA	23 10:00a - Easter Egg Hunt Lions Club - TCP 7:00-9:30p Vine2Wine Library Foundation Event @ Library
24	25 5:00p Work Session 7:00p Council/TDC Mtg	26 4:30p Chamber Ribbon Cutting @ Transpo Box, 19600 SW 128th Ave. 6:30p Tualatin Tomorrow Steering Committee (tentative)	27 5:00p Special Work Session @ Police Fac 6:30p Tualatin Tomorrow Steering Committee (tentative)	28 Chamber - Celebrate Tualatin @ Tualatin Country Club	29 7:30a Chamber Networking at BW Insurance, 7618 SW Mohawk	30 10:00a-2:00p Police Drug Take-Back Event @ PD Parking lot

2011

May

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
1	2 CIC Meeting	3 5:30p Chamber Alive After 5 @ Baja Fresh, 17805 SW 65 th Avenue Lake Oswego 6:00p TLAC @ Lib Comm Rm 7:00p TPAC Meeting, Council Chambers	4	5	6 8:00a-5:00p The Tualatin Police Experience @ PD	7 8:00a-1:00p The Tualatin Police Experience @ PD All day Portland Model Boat Club @ Lake- Commons 10-2:00 Yard Debris Event @ Grimm's Fuel
8	9 12p WCCC 5:00p Work Session 7:00p Council/TDC Mtg	10 6:00 - 8:00p 1 st Budget Committee Mtg @ Lib Community Room 6:00p TPARK @ Council Chambers	11	12 12:00-1:00p Loaves & Fishes Annual Luncheon	13	14 10-2:00 Bulky Waste Event @ Allied in Wilsonville
15 7am -10:30am Tualatin 10-miler @ TCP 12p-2p Walking with a Vision @TCP	16 Chamber - Crawdaddy Open	17 6:00p TAAC @ Council Chambers	18	19	20	21 8:00a Tualatin Try-athlon @ TUHS American Heart Assn Walk
22 Time? 10 Cane Rum Run	23 5:00p Work Session 7:00p Council/TDC Mtg	24	25	26 6:00 - 8:00p Budget Committee Mtg (if needed)	27	28
29	30 Memorial Day Holiday CITY OFFICES/ LIBRARY CLOSED All day Portland Model Boat Club @ Lake- Commons	31				

2011

June

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
			1	2	3	4 All day Portland Model Boat Club @ Lake-Commons
5 time? Tuberos Sclerosis Walk @ TCP	6 CIC Meeting	7 6:00p TLAC @ Lib Comm Rim 7:00p TPAC Meeting, Council Chambers	8	9	10	11
12	13 12p WCCC 5:00p Work Session 7:00p Council/TDC Mtg	14 6:00p TPARK @ Council Chambers	15	16	17	18
19	20	21 6:00p TAAC @ Council Chambers	22	23	24	25 7:00a ECRU Boats on the Lake of the Commons
26	27 5:00p Work Session 7:00p Council/TDC Mtg	28 6:30p Tualatin Tomorrow VIC Meeting @ Police Dept. Training Room	29	30		

2011