



MEMORANDUM CITY OF TUALATIN

TO: Honorable Mayor and Members of the City Council

FROM: Sherilyn Lombos, City Manager

DATE: April 9, 2018

SUBJECT: Work Session for April 9, 2018

6:30 p.m. (20 min) – Measure 34-282 Public Information Update. Staff will present information about the efforts underway to educate the public about Measure 34-282, the Transportation Bond Measure that will be on the May 15, 2018 ballot.

6:50 p.m. (10 min) – Council Meeting Agenda Review, Communications & Roundtable. Council will review the agenda for the April 9th City Council meeting and brief the Council on issues of mutual interest.



STAFF REPORT

CITY OF TUALATIN

City Council Work Session

Meeting Date: 04/09/2018

Subject: Tualatin Transportation Measure

Through: Sherilyn Lombos, Administration

PowerPoint

Tualatin

Ballot Measure 34-282

City Council Work Session

April 9, 2018



CITY OF
TUALATIN OREGON

Election Calendar

January 22

City Council Work Session

February 12

Council Adopted Ballot Title

February 23

Ballot Title Submitted to 2 Counties

February – May

Public Education

May 15

Election Day



Public Education Update

- ✓ Website www.TualatinMeasure34-282.org
- ✓ Public information materials
- ✓ Direct mail to registered voters
- ✓ Opportunities to present
- ✓ News coverage



CITY OF

TUALATIN OREGON

Website

www.TualatinMeasure34-282.org

REMEMBER, VOTE BY MAIL ENDS TUESDAY, MAY 15

Tualatin MEASURE 34-282 *Traffic Flow - Neighborhood Safety*

HOME PRIORITY PROJECTS 6 THINGS TO KNOW FAQs CONTACT

The Tualatin City Council is referring a \$20 million General Obligation bond measure for voters to consider on the May 2018 ballot. If approved, Measure 34-282 would fund projects to provide traffic congestion relief, neighborhood traffic safety improvements and safe access to schools throughout the community.

If the measure passes, bond funds would provide the following traffic congestion and safety projects citywide.



Congestion Relief
New signals and added travel lanes and turning lanes on Tualatin-Sherwood Road and other streets.



Neighborhood Safety
New pedestrian crossings with signals and driver feedback signs that display speed.



Safe Access to Schools
New crosswalks, speed controls and sidewalks to and from schools.

The Regional Context:
What Tualatin Residents May Notice About Traffic Congestion

Traffic Scorecard*

#12
Most Congested Metro Area

Portland is the nation's 42nd largest - but **#12 most congested metro area** (of 297 metro cities)

#13
Most Congested in North America

#13 in North America (519 cities) - more congested than any city in Mexico and every Canadian city except Montreal.

#40
Most Congested in the World

#40 most congested in world (1,360 cities)

100%

Portland area congestion is worst at peak commute hours, but **now present at all times of day/week**

Most Congested U.S. Cities**

- 1 Honolulu
- 2 Jacksonville
- 3 San Diego
- 4 Los Angeles
- 5 Portland

* Source: INRIX Global Traffic Scorecard, February 2018
** Source: Waze Driver Satisfaction Index, December 2017

REMEMBER, VOTE BY MAIL ENDS
TUESDAY, MAY 15, 2018

41
Days

02
Hours

33
Minutes

09
Seconds

[Register to Vote Today!](#)
[Find a Ballot Drop-Off Location](#)

Ballot Measure 34-282
Traffic Flow - Neighborhood Safety

Information Materials

Tualatin

Ballot Measure 34-282

Traffic Flow – Neighborhood Safety

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If the measure passes, bond funds would provide the following traffic congestion and



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Neighborhood Safety: New pedestrian crossings with signal and driver feedback signs that display speed



Safe Access to Schools: New crosswalks, speed controls sidewalks to and from schools

Tualatin's Transportation Ballot Measure 34-282

Learn More

1. Traffic congestion and neighborhood traffic safety repeatedly score as the #1 concern among Tualatin residents on community surveys.
2. To address traffic congestion and safety problems, the Tualatin City Council has referred a \$20 million General Obligation bond measure to the May 2018 ballot.
3. If the measure passes, traffic flow improvements would add new signals and travel lanes on Tualatin-Sherwood Road, Sagert, Martinazzi, Tualatin Road, Myslony and other streets.
4. Safety improvements would include new pedestrian crossings with signals, crosswalks, sidewalks, and driver feedback signs that display speed, in areas identified by residents as priorities including downtown, Boones Ferry, the Garden Corner Curves at 105th/Blake, Sagert, Highway 99W and Grahams Ferry.
5. If the measure passes, these projects could begin in 2018 and all would be completed in 3 to 5 years.
6. If the bond measure passes the property tax rate is estimated to increase by \$.50 cents per \$1,000 of assessed property value, or \$150 per year for a Tualatin home assessed at \$300,000.

Go to www.TualatinMeasure34-282.org



CITY OF

TUALATIN OREGON

More Information on Projects

TUALATIN TRANSPORTATION FUNDING INITIATIVE

Priority Projects



LEGEND

- Neighborhood Safety Projects
- Congestion Improvement Projects
- Safe Access to Schools

Boones Ferry Near High School - midblock crosswalk with pedestrian activated signal

Hwy 99W Near Pony Ridge - sidewalks to improve access to transit stops and Middle School

95th Avenue and Avery - speed control and pedestrian safety improvements near Tualatin Elementary School

Teton and Tualatin - new traffic signal

124th and Blake (future) - new traffic signal

Myslony Connection - widen Myslony, new signal at 124th, and updated intersection at 118th and Herman

Martinazzi and Sagert - new traffic signal

Tualatin Sherwood Rd Martinazzi to I-5 - Widen to provide three through lanes from Martinazzi to I-5 and upgrade intersection

Garden Corner Curves - speed control and bicycle and pedestrian safety at 105th/108th Blake

Siletz and Boones Ferry - improved intersection with pedestrian activated signal

Dogwood and Grahams Ferry - midblock crosswalk with pedestrian activated signal

Tualatin Rd and Sweek - widen sidewalk from Sweek to Community Park

65th Avenue Near Hospital - midblock crosswalk on 65th with pedestrian activated signal

Throughout City - driver feedback signs that display speed (six locations)

Throughout City - crosswalks with pedestrian activated signals (six locations)

* All project will include ADA improvements such as curb ramps

Direct Mail

Tualatin

BALLOT MEASURE 34-282 TRAFFIC FLOW - NEIGHBORHOOD SAFETY

The Tualatin City Council is referring a \$20 million General Obligation bond measure for voters to consider on the May 2018 ballot. If approved, Measure 34-282 would fund projects to reduce traffic congestion, improve neighborhood traffic safety and provide safe

Funding would provide the following traffic projects citywide.



Congestion Relief

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Neighborhood Safety

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REMEMBER, VOTE BY MAIL ENDS TUESDAY, MAY 15

The City of Tualatin is proposing a ballot measure that would fund projects to improve traffic flow and neighborhood safety

BALLOT MEASURE 34-282

If the measure passes, the property tax rate is estimated to increase \$150 per year for a Tualatin home assessed at \$300,000.

Learn more - Go to
www.TualatinMeasure34-282.org



Are you planning to vote?
**YOUR BALLOT IS
DUE TUESDAY, MAY 15**

You'll find Measure 34-282 on your Primary Election ballot in Washington County or Clackamas County

City of Tualatin
18880 SW Martinazzi Ave
Tualatin OR 97062

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CITY OF
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Opportunities to Present

- April 17 Martinazzi CIO
- April 19 Byrom CIO
- April 24 Commercial CIO
- April 24 East Tualatin CIO
- May 3 Midwest CIO
- May 9 Riverpark CIO
- ? Others?



News Coverage

Friday, January 19, 2018

TIGARD | TUALATIN | SHERWOOD
TheTimes
Pamplin MediaGroup

Owner & Neighbor
Dr. Robert B. Pamplin, Jr.

HOME NEWS OPINION FEATURES SPORTS OBITS BUSINESS SHOP LOCAL CLASSIFIEDS ABOUT US

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Tualatin Council to discuss transportation bond measure

Ray Pitz Thursday, January 18, 2018 0 Comments

The council will mull whether to send anything from a \$10 million to \$28 million bond measure to address congestion and traffic safety issues.

Whether Tualatin should approach voters with a request to see if residents would be in favor of relieving congestion and addressing traffic safety problems around the city through a bond

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Gladstone	Oregon City	West Linn
Gresham	Portland	Wilsonville
King City	Portland SE	Woodburn
Happy Valley	Portland SW	

Reminder: Voter turnout is crucial May vs. November Elections*

2014

May	32%
November	69%

2016

May	50%
November	81%

*Washington County turnout



If voters turn out – support is likely

Telephone Survey - Results

	<u>Support*</u>	<u>Oppose</u>
1st Test		
\$100/year	65%	26%
\$200/year	71%	21%
2nd Test		
\$100/year	66%	29%
\$200/year	62%	35%

*Majority support in all demographic groups



Telephone Survey Results

How serious are...

Traffic congestion
problems?

91% very serious/serious

Neighborhood traffic
safety problems?

55% very serious/serious



Congestion Continues to Get Worse

More residents are commuting to work

+6.3% 2014-2016

Many spend more than one hour commuting

+35.4% 2014-2016



Traffic Congestion –
It's not
getting better



Pedestrian Safety is still a problem



“These are improvements that need to happen.”

“Your life is worth more than sitting in traffic.”

“Neighborhood safety is something the City can do something about.”

“Discourage drivers from using neighborhood streets as short cuts.”

“The funding will be more likely with a specific plan and solution.”

“Have a strong data-backed plan.”

“Provide specific language on what the City wants to accomplish.”

“Fix it now!”

Focus Group Advice



CITY OF

TUALATIN OREGON

What are you hearing?

Tualatin

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