

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 SessionMeeting Date:04/09/2018Subject:Tualatin Transportation MeasureThrough:Sherilyn Lombos, Administration

PowerPoint



Ballot Measure 34-282

City Council Work Session April 9, 2018



Election Calendar

- January 22 City Council Work Session
- February 12Council Adopted Ballot Title
- February 23Ballot Title Submitted to 2 Counties
- February May Public Education
 - **Election Day**



May 15

Public Education Update

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





PRIORITY PROJECTS 6 THINGS TO KNOW 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.





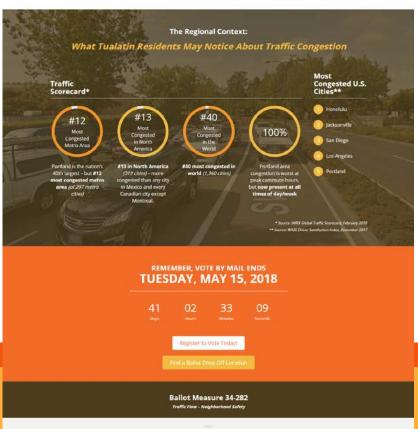


Safe Access to Schools

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

New crosswalks, speed controls and sidewalks to and from schools



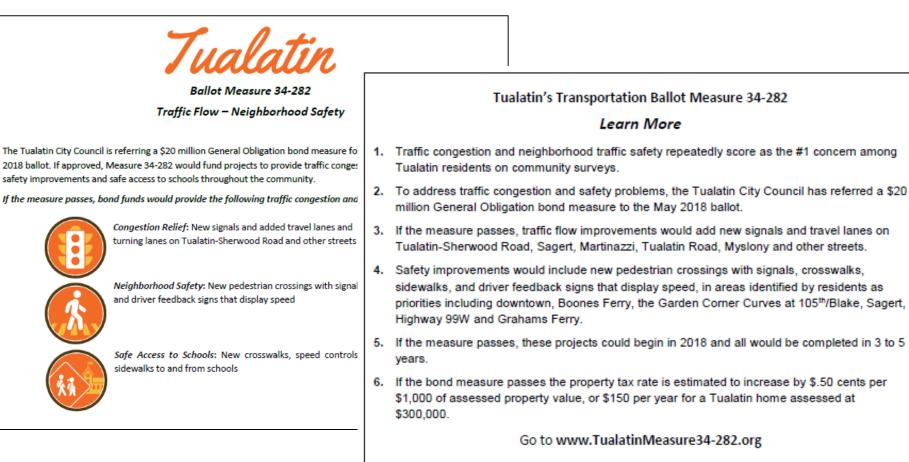
Website

www.TualatinMeasure34-282.org

CITY OF

TUALATIN OREGON

Information Materials





More Information on Projects



Direct Mail



BALLOT MEASURE 34-282 TRAFFIC FLOW - NEIGHBORHOOD SAFETY

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Funding would provide the following traffic projects citywide.

The City of Tualatin is proposing a ballot measure that would fund projects to improve traffic flow and neighborhood safety BALLOT MEASURE 34-282







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

REMEMBER, VOTE BY MAIL ENDS TUESDAY, MA

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 City of Tualatin 18880 SW Martinazzi Ave Tualatin OR 97062

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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



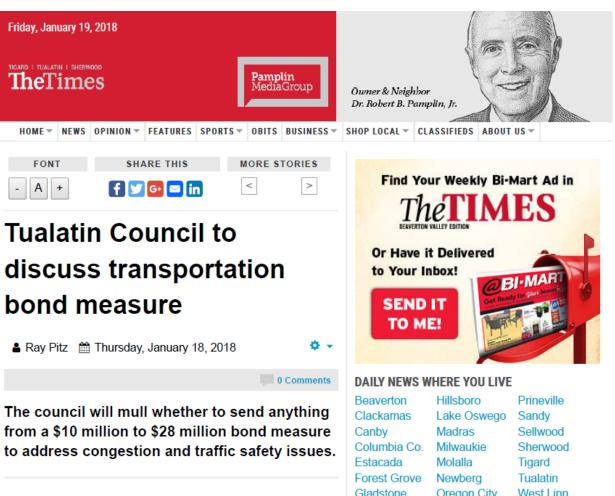
Opportunities to Present

- 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



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

Beaverton	Hillsboro	Prineville
Clackamas	Lake Oswego	Sandy
Canby	Madras	Sellwood
Columbia Co.	Milwaukie	Sherwood
Estacada	Molalla	Tigard
Forest Grove	Newberg	Tualatin
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*

2	0	1	4

May	32%
November	69%

<u>2016</u>	
May	50%
November	81%

*Washington County turnout



If voters turn out – support is likely Telephone Survey - Results

	Support*	<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? Neighborhood traffic safety problems?

91% very serious/serious 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



ITY OFSource: American Community Survey,UALATIN OREGONU.S. Census Bureau, 2017

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 <u>now</u>!"

Focus Group Advice



What are you hearing?



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