

# Hillsboro 2035 Community Plan

## Oversight Committee + Sustainability Task Force

### Joint Meeting Summary



December 6, 2018 | 3:00-5:00 pm | Hillsboro Civic Center (Room 113 B/C)

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Attendees: Heather Robinson, Fawn Bergen, Peter Brandom, Chris Hartye, Simone Brooks, Jason Robertson, Liz Connor, Michael Brown, Bryan Welsh, Beth Graser, EJ Payne, James Gleason, Kim Leathley, Linda Everett, Luis Nava, Ryan Smith, Tom Arnold, Mia Hocking, David McInay, Anthony Martin, Kristi Wilson, Mac Martin, Kelly Xu, Troy Gagliano, Nina Carlson, Tacy Steele, Carol Brown, & Dacia Bakkum

*Absent: Sushmita Poddar, Laura Schaefer, Ted Vacek, Jeff Pazdalski, Adam Haslam, Mayor Callaway, Pattie Russell, Cheryl Morrill, Shanna Brownstein, Jeff Van Raden, Katherine Galian, Kyle Allen, Evan Aldrete, Kristel Griffith, Mary Moerlins, Ryan Stee, Emily McBroom, Nathan Teske*

#### Welcome + Introductions

Heather Robinson, Hillsboro Sustainability Task Force Chair, welcomed the group and asked for a round of introductions.

#### Sustainability Plan Updates

Heather Robinson and Peter Brandom provided highlights from the 2017 Community Environmental Sustainability Plan (ESP) Annual Report. While “Sustainability” represents the 5<sup>th</sup> focus area in the 2035 Community Plan, it has a separate action plan and is overseen by a specialized Task Force outside the 2035 process. The joint 2035-Sustainability Task Force meetings are helpful in maintaining the overall integration and promoting broader awareness of progress and impacts. The ESP was approved and formally adopted in 2015. 67% of the projects in the current ESP have been implemented, 19% have been started and just 14% have not yet been started. With respect to the 20 overall progress indicators, 13 are moving in the right direction, four remain neutral, and three are lagging behind community-defined goals. The Annual Report is available for review online at <https://www.hillsboro-oregon.gov/our-city/departments/city-manager-s-office/sustainability/plans-and-reports>.

ESP Project Highlights:

- Portland General Electric has expanded its energy tracker technology to serve commercial customers. The tracker allows users to monitor energy usage in real-time and make adjustments to specific systems or components where appropriate.
- As a participant in the U.S. Department of Energy’s “Better Buildings/Better Plants Challenge, the City of Hillsboro was recognized as the number one government partner nationally for reducing energy use in City facilities – 26% since 2009.
- The Hillsboro Chamber and City of Hillsboro have been working with local non-profits such as Prosperidad to expand internship opportunities and offer other workforce development training opportunities.

- City staff and professional wildlife biologists gathered data on the life history and habitat needs of local amphibian species during 2018 and established a new monitoring system. The first results of the monitoring program will be available in 2019.
- The Hillsboro Water Department recently finished a 10-year initiative to install automated water meters city-wide. This new technology allows for faster detection of leaks and their sources.
- Washington County developed a wood stove exchange program where community members can receive a cash incentive for exchanging old, inefficient wood burning devices for new, more efficient and less-polluting ones. To date, more than 265 replacement installations have been completed – of those, 94 are in Hillsboro.
- Washington County Solid Waste & Recycling staff partnered with the City of Hillsboro and the County’s Environmental Health Department to host two tire collection events. A total of nearly 1,000 were collected and taken to a recycling facility.
- Washington County launched the Garbage and Recycling Day app in 2016. The app helps users find local recycling options for hundreds of items.
- The Hillsboro School District began separating food scraps for composting in nearly all of its school cafeterias. Only one of the 36 schools in the district does not participate and only because it does not have access to food scrap collection service.

### **Spotlight: Sustainable Shopping Initiative**

Ryan Smith and Kelly Xu with the Hillsboro Youth Advisory Council (YAC) provided an overview of the Sustainable Shopping Initiative and Ordinance. The YAC introduced the idea to the 2035 Oversight Committee one year ago, proceeded to adjust the concepts and, ultimately, brought a proposed ordinance to Hillsboro City Council in late 2018.

#### Sustainable Shopping Initiative Ordinance Overview

- Support promotion of sustainable shopping practices through business and community education
- Regulate single-use plastic checkout bags at retail establishments (defines acceptable plastic reusable bags as at least 4.0 mil thick; exempts food, laundry and pet waste bags; includes restaurants)
- Phase-in period is 6 months for large retailers and 12 months for small retailers, restaurants, and City permitted/sponsored events
- There is a required \$0.05 pass through fee on paper bags; this fee is optional for small businesses with fewer than 10 full-time employees and also restaurants
- Enforcement of the ordinance is complaint based; education will be emphasized

The City of Hillsboro purchased 7,000 reusable bags for the YAC to distribute as part of the Sustainable Shopping Initiative. About 1,000 bags were given away at events in exchange for participating in the Sustainable Shopping Initiative survey. Ryan and Kelly asked the group for ideas on how to distribute the remaining 6,000 bags. Ideas include:

- Give them away at coffee shops and other places where “community conversations” will be held to gather ideas for the 2035 Plan update

- Involve youth from high school leadership classes to help promote and educate community members about the new ordinance (potential for school credit)
- Hand out at grocery stores
- Make them available at food banks
- Hand out at grade school book fairs
- Give away at a Hops game
- Hand out at PlanetCon (see member updates)
- Distribute to Hillsboro School District families at sporting and other school events
- Do a flash mob on mass transit (MAX) to promote the ordinance and hand out bags
- Hand out at community events such as Proud to be HSD and the Hillsboro Farmers' Market
- Create "Did you remember your bag?" signage for local stores
- Create a bag exchange (trade in your plastic bags for a reusable one)
- Create sticker/window cling reminders to put on your door, fridge and car window to bring your reusable bags

The group encouraged the YAC to continue education initiatives (e.g. "bring your bag" reminder signs in front of grocery stores, car stickers, etc.), to help people get accustomed to the new system. The YAC also announced that it had been approached for potential help developing a state-wide policy modeled after Hillsboro's ordinance.

### **Year Five Update Preview**

Jason Robertson gave an overview of the 2035 Community Plan five-year update which will begin in late February/early March of 2019.

- Phase 1: Public Outreach and Idea Gathering – Engage with people through surveys, interviews, forums, idea boxes, and events.
- Phase 2: Strategy and Action Development – Work with vision focus area teams to turn community ideas into potential actions.
- Phase 3: Community Review – Invite the public to review and prioritize proposals.
- Phase 4: Action Plan Update – Recruit partners to help implement community-defined priorities.

### Roles and Responsibilities

- Oversight Committee: Process oversight, annual work program & action plan update
- Outreach Team: Public engagement
- Community Partners: Action review and adjustments; new actions
- Focus Area Subcommittee: Develop strategy and action proposals for community review

### 2019-2020 Work Program

Jason shared the draft work program with the group. Once finalized, calendar invitations will be sent to the Oversight Committee, Outreach Team, and Community Partners.

### Discussion

Jason asked the group for input on the following two questions:

1. For the five year update of the 2035 Plan, what are your ideas to reach priority/critical audiences?

Ideas include:

- Diverse populations
- Employer engagement
- Regional partners (e.g. Greater Portland Inc., Centro Cultural)
- Use of strategic translation of outreach materials
- Telephone survey
- Youth outreach
- Mobile surveys
- Online surveys
- Mobile app
- Outreach at family activities and school sporting events
- Incentivize target audiences
- Outreach activities at M&M Marketplace
- Facebook advertising
- Door to door
- Utility bill inserts
- Kiosks
- City Views Newsletter
- Host free food event
- Reach out to those who participated in the Coalition of Communities of Color report
- Utilize Meals on Wheels People for senior outreach

2. For the Community Environmental Sustainability Plan, what are your ideas for new indicators, projects, or programs?

Ideas include:

- Residential composting
- Backyard habitat program/certification
- Host naturescaping classes
- Create a natural resources department or division within the City organization
- Facilitate solar projects, promote solar rooftop coverage through EV-ready home construction
- Fiber to home (more people employed here = less travel, fewer emissions)
- AMI (water equivalent to PGE's Energy Tracker technology)
- Integrated pest management (less insecticide, more protection for bees)
- Lead fuel reduction campaign
- Styrofoam ban (addendum to plastic bag ban)
- Edible food waste recovery and education
- Tree giveaways, planting program for private property owners
- Lead paint abatement program
- More recycling events

- Composting at multifamily properties
- Grow the Library of Things to include a tool library
- Provide incentives for green demolition

### **Partner Updates**

- Community institutions have made tremendous strides in water conservation. From 2016 to 2017, Washington County reduced water use by 23% and the Hillsboro School District by 26%.
- NW Natural completed an analysis that shows natural gas will play an increasingly important role in future de-carbonization efforts.
- The City leaf collection program is underway. Around 4,000 cubic yards of leaves will be recycled as a result of the efforts. With the city continuing to grow, changes to the program are expected over time.
- The Hillsboro Downtown Partnership conducted a cigarette butt cleanup as part of Keep America Beautiful Day. More than 6,000 cigarette butts were collected and sent to Terracycle for recycling.
- Sunrise Church is now partnering with Meals on Wheels People to help provide onsite meals for seniors. Beginning in February, meal service will be expanded to four days per week (Mon-Thurs) from 11am – 1pm.
- Washington County and Master Recyclers are hosting PlanetCon, a post-holiday recycling and swap event on Saturday, January 12 from 11am – 2pm at Quatama Elementary School in Hillsboro. For information visit [westsiderecyclers.weebly.com](http://westsiderecyclers.weebly.com).

### **Public Comment**

None.

Notes:

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