

Hood River 2020 Keeping Hood River on Track

Public Feedback Report



Prepared for:

**The City of
*HOOD RIVER***

Prepared by:



**620 SW Main, Suite 201
Portland, Oregon 97205
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Introduction

The City of Hood River has undergone rapid changes in the past few years and continues to experience the effects of major growth and development issues. The continued attraction of the area for tourists, both from the Portland-Vancouver Metro area and nationally, outdoor enthusiasts, businesses that support outdoor activities, and the second-home and rental property owners have contributed to a growing population. Visible signs of this growth have come in the form of new businesses and redevelopment in the downtown business district, large subdivisions at the edge of developed urban residential areas, and attached condominium infill projects in the central portions of Hood River.

In order to respond to growth and development-related issues and to plan for the future of Hood River, the City began a process to reexamine the City's Vision Statement in 2005. The current Community Vision Statement was prepared (but not officially adopted) in 1995. Since that time, 1,843 new residents have moved to Hood River and approximately 3,000 new jobs have been created in Hood River County. Hood River's population grew to approximately 6,800 residents by 2005. During this period Hood River has also become an internationally recognized recreational destination, which increasingly attracts more sports enthusiasts and tourists to the City each year. Looking to the future, the City is planning for population to increase to almost 11,500 residents by 2025.

In the face of this rapid change, the City Council and Planning Commission approved and supported a process that examined current demographic information, considered the Housing Market Analysis (July 2005) prepared for Hood River County by the Oregon Downtown Development Association, and developed a questionnaire and the format for two Community Town Hall Meetings to garner feedback from the public on current conditions and desires for the future of Hood River. The results of these efforts will be used to update and adopt the Vision Statement so that it reflects current trends and future growth expectations and to identify steps the City should take to implement the vision.

Hood River is planning for 4,700 new residents over the next 20 years or almost a 70% increase in population over 2005 levels.

Public Involvement

A key element of the City's strategy to update the Vision Statement so that it better responds to current conditions and expected trends in Hood River is public involvement. The City solicited public feedback through the use of a questionnaire and two Community Town Hall Meetings. The format, content, and information gathered through these two public involvement techniques are summarized in this report.

Keeping Hood River on Track Questionnaire

In October 2005 the City posted the "Keeping Hood River on Track" questionnaire on the City's website. In addition, surveys were mailed to registered voters within the City limits. Additional hard copies were also available at several locations throughout the City including City Hall, the Library, Hood River County Administration Building, the Building Department, La Clinica, Hood River Senior Center, and the Hood River Community Pool. The public was encouraged to fill out the questionnaire on line, but hard copies of the questionnaire could be dropped off at City offices. The majority of completed questionnaires were delivered by hand (74%).

The questionnaire distributed to city residents was intended to "gather... thoughts on the current state of Hood River and the major growth and development issues facing the City today."

The Hood River News published three articles/editorials regarding the questionnaire on October 8 and 15 and November 2, 2005. The City advertised the questionnaire in a press release and Public Service Announcements and interviews on the local radio station KIHR. In total 3,830 questionnaires were mailed or distributed in the community. Close to twenty percent (18.4%) of the surveys were completed and returned. The survey included multiple-answer questions ("check all that apply"), single-answer questions ("check one"), ranking questions, and questions that required written responses. The questions were in the following categories:

- ◆ Demographics
- ◆ Quality of Life
- ◆ Economy
- ◆ Community services
- ◆ Housing
- ◆ Growth and Development

RESULTS

Demographics

The majority of the questionnaire participants (93.5%) identified themselves as year-round residents. Over fifty percent (61%) of the respondents indicated that they have lived in Hood River for over 10 years. The majority of the respondents (84%) live in the Westside, Downtown, or Heights sections of Hood River. While a Spanish version of the questionnaire was provided to reach Hood River's significant Hispanic population, only 22 residents (3%) identified themselves as of Latino or Hispanic cultural heritage.

Given a variety of reasons to choose from to reply to why they moved to the City, or why they stay, respondents chose “small town atmosphere” most frequently (67% of responders), followed closely by “quality of life” (63%). However, respondents chose more than one of the reasons listed and most items were chosen by 30-50% of responders. Only “family” (27%) and “born here” (13%) were less frequently chosen as reasons to live or remain in Hood River.

Quality of Life

Participants were asked to rank quality of life issues. The results of the questionnaire indicate that the top ranked issue is protecting Hood River’s historic **small town** character with 96% of the responses indicating that this was moderately to critically important. A close second in importance was shown to be protecting and restoring natural resources and habitat. Ninety-three percent of responses ranked this issue as moderate to critically important. Less interest was shown for providing more public art and allowing growth as the market dictates; both issues received nearly evenly split responses between “important” and “not important.”

The highest ranked issue was “protect historic small town character”; the highest priority was “affordable housing.”

Economy

Respondents were asked to rank in importance encouraging more commercial development and creating more industrial land through rezoning. A small majority of the responses deemed these two issues important, with 60% indicating that boosting **economic development** is important and 57% indicating that creating more industrial land is important.

Community Services

All of the community services-related questions that required level of importance rankings – improving public transportation, providing commuter services to Portland, acquiring and protecting open space, and connecting sidewalks and bike and walking paths – were shown to be important to respondents. With 88% percent of all responses for this issue categorized as “important,” **acquiring and protecting open space** was shown as the most important issue in this category, followed by connecting sidewalks and paths (81%).

A different section of the questionnaire asked participants to rate their level of satisfaction with a variety of City services, including Police, emergency response agencies, and City Administration. Unlike questions that asked for a ranking pertaining to perceived importance, this section specifically asked the responder to indicate their satisfaction with existing conditions and levels of services typically provided by governmental entities. Results for most services indicated that 80% or more of the responders were “very satisfied” or “satisfied.” For programs, the notable exceptions to this were the lower “very satisfied” or “satisfied” ratings for Hispanic Services (75%) and Youth Services (70%).

City agencies generally did not score well on the satisfaction scale, including Administration (68%), Building (56%), and Planning (45%), with the exception of Fire and Ambulance services with a 97% “satisfied” or “very satisfied” rating. These ratings may be in part a reflection of dissatisfaction voiced in the Community Town Hall Meetings and in responses to open-ended questions (discussed later in this report) regarding new development and the impacts of growth.

The questions with the worst scores asked responders to rate their level of satisfaction with the housing and employment opportunities. Results show that 59% of responders indicated that they are “dissatisfied” or “very dissatisfied” with Employment Opportunities. The results show this dissatisfaction at 60% for Housing. While the housing question does not indicate what aspects people are most concerned about, other responses related to housing suggest that responders may be indicating their dissatisfaction with the amount of (lack of) affordable housing or the type of new housing being built in Hood River (see following Housing and Growth and Development sections).

Housing

The housing issue that was shown to be the most important, with 78% of responses indicating it as such, was requiring developers to provide affordable housing in new projects. While the

questionnaire results clearly indicate that the housing issues identified are important to the community, most of the issues were close to a 70%-30% split between “important” and “not important.” These included limiting townhomes, limiting short-term rental homes, and requiring larger yards/more space between houses. There was less importance placed on allowing mixed uses in neighborhoods, where the responses were 57% “important” to 43% “not important,” and allowing detached mother-in-law apartments (61% of responses indicated that this was an important issue).

Growth and Development

Questions related to growth and development were posed in three different formats in the questionnaire. Participants were asked to write out answers to open-ended questions, as well as indicate their top three priorities for growth and development from a list of issues. The last question related to growth and development required a “yes/no” answer. The clear priority related to growth and development was shown to be **affordable housing**, which received the most “first priority” responses of any of the issues, over a hundred more “first priority” responses than the second place issue, more **open space/environmental protection**. The issue ranked in least importance as a priority for respondents was more lodging facilities, with only 6% of the rankings for this issue placed in the first, second, or third priority category.

“I like the people and the small community feel, the natural beauty of the area, recreational opportunities, good local produce.”

The open-ended questions posed in the questionnaire asked what respondents liked about Hood River, what they disliked, what they would change, what things in the community should be preserved, and the biggest issues facing the City in the future. Many of the “likes” included “small town” in the descriptions of the City. Other adjectives used in conjunction with, or related to, the concept of Hood River as a small town include community, small-town “feel” and “atmosphere,” friendly people, small size, small businesses, and historic downtown. Community services, such as the library, arts center, and good schools, are also sprinkled in with the positive comments. Proximity to Portland was a plus, often being listed with “small town.” The City’s natural setting, climate, scenery, and natural beauty were also frequently cited as positive attributes. Access to the outdoors and outdoor recreational opportunities were listed frequently, often in conjunction with mention of the City’s unique and beautiful natural settings.

Most of the dislikes were directly related to growth. Many comments start with “too much development,” “too much growth,” or “too many people.” Frequently cited issues include

traffic, housing costs, crowds/overcrowding, new development, tourists, and lack of parking. Many voiced concerns about Hood River becoming a tourist destination. The City Planning Department, City Council, and Port Commission/Port of Hood River, as well as the general phrase “the politics,” were also listed as dislikes, often without further explanation. Two hundred and thirty five comments were received regarding the Port and/or waterfront issues with the majority of respondents dissatisfied with the status of the waterfront development.

Consistent with respondents dislikes, the things they would change include parking and traffic, housing affordability, city planning, and the Port Commission and/or waterfront. The economy and the lack of jobs were typical comments listed under dislikes and “more industry/jobs” was mentioned even more frequently as something respondents would like to change. In keeping with what respondents liked, suggestions for change addressed ways to keep the small-town feel, provide more sidewalks, increase recreational opportunities, and slow down growth and development.

“Housing is far too expensive. Downtown is too congested in the Spring and Summer.”

The City’s historic character, landmarks, sites, buildings, and downtown were most frequently cited as things respondents would like to preserve, with 170 comments received in the "Like" and "Preserve" categories combined. Small town “atmosphere” or “feel” were also frequently cited. Comments related to parks and open spaces (147 combined comments) were almost as numerous as “small town” references (448 combined comments). By far the most frequently identified “biggest issues facing Hood River” were **affordable housing and growth**. Related to these overarching issues, there were comments pertaining to parking, schools and other community services, infrastructure, and jobs.

Finally, the last question on the questionnaire required a “yes/no” answer. Participants were asked if they supported expanding the City’s UGB for more development. The majority (57%) replied “no, don’t expand,” with 35% marking “yes, expand” and 8% not responding to the question.

Community Town Hall Meetings

To provide another opportunity for citizens to be heard regarding planning for Hood River's future, the City organized two Community Town Hall Meetings in November 2005. Both Town

Approximately 50 participants at two Community Town Hall Meetings contributed to the dialogue regarding Hood River's future.

Hall Meetings were open to the public, held in the evening, and attended by members of the general public, City staff, County representatives, Port Commission representatives, and City Council and Planning Commission members. The first of these two meetings was held on November 1, 2005 at the Hood River County Library and the second was on November 2, 2005 at the Senior Center. Both meetings were facilitated by a consultant who led a group discussion on housing, community design, jobs and

employment, protecting resources, and public facilities. Participants were given a brief presentation that provided some context to the growth pressures Hood River is experiencing and defined the role of the participants in providing feedback on what "track" the City should pursue in the future and the trade-offs of pursuing certain goals (see Appendix E, *Community Town Hall Agenda and Presentation*). While structured, these forums allowed for an open dialogue between citizens, their neighbors, and public officials. For each issue, the facilitator posed the topic area and kept the discussion going until ideas and opinions appeared to be exhausted. All comments were recorded.

RESULTS

Housing

Consistent with questionnaire results, housing was the issue that garnered the most discussion. Affordability was a major point of discussion at both Town Halls, but **density** issues and the relatively recent appearance of attached **townhomes infill** developments were clearly very important to participants. Most were disappointed with the new infill development. The scale and design of these new buildings were discussed and participants had concerns regarding neighborhood or small-town character being negatively impacted. Participants voiced concerns about the possibility of "teardowns" in the future, the lack of open and yard space when new developments maximized the size of a building on the lot, and the size and design of infill development. Many comments were also made about absentee landlords, both second-home owners and rental property owners.

There were also concerns about the **new, large subdivisions** being developed on the edge of town. Comments included the design and similarity of housing type and whether or not these subdivisions provided affordable housing types to ensure diversity in neighborhoods. Comments also were made that suggested that greater density was not synonymous with affordability in Hood River. Participants discussed the concept of affordability and ways of making housing more affordable in the City.

Community Design

The community design discussion opened up the issue of new housing to include ways development could be made more attractive and suitable to Hood River. Participants discussed conditional use permits, maximum lot coverage, and design review. Attendees also grappled with the seemingly conflicting interests of maintaining the character of existing neighborhoods, while at the same time accommodating more growth within the existing urban growth boundary (UGB). This conflicting interest was also mirrored in the questionnaire with 152 residents in favor of expanding the UGB also writing in comments that preserving the small town feel, agriculture, orchards, and the rural environment were important.

Jobs and Employment

Discussing jobs and employment, a common theme was the fact that Hood River's job base is increasingly service sector and tourism related. Job diversification, participating and competing in a regional economy, and job training were all topics of discussion. Some participants felt it was unlikely that Hood River could attract industry and, for that reason, **cottage industries and entrepreneurial pursuits should be encouraged and supported**. Conversely, participants also discussed how the City could attract larger employers and higher-wage jobs.

Protecting Resources

When discussing protecting resources, both natural areas and urban parkland came to the fore. Participants wanted to preserve the natural amenities, such as trails, riverfront access, and other spaces used for recreational purposes. The rural agricultural land outside the City's UGB was also something that some participants wanted to preserve. Some were advocates of having a City tree protection ordinance.

Public Facilities

Questions and comments related to public facilities centered on how services are funded presently in Hood River and what other funding options exist. Participants were concerned about over-burdening public facilities and services and discussed capacity issues.

Summary and Next Steps

The questionnaire and the Community Town Hall Meetings were important tools for the City to record, and in some cases quantify, the issues and concerns Hood River citizens have regarding growth and the future of their community. While the questionnaire and each Town Hall Meeting resulted in different comments, ideas, and suggestions, the recorded public feedback clearly indicates that **growth issues** currently dominate civic discourse. There is a dominant theme of preserving elements that create the “small town atmosphere” that so many respondents identified as important to them. Responses to questions in the survey and community meetings were often reactions against **negative aspects of recent growth – traffic, infill that doesn’t fit in with the community, lack of affordable housing, lack of parking, and too many tourists and crowds.**

The questionnaire responses gave clear rankings of importance to issues and suggested approaches. The more open-ended format of the Town Hall Meetings revealed the nuances and trade-offs of preserving all the desirable elements of the community, particularly in the face of rapid growth, and gave neighbors a chance to have a dialogue about these issues. In a few cases, there were differing opinions between residents. Differences were most pronounced when discussions regarding growth ensued. Some residents voiced a position of limiting any further growth in the City. Most participants were struggling with how to accommodate what they saw as inevitable growth. There also appeared to be differences between long-time residents and relative new-comers to Hood River. As highlighted by the questionnaire responses and comments made at the Town Hall Meetings, all participants had concerns about rapid population and tourism growth and the resulting impacts to the City. However, at the Town Hall Meetings, there were indications that more recent residents were more open to allowing future new residents to enjoy the attractive attributes they had relatively recently discovered themselves.

Written responses addressing “dislikes” frequently mention high housing costs. Responses to specific housing-related issues show that a majority of responders favor limiting townhomes, a type of housing product that can be developed as a more affordable option for home buyers/ owners.

Regarding jobs and employment, the questionnaire only had two questions related to the economy and 40% or more of the responses indicated that these issues were not important. The Town Hall Meetings allowed for detailed discussions about the jobs and employment situation in Hood River and it was apparent that participants were concerned about living-wage, or

“Find a way to balance the needs of all folks living in this community.”

“good” jobs, the lack of diversity in the current job market, and the work force being able to afford housing in the City. There was some agreement that Hood River was a good place for small business owners, sole proprietors, and entrepreneurs, and that this employment base should be supported, but also a realization that the City should try to **diversify the employment base** and work with Hood River County to attract large employers.

Participants questioned preserving farm land as an employment sector, but when discussing natural resource, many wished to preserve orchards and other agricultural lands.

Other contradictory comments pertained to how the City should plan for future growth. Comments made at the Town Hall Meetings indicated that residents do not want to expand the UGB, but were also reluctant to accommodate infill growth, in particular the type that Hood River has most recently experienced. Some felt that densification destroys what make small towns special. While many participants struggled with addressing housing affordability in a meaningful way, some believed that providing affordable housing would only entice more people to move to Hood River. Again, similar contradictory positions were mirrored in the questionnaire with 344 residents wishing to expand tourism and recreational opportunities while limiting short-term rentals, and 231 citizens requesting commuter services to Portland while maintaining the town's small, rural character.

The results of the questionnaire and the feedback received at the Town Hall meetings will be used to inform discussions with the Planning Commission and City Council on a new City Vision Statement. City staff and City officials will be making preliminary decisions regarding the community's values and suggested direction for the future of the City from the input received from the public, while at the same time attempting to reconcile contradictory directives. City staff will be drafting an updated Vision Statement and steps that need to be taken to implement the vision beginning in early 2006. Formal adoption of the Vision Statement is expected in Spring 2006. The adoption of this document will assist the City Council with setting priorities and lay the groundwork for subsequent comprehensive plan policy amendments and potential changes to the City's development code.

APPENDICES

Appendix A – Survey Demographics

Appendix B – Priorities

Appendix C – City Issues

Appendix D - Summary of Written Comments

Appendix E – City Services Report Card

Appendix F – Hood River 2020 Survey

Appendix G – Community Town Hall Agenda and Presentation

Appendix A: Survey Demographics

Survey Distribution/Response	Number	Percent
Surveys Mailed	3280	
Surveys Distributed in Community	550	
TOTAL	3830	
Surveys Returned		
TOTAL	703	18.4%
Web	188	26.0%
Hand	515	74.0%

Location of Responses	Number	Percent
Heights	213	30.3%
Westside	208	29.6%
Downtown	170	24.2%
Eastside	47	6.7%
County	47	6.7%
No Response	18	2.6%

Residency	Number	Percent
Year-round Hood River Resident	657	93.5%
Seasonal Hood River resident	13	1.8%
Non-resident owner/Employee of Hood River business	5	0.7%
Visitor who intends to return	6	0.9%
Second homeowner	7	1.0%
No response	15	2.1%

Years of Residency	Number	Percent
> 1 year	23	3.3%
1+ year	114	16.2%
5+ years	123	17.5%
10+ years	180	25.6%
20+ years	165	23.5%
Multi-generational	80	11.4%
No response	18	2.6%

Appendix A: Survey Demographics (*continued*)

Reasons to Stay	Number	Percent
Small Town Atmosphere	471	67.0%
Quality of Life	442	62.9%
Natural Setting	392	55.8%
Outdoor Recreation	343	48.8%
Good Community for Families	302	43.0%
Job/Business Opportunity	240	34.1%
Family	190	27.0%
Born Here	92	13.1%

Appendix B: Priorities

SUMMARIES

	First Priority	Second Priority	Third Priority	Not a Top Three Priority	TOTAL ²	Percent
Top Priorities ¹						
Affordable Housing (need more)	229	97	94	283	420	61.9%
More Open Space/Environmental Protection	124	129	106	344	359	52.9%
Well Defined Development Codes	96	84	94	429	274	40.4%
New Schools	75	68	42	518	185	27.3%
Parks	65	77	40	521	182	26.8%
Light Industrial Development	41	62	72	528	175	25.8%
Greater Urban Residential Density to Protect Rural Areas	34	45	52	572	131	19.3%
New Community Center	13	42	76	572	131	19.3%
Large-lot Single Family Housing (in-favor)	30	57	33	583	120	17.7%
Mixed Use Neighborhoods (promote)	23	35	44	601	102	15.0%
More Shopping Centers	38	10	24	631	72	10.6%
More Lodging	5	15	21	662	41	6.0%
	Expand	Don't Expand	No Response			
Urban Growth Area (UGA)						
TOTALS	246	403	54			
Percent	35.0%	57.3%	7.7%			

Notes

1 = 678 Responses / 25 No Response

2 = Sum of First, Second, and Third Priority

Appendix C: City Issues

	DATA									SUMMARIES		
	# of Responses ₁	1 = Critical	2 = Very Important	3 = Moderately Important	4 = Mildly Important	5 = Not Important	0 = No Response	# Moderate to Critically Important ²	# Mildly to Not Important ³	Average Rating ₁	Percent Important	Percent Not Important
QUALITY OF LIFE												
protect historic small town character	673	389	185	69	18	12	28	643	30	1.6	95.5%	4.5%
protect and restore natural resources/habitat	668	348	189	82	33	16	35	619	49	1.8	92.7%	7.3%
create view protection rules	663	240	193	135	51	44	40	568	95	2.2	85.7%	14.3%
create tree preservation rules	664	234	225	108	58	39	39	567	97	2.2	85.4%	14.6%
create light protection rules	658	201	237	122	61	37	45	560	98	2.2	85.1%	14.9%
enhance outdoor recreational opportunities	664	152	208	155	91	58	39	515	149	2.5	77.6%	22.4%
allow growth as the market dictates	654	74	104	158	142	176	49	336	318	3.4	51.4%	48.6%
provide more public art	661	49	111	174	170	157	42	334	327	3.4	50.5%	49.5%
ECONOMY												
encourage more commercial development	615	116	115	137	107	140	88	368	247	3.1	59.8%	40.2%
create, by rezoning, more industrial /light industrial land	612	98	118	130	99	167	91	346	266	3.2	56.5%	43.5%

Notes : 1 = minus data from "0=No Response"

2 = Sum of "1=Critically Important", "2=Very Important", and "3=Moderately Important"

3 = Sum of "4=Mildly Important" and "5=Not Important"

	# of Responses ₁	1 = Critical	2 = Very Important	3 = Moderately Important	4 = Mildly Important	5 = Not Important	0 = No Response	# Moderate to Critically Important ²	# Mildly to Not Important ³	Average Rating ₁	Percent Important	Percent Not Important
COMMUNITY SERVICES												
acquire /protect open space	650	305	172	96	47	30	40	573	77	1.9	88.2%	11.8%
connect sidewalks and bike/walking paths city-wide	648	223	175	124	73	53	55	522	126	2.3	80.6%	19.4%
improve public transportation throughout the valley	649	128	208	172	89	52	54	508	141	2.6	78.3%	21.7%
provide commuter services to PDX	649	109	158	154	98	130	54	421	228	3.0	64.9%	35.1%
HOUSING												
require developers to provide affordable housing in new projects	653	279	154	74	59	87	50	507	146	2.3	77.6%	22.4%
limit number of short-term rental homes	640	211	147	114	72	96	63	472	168	2.5	73.8%	26.3%
limit number of townhomes	635	208	137	107	91	92	68	452	183	2.6	71.2%	28.8%
require larger yards/more space btwn houses	638	152	154	133	78	121	65	439	199	2.8	68.8%	31.2%
allow long-term detached mother-in-law apts.	633	84	132	171	127	119	70	387	246	3.1	61.1%	38.9%
allow mixed uses in neighborhoods	641	74	127	162	110	168	62	363	278	3.3	56.6%	43.4%

Notes

1 = minus data from "0=No Response"

2 = Sum of "1=Critically Important", "2=Very Important", and "3=Moderately Important"

3 = Sum of "4=Mildly Important" and "5=Not Important"

Appendix D: Summary of Written Comments

Likes Based on Written Comments (636 responses)	
Small Town	328
Beauty of city, scenic views	226
Friendly People	178
Outdoor Recreation	132
Sense of Community	106
Historic Buildings/Downtown	69
Close to PDX/Metropolitan Area	51
Weather	50
Safe Community	30
Rural Environment & Agriculture	30
First Fridays/Families in the Park	24
Diversity	24
Art Community	23
Library	19
No Chain Stores	13
Not Much	10
Hospital	7
Pool	5

Dislikes Based on Written Comments (632 responses)	
Housing	274
Cost	(138)
Style	(109)
Vacation/2nd homes	(27)
Traffic/Parking	135
Becoming Aspen/Vail/Resort Town	67
No Jobs	49
Unchecked Growth	44
Port of Hood River	33
No or Poor City planning	31
Shopping (either too expensive or lack of family shopping)	29
Big Box/Wal-Mart	23 (no) 6 (yes)
Windsurfers	11
Dog/Cat Control	6
Brown Lawns	4
Aggressive Drivers	3
Fluoride	2 (no) 1 (yes)

Appendix D: Summary of Written Comments (*continued*)

Preserve Based on Written Comments (589 responses)	
Historic Homes & Historic downtown	199
Open Space, Green Space & Parks	175
Waterfront & River Access	125
Small Town Feel	120
Natural Beauty & Views	106
Trees	62
Rural Feel, Agriculture, Orchards	56
Small Local Businesses	16
Affordable Housing	11
Others - community education, library, concerts in the park, First Friday	

Issues Based on Written Comments (632 responses)	
Growth, Overdevelopment, Sprawl	284
Affordable Housing (lack of)	216
Job, Family Wages	98
Traffic & Parking	73
Gentrification (becoming Aspen)	69
Waterfront, Port of Hood River	64
Schools	61
Over Population	49
Wal-Mart & Big Boxes	27
Casino	20
Water Quality	18
Taxes	16
Air Quality	9
Illegal Aliens	5

Appendix E: City Services Report Card

	DATA									SUMMARIES		
	# of Responses ¹	1 = Very Satisfied	2 = Satisfied	3 = Dissatisfied	4 = Very Dissatisfied	5 = Don't Know	0 = No Response	# Satisfied ²	# Dissatisfied ³	Average Rating ¹	Percent Satisfied	Percent Dissatisfied
Fire/Ambulance	552	281	257	11	3	109	42	538	14	1.5	97.5%	2.5%
Recreation opportunities	629	332	265	21	11	22	52	597	32	1.5	94.9%	5.1%
Town Cleanliness	655	189	411	49	6	4	44	600	55	1.8	91.6%	8.4%
Community/Neighborhood Safety	509	50	408	42	9	45	49	458	51	1.7	90.0%	10.0%
Water Quality	643	293	285	52	13	14	46	578	65	1.7	89.9%	10.1%
Police	604	194	337	49	24	55	43	531	73	1.8	87.9%	12.1%
Recycling	648	207	362	57	22	14	41	569	79	1.8	87.8%	12.2%
Air Quality	635	243	313	55	24	20	48	556	79	1.8	87.6%	12.4%
Special needs services	304	36	209	43	16	339	60	245	59	2.1	80.6%	19.4%
Number of Parks/maintenance	634	115	372	111	36	25	44	487	147	2.1	76.8%	23.2%
Hispanic Services	305	48	180	45	32	337	61	228	77	2.2	74.8%	25.2%
Street maintenance	655	112	370	129	44	11	37	482	173	2.2	73.6%	26.4%
Youth Programs	444	91	219	88	46	200	59	310	134	2.2	69.8%	30.2%
Administration	526	56	304	112	54	124	53	360	166	2.3	68.4%	31.6%
Building Dept	473	44	220	122	87	177	53	264	209	2.5	55.8%	44.2%
Planning Dept	524	53	182	164	125	133	46	235	289	2.7	44.8%	55.2%
Employment opportunities	555	28	198	206	123	89	59	226	329	2.8	40.7%	59.3%
Housing	596	25	212	201	158	51	56	237	359	2.8	39.8%	60.2%

Notes: 1 = minus data from "0=No Response" and "5=Don't Know"

2 = sum of "1=Very Satisfied" and "2=Satisfied"

3 = sum of "3=Dissatisfied" and "4=Very Dissatisfied"

Appendix F: Hood River 2020 Survey

Hood River 2020

Hacer un buen plan para el futuro de Hood River

Octubre 2005

El propósito de esta encuesta es saber sus opiniones sobre la Ciudad de Hood River y sobre los asuntos de crecimiento y desarrollo que enfrentan a la Ciudad hoy en día. El resultado será una Declaración de Visión para la Ciudad. Ésta será la guía para manejar cómo crece la Ciudad. No se le pedirá su nombre ni su dirección en esta encuesta. También puede llenar esta encuesta por internet en www.cityofhoodriver.com. Favor de entregar esta encuesta al no tardar el 15 de Noviembre al edificio administrativo de la Ciudad en el 301 Oak Street, o por el correo al P.O. Box 27, Hood River, OR 97031, o en las cajas en la Biblioteca que dicen "Encuesta sobre la Ciudad".

¡Gracias por su participación!

También, la Ciudad ofrecerá dos juntas para la comunidad para saber más de las opiniones de las personas. ¿Asistiría usted si las juntas fueran bilingües? Si No

Las juntas se ofrecerán:

El Martes, 1 de Noviembre, 2005 a las 6 de la tarde en La Biblioteca (502 calle State), sala de conferencia
El Miércoles, 2 de Noviembre, 2005 a las 6 de la tarde en el Hood River Senior Center, 2010 Sterling Place

Para ayudarnos entender mejor a la comunidad, por favor responda unas preguntas.

- A. ¿Por qué vino a vivir en Hood River o por qué permanece aquí? (Por favor marque todas las cajitas que aplican)
- | | | | |
|--|---|--|---------------------------------------|
| <input type="checkbox"/> Ambiente de pueblo pequeño | <input type="checkbox"/> Oportunidad de trabajo | <input type="checkbox"/> Buena calidad de vida | <input type="checkbox"/> Familia aquí |
| <input type="checkbox"/> Buena comunidad para familias | <input type="checkbox"/> Ofrece actividades al aire libre | <input type="checkbox"/> Naturaleza bonita | <input type="checkbox"/> Nacido aquí |
- B. ¿En qué parte de Hood River vive?
- | | | | | |
|---|--|---------------------------------------|--|--|
| <input type="checkbox"/> Cerca al osito panda | <input type="checkbox"/> Cerca del Safeway | <input type="checkbox"/> En el centro | <input type="checkbox"/> Cerca de Rosauers | <input type="checkbox"/> En el condado |
|---|--|---------------------------------------|--|--|
- C. Por favor marque la cajita que define mejor su situación:
- | | |
|---|--|
| <input type="checkbox"/> Vive aquí <u>todo</u> el año | <input type="checkbox"/> Dueño o empleado de un negocio en Hood River, pero no vive aquí |
| <input type="checkbox"/> Vive aquí <u>parte</u> del año | <input type="checkbox"/> Turista que piensa volver |
| <input type="checkbox"/> Tiene aquí su segundo hogar | |
- D. ¿Por cuánto tiempo ha vivido en Hood River (o si no vive aquí, ¿por cuánto tiempo ha sido dueño de propiedad aquí?)?
- | | | | | |
|--|---------------------------------------|---------------------------------------|--|--|
| <input type="checkbox"/> Menos de un año | <input type="checkbox"/> Un año o más | <input type="checkbox"/> 5 años o más | <input type="checkbox"/> 10 años o más | <input type="checkbox"/> 20 años o más |
|--|---------------------------------------|---------------------------------------|--|--|

Hood River 2020

Keeping Hood River on Track

October 2005

The purpose of this questionnaire is to gather your thoughts on the current state of Hood River and the major growth and development issues facing the City today. The outcome will be the formal adoption of a City Vision Statement, which will guide the City in managing growth. This is an informal survey so don't worry about complete sentences, grammar, etc.; provide your thoughts and comments in the manner that makes you feel most comfortable. **This survey can also be completed online at www.cityofhoodriver.com.** Please return your completed survey by **November 15, 2005** to the City Administration Building, 301 Oak Street; or by mail to P.O. Box 27, Hood River, OR 97031; or in the City Survey drop boxes in the Library. If you have questions, call the Planning Department at (541) 387-5210.

Thank you for your participation!

The City will also be holding town meetings on the following dates to continue gathering citizen input:

Tuesday, November 1, 2005 at 6 pm in the Library Conference Room, 502 State Street
Wednesday, November 2, 2005 at 6 pm in the Hood River Senior Center, 2010 Sterling Place

To help us better understand community perspective, please tell us a few things about yourself.

- A. Why did you move to Hood River or why do you stay? (check all that apply)
- | | | | |
|--|--|--|------------------------------------|
| <input type="checkbox"/> Small town atmosphere | <input type="checkbox"/> Job/Business opportunities | <input type="checkbox"/> Quality of life | <input type="checkbox"/> Family |
| <input type="checkbox"/> Outdoor recreation | <input type="checkbox"/> Good community for families | <input type="checkbox"/> Natural setting | <input type="checkbox"/> Born here |
- B. What part of Hood River do you live in?
- | | | | | |
|-----------------------------------|-----------------------------------|-----------------------------------|----------------------------------|---------------------------------|
| <input type="checkbox"/> Eastside | <input type="checkbox"/> Westside | <input type="checkbox"/> Downtown | <input type="checkbox"/> Heights | <input type="checkbox"/> County |
|-----------------------------------|-----------------------------------|-----------------------------------|----------------------------------|---------------------------------|
- C. Which (one) of the following categories best describes your residency status?
- | | |
|---|--|
| <input type="checkbox"/> Year-round Hood River resident | <input type="checkbox"/> Non-resident owner or employee of a Hood River business |
| <input type="checkbox"/> Seasonal Hood River resident | <input type="checkbox"/> Visitor who intends to return |
| <input type="checkbox"/> Second homeowner | |
- D. How long have you lived in Hood River (or owned property if a non-resident/second homeowner)?
- | | | | | | |
|---|-----------------------------------|-----------------------------------|------------------------------------|------------------------------------|---|
| <input type="checkbox"/> Less than 1 year | <input type="checkbox"/> 1+ years | <input type="checkbox"/> 5+ years | <input type="checkbox"/> 10+ years | <input type="checkbox"/> 20+ years | <input type="checkbox"/> Multi-generational |
|---|-----------------------------------|-----------------------------------|------------------------------------|------------------------------------|---|
- E. Are you of Latino or Hispanic cultural heritage?
- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

*Encuesta de la Comunidad
Community Survey*

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City of Hood River
P.O. Box 27
Hood River, OR 97031

Appendix F: Hood River 2020 Survey (continued)

State
of
Oregon

Hood River, OR 97031
P.O. Box 27
Planning Department
City of Hood River

TABE
His origin

Please answer the following questions as they relate to the growth and development of our town.

1. What do you like about Hood River? _____
2. What don't you like about Hood River? _____
3. What would you change about Hood River? _____
4. What things in the community should be preserved? _____
5. The biggest issue(s) facing Hood River over the next several years is (are): _____

6. Please use the scale below to rate your level of satisfaction with the following services.
1=very satisfied; 2=satisfied; 3=dissatisfied; 4=very dissatisfied; 5=don't know

- | | | |
|---------------------------|------------------------|---|
| _____ Police | _____ Town cleanliness | _____ Community/Neighborhood safety |
| _____ Fire and ambulance | _____ Recycling | _____ Services for Hispanic citizens |
| _____ Street maintenance | _____ Water quality | _____ Recreational opportunities |
| _____ City Administration | _____ Air quality | _____ Employment opportunities |
| _____ Building Department | _____ Youth programs | _____ Services for special needs citizens |
| _____ Planning Department | _____ Housing | _____ Number of parks/Park maintenance |

7. To help us do better, for any item rated 3 or 4, please explain.

Please use the scale below to rate how important each of the following issues are to Hood River's future.
1= critical; 2= very important; 3=moderately important; 4= mildly important; 5= not important

8. **Quality of Life**

_____ Protect historic small-town character	_____ Create view protection rules
_____ Enhance outdoor recreational opportunities	_____ Create light pollution rules
_____ Allow growth as the market dictates	_____ Create tree preservation rules
_____ Protect and restoring natural resources/habitat	_____ Provide more public art
9. **Economy**

_____ Encourage more commercial development	_____ Create, by rezoning, more industrial and light industrial land
---	--

10. **Community Services**

_____ Acquire and protect open space	_____ Connect sidewalks and bike/walking paths in a city-wide network
_____ Provide commuter services to Portland	_____ Improve public transportation throughout the valley

11. **Housing**

_____ Require larger yards/more space between houses	_____ Limit the number of townhomes
_____ Allow long-term detached mother-in-law apartments	_____ Limit the number of short-term rental homes
_____ Allow mixed uses in neighborhoods (i.e. mini-markets, cafes, shops, or offices next to or below living spaces)	
_____ Require developers to provide affordable housing as part of new projects	

12. What should be the top three priorities for growth and development in Hood River?
(rank 1 - 3, with 1 being most important)

- | | |
|-------------------------------|---|
| _____ More shopping centers | _____ More open space/environmental protection |
| _____ Mixed-use neighborhoods | _____ Greater residential density in town to preserve rural Hood River |
| _____ More lodging facilities | _____ New community facilities (i.e. community center) |
| _____ New schools | _____ Large-lot single family housing |
| _____ Parks | _____ Light industrial development |
| _____ Affordable housing | _____ Well-defined development codes (lot coverage, design/quality control) |

13. Would you support expanding the City Urban Growth Area for more development? Yes No

Favor de contestar las siguientes preguntas en cuanto al crecimiento y desarrollo de la Ciudad.

1. ¿Qué de Hood River le gusta? _____
2. ¿Qué de Hood River no le gusta? _____
3. ¿Si pudiera, qué de Hood River cambiaría ? _____
4. ¿Qué cosas en la comunidad se deben preservar? _____
5. ¿En los años que vienen, los asuntos más críticos que enfrentará Hood River son: _____

6. Favor de poner el número que corresponde en frente de cada servicio para compartir qué tan satisfecho se siente.
1= Muy satisfecho; 2=Satisfecho; 3= No satisfecho; 4= Nada satisfecho; 5= No sé

- | | | |
|---|------------------------------|---|
| _____ Policía | _____ Limpieza del pueblo | _____ Su seguridad en su vecindario |
| _____ Los bomberos y servicio de ambulancia | _____ Reciclaje | _____ Servicios para los Hispánicos |
| _____ Street maintenance | _____ Calidad de la agua | _____ Oportunidades para divertirse |
| _____ City Administration | _____ Calidad del aire | _____ Oportunidades de empleo |
| _____ Building Department | _____ Programas para jóvenes | _____ Servicios para personas incapacitadas |
| _____ Departamento de construcción | _____ Vivienda | _____ Número de parques y mantenimiento |
| _____ Departamento de planificación | | |

7. Para ayudarnos a mejorar, por favor explique más en cuanto a los servicios que marcó con un "3" o "4".

¿Qué tan importante es cada tema? Favor de marcar cada tema con el número que corresponde.
1=Lo más importante; 2=Muy importante; 3=Más o menos importante; 4=No tan importante; 5=Nada importante

8. **La calidad de la vida**

_____ Proteger ambiente de pueblo pequeño	_____ Proteger las vistas de la naturaleza de su hogar
_____ Aumentar las oportunidades para divertirse al aire libre	_____ Limitar el número de poste de la luz
_____ Permitir que crezca la Ciudad a como el comercio dicte	_____ Crear reglas para conservar los árboles
_____ Proteger y preservar la naturaleza	_____ Tener más arte en lugares públicos
9. **La economía**

_____ Animar más desarrollo comercial	_____ Crear más terreno para la industria
---------------------------------------	---

Appendix F: Hood River 2020 Survey (continued)

10. **Los servicios para la comunidad**

- Adquirir y proteger terreno público
- Ofrecer transporte a Portland
- Más banquetas y caminos para andar en bicicleta
- Mejorar el transporte público en todo el Condado

11. **La vivienda**

- Exigir yardas más grandes y más espacio entre las casas
- Permitir construir casita para rentar en su terreno
- Permitir tener tienditas a la par de o debajo de viviendas
- Exigir que vecindarios nuevos tengan algunas casas a precio razonable
- Limitar el número de townhomes
- Limitar el número de casas que se rentan a corto plazo a turistas

12. ¿Qué opina usted que deben de ser las tres más importantes para crecimiento y desarrollo en Hood River?

1=El más importante, 2=El Segundo más importante, 3=El tercer más importante

- Más centros de compras
- Permitir tener tienditas a la par de o debajo de viviendas
- Más hoteles y moteles
- Construir más escuelas
- Construir más parques
- Tener viviendas razonables
- Proteger más la naturaleza
- Más casas en la ciudad para conservar el campo
- Un centro comunitario nuevo
- Tener casas en terrenos más grandes
- Desarrollo industrial
- Tener reglas de desarrollo que son más detalladas

13. ¿Está usted a favor de que la Ciudad se haga más grande para que ocurra más desarrollo? Sí No

Appendix G: Community Town Hall Agenda and Presentation

The following is the agenda and power point presentation that was used at the two Community Town Hall Meetings in November 2005.

Keeping Hood River on Track
Community Town Hall Meetings
November 1st and 2nd, 2005
6:00pm - 9:00pm

Agenda

- | | | |
|------|--|-----------------|
| I. | Welcome | 6:00pm |
| II. | Overview of Issues | 6:10pm - 6:30pm |
| III. | Topic Tables | 6:45pm - 8:00pm |
| | <ul style="list-style-type: none">• Housing• Community Design• Public Facilities• Jobs/Employment• Resource Protection | |
| IV. | Review Key Issues | 8:10pm - 8:40pm |
| V. | Next Steps | 8:45pm - 9:00pm |

Welcome

Meeting Purpose

- Share Initial Community Survey Results
- Gather Additional Community Comments
- Provide Direction for City Vision Statement

Our Town

- Hood River is Attractive, Livable and Viable
- Our Quality Environment is Preserved and Enhanced
- Our Community Identity is Not Limited by Political or Geographical Boundaries
- The Agricultural Land Base Continues to Be Significant
- All Aspects of Community Life are Ethnically Integrated
- A Diversity of Cultural Opportunities is Available
- We Live, Work and Play in a Safe Environment
- Housing is Affordable by All

Our Economy

- Clean, Light Industry Provides Family-Wage Jobs

Hood River Community Vision (1995-2015)

*Keeping Hood River on Track
Community Town Hall Meetings*

Since 1995:

- 1,843 new residents call Hood River home
- ~3,000 new jobs have been created in Hood River County
- Hood River has become an internationally recognized recreational destination (sailboarding, Columbia River Scenic Area, etc...)
- Improvements to buildings Downtown have enhanced business opportunities and improved the aesthetic character of Downtown
- New housing types and choices (e.g. town homes) are being offered
- Short-term rental properties have grown in number

*Keeping Hood River on Track
Community Town Hall Meetings*

*"The future ain't what it used to be."
- Yogi Berra*

Now and into the Future

Hood River is planning for a population of

- 2005 - 6,783
- 2010 - 8,425
- 2015 - 9,388
- 2020 - 10,363
- 2025 - 11,439

4,656 New Residents over the next 20 years

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Community Town Hall Meetings*

Comments from Survey

Likes:

- Protect small town atmosphere, natural beauty and historic buildings and homes
- Acquire and provide more parks
- Protect views and trees

Concerns:

- Growth, overdevelopment and fear of becoming Aspen/Vail/Bend
- Housing costs
- Limit town homes and short-term rentals

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Community Town Hall Meetings*

*"When you come to a fork in the road, take it."
- Yogi Berra*

- How should Hood River accommodate its new residents?
- What opportunities are available to preserve Hood River's qualities and features ?
- What does "Keeping Hood River on Track" mean to you?

*Keeping Hood River on Track
Community Town Hall Meetings*

What trade-offs need to be discussed and agreed upon? For example:

- Compact development can impact existing residential areas but provide more affordable housing and limit the need to expand the Urban Growth Boundary.
- Recreational activities/economy create new economic development opportunities for current residents and businesses while at the same time increase the demand for short-term rental housing and more convenience services that can impact the "small-town" atmosphere.
- More open space/resource protection inside Hood River can enhance livability but put additional pressures on existing neighborhoods and expanding the Urban Growth Boundary to accommodate new residents and businesses.
- Expanding the Urban Growth Boundary to accommodate growth can impact agricultural uses and orchards.

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Community Town Hall Meetings*

"This is like deja vu all over again."
-Yogi Berra

Tonight, let's discuss these topics and how Hood River should take advantage of opportunities to balance community concerns with everyday issues related to each topic.

- Housing
- Community Design
- Public Facilities
- Jobs/Employment
- Resource Protection

*Keeping Hood River on Track
Community Town Hall Meetings*

How does this work?

- 6:45pm to 8:00pm - Visit each of the Topic Tables. Share your thoughts, comments, concerns and issues.
- 8:00pm to 8:45pm - Reconvene and a representative from each Topic Table will note top 3 to 5 issues/concerns to the audience. All issues will be included in final report.
- Meeting will conclude with short discussion of Next Steps

*Keeping Hood River on Track
Community Town Hall Meetings*

And Remember:

"It ain't over till it's over."

Yogi Berra

US baseball player, coach, & manager (1925 -)

*Keeping Hood River on Track
Community Town Hall Meetings*

Next Steps

- Two Community Town Hall Meetings
- Compile Comments from Town Hall Meetings and Survey
- Prepare Draft Vision Statement and Identify Necessary Implementation Steps
- Present to City Council and Planning Commission in January/February

THANK YOU FOR ATTENDING TONIGHT'S COMMUNITY
TOWN HALL MEETING!

*Keeping Hood River on Track
Community Town Hall Meetings*

Table #1 Topic: Housing

"Housing is affordable and available to all"

Is this still our vision and how do we accomplish this?

- Encourage more Housing Types/Choices (Town homes, apartments).
- Limit Short-term Rentals and Avoid Dark Neighborhoods
- Increase Density or Expand the UGB to provide more land supply.
- Allow smaller lot sizes throughout the city or only in targeted locations.
- Require new development to provide affordable housing.

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Community Town Hall Meetings*

Table #2 Topic: Community Design

"Hood River is Attractive, Livable and Viable"

Is this still our vision and how do we accomplish this?

- Require higher design standards for all new development.
- Allow a mix of uses in neighborhoods.
- Protect existing neighborhoods from incompatible design.
- Expand the Urban Growth Boundary to create new neighborhoods.
- Retain the small town atmosphere.

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Community Town Hall Meetings*

Table #3 Topic: Public Facilities

"We Live, Work and Play in a Safe Environment"

Is this still our vision and how do we accomplish this?

- Which public facilities, services or actions contribute the most to achieving this statement?
- What additional services (schools, police, fire, sewer, water, parks, etc...) will be needed?
- Where will future services be needed?
- How should new facilities be paid for?

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Community Town Hall Meetings*

Table #4 Topic : Jobs/Employment

"Clean, Light Industry Provides Family-Wage Jobs"

Is this still our vision and how do we accomplish this?

- Focus on recreation-oriented jobs for future job growth.
- Protect agricultural jobs.
- Promote Commercial/Industrial/Office opportunities throughout the city or focus these jobs to specific areas.
- Diversify job opportunities and expand industrial land supply.

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Community Town Hall Meetings*

Table #5 Topic: Resource Protection

"Our Quality Environment is Preserved and Enhanced"

Is this still our vision and how do we accomplish this?

- Protect Resources such as Views, Natural Areas, and Open Space through regulation of heights, building location, lighting, etc...
- Preserve existing agricultural lands - no expansion of UGB or targeted expansion of UGB.
- Identify new locations for public parks and open space.
- Quality environment includes small town atmosphere.