



MEMORANDUM

TO: Comprehensive Plan Citizen Advisory Committee

FROM: Sidaro Sin, Senior Planner

DATE: January 24, 2011

SUBJECT: Draft Vision Recommendation to Council (PP 10-0007)

ACTION

Staff would like the CAC's recommendation to forward the draft vision for City Council endorsement. The Council is scheduled to receive the CAC's recommendation on February 15.

BACKGROUND

As noted previously, the purpose of the vision statement is to broadly yet succinctly articulate, from the community's perspective, what the community wants Lake Oswego to be and look like twenty-five years into the future. A Council-endorsed vision statement will be used to help guide the development of:

- A preferred scenario that graphically articulates the vision; and
- Goals and policies in the Comprehensive Plan (Plan)

There were two primary sources for the draft vision statement. The first was the web-based community survey conducted from July 17 through September 26, 2010 that received 832 responses. This survey was not intended to be statistically valid; rather it was intended to gauge the "pulse" of the community. The second resource was two workshops conducted on October 12 and 16, where approximately 115 community members participated. In developing the draft vision statement we also looked at the draft Council vision (2008), board/commission input on the Council's draft vision, and existing plans since 1994 of which 18 had documents included a vision or vision-like statements. The CAC reviewed the initial draft vision statement and spent several meetings refining the draft.

Prior to doing the statistically valid phone survey, we tested the draft vision statement to gauge the level of support through a web-based survey. There were 108 responses to the 2035 Draft Vision Survey. The survey respondents were asked if they strongly agreed, somewhat agreed, found the vision acceptable, mostly disagreed, or strongly disagreed with the introductory vision statement and seven action area statements. Results indicated support of the statement, with 80% of respondents responding with ratings of "acceptable" or above.

DISCUSSION

In order to use the vision as the "goal post" for the remainder of the process, it is important to ensure that the vision accurately reflects the majority of residents' vision and values. The purpose of the validation process was to gauge the level of support for the vision statement from a demographically representative, statistically valid sample of residents who live within the Lake Oswego urban services boundary (USB). Another aspect of the validation process

was to determine the level of importance and the perception of how the city is currently performing in the different action areas.

The report concluded:

- There is a high level of agreement that the draft vision statement reflects residents' vision of what Lake Oswego should be like in 2035. On a scale of 1-10, with "0" indicating the statement does a poor job of summarizing the vision and "10" indicating an excellent job, 75% of residents rated the vision statement on the high end of the scale (8-10) and 4% rated it on the low end of the scale (0-4).
- The 12 action area-related statements also appeared to do a good job of reflecting the community's desired future. For all, but two of the statements (related to managing growth and regional leadership), at least 6 in 10 respondents provided a rating of 8, 9 or 10. 54% rated managing growth at the high end of the scale (8, 9 or 10) and equally significant is that only 1 in 10 provided ratings below the midpoint of 5.
- The overall mean or "average" rating for both managing growth and regional leadership is around 7, still an endorsement for support of the statements. Page 13 of the report shows the mean rating for the 12 action area-related statements. Overall, the lowest mean rating of 6.8 for the "leader in the region" statement is still pretty supportive. Managing growth through housing options has a mean rating of 7.1.

Below is a summary of the methodology and other key findings.

Methodology:

- 300 residents were interviewed by phone (mostly land lines, but some cell phones) between January 2 and 9, 2011.
- Age and gender quotas were established to reflect the 2010 FCS Group demographics report
- 6 in 10 have lived in Lake Oswego for at least 10 years
- 87% are homeowners
- 97% are registered voters
- 96% live in the city limits (4% in the urban services boundary, but outside the city limits)
- 57% have no children under age 18 in the home
- 75% have at least a college degree

Other key findings:

- Focus on maintaining core community strengths such as: 1) Quality schools, 2) Safe and peaceful place, 3) outstanding library, parks, cultural and community amenities. These ranked high in importance to include in the vision statement as well as in the "performance versus importance" mapping.
- Finding better ways to improve transportation options for residents is currently an unmet need (walking, biking, and public transit). It ranked high in importance, but low in performance, meaning it is important to residents and there is an opportunity to focus on improving rather than just maintaining.
- Growth management/Housing - While at least 50% of respondents rated this statement on the high end of scale, indicating that it should be included in the vision statement, there is some indication that we still need to provide some clarity as to what this means. Campbell DeLong believes the statement did receive support in part because it included language about preserving neighborhood character.
- Lake Oswego's leadership role in the region – While this statement did receive the lowest rating, there is still support to include it in the vision statement. The report indicates that "it is likely that those who are not interested in the City taking a leadership role in the region do not see enough connection between such a role and protecting and elevating what makes Lake Oswego a desirable community and unique place to live." Ultimately we need to ensure that the City's regional participation supports the community's goals and vision.